INSIDE:

WCLB/BOSTON: BOSS DEBUT
In its first book, Fairbanks Beantown Country outlet WCLB equaled the record for the market's highest Country 12+ share. OM Bob Christy describes how they did it.

Page 36

CAREER CAPSULES
Whether you’re a PD who wants to become a GM, a veteran programmer, or a fresh air talent, today’s radio climate demands evolutionary thinking, as evidenced by these three snapshots from the road to success:
- AC PDs assess their changing role in the ’90s.
- New Rock GMs, PDs share hiring strategies.

Pages 35, 31, 34

RECYCLING MORNINGS FOR MAXIMUM RATINGS
More CHR PDs are recycling their morning listeners into other dayparts, going back to basics with cross-promotion, personality interaction, and some new “audience grabbers.”

Page 28

IN THE NEWS...
- Jennifer McCann VP/GM of Atlantic’s WBMX, FM Ops.
- Brad West becomes KNX/Phoenix PD; Dave Nicholson new Real Country net, KCWW/ Phoenix GM.
- Tele-Media restructures Providence dupply; Sharon Heyward now Perspectives President.

Page 3


Page 12

NEWSTAND PRICE $6.00

RADIO & RECORDS

Arbitron Seeks Survey Decision By Labor Day

VP Jay Guyther says 18-week rolling averages, elimination of book could happen by fall ’94

Arbitron’s latest bid to overhaul the radio ratings process has as usual, generated plenty of questions. The proposal, instigated by the Arbitron Advisory Council, calls for the elimination of the current 12-week sweeps in favor of 18-week rolling average reports issued every six weeks. Monthly Arbitrend reports would be done away with, as would printed “books,” or market reports. If approved, the new sweep periods could be in place by next year, but current plans only affect the 96 continuously measured markets.

Arbitron VP/Marketing, Radio Station Sales & Services Jay Guyther agreed to further explain his company’s plan, as well as the implications it will have on the radio industry.

R&R: What will happen to monthly Arbitrends?

JG: Now, Arbitrend clients get a 12-week rolling average every month. Every third report is published as a book. You get two interim reports, then a book, and the process repeats. Under the new system, a current Arbitrends subscriber would download reports eight times a year.

TALK HOSTS/See Page 17

Texas Country Upstarts Score Big In Winter Arbitron Book

Five niche Country stations in Dallas and Houston earned good Winter ’93 Arbitron results: “Young Country” KYNG/Dallas advanced to within a point of second-place KPLX, and older-skewing KSNM was up eight-tenths of a share. Down south, youth-oriented KKBQ-AM/F-Houston added nearly two shares to spurt its Old Country Top 10 (while rival KKKK-AM fell to its lowest numbers in 13 years).

Back in Dallas, N/T KRLD, which found itself in the center of the Waco Branch Daviandan crisis through late February and March, was up a full point. Other gainers included Full-Service Country WRZK/FM.

March Revenues Soar 13%; First Quarter Up By 9%

A strong 13% March gain propelled radio revenues to a 9% first quarter increase, according to the RAB.

“The March revenue numbers... tell us February’s numbers were off 4%,” said RAB President Gary Fries. Febru-
yary had been up 14%—the first double-digit increase since October 1990.

For the first quarter, local revenues were up 10% and national spot revenues up 6%, with gains reported in all regions. Radio network revenues, as reported by the Radio Network Association, were up 5.1% for the quarter.

The Southwest experienced the largest local revenue gains for March (22%) and the first quarter (18%), while the West posted the biggest national gains for the month (15%) and quarter (11%).

March figures were adjusted for a four-week standard broadcast calendar this year, compared to five weeks in March 1992. There were 13 weeks in the first quarter this year.

RAB’s calculations are based on data from more than 100 radio markets as reported by Miller, Kaplan, Arase & Company and Hangerford, Aldrin, Nichels & Carter. Network figures are compiled by Ernst & Young, as reported by RMA’s members.

Advertisers Give Radio High Marks

Of Business That Were Up

Did Not Use Radio

Print Advertiser Opinions

Radio Not Effective

Radio Is Effective

Radio Shreds Papers In Ad Battle

A strike that halted publication of Pittsburgh’s two daily newspapers for nine months didn’t have much of an effect on local businesses. What’s more, according to a Pennsylvania University study of 112 newspaper advertisers, 65% of firms that used radio during the strike reported increased business.

The research, commissioned by the Pittsburgh Radio Organization and reported by the RAB fax publication Radio Sales Today, concluded that Pittsburgh radio stations are maintaining the advertisers they gained during the strike, while the rebound for newspapers has been low. Radio ads during January were up 29% over the previous year.

Even among those businesses that experienced difficulty during the strike, 37% said radio was an effective ad medium.

For complete results, see Page 24.

The Industry’s Newspaper

APRIL 30, 1993
ROXETTE
"ALMOST UNREAL"

The first single and video from
The Original Motion Picture Soundtrack

Produced by Clarence Öfwerman and written by Per Gessle.
Soundtrack album produced by Peter Afterman and Tim Devine.

Roxette appears courtesy EMI Svenska AB and EMI Records Group, North America.

On Capitol
Mc Cann VP/GM Of Atlantic’s WBMX, FM Operations

Jennifer McCann has exited the GM post at AC WSHE/BSon and will join crosstown Atlantic Radio’s WBMX early next month as VP/ GM. Boston FM Operations. She’ll succeed Atlantic President/COO Joe Winn, who has been interim GM at the Rhythmic AC since Mark Reaser’s departure (R&R 11/20/92).

West, Nicholson Join KNIX, Real Country Network

Two managerial positions were filled this week at Buck Owens’ Phoenix radio combo. KEW/Tulsa PD Brad West was named PD of market-leading Country outlet KNIX; he succeeds R.J. Curtis, who took the KZLA/ Los Angeles PD post two months ago. WNOE-AM & FM/New Orleans GM Dave Nicholson has been tapped as GM for the Owens/SMN-owned Real Country Network and flagship KCWW following Jim Murphy’s Friday (4/2) resignation. Commenting on the new arrivals, KCWW & KNIX General Program Manager Larry Daniels told R&R, “Brad has been a major=__WEST/See Page 17

City Of Hope Honors Levy

PolyGram President/CEO Alain Levy (c) is slated to receive the 1993 Spirit of Life award at the City of Hope’s September 30 dinner in L.A. Flanking the future honoree at a recent NYC luncheon are (l-r) co-founder chairman and PolyGram Holding Inc. President/COO Eric Krifeld, City of Hope Music & Entertainment Industry Chapter President and MCA Music Entertainment Group Sr. VP & GM Specialty Markets & Productions Bruce Resnikoff, City of Hope Sr. Industry Director Scott Goldman, and Chapter Chairman and MCA Music Entertainment Group Exec. VP Zach Horowitz.

Heyward Named Perspective President

Former Virgin Sr. VP/GM Share- on Heyward has been appointed President of Per- spective Rec- ords. She’ll be re- sponsible for all operations at the Jimmy Jam & Terry Lewis- owned, A&M-distributed label. In making the announcement, Lewis said, “Sharon’s ability to grasp the big picture, yet remain focused on individual recording projects will help Perspective re- main competitive.”

“Heyward is a music business professional who has maintained an impressive career since the inception of the company and is perfectly poised to take us to the next level.”

Heyward commented, “It’s ex- citing to be a part of an organization that has defined itself as an innova- tive label in two short years. With such a diverse roster, I’m looking forward to continuing and broadening the awesome tradition Jimmy and Terry have established.”

Prior to her five-year tour with Virgin, Heyward spent 11 years at RCA. Her 20-year-label career also includes stints with Budweiser and Columbia Record Productions.

New Managers Set For Tele-Media Providence Duplopy

George Simpson

With its duplopy purchase of CapCities/ABC Talk/CHRM combo WPRO-AM & FM/ Providence set to close Tuesday (4/7), Tele-Me- dia restructured management at that combo and EZ/AC WLKW & WW11.

Tele-Media VP/Operations Ina Rosenblatt becomes VP/GM for all four stations, WLKW & WW11 GM Carol Carnes becomes Associate GM of the four outlets, reporting to Rosenblatt. WPRO (AM) Presi- dent Tom St. Pierre, and WPRO-FM/President/GM Karen Woodbine exit.

WW11 OM/PM Bill George gets the Dir./Operations post for the stations. WPRO-FM midday per- sonality David Simpson has been named the station’s PD, replacing

TELE-MEDIA/See Page 17

KISS FM/Los Angeles raised more than $130,000 for the Pediatric AIDS Foundation when the station held its “KISS And Unite” benefit concert at B- vine Meadows Amphitheatre. Displaying the donation are (l-r) PLG’s Linda Murphy and VP/CHR Promotions Joe Boccaccio and Vicki Lachen, KIS President/GM Marc Kayes, morning man Rick Dees, and PD Jeff Wyatt. In- cidentally, the station premiered “KISS Vision” — a state-of-the-art interac- tive multimedia presentation — at the event.

A KISS For Charity

A R&R reader notes, “I love to see your tre- aching minds in the music business. Keep up the good work.”

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PAGE THREE

APRIL 30, 1993

HARD BENEFITS FROM SOFTWARE

Two Urban programmers — WXOK & KOXL/ Baton Rouge’s Chris Clay and WGBZ/ Louisvile’s Del Spencer — describe how they use computers to monitor airplay/ rotations, maintain on-air consistency, and save time.

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FEATURES

ARTS

AMERICK CONCERTS

Lisseys

DINING "Big Concerts" To Go

Having set the record for the highest price paid for a single radio sta- tion in 1986 (with its purchase of OKROLA, for $4.1 million), Infin- ity Broadcasting doubled the ante six years ago by establishing a new standard for a combo price: $82 million cash for Scionni for KIVL-AM & FM/Dallas.

Both records have since been broken. Infinity itself shattered the single-station high when it bought WFWF/New York for $70 million in late 1991. But the KIVL price has been exceeded just once, when Beasley bought KRTH-AM & FMLA, for $86.6 million in 1988. That $100 million mark’s still out there waiting for the right prospect.

Also Celebrating 20 Years Of Excellence:

Communication Graphics Inc

NATIONAL RADIO FORMATS

MUSIC VIDEO: MTV, VH-1, BET, The Box lists

WORLD MUSIC OVERVIEW: UK, Australia, Canada charts

URBAN CONTEMPORARY

COUNTRY

COUNTRY SONG INFORMATION INDEX

CURRENT-BASED AC

ASSOCIATE REPORTERS

NAC

CONTEMPORARY JAZZ

ACR ALBUMS

ACR TRACKS

NEW ROCK

CHR

PARALLEL CHART ANALYSIS

AC, AOR, CHR, COUNTRY, URBAN CHARTS

NEW ROCK, NAC, CONTEMPORARY JAZZ HIGHLIGHTS

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Radio station buyers should be able to cut their tax bills because of a Supreme Court decision upholding a newspaper's writewell of intangible assets, according to tax experts.

In a ruling the high court said the Newark Morning Ledger Co. could deprecate $86 million attributed to a number list it listed in its $28 million acquisition of the Herald Co. The IRS had claimed that such intangible assets couldn't be separated as a media company's goodwill, which can't be depreciated under the current tax code.

"The impact is very beneficial for taxpayers with intangible assets, which includes radio," said Dow, Lohse & Albritton tax attorney Mike Hines. He added that the ruling could apply to several types of intangibles that might be included in the sale of a radio station; i.e., advertising contracts, lists of advertising customers, a unique format, or even underdeveloped market competition (an un-built CP which will eventually claim a share of the market's ad revenues) - all of which can be shown to have a limited useful life.

" Favorable For Radio" Although Hines welcomed the ruling, he said its greatest impact may be in spurring Congress to pass an intangible tax bill (H.R. 13) proposed by Rep. Dan Rostenkowski (D-IL), which Hines called "by far the most favorable for radio." It would allow amortization of all intangibles, including goodwill, over 14 years. A similar measure passed last year would allow a larger tax package that was vetoed by then-President Bush. The Clinton Administration, however, still has not taken a position on the intangible issue.

Lohse & Watkins tax attorney Joe Sullivan said that the court ruling is likely to help push Rostenkowski's bill through Congress. But he said that would be "less advan-
tageous for broadcasters overall" than the intangibles tax treatment resulting from the Supreme Court ruling.

Sullivan said a radio station buyer should be able to depreciate its advertiser base over a five- to eight-year range, realizing the full tax benefits much faster than the 14-year period in the Rostenkowski bill. He said it would be better from a cash flow standpoint and as much value as possible to the advertiser's base, rather than the station's FCC license (which the Tax Court ruled can be amortized over 25 years in a case the IRS has appealed).

In order to claim the tax writeoff under the Supreme Court ruling, broadcasters will have to maintain adequate records to document the value and life of a station's advertiser base. Sullivan said most stations probably haven't kept that data in the past. However, with the advent of computer billing, the data is now a lot more available than it used to be," he noted.

New Report Shows Radio's '91 Woes

It's government-certified official: 1991 wasn't the best of years for radio. According to a soon-to-be-released Center for Media Awareness Report, the nation's radio stations (stations and networks) claimed total 1991 revenues of $6.9 billion - down 4% from 1990. The federal number crunchers said radio stations' total '91 ad revenues amounted to $6.3 billion, down 4.5% from 1990.

Local spot sales totaled $4.75 billion, off 4.1% from the previous year. And national/regional revenue dipped 5.4% to $1.5 billion, while network compensation added up to $103 million in 1991, down 6.4% from 1990. Radio networks fared somewhat better than stations, with ad revenues totaling $224 million, up 2.5% from 1990.

On the other side of the ledger, the feds estimate the radio industry had total 1991 operating expenses of $6.4 billion, down 2.4% from 1990. Payroll was the single largest cost at $2.5 billion, unchanged from the previous year.

Back To The DAB Drawing Board

"We learned some stuff," said Gannett VP-Finance Dan Ehrrman about the technical problems that delayed an attempted mobile demonstration of USA Digital Radio's FM DAB system at last week's NAB convention in Las Vegas. Ehrrman told R&R it's too soon to decide whether to restructure the ill-fated mobile equipment (which worked for about a week of testing in Little Rock or move on to the next stage of development. "We're evaluating every- thing we learned in Las Vegas, then we'll decide what our next step will be," said a USA Digital's timetable may be determined by whatever deadlines are set by the National Radio Standards Committee for DAB testing. The first NRC DAB licenses are off until Q3 1993.

Although USA Digital didn't get its FM box on the road, Ehrrman was pleased with convention-goers' enthusiastic response to its stationary test of AM DAB. The federal analog-to-expansion to the expanded AM bandwidth will be pleased to know that the analog portion of the 1560 kHz test broadcast was received across many Western States. Of course, that's without any other transmitter within 60 km to cause interference. Ehrrman said "there was one unconfirmed report of reception in Hawaii. He also said there's no truth to anonymous rumors floating at the con- vention that CBS and Group W have cut off funding to USA Digital. Although he wouldn't disclose the partnership's structure (most observers be- lieve Gannett is by far the largest investor), Ehrrman said that all three compa- nies have invested "not insignificant amounts of cash" into the effort to develop in-band, non-channel DAB.

"We continue to support USA Digital. We are extremely pleased with its progress to date," said CBS spokeswoman Helene Biebing after con- versing with CBS Radio President Nancy Widmann. No one was available to comment at Group W Radio, which is currently without a president.

Zell/Chilmark Completes Jacor Takeover

Jacor Communications announced Monday (4/26) that Chilmark Fund L.P. had completed its two-stage takeover of Jacor, following FCC approval of the second phase (both had faced challenges by Paxson Broadcasting).

Nonvoting stock that had kept Zell's 45% attributable interest below 50% was converted to voting stock, leaving Zell with 93.4% of Jacor's voting stock. According to Jacor's latest FCC filing, Zell has paid $67 million for its Jacor stock. The total value of the Zell takeover and reorganization of Jaco- cor's debt (3R) 9/25/92 was put at $127 million.

In other financial and regulatory news:

- Granum Communications has closed its first directly deal, an $18.5 million cash purchase of WSSHLowell (Boston) from Noble Broadcasting. This Soft AC is now learned with Granum's Soft AOR WBOS/ Brookline (Boston). A Granum announcement noted that the Beef town pair scored a 9.5 share in adults 25-54 in the Winter '93 Arbitron.
- Te尼克son has cashed out of Scnnix Broadcastings major market holdings for an undisclosed sum, leaving Randy Oosten and Scott Mc- Queen as equal partners in the Miami, Kansas City, Indianapolis, and Balti- more stations. Nixon, however, remains a one-third owner of Scnnix's Quad Cities and Jacksonville NH stations.
- Jacor's fastest-growing channel, the latest report from the battlefield is not encouraging. Rep cable Companies Network, inc- reported that total national spot revenues for cable TV were $31.2 million in the February quarter, down 26.3% from a year ago. The biggest gain was in the auto sector: up 32%.
- Opticon Inc., licensee of WTM/Richmond, VA, has been hit with a $1 million fine for "willful and repeated violation" of the agency's tower marking and lighting rules.

-Dick Messmer, Randall Bloomquist
The Sound of Los Angeles Records presents

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Deele

"imagination"

the Deele is on!

GOIN' FOR URBAN BREAKER!

the Deele is on!

WEEK OF MAY 3RD WITH

the Deele is on!

"IMAGINATION"

THE DEELE'S NEW SINGLE FROM THEIR LATEST ALBUM

AN INVITATION TO LOVE

Don't miss it or you won't have

"IMAGINATION"

DISTRIBUTED BY INDI INDEPENDENT NATIONAL DISTRIBUTORS INC.
TRANSACTIONS

Sunrise Bank Takes KJAZ Stock In $2.6 Million Loan Deal
William Phalen doubles up in Wichita with $1.7 million for KKRD

**Deal Of The Week**

KJAZ/Alameda (San Francisco)

**PRICE:** $2.6 million

**TERMS:** Stock sale. The buyer has agreed to lend $450,000 to finance conversion of the station to "an opera- tion in which its signal is distributed both through one or more radio stations and through a satellite distribution sys- tem." This loan will be in addition to an existing loan with a principal balance of $2.15 million and the maturity date for the existing loan is being extended from June 15, 1993 to March 31, 1994 or until the station is sold. A letter from the seller's attorney states that the buyer will not consummate this transfer if the seller's obligations are completely and timely discharged.

**BUYER:** Sunrise Bank of California headed by President James Daley of Roseville, CA, acquiring all of the stock of KJAZ Inc., phone (916) 733-2984.

**SELLER:** Ronald H. Cowan of Alame- da, transferring his 100% stock inter- est, phone (510) 799-5101

**FREQUENCY:** 97.7 MHz

**POWER:** 1780 watts at 400 feet

**FORMAT:** Jazz

**BROKER:** American Radio Brokers

**California**

KMPG/Hollister

**PRICE:** $500,000

**TERMS:** Asset sale. The buyer has paid the seller $11,500 as earnest money. The buyer is assuming debts of approximately $214,581 from the seller. The buyer is to deposit $113,500 in a joint checking account with the seller, (signing the signa- tures of both parties) which is to be us- ed to pay the seller's accounts paya- ble. The balance, approximately $210,419, is to be paid at closing with a 10-year promissory note at 7.5% in- terest.

**BUYER:** KMPG Inc., owned 80% by Adela Martinez of Gigio, CA and 20% by Raife Meza of Gigio, a Mexican citizen

**SELLER:** Mile Communications Corp. Inc., headed by President H. Scott Killipore, phone (408) 637-7476

**FREQUENCY:** 1520 kHz

**POWER:** Skw daytimer

**FORMAT:** Spanish

**KJDJ/San Luis Obispo**

**PRICE:** $45,000 for 30%

**TERMS:** Stock sale for cash

**BUYER:** Matien Caramillo of San Di- ego, David Martinez of San Diego, and Antonio Gonzales of Bonita, CA, each acquiring 10% of the stock of Padre Serra Communications Inc., a new corporation established by the seller, who will retain a 70% interest. All three have minority interests in KURS/San Diego.

**SELLER:** Jaime Bonilla Valdez, sole prop- erior, who is the principal owner of KURS/San Diego

**FREQUENCY:** 1030 kHz

**POWER:** 2400 watts/700 watts night

**FORMAT:** Spanish

**COMMENT:** This station sold for $155,000 in November 1992

**District Of Columbia**

WUST/Washington

**PRICE:** No cash consideration for 1%

**TERMS:** The current owners have de- cided to share equally in control of the station. To accomplish this, additional shares are being issued to the buyer for no consideration.

**BUYER:** Edwin Torrington of Wash- ington, DC is increasing his stock interest in New World Radio Inc. from 49% to 50%. He has interests in WABS/Ar- lington, VA (Washington) and WBRJ & WKRJ/Franklin/Plainsfield. The WUST-WABS duo was approved by the FCC in October. Phone: (202) 291-8700.

**SELLER:** James Weitzman of Wash- ington, DC who has interests in WACO-AM & FM/Waco and WVMI/ Staunton, VA. Phone: (202) 692-3538

**FREQUENCY:** 1120 kHz

**POWER:** Skw daytimer

**FORMAT:** Gospel

**Florida**

WHNR/Cypress Gardens

**PRICE:** Undisclosed for 50%

**TERMS:** Stock transfer

**BUYER:** George Allen of Alafaya, FL, increasing his stock ownership of Flor- ida Community Radio Inc. from 50% to 100%.

**SELLER:** Stephen Sanet of Princeton, IL, transferring his entire 50% stake

**FREQUENCY:** 1360 kHz

**POWER:** Skw day/2 Kw night

**FORMAT:** Nostalgia

**COMMENT:** This station sold for $300,000 in 1989.

**Georgia**

WGML & WHVL (FM CP)/ Hinesville

**PRICE:** $19,950 for 54%

**TERMS:** Stock sale for cash

**BUYER:** Gary Dodd of Hinesville, in- creasing his stock ownership of Bullie Broadcasting Corporation from 7% to 61%. Other shareholders include E.D. Steele Jr., James Hoffman, and Howard Killian. Steele is a former sole owner of WGML. Homan is employed at WEAS-AM & FM/Savannah, GA.

**SELLER:** Virginia Frankenthaler of Hinesville, selling her entire 54% stock interest. Phone: (912) 366-4334

**FREQUENCY:** 890 kHz

**POWER:** 250 watts day/76 watts night

**FORMAT:** Religious

**COMMENT:** This combo was formed by a settlement agreement whereby Frankenthaler's Bullie Broadcasting re- ceived the FM CP and Steele's AM was merged into Bullie. Dodd had been an investor in Steele's competing appli- cation for the FM CP.

**Illinois**

WJIL & WJVO/Jacksonville- South Jacksonville

**PRICE:** No cash consideration

**TERMS:** Dissolution of partnership

**BUYER:** Morgan County Broadcast- ing Company Inc., a wholly owned subsidiary of Huntco Inc., owned by B.D. Hunter of Houston

**SELLER:** USA Radio Partnership, which will hereafter be owned 100% by James Green of Riverton, IL. It will retain ownership of WTM & WJZY

**TAYLORVILLE, IL**

Continued on Page 10

TRANSACTIONS AT A GLANCE

1993 Deals To Date:

$853,416,830

(Year Last: $373,726,782)

Total Stations Traded This Year: ............ 440

(Year Last: 384)

This Week's Action: .................. $6,344,112

(Year Last: $17,798,938)

Total Stations Traded This Week: ........... 23

(Year Last: 32)

- Deal Of The Week:
  - KJAZ/Alameda (San Francisco), CA $2.6 million

- WJZI (FM CP)/Glencoe, IL $49,293 for 50%

- KMPG/Hollister, CA $550,000

- KJDS/San Luis Obispo, CA $45,000 for 30%

- WUST/Washington, DC $155,000

- WHNR/Cypress Gardens, FL Undisclosed for 50%

- WGML & WHVL (FM CP)/Hinesville, GA $19,950 for 54%

- WJIL & WJVO/Jacksonville-South Jacksonville, IL No cash consideration

- KKRD/Wichita, KS $1,724,000

- WROI/Clarkesville, MS No cash consideration for 5%

- KCOZ/Point Lookout, MO $10

- KFMO (formerly KLMS)/Lincoln, NE $200,000

- WLR/Wapello Valley, NY $200,000

- WAZL & WBS/Perth, PA $750,000

- WCHC/Lexington, VA $49,057 for 33.33%

- WMPA (FM CP)/Manifield, PA $17,500

- KZKW-AM & FM/Hot Springs, SD $45,000 plus note

- KYMG/Gainesville, TX $11,500

- KTHE/Thermopolis, WY $77,856 (approximate)
SPORTS SUPERSTARS ON WHEEL OF FORTUNE®

MONDAY
MAY 3
Steve Garvey
Warren Moon
Sugar Ray Leonard

TUESDAY
MAY 4
Herschel Walker
Jackie Joyner-Kersee
Bill Walton

WEDNESDAY
MAY 5
Greg Louganis
Dick Butkus
Ernie Banks

THURSDAY
MAY 6
Florence Griffith Joyner
Steve Young
Phil Esposito

FRIDAY
MAY 7
FINALS!

WHEEL OF FORTUNE Superstars of SPORTS

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Pirate Radio with Lonn Friend
An unpredictable five hour music-driven rock party with the best guest list in rock 'n roll.

In Concert: New Rock
Ninety minutes of the best alternative music – captured live in concert.

MTV Unplugged
Exclusive simulcasts of MTV's popular acoustic music series.
MTV News
Kurt Loder reports on news in the rock world – twice daily.

Superstar Concert Series
Ninety minutes of the biggest superstars in rock – performing live in concert.

BBC Classic Tracks
Live vintage recordings from the famed BBC and WW1 archives – broadcast daily.

The Beatle Years
Elliot Mintz recaps the lives of the Beatles with music and rare interviews.

The Timothy White Sessions
Landmark interviews and live performances from rock's most influential artists.

Westwood One Radio Networks...bringing you the best in AOR, New Rock and Classic Rock with exclusive interviews, special event programming, and live concert recordings from Westwood One's award-winning mobile recording division.

For additional information contact your Westwood One Representative at (310) 204-6000

IT COULD ONLY COME FROM WESTWOOD ONE
TRANSACTIONS
Continued from Page 6

FREQUENCY: 1500 kHz; 105.5 MHz
POWER: 1kw; 3kw at 32 feet
FORMAT: Country; AOR
COMMENT: Formation of this partner-ship was reported in the November 28, 1991 issue of R&R.

Kansas

KKRD/Wichita

PRICE: $1,724,000
TERMS: Duplex deal; asset sale for cash. The buyer is to pay $1,724,000 to the First National Bank of Boston in settlement of the bank's claim of $3,798,814, provided the closing takes place on or before May 15. After that date, the price will increase by $250 each week. The seller is to pro-vide $100,000 of the payment to the bank, plus the $250,000 weekly penalty if court approval of the sale is obtained after May 15. This sale is subject to ap-proval by the U.S. Bankruptcy Court for the Southern District of New York.

BUYER: New West Radio Inc., owned by William Phalen of Coronado del Mar, CA and Leslie Rudd of Wichita. The company, headed by President Michael Cutchall, owns KNSS & KRZZ Wichita-Denver. Phalen also is concerned in lei-ting interests in WVKO & WKOL Jacksonville, KWFM-AM & FM & KNST-KRQD/Tacoma, and is buying WKY & WXEJ-WTXL/Louisville.

S R L E X K R I D D E R: $32,972000
TERMS: Duplex deal; asset sale for cash. The buyer also agrees to assume the seller's ob-liations under matching grants from NTIA totaling approximately $39,712 for purchases of station equipment. This sale is contingent upon approval by NTIA.

BUYER: Southwest Missouri State University, headed by President James Ferguson of Springfield, MO.

POWER: 1450 kHz
FREQUENCY: 91.7 kHz
TERMS: No cash

POWER: 40kw at 768 feet
FORMAT: Classical

Missouri

F K Q M (formerly KLMS)-Lincoln

PRICE: $220,000
TERMS: Asset sale for cash

BUYER: Radio One Nebraska Inc., owned by Raymond Lamb of Sioux Falls, SD. He owns KLZQ/Lincoln, KTTT & KGWM/Columbia, NE; KGD & KGLU/Lawrence, KS; KBKR-AM & FM/ Brookings, SD, and KJW & KGTU/ Huron, SD. (Phone: (402) 476-3222
SELLER: KLKS/KFMO, Inc., owned by Duke Wright of Green Bay, WI. He also owns KYNN/Lincoln, WGEE & WIXI/ Green Bay; WKKO & WTJB/ Neshantula-Hubbard, WI; WREG & WDEZ/Sheboygan-Waukesha, WI; is buy-ing WHET/Sturgeon Bay, WI and WOZZ/New London, WI; and is selling KOA-AM & FM/Denver Moines. (Phone: (402) 396-4477

FREQUENCY: 1480 kHz
TERMS: 5kw day/1kw night
FORM A T: 8 day 1 week
BROKER: Dick Chapin of Chaplin Enter-prises

New York

WLRS/Spring Valley

PRICE: $200,000
TERMS: Asset sale for cash. The buyer is to pay $200,000 for the station as-sets, $40,000 to Eugene Guggin un-der a two-year consulting agreement, and $25,000 to Guggin under a two-year noncompete agreement.

BUYER: Talkline Broadcasting Corp., owned by Zev Brenner of New York. (Phone: (212) 765-1925

S R L E X K R I D D E R: $719k
F R E Q U E N C Y: 1300 kHz
TERMS: 500-watt daytimer
FORMAT: AC

Pennsylvania

WAZL & WWSH/Hazleton

PRICE: $750,000
TERMS: Duplex deal

BUYER: 4M Broadcasting Inc., headed by Robert Mrozek. It owns WKRQ/Berwick, PA. (Phone: (717) 759-3570

S R L E X K R I D D E R: $675k
F R E Q U E N C Y: 97.9 kHz
TERMS: No cash

POWER: 417 watts at 866 feet
FORM A T: AOR

BUYER: Miller Younts and Kevin Cox of Media Services Group

TERMS: No cash

S R L E X K R I D D E R: $500,000
TERMS: No cash

FORMAT: Country

Comment: This station sold for $500,000 in 1991.

S R L E X K R I D D E R

KTMH-Thermopolis

PRICE: $77,650 (approximate)
TERMS: Asset sale for $76,741, plus $16,91 daily from the contract date until closing (anticipated to be 60 days, for a total of approximately $1115)

BUYER: D. Mark Inc., owned by D. Mark McClure of Kilkenny, NE. McClure also owns Broadcast Management Group Inc., which programs K T O N / Belton, TX, and KRMY/Kileen under LMA's. (Phone: (903) 984-1060

TERMS: No cash

S R L E X K R I D D E R: $76,741
F R E Q U E N C Y: 1060 kHz
TERMS: No cash

FORM A T: Unknown

COMMENT: This station sold for $500,000 in 1991.

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- Classic Rock
- Urban

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Zurowestie GM At Gold KXXL/Denver
Bob Zurowestie has been named GM at Shamrock Broadcasting Gold outlets KXXL-AM & FM/Denver, succeeding the exiting Bill Sauer. Zurowestie returns to Shamrock after three months as Station Manager KCFX/Kansas City, he'd previously been VP/GM of the company's WHB/KULD/KC.

Shamrock President Marty Longham noted, "We're glad Bob's rejoining our company. He did a great job [at WHB & KULD] and was a great leader during his years there. We look forward to him providing the same sort of leadership in his new assignment."

Zurowestie told R&R, "This is a very competitive market and we have a special niche with oldies. We're looking to increase TSL through focused marketing efforts. There are some challenges, but that's what makes it exciting."

Zurowestie began his radio career began 23 years ago with AE stations KUDE, WHB, and cross town KBEQ. He returned to KULD in 1980 as LSM and was subsequently promoted to GSM, then GM.

Steele Becomes OM At KRXX & KMZZ
After weeks of speculation, Kater-corn's KRXX & KMZZ/Mineap-olis has named former KNAC/Los Angeles PD Gregg Steele as OM, replacing Jan Robbins, who ex- ited last month. KRXX & KMZZ VP/GM Steve Woodthary said, "Gregg's one of the hottest minds in radio, but a modern-thinking program-mer who, after working on the front lines of programming, under- stands the changing variables of radio today. Neither of us believes in taking a cookie-cutter approach. Together, Bill and I will de- velop strategies from the ground up because every market is differ- ent."

Richards joined Zapolon Consultancy
Former KHS- AM & FM/Los An- geles PD Bill Richards has be- come a partner in Guy Zapolon's consulting firm. As a result, the company has been renamed Za- polon/Richards Consulting. Rich- ards will work out of Orlando; Zapolon will still be based in Houston. Zapolon told R&R, "Bill's not only one of the brightest minds in radio, but a modern-thinking pro- grammer who, after working on the front lines of programming, un- derstands the changing variables of radio today. Neither of us believes in taking a cookie-cutter approach. Together, Bill and I will develop strategies from the ground up because every market is different."

Richards commented to R&R, "After leaving KIIS, I did projects for a number of stations and really enjoyed the work. It's a natural progression for me and something Guy and I talked about when we were both Nationwide Group PDs. Guy is one the most innovative pro- grammers of the last 20 years; to- gether, we'll be able to play a lead- ership role in radio programming in the '90s and beyond."

Cooper Appointed WGY/Boston PD
Former WWFX/Bangor, ME PD David Cooper has accepted the PD position at OR WGY/Boston, replacing Steve Becker.

Owner/GM Curt Gowdy told R&R, "David has tremendous knowledge of promotions and man- agement skills, which we needed to bring into the company from a PD level. These two things got him hired over the rest of the competition."

Cooper commented, "This is a fantastic opportunity with a heri- tage station with great people. It is the right opportunity right now."

Prior to programming WWFX, Cooper was Executive Consultant at WPTP/Trenton, NJ and WGY- FM/Albany.

Grimes Upped To CEO At Multimedia
J. William Grimes has been pro- moted to President/CEO at Multimedia Inc. Walter Bartlett, who had been Chairman/CEO, continues in that role as Chairman of the radio-televisio- cable conglomerate.

Grimes back to KOI/SD:
Greg Stevens has rejoined Par- Broadening AOR KOI/SD as PD af- ter 11 months at KQZ/LS An- geles. He re- places Tom Mar- shall, who exited last week to pur- sue a writing ca- reer.

KOI GM Steve Jacobs told R&R, "Although we're sad to see Tom leave and wish him the best, we're happy to have the opportuni- ty to hire Greg back. He was KOI's architect, he understands the market and format. We're thrilled to welcome him back."

Stevens commented, "It's a unique opportunity to be a part of Par- Broadcasting's growth and expan- sion. It's going to be a whole new ball game because the company's

Executive Action
Butler Named ND At WMAL
John Butler has been named ND at CapCities/ABC's WMAL/Wash- ington. He replaces Len Deibert, who parted ways with the News Talk sta- tion in January after 13 years. Butler comes to WMAL after three-and-a-half years as ND of Group W's KFKB/Sacramento. Prior to that, he spent eight years as a correspon- dent for ABC Radio's Young Adult Networks.

WMAL OM Jim Gallant commented, "Join's a forward thinking news- man who has the experience of building a team and modernizing a news product. His view of news is so refreshing, so people-oriented."

Zako Elevated To GSM At WDRE
Jarad Broadcasting New Rocher WDRE/Long Island has upped LMS Dan Zako to GSM.

Zako had been LMS since 1980. Prior to that, he worked in the sales departments at WAVE & WKG/New Haven and WOR (AM)/New York. Concurrently, former WPAT/New York AE Ron Sarsenek joins CRE as LSM. He previously held sales positions at WRIR/Syracuse, WPIX/Yonk- eod, WYNY/NY, and WBWI/Washington.

Randall To Handle SMB News
Ted Randall, most recently News Director at WAP/AM & FM/Birming- ham, has joined ABC as News Director for SMB's 24-hour format

Grimes joined Multimedia as VP/Corporate Group Executive in 1991. He was named President/

Letter
Arbitron Proposal Gets Thumbs-Up
Dear R&R:
Broadcasters have called for meaningful change from Arbitron for years. During most of those years, most Arbitron was totally unresponsive. But I applied its latest proposal — I believe it goes a long way toward meeting the changing needs of audience measurement.

Continued ratings from January 1993 to November 1996, ex- cluded makes sense. An 18-week rolling average report every six weeks with some ADI and TAS sample redistribution to beef up the metro count makes sense. A 10% increase in target sample with no subscriber rate increase makes sense. The only thing that doesn't make sense is to deny implementa- tion of this proposal. Urge Arbitron to move forward with all due haste. I also urge any broadcaster who dis- agrees with this approach to offer a better proposal or begin to doubt their own infallibility. If we're to con- tinue using — and paying for — au- dience research, it's imperative that we eliminate the "bugs" and in- consistencies to the greatest de- gree possible. This latest proposal offers the best opportunity to date to address these sporadic problems.

It's time for all of us to "put up or shut up." If not this proposal, then what? It's not now, where? We've been given the audience survey question lip service for far too long — this broadcast owner believes it's time for action.

—Tom Joyner
President, WTRG/Raleigh

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Radio

● CONNIE TYRA has been elevated from Director/National & Regional Sales to Sales Manager at KONO-AM & FM in San Antonio.

● BECKY YOUNG exits KLUV/Dallas to join crosstown KAAM & KZPS as New Business Development/KAAM LSM.

Records

Hale

Flint

Young

● BRII FLINT segues to EMI Records Group North America as VP/Strategic Planning. Prior to his appointment, he was EMI Music’s Sr. Director/Worldwide Strategy & Planning.

● KATHLEEN NALE moves up to VP Special Markets & Products at MCA Records. She most recently was Sr. Director in that department.

National Radio

Alan Fuller

Alan Fuller assumes VP/Westem Sales duties at Unistar Radio Networks. He most recently was Radio One, where he worked as Western Regional Sales & Marketing Manager.

Willis Damalt

Willis Damalt becomes Director/Marketing Relations at MediStation International. He formerly held a similar post at Radio Today Entertainment.

Mike Morrison

Mike Morrison and Ken Hayes have been named Directors/Operations for Metro Indiana's WDQZ, respectively.

Joe Benton

Joe Benton and Robert Endcott join Zapnews as Associate Editors. Both are former ABC News correspondents. Endcott most recently served as Executive Editor of Arandell & Company's Eastern Division.

America on the Road

America on the Road is featuring '77 Sonora Sound.' The special hour-long show is set to air May 15-16. (205) 781-6036.

National Public Radio

National Public Radio is presenting the fifth annual "American WorldWide," which has 13 new shows planned for the spring season. The weekly hour-long programs are hosted by George Collett. (202) 822-2309.

RADIO ACTION COALITION FOR THE ENVIRONMENT (RACE)

RACE is offering "Earth Currents." The daily, 90-second feature focuses on environmental issues. (818) 792-7550.

Industry

● BRAD GUAGNINI segues to Group W Radio Sales/Atlanta as VP/Director, Sales. He will handle all AE post at KHNN Radio Sales.

● NANCY MEYER has been appointed to Sales & Promotion at R&R Debuts. She has been Director/Manager. R&R Debuts/Production.

● MARY JO PRINCE—a 12-year radio industry veteran—has been tapped as the Houston Association of Radio Broadcasters’ Executive Director.

● ZEE FERRUFINO (KNDJ/Denver) has been elected President of the American Hispanic-Owned Radio Association (AHORA). Rounding out the cabinet are VP/Secretary MARY HELEN BARIO (KAFY/Bakersfield) and VP/Treasurer AMANDO SUAREZ SR. (WAXI & WHTF/Orlando).

● MARK SCHREIBER has been promoted from Director/Sales to GM at MusicSCAN, a division of TASCSCAN Inc.

● MARK O'BRIEN has been named President for EMI Consulting's Publications Division. EMI Consulting specializes in radio broadcasting guides and newsletters. He previously served as an independent broadcasting executive at PNC Bank.

● FISH LIVES have been elevated to VP at VP/Live Entertainment at Winterland Productions, MCA Music Entertainment Group's merchandise firm. He is a 19-year company veteran.

● GREG MORGAN—a 22-year industry veteran—has been appointed Director/Production at Great Entertainment Merchandise Inc./Great Southern (GSM). PolyGram Diversified Entertainment's merchandising arm. Concurrently, JOSEPH BONGIOVI shifts to GSM as an executive producer.

● JEFF GREEN, formerly an AE at radio marketing company Film House, accepts the Country Music Association's newly created International Director post.

● MICHAEL CONNELLY steps up from GM of Americana Records to Sony Music Publishing Co.

● ERICH BULLING— a 20-year Latin American music market veteran—becomes Creative Director at Warner-Chappell Music Inc. His newly formed Latin music division. The company also adds new Latin producer/musician/arranger/producer, which will develop new artists under its En Tor label.

A Healthy Relationship...

Your station and Health NewsFeed!

Kely on Health NewsFeed to provide your listeners with the latest health and medical information. Our free one-minute reports are available via Satcom C5, Associated Press audio and telephone. More than 250 stations have made a healthy choice...you can too! For details, call 410-555-2849.

Pros on the Loose

● Rich Arndt—MD/WRUO/Tampa (813) 882-3688

● Reggie Blackwell—Detroit promo rep Columbia Records (313) 543-7566

● Benny Bratusa — VP/ADR of Westwood One (302) 450-6234

● Keith Christley—Detroit promo rep PUG (313) 542-4968

● Bill Crawford—Production Director for America's KMO/Medford, OR (503) 482-3631

● Kevin "Ocean" Evans—Afternoon WMGM/New York Beach, DE (302) 733-3235

● Ted Houston—News Director/Morning anchor KCLX/Medford, WI (608) 277-0199

● Lisa Kendall—Afternoons WDZI/Orlando (407) 774-1667

● Dave Macay—Mornings WSMX/Toledo (419) 618-6188

● Peter Morsi—Mornings WMMQ/Lansing (313) 238-8196

● Pete Michaels—PD/afternoons WLJN/Lancaster (717) 235-2799

● Mike Miller—Afternoons WJNO/Palm Beach (407) 487-7772

● Cara Sabin—News Director WACT/Dayton (515) 635-1033

● Roger Scott—MC/KQD/Tucson (520) 881-8488

● Larry Seibert—Mornings WCLX/Madison, WI (608) 256-2468

● Colin Thompson—Market Director WYRD/Palm Springs (918) 881-7701

Changes

Dan Green, VKIK Jackson, Robert Scott and WNBA-Emir Choyce named AE’s at KWHW/Las Vegas.

Lisa Sirato promoted to AE at Group W Radio Sales/Atlanta.

Kelly McDonald joins Great Enter-

tainment Merchandise Inc./Great Southern as Coordinator/Trade.

Pat NAKAGAWA wins to Winnipeg-

based music marketing firm Quality Dino Entertainment Ltd. as VP/COO, exiting his Managing Partner post at Royal Trust Enterprise Capital Partner-

Leslie Morgan adds Associate Director/Consulting Relations duties at BMI. She continues as Circulation Manager and BMI Music/World editorial staff member. In other news, CHRIS-

STOPHER GALLOTTA has been appointed to Associate Director, Writer-Publisher Relations at Chapman Enterprises. Los Angeles. He previ-

ously was Assistant to the Director of that department.

COUNTRY FORMATS MOVE

R&R Debuts Children's Chart

A chart in R&R's weekly magazine, "Country Radio Record Label Activity Report," has been growing steadily. Top 10 requested most songs in Radio & Records, which rounds the number of weekly charts on the national network that you can look at this week (see Page 37). In addition, part of an addition of our Country music section, the R&R Chart also reports from Country radio chart formats can now be found each week on the Country Artists & Hits pages this week, see Page 48).
Risky Business

More than two thirds (69%) of U.S. executives say their company's management encourages more risk-taking among employees today than it did three years ago.

Keep yourself involved. Employees will gauge your enthusiasm for a contest by how active a role you play. Simply creating then announcing a contest is hardly inspiring.

Vary contest themes and prizes. Your staffers have different ideas of what interests or challenges them. Offering them a variety of themes, lengths, and degrees of difficulty will combat contest predictability and boredom.

Make contest goals achievable. If you set unattainable goals, you'll undermine your staff's confidence from the start.

Reward teams as well as individuals. This not only gives everyone a chance to win, but also promotes teamwork.

Create contests that promote activity. Let co-workers see peers involved in a contest. Everyone wants to succeed in front of an audience.

Listen to your staff. If you don't know what motivates your staff, you don't assume they will act on what motivates you.

Keep contests simple. Before you implement a contest, double-check the rules, goals, etc. to make sure everything is easy to understand, but doesn't lessen the overall impact.

Create a realistic atmosphere. Add props, gags, and gimmicks to make the contest more tangible. The more realistic a contest is, the more motivated and excited your staff will be.

When you need to break bad news, the Blackwood, NJ-based newsletter Communication Briefings suggests you call the affected person first. If this person calls you first, you'll be reacting to the news rather than relaying it.

Are your listeners?

Metro Networks offers the ultimate in fine-tuning, By using Metro Networks your station creates the right balance of music, news, sports, weather, and traffic for your listeners. Be smart, call Metro Networks.

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SALES & MARKETING

Adjusting Our Way To Future Success

By Gerry Boehme

R & R OVERVIEW

April 30, 1993 • 15

Many industry observers believe radio faces fundamental changes in all areas of operation, from new creative and technological developments to new sales and marketing strategies. None of this should cause fear, however: The more things change, the more radio fundamentals can remain the same.

Radio doesn't face changes, per se. Webster defines "change" as "to make radically different, to transform, or to make a shift from one to another." Meanwhile, the term "adjust" is defined as "to bring to a more satisfactory state, to conform, or to adapt." Therefore, we only need to continue the process of adjustment that has served us so well over the years.

Radio sometimes is labeled a "secondary" medium. Our listeners use radio in conjunction with other activities. Meanwhile, such competing media as TV and print get the "primary" tag.

As people's lifestyles continue to shift at increasingly faster rates (see adjacent story), radio's so-called "weakness" actually has become one of its greatest strengths. Radio need not worry about changing lifestyles: It has been successful in giving listeners what they want when they want it, regardless of changing personal habits. No other medium can make that claim.

Adapting To Lifestyles

Given that the pace of change in the '90s is accelerating, our battle cries should be, "Radio adapts to lifestyles." The medium doesn't care if people spend more time outdoors or in their homes, cars, or offices. Individuals' employment situations, income, and entertainment and informational preferences don't matter; either. Radio stands as the best-positioned medium to take advantage of future changes. We only need to adjust our current strategies.

Media habits obviously have shifted over the past 17 years. CDs have replaced vinyl records. Walkman-type units have allowed listeners to carry their favorite music anywhere. Broadcast TV's viewing shares have dropped nearly 20 percent in the face of rising cable viewer- ship (including MTV). And newspaper readership has declined, too. Despite these shifts, radio has fared well. According to Arbitron's Persons Using Radio Fall trends (12-, Monday-Sunday, 6am-midnight), listening has remained steady since 1984, when people generally listened to radio for 22 hours and 34 minutes per week. In 1992, the weekly average was 22:30. It may not be realistic for the mature medium of radio to expect an audience increase. It's clear, however, that radio can compete effectively in a complex environment by maintaining its value.

Who's Listening?

Interestingly, radio exceeds its 12+ performance with those age groups perceived as most influenced by recent lifestyle changes:

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Looking back to 1984, the only age cells showing any type of decline were Teens and Men/Women 60+. And the weekly listening losses only became evident over the past three years — well after the MTV revolution, in the case of individuals 18-24.

Is it any coincidence, then, that most markets feature a wealth of radio choices for 25-54s, but few for teenagers and people 65+? Fewer CHF and B/EZ stations have led to lower listener levels for those target groups as station owners and programmers pursue the advertising-friendly 25-54 demo. Still, the pursuit has been successful: Those 25-34 listeners spend more time with radio now than in the past.

As long as we continue to adjust our thinking to the demands of the lifestyle cycle, many of today's changes present marvelous opportunities. Walkman-type stereos may allow listeners to transport CDs or cassettes, but many of these units also feature a radio. We've already taken advantage of that listening group, and other changes offer the same level of opportunity.

Duopolies & L/MAs

Changes in FCC ownership rules and local marketing strategies have altered the way radio salespeople market the medium, both locally and nationally. While it may be too early to gauge the ultimate effect of these shifts, studies focusing on markets where duopolies and L/MAs play major roles provide valuable insight.

The concentration of control has led to more — not fewer — format choices. Operators who market two or more stations can afford to be less concerned with individual stations garnering large singular shares. It makes sense for teamed stations to offer different format approaches: The combined potential becomes greater when the appeal is widened.

The "team selling" concept — advanced by centralized duo-poly/LMA control — not only provides more format choices, it also alleviates one of radio's most difficult sales problems: too many players telling too many stories and selling too negatively against radio competitors.

Will we need to adjust our strategies to allay the fears of advertisers and our own salespeople? Of course we will. But our two fundamental goals — providing listeners with more individual choice and advertisers with a consistent sales environment — become even more focused.

Radio formats will continue to develop. While some may define this as continued fractionalization, it actually represents radio's constant adjustment to define listener tastes and present satisfying programming. Whether provided locally or via national syndication, successful programming will give the listener and the advertiser what they need.

Technological developments may lead to some shifts in broadcasting sources and key players, but the medium will continue to provide the same benefits as before. Although new information sources might complicate the sales process, each will allow us to further document our appeal to specific advertiser targets.

Radio faces many questions, to be sure. But all will be answered positively as long as we keep sight of our historical strengths and continue to adjust.

Gerry Boehme, a 17-year radio industry veteran, is Sr. VP/Re- search Dir. for the Katz Radio Group. He can be reached at (213) 424-9784.

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**R&R OVERVIEW**

**MEDIA**

**People's Fingers 50 Top Beauties!**

Who are the "50 Most Beautiful People?" People Magazine thinks they include Vanessa Williams, Rachel Hunter (Mrs. Rod Stewart), Nina Gaye, Billy Ray Cyrus, MTV VJ Duff, Latin singer-heartthrob Chayanne, Whitney Houston, and Lemonheads leader Evan Dando.

Tony (GO) Brown

GO asks MCA/Nashville Pres Tony Brown his views of country's fast growth. "My hope is that it doesn't sabotage itself. You know, you see another label hire somebody or sign an artist that I think doesn't have a chance to do it. 'That'll keep them busy for a while.'"

Don Was, who recently co-produced Kelly Willis's LP with Brown, notes: "The lines between rock & country are really currently starting to blur. Nobody understands that when Tony I don't think him as a country producer — I think of him as Elvis's piano player. When you view him in that perspective, a lot of things make sense. Because Elvis is the guy who really knocked down those walls."

Smell The County

When Reiko asked Trisha Yearwood to rip up her New Heart perfume, "My first reaction was, 'Why are they calling me?' You've got Cindy Crawford already. I told them, 'If you're looking for a real person to represent a product, then this could work.'" Though costs just $1 million, Wood says: "I don't think I've ever paid that much for perfume myself." (People)

The Harper's index notes: "Price of a two-ounce bottle of Stilicone, a cologne made from the sweat of Sammy Kershaw, a country singer. $9.95."

Techno For An Answer

Chris Leah addresses the rumor he dated the topless model in the "Wicked Game" video: "You'd think people in modern times are pretty sophisticated. That if you break-open the TV if a lot of little cowboys and Indians don't run out into your living room. You think they'd realize that every guy in a band on TV is not dating the woman in the video — maybe 90% of them." (GO)

In "Teaches Me How," Entertainment Weekly asks to CNN fans who communicate about the band on electronic bulletin boards. Says the band's Andrew Fletcher, "It sounds amazing. It's crazy what kids are doing these days."

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Each week R&R sneaks a peek through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. R&R has not verified any of these reports.

**ZINE SCENE**

**FILMS**

**WEEKEND BOX OFFICE APRIL 23-25**

1. InDECENT PROPOSAL $10,017
   (Paramount)
2. Who's Who In The Man? $4,554
   (New Line)
3. The Sandlot (Fox) $3,922
4. Benny & Joon (MGM) $3,804
5. Indiana Summer (Buena Vista) $3,360
6. The Dark Half ( Orion) $2,623
7. Toad Cog A Half (Universal) $2,521
8. Boiling Point (WB) $2,517
9. The Adventures $1,701
   (Huck Finn
   (Buena Vista)
   10. This Boy's Life $1,512
   (WB)

All figures in millions

**NEW THIS WEEK**

**Cute Couples**

**DYLAN LANDS: ROCKY WORLD (Warner Reprise)**

Dylan Yalkowrk has "been spotted at several Tennessee hotspots with Wisconsin Joann Severance (Globe)." K.D. Lang's dog is a vegetarian, just like her. "She personally cooks couscous, brown rice, and vegetables." (Star)

Nicoletta Sheridan regrets having dumped Harry Hamlin, because Michael Bolton is too career-obsessed to give her enough attention. (Star)

"Role 'N' Stoned Models"

Jerry Hall fines Mick Jagger $5000 every time he swears in front of kids. She's already collected $19,000 (National Enquirer).

Stephen Wyman was banned from his father Bill's wedding because he plans to marry his dad's ex-wife's mother (R&R 4/9). Wy- man pew has discarded the kid kicked him out of the house, and plans to cut him out of the will (Globe).

After he was caught buying pot in N.Y.C., David Lee Roth claimed he faced a fine of just $35. "It's like buying a prezel and a soda pop on a Sunday afternoon," he said (Star, Globe).

**COMING NEXT WEEK**

**TOP TEN SHOWS**

1.roids: And You Who Know Him, Be Wary (CBS/FOX) $2.25
   (Fox, 12:35am)
2. Trendin (WB) $2.62
   (NBC, 12:35am)
3. Fear The Walking Dead (AMC) $2.9
   (Syndication)
4. The Young And The Restless (CBS) $3.25
   (NBC, 12:35am)
5. The Bold And The Beautiful (CBS) $3.80
   (NBC, 12:35am)
6. Full House (ABC) $4.53
   (NBC, 12:35am)
7. The Golden Girls (NBC) $4.93
   (Syndication)
8. One Day At A Time (CBS) $5.25
   (Fox, 12:35am)
   (Fox, 12:35am)
10. The Adventures Of Senor Wong (WB) $5.61
    (Fox, 12:35am)

**CURRENT**

**INDECENT PROPOSAL (MCA)**

Singer: I'm Not A Love Pretender
Other Featured Artists: Vince Gill, Seal, Bryan Ferry
WHO'S WHO IN THE MAN? (60639MCA)
Singer: Let's Go Through The Motions
Who's The Man? House Of Pain
THE CRAYING GEORGE (Big Boys)**
Singer: I Have Nothing
THE BODYGUARD (Stax)**
Singer: Baby I'm Me Blackstreet (Stax)
Other Featured Artists: Pete Rock & C.L. Smooth, Mary J. Blige
COMING

**POSS**


**TELEVISION**

**FRIENDS (WB)**

1. Lorelai's portrait of Stephanie's nephew on NBC's "Empty Nest" (10pm). (APRIL 22)
2. James Brown guest-stars as himself on Fox's "In Living Color" (9pm). (APRIL 22)
3. En Vogue, Heavy D, and Tone Loc guest-star on the first installment of a two-part "Foc" (Fox, 9:30pm). (APRIL 22)
4. Lisa Ford guest-stars as herself on "Herman's Head" (Fox, 9:30pm).

**MUSIC & MOVIES**

**CURRENT**

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**COMING**

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**Grimes**

Focused on Page 12

Grimes's resume includes several years with CBS Inc. as VP/Broadcast Group, Sr. VP/Radio, VP/AM Stations, VP/GM CBS Radio Spot Sales, and VP/GM of WEET/Boston.

**McCann**

Continued from Page 3

According to Atlantic Chairman Steven Dennis, "We began our search by talking with people who know Boston and have well-informed opinions about the market. So far, we've arrived at the same conclusion - a new manager named McCann will be the right person to head up the station." 

**West**

Continued from Page 3

In taking an already outstanding radio station to an even stronger position over the past two years, Howard Stern has been a great asset to our programming department. 

**Tele-Media**

Continued from Page 3

Paul Cannon, who's now the PD at Chicago's KFRC/Hartford, WPLG (AM) Exec. Producer Arlie Tett was named his station's acting PD. While the position is available for comment, but George, told R&R, "This is a fascinating project. This operation will be a model for other duopolies. I'm excited about my expanded duties and look forward to the challenges ahead."
Big Biz Buzz: Stations $4 Sale

L.A. Stations Hacked Off By Computer Contest Fraud

Noted computer hacker Kevin Lee Poulson is the subject of a new 19-count Federal indictment for allegedly hacking into Cap Cities/ABC's computer system in order to steal $8 million worth of New York Mets tickets. Poulson is also charged with conspiring with Ronald Mark Austin and Justin Tanner Peterson to rig a New York Mets game by hacking into the Mets' computer system and changing the results of the game. Poulson allegedly used a computer to access the Mets' computer system and change the scores of the game. The indictment charges Poulson with making false statements and fraudulently obtaining computer systems. Poulson is accused of using a computer to access the Mets' computer system and change the scores of the game. The indictment charges Poulson with making false statements and fraudulently obtaining computer systems.

Cochrane's New WCKG Team

When former KDBW/Minneapolis morning man Steve Cochrane starts up at WCKG/Chicago on May 17, he'll be joined by (rumor, please ... ) WCKG overnight Randi Blake, who'll handle news; Sun-Times sports columnist Jay Mariotti, and a couple of recruits from crosstown WLUP.

Rumors

- Will former McVay Media consultant Harv Blain — most recently PD at WFTP/Chicago — return to work with McVay consulting WPRO-FM Providence? And is a well-known consultant about to jump firms and join McVay?
- Will WISW/Seattle PD Steve Young move to Phoenix if his contract isn’t renewed?
- Will WKQI/Minneapolis downtown duties Steve & B.C. segue their show throughout the Midwest?
- Is the deal to sell Quality Records almost done?
- Will WPROJ/Jacksonville MD/overflow Bally Knight be signed to the Parson Country station? Is Epic VP/A&R Bob Pfeifer the only big name under consideration for a similar Hollywood post?
- Will a former WEGK/Philadelphia morning show producer Elliott Segal join WPLJ as a producer for Scott Shannon & Todd Pettengill?
- Will Q106/San Diego AP/afternooner Jo Jo Kinsaid have preliminary conversations with KIIB/L.A.?
- Was ex-99X/Atlanta PD Rick Stacy nailing down a gig in DC recently?

WCDJ Country Coming

ST hears NAC WCDJ/Boston will go Country as soon as the sale from Emmis to Greater Media closes, which is expected to happen within a matter of days. Now, for those who like to put two and two together, is it any coincidence that native New Englander Jim Murphy just resigned his OM post at SMN’s Real Country net? 

Virgin reveals its AOR department, eliminating “Heavy” Kenny Bronstein’s VP/ Promo post. VP/Radio Promo Jeff Naumann and Sr. Dir/Promo Paul Brown will continue to oversee Virgin AOR efforts. Will Bronstein accept a label offer or rekindle his long-established indie promo firm?
JUDYBATS

"being simple"
Produced, mixed & engineered by Kevin Moloney
From the new album Pain Makes You Beautiful
Management: Dennis Oppenheimer/Performance Group ©1993 Sire Records Company
CHRIS ISAAK
NEW & ACTIVE 54/9
AC CHART 23
NEW ROCK 20 - 13
VH-1 GREATEST HITS
SOUNSCAN CHART - HIGHEST DEBUT (4/26)
380,000 SHIPPED

CONTINUED FROM PAGE 18

Owing to some wrangling with New Line over merchandising rights, the script for Howard Stern's "Adventures Of Fartman" is making the Hollywood studio rounds. According to Variety, Stern would play a sleazy tabloid editor (1) who uses his powers of flatulence to defeat a scummy real estate developer, spoofing such films as "Batman" and "Dirty Harry" in the process.

Meanwhile, KOME/San Jose shifts Stern from evenings to mornings, with morning team Blazy & Bob shifting to afternoons and the Greaseman's syndicated show taking over evenings.

**Vive Le LMA Difference!**

Those ever-popular "philosophical differences" aren't just for jocks and programmers any more — AOR KPOI/Honolulu dissolved its year-old LMA with crosstown KINE, citing... you guessed it.

WMAL/DC continues to purge the music from its lineup. The station's replaced overnight Big Band personality Bill Mayhugh with repeats of Rush Limbaugh and the station's afternoon drive newscast. On Monday (4/26) MAL began calling itself "NewsTalk 630."

After two weeks of running jokless, WYWW/Baltimore alters its air-on line: PD/morning man Russ Mottola and afternoon driver Stash swap shifts, morning co-host Sherry Gregory moves to overnight, and Glenn Wild exits.

Look for WWX/K/Providence APD Geronimo to be named PD within the next two weeks.

**ACM Radio Winners**

Congratulations to KNIX/Phoenix VP/GM Michael Owens and General Program Mgr. Larry Daniels on winning the Academy of Country Music's Station of the Year award for the third time. The honor comes during the station's 25th anniversary as a Country outlet. Also, WGKX/Memphis MD/middayer Jon Conlon has been named Disc Jockey of the Year. It's the third time Conlon has won this award as well.

Why has WBLY/NY applied to change its city of license to Yonkers? Could it have anything to do with the FCC's expanded band rules? The final version includes a provision mandated by Congress that awards a 10kw
We’re All Ears

The Great Radio Promotion #2 wants to hear from you.

Last year we asked you to write to us and tell us why radio is so great. This year, we ask you to sing its praises. Or say it or play it. Let the world hear what a great advertising medium radio is. Create a radio spot or a speech, a song or a jingle. Sell radio, not just your station, not just your format. Put it on a cassette tape and send it to us. (No more than 60 seconds, please.)

For the first time, The Great Radio Promotion #2 is a special category of the Mercury Awards, the awards that celebrate radio’s creativity. The winner will be announced and the spot played at the second annual Mercury Awards dinner on June 9, 1993. The winning spot will be included in the CD commemorating all the Mercury Award winners.

Entries will be judged by the Arbitron Radio Advisory Council. All entries must be post-marked no later than April 30, 1993. Send 2 cassette copies of your entry to: The Great Radio Promotion #2, The Arbitron Company, 142 West 57th Street, New York, NY 10019.
It's My Baby Too"

The premier single
from Jack's new album
Alone In A Crowd

Produced by Jeff Pescatto & Steven Dubin

OUT OF THE BOX AT:
WNCI WDJX WKBQ KMXV
and more!

Former radio and TV mogul John Kluge has shaved off $60 million from his billions to endow Columbia University, his alma mater. The money will be used to give $10,000 grants to at least 300 minority students each year.

Kluge went to Columbia on a scholarship (Class of ’37) and worked in the university dining hall to pay for room and board. He went on to found Metromedia.

Prince Abdicates!

Precious nanoseconds prior to pretime, Prince announced he’s retiring from recording to focus on other areas, including live theater, interactive media, nightclubs, and movies.

Paisley Park/WB will continue to issue Prince albums, drawing on his library of more than 500 unreleased recordings.
THE DEBUT SINGLE

TINA

"I DON'T WANNA FIGHT"

FROM HER FORTHCOMING ALBUM

Produced by Chris Lord-Alge and Roger Davies
Roger Davies Management

Virgin

© 1993 Virgin Records Limited
## 12+ Winter Arbitron Results

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### Format Legend

- Adult Contemporary Contemporary Adult
- AOR - Adult Contemporary Urban
- CHR - Contemporary Hit Radio
- ClassicRock - Classic Rock
- ClassicRock - Classic Rock
- CountryCity - Country City
- FS - Full Service
- Gold - Goldies
- Jazz - Jazz
- Misc - Miscellaneous
- News - News
- Nostalgia - Nostalgia
- NewRock - New Rock
- NewsTalk - NewsTalk
- Religious - Religious
- Spanish - Spanish
- SportsTalk - Sports Talk
- Talk - Talk
- Urban Adult - Urban Adult
- Urban Contemporary - Urban Contemporary
- Urban Gold - Urban Gold

*Note Country
IN CELEBRATION

OF THE LIFE OF JIMMY BEE

1933-1993

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AND MADE THE WORLD

BETTER FOR US ALL

www.americanradiohistory.com
Eve after seven years of his first solo LP (1982's "The Nightfly"), Donald Fagen has finished his second solo set: "Kamakirid." Produced by Walter Becker, Fagen's partner in Steely Dan, the eight-track concept album tells the futuristic tale of a journey taken in a car, the Kamakiri (Japanese for praying mantis).

Fagen plays keyboards and sings, Brecker adds bass and sax, and a couple doozey players, including Randy Brecker (trumpet) and Joe Subtill (harmonica). Fagen wrote all the tracks solo with the exception of "Snowboard" (written with Becker) and "Florida Room" (lyrics written with his new wife, Libby Titus). "Tomorrow's Girl" split to radio May 11. The Reprise set hits stores May 25.

...and Steely Dan will re-form and tour this summer, playing material from this LP and from Becker's forthcoming Giant set. Also, a select number of copies of "Kamakirid" will be pressed on gold discs and produced with 20-bit recorded sound, and they're working on a Steely Dan box set. Fagen will autograph a small number of these as well.

Van Back From 'Exile'
Van Morrison's new self-produced LP is "Too Long In Exile." Jaka Lee Becker plays on two cuts, including a remake of Morri- son's own "Gloria" which goes to radio May 10. Candy Dulfer drops sax on two songs. Van takes a joke at music execs in "Big Time Operators," one of nine originals. The covers include King Pleasure's "Moody's For Love" and "Lonely Avenue," which the late Joe Pass wrote for Ray Charles. The 16-track Polydor/PLG set arrives June 8.

Gossard's Game, Brad's 'Shame'
This week, Epic issues "Shame," a self-produced LP by a new Nashville band. Brad features the guitar stylings of Pearl Jam's Stone Gossard, as well as vocals, guitar, and keyboards from Shanes Smith, bass and keyboards from Jeremy Toback, and drums by Regan Haag (formerly of Mal- fikians), a set band Seattle band.

The band took 17 days last October to record and release the 10-cut set, which includes "My Fingers," "Good News," and "Down."

"X Cry 'Hey Zeus!'"
L.A. alternative mainstays X make their Big Life/Meatgamer debut with "Hey Zeus!" Tony Berg (Michael Penn, Square Peg), produced the 11-track set, which reunites the band's last lineup.

"O Sign's The Times"
Jann's sign apes Morgan Creek.

May 10, 1989

**TV Eye**

**Arsenio's Anniversary Show: Madonna, Kiedis Set To Duett**

PPV Gats 'Phat
Run-O-M.C. and Silk are set to enter the pay-per-view scene when the Semaphore Entertainment Group presents "Russell Simmons's Phat Jam - Live!" from NYC's Academy Theater. Performances by Boss, Onyx, and Redman round out the concert, which will live on viewer's Choice and Request TV PPV channels on June 18 at 10pm EDT/11pm PDT. Plans for a radio simulcast are TBD.

**Muscle Dkay**

**MONDAY, MAY 10**

1989/"The Turbines play the White House."
1989/22/Bono Hewson and wife
1989/12/Alex Gaskarth celebrates the birth of daughter Jordan.

**THURSDAY, MAY 13**

1989/"The Beatles at The Hollywood Bowl" is released. It's the group's first live album.
1989/"Brian Wilson makes enemies with Julianne Phillips."
1989/"During a Far East tour, Red Hot Chili Peppers member John Frei- eldt quits the band."

**FRIDAY, MAY 14**

1989/"Crosby, Stills, Nash & Young an- nounce they'll tour this week."
1989/"Former Yardbirds member Keith Reff is electrocuted while tuning a guitar at his London home."
1989/Atlantic Records celebrates its 45th anniversary with a massive per- ty at Madison Square Garden. Head- liner's include Genesis, Wilson Pickers, Yes, Roberta Flack, and Led Zeppelin with Jason Bon- ham sitting in for his late father, John, on drums.

**SATURDAY, MAY 15**

1989/"Tony Bennett's "I Let My Heart In San Francisco" takes Best Record, Vaughn Meader's "The First Family" wins Best Album, and Robert Goulet is named Best Actor at the 52nd Grammy Awards.
1989/"Nils Lofgren plays the E Street Band."

**SUNDAY, MAY 16**

1989/"Berry Gordy Jr. announces his plans to start Motown Records."
1989/"The Beach Boys release the "Pet Sounds" LP."

**SCREEN SCENE**

**Stars Do 'Backbeat' Beatles Covers**

P utting a little more kick into "Backbeat"—that independ- ent UK film about Stuart Sut- ciffe, the Beatles' lead bassist (R/R 9/4/92, 3/12) — Don Was will produce the Virgin soundtrack, with a likely release date in late summer on the Virgin label.

R.E.M. bassist Mike Mills, Nir- van's Dave Grohl, Sonic Youth guitarist Thurston Moore, and Gumball leader Don Fleming are in the band, while soul As- saym's Dave Piner joins Paul McCartney's vocals and Afghan Whigs frontman Greg Dull pulls singer John Lennon's parts. The film is expected within a year.

LAng's 'Cowgirl' Blues
K.D. Lang has agreed to write and produce the soundtrack music for "Easy Money, Get The Blues," the forthcoming film by Gus Van Sant ("Drugstore Cowboy, " My Private Life,"). Based on Tom Robbins's best-selling novel, the Fine Line Features project stars John Hannah, Kathleen Quin- man, Roseanne Arnold, and Ed Begley Jr. It's expected this fall.

McEntire Goes 'North'
Reba McEntire has teamed with her band in the forthcoming Bob Reiner film "North," which stars Bruce Willis, Kathy Bates, Louis-Dreyfus, Jason Alexander, Jon Lovitz, and Elijah Wood. McEntire will play an unrelenting rancher named "Ma Yale" in the Castle Rock film, which is bat- tle-riffic for a set '94 re- lease.

' Super Mario ' ST Set..."Super Mario Brothers," the ac- tion adventure film that's loosely based on the video game of the same name, stars Bob Hoskins, John Leguizamo, and Dennis Hopper. Directed by Rocky Giovanni and Annaibel Jankel (who co- created the "Mad Max" TV series), Japanese actor Hiroshi Hara opens May 28. The Capitol soundtrack tape hits stores May 18.

* Roxette's new "Almost Unreal" goes to radio this week. George Clinton covers "As Was Not" (The Dirt Boys) and "Walk The Dinosaurs," backed by the "Grahamettes." (half-miss characters featured in the film) The Dixies do a version of Rocky Mu- sic's "Love Is The Drug." Also contributing newly released cuts are Extreme, Megadeth, Charles & Eddie, Joe Satriani, and Moby. USK after a previously released cut, as does Queen ("The Wire Your Mother Down").

**New Tours**

All New Tours

ALLMEN BAND / FACES / JHON DAVIES / WYNN / DAVE GOBBELS LEED GREENWOOD ALAN NSH & THE SANDBONS LYNUS BYTHRO ROBERT'S COWBOYS PAUL ROGERS TRADITIONALLY NF ULTRA VIVID SCENE The CONCERT PRO DOCUMENTARY is a weekly counterpoint reggae news report airing each saturday at 11am PST and 12noon on 6 rooms. Courtesy of Politens, a publication of Wacky Entertainment 1004 25th St. N 7805 in or California (213) 292-2931.
### NATIONAL RADIO FORMATS

**ADDs**
- Ron Sunseri
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- Jeremy Jordan/Wannagirl
- D. Crosby
- Concept
- Stewart AC
- Harris
- A Fool
- More
- Take Away
- Told You Lately
- Tell Me
- For You
- The Way Love...
- Breakout
- Most Added
- Breakout
- B-94

### GREAT HITS
- Whitney Houston: I'm Your Baby Tonight (800)
- Chaka Khan: I Can't Help Myself (800)
- Mark Collie: Blue Eyes (800)
- Joe Diffie: Hell Of A Night (800)
- Tony Orlando & Dawn: Country (800)
- Tracy Lawrence: Nothin' (800)
- Little River Band: Missing You (800)
- Patty Loveless: You Can't Make a Heart (800)
- Shania Twain: You've Got A Way (800)
- Country Music Association: No One (800)
- Norah Jones: Take the Long Way Home (800)
- Bebe Winans: I See a Newborn Baby (800)
- R.E.M.: Everybody Hurts (800)
- Rob: Show Me Love

### BRITAIN
- G. Michael & Queen: Five Live (EP)
- Bluebell/Young At Heart
- Whitney Houston: Nothing
- Sub Bumm (U.M./Rock It Now!)
- Snow/Retirement
- Capella: I Gotta Know
- Bill Bailey: I'm Good And Ready
- New Order: Regret
- R.E.M.: Everybody Hurts
- Robin S: Show Me Love

### MOVING UP
- Duran Duran: Come Undone
- Dr. Alban: Sunshower
- Eurythmics: The Best Thing
- Inner Circle: Sweat (A La La La La Long)
- S.W.M. In The Sky
- Donna: The Devil You Know
- Dance 2 Trance: Power Of American Natives
- J'habre/Temptation

### AUSTRALIA
- Midnight Oil/Troggadiddle
- Peter Andre/Gimme Something
- 3 Black Chick/The Cruel Sea
- 4 Excels/Bathtub Gin
- 5 Scheeninga/Jam Face
- 6 Toni Pearen: Want You
- 7 Divinyls: Why Thing
- 8 Snowman/Wood / Rock This Boat
- 9 Jimmy Barnes: Shout Cold
- 10 Roxy Cachets: In The Morning

### MOST ADDED
- Black Chick/The Cruel Sea
- All Out Of Love / Cool For Cat
- Richard Clapton/Blizzard Thunder

### CANADA
- Snow/Inforadio
- Tragically Hip/Oxycage
- Jeff Healey Band/Lost In Love
- Celine Dion: My Heart Will Go On
- Snowman/Wood / Rock This Boat
- The Moon: The Moon
- увер, тогда, буди Лебеди: Вечером
- WINNIE bar/You Know Me
- Malcom Shots/Good For Nothing
- Calvin Thomas: Caution
- Johnny Cash: The Man Comes Around
- Snowman/Wood / Rock This Boat

### MUSICAL MASTERS OF THE SELECTION
- Whitney Houston: I'm Your Baby Tonight
- Joe Diffie: Hell Of A Night
- Tracy Lawrence: Nothin'
- Little River Band: Missing You
- Patty Loveless: You Can't Make a Heart
- Shania Twain: You've Got A Way
- Norah Jones: Take the Long Way Home
- Bebe Winans: I See a Newborn Baby
- R.E.M.: Everybody Hurts
- Rob: Show Me Love

### Information current as of April 15
Recycling Audience For Maximum Ratings

Many stations have traditionally recycled listeners from other dayparts back into mornings. With mornings often the dominant daypart in terms of cume and AQH, there’s a growing trend toward recycling the morning audience into other dayparts.

Don London

WZPL/Indianapolis OM/VP Don London’s recycling plans include promoting nontraditional events in other dayparts. “It really helps to have daypart hooks and anchors so you’ve got something for the audience to hang onto in each daypart [see “Audience Grabbers”]. One example is our ‘Hot Nine At Nine’ – a test-pod hook smash dahl in the middle of the 7pm-midnight day- part. It helps listeners make a mental appointment with the station and enhances unbiased recall.”

London believes promoting an upcoming record may keep fans of that record tuned in, but true au- dience recycling directs the au- dience to something substantive – like a guest or stunt. “By doing things that move listeners to events properly without forcing them into too many games or traps to tune in. It shows down to the relationship with the listener as you’d treat your friends.”

Besides on-air recycling, Lewis is conducting an ongoing experiment with active listeners via the phone. “We’ll spread the news of a major fly-in promotion or ticket giveaway to only the active cume on the phones. We won’t mention it on the radio, but within three days it’ll start coming back to us on the phones.”

“It’s also a good way to direct ac- tive listeners into other dayparts while taking their requests. For in- stance, we’ll promote on the phones that we have something really new or hot to play during a certain hour and get them to listen for it. It’s amazing – the actives call their friends and have them tune in to hear the ‘buzz cut.’ This experi- ment has shown me that word of mouth – even over the phone – is a tremendous recycling and pro- motional tool.”

“Getting people who tune into one daypart and cross into the next or tune back in later works best us- ing live liners – combined with a good phone. By now we know we take down their license numbers when they come by our re- motes. Then we’ll tell them to tune in the next morning and listen for their numbers to win $97 in CDs.”

Lewis also finds ways to work morning team members into cam- eo appearances during middays, afternoons, and nights. “We’ve

Judging by the latest national stats, the average person spends six hours a day with TV and 70 minutes with radio, so recycling cume is of paramount importance for radio’s future.

— Don London

Don London

post-8am promotions to help the cume. For example, we did a Sec- retaries’ Day promotion between 8-11am, delivering carnations to secretaries whose names had been faxed to us.

“We also recycle people from af- ternoons into nights, especially if we have an artist showing up for an interview that lends itself to a teen audience. Then we also promote our morning show from 7pm-mid- night so folks with their radios on at night tune us in when they wake up.”

WZPL’s morning show, like many others, produces daily re- corded promos to run in other day- parts. “We supplement the promos

with liners,” adds London. “Both serve different purposes: Record- ed promos paint pictures while live liners offer spontaneity and creativity from the air talent.

“If you run a reach and frequen- cy using Arbitron figures on your target demo, you’ll find it takes an incredible amount of impressions to reach 80% of that cume. Think about the countless promos net- worked TV and MTN run in their ef- forts to recycle audience. The aver- age person spends six hours a day with TV and 76 minutes with radio, so recycling cume is of paramount importance for radio’s future.”

Bob Lewis

KWIN/Stockton PD Bob Lewis notes, “We bring people into and out of morning and afternoon drive to build those dayparts. Then we use the morning listener base as a catalyst for converting cume to dif- ferent parts of the day. For exam- ple, I’ll have morning guys D.J. Walker and Greg Fox draw win- ners for a morning show contest in the afternoon.

Our morning show recently held auditions for listeners to sing the ‘Star Spangled Banner’ before our baseball team’s opening game. All day long we promoted that lis- teners could tune in to hear a montage of the people who audited just before the game started at 7:30pm. It worked out great, stretching a morning bit through every major daypart.”

Unlike London, Lewis isn’t a big fan of Arbitron methodology for researching reach and frequency or selecting specific parts of his au- dience for recycling. “Other than

Bob Lewis

finding out what our best and worst hours are in terms of cume, using Arbitron as a recycling tool is futile. I keep recycling mass ap- peal to whoever’s listening. We give them a good reason to tune in at noon, 7pm, or whenever. “I spread features throughout the day and week. We’re consist- ently inconsistent by design, allow- ing us to get listeners coming into different hours and dayparts. It’s important to deal with listeners

while live liners show up for a contest, we deliver carnations throughout dayparts. The aver- age listener will sample the morning show and return to other dayparts. The evening show is the most recycled show, but even then we offer different promotions throughout the day.”

Audience Grabbers

Here are more programmer suggestions about audience grabbers that work:

• Mike Earl Phillips, WTRY (107) Nashville – Our jocks talk about each offer regardless of daypart. Night guy Peter Hartman promotes MD Tom Peace’s ‘Mid- day Mystery Classic,’ while morning guy McCoy McCloud and Rhett Walker talk about ‘Nashville’s Most Wanted,’ our version of the ‘Top Nine At Nine.’ And mornings always recycle audience to some- thing going on in Billy Brown’s afternoon show.”

• Don London, WZPL/Indian- apolis – ‘Our largest teen hour in morning drive is 8-7am, so we slot in promos for nighttime features like the Hot Nine At Nine,’ the ‘New Music Challenge at 10:30,’ and the ‘Bed Check at 10:55.’ Other promotions include the ‘Birthday Free Money Contest’ during the 7am

The RIGHT KIND OF SMILES — Jeremy Jordan took time out to pose with some industry heavies. Smiling and schmoozing are (lr) Giant Head/Promotion & Marketing John Brodey, KQKQ/Omaha MD Michael Steele, Giant’s Jean Johnson, Jordan, and Jeff McClusky & Associates’ Greg Lawley.
"KNOCKIN’ DA BOOTS"

Top 5 Single—and here is what some of the Top 40 stations are saying:

"H-TOWN is SLAMMIN’. After seeing the video 75 times in a row on THE BOX, I knew Fresno wanted this one! #1 requests, major record. Women LOVE it and so do I.“ —Krazy Kid Stevenz, B95/Fresno, CA

"This midtempo ballad is so different from the many topical urban ballads out there.“ —Lucy Barragan, Q105/Oxnard, CA

"H-TOWN ’Knockin’ Da Boots’ is KNOCKIN’ da socks off listeners in Dallas-Ft. Worth. As a matter of fact, you could hear H-TOWN, this is so huge! It gets an A+ in the three R’s... Retail, Research and Response.“ —Helen Little, 100.3 JAMZ/Dallas

"It’s real F**kin’ BIG. Ask Pierre.“ —Greg & Pierre, 97.9 The Box/Houston, TX

"’Knockin’ Da Boots’ is on fire and it’ll be blazin’ your way soon. #4 requests and huge retail reaction immediately with airplay. If Jodeci works for your station, H-TOWN will come home too.“ —Erik Bradley, WCKZ/Charlotte, NC

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Recycling Audience For Maximum Ratings

Continued from Page 28
also done some transition breaks between shifts. Sometimes the morning show team is here until noon or 2pm, and they'll occasionally come in and mess around on Stacey Lynn's midday show. They also have permission to stay on as long as they need to if they have a listener poll or something going, which also helps the transition between the two shows.

"Or they may start a taunt or running gag involving the afternoon guy, then stop by to harass him. And there are a lot of people who listen in mornings and then tune back in again at night. For that reason we're going to begin involving night guy Kidd Kelly in some morning show bits. We're also going to have the morning show do a daily recap or one-sheet and eventually record morning show promos to play around the clock.

Some of the basics of good radio, particularly recycling, are becoming a lost art.

- Kris Earl Phillips

"There should be more of that stuff going on between the jocks. I listen to other stations around the country and hear a decided lack of cross-promotion between shifts. People don't know what's going on in other dayparts. The idea is to do things that are fun, memorable, and guide your listeners into sharing the fun around the clock."

Kris Earl Phillips

"Some of the basics of good radio, particularly recycling, are becoming a lost art," says WWMY (Y107)/Nashville PD Kris Earl Phillips. "Few PDs take the time to teach anyone... and maybe the younger broadcasters don't want to know.

"At our Monday staff meetings, I play airchecks of great radio stations [present and past] to demonstrate that how it's being said is the key. Buzz Bennett once told me, 'It's important that they're listening to the radio and not the washout or garbage disposal.' The radio is another. One transition feature is a daily bit at 9:30am. MD/midday man Tom Peace does 'Mr. Opinion,' talking about all sorts of crazy subjects like why pieces of parsley are put on plates. 'It's entertaining, gives the morning show something to promote, and makes a transition out of the morning show into Tom's show.

"Don't force it if there's nothing great to say or nothing going on between the personalities that day. When there's interaction, it makes them sound like a team instead of two jocks passing the music baton without emotion or content. It's good for listeners to have favorites on your airstaff, but it's better to have a strong team."

MOTION

WQHT (Hot 97)/New York ups staffer Angie Martinez to Research Director.

KZFM/Corpus Christi names Ravin' Darvin' Todd from crosstown KGTX to nights following Johnny O's departure... WLLM (Hot 107)/Milwaukee adds Music Coordinator Tammy Wilde... New faces at WERZ/Exeter, NH: Willie B. to nights from WHYR/Saco, ME, and David Breen to weekends from KFRX/Lincoln, NE... WRFM/Panama City, FL is celebrating its 30th anniversary and needs all former staffers and air personalities to contact the station ASAP (904) 234-8858.

BITS

- The Gift Of Music — WERZ/Exeter, NH recently made a dream come true for a special listener. Denali Cyr, a 13-year-old with cerebral palsy, had worked hard to become a talented keyboardist. When his friends learned Elton John (Cyr's favorite artist) was coming to town, they called WERZ to get tickets for Cyr and his family. Not only did the station provide the tickets, but a thriled Cyr was given a station tour and a bunch of freebies.
PD's ROLE IN THE '90s
Managing A Whole New Radio Ballgame

Faced with new and different challenges, today's PDs must reshape their roles. Several key executives assess the situation.

WMXY/Milwaukee President/GM Craig Hodgson modified his station's PD title to Program Manager. "Good '90s programmers must be managers. They must manage music inventory, research, MDs, on-air staff, and jingles. They must have an attitude and an eye for a psychological graphic. When they're effective, they communicate the station's aims and goals to the department heads and the sales staff. In the '70s, you could write great on-air copy, have a sales package, and critique your own announcer once a week — and probably win. Today there's a lot more science and research."

Think Tank
Hodgson thinks AC is the toughest format to program, position, and market. "People doing the job correctly are thinkers; they're not doing it right by accident. Positioning an AC requires someone who's more research and product-driven. The good news is that AC is the easiest format to sell; the bad news is there's less passion for AC and the music."

What's more, Hodgson faces varied format competition: "In addition to our Spectrum AC, there's Hot AC WKTQ, Soft ACs WLYQ and WEZW, and Urban AC WKVV."

One of a PD's top priorities is to closely monitor the morning show. These days, however, Hodgson says the stakes have been raised. "Hot AC's flowing to AC's — it's become much more intense. You need to have several [morning show] meetings a week. Parity is causing programming nuances to become even more important."

Sales Realities
An increasing number of programmers are making periodic sales calls. But as one PD notes, "There are so many promotion aspects that can affect the product. Some programmers may fight it, but with the market being what it is, they have to be open-minded. But economic realities are [forcing] PDs to be open-minded to sales. Some salespeople, they're at the other way and add a unit. Cost-per-points have been going down, not up."

Promotions also have made PDs become increasingly flexible. "Four years ago, sales-driven promotions were an occasional problem. Now, 50% or more of the dollars we earn are tied to promotions. It's unbelievable how much more time and energy promotions take; programmers must deal with them head-on. Programmers should protect their product and be open to bringing money in the door."

While some promotion directors report directly to their GMs, Hodgson prefers that a promotion person be responsible to the PD. "If the promotion director works in any way other than in tandem with the PD, you're in trouble. It's important to have promotions work for your client, but you must retain product integrity."

WMXY's weekly, two-hour promotion meetings are hardly the highlight of Hodgson's schedule. "(Going to the meetings) is like going to the dentist — nobody likes it, but it's necessary. PDs didn't have to deal with this until a few years ago."

Salary Surge
Prior to arriving in Milwaukee, Hodgson served as interim GM for stations in Las Vegas and St. Louis; he's also had success as a PD. "More and more programmers are well paid — unlike when I was a programmer. But (today's PDs) deserve it. The job has become harder, PDs are on much more equal footing with GSMs than ever before. There's no reason why programmers with good management skills and the 'big picture' philosophy shouldn't win a spot in a GM's chair. The problem is there aren't that many who hold that philosophy. Still, it's easier for owners to trust their multimillion-dollar stations to someone who has previously brought revenue through the door."

Financial Flexibility Feeds Frustration

Flexible spot loads and more requests for sales-oriented promotions are frustrating many product-conscious programmers.

"Five years ago, we told advertisers there was a maximum number of available [units per hour], and we stuck to it," recalls WENS/Indianapolis PD Chuck Knight. "However, my peers agree it's become standard operating procedure for GMs to add units whenever necessary."

"When it comes to spot loads and promotions, I wonder if 'no' is still in a PD's vocabulary — we don't use it as often as before. In the worst case scenario, instead of saying 'no,' we try to see how we can make things work — without destroying the station."

Open Communication

Despite financial and management pressures, a programmer's fundamental responsibility is to protect the station's on-air product. However, this can place some programmers in uncomfortable situations with their GMs.

"It all boils down to constant dialogue," Knight says. "I spend massive amounts of time with my GM and GSM. We share the same frustrations, but from different angles."

We can never allow our own frustrations to fester; dialogue and an absolute necessity. It's important to remind them that listeners come to AC's like ours for music. Whenever we're not delivering music — with the exception of morning drive — we're not delivering our audience's wants, needs, and desires."

Looking ahead to an improved economy wherein flexible spot loads are no longer needed, Knight remarks, "We hope the cost-per-point increases that will allow us to address our revenue needs with our available inventory."

Knight thinks a PD's primary role is as a damage control specialist. "That's not negative, it's simply what the position has become. We must [deal with] increased spot loads, field bogus promotion requests, and develop features for clients. We must package all the negatives and somehow make it all work."

"I don't think anyone in the programming fraternity wants to return to the way things used to be because that's not reality. But our consumers aren't motivated by contests or promotions. They barely know the basic strategic promotion which is hammered hour after hour."

Promotion Drain

Perhaps the area in which Knight spends the least amount of time each week is music. "It was common for yesterday's programmer to listen to a lot of music. MD Bernie Eagan has been here 12 years and totally understands what we're doing. Most of my time is spent on promotions, which is currently where the major pressure is within the industry."

"Nearly every day when a large boy comes down, the ad agency [staff] tells us they need a promotion to go with it. But they don't have any ideas and won't pay extra for it. When stations do promotions, they never ask anybody to buy; we simply give 'stuff away.'"
Hard Benefits From Software

As prevalent as computers are these days, many programmers in small and medium markets still don't use them for daily music programming. In some cases, stations use their computers only for sales and traffic. This week, two PDs talk about how computers have helped them.

Chris Clay has been PD at WXOK & KQXL/Baton Rouge for six of his 11 years in radio. He says, "We've had computers in the programming department here for quite some time, and we've been using the Powerplay system to schedule our music for approximately four years. Before that, we were color-coding records with dots and telling the DJs, 'Play this color record at this time, and then move it to the back.' When the next person would come into the studio, they'd do their airshift, if they didn't like a particular record, even a power, they might just not play it at all and move on.

"At that time we really had no way of knowing if a DJ had skipped a piece of product that was important to the sound and chemistry of the station. Now, thanks to technology, you know. You're scheduling the log everyday, so you begin to memorize what should be taking place with the music.

"Also, if you're not sure what's happening with a particular music rotation, you can check it out. Sometimes the DJs don't know what rotations the records are in. So when you, the PD, are listening, you can tell if the records are coming up in the proper categories.

"A computer will definitely help balance your rotations and ultimately give you a very consistent sound. It's helped keep our numbers up."

—Chris Clay

Maximize Your Time

Computers have always been touted as timesaving devices. Clay says, "The computer has freed me up so much, because the software program does all of my rotations for me. I just tell it to activate rotations, and it automatically moves some medium records to power, some powers to recurrent, and lights to mediums, while I'm in the production studio doing something else. This saves me at least five to six hours per week.

Clay adds, "We use this system at all three of our stations: here at WXOK for South, Baton Rouge, and at KQXL/Lafayette too. If the Lafayette system has any problems, I can fix it from here by a modem link."

He concludes with a message to managers: "Getting a computer for the programming department is one of the best investments you can make. You'll get a large return for a very small investment because of all the good things it will help your programmer accomplish."

He's Gotta Have It

WGZB/Louisville PD Del Spencer has been in the industry 15 years, three of which he's spent in this current position. He's programmed at WYLD-FM/New Orleans, WBLX/Mobile, and WZIF/Cincinnati. What does he have to say about a computer? "There's no way you can do without it. It's a must, he points out. "Adding this technology was one of my conditions for coming on board at this station."

Listing the advantages a computer affords, he echoes Clay's frustration with unreliable air talent: "One of the recurring problems I used to have as a programmer was trying to get the proper rotations for the records. Whether I used cards, color codes, or whatever, I always had DJs who would cheat and skip scheduled records. With a computer I can pretty much guarantee records get played when I want. I can also go back and see what the logs are done and do an accounting on each one. Just to guarantee the musical rotations alone it's a must."

"I'm currently using Selector software. According to my clock and daypart, I can set up what I want to play, or how many songs from a certain category I want each hour, and the program will judge and pull what I want based upon the category, tempo, and gender type. Then I can go through afterwards and make any minor ad-

I always had DJs who would cheat and skip scheduled records. With a computer I can pretty much guarantee records get played when I want.

—Del Spencer

Computing Advantages

A computer in the programming department makes it easier for a PD or MD to:

- Monitor airplay and rotations
- Troubleshoot the rotations
- Maintain on-air consistency
- Use time more efficiently.

Kudos

KJLH/Los Angeles was the recipient of the 1992 George Peabody Award for its coverage of the Los Angeles riots last year ... WVEE & WAGK/Atlanta's NewsCenter received five awards from the Atlanta Association of Black Journalists for its aggressive news coverage of the African American community ... WUSB/Philadelphia is the recipient of the 1993 NAB Crystal Radio Award for outstanding community service.

Programming Notes

WBBR-Middletown, GA needs urban record service. Contact PD Billy Baltimore at (912) 453-1007.
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MANAGEMENT: GARDNER-HOWARD ENTERTAINMENT
Hiring Strategies

As more New Rock stations sign on, the talent pool continues to dwindle. What's more, job candidates should possess knowledge of this complex format. Four radio execs share their hiring strategies.

Dax Tobin
KEDG/Las Vegas

"Hiring for a management position is different than hiring on-air talent," explains KEDG (The Edge)/Las Vegas GM Dax Tobin — he's hired two PDS who had no New Rock experience. "I look for different qualities in managers than in on-air talent.

"It's difficult to find people who get what the format's all about. There are two different schools of people: those deep into the 'alternative scene' who don't see the big picture and third-stream CBR who don't dig deep enough to find out about the alternative crowd. I want people with good balance, ambition, and drive and who've ideas aren't antiquated. My PD is responsible for an airflow, so strong on-air skills are essential. Applicants should be in the door, [although current PD] Jay Taylor is just out of the door."

Tobin says applicants should call the station before sending airchecks and resumes. "Then we'll be familiar with your name when [the package] arrives. Don't send a mass mailing of TRs — how important can third-class mail be? If you're on a tight budget, send it no more than two-day air. Spell the (station's) name right and include the correct title. If someone doesn't spell my name right, it hits the trash. I don't want that person on my management team.

"Try to assemble an aircheck that's closely related to the station. If you have access, do a dummy tape with the station call letters, logo, slogan, and music. It's tough to evaluate someone's performance when his tape is from a hyper-up CCB station and he's yelling and screaming between Hammer and Wrecks-N-Effect."

"Don't lie on your resume — I check references. I call six different sites to confirm degrees and a lot of background checking with well-respected people in the industry. The cover letter shouldn't be more than a page — it should make sense and be clean and to the point. Use nice stationery. There's nothing worse than a cover letter on plain paper with three mistakes. If you want to be a pro, present yourself like one."

Bill Gamble
WKQX/Chicago

When looking for talent, WKQX (Q101)/Chicago PDS Bill Gamble believes New Rock is different than other formats. "Since listeners have a passion for caring about the music, knowledge of the music and lifestyle is more important than basic skills. It's great to be cool, laid back, and reserved. But I want someone who's genuinely excited." Gamble suggests applicants refrain from over-exaggerating their accomplishments. "Be realistic. You can't con people — many have done so on the jobs on your resume. Keep it to one page, and list five references. Most people in major markets will know one of your references. A stroke letter isn't really important.

"The tape shouldn't be more than four to five minutes. Lead with something strong. Don't build the tape to a crescendo — some PDS who say 'treat me nice' on the tape should have many different elements. Include a newscast or a live remote from a concert. If you can play many different mixes of 30 or 45 minutes uncopied on theGMs, PDS discuss their search for the ideal job applicant

"The station should be more than hiring on-air talent," explains KEDG (The Edge)/Las Vegas GM Dax Tobin — he's hired two PDS who had no New Rock experience. "I look for different qualities in managers than in on-air talent.

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upset. This format generally doesn't have money like CBR. You really have to want to work, because you're not going to become rich."

McGuinn currently is looking for a new nighttime/production person: "I want a team player with a natural delivery — a one-on-one jock who's energetic, personable, and fun. He's got to have a CBR guy. I want good transition on the tape from element to element."

And the cover letter? "A two-page letter isn't necessary. Write, 'Hi. I hear you need a jock. I want to be the jock.' That's all."

"Music knowledge is essential. It's harder to teach music than radio. There are a lot of people working at Classic Rock or CBR who claim they have had a passion for the music, but they need to demonstrate it. [I'm not] convinced you have any creativity when I hear 'light rocks.' You need to do something else to convince me. As for college jocks, the biggest problem is their music knowledge — they'll tell you who Gam- ball's bass player is, but only a small percentage of listeners care. You can't know the music, but you need to know what's relevant and what isn't."

**ROCKFILE**

- **Artist:** Stone Temple Pilots
- **Track:** "Plush"
- **LP:** "Core"
- **Label:** Atlantic/AG
- **Essentials:** Stone Temple Pilots are a four-piece band consisting of Weiland (vocals), Robert DeLeo (bass), Dean DeLeo (guitars), and Eric Kretz (drums). Five years ago, Robert and Weiland met at a Black Flag concert in Long Beach, CA. Although Weiland's background was in the punk genre and Robert liked hard rock, they discovered common artistic ground and formed the band. They cruised Eric after seeing him play at a Long Beach club and convinced Robert's brother Dean to move from New Jersey and join the group. (Robert and Dean hail from New Jersey and Long Island, and are from L.A.) After uniting, the band moved to San Diego. They were known as Mighty Joe Young and later Montero, Mudman, Promotion Director Libby Kochel, morning co-host Mary Ellen, and mediamer Sarah Clair.

- **Band POVs:** "We try to display a very intense musical and emotional power, but that doesn't mean playing as loud and heavy as we can from the first to the last song," says Weiland. "We don't want to sound one way; we like to paint different soundscapes to create different moods. It's not just plug in, crank up to 10, let's rock." Our music has more sides to it.

- **Label POVs:** Atlantic Dr. Alternative Promotion Ted Elmore states, "The band sign'd in more than 150 seven months ago, there was a kit of [other] music with a similar sound. Despite the [bands'] sound beforelegal complications forced them to change their name. They opted for the initials STP, which led to their current name."

Rockfile highlights breaking artists charting for the first time.
Getting A Jump On The GM Job
By Beau Phillips

It’s been six years since I made the transition from program director to general manager. And the question everyone asks is, “What can I do to prepare for this?”

Take an active interest in your station's financial side. If you don’t understand a station’s business side, how are you going to run one?

Chances are good that you’re going to have to do four things as a general manager:

1. Produce a profit and loss statement. If you’re not building your programming budget, you should be. Even ask your GM to include you in constructing next year’s overall station budget. If you don’t understand your station’s financial side, how are you going to run one?

2. Management versus leadership. Everything you do is manageable, but under-led. There are three types of people: those who watch things happen, those who make things happen, and those who wonder what happened.

3. Nature of a GM's job demands growing outward. You embrace a leadership role as you develop new boards, groom air talent, and seize top opportunities. Today’s PD's function like sharks — they breathe only if they’re moving forward. Some still believe the adage “If it ain’t broke, don’t fix it” holds true.

4. Give the station's PDs information while building personal credibility.

When you start thinking, acting, and looking like a manager, you’ll be treated like a manager.

When you start thinking, acting, and looking like a manager, you’ll be treated like a manager.

Beau Phillips is WYGM at WRZX/Indianapolis. He can be reached at (317) 927-4200.
WCLB's Soft Boston Debut

Beantown's new Country outlet ties record in first book

More than tea was tipped in Boston last week when WCLB staffers celebrated the station's first Arbitron as a Country station. The statistic attained by "Boston's Country Club" was equal to the highest 12+ share ever notched by a Beantown Country outlet.

The last time a Boston Country station posted a share above three was in May 1981, when it happened ed: WBOS scored a 3.3 in Spring '81. After that, its shares were 2.1, 2.4, 2.4. WCLB flipped to Classic Rock April 17, 1989, following its acquisition by Ackeryer.

For all practical purposes, Boston's Country outlet for almost four years. (Suburban WCV/Brockton Radio received half of 1.9, NH, and WCTK/Providence usually pull between 5-13 12+s.)

Back then, WCLB was ranked ninth with adult shares in the mid-fours; WCLB's current share is good for tenth in the downtown. WCLB was also up among 18-34s, gaining almost a share from last fall.

WCLB's 12+s comes after only six weeks in the format. The station spent the first half of the winter sweep as AC WBVF. Fairbanks Oldies Rock briefly joined the station with the help of consultant George Johns, believes the 3.3 is in line with the City's new Country outlet of WBOS, which posted a 2.4 last fall.

We don't play anything but country music - there's nothing on the air here that's not on any other Country station in America. -Bob Christy

In the Beginning

Nary a live word was heard on WCLB in its first few days on air. Says Christy, "We just let the music play in with the audience.

Most of the market hadn't heard Country music for almost four years, so we had a clean canvas. We rotated the 30 highest-testing records in the last five years to really give folks a chance to hear what's been going on in Country over that time. It was the perfect opportunity to introduce them to the most powerful music produced in that span, while showing them what Country has become so they could believe it with their own ears."

Country crash this code in Country, also benefited the airtimers, who were basically unfamiliar with the music. "They did their regular board shifts, we had meetings to talk about the music and what had been going on with it the last few years, and they had 'home study programs' - they did a lot of reading about the music and the artists. The DJs' love for and knowledge of the music has grown along with the audience."

It was in the second week, when WCLB has evolved into a more mainstream musical approach. "We're edging toward the comfort zone very carefully."

The Airstaff

WCLB employs the same airstaff that was re-air at AC WBVF. Lonsome Bob Christy, who was doing mornings together for 12 years, describes them as "high personality and high profile. They're ranked in the top 5 12+ through the years. This winter, they added almost a full share to last fall's 25-34 numbers, good for fifth in the market. Now the morning hours offer eight to nine records an hour with slightly shortened newscasts, up from WBVF's five songs in the same period. WCLB still offers the full complement of services, including traffic, a meteorologist, and a comedian who works with the team.

The rest of the day features Chris Guenot in middays, Jeff McKeen in afternoons, Jim Roberts in evenings, and Dave Williams in overnights.

New, Hot, Fresh

Many of WCLB's early liners were tongue-in-cheek and even picked a little fun at the other station's expense, "Hot, Fresh and wiches Away About It. You Wish Has Come True, and Country Music Is Here."

But, one week after the station's debut, "We Can Rock, Boogie, and Ballad With The Best Of 'Em, 'Cause That's What Today's Country Is All About."

Nowadays, the station takes a straightforward approach with its positioners, using "hot," "new," and "freshly" as key words. "Hot, New Country On Boston's Country Club" as the main line. Christy says the word "fresh" is used ("Here's another fresh new song from Boston's Country Club") because when music over 20 years old can be hot. But if it's new, it's fresh, and we want to emphasize we play new music, too. What's hipper - 20-year-old album cuts (on a Classic Rocker) or the new one from Clint Black?"

I think we handle tempo better than most. Perhaps it's because of our rock background. The music flows nicely. There are no periods where it's too up or too down. -Bob Christy

GM Jim Hilliard and consultant Donna Halper, who's been on board from the beginning to help with the station's programming, are the happiest folks in town must be the Boston Country fans. May they never again have to suffer along without a hometown Country station.

From Famine To Feast

Three months ago Boston had no Country stations. Soon there may be two.

As this was being written, the rumors were strong that WBOS, newly acquired by Greaten Media, was planning its own switch from NAC to Country. The date most recently rumored for the proposed change was Monday, April 26. (Check out the news section of this issue to see if it happened.)

Asked his feelings on any possible entry of a direct competitor in a market station in almost four years, Fairbanks Oldies and WCLB programmer Bob Christy says, "If it happens, it becomes. I actually have I'll be glad for country music in this city. The more Country comes, the more people tune in are talking about the music and the format. I've been through a lot of rock wars - I'm sure I can get through a Country battle."

Comfortable Niche

And, why was Boston without a Country outlet for so long? Says Christy, "Everybody was very comfort able with their new WBVF was great the next door, in the city, why should it change? A lot of people were also uncomfortable without the image of being a Country station in this market. That's ridiculous, but a lot of people at stations couldn't handle it.

"Country music has been alive and well in the Northeast for a long time. The last one we didn't do it in Boston was amazing. I'm so glad to be out of the AC game."

LON HELTON

36+RAR April 30, 1993

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O'Connor Brings Back the 'Devil'

Mark O'Connor is putting the finishing touches on his forthcoming tribute album, a follow-up to his critically acclaimed 1991 "The New Nashville Cats" LP.

O'Connor pays homage to his biggest influences by choosing the title for the new album, which features performances by such greats as Johnny Gimble, Jean Luc Ponty, Charlie Daniels, Buddy SpaceX, and the Dixie Grass. O'Connor duets with the original artists on their songs which influenced him the most, including "Johnny's Pretty Country" and Daniel's "The Devil Went Down to Georgia." The Daniels track — which was a hit in 1979 — reportedly has been reworked and renamed ("The Devil Went Back To Georgia")

NASHVILLE THIS WEEK

New Artist Fact File

Shania Twain

Current Single: "What Made You Say That"
Current Album/Label: "Shania Twain"/Mercury
Producers: Norel Wilson, Harold Shedd
Influences: Karen Carpenter, Gladys Knight

Background

At eight, Shania (pronounced suh-nee-uhn) Twain was singing in TV and talent contests. Her Timmins, Ontario hometown. As one of five kids growing up in poor surroundings, she still maintains a simple, normal lifestyle. "In high school, I did all the things other kids did, like playing sports, and working at McDonald's," she says. "But there was always this other side — the music side. It was an escape, and I never let the other kids about my singing because it kept my life more normal."

In high school, Shania sang in bands four nights a week, a pace she continued even after graduation. For the next five years, she'd play Toronto nightclubs in the winter, in the summer, she'd work with her father (an Ojibway Indian) planting trees in the bush on a 13-man crew. "I'd ache, be sore, and complain because we were out there all day in the bugs and weather," she recalls. "But after two weeks, I'd fall right back into the groove and love it. Being out there was a luxury to [my] heart, soul, and mind. When you get away from it, you realise what's really important — you test your self to the opposite limit."

At 21, Twain again was tested, this time emotionally. In college, her parents were killed in an automobile accident. To support the rest of her family, she took a singing job at an Ontario resort, where she played for three years.

Signing

After years of honing her stage skills, Twain finally decided to pursue a recording career and sought the help of longtime family friend Steve Smire, who became her manager and contacted Nashville attorney Dick Frank in 1991. After seeing Twain perform in a showcase, Frank started producer Norel Wilson to her talent. When Mercury's Buddy Cannon and Harold Shedd heard demo tape, she was signed to the label.

"It's funny because it happened so fast," she says. "I've never had a recording deal before, never even had a single out. But I decided I wanted to get my music out there to the masses, instead of just putting on a captured audience. And I felt like I was ready for that step."

Songs

Twain has been writing since she was 10. In high school, she's skipped class to write songs all day in the music room's soundproof cubicles. She wrote one tune on her self-titled debut and intends to write more songs for her next album.

Her late parents, who influenced her music, provide her with a consistent incentive to make sure their efforts weren't in vain by becoming as successful as she possibly can.

Country Sourcebook Now Available

The 1993 Official Country Music Directory — a new guidebook offering up-to-date listings on artists, managers, booking agents, record labels, and other industry-related outlets — is now available from Entertainment Media Corporation.

The 550-page manual contains industry leaders' names, addresses, and phone and fax numbers, along with a sponsor guide featuring a detailed breakdown of the advertising/marketing department, artists and public relations firms of the format's top 100 advertisers. The directory costs $80 plus postage and handling.

Country Flashback

1 YEAR AGO
• No. 1: "Moon Mood" — Brooks & Dunn
5 YEARS AGO
• No. 1: "Eighteen Wheels And A Dying Rose" — Kathy Mattea
10 YEARS AGO
• No. 1: "Joe Cwero" — Shelly West
15 YEARS AGO
• No. 1: "It's All Wrong But It's All Right" — Dolly Parton

Beginning May 29, he'll play the lead in "Okayama" at Brandon's Thunderbird Theatre. Meanwhile, Steve has landed a deal with Chris- tian/country label Chyenne Rec- ords and is set to record his first solo project, which is due out this fall.

Bits & Pieces

Ronny Cox and Pam Tillis will play husband and wife on the May 13 episode of NBC-TV's "L.A. Law." Cox's debut single, "The Cowboy Rides," was just released. Charlie Daniels, who endorses Dickies workwear, will pose in some of the clothes in a forthcoming Sears Canadian catalogue...Kudos to Charley Pride, who'll become a member of the Grand Ole Opry this Saturday (5/1)...Atlantic/Nashville has signed former Phil Collins backup singer Marilyn Martin to a recording con- tract. Martin's debut with Collins ("Separate Lives") was featured on the "White Knights" film soundtrack...Speedy recovery wishes to Jeff Knight, who recently under- went back surgery. He's slated to release a new album in early fall.
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Call for a FREE DEMO

VOICE OVER SERVICES

MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by payment. Visa/MC/AmEx accepted. One-inch minimum, addi-
tional space up to six inches available in increments of one-inch. Rates for R&R Marketplace per (inch):

RATES:

MARKETPLACE ADVERTISING

Per insertion

1 time $90.00
6 insertions $80.00
13 insertions $70.00
26 insertions $60.00
51 insertions $50.00

Will include camera-ready logo or line art if provided. Deadline for Marketplace ads is noon Thursday, one week prior to publication date. Marketplace ads are non-commissionable. Submit to:

Marketplace

RADIO & RECORDS, 1930 Century Park West
Los Angeles, CA 90067 310-553-4330
Fax: 310-203-8727

SHOW PREP

WIRELESS FLASH

WE GIVE YOU THE NEWS YOUR WIRE MACHINE MISSES.

We don't need another wire service — you need a source of unaltered, unfiltered, unedited news. We've gotten fed up with the wires, the stations, the WIRELESS FLASH and only oddball news service.

You don't think another wire service — you need a source of unaltered, unfiltered, unedited news. We've gotten fed up with the wires, the stations, the WIRELESS FLASH and only oddball news service.

Six products to choose from and all priced to please a professional listener through-

Every radio station aircheck your favorite shows, enter your name in our one-week Free Trial from radio's only Oddball Service.
SOUTH

SALES MANAGER

WJBR AM/FM-MX.

95.5 is seeking

an organized, forward-thinking,

results-oriented, person-to

person to lead the selling effort.

Minimum 5 years’ radio sales/sales

manager exp., hands-on computer

exp., great organizational skills

and love to see task through to

successful conclusion...resume to:

General Manager, P.O. Box 7230,

Wilmingon, DE 19803. EOE

HOT COUNTRY DEERJAY

Park Broadcasting FM, Syracuse, recently

turned up the heat, contemporary, New

Hot Country 108. Similar sound to Park’s

WJKO, Minneapolis. If you have a good

voice, personable and bright delivery and

enjoy a “most music” format, send tape,

resume and salary history to:

Dick Carr, GM, WJBR, Box 6975,

Syracuse, NY 13217. EOE

GSM

Hudson Valley N.Y. Z Rock affiliate

needs aggressive sales manager to take

this very successful format to its next

level of success. No cartakers, long

hours, tough street fight with heritage

AOR. Programming and creative

conceptualizing a must! Send resume and

cover letter explaining your sales

to: GSM Opportunity, WBWZ, P.O.

Box 964, New Paltz, NY 12561. EOE

M.F. No calls.

OPERATIONS MANAGER

K95FM

Today’s Hot New Country

Tulsa’s Country giant is seeking for an Opera-

tions Manager. This is NOT A FIX-IT SITU-

ATION! Key attributes: Strategic thinking, great

attention to detail, marketing savvy, and the ability

to work with and manage a winning, veteran air

staff. Computer and research skills, creativity, and

people skills are a must. If you’re performing at

high levels now, here’s an opportunity to join the

NewCity Communications Team. Please send

tape, resume, and letter outlining your successes

to:

Rod Krebs

Vice President, General Manager

1736 South Yale, Suite 500

Tulsa, Oklahoma 74136

An Equal Opportunity Employer.

IMMEDIATE OPENINGS!

•Operations/Program Management
•Air Personalities/Salt Show Hosts
•News Anchors/Reporters
•Play-by-Play Sportscasters
•Promotion/Sales/Public Relations

Media

P.O. Box 148

Palm Harbor, FL 34682-1487

(813) 786-3620 - FAX: (813) 781-9789
OPPORTUNITIES

April 30, 1993

Southern Skies Corporation seeks air talent for all dayparts. Help create Little Rock’s next radio legend. Creativity, humor, enthusiasm, energy, production skills, ability to resonate with audience on-air and on-location are traits you possess. Minimum of three years’ on-air broadcast experience required. Send resume and tape to Mr. Fun, Southern Skies Corporation, P.O. Box 96, Little Rock, AR 72203. Submission deadline is May 10th, 1993. EOE.

KDLI, The Armadillo/San Antonio’s Fresher, Younger Country is looking for a PD. Good coaching skills, must convey special younger Country edge. T/R & programming philosophy to Scott Huskey, O.M., KDLI, 8407 South Las Posas #900, San Antonio, TX 78229. EOE/MF.

Are you ready for a challenging job with one of America’s premier radio stations? Houston’s top-rated AC has a rare opening for a full-time air talent. If you can communicate with 25-40-year-old women and create and maintain a fun role within an adult format, this could be your next career move. We’re looking for a team player that can chew gum and walk straight! Exceptional production skills, a great track record, and a superior attitude won’t hurt your chances either. In return, you’ll get the challenge of a lifetime, working with Nationwide Communications in a state-of-the-art facility. NO CALLS PLEASE! But if this sounds like you, then rush your presentation to: Dave Van Stone, Program Director, KHMX Radio, 990 Post Oak Blvd, Suite #2300, Houston, Texas 77056. Nationwide Communications is an equal opportunity employer. Females and minorities are encouraged to apply.

KXIQ

V103.9 FM needs program director/voiceman. salaries reflect produc- tion/promotions skills. Placed, yet looking for a challenging position at a record label. Must have 2-3 years’ experience with tour administration, production, recording budgets/costs and AF of H and R. Send resume and phone to: Jim Fuller, MORNINGS 1005/1100, KXIQ, El Paso, TX 79901. EOE.

AC EVENINGS

Top-rated Midwest AC searching for a warm, intelligent, passionate, and enthusiastic communicator. Appreciate stability? Take action! Only experienced need to apply. Females and minorities encouraged. T/R: 98-FM, Brett Harris, Program Director, 200 N. Broadway, No. 300, Wichita, KS 67202. EOE.

MORNINGS IN THE ROCKIES

Do you have a fun, adult morning show? Hot Country station in a great city is looking to bring in a killer air team. Come build a future with a great company as our morning host. Team players with great street skills, production and a killer morning show apply fast, we’re moving now! Send T&R and morning show philosophy to: Radio & Records, 1930 Century Park West, #895, Los Angeles, CA 90067.

KXAC

K-LOVE Network has immediate opening for PD. Production & on-air experience a must. T&R to 2290 Airport Blvd., Santa Rosa, CA 95403. EOE.

100,000 watt Rocker in Central Oregon resort market needs two talents to fill these three positions. Morning sidekicks/news must be disciplined, alert and funny. Afternoon host must plus the extra mile and Production Director must be creative, multi-track experience and organized. Plus add plus production a must! OVERNIGHT package to: Sean Michael, KXIO (G-94), 1500 N. Butler Market Rd., Bend, Oregon 97701 (503-382-5611) EOE.

Are you ready for your chance at one of America’s premier radio stations? Houston’s top-rated AC has a rare opening for a full-time air talent. If you can communicate with 25-40-year-old women and create and maintain a fun role within an adult format, this could be your next career move. We’re looking for a team player that can chew gum and walk straight! Exceptional production skills, a great track record, and a superior attitude won’t hurt your chances either. In return, you’ll get the challenge of a lifetime, working with Nationwide Communications in a state-of-the-art facility. NO CALLS PLEASE! But if this sounds like you, then rush your presentation to: Dave Van Stone, Program Director, KHMX Radio, 990 Post Oak Blvd, Suite #2300, Houston, Texas 77056. Nationwide Communications is an equal opportunity employer. Females and minorities are encouraged to apply.

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The Fifth Annual National Association of Radio Talk Show Hosts (NARTHSH) Convention
"GLOBAL TALKERS"
June 17 - 20, 1993
at the Sheraton Chicago
Network with hundreds of radio hosts, consultants, producers, and management at the only convention of its kind.

- Informative Workshops
- Maximize Your Talent
- Comedy Night
- Panel Discussions
- Power-Packed Speakers
- Freedom of Speech Gala

For information contact: Carol Nash, Executive Director, 134 St. Botolph Street, Boston, MA 02115-4819 • Tel: (617) 437-9757 • Fax: (617) 562-2703
For hotel reservations contact: The Sheraton Chicago at 312-329-7000 CODE: RTHSH-5
For travel arrangements contact: Media Travel USA before May 7th at 1-800-283-8747 CODE: RTHSH-5

MG/SMS/NATIONAL SALES MANAGER
A sales driven manager with programing
Achieved 41 rating for 17 years, at KUOP/KUKQ, Phoenix. 
Self-motivated, innovator, smart with 20 years' experience. Great track record in sales, ratings and promotions. Arizona preferred.

LLOYD MELTON: (602) 759-7797

Bryan Tyler toll-free KISS 106/Dallas, Satellite Music Network, KAT-107/Kusa. Production Gold, WZOJ/Boston, 02102. Phil, Seeking Texas BRYAN: (214) 402-8036. 3x
Help me Mr. Wizard 12-year veteran. Hop it all. Looking for morning show side at in south or southwest. JIM: (213) 933-8136.
I love the upper Midwest! ATRP seeks a 15 years' experience seeks market Al. Will relocate.

FERAR AT &x. ATRP seeks a 15 years' experience seeks a market Al. Will relocate. Will relocate.

For KISS, a 15 years' experience, seeks market Al. on top market. Great voice, good production. Seek ATRP/Rock. TAY: (203) 425-8143. 3x
AT/RP: teens of experience including major markets. Tremendous production. Does/Als. Potus engage more production. JIM, (818) 252-3563. 3x
Creative, smart and slightly bitchy. Liberal media director, sidekick, talk show. A woman who will not be tucked. (314) 856-1023.

17-year PD/TV, keypersonable, focused, great production, promotions, leader. Seeks small to medium market opportunity in Midwest. AR/CH/MD, JOHNATHAN: (414) 468-6105.

Flexible, music loving, hardworking, exciting. What was you do now? Give your a new gig. a break. (818) 756-5072. 3x
Versatile, 20+ years' format, number one ratings, good voice, expendable, atle. Seek programmign/production position.

12 years with medium market experience seeking PD/Manager/ promotions position. MKE: (314) 401-2634. 3x
Small/market program director and Al. Four years' experience. Urban and Jazz formats. Morning/afternoon drive.

WASHINGTON. NAC program/producer of Washington, DC's Sunday Jazz Brunch available! (412) 468-3622. 4x
Creative, smart and slightly bitchy. Liberal media director, sidekick, talk show. A woman who will not be tucked. (314) 856-1023.

For KISS, a 15 years' experience seeks market Al. on top market. Great voice, good production. Seek ATRP/Rock. TAY: (203) 425-8143. 3x
Creative, smart and slightly bitchy. Liberal media director, sidekick, talk show. A woman who will not be tucked. (314) 856-1023.

Deadline
To appear in the following week's issue, your ad must be received by Thursday night (EST) eight days prior to issue date. Address all ads to: R&R Opportunities, 1903 Century Park West, Los Angeles, CA 90067. Fax: 310-530-6127.

R&R Opportunities
Free Advertising
Radio & Records provides free (20 or less) lists to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline
To appear in the following week's issue, your ad must be received by Thursday night (EST) eight days prior to issue date. Free Opportunities listing should be hyperlinked to your company name in "*" as the only convention of its kind.

www.americasradiohistory.com
**LUTHER VANDROSS**

Little Miracles (Happen Everyday) (LV/Epic)

89% of our reporting stations on it. Rotations: Heavy 0/0, Medium 13/8, Light 44/6, Total Adds 8, including WOGL, KKBT, XHMR, WMGM, WQOK, WTUG, WROU, WOZZ.

**MICHAEL COOPER**

So Good (Reprise)

62% of our reporting stations on it. Rotations: Heavy 0/0, Medium 11/2, Light 44/6, Total Adds 8: WXYV, WATY, WPAL, WJMG, KXPR, KJMS, WCBDX, WPWL.

**MEN AT LARGE**

"Um Um Good" (EastWest-Atlantic Group) 51/50

Rotations Heavy 0/0, Medium 11/2, Light 34/9, Total Adds 20, including WPAL, WBLX, WPEG, WQOE, WQUE, WJIZ, WZAK, WWMD, WDTO.

**JEODEC**

"Let's Go Through The Motions" (Uptown/Epic) 44/48

Rotations Heavy 10/10, Medium 8/0, Light 26/8, Total Adds 14, including WOGL, KIIZ, WJHM, WCDX, WPLZ, WQOE, WQUE, WQUE, WJIZ, KJMS.

**SHARRI RANKES/I/QUEEN LATIFAH**

"What Cha Gonna Do?" (Epic) 42/2

Rotations Heavy 0/0, Medium 11/0, Light 57/0, Total Adds 20, including WPAL, WBLX, WQOZ, WMGM, WQOK, WTUG, WROU, WOZZ.

**PETE ROCK & C.L. SMITH**

"Lots Of Love" (Elektra) 41/2

Rotations Heavy 0/0, Medium 11/0, Light 57/0, Total Adds 20, including WPAL, WQOZ, WMGM, WQOK, WTUG, WROU, WOZZ.

**T.C.F. CREEW**

"I Ain't The One" (ColdChillz/WB) 39/20

Rotations Heavy 0/0, Medium 11/0, Light 57/0, including WEDR, WZAK, WQOE, KIIZ, WJIS, WJIZ, WQue, WJIZ, WZAK, WPAL.

**YOUNGSTERS**

"Grown Pop" (EastWest-Atlantic Group) 37/8

Rotations Heavy 10/10, Medium 10/0, Light 26/8, Total Adds 14, including WQOE, WEDR, WQOE, WQUE, WEAS, WQOE, WQOE, WJIZ.

**HEAVY D & THE TRUTH**

"Truthful" (Uptown/Epic) 38/3

Rotations Heavy 0/0, Medium 9/0, Light 27/5, Total Adds 3, including WQOE, WEDR, WQOE, WQUE, WQOE, WQOE, WJIZ.

**MARY J. BLIGE**

"Love No Limit" (Uptown/Epic) 35/27

Rotations Heavy 2/0, Medium 9/0, Light 27/5, including WQOE, WEDR, WQOE, WQOE, WQOE, WQOE, WJIZ.

**GLENN JONES**

"Call Me" (Atlantic) 35/6

Rotations Heavy 0/0, Medium 11/0, Light 57/0, Total Adds 20, including WQOE, WEDR, OC104, WPAL, WPUL.

**GETO BOYS**

"5 Feet Deep" (Rap-a-Lot) 33/8

Rotations Heavy 10/10, Medium 6/0, Light 26/8, Total Adds 8, including WQUE, WPAL, WPUL, WPAL, WPAL, WPAL, WPUL.

**P.O.V.**

"Antha Lay" ( Giant/Reprise) 32/8

Rotations Heavy 0/0, Medium 7/0, Light 26/6, Total Adds 8, including WQUE, WPAL, WPUL, WPUL, WPAL, WPAL, WPAL.

**BOSS "Deeper"** (Def Jam/Columbia) 31/8

Rotations Heavy 0/0, Medium 7/0, Light 26/6, Total Adds 8, including WQUE, WPAL, WPUL, WPAL, WPAL, WPAL, WPAL, WPAL.

**PM DAWN**

"Looking Through Patient Eyes" (The Street/Island-PLG) 31/1

Rotations Heavy 0/0, Medium 7/0, Light 26/6, Total Adds 8, including WQUE, WPAL, WPUL, WPAL, WPAL, WPAL, WPAL.

**LITE REITENOUR/MIKE PETERS**

"Waiting in Vain" (GRP) 20/10

Rotations Heavy 10/0, Medium 20/0, Light 20/10, including WJMG, WJLB, WJLB, WJLB, KIIZ, WJIZ, WQOE, WQOE, WQOE.

**ROBIN S**

"Show Me Love" (Big Beat/Atlantic Group)

Rotations Heavy 10/0, Medium 17/0, Light 24/8, Total Adds 24, including WJLB, WJMG, WJLB, WJLB, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE.

**N Dimension**

"Butterfly" (Papercut) 20/13

Rotations Heavy 10/0, Medium 17/0, Light 24/8, Total Adds 24, including WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE.

**FLAVOUR UNIT**

"Roll Wit Tha Flava" (Flavor Unit/Epic) 19/1

Rotations Heavy 10/0, Medium 17/0, Light 24/8, Total Adds 24, including WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE.

**REGINA BELLIE**

"Sade" (GRP) 15/1

Rotations Heavy 10/0, Medium 17/0, Light 24/8, Total Adds 24, including WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE.

**CARSON BYE**

"I'll Be There For You" (Papercut/Atlantic) 15/1

Rotations Heavy 10/0, Medium 17/0, Light 24/8, Total Adds 24, including WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE.

**J. BLIGE/Serves**

"Add Me" (ColdChillz/WB) 15/8

Rotations Heavy 10/0, Medium 17/0, Light 24/8, Total Adds 24, including WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE.

**WILLIAM LUTHER VANDROSS**

"If It's Gonna Be Alright" (Epic/EastWest) 15/8

Rotations Heavy 10/0, Medium 17/0, Light 24/8, Total Adds 24, including WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE.

**MARY J. BLIGE**

"Can't We Try" (Papercut/Atlantic) 15/8

Rotations Heavy 10/0, Medium 17/0, Light 24/8, Total Adds 24, including WQOE, WQOE, WQOE, WQOE, WQOE, WQOE, WQOE.
Don't Miss

MARY-CHAPIN CARPENTER
Lead An All-Star Rendition of Her Latest Hit
"The Hard Way" on
THE WOMEN OF COUNTRY MUSIC
May 6th on CBS-TV

Breakers are those records that have achieved concurrent airplay at 60% of reporting stations. New & Active records are those receiving airplay at 30-55% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart.

GARTH BROOKS
That Summer (Liberty)
On 89% of reporting stations. Rotation: Heavy 3, Medium 49, Light 154, Total Adds 195, including WNCI, WFXC, WOFM, WORX, KUSI, WYTC, KTTQ, KCNO, KBIL, KNCI, KCCI, WOYX, KRMID. Debut at number 34 on the Country chart.

MARY-CAROLYN CARPENTER
"The Hard Way" on THE WOMEN OF COUNTRY MUSIC May 6th on CBS-TV

NEWARTISTS

KELLY RAE
Dwight Yoakam

HAL KETCHAM
John Michael Montgomery

JAPAN

GARTH BROOKS

PAM TILLIS
Queen Of Denial (Arista)
On 65% of reporting stations. Rotation: Heavy 1, Medium 6, Light 141, Total Adds 124, including WNGA, WDLS, WOVK, WAKK, WTYS, KTEX, WAQC, WJWM, KXXY, KRST, KYID, KUIN. Debut at number 42 on the Country chart.
46. WCMS, WMIL, WTHI, KUZZ, KHAY.

WSM, WNOE, WWKA, KFKF, WITL, WMIL, KEEY, KEBC, KXXY, KFDI, KRST, KALF, KYGO, KMLE, KNIX, KWJJ, KRAK, KNCQ, KRTY, KMPS.

Moves 50-46 -46-44 on the
Rotations: Heavy
DOLLY PARTON
KWJJ, KKAT, KORD, KXDD. Medium: KRRV, KSUX, RICK VINCENT
LARI WHITE
KNCQ, KMML, WTVY, KTCS, KOOV, KYKX, KGKL, KLUR, WJOD, WDDD, KMPS, KDRK.

SAMMY KERSHAW
Rotations: Heavy
KTEX. KCLR. WYNG WASKFM, KUZZ.

WUSW, WAXX, WBCT, WGTC, KSAN.

Light: WQSI, WWYZ, WRKZ, WYNY, WRWD, WCTK, WICO, WFRG, Light

CELINDA PINK
WGNA, WPOC, WOSI, WRKZ. WTCR, WSTH, KHEY, WVLK, KSSN, WCMS, KGKL, K.T. OSLIN
PEARL RIVER
WTCM, KVOO, KRWQ, KMIX, KUPL, KXDD.

Information on CMA's Broadcast Awards is now on your General Manager's desk.

Awards will be given for
Station of the Year and Broadcast Personality of the Year in:
Large Market • Medium Market • Small Market

Winners announced on the CMA Awards Show, September 29, 1993

Entry Deadline: June 15, 1993
### East

<table>
<thead>
<tr>
<th>Station</th>
<th>Format</th>
<th>Call Letters</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORC</td>
<td>Classic Rock</td>
<td>106.5</td>
<td>Newark, DE</td>
</tr>
<tr>
<td>WTZT</td>
<td>Country</td>
<td>WSTC</td>
<td>Atlanta, GA</td>
</tr>
<tr>
<td>KTVK</td>
<td>Adult Contemporary</td>
<td>KXMR</td>
<td>Naples, FL</td>
</tr>
<tr>
<td>WWZQ</td>
<td>Country</td>
<td>W267BF</td>
<td>Miami, FL</td>
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### South

<table>
<thead>
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<th>Station</th>
<th>Format</th>
<th>Call Letters</th>
<th>City, State</th>
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<tr>
<td>WFSN</td>
<td>Adult Contemporary</td>
<td>WWFS</td>
<td>Fort Myers, FL</td>
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<tr>
<td>WJYE</td>
<td>Oldies</td>
<td>WJYF</td>
<td>Jacksonville, FL</td>
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<td>WRCU</td>
<td>Country</td>
<td>WRCU</td>
<td>Orlando, FL</td>
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<tr>
<td>W252DH</td>
<td>Country</td>
<td>W252DH</td>
<td>Panama City, FL</td>
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### Midwest

<table>
<thead>
<tr>
<th>Station</th>
<th>Format</th>
<th>Call Letters</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPDR</td>
<td>Classical</td>
<td>W287BC</td>
<td>Pittsburgh, PA</td>
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<tr>
<td>WFGB</td>
<td>Country</td>
<td>W270DX</td>
<td>Grand Rapids, MI</td>
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<tr>
<td>WTVS</td>
<td>Country</td>
<td>WTVS</td>
<td>Springfield, MO</td>
</tr>
<tr>
<td>WIZB</td>
<td>Country</td>
<td>WIZB</td>
<td>Wichita, KS</td>
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### National Radio Formats

<table>
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<tr>
<th>Format</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pure Country</td>
<td>Johnstown, PA</td>
</tr>
<tr>
<td>Country</td>
<td>Latrobe, PA</td>
</tr>
</tbody>
</table>

### Satellite Music Network

<table>
<thead>
<tr>
<th>Network</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sirius</td>
<td>St. Louis, MO</td>
</tr>
<tr>
<td>XM</td>
<td>Kansas City, MO</td>
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### Broadcast Programming Continued

<table>
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<tr>
<th>Station</th>
<th>Format</th>
<th>Call Letters</th>
<th>City, State</th>
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<td>Jacksonville, FL</td>
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<tr>
<td>WRCU</td>
<td>Country</td>
<td>WRCU</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>W252DH</td>
<td>Country</td>
<td>W252DH</td>
<td>Panama City, FL</td>
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### Unistar

<table>
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<tr>
<th>Network</th>
<th>City, State</th>
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<tbody>
<tr>
<td>Classic Country</td>
<td>St. Louis, MO</td>
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<tr>
<td>Classic Rock</td>
<td>Kansas City, MO</td>
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</table>

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*designates stations reporting album cuts. Continued on Page 49*
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>Callsign</th>
<th>Owner</th>
<th>Program Director</th>
<th>Music Director</th>
<th>Program Director</th>
<th>Program Director</th>
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<td>Bob Williams</td>
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<td>WZJ</td>
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<td>Jerry D.</td>
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<td>Susan G.</td>
<td>Paul M.</td>
<td>Lila T.</td>
<td>John T.</td>
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</table>

*designates stations reporting album cuts.
CATHY DENNIS  
Moments Of Love (Polydor/PLG)  
53% of our reporters on it. Rotations: Heavy 2, Medium 18, Light 39, Total Adds 13, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ. Moves 28-27 on the AC chart.

AARON NEVILLE “Don’t Take Away My Heaven” (AAMI) 5/28  
Rotations: Heavy 5, Medium 20, Light 105. Total Adds 5, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

REGINA BELLE “If I Could” (Columbia) 5/4  
Rotations: Heavy 5, Medium 27, Light 92. Total Adds 9, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ. Moves 27-26 on the AC chart.

JOHN PAGANO “The Best I Ever Was” (MCA) 4/7/1  
Rotations: Heavy 5, Medium 24, Light 109. Total Adds 12, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

TASMIN ARCHER “Sleeping Satellite” (SBK/ERG) 3/9  
Rotations: Heavy 5, Medium 22, Light 98. Total Adds 17, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ. Moves 30-29 on the AC chart.

SAWER BROWN “All These Years” (Curb) 3/11  
Rotations: Heavy 5, Medium 15, Light 42. Total Adds 10, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

JANET JACkSON “That’s The Way Love Goes” (Virgin) 2/85  
Rotations: Heavy 5, Medium 19, Light 56. Total Adds 15, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

WHITNEY HOUSTON “I Will Always Love You” (Warner Bros.) 2/2  
Rotations: Heavy 5, Medium 31, Light 97. Total Adds 22, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

BRUCE HORNBY “The Way You Look Tonight” (KLOS) 2/26  
Rotations: Heavy 5, Medium 23, Light 90. Total Adds 18, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

JEFF HEALEY BAND “Last In Your Eyes” (Atlantic) 3/4  
Rotations: Heavy 5, Medium 22, Light 97. Total Adds 17, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ. Moves 37-36 on the AC chart.

NATIONAL AIRPLAY

AC CHART: 13

RESTLESS HEART "You Read Me Wrong" (Mercury) 2/11  
Rotations: Heavy 5, Medium 35, Light 311. Total Adds 11, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

JEFF HEALEY BAND "You Take Your Love Back" (Atlantic) 2/8  
Rotations: Heavy 5, Medium 34, Light 111. Total Adds 11, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

PAUL MCCARTNEY "On The Ground" (Capitol) 2/25  
Rotations: Heavy 5, Medium 23, Light 97. Total Adds 17, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

STEVEN CURTIS CHAPMAN "Go Where You're Sent" (Sparrow) 9/4  
Rotations: Heavy 5, Medium 32, Light 89. Total Adds 10, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

LINDSEY BUCKINGHAM "Don't Look Now" (Reprise) 7/8  
Rotations: Heavy 5, Medium 32, Light 51. Total Adds 12, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

ERIC CLAPTON "Running On Faith" (Reprise) 6/1  
Rotations: Heavy 10, Medium 31, Light 20. Total Adds 5, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.

RICKY BLAKELY "Lookin' For The Ones That Got Away" (MCA) 7/8  
Rotations: Heavy 5, Medium 32, Light 51. Total Adds 12, including WBXM, WBLI, KVIL, WMXZ, WMTX, KOSI, KESZ, WJLK, WMGS, KKMJ.
### EAST

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<tr>
<th>Station</th>
<th>Artist/Song</th>
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<tr>
<td>WLTW/Jacksonville, FL</td>
<td>Whiskey River/Whiskey River</td>
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<td>WFLM/Indianapolis, IN</td>
<td>Poppy's/Poppy's</td>
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<tr>
<td>WFLY/Atlanta, GA</td>
<td>Best of Belgium/Best of Belgium</td>
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<tr>
<td>WABC/New York, NY</td>
<td>Heart of New York/Heart of New York</td>
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<tr>
<td>WYME/Minneapolis, MN</td>
<td>You're the One/You're the One</td>
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<td>WPST/Philadelphia, PA</td>
<td>Don't Let the Sun Go Down/Don't Let the Sun Go Down</td>
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<td>WFAO/Tampa, FL</td>
<td>London/London</td>
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<td>WSHA/San Francisco, CA</td>
<td>Look Who's Talking/Look Who's Talking</td>
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<td>WINS/Indianapolis, IA</td>
<td>Touch Me/I'm Feeling Alright</td>
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<td>WQRT/Orlando, FL</td>
<td>It's My Party/It's My Party</td>
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<td>WKFR/Lakeland, FL</td>
<td>Faith/Heaven Is Here</td>
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<td>WJAS/Cleveland, OH</td>
<td>Real Love/Real Love</td>
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<td>WPOS/Charlotte, NC</td>
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<td>On My Own/On My Own</td>
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<td>When/how/Let Me Go/We Belong Together/We Belong Together</td>
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<td>Can't Stop/Yeah/Can't Stop</td>
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<td>Mama/My Mama</td>
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<td>WWIC/Huntsville, AL</td>
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<td>You Don't Love You/You Don't Love You</td>
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| WZPL/Philadelphia, PA       | Can't Stop/Yea
CURRENT-BASED

Continued from Page 51

ASSOCIATE REPORTERS

HOTTEST

WALF/Milford
Jeff Farow
Boy Band
Nichelle Ferrell
Rod Stewart
Bronnest Heart
BEATLES
Go West
Gloria Estefan

WTSX/Port Jervis, NY
Liz Fox
Paul Young
Andy Black
Renee Frenette
Donna Summer
Katie Stewart
speeches from all over the world

WTRR/Weekly, MD
Brian Beddow
Caddy& Collins
Boy George
Pat Benatar
Go West
Howard Hewett

WFRQ/LoFaro, SC
Mark Robertson
"It's Alright" from HUEY LEWIS AND THE NEWS
Taken from the various artist benefit album "People Get Ready: A Tribute To Curtis Mayfield"

ON YOUR DESK NOW! AC ADD DATE: MAY 3

100% of Huey Lewis and the News' artist royalties will directly benefit Curtis Mayfield & his family.

"It's Alright" from HUEY LEWIS AND THE NEWS

Associate Reporters are AC stations in untested markets with aggressive approaches toward new music. Although they do not contribute to the AC chart, their consensus Most Added and Hottest records serve as advance indicators of format hits.

www.americanradiohistory.com
**NEW & ACTIVE**

**MICHAEL FRANKS - Dragonfly Summer** (Warner) 22/25

"Dusty Off Brand" (Atlantic) 24/17

**STEVE BACH - City Magic** (Valley Vue) 30/6

**JEFF LORBER**

**YANNI**

**YUTAKA**

**NEW & ACTIVE**

**BREAKERS**

**STEVE BACH**

**MARK WHITFIELD**

**SONYA JASON**

**JOHN TESH**

**NEW & ACTIVE**

**MULGROVER MILLER**

**MARK WHITFIELD**

**HUBERT LAWES**

**COURTNEY PINE**

**NEW & ACTIVE**

**BOBBY WATSON**

**MARTIN GARDNER**

**STEVE TURRE**

**HANK CRAWFORD**

**HANK CRAWFORD**

**RICHARD ROBINSON**

**NEW & ACTIVE**

**JAE SINNETT**

"Blues Fish" (Jazznet) 29/0

**VIRGINIA LEE BISHOP**

**JENNIFER ANISTON**

**NEW & ACTIVE**

**MARTIN GARDNER, Richard Robinson, Virginia Lee Bishop, Jennifer Aniston**

No less an authority than George Benson called Mark Whitfield "the freshest and most exciting young musician I've met in a long time." Time Magazine named this guitarist "one of the hot young players reinvigorating jazz," and this album delivers on that promise. Mark Whitfield, a young saxophonist, offers a new album by Mark Whitfield. Featuring "Maya," "Freddie The Freeloader" "Sweet, Sweet Love" and "Strollin'," Ask for it by name.
In the course of selling over five million albums, Michael Franks has hand-crafted a signature blend of pop, R&B and jazz. His first album in nearly three years features an all-star cast, two duets and ten more lyrical gems.

It may be spring outside, but there's no time like the present to start a Dragonfly Summer.


Produced by Jeff Lorch, Yellowjackets, Gil Goldstein and Ben Sidran.

**NAC BREAKER**

#1 MOST ADDED NAC!

#2 MOST ADDED CJ!

1993 Sycamore Records.

---

Why is VANESSA RUBIN smiling?

Because her latest album "PASTICHE" is... 1

and MULGREW MILLER's "Hand In Hand" goes BREAKER!

*We Love You Jazz Radio!*

**CONTACT:** Maria Rosman (212) 930-4666.
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>AEROSMITH/Get A Grip</td>
<td>(Geffen)</td>
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<td>2</td>
<td>COVERDALE/PAIGE/Coverdale/PAIGE</td>
<td>(Geffen)</td>
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<tr>
<td>3</td>
<td>LENNY KRAVITZ/Are You Gonna Go My Way</td>
<td>(Virgin)</td>
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<td>4</td>
<td>SOUL ASYLUM/Grave Dancers Union</td>
<td>(Columbia)</td>
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<td>5</td>
<td>PAUL RODGERS/Muddy Water Blues - A Tribute To Muddy...</td>
<td>(Victory Music/PLG)</td>
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<td>6</td>
<td>STONE TEMPLE PILOTS/Care</td>
<td>(Atlantic/AS)</td>
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<td>ALICE IN CHAINS/Chains</td>
<td>(Columbia)</td>
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<td>THE BIG HEAD TODD &amp; THE MONSTERS/Sister Sweetly</td>
<td>(Grand/Reprise)</td>
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<td>10</td>
<td>EXTREME/It/ Sides To Every Story</td>
<td>(A&amp;M)</td>
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<td>4 NON BLONDES/Bigger, Better, Faster, More! (Interscope/Atlantic Group)</td>
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<td>MICK JAGGER/Wanderin Spirit</td>
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<td>BILLY SQUIER/Tell The Truth</td>
<td>(Capitol)</td>
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<td>SPIN DOCTORS/Pocket Full Of Kryptonite</td>
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<td>VINCE NEIL/Exposed (WB)</td>
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<td>STING/Every Summertime's Tales</td>
<td>(A&amp;M)</td>
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<td>ERIC CLAPTON/Unplugged (Reprise)</td>
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<td>KINKS/Phobia</td>
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<td>JESS HORNBY/Harbor Lights</td>
<td>(RCA)</td>
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<td>ARC ANGELS/Angel (DG)</td>
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<td>R.E.M./Automatic For The People</td>
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<td>DEF LEPPARD/Adrenalize</td>
<td>(Mercury)</td>
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<td>BON JOVI/Keep The Faith</td>
<td>(Jambco/Mercury)</td>
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<td>JIM SATRIA/Take The Extremist</td>
<td>(As期盼)</td>
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<td>JACKYL/Jackyl</td>
<td>(Geffen)</td>
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<tr>
<td>30</td>
<td>ANIMAL BAG/Animal Bag</td>
<td>(Mercury)</td>
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<tr>
<td>31</td>
<td>4 UGLY KID JOE/ America's Last Wanted</td>
<td>(Stardog/Mercury)</td>
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<tr>
<td>32</td>
<td>DAMN YANKIE/Don't Tread</td>
<td>(WB)</td>
<td></td>
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<tr>
<td>33</td>
<td>DRIVIN N CRYIN/Smoke</td>
<td>(Island/PLG)</td>
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<tr>
<td>34</td>
<td>LYNYRD SKYNYRD/The Last Rebel</td>
<td>(Atlantic/AS)</td>
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<tr>
<td>35</td>
<td>ARCADE/Arcade</td>
<td>(Epic)</td>
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<tr>
<td>36</td>
<td>BLACK CROWES/The Southern Harmony And Musical...</td>
<td>(Def American/Reprise)</td>
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<tr>
<td>37</td>
<td>BRAD GILLIS/Girlock Ranch</td>
<td>(Guitar)</td>
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<tr>
<td>38</td>
<td>RAGING SLAB/Chromatic</td>
<td>(Mozart)</td>
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<tr>
<td>39</td>
<td>BLUES TRAVELER/Give His Soul</td>
<td>(AM)</td>
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<td>40</td>
<td>LIVING COLOUR/Stain (Epic)</td>
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<td>41</td>
<td>VALEN HALEN/Live Here, Right Now</td>
<td>(WB)</td>
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<tr>
<td>42</td>
<td>FLOTSAM &amp; JETSAM/Cutout</td>
<td>(MCA)</td>
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<tr>
<td>43</td>
<td>DAVID BOWIE/Doctor Who</td>
<td>(Savage)</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>WORLD PARTY/Bang! (Ensign/Chrysalis/ERS)</td>
<td></td>
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</tr>
</tbody>
</table>

**Emphasis Tracks**

- "Livin'" (169) "Eat" (144) "Cryin'" (26)
- "Shake" (164) "Pride" (49) "Over" (9)
- "Arsenal" (166) "Believe" (7) "Is" (1)
- "Black" (151) "Runaway" (5) "Somebody" (1)
- "Hunter" (141) "Ready" (3) "Hoochie" (2)
- "Plush" (147) "Crackerman" (1)
- "Rooster" (128) "Danni" (2) "Rain" (1)
- "Broken" (126) "Alright" (9)
- "Ever" (118)
- "What's" (107) "Calling" (1)
- "Wired" (85) "Tear" (8) "Put" (5)
- "Truganini" (120) "Drums" (1)
- "Angry" (114)
- "Time" (65) "Princes" (29) "More" (1)
- "Sister" (124) "Gettin'" (1)
- "Loss" (46) "Stronger" (15) "Fields" (7)
- "Running" (69) "Before" (1) "Lonely" (1)
- "Hated" (83) "Searchin'" (1) "Stole" (1)
- "Harbor" (61) "Fields" (3) "Talk" (1)
- "Shape" (65)
- "Sidewinder" (62) "Man" (7) "Monty" (2)
- "Tonight" (59) "Tear" (1)
- "These" (83) "Sleep" (1)
- "Cryin'" (54) "Extremist" (1)
- "When" (52) "Down" (27)
- "Everybody" (79)
- "Busy" (76) "Cats" (9)
- "Silence" (54) "Mister" (2) "Where" (1)
- "Smoke" (99) "Turn" (1)
- "Born" (54) "Good" (4) "One" (2)
- "Nincompoop" (73) "Cry" (2) "Mess" (2)
- "Luck" (52) "Morning" (2) "Sometimes" (1)
- "Honest" (51)
- "Anywhere" (90) "Take" (1)
- "Conquer" (70)
- "Leave" (26) "Nothingness" (24)
- "Dreams" (34) "Judgement" (3) "One" (2)
- "Waging" (59)
- "Jump" (44) "Miracle" (1) "Don't" (1)
- "Today"? (50) "Give" (1)

**Reports/Adds**

- 170+ / 0
- 165+ / 5+
<table>
<thead>
<tr>
<th>No.</th>
<th>Artist/Musician</th>
<th>Track</th>
<th>station</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AEROSMITH/Livin'</td>
<td>On The Edge (Geffen)</td>
<td>169-0 / 160-7</td>
<td>9-5</td>
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<tr>
<td>2</td>
<td>Lenny Kravitz/Are You Gonna Go My Way (Virgin)</td>
<td>166-2 / 136-7</td>
<td>25-7</td>
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<tr>
<td>3</td>
<td>Soul Asylum/Black Gold (Columbia)</td>
<td>164-0 / 103-7</td>
<td>52-7</td>
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<td>4</td>
<td>7</td>
<td>81-4</td>
<td>54-7</td>
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<td>5</td>
<td>15</td>
<td>110-7</td>
<td>73-7</td>
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<td>6</td>
<td>MCR / Peaceful (Epic)</td>
<td>119-0 / 20-0</td>
<td>52-0</td>
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<td>7</td>
<td>16</td>
<td>140-7</td>
<td>68-7</td>
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<td>8</td>
<td>Toto / Don't Chain My Heart (War)</td>
<td>118-2 / 29-0</td>
<td>71-7</td>
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<td>9</td>
<td>Aerosmith/Eat The Rich (Geffen)</td>
<td>107-2 / 56-0</td>
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<td>10</td>
<td>17</td>
<td>120-0 / 23-0</td>
<td>69-7</td>
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<td>11</td>
<td>18</td>
<td>114-7 / 23-0</td>
<td>64-0</td>
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<td>12</td>
<td>Mick Jagger/Wred All Night (Atlantic)</td>
<td>85-0 / 49-0</td>
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<td>13</td>
<td>V Ince Neil/Sister Of Pain (WB)</td>
<td>124-0 / 13-0</td>
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<td>14</td>
<td>Eric Clapton/Running On Faith (Reprise)</td>
<td>69-2 / 42-0</td>
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<tr>
<td>15</td>
<td>Kings Of Idaho (A Dog) (Columbia)</td>
<td>83-0 / 47-0</td>
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<td>16</td>
<td>Bruce Hornsby/Harbor Lights (CRA)</td>
<td>81-5 / 104-0</td>
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<td>17</td>
<td>Bon Jovi/In These Arms (Jambro/Mercury)</td>
<td>83-7 / 17-0</td>
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<td>9-11</td>
<td>65-0 / 30-0</td>
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<td>Def Leppard/Tonight (Mercury)</td>
<td>59-0 / 34-0</td>
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<td>12</td>
<td>64-0 / 23-0</td>
<td>33-0</td>
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<td>21</td>
<td>Joe Satriani/Cryin' (Relativity)</td>
<td>79-6 / 12-0</td>
<td>32-0</td>
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<tr>
<td>22</td>
<td>Animal Bag/Swallow Your Pride (Mercury)</td>
<td>64-0 / 23-0</td>
<td>33-0</td>
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<td>23</td>
<td>Sting/I Ever Lose My Mercy In You (A&amp;M)</td>
<td>46-0 / 11-0</td>
<td>31-0</td>
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<td>R.E.M./The Sidewinder Sneaks Tope (WB)</td>
<td>62-9 / 18-0</td>
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<td>25</td>
<td>49-2</td>
<td>90-0 / 3-0</td>
<td>34-0</td>
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<td>26</td>
<td>9-49</td>
<td>90-0 / 24-0</td>
<td>26-0</td>
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<tr>
<td>27</td>
<td>Ugly Kid Joe/Bye Bye (Columbia)</td>
<td>76-0 / 7-0</td>
<td>36-0</td>
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<td>33</td>
<td>73-0 / 8-0</td>
<td>22-0</td>
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<td>41</td>
<td>54-3 / 28-0</td>
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<td>Damn Yankees/Silence Is Broken (WB)</td>
<td>54-0 / 28-0</td>
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<td>27</td>
<td>62-9 / 28-0</td>
<td>11-0</td>
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<td>32</td>
<td>48</td>
<td>65-0 / 26-0</td>
<td>35-0</td>
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<tr>
<td>33</td>
<td>Blues Traveler/Conquer Me (A&amp;M)</td>
<td>70-9 / 9-0</td>
<td>34-0</td>
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<tr>
<td>34</td>
<td>Black Crowes/Sad Luck Blue Eyes (Del American/Reprise)*</td>
<td>52-2 / 12-0</td>
<td>31-0</td>
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<td>35</td>
<td>Brad Gild/Honest To God (Guitar)</td>
<td>51-6-3</td>
<td>28-0</td>
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<td>36</td>
<td>Rod Stewart/Cut AcrossShorty (WB)</td>
<td>53-0 / 30-0</td>
<td>18-0</td>
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<td>37</td>
<td>Lynyrd Skynyrd/Born To Run (Atlantic)</td>
<td>54-0 / 7-0</td>
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<td>Wilson Dow/Innocent (Atlantic/Co)</td>
<td>65-0 / 21-0</td>
<td>43-0</td>
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<td>39</td>
<td>34</td>
<td>59-0 / 6-0</td>
<td>26-0</td>
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<td>40</td>
<td>World Party/Is Life Today? (Epic/Chrysalis/EG)</td>
<td>50-0 / 9-0</td>
<td>34-0</td>
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<td>41</td>
<td>Spin Doctors/Two Princes (Geffen)</td>
<td>29-0 / 10-0</td>
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<td>42</td>
<td>David Bowie/Jump They Say (Savage)</td>
<td>44-0 / 11-0</td>
<td>21-0</td>
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<tr>
<td>43</td>
<td>Jackyl/On Me (Geffen)</td>
<td>27-0 / 12-0</td>
<td>11-0</td>
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<tr>
<td>44</td>
<td>Pearl Jam/Black (Epic Associated)</td>
<td>27-0 / 0-0</td>
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<td>45</td>
<td>Warren Haynes/Fire In The Kitchen (Megaforce)</td>
<td>43-2 / 9-0</td>
<td>14-0</td>
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<tr>
<td>46</td>
<td>Jeff Healey Band/Lost In Your Eyes (Atlantic)</td>
<td>46-0 / 2-0</td>
<td>9-0</td>
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<td>47</td>
<td>God God Dolls/We Are The Normal (Metal Blade/WB)</td>
<td>46-3 / 2-0</td>
<td>15-0</td>
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<td>Jackyl/When It's Rain (Geffen)</td>
<td>52-0 / 7-0</td>
<td>7-0</td>
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<td>49</td>
<td>Van Halen/Creams (WB)</td>
<td>34-0 / 4-0</td>
<td>6-0</td>
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<td>50</td>
<td>School Of Fish/Make Me Anywhere (Capitol)</td>
<td>54-0 / 6-0</td>
<td>10-0</td>
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<tr>
<td>51</td>
<td>Living Colour/Leave It Alone (Epic)</td>
<td>26-0 / 6-0</td>
<td>17-0</td>
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<td>52</td>
<td>Hothouse Flowers/Thing Of London (PLG)</td>
<td>28-0 / 7-0</td>
<td>17-0</td>
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<td>53</td>
<td>Widespread Panic/Wondering (Capricorn/WB)</td>
<td>34-0 / 3+0</td>
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<td>54</td>
<td>Tragically Hip/The Hnmdnest Meridian (MCA)</td>
<td>41-4 / 8-0</td>
<td>30-0</td>
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<tr>
<td>55</td>
<td>Anthrax/Only (Elektra)</td>
<td>42-0 / 2-0</td>
<td>8-0</td>
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<tr>
<td>56</td>
<td>Collision/Maximum Respect (Chaos)</td>
<td>41-4 / 0-0</td>
<td>7-0</td>
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<tr>
<td>57</td>
<td>Aerosmith/Cryin' (Geffen)</td>
<td>26-5 / 4+0</td>
<td>14-0</td>
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<tr>
<td>58</td>
<td>Guns 'N Roses/Dead Horse (Geffen)</td>
<td>29-3 / 3-0</td>
<td>9-0</td>
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<tr>
<td>59</td>
<td>Graveyard Train/Down To The Wire (Geffen)</td>
<td>40-0 / 6-0</td>
<td>6-0</td>
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<tr>
<td>60</td>
<td>PANTERA/Roller (EastWest/Atlantic Group)*</td>
<td>34-1-0</td>
<td>2+0</td>
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</tbody>
</table>
the first week

Track Debut 55
A Most Added 42/42

ONLY, the premiere single and video from SOUND OF WHITE NOISE

Produced by Dave Jerden and Anthrax
The Mighty Mighty Bosstones

Someday I Suppose

From the forthcoming album
Don't Know How To Party

Produced by Tony Platt  Management: Gary Hobbie, High Noon Entertainment
Continued from Page 59

ELEVENTH DREAM DAY "El Moodio" (Atlantic/AG) 10/9
Relations: Heavy 1, Medium 5, Light 43, Total Adds 2, Heavy: KACV, Medium: WCBE, WSKY, WCNZ, KBAC, Light: WDCR, WOIT, WQXW, WSKY, WBEK.

DEVILIN "Dirt" (Capitol) 8/2
Relations: Heavy 1, Medium 5, Light 64, Total Adds 2, KBAC, KTOK, Heavy: WGST, Medium: including W2CH, Light: W2CH.

GRANT LEE BUFFALO "Fuzzy" (Slash) 8/1
Relations: Heavy 0, Medium 77, Light 1/2, Total Adds 1, WHIS, Medium: including WPXK, WGST, KBAC, WPXK, WHIS, Light: KACV.

FLUID "Parked Metal: Blackmusic" (Hollywood) 8/0
Relations: Heavy 0, Medium 3, Light 45, Total Adds 2, Medium: KTCL, KXKX, KTRU, WHIS, Light: WPXK, WHIS, KTSU, KACV.

MIND BOMB "Mind Bomb" (Mercury) 8/0
Relations: Heavy 0, Medium 1/2, Light 79, Total Adds 0, Medium: WHIS, Light: including WPXK, DWXK, KTCL, WHIS, KXKX.

BOB GELDOF "The Happy Clapp" (Polydor/FLG) 7/2
Relations: Heavy 2/3, Medium 2/3, Light 51, Total Adds 2, KARQ, KXRA, WHIS, Light: including WPXK, WPWQ, WHIS.

JOHNNY CLEGG & SAVUKA "Heat, Dust & Dreams" (Capitol) 7/1
Relations: Heavy 0, Medium 2/3, Light 3/2, Total Adds 1, WCDD, Heavy: WPXK, Medium: WSKY, KARQ, Light: including KTCL, WHIS.

TOOL "Universe" (Coda) 7/1
Relations: Heavy 0, Medium 3/2, Light 6/1, Total Adds 1, KTCL, Medium: KXKX, KTOK, Light: including KIRP, DWXK.

BLUES TRAVELER "Save His Soul" (A&M) 7/0
Relations: Heavy 1/2, Medium 5/2, Light 1/0, Total Adds 0, Heavy: WPXK, Medium: WCDD, K2ST, KIWI, WQXW, WOIT, Light: W2CH.

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**PI PLAYLISTS**

**EAST**

KIP PEPPERMILL (Stardust) Philadelphia, PA
WCFO, Tom Callahan
MD: Mattie Lose
PD: Danny Butterfield

KISS FM (Nashville, TN)
KDRA/KDRA
MD: Chris Stegman
PD: Todd Hite

MARY KAYE (KPR, Lawrence, KS)
MD: Bill Kiesling
PD: Tracy Bower

WMAQ/WRAL (Chicago, IL)
MD: Harry Heifer
PD: Michael Pizarro

WAVC/WRAL (Raleigh, NC)
MD: Don Pizarro
PD: Michael Pizarro

WEKU (Atlanta, GA)
MD: Robert Jordan
PD: William Anderson

WEPS/WSH (Boston, MA)
MD: Paul Raine
PD: David Reiter

WMQX (Washington, DC)
MD: John Pullen
PD: Steven Shaffer

Wnombre, Orlando (WKGC) 12/94
MD: Ken Newton
PD: Susan Evans

WQMR/WRadio Orlando, Orlando (WCFA) 12/94
MD: Greg Rodriguez
PD: Steve Kukika

WOR (New York, NY)
MD: Al Orleans
PD: Steve O'Brien

WPHI (Philadelphia, PA)
MD: John Lanzo
PD: Tim Kincaid

WPIR/WSHE (Richmond, VA)
MD: Tom Tochter
PD: Dan Gandhi

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**SOUTH**

WAVEC/WRadio Atlanta, Atlanta (WRadio) 12/94
MD: Steve Wells
PD: Bob Osborn

WRadio Atlanta (WRadio) 12/94
MD: John Wells
PD: Steve Osborn

WRadio Atlanta (WRadio) 12/94
MD: Tim Wells
PD: Bob Osborn

WJackson (Jackson, MS)
MD: Bill Thompson
PD: Steve Thompson

WAXF (Atlanta, GA)
MD: John Lanzo
PD: Tim Kincaid

WAVC/WRAL (Raleigh, NC)
MD: Don Pizarro
PD: Michael Pizarro

WEPS/WSH (Boston, MA)
MD: Paul Raine
PD: David Reiter

WMQX (Washington, DC)
MD: John Pullen
PD: Steven Shaffer

Wnombre, Orlando (WKGC) 12/94
MD: Ken Newton
PD: Susan Evans

WOR (New York, NY)
MD: Al Orleans
PD: Steve O'Brien

WPIR/WSHE (Richmond, VA)
MD: Tom Tochter
PD: Dan Gandhi

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**P3 PLAYLISTS**

WAVC/WRadio Orlando, Orlando (WRadio) 12/94
MD: Steve Wells
PD: Bob Osborn

WRadio Atlanta (WRadio) 12/94
MD: John Wells
PD: Steve Osborn

WRadio Atlanta (WRadio) 12/94
MD: Tim Wells
PD: Bob Osborn

WJackson (Jackson, MS)
MD: Bill Thompson
PD: Steve Thompson

WAXF (Atlanta, GA)
MD: John Lanzo
PD: Tim Kincaid

WAVC/WRAL (Raleigh, NC)
MD: Don Pizarro
PD: Michael Pizarro

WEPS/WSH (Boston, MA)
MD: Paul Raine
PD: David Reiter

WMQX (Washington, DC)
MD: John Pullen
PD: Steven Shaffer

Wnombre, Orlando (WKGC) 12/94
MD: Ken Newton
PD: Susan Evans

WOR (New York, NY)
MD: Al Orleans
PD: Steve O'Brien

WPIR/WSHE (Richmond, VA)
MD: Tom Tochter
PD: Dan Gandhi

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34 Current Reporters 35 Current Playlists
Capitol/Minneapolis (Player 1) WVGA/Chicago

For The Record: The second played under the P1 Midwestern section last week was W280CD. It was incorrectly listed under W280CD.
New Artists have not yet had an AOR Breaker. The chart is based entirely on the number of stations reporting airplay on a particular track. Week-to-week add patterns are not a factor.

1. RAGING SLAB/Anywhere...(Def American/Reprise) 90
2. ANIMAL BAG/Everybody (Mercury) 79
3. ARCADE/Nothin’ To Lose (Epic) 73
4. BLUE TRAVELER/Conquer Me (A&M) 70
5. FLOTSAM & JETSM/Waiting Through The Darkness (MCA) 59
6. BRAD GILLIS/Honest To God (Guitar) 51
7. GOO GOO DOLLS/We Are The Normal (Metal Blade/WB) 46
8. WARREN HAYNES/Fire In The Kitchen (Megaforce) 43
9. ANTHRAX/Only (Elektra) 42
10. COLLISION/Maximum Respect (Chad) 41
11. GRAVEYARD TRAIN/Down To The Wire (Geffen) 40
12. WIDESPREAD PANIC/Wondering (Capricorn/WB) 34
13. PANERA/Hollow (EastWest/Atlantic Group) 34
14. MURRAY ATTAWAY/Under Jets (DGC) 21
15. AIMEE MANN/I Should’ve Known (Imago) 20
16. SWEETWATER/Everything Will Be Alright (Atlantic/AG) 20
17. ASPHALT BALLET/Angey Youth (Virgin) 14
18. BELLY/Fed The Tree (4AD/Sire/Reprise) 14
19. CRUSH/The Rain (EastWest/Atlantic Group) 14
20. SAND RUBIES/Santa Maria Street (Atlas/PLG) 12

Continued on next page
SILK 10-7
SNOW
CAPTAIN Jonea/Klul8N
PM DAWN
VANESSA JEFF
SW ROD
CAPTAIN REGINA PELLE
WERZJEXNer,
PRINCE VANESSA R.
DAMN NM
JET-FWEMa, PA
BON AERJSHITH
SOUL ASYLUM WAAL/Binghamon,
SILK 23-21
INNER MARY Morgan/Scott
ROD STEWART
BROW 88 2Y
JOUI 27
4-4
10US2N 17
www.americanradiohistory.com

Songs in New & Active have been reported by at least 50 CHR reporters in the current week. Songs in Significant Active have been reported by 10 or more CHR reporters but fewer than 50. Below the "arsable label" designation, following the word Reports, is the total number of stations reporting the song that week. Moves are designated as Up (upward chart movement), Same (same chart position as last week or continued unchanged airing), and Down (downward chart movement). Finally, following the word Adds, the total number of stations adding the record this week is listed, followed by a sampling of individual station activity on the song. Complete airplay activity can be found in the Parallels.

Breakers have achieved 60% CHR airplay for the first time. Records not yet achieving Breaker status may accumulate sufficient chart points from high chart positions on stations reporting them debuting on the CHR National Airplay-40.

CHR Rotation Criteria
• FullTime Adds and/or Ons: four plays in a 24-hour period, three of them before midnight.
• Departed Adds and/or Ons: one-to-two plays in a 24-hour period, both before midnight.

Breakouts are records not included in the regional Most Added listings that are receiving concentrated regional airplay. They have fewer than 50 reports nationally but have five or more adds in the region listed.
### Parallel Reporters

**AEROSMITH**

**A**

**Aerosmith**

Luv' On The Edge (Geffen)

**LP**

**Gen A Gap**

**Regional Reporters**

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**TASMIN ARCHER**

**Sleeping Satellites (SBK/ERG)**

**LP**

**Tasmin Archer — Great Expectations**

**Total Reports** 56

**Regional Reporters**

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**BELLY**

**Feed The Tree (Sire/Reprise)**

**LP**

**Belly**

**Total Reports** 59

**Regional Reporters**

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**BOY GEORGE**

**The Crying Game (SBK/ERG)**

**LP**

**'The Crying Game' ST**

**Total Reports** 54

**Regional Reporters**

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**214 REPORTERS**

**Online at www.americanradiohistory.com**
### Captains Hollywood Project

**More And More (Image)**

**Total Reports 59 / 285**

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### Meme Cherry

Buddy X (Virgina)

**Total Reports 106 / 695**

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### David Crosby & Phil Collins

Herc (Atlantic/AG)

**Total Reports 104 / 585**

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### Def Leppard

Tonight (Mercury)

**Total Reports 117 / 565**

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### Ray Charles

A Song For You (WB)

**Total Reports 68 / 375**

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### Tom Cochrane

No Degree (Capitol)

**Total Reports 58 / 279**

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### Damn Yankees

Science Is Broken (WB)

**Total Reports 118 / 565**

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### Duran Duran

Come Undone (Capitol)

**Total Reports 150 / 705**

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**D**
- Dr. Alban
  - "It's My Life" (Anista)
  - "Gently Down The Road" (EMI)

- Dazed
  - "970's Boys" (Bellmark)
  - "6 Feet Deep (Rap-A-Lot)"

**J**
- Jena Fairey
  - "The Things We All..." (Third Stone/AG)
  - "The Right Decision" (SBK/ERS)

- Jesus Jones
  - "Driven By You" (Hollywood)
  - "Love You More" (Elektra)

**R**
- Rapstation I
  - "Love Me The Right Way" (RCA)

- Pete Rock & C.L. Smooth
  - "Lots Of Love" (Elektra)

**H**
- H-Town
  - "Knockin The Boots" (Luke)

**M**
- Brian May
  - "Driven By You" (Hollywood)
  - "I'm Not In Love" (MCA)

- Paul McCartney
  - "Off The Ground" (Capitol)

**N**
- Newtong
  - "Fabin' Love" (Relativity)

- Newtong
  - "Fabin' Love" (Relativity)

**P**
- Pretenders
  - "I'm Not In Love" (MCA)
  - "I'm Not In Love" (MCA)

- Prince Markie Dee
  - "Typical Reasons" (Columbia)

**F**
- Funkydoiest
  - "You're A Good Man" (Immortal/Epic)
  - "You're A Good Man" (Immortal/Epic)

- Ice Cube
  - "A Good Day" (Priority)
  - "A Good Day" (Priority)

- men at large
  - "So Alone" (EastWest/AG)

- Prince Markie Dee
  - "Typical Reasons" (Columbia)
  - "Typical Reasons" (Columbia)
## Major Markets

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<td>PM DAWN - 'Looking Through Patent Eyes'</td>
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<td>N.W. A. - 'The N.W.A. Night' Love Is (Giant)</td>
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<td>WHITNEY HOUSTON - 'I Have Nothing (Arista)'</td>
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<td>MICHAEL JACKSON - 'Who Is It (Epic)'</td>
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<td>Show - 'Run-D.M.C.' Down With The DJ</td>
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<td>MICK JAGGER - 'The Crying Game (SBK/ERG)'</td>
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<td>ROBIN - 'In These Arms (Jamboco Group)'</td>
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<td>AMY GRANT - 'I'm Not The Only One (Arista)'</td>
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<td>STING - 'I'm Thinking Of You (Ministry)'</td>
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<td>UGLY KID JOE - 'Out (Getting Over Me)'</td>
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## Secondary Markets

<table>
<thead>
<tr>
<th>#</th>
<th>Song</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WILLIAMS &amp; McKnight - 'Love Is (Giant) Reprise'</td>
</tr>
<tr>
<td>2</td>
<td>PM DAWN - 'Looking Through Patent Eyes'</td>
</tr>
<tr>
<td>3</td>
<td>WHITNEY HOUSTON - 'I Have Nothing (Arista)'</td>
</tr>
<tr>
<td>4</td>
<td>JEFF HEALEY BAND - 'Dedicated (Jive)'</td>
</tr>
<tr>
<td>5</td>
<td>Show - 'Run-D.M.C.' Down With The DJ</td>
</tr>
<tr>
<td>6</td>
<td>MICK JAGGER - 'The Crying Game (SBK/ERG)'</td>
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<tr>
<td>7</td>
<td>Snow - 'It's So Easy (RCA)</td>
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<tr>
<td>8</td>
<td>NAUGHTY BOY - 'Big Belly'</td>
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<td>JEFF HEALEY BAND - 'Dedicated (Jive)'</td>
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<td>10</td>
<td>AMY GRANT - 'I'm Not The Only One (Arista)'</td>
</tr>
<tr>
<td>11</td>
<td>STING - 'I'm Thinking Of You (Ministry)'</td>
</tr>
<tr>
<td>12</td>
<td>UGLY KID JOE - 'Out (Getting Over Me)'</td>
</tr>
<tr>
<td>13</td>
<td>KELLY - 'What's It (Jive)'</td>
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<tr>
<td>14</td>
<td>KRAZY BLONDES - 'What's It (Jive)'</td>
</tr>
<tr>
<td>15</td>
<td>BOBBY GEORGE - 'The Crying Game (SBK/ERG)'</td>
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## Smallers Markets

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<td>STING - 'I'm On The Edge (A&amp;M)'</td>
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### Performing Where Played

**PERFORMING WHERE PLAYED** is a weekly listing of records in New & Active and Significant Action with:
- **25 or more reports**
- **Chart positions at 50% or more of stations reporting them.**
- **No fewer than five reports over the previous week's reports.**

See Parallels for a complete picture of all station activity.

### NewArtists

<table>
<thead>
<tr>
<th>#</th>
<th>Artist/Song/Label</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>INNER CIRCLE - 'Bad Boys (Theme...) (Big Beat/AG)'</td>
</tr>
<tr>
<td>2</td>
<td>R. KELLY &amp; PUBLIC ANNOUNCEMENT - 'Dedicated (Jive)'</td>
</tr>
<tr>
<td>3</td>
<td>4 NON BLONDES - 'What's Up (Interscope/Atlantic Group)'</td>
</tr>
<tr>
<td>4</td>
<td>GREEN JELLY - 'Three Little Pigs (Zoo)'</td>
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<tr>
<td>5</td>
<td>BELOVED - 'Sweet Harmony (Atlantic AG)'</td>
</tr>
<tr>
<td>6</td>
<td>NAUGHTY BY NATURE - 'Hip Hop Hokey (Tommy Boy)'</td>
</tr>
<tr>
<td>7</td>
<td>BILLY - 'The Tree (Reprise)'</td>
</tr>
<tr>
<td>8</td>
<td>CHRISS ISAAK - 'Can't Do Anything (To Stop Me) (Reprise)'</td>
</tr>
<tr>
<td>9</td>
<td>JENNIFER HERSOV - 'I'm Thinking Of You'</td>
</tr>
<tr>
<td>10</td>
<td>MAX MEN - 'So Alone (EastWest/Atlantic Group)'</td>
</tr>
<tr>
<td>11</td>
<td>ROB RAY - 'Love Me (L.A. Love Perspectives/A&amp;M)'</td>
</tr>
<tr>
<td>12</td>
<td>ICE CUBE &amp; A Good Day - 'Friday (Priority)'</td>
</tr>
<tr>
<td>13</td>
<td>D R. &amp; TONY - 'Don't Walk Away (Giant/Reprise)'</td>
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<td>14</td>
<td>BIG MOUNTAIN - 'Touch My Light (Gallity)'</td>
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<tr>
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<td>RUN-D.M.C. - 'Don't Walk Away (Giant/Reprise)'</td>
</tr>
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**Note:** See Parallels for a complete picture of station activity. New records with large edit totals won't show in Performing Where Played until those edits convert to charts. Top 15% is determined by dividing a song's total Top 15 reports by its total charted reports.
ROD STEWART

"HAVE I TOLD YOU LATELY"
(Written By Van Morrison)
From the new album UNPLUGGED...and seated

CHR BREAKER
CHART DEBUT 34
ONE OF THE "MOST ADDED"
136/39
AC CHART 15
MTV - EXCLUSIVE

© 1993 Warner Bros. Records Inc.

VAN HALEN

"DREAMS"
The new single from the album
VAN HALEN LIVE: RIGHT HERE. RIGHT NOW

10 DEBUTS - 10 ADDS
KEGL 22-17 WKBQ deb 31 Q99 on PWR92 add WKRZ deb 32 K106 36-31 KKYK 27-24 Y107 16-15 KTXT deb 40 WRQK 19-16 CK105 33-39 KRKD deb 33 WPRR deb 33 KQIZ add WMIX add WRQK 19-16 KNIN 35-35 WRRK 38-33 KTRC add

© 1993 Warner Bros. Records Inc.

NEW ORDER

"REGRET"
The debut single from
NewOrder's album REPUBLIC

NEW & ACTIVE

2nd MOST ADDED
77/63
99X 25-10 PWR96 add WKBQ add Z100 27-25 WNVZ add KOY-FM add 95QX add 31 KTFM add Q99 add KRBE 11-10 Q106 add 33

© 1993 Qwest Records
**BREAKERS**

**NEW & ACTIVE**

**ROD STEWART**

**JEREMY JORDAN** "Wannagoin" (Giant/Reprise)

**DAVID BOWIE** "Jung They Say" (Savage)

**BOBBY ROSS AVILA** "La Vida (Perspective/Abb/ATL)

---

**MOST ADDED**

**KRIS KAIZY (71)**

**NEW ORDER (63)**

**INNER CIRCLE (46)**

**ROD STEWART (32)**

**MARY J. BLIGE (38)**

**MARC COHN (37)**

**CAPTAIN HOLLYWOOD... (77)**

**JON JOY (25)**

**JEREMY JORDAN (23)**

**PAUL McCArTNEY (18)**

---

**HOTTEST**

**PM DAWN (101)**

**SILK (89)**

**WILLIAM McKNIGHT (78)**

**JANET JACkSON (49)**

**AEROSMITH (44)**

**TOM LAWRENCE (39)**

**MICHAEL JACkSON (39)**

**WHITNEY HOUSTON (37)**

**STEREO MCS (30)**

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**SIGNIFICANT ACTION**

**SUNDAYS** "Wind Chimes" (ASC)

Reports: 77, Moves: Up 29, Same 24, Down 0, Adds 25, including WBK, WCBS, WAGG, WMJX, WSNY, WQCB, WINS.

**DAVIE JUBER** "Juggled Money" (Epic/To Be)

Reports: 118, Moves: Up 71, Same 6, Down 2, Adds 25, including WHUT, WSNY, WAGG, WMJX, WINS, WJSU, WQCB, WINS, WNYC.

**BOBBY ROSS AVILA** "La Vida (Perspective/Abb/ATL)

Reports: 119, Moves: Up 6, Same 3, Down 2, Adds 25, including WBK, WCBS, WAGG, WMJX, WSNY, WQCB, WINS.

---

**IN THESE ARMS** (Jewel/Mercury)

63% of our reporters playing it. Moves: Up 22, Debuts 71, Same 17, Up 0, Adds 25, including WBK, WAGG, WMJX, WSNY, WQCB, WINS, WJSU.

---

**ROD STEWART**

"I Know What You Love" (Big EastWest Atlantic Group)

Reports: 36, Moves: Up 14, Same 5, Down 5, Adds 5, including WBK, WCBS, WAGG, WMJX, WSNY, WQCB, WINS, WHIR, WTMW, KJAE, WLW, WQLY, XGZ.

**JACK WILLIAMS** "Love No Limit" (Uptown/MCA)

Reports: 54, Moves: Up 13, Same 4, Down 1, Adds 3, including WBK, WCBS, WAGG, WMJX, WSNY, WQCB, WINS.

**DINAH WINSLOW** "You've Got Something My Baby" (Atlantic/ATL)

Reports: 20, Moves: Up 9, Same 5, Down 10, Adds 4, including WBK, WCBS, WAGG, WMJX, WSNY, WQCB, WINS.

---

**ROD STEWART**

"You're Too Right Woman" (EB/REX)

Reports: 38, Moves: Up 8, Same 6, Down 10, Adds 5, including WBK, WCBS, WAGG, WMJX, WSNY, WQCB, WINS.

**ROD STEWART**

"I Wish You Loved Me" (Big EastWest Atlantic Group)

Reports: 36, Moves: Up 14, Same 5, Down 5, Adds 5, including WBK, WCBS, WAGG, WMJX, WSNY, WQCB, WINS, WHIR, WTMW, KJAE, WLW, WQLY, XGZ.

**SINE DIE** "It's My Life" (Arista)

Reports: 25, Moves: Down 4, Same 3, Down 5, Adds 3, including WBK, WCBS, WAGG, WMJX, WSNY, WQCB, WINS, WJSU.

**JOEY MCINTYRE** "Big Things Come In Small Packages" (Atlantic/ATL)

Reports: 36, Moves: Up 15, Same 5, Down 10, Adds 5, including WBK, WCBS, WAGG, WMJX, WSNY, WQCB, WINS, WHIR, WTMW, KJAE, WLW, WQLY, XGZ.

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Penny Ford.
On her own. Moving beyond
Chaka Kahn.
Beyond the S.O.S. Band.
Leaving Snap! behind.

Her voice is her future.
And you can
hear it in Daydreaming,
the premier single
from Penny Ford's self-titled
debut album.

But in truth, this is
far more than a debut.
It's an arrival.

penny ford

Daydreaming