HOTTEST TRENDS IN MARKETING AND PROMOTION

This week, R&R's format editors turn their collective spotlight on the marketing and promotion of radio today, focusing on everything from industryside trends to format-specific issues:

- NEWS/TALK: Balancing news and fun
- CHR: Interactive marketing tips
- UC: Promoting positive themes
- COUNTRY: Reaching format fans by phone
- AC: Using database marketing
- ROCK: Building your 'brand equity'
- ALTERNATIVE: Take the unconventional road
- PROGRESSIVE: Interactive phones at work
- NAC: Maximizing major events

Begins Page 24

MARKETING PROMOTION GUIDE

Along with the results of an exclusive marketing survey, R&R's 1995 Marketing & Promotion Guide showcases not only the latest trends in TV production, logos, and databases, but also provides tips on getting your station online and a unique calendar of potential promotional events.

Mailed with this issue

IN THE NEWS...

- WSHE/Miami takes Alternative route
- Gregg Steele now PD at WZTA/Miami
- Chris Conley named WSHY/Pittsburgh PD
- Jessica Harley appointed Elektra Sr. Dir./Rock Promo

Page 3

NEWSSTAND PRICE $6.50
Clocking in at just over two minutes, you can play it twice as often!

**del amitri**

**ROLL TO ME**

the hit song from *Twisted*

"Now that Counting Crows and Gin Blossoms have made the pop charts safer for tortured roots rockers, Scotland's Del Amitri might finally have a chance. And boy, do they deserve it." - *People*

"Intelligence and exciting rock and roll don't always go together, but Del Amitri makes the combination seem as natural as bacon and eggs." - *New York Newsday*

"Sixty words is hardly enough to capture the freshness and maturity of the Scottish band Del Amitri's fourth album, *Twisted*, a bracing mix of Beatlesque harmonies, clever lyrics, and accessible pop-rock melodies." - *Interview*

Produced and Engineered by Al Clay
Mixed by Bob Clearmountain
Del Management: JPR Management Ltd.
©1995 A&M Records, Ltd. All rights reserved.
Steele Named PD At Zeta/Miami

Gregg Steele has joined WZTA (Zeta/Miami) as PD, succeeding Neil Mirskey, who exited.

GM Ronna Woulfe said, "Having changed the format in recent months, we needed to get to the next level. After much research we felt Gregg was the guy who could do that. He has the music and marketing knowledge, and we're looking forward to winning." Steele commented, "I'd like to thank the management team at Paxson and the Polback organization for the opportunity to pro-

April Numbers Rise 10%

April radio revenues were up 10% overall compared to a year earlier, according to RAB. Local revenues gained 9%, and national spot revenues posted a robust 14% increase. The radio industry continues to show a pattern of solid growth through the first four months of 1995," said RAB President/CEO Gary Fries. "Overall economic indicators suggest this growth may ease off slightly in the coming months, but our analysis suggests that we should continue to enjoy healthy revenue increases through the summer months — and beyond."

For the first four months of this year, radio revenues were up 13% overall. Local sales were up 11% and national spot was ahead 21%. RAB adjusted its figures to reflect the five-week April 1995 standard broadcast calendar, compared to four in 1994. Likewise, January-April included 18 weeks this year and 17 in 1994.

Stoll & Tawzer replace Robert Chase and Heidi Hess. Chase returns to nights; Hess joins WZTA/Miami as MD/middayer.

The duo began hosting a specialty show for the station last October and were elevated to the 11pm-1am weeknight slot three months ago.

Q101 PD Bill Gamble told R&R, "Lance and Stoley are the audience. We think they will have a huge impact on the market. They’re in a band and know the music. A lot of us give lip service about being credible and relating to the audience. — I don’t know.

Heritage WSHE Completes Evolution To Alternative

WSHE/Miami completed an 18-month evolution to Alternative Monday (6/5), becoming "South Florida's Rock Alternative" under VP/Programming Bill Pugh. VP/GM Gary Lewis told R&R, "Having been a Rock station for 25 years, we had 25 years worth of perception. Everybody thought of us as a different radio station depending on when they were involved with the station. We weren’t getting that proper perception."

Last Friday (6/2), WSHE began running jockless with various drops from the Florida Marlins baseball team. Monday, the music was replaced

Senate Telecommunications Vote Expected This Week

Against the legislators began debating the Senate version of the telecommunications bill this week. At R&R's deadline Tuesday (6/6), Senate Majority Leader Robert Dole (R-KS) had set aside three days to debate the bill (S. 652) once the Senate finished business on anti-terrorism legislation. Introductory statements were expected Wednesday (6/7); a vote could come today (6/9) or early next week.

Radio dereg was absent from the bill passed in March by the Senate Commerce Committee, but an amendment eliminating local and national ownership caps has been authored and is being sponsored by Sens. Trent Lott (R-MS), Conrad Burns (R-MT), and Richard Bryan (D-NV).

What's Covered

In addition to the ownership issue, broadcasters are also keeping an eye on measures included in the Senate bill that would:

* Extend radio license terms
* Increase local ownership cap from 4 to 8 stations in large markets
* Allow Fair Trade agreements for stations located in the same market
* Specify that stations in the same market are in the same market, not just the same market area

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Broadcasters: Hundt’s ‘Time Bank’ Idea Unfair

By Mary Ann Barton
Radio Washington Bureau

Radio broadcasters say it’s unfair to expect them to give away airtime for political advertising, an idea being promoted by FCC Chairman Reed Hundt in recent speeches.

Hundt has said the coming digital era, or “new paradigm” as he calls it, will require “clear and specific” public interest duties from broadcasters. One of those, he noted, should require broadcasters to “deposit” airtime into a “time bank,” with politicians making “withdrawals” for campaign ads.

“I have a lot of respect for the chairman, but I’m opposed to the entire concept of free time for political candidates,” said New City Communications President Dick Ferguson.

EZ Communications President/CEO Alan Box asked, “Why do that? We make time available to those who want it. They [political candidates] will just turn around and give more money to magazines and newspapers.”

Portual's Radio President C.T. "Terry" Robinson said "perhaps something could be crafted" with "an entirely new approach," but he mixed Hundt's approach as "wrong ... it’s not fair." Robinson noted that political candidates currently receive "a tremendous amount of [free] time" through news programs and talk shows.

"The whipping boy [on this issue] is always the broadcast industry. They're not talking about doing this for billboards, mail, or newspapers." -Doug Williams

Talk Radio Shows: ‘Unauthorized PACs’

Bob McCord, a self-proclaimed liberal from Dallas, says it’s time to put a price tag on the help Republicans get from conservative Talk radio.

He figures the airtime could be worth $5 billion to $11 billion in free political advertising by the time the 1996 presidential election rolls around — and that’s from Rush Limbaugh alone. So McCord, in a complaint to the Federal Election Commission, claims that value should be tallied as Republican campaign spending.

McCord tunes into talk radio stations in Dallas, ABC's WRAP-AM/Dallas-FT. Worth. He became outraged listening to Limbaugh and Mark Davis, a local host whose program follows Limbaugh's. In McCord's estimation, the programs were nothing more than advertising for the GOP.

Last week, McCord took his case to Washington, DC by filing the FEC complaint. He charged that conservative Talk radio shows are "unregistered, unauthorized political action committees," and the businesses that advertise on the programs are financing "one-sided political party talk radio."

Political action committees, must comply with strict guidelines and the FEC reports with the FEC. McCord thinks the FEC doesn’t comment on complaints until a ruling is issued.

LIVE FROM THE Underground Lounge

"Runaway Train" -(Ron Sává 'trân)
1. Title of a hit song from one of alternative music's biggest artists.
2. Syn. - See "The Lounge!"
3. A Live Interview, Live Performance, Alternative music program, broadcast on Tuesday evenings from 11pm to 12 Midnight, Eastern Details - See Digi-Net. Digi-Net (di-je-

TO RAR June 9, 1995

www.americanradiohistory.com
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Jim Lobaito, Vice President/Station Manager, & Beverlee Brannigan, Program Director of KJY-FM, Des Moines, Fuller-Jeffery Broadcasting Co., Inc.

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— JIM LOBAITO & BEVERLEE BRANNIGAN

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NAB Dollars Flow To New GOP

AB's Television and Radio Political Action Committee (TARPAC) has contributed three times as much money to Republicans as to Democrats so far this year, according to the latest figures from the Federal Election Commission. From January 1995 through March 1995, TARPAC gave a total of $63,196 — $47,696 to 33 Republicans and $15,500 to 11 Democrats. Many of the contributions were sprinkled among members of the Commerce, Judiciary, and Budget committees, which have jurisdiction over issues important to broadcasters. Congressional members who received the largest contributions:

- Sen. Strom Thurmond (R-SC), Rep. Jack Fields (R-TX): $5,000

TERMS: Duopoly deal. The buyer has applied for a waiver of the Commerce, Judiciary, and Budget Committees, which have jurisdiction over issues important to broadcasters. Congressional members who received the largest contributions:

- Sen. Chuck Robb (D-VA), House Majority Leader Dick Armey (R-TX), Rep. Rick White (R-WA): $4,000

- Sen. Alan Simpson (R-WY): $3,000

- Sen. Mike DeWine (R-OH): $4,747 (including a December contribution)

- Sen. Pete Domenici (R-NM), Chairman of the Budget Committee, received two contributions of $1,000 each.

A recent report issued by the Center for Responsive Politics also shows TARPAC gave a total of $437,990 to 202 federal candidates in the 1993-94 election cycle, ranking it ninth among communications/electronics PACs. Also ranked in the Top 20: Time Warner and ASCAP.

Rep. Fields, Chairman of the Telecommunications Subcommittee, was the leading recipient of communications/electronics PAC money: $130,608.

$60 MILLION IN 2 YEARS

And that's just the beginning!

In the first two years of our aggressive campaign to build new business, Radio 2000 has been responsible for over $60 million in new sales.

That's 4% of total industry billings resulting from the efforts of Interrep's Radio 2000 alone.

If you'd like to know how to get your share of this growing revenue, call 1-800-INTEREP today!
Why wait to enter cyberspace?

You are just a phone call away from quickly & painlessly joining the information superhighway. SW Networks is offering radio stations their own custom pages on the World Wide Web section of the Internet. With SW Networks, your station can:

- Join the hottest & hippest new marketing vehicle in radio
- Generate ancillary revenue
- Provide tune-in information to your listeners
- Add names to your database
- Get listener feedback
- Offer unique promotional opportunities

The SW Netspace Advantage:

The hard part about the Web is not getting on, it's getting noticed! With the backing of Sony and links to its various music, film, & television enterprises, swnetworks.com is quickly becoming one of the hottest sites on the 'Net. And with a staff of outstanding Cyber programmers, our content is updated daily providing fresh material for your listeners to check out every day.

Call your SW Networks representative today to get an interactive presentation on how & why we should create a site for your station on the Internet. 212-833-5400
Infinity Moving To NYSE

Infinity Broadcasting has announced it's moving its stock trading from Nasdaq to the New York Stock Exchange, effective June 22. Infinity's new stock symbol will be "INF." Infinity's "Big Board" announcement gave its stock a boost. On the day it was announced ($62), the stock rose nearly $2 to close at $61. Monday ($63) brought another 25-cent gain, and the stock closed Tuesday ($63) at $30.75, down 50.

President/CEO Mel Karmazin said Infinity believes that moving to the NYSE "will broaden its shareholder base and provide additional liquidity" for stockholders.

FCC Sets WLBI Comment Deadline

The FCC has set June 26 as the cutoff date for petitions to deny a power upgrade being sought by WLBI-AM/New York or any application that would conflict with its proposal. WLBI's proposal is tied to a power upgrade being sought by 50Kw clear-channel WAMR-AM/Ft. Wayne, which shares the 1190 kHz frequency. Inner City Broadcasting owns both stations, but is selling WOLO to LMA partner 

Shiipyard Firm Docks In Radio

Seattle-based Todd Shipyards Corp. (NYSE: TDSL) is the latest non-media company to seek profits in radio. Todd Shipyards has launched a new subsidiary, Electra Broadcasting, which is buying three California stations — KPGI-FM/Freeport, KXDC-FM/Camtel, and KXTH-FM/Hollister — for a total of $3.5 million. Electra is headed by CEO Stephen Welch and President Ken Dennis, both former executives of Seattle-based King Broadcasting.

To the Seattle Post-Intelligencer, Todd Shipyards has suffered a decline in its shipbuilding and repairing business, but is cash-rich and seeking acquisitions to diversify.

TRANSACTIIONS

Continued from Page 6

an interest in four other stations.

SELLER: Tri-Vally Corp., headed by President Ronald Graff. Phone: (914) 873-5307
FREQUENCY: 1510 kHz; 105.5 MHz; 106.3 MHz
POWER: 1kw; 900 watts at 610 feet; 1kw at 440 feet
FORMAT: Country; AC/AC

Oregon

KZZX-AM & FM/Eugene-Creswell
PRICE: $1 million

Pennsylvania

WCHX-FM/Lewistown
PRICE: $159,000 for 69%

BUYER: Not specified

TERMS: Stock sales totaling $129,000, plus an additional $30,000 under a noncompete agreement

BUYER: Harry and Anna Hain of Lewistown, acquiring a 66.5% stock ownership of Millfinn County Communications Inc. in a two-step transaction. They and other members of the Hain family own WYNW-FM/Brunham, PA. In addition, Gregory and Lois Groesse of Lewistown are acquiring a 25% stock interest.

BUYER: Russell and Sylvia Crawford of Milroy, PA, reducing their stock interest to 31% from 50%. David and Kay Semler of Reedsville, PA, acquiring their entire 50% stock interest.

FREQUENCY: 1320 kHz; 95.5 MHz
POWER: 1kw day/40kw night; 625 watts at 1207 feet
FORMAT: Rock/Rock

Puerto Rico

WOIZ-AM/Guayanilla
PRICE: $375,000
TERMS: Asset sale for cash
BUYER: Luis Adan Rodriguez and Maria De Los Angeles Rivero Velazquez of Sabana Grande, PR, acquiring a 100% stock interest in Radio Antillas of Harriet Broadcasters of Puerto Rico Inc. Phone: (809) 873-3738
SELLER: Gamaliel Bermudez Ruiz of Ponce, PR, selling a 100% stock interest in Radio Antillas of Harriet Broadcasters of Puerto Rico Inc.

FREQUENCY: 1130 kHz
POWER: 250 watts day/700 watts night
FORMAT: Spanish

Tennessee

WOYG-FM/Germantown
PRICE: $3 million
TERMS: Asset sale for cash
BUYER: River City License Partnership, headed by CEO Barry Baker and Exec. VP Larry Marcus, it owns one radio station, is buying 22 more, and owns new one.

Sellers: Adria Broadcasting Corp., represented by Myer Feldman. It is selling one station and owns one other.

FREQUENCY: 970 kHz; 92.9 MHz
POWER: 55kw day/85kw night
FORMAT: Country

WSTN-AM/Somerville
PRICE: Undisclosed
TERMS: According to documents filed with the FCC, the buyer has auditioned some assets of the seller and applied the proceeds totaling $131,890 to the outstanding balance. The seller owns 19 other stations.

BUYER: WSTN-AM, Inc., representing the FCC.

FREQUENCY: 1450 kHz
POWER: 600 watts
FORMAT: Classic

KIOX-AM & FM/Bay City-El Campo
PRICE: $600,000
TERMS: Stock sale for a $600,000 promissory note
BUYER: Landrum Enterprises Inc., owned 92% by John Landrum and 8% by Kirby Atwood. They are also shareholders of the seller.

Selling Price: $375,000
Sellers: River City License Partners, represented by Myer Feldman.

KXDC-AM/Spokane
PRICE: $375,000
TERMS: Asset sale for cash
BUYER: River City License Partnership, headed by CEO Barry Baker and Exec. VP Larry Marcus, it owns one radio station, is buying 22 more, and owns new one.

FREQUENCY: 970 kHz; 92.9 MHz
POWER: 55kw day/85kw night
FORMAT: Country

We are the only radio company with over 20,000 radio stations.

WAGG-AM/Ft. Wayne
PRICE: $375,000
TERMS: Asset sale for cash
BUYER: River City License Partnership, headed by CEO Barry Baker and Exec. VP Larry Marcus, it owns one radio station, is buying 22 more, and owns new one.

FREQUENCY: 970 kHz; 92.9 MHz
POWER: 55kw day/85kw night
FORMAT: Country

WECL-AM & KZZU-FM/Spokane
PRICE: $1.75 million
TERMS: Duopoly deal, asset sale for cash
BUYER: Queerd Radio Inc., headed by President Elizabeth Burns of Duluth, MN. It owns KZZU-AM & FM/Spokane. It is a wholly owned subsidiary of Spokane Television Inc.

FREQUENCY: 1510 kHz; 105.5 MHz; 106.3 MHz
POWER: 1kw; 10kw at 1025 feet
FORMAT: News/Talk

Washington

KTRW-AM & KZZU-FM/ Spokane
PRICE: $1.75 million
TERMS: Duopoly deal, asset sale for cash
BUYER: Queerd Radio Inc., headed by President Elizabeth Burns of Duluth, MN. It owns KZZU-AM & FM/Spokane. It is a wholly owned subsidiary of Spokane Television Inc.

FREQUENCY: 1510 kHz; 105.5 MHz; 106.3 MHz
POWER: 1kw; 10kw at 1025 feet
FORMAT: News/Talk

Brokers

RadioWorks of Eau Claire

Merger
PRICE: $1,284,836
TERMS: Merger of two companies into a new partnership
BUYER: RadioWorks of Eau Claire

Sellers: Broadcasters Eau Claire, General Partnership, owned 75% by Broadcasters Services Inc., headed by Chairman Dorothy Dickoff of Eau Claire and President Steven Dickoff of Eau Claire, and 25% by Super Star Communications Inc., owned by Emalee Payne of Eau Claire. Various Broadcasters Services shareholders own interests in a number of other stations which collectively are known as Mid-West Family Broadcasting Group. Phone: (715) 832-3483

WEAO-AM & WIAL-FM/ Eau Claire
PRICE: $968,300
SELLER: Broadcasters Services Inc.

FREQUENCY: 970 kHz; 92.9 MHz
POWER: 55kw day/85kw night
FORMAT: Talk

WECL-FM/Elk River
PRICE: $318,536
SELLER: Super Star Communications Inc.

FREQUENCY: 92.9 MHz
POWER: 3,3kw at 446 feet
FORMAT: Country

For The Record

Ken Dennis, not Ken Davis, (R&R 602), is the President of newlty formed Elettra Broadcasting, the buyer of KPGI-FM/Freeport, CA.
The Old Way.

Digital Courier's Way.

Say Goodbye To Couriers And Dubs.

This is supposed to be the digital age. So why are you still waiting around for couriers, analog dubs or satellite feeds?

Join the Digital Courier International network. It's a fast, digital solution for audio delivery.

With DCI you can ship and receive CD quality audio spots over phone lines. In fact, commercials can be delivered to you from across the continent in as little as two hours. With traffic instructions attached.

This will cut down on the missed air dates and make-goods that you get all too often using couriers, satellite feeds and any other digital delivery system.

DCI is the only two-way audio distribution network in the world that connects radio stations, production studios and distribution houses, too.

There's no charge to receive spots. We'll even pay for the lines and a 486 PC. All this for a one-time installation fee of only $250.

So stop messing around with analog dubs.

Join Digital Courier International today. Call Toll-Free 1-800-488-2021 for more information.
Mack Awarded Geffen Urban/Rap Promo Post

Geffen Records has decided to bake on the rap and urban arena, promoting Mervyn Mack to a newly created urban and rap promotion/marketing position. Mack’s initial responsibilities will include artists Roots and Genius (of Wu-Tang Clan). "Mervyn has already had an impact at Geffen," said label GM Bill Bennett. "His view from the street has altered the way we look at all of our breaking acts."

Mack joined Geffen in 1994 in the A&R department, working on the promotion side as well. Prior to that he assisted Guy Oseary in management and A&R at Maverick Records.

New Zoo Revue: Westfall, Baker, Gentsch

Zoo Entertainment has recruited new Sr. Director/Alternative Promotion Thomas Westfall as part of a major restructuring that also has Miles Baker and Billy Gentsch becoming National Directors/Sales & Marketing based in Los Angeles and New York, respectively. "We’re thrilled to have Thomas join our team," commented VPAOR Promotion Ray Gmeiner. "With his knowledge and experience well known in the Alternative format, his coming to Zoo makes a great label even greater. Now if he would cut his hair and get some adds, we’d be stoked!" Westfall was most recently National Manager/Alternative Promotion for Mercury Records. Joining Zoo marks his return to parent company BMG — he spent two years in New York as RCA’s Director/Alternative Promotion. Baker comes to Zoo from BMG Classics, where he was Sales Manager, Western Region for two years. Gentsch’s promotion marks his third position at Zoo: He was previously Director/National Single Sales and, before that, Director/Artist Development.

Conley To Program WSHH/Pittsburgh

WJXB/Knoxville PD Chris Conley has accepted the PD position at WSHH/Pittsburgh. He succeeds Steve Granato, who exits the Soft AC. GM Judy Reich told RR, “Steve was with us for five years and was a hard worker, but we felt a change was needed. We interviewed many people for the job, and Chris seemed to be a great candidate. He comes highly recommended by several consultants.”

Conley, who begins his new duties June 19, previously programmed WSHH/Boston.

EXPOSE YOURSELF WITH A MINIMUM OF RISK.

Today’s level of fierce competition demands that you prominently display your name every chance you get (location broadcasts, concerts, station sponsored autograph sessions, etc.). With theft, vandalism and loss, it becomes a costly proposition to continuously replace expensive signs and banners costing hundreds of dollars.

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EXECUTIVE ACTION

Vallie Consulting Shingle Now Reads Vallie-Richards

Vallie Consulting has changed its name to Vallie-Richards Consulting in recognition of partner Jim Richards’ contributions. The Washington, DC-based firm’s division include: Vallie/Gallup Research and Morningshows, an air talent program. Founder/President Dan Vallie said, “Jim has been a partner in the company from our early days. Putting his name on the door reflects his value to our companies and is the best way I know to complement his contributions. As we continue to grow the consultancy and Vallie/Gallup Research, his responsibilities and leadership are at the forefront of all we do in continuing to fulfill our company vision.”

“It’s a great compliment to have my name next to Dan’s,” added Richards. “It’s been great to see the depth develop with our experienced teams in management, consulting, and our partnership with the Gallup VALLIE/RICHARDS/See Page 19

Harley Cruises To EEG Promo Position

Jessica Harley has been promoted to Sr. Director/Rock Promotion at the Elektra Entertainment Group. Harley had been Director/ Rock Promotion since joining the label in 1993. "Jessica’s depth of knowledge and passion for our artists in the rock arena make her a natural to lead us into the future," stated Sr. VP/ Promotion Greg Thompson.

Before joining Elektra, Harley spent two years as VP/Rock Promotion at A&M Marketing and was National Promotion Director for Megaforce Records from 1988-1991. Her music career started in radio as an air talent for WNGZ/Ehnira, NY.

MUSIC DATEBOOK

MONDAY, JUNE 12

1965 The Beatles are awarded the prestigious MBE (Member of the British Empire) medal.

1982 “The Rolling Stones — can’t be satisfied.”

Also, The Rolling Stones release “Satisfaction.”

Born: Chaka Khan 1953, Ben E. Carlos (Cheap Trick) 1949, John Lennon (The Beatles) 1940

TUESDAY, JUNE 13

1969 Mick Taylor replaces Rolling Stones guitarist Brian Jones.

1989 Jerry Lee Lewis gets a star on the Hollywood Walk Of Fame one week before his film biography (“Great Balls Of Fire”) opens.

1990 Texas law enforcement officials call for a ban on T-E & Body Count’s “Cop Killer” track, igniting a national controversy.

WEDNESDAY, JUNE 14

1953 Elvis Presley graduates from L.C. Humes High School in Memphis.

1972 Original Drifters lead singer Clyde McPhatter dies of a heart attack.

1994 Henry Manicas, 70, dies of complications from liver and pancreatic cancer.

Born: Paul Winwood (ex-Spencer Davis Group) 1942, Alan White (Yes) 1949, Boy George 1961, Chris De’Arma (Queensryche) 1963

THURSDAY, JUNE 15

1950 John Lennon meets Paul McCartney at a Liverpool church dinner.

1967 Bob Dylan records “Like A Rolling Stone”

1976 Peter Green leaves John Mayall’s Bluesbreakers to form Fleetwood Mac.

1983 Assistant Pete Farnonn quits the Pretenders one day before gui-
tarist James Honeyman-Scott dies of a drug overdose.

Born: The late Harry Nilsson 1941, Scott Rockenfield (Queen-
cryche) 1963

FRIDAY, JUNE 16

1950 Gene Vincent releases “Be Bop A Lula.”

1967 A. Pennebaker’s “Monty Py Pop” documentary opens.

1977 Best of America begins a three-
year run on Broadway.


1994 Hele bassist Kristen Pfaff dies of a heroin overdose.

Born: Lament Dazier 1941, Eddie LeVeri (O’Jays) 1942, Roy Presley (Toppers) 1944

SATURDAY, JUNE 17

1977 Steve Winwood releases his first solo album.

1986 Paul McCartney announces he’ll become the first act to release an album exclusively on the internet.

1994 Ken Seccda dislocates his shoulder falling through a hole in the stage at Chicago’s Sol-
dier Field. He finishes the Na-
tional Anthem with only his head visible to the crowd.

Born: Barry Manilow 1949

SUNDAY, JUNE 18

1976 Sex Pistols singer Johnny Rot-
ten is attacked by race-hating Brits offended by the group’s single “God Save The Queen.”

1985 Bruce Springsteen separates from actress Julianne Phil-
ips.

Born: Paul McCartney 1942

Continued on Page 12

Today’s level of fierce competition demands that you prominently display your name every chance you get (location broadcasts, concerts, station sponsored autograph sessions, etc.). With theft, vandalism and loss, it becomes a costly proposition to continuously replace expensive signs and banners costing hundreds of dollars.

Roll-A-Sign™ offers a better way. You get up to four vibrant colors printed on durable, high quality 4 x 6 mil plastic film to display your logo and message brilliantly for an economical price. Now you can afford to display a bright new sign at every public event. They even make cost-effective promotional give-aways. Just roll off what you need and cut.

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WE’VE JUST INVESTED IN OUR NUMBER-ONE ASSET.

One of the advantages of being the number-one billing sales rep firm in the radio business is that there’s no shortage of great people who want to work for us. And, over the years, that’s enabled us to cultivate and acquire the best sales managers around. Of course, a lot of companies would be glad to be in our situation. But the problem with resting on your laurels is you’re doing just that—resting. And in this business, resting can have dire consequences. That’s why the Katz Radio Group is putting its managers through the most comprehensive management training program available—an ongoing customized curriculum taught by the Impact Planning Group, a collection of some of the brightest management professors and former CEOs around. Sure, multi-year training is a big commitment. But so is remaining the best sales rep. The Katz Radio Group—Banner Radio, Christal Radio, Eastman Radio, Katz Radio, Katz Hispanic Media, and KRG Dimensions.

Katz Radio Group. The performance you expect from the world’s best radio rep firms.
Brown Now WB VP/Artist Relations

Alan Brown has been promoted to VP/Artist Relations at Warner Bros. Records. Sr. VP/Artist Relations Carl Scott remarked, "Alan Brown’s expertise in the alternative music field, his supportive attitude, and his love of music are all essential ingredients in this post. This is an especially well-deserved promotion, and I join with the entire company in congratulating him."

Brown joined WB in 1988 as Artist Relations Manager. Prior to that he served as WEA in-house marketing rep for the Northwest region.

Celebrate Radio’s 75th Anniversary as You Prepare for the Future!

- Visit the URL: www.nab.org
- Don’t miss these NAB Radio Show Highlights:
  - In Chicago and Detroit, the 25th Minnesota Annual Convention, March 18-20, 1995.
  - In New Orleans, Louisiana, USA, September 6-9, 1995.
- Discover Innovative Products & Services.
- Media Scan database offers reports on radio listening demographics.
- NEWSBREAKERS.

Music Datebook

- Monday, June 19
  - 1976—Wild Cherry releases “Play That Funky Music.”
  - 1990—Summer releases “Summer of Love,” the first major hit off the then-in-progress “Brick House” album. It is the first of nine songs to be added to the LP over the next five years.
- Tuesday, June 20
  - 1972—the TalkieTalkie brand, famous for Bobbie Gentry’s “Ode To Billie Joe,” collapses.
- Wednesday, June 21
  - 1965—CBS begins production of 33rpm records.
  - 1990—Little Richard is awarded a star on the Hollywood Walk of Fame.
- Thursday, June 22
  - 1963—Billie Wonder releases his first hit, “Fingertips, Pt. 2.”

Brown Now WB VP/Artist Relations

Alan Brown has been promoted to VP/Artist Relations at Warner Bros. Records. Sr. VP/Artist Relations Carl Scott remarked, "Alan Brown’s expertise in the alternative music field, his supportive attitude, and his love of music are all essential ingredients in this post. This is an especially well-deserved promotion, and I join with the entire company in congratulating him."

Brown joined WB in 1988 as Artist Relations Manager. Prior to that he served as WEA in-house marketing rep for the Northwest region.
More Than

You buy research to go up in the ratings. Research by itself, however, won't help—it's just numbers on a page. It's what you do with the research that determines whether you grow. That's why it's important to work with the right research company. One that understands research,

Research —

and more importantly – understands radio.
Richard Harker has over two decades of radio programming and management experience. He understands research from your perspective, so you learn more about your station, your competitors, and your listeners. If you want to find out how research can help you grow and learn more about Harker Research, call Richard Harker or Glenda Shrader-Bos.

Harker Research
Phone: 919.954.8300
Fax: 919.954.8844
**Radio**

**DOUG SPETS** — GM at Bloomington Broadcasting's WOOG-FM & WTOC-FM/Albany, GA — takes on similar duties at newly launched All-News WIS-AM, a joint venture between Bloomington and WSI-TV.

**HUGUES JEAN** advances from AE to LSM at WYFY-FM/Baltimore.

**VICKI BAILS-LETH** heads to KCAL-AM & KGZ-AM/Riverside-San Bernardino as Retail Marketing Manager. She most recently was Retail Marketing Manager/Manager/Media Consultant at cross-town KGGI.

**RICARDO BORGES** shifts to ABC Radio Networks as Manager/Marketing Development. He previously was Project Manager at Greyhound Lines. ABC also taps former Map Network Director/affiliate Operations DAVE HERRING as Regional Manager/affiliate Marketing, Small Markets.

**DAN O'DAY**'s first European PD Grad School has been scheduled for July 8-9 in London. Guest speakers include Mike McKay, Larry Rosin, and Harold Taylor, phone (310) 475-8111, fax (310) 471-7762.

**RECORDS**

**Glendinning**

**Grevatt**

**STEVE GLENDINNNG (A&R), JONATHAN GREVATT** (Publicity/Vid eo Promotion), and SIG SIGWORTH (International Marketing & Production) rise from Sr. Directors to VPs in their respective departments at IRS Records, whose Finance Department...and SIGWORTH (International Marketing & Production) rise from Sr. Directors to VPs in their respective departments at IRS Records, whose Finance Department...

**JEFF MURPHY** has been elevated to VP/Western Division at Uni Distribu tion. He previously spent 10 years as the company's Regional Sales Manager/Northern California-northwest.

**SPANJICH** steps up from Sr. Director to VP Video Production at Epic Records.

**National Radio**

**JL BROADCASTING NETWORK** has launched the Classic Oldies Net work. The new venture is an extension of WGCN 105.5's Classic Oldies format, which programs the Top 10 R&B hits from the '50s, '60s, and '70s, (513) 281-7180.

**Industry**

**PAULA POST** advances to VP Systems Manager at KMG Dimensions. The 20-year company veteran most recently was Katz Radio Group Sales OM.

**Chill**

**CLAY BRADLEY** has been elevated from Associate Director to Director in BMI's Written Publisher Relations Department. Concurrently, former CBS TV Director/affiliate Relations MICHAEL O'NEILL joins BMI as Director/Internal Account Media Licensing.

**Changes**

**Alternative:** KPNX/phoenix.

**Progressive:** WVRR/Saint Louis team MD/mididay Ver Piccolli with Tom Brown in mornings, succeeded by Eleanor L. C. Conner. Mike Rich ter assumes MD duties and the evening airstrip. Debbie Alexander takes on middays.

**CHRONICLE**

**MARRIAGES**

**Big Beat Records recording artist Robin S** to Lloyd Harrell, May 20.

**Births**

**WZFX/Fayetteville, NC MD Omega Jones, husband WZFX's part time at times/Darrin Jones Sr., son Darrin Jones Jr., May 25.

**Recording artist Lee Greenwood, wife Kim, son Dalton, April 10.**

**Condolences**

**Former CBS News correspondent Dallas Townsend Jr., 76, June 1.**

**Rounder Records recording artist Dick Curless, 63, May 26.**

**Zacharash lead singer/songwriter James Michael Murphy, 42, May 20.**

**Veteran radio personality T.J. Byers, 54, May 10.**

**Atlantic Records VP/Promo- tion Danny Buch's father, Aaron.**

**PROS ON THE LOOSE**

Keith Chambers — Marketing/MD Broadcast Programming (206) 523-2265

Randy Ceud — Southeast Regional Promotion/Portrait Records (904) 492-9321

Rich Higgins — Overnights WYS-FM/Chicago (312) 244-9802

Tom Kelly — Mornings WRPX-AM/Charlotte (704) 399-6776

Keith Mitchell — PDMornings WRX-FM/Montgomery, AL (334) 365-0933

Tom Richards — PDMornings KRTY-FM & KRTK-FM/Houston (713) 666-1173

Anne Sarsody — Northeast Regional Promotion/Portrait Records (615) 297-7014

M.C. Scappy — MD/nights XHTZ/San Diego (602) 210-7126

Jesse Shofner — MD/Regional Center Promotion/Portrait Records (615) 204-1052

Kirsten Silva — MD/nights KRIS/Panama (209) 437-4409

Rick Stone — MD/WOMX/ORlando (407) 799-9151

Carol Tingley — Mornings KCBM-FM/Santa Fe, NM (505) 820-3817...boosts BILL SPONER from VP to Sr. VP. In other news, IRS has formed two new labels: Gal Saber has been created as an adult alternative label, while El Dorado will focus primarily on rock based artists; (212) 334-2173

**EDWARD O. JACKSON** who as EDDIE O'JAY founded recording act the O'Jays — joins Benchmark Recordings Inc. as Sr. VP.

**Amada Scheer-Demme** — former President of Buzzzone Management — has formed Venture Entertainment, a new label that has entered into a distribution agreement with American Recordings, (818) 953-7910.

**William Velz** moves up from Sr. VP/International to Managing Director/COO at SESAC. He assumes the daily responsibilities of VINCENT CANDELIO-RA, who becomes Vice Chairman/Executive, in other SESAC activity. Former ASCAP Director/General Licensing & National Sales PAT COLLINS is named Sr. VP/Licensing; VP/Operations CHARLOTTE SCOTT advances to Sr. VP in that department.

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Competitive reality for radio in the 90's means higher reliance on promotions than at any other time in its history. What it also means is a tireless tug of war between advertisers, stations, and listeners. While quality station promotions remain critical to the successful marketing of a station, value-added promotions have become critical to station buys. Reconciling these two views is the complex role of today's Promotion Director and the need for which Promotional Warfare was created.

Promotional Warfare is the most complete book on promotions on the market today, containing more than 1,000 pages of promotional ideas from the top stations across the country.

Promotional Warfare is indexed as follows: Billboard, Bumper Sticker, Charity, Contest, 42 Holiday categories, Marketing, Merchandising, Miscellaneous, 65 Sales categories, Station Vehicles, Stunts, and many more.

Each individual promotion contains detailed information on set-up, time and cost requirements, sponsorship opportunities, and benefits for both the station and the community.


To order Promotional Warfare for just $495 (less than 50¢ per promotion). Please fill out the order form and enclose a check made payable to: Sun Broadcast Publishing. All orders will be sent out via Federal Express. For more info call Nikki at 904-255-9300

We moved! New mailing address:
Sun Broadcast Publishing Co., 444 Seabreeze Blvd. Suite 435, Daytona Beach, FL 32118

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[ ] Check Enclosed

Name ____________________________
Station __________________________
Address __________________________
City __________________________State _______ Zip _______
Phone __________________________

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Six Slick Tricks To Superior Slogans

Once reason to use slogans is to improve consumer's brand recall. According to a survey of 186 slogans recently published in the Clemson, SC-based Journal of Current Issues & Research in Advertising — the top eight slogans used the following six types of wordplay:

Self-reference. In other words, using the brand's name in the slogan. Example: "It's a good time for the great taste of McDonald's." (Actual brand names were blanked out when the slogans were read to respondents.)

Alliteration. Simply speaking, the repetition of an initial consonant sound. Example: "Say Seagram's and be sure." 

Parallel Construction. Repeating the rhythm or the words of the first phrase in the second phrase. Example: "Close to Boston, close to perfect." 

Metaphor. Using a figure of speech that contains a comparison to represent your product, service, or company. Example: "Limousines for the feet." 

Well-known Phrase. Playing on phrases in common use. Example: "We've gone soft." Rhyme. The slogan that scored the highest correct brand identification combined self-reference with rhyme. Example: "Everything's better with Blue Bonnet on it." Incidentally, only one slogan that appeared in the bottom half for recall used any of the six tricks listed above.

DATELINE

- August 17-19 — Talentmasters Morning Show Boot Camp '95. Swiss Hotel, Atlanta.
- September 6-9 — NAB Radio Show. New Orleans Convention Center.
- September 6-9 — RTDNA 50th International Conference & Exhibition. New Orleans Convention Center.
- September 14 — CBS Morning Show. New York City.
- September 14-17 — 1995 CMA Awards. The Omni Hotel, Atlanta.
- October 4 — Vom Kippur.
- October 14-17 — RAB Board Meeting. Boca Raton Resort & Club, Florida.
- October 21 — First game of the World Series.

Never Say ...

People who want to be considered star performers, says Quincy, MA-based Graham Communications President John Graham, should start by erasing the following five phrases from their vocabularies:

"They didn't get back to me." Expecting someone to get back stops the action. Take the initiative.

"I thought someone else was taking care of that." Excuses are a roadblock to action. Always ask questions to keep things moving.

"No one ever told me." Say this too often and your supervisor will get the idea you're working in a tunnel, obvious to everything that's going on around you.

"I didn't think to ask about that." The inability to see down the road indicates a certain lack of understanding the relationships between things.

"I didn't have time." You're wasting your employment obesity.

What's A Good Question?

If you want to improve employee feedback, why not try asking better questions? So how do you do that? The Waterford, CT-based Front Line Leadership newsletter offers the following five guidelines:

- Don't ask questions that can be answered with a "yes" or "no." Obviously, there may be times when that's all you really want to know, but these are just guidelines, right?
- Start your questions with "where," "what," "when," or "which." Do you see how this line of inquiry makes the person have to think before they answer you?
- Start your question with the phrase "How do you feel about ..." By asking for an emotional response, aren't you really opening an open invitation for the person to speak freely?
- Don't ask "why" questions. Don't they generally put people on the defensive? Rather than asking "why did you do that?" won't you get more detailed information by saying, "I don't understand the reasoning behind that choice; could you explain it to me?"
- Don't start with "you." Doesn't this imply criticism? What's the subtle difference between "You aren't asking for another deadline extension, are you?" and "How do things look for meeting the deadline?"

Migraines Also Hurt Business

More than 23 million Americans suffer from migraine headaches, and nearly half of them experience extreme disability as a result of the attacks. According to Dr. Richard Lipton, a neurology professor at the Bronx-based Albert Einstein College of Medicine, the average migraine sufferer misses 13 workdays a year due to headache-related disability — and many sufferers miss up to 25 workdays per year. When you factor in the absenteeism, the lowered productivity, the defective work, and the lost customers, migraines cost U.S. businesses more than $17 billion per year. Ouch!
**WEEKEND BOX OFFICE JUNE 2-4**

1 *Casper* (Universal) $13.40
2 *Madonna* (Columbia) $10.51
3 *Die Hard With A Vengeance* (Fox) $9.31
4 *Braveheart* (Paramount) $7.53
5 *Cliffhanger* (Buena Vista) $6.51
6 *Forget Paris* (Columbia) $3.52
7 *Johnny Mnemonic* $3.24
8 *While You Were Sleeping* (Buena Vista) $3.00
9 *Bad Boys* (work) $2.92
10 *Tales From The Hood* (Spartan) $1.90

**COMING ATTRACTIONS**
Opening in limited release this week is *Mordern Myths*, which documents the 10th anniversary of NYC's Wigstock transgender festival. It features RuPaul, Crystal Waters, and Dee-DeeLite not only speaking in the movie, but also contribute songs to its forthcoming Sire/Epic soundtrack.

*FILMS*

**TELEVISION**

**TOP TEN SHOWS MAY 29-JUNE 4**

1 *Prime Time Live* (ABC)
2 *Rosanna* (CBS)
3 *Superweek* (Fox)
4 *Home Improvement* (ABC)
5 *Dynasty* (NBC)
6 *20/20* (ABC)
7 *NBAPlayoffs (Thursday)* (MTV)
8 *Jeopardy* (Syndicated)
9 *NBAPlayoffs (Tuesday)* (ESPN)
10 *Thunder Alley* (Syndicated)

**COUNTRY**

*WUSA-FM/Nashville* 
*PD Lee Cory, Alternative WXXK/Chicago* 
*Bill Gamble, and CHR *KKBX/Portland* 
*PD Kent Benson make Alan Jackson's "I Don't Even Know Your Name," Alani Morissette's "You Oughta Know," and All-4-One's "I Can Love You Like That" their respective summer picks-to-click (Entertainment Weekly).


**CULTURE CLASH**

While Newsweek devotes a page to Sen. Bob Dole and conservative mouthpiece John Ben nett's respective attacks on featuring with Time Warner (and the New Yorkers weighing in with a detailed account of Bennett's meeting), the possibility of super网民 Michael Ovitz's heading MCA lands him the *zine's* cover story.

**Dress For Success**

The story that Wynnonna Judd checked herself into a Nashville hospital and "underwent liposuction" (Entertainment Weekly).

**Dads For Success**

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**Love, Love, Love**

Madonna dragged ex-beaus John Enos and John Zander to see Chris Isaak at L.A.'s Crash Of Blues — and headed straight for the vocalist's dressing room after the show (Star).

**Career Opportunities**

*New* Gig offers a chance to put his singing career on hold to see if he can make it as a golf pro (Star). "Teenage Tonight" coach Dan-inflorescent art director artist John Teash had to battle a Paramount TRO to get the summer off in order to tour behind "Live At Red Rocks" LP (Globe).

David Bowie will play Andy Warhol in a movie about the late artist's Franciscan-style band, named after his most recent novel (Entertainment Weekly).

**'Zine Scene**

Three PDs Pick The Hits!


*Love, Love, Love* Madonna dragged ex-beaus John Enos and John Zander to see Chris Isaak at L.A.'s Crash Of Blues — and headed straight for the vocalist's dressing room after the show (Star).

Isaak himself tells People, "I can get women. But when you're talking about love, there's one particular one. That's the difference between love and Friday night." Meanwhile, Isaac—Hayes, that is—tells Spin: "All those kids I've all over 'em all the way through is turning off some people because there's no real seduction there. Whatever happened to something that's really sexy?" When supermodel Naomi Campbell and Kenny Kravitz bought a house in L.A.'s Neon Club, the Star's witness says the car sat violent in back for 10 minutes, blocking traffic. When the disemboweled couple emerged, they raced to the restaurant to get prattled up.

**Career Opportunities**

Chi Geiler wants to put his singing career on hold to see if he can make it as a golf pro (Star). "Teenage Tonight" coach Dan-inflorescent art director artist John Teash had to battle a Paramount TRO to get the summer off in order to tour behind "Live At Red Rocks" LP (Globe).

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The American Dream (Or Nightmare)

More than twice as many Americans report having a pleasant dream within the past 24 hours, according to the NYC-based Roper Organization, a current ratio (13% pleasant dreams, 5% nightmares) hasn't changed much over the years, either.

Sweet Dream Babies

Who's dreaming those sweet dreams? "Influential Americans" (25% of them report having a pleasant dream within the past 24 hours), executives/professional (18% vs. 14% for white-collar workers and 13% for blue-collar workers), and people who've been to or graduated from college (17% vs. 11% for high school grads and 10% for non-high school grads).

Younger people are also more likely to report having a wonderful dream last night (17% of 30-44s and 15% of 18-29s, vs. 12% of 45-59s and 7% of those age 60+).

Welcome To My Nightmare

However, "Influential Americans" also are much more likely to report having had a nightmare within the last 24 hours (10% of them say so). Others more likely to remember having had a bad dream last night are single people under 45 (8% vs. 3% for married people) and young people (6% of 18-29s and 30-44s vs. 4% of 45-59s and 1% of those age 60+).

Income may also shape our dreams. After all, 7% of people living in households earning less than $15,000 per year reported having had a nightmare, compared with 4% of those living in higher-income households.

Boys & Grills

When it comes to culinary arts, Americans are a nation of barbecuers. More than 61% of all U.S. adults own outdoor grills, according to a recent survey by NYC-based Simmons Market Research.

Cookouts and barbecues also are Americas' favorite way to entertain at home (42% say so). Dinner parties are favored by 27% of Americans, and cocktail parties are the call for 10%.

Those Americans most likely to cook outdoors for guests are: Baby boomers aged 45-59, married people with children age 6-11, college graduates in professional/managerial occupations, people with annual household incomes in the $40,000+ range, and suburbanites.

Who Owns A Laptop Computer?

Although 60% of Americans are aware of laptop computers—a figure that's increased 14 percentage points since 1990—only 2% of Americans actually own a laptop computer. Furthermore, according to the latest survey from the NYC-based Roper Organization, this percentage of laptop computer ownership is virtually unchanged from two years ago.

In contrast, the percentage of personal computers in U.S. households has climbed from 18% to 22% over the past two years. Plus, only 6% of Americans say they're interested in purchasing a laptop computer in the next two years—another figure that hasn't changed in two years.

There's hasn't been much change in laptop computer ownership patterns. In fact, those Americans most likely to own a laptop are college graduates (9%), people in executive or professional occupations (8%), people who earn $50,000+ per year (7%), and what Roper defines as "Influential Americans" (12%).

Definition Of An "Influential American"

Incidentally, Roper determines just who is an "Influential American".

Males 18-29 Opt For Grooming, Not Grunge

The media might like you to believe that U.S. males under 30 have adopted the unwashed "grunge" look.

However, according to the latest survey by the NYC-based Roper Organization, on an average weekday morning the overwhelming majority of men 18-29 use soap (92%, up five points since 1990), a blade razor (66%, up eight points), and shaving cream (61%, up seven points). Nearly half (48%) use aftershave lotion or cologne as morning, too.

Beyond The Basics

Furthermore, a number of less traditional male beauty items are becoming part of young men's morning routines. More than a quarter (28%) of men 18-29 report using bath and shower gels daily, 16% of them use hand lotion or cream, and 10% use facial moisturizers.

Hair care is where most young men take special efforts. The proportion of men 18-29 who use six hair care products daily has increased by an average of seven points since 1990.

Men under 30 also are much more likely than men over 30 to make daily use of shampoo (87% vs. 64%), conditioner (39% vs. 19%), a hair dryer (26% vs. 14%), hair mousse or gel (22% vs. 9%), and hair spray (19% vs. 8%).

Attitude Problem

Nevertheless, young men may be perpetuating the grunge stereotype by virtue of their attitude toward their appearance. The proportion of males 18-29 who say it's always important to look their best has dropped seven points since 1990 and now stands at 27%.

At the same time, the proportion who say they think about appearance only on special occasions climbed nine points to 22%, Actions, of course, speak louder than words.

18 Fancy Words That Spell 'Fat'

Whether you're watching your weight or just your cholesterol count, the NYC-based Wellness Letter suggests you watch out for these 18 fancy words that — simply translated — mean "fat" when purusing that hot new restaurant's menu:

alfredo
au beurre
au gratin
batter-dipped
bearnaise
breaded
carbonara
creamed
crispy
croquettes
fritto
fritters
hollandaise
morniere
Newburg
parmigiana
tempura

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Six Diaries Pulled

Arbitron VP/Communications Thom Mocarsky refused to identify the parties that brought the diary situ-

ation to his attention. He said all of a market’s diaries are called into question and looked over when any are reviewed — as were the two that were filled in by both those — and that’s how they found the additional four that were subsequently pulled out of the two events being related.

Diary #4

Next on the agenda for Bloch is likely to be a hearing on whether the court should set bail, although no date has been set. "It may be an up-

coming trial," Bloom lawyer Paul Goldberger told R&R.

Goldberger disputed prosecutors’ characterization of Bloch as a "fru-

golistic". He also indicated that his client did not flee, but was already out of the coun-

try when he was indicted last month. And he said that Bloch, who had broad-based, his daily radio show from the Dominican Republic, didn’t keep his whereabouts a secret.

Even if the court sets bail, it’s not clear how Bloch could post the cash or property required to get out of jail. All of Bloch’s assets have been frozen — by a federal judge in Manhattan, who acted at the request of the SEC. Bloch’s attorneys have object-

ed to the total freeze, which doesn’t even allow payment of their legal

fees, but so far the SEC and the judge have not yielded.

Stations Taken Over

According to Goldberger, Bloch didn’t oppose the Manhattan judge’s order for a receivership of seven stations operated by Bloch-affiliated companies because it appeared that it was the only way the stations could survive the receivership. With receiv-

er taking charge, it appeared that employee paychecks would go unpaid at WBBD/AM/Brandon (Tampa); WBCN-AM/Midtown-

nés (Harford), CT.

Even before last month’s criminal indictment and SEC complaint, Bloch faced civil suits by listeners who lost millions of dollars to the wireless cable ventures and a gold coin dealership which had advertised on Bloch’s program. Bloch could yet face more charges, since federal prosecu-

tors had said that videotapes seized from Bloch’s studio and offices showed him having sex with females who appeared to be minors. Bloch has denied that he underage.

Capitol Nashville

New Places, New Faces

Capitol Nashville Exec. VP Dan Hendricks said the label’s offices will be returning to Music Row from their present location on Murphy Road, a few miles away from the label’s longtime headquarters in the Hosi-

sey Building. Capitol has announced several new appointments, includ-

ing Lori Hoppers Lytle, VP/Publicity, Ceci Phillips, Sr. Director of A&R; and Doug Baker, Director/Regional Marketing.

Baker will leave the WSIX/Nash-

ville PD post in about a month to as-

sume the newly created position, which will emphasize closer contact between Capitol Nashville and station owners, managers, DJs, and MDs.

Hoppers, former Director/Publicity at MCA/Nashville, most recently owned Rocket Science Media, a Dal-

las-based publicist firm which represented the Mavericks.

Cox previously served as Creative Director of Starstruck Writ-

ing, a Nashville publishing company.

Liberty and Patriot personnel learned of the company’s plans dur-

ing a Friday (6/2) meeting. The merg-

er resulted in the dismissals of several Parisian executives, including in A&R, publicity, and promotions (see Street Talk, Page 10). Hendricks said the new Capitol Nashville team will be in place by mid-July.

‘Rich Heritage’

During a press conference at Nash-

ville’s Union Station Hotel, Hen-

dricks cited Capitol’s history as a fac-

tor in the decision; the label once owned such acts as Tom Ritter, Bucky Owens, and Merle Haggard.

“The original Capitol Nashville was one of the three original Nashville labels and was a forerunner in the growth of the country music industry as we know it today,” Hendricks noted. “I feel it is important for us to draw on our rich heritage and to revitalize the company’s solid foundation.”

In 1989, Capitol Nashville became the first autonomous major record label in town in the development of its own business affairs, interna-

tional, and finance departments. Under

Bowie’s leadership, the label was renamed Liberty Records in 1992, and the Patriot spin-off label was launched in 1994.

AWRT

Continued from Page 12

gramming via satellite, but offer new opportunities for women.”

Welcoming Change

More than 500 industry profes-

sionals gathered at the Beverly Hil-

ton Hotel to participate in sessions discussing today’s issues and future challenges, including marketing radio-

dio in the age of cyberspace, a look at radio in five years, violence in the media, nicotine and alcohol, and the mon-

ey to be made on the Internet.

The convention was also the time for women to recognize other peer groups who have made outstanding contrib-

utions in their respective fields. United Paramount Network Pres-

ident/CEO Lucie Salhany received

the organization’s annual Silver Sat-

dellite Award. Mary Demann Inc.

President Mary Demann was given the AWRT Achievement Award for her contribu-

tions to the advancement of women’s roles in the industry and im-

provement of the community. F.E.M.

Ray Inc. Owner/President/GM Fran-

cline Kleinman was named one of the-

nents of the group’s Star Award, award-

ed for her commitment to women’s issues and concerns.

Valle/Richards

Continued from Page 10

Organization. It’s exciting to be a participant in a company that’s posi-

tioned ahead of the curve to help cli-

ents maximize opportunities in each marketplace.”

Senate

Continued from Page 3

to seven or 10 years.

Streamline the license renewal process and restrict competitive hear-

ings.

Raise robbery fines from $10,000 to $100,000.

Eliminate the gambling adver-

tisement prohibition.

The 8% foreign ownership cap re-

mains untouched, and unlike the bill recently passed by the House Com-

merce Committee, relaxation of cross-ownership restrictions is not included.

Radio dereg could work its way into the Senate’s bill in one of sever-

al ways:

• Commerce Committee Chair-

man Larry Pressler (RS-SD) is a lead supporter of the bill in the Commerce Committee, may introduce radio dereg in a “super-

derg” package.

• He has three original spon-

sors — Lotz, Burns, or Bryan — could introduce as it a “stand-alone” amend-

ment.

The best-case scenario, appar-

ently, would come with the first option, according to a Capitol Hill staffer who says Pressler’s package is expected to pass. It would have a slim chance if it was offered with the Packwood-

McCain package because the mea-

sures in their amendments are report-

edly not very different.

Opposition was reportedly coming from Commerce Committee member Sen. Kay Bailey Hutchison (RTX), a former broadcast journalist who fears concentration of media power. However, like the House bill, the Sen-

tate amended the FCC the authority to refuse deals that would give companies an undue concentration of control over the electronic mass media in a partic-

ular market.

The House is expected to vote on its committee-approved bill in July. Assuming it passes, both bills would be sent to a con-

ference committee this fall to recon-

cile differences.

WKQX

Continued from Page 3

how you can do better than two guys out playing rock ’n roll. What better way to reach our audience than to put our attention on the music?"

“[Lance & Stolye] want to make clear that the band is their real job — they don’t want to be radio guys. That’s what makes them so good on the radio. When the band goes out on tour, we’ll go out and broadcast from the road.”

Steeler

Continued from Page 3

gram such a strong radio station. I look forward to continue growth and suc-

cess of Zeta. Besides, I get to continue working on the turn I started.”

Most recently, Steele programmed KNASDAQ/Los Angeles. Previously, he was OMOfX/WRXX/Minnecapolis.

Silver

Continued from Page 3

by a heartbeat and in it. That’s how a heartbeat and in it. That’s w
Evergreen Or Gannett To Buy Pyramid?

S

T hears there's about six qualified bidders in the final bidding process for Gannett Communications, including a purported $300 million bid from Scott Ginsburg and Evergreen Media.

However, the wildest rumor o' the week points in the direction of Gannett Radio Prez Gerry DeFrancesco, who's quietly moving from L.A. back to his Philly hometown.

ST hears Gannett is the leading candidate to take over Pyramid — via a stock swap that would save millions of dollars in capital gains taxes and would make Pyramid majority stockholder Vestar a major player within Gannett's huge TV-publishing empire.

If this deal did go down, it would up Gannett's stations from 11 to 23, creating a duopoly in Chicago and giving Gerry D two stations in the City of Brotherly Cheesesteaks.

Atlanta move-in WQUL-FM GM Mary Catherine Sneed expected to hit the airwaves with a young Urban format in about 30 days — but that's been delayed in the wake of a lawsuit from Granum, which bought crosstown competitor WVEE from Sneed's former employer, Summit (and also has tied up the services of consultant Jerry Clifton). The suit charges Sneed with violation of a non-compete and seeks to prevent her from using trade secrets.

But ... the battle already has begun with night slammer Ryan Cameron leaving 'Vee to do mornings at soon-to-be new young Urban WKYS/Washington (once he rides out his six-month non-compete). WKYS's new owner? Cathy Hughes and Radio One, which also owns WQUL.

Root '95

Latest chapter in the saga of former communications attorney Thomas Root, convicted of defrauding applicants for new radio stations back in 1992:

The FCC's Review Board approved a license renewal for WSWR-FM/Shelby, OH — provided that Root, his wife, and their children dispose of all their stock in the licensee and Root's mother resigns as a director.

The station also was fined $4000 for a transfer of control that wasn't reported to the FCC. The FCC's Mass Media Bureau — which wanted the station's license revoked — had appealed a similar decision by an administrative law judge.

WMTX/Tampa GM Jon Pinch resigns. He and partner Tom Embresica will purchase WNPL-TV/Naples-Fl. Meyers for $4 million.

ST hears 'MTX GSM Kevin Malone will be upped to GM, OM Mason Dixon will become Station Mgr., and a new GSM will come from the outside.

Now that ABC Radio Networks has penned WGCI/FM/Chicago afternoon driver Doug Banks to a syndicated afternoon (2-6pm CT) pact, both of WGCI's drivetime dayparts will originate from Dallas. ('GCI already airs ABC's Tom Joyner show in mornings.) Hmmm ... it wasn't too long ago that Banks did wake-ups on the Windy City station and superfly-jock Joyner did mornings on KKDA-FM/Dallas and afternoons on 'GCI.

Imagine the look on Epic VP/Rock Promo Laura Curtin's face when she walked into that surprise birthday on Friday (6/2) and saw dozens of posters made from this childhood photo plastered all over the walls ...

American Radio Systems was expected to price its initial public offering by the time you finish reading this sentence and begin trading on Nasdaq under the symbol "AMRD."

Capital Cities/ABC's WLS-FM/Chicago dropped its year-old "Young Talk" format on Friday (6/2) and returned to simulcasting Talk WLS-AM — except when the FM's doing gavel-to-gavel live! coverage of the O.J. Simpson trial.

While most of the FM staff — including
much anticipated new album
available 7/18
Produced by Babyface

Early Believers:
WPGC  KMEL  KWIN
FM102  WJMH
hosts Robert Murphy, Richard Rooper, Turi Ryder, and Johnny Von — were pink-slipped, late-night host Jay Marvin will stick around for the simulcast.

In response to last week's item about a broker shopping Douglas Broadcasting's stations, DB Prez John Douglas told ST that he's not looking to sell his entire group, and is primarily focused on refinancing his debt — but is willing to consider offers. While noting that "this is a good time to be a seller," Douglas wants the world to know he intends to stay in radio.

After 3-1/2 years as marketing rep for Disneyland, radio vet Pam Baker splits to get back into the biz as Dir/Affiliate Relations for the Mark & Brian program, which originates on KLOS/L.A.

WGST-AM/Atlanta has been named the Official Olympic Information Radio Station for the 1996 Summer Games.

After 13 years in overnight slots for Gold WCBS-FM/MN, Max "The Max Man" Kinkel exits. Norm N. Nate's return to evenings this Monday (6/5) bumped Bobby Jay and Don K. Reed to overnights, leading to Kinkel's departure.

**Rumbles**

- WZPY/Huntsville PD Cat Thomas graba the PD reins at WAPE/Jacksonville, replacing longtime PD Jeff McCartney.
- Hot AC WLYT/Atlanta hires former crosstown Alternative WFNX middy maven Joanne Doody and Progressive WBOS Programming Asst. Mike Mulleray as PD and MD, respectively. PD/MD Frankie Suds asks will the station head in a Progressive direction?
- KLAQ/El Paso's Mike Reaves adds PD duties.
- Ex-Z100/Chicago's John Moschitta is named PD at Alternative WZZQ/Chicago. Interim PD Scott McFedden becomes MD.
- KCLB/Palm Springs PD J.J. Jeffries segues to AP/MD at KUPD/Phoenix.
- Former KYLD/SF morning man Hal "9000" Abrams joins Brian Whitman as co-host of 70s Gold KKBH/SD. Meanwhile, erstwhile "Boss Jock" Charlie Fox cops the KKSU afternoon drive slot.
- UC WMXQ/Detroit gives Gerald McBride from afternoon to morning drive.
- WKGB/Kalamazoo flips from Gold to Alternative and the new calls WTXU under OAP/MD David Perry.
- UC WAMZ/Greenville, SC PD Paul Jackson fills the open WDWM/Columbia, SC PD slot.
- Ex-KLQI/Atlanta Promotions Dir. Jay Isbell joins the Flash/SD in the same capacity.
- KERR/ Wenatchee, WA flips from Progressive to Country.
- John Murphy, co-host of KZLA/L.A.'s Garabo & Murphy morning show, is out.
- Twenty-nine-year radio veteran Dick Lyons joins the airstaff of Country KNAX/Fresno.
- Former RKO programmer, R&R CHR Editor, EMI Records exec, and KGBS/Dallas base-fishing show talk host J.J. Jordan — now known as Jay Dunkin — surfaces as owner/operator of the Dallas-based A Special Occasion sitcom/musical service.

**College Football Fan can look for Art Vuolo's fall Radiography to be distributed to all Big Ten, Pac 10, Big 8, and Southeast conference markets.**

**From Road Warrior To Airwaves Owner**

Retired CBS correspondent Charles Kuralt is buying WELY-AM & FM/Ely, MN. He bid $37,000 for the combo — which reportedly has been off the air since April — at a court-supervised auction.

**Records**

- Priority Promo Dir. Ann-Marie Reggie is out.
- Ex-Patriot regional promo dude Scott St. John resurfaces as Magnatone's West Coast regional promo dno.
- WHYT/Detroit specialty show host Rob Weldon joins IRB for West Coast Promo duties, based in L.A.
Mark your calendar now
and plan to join us on October 29, 1995 at
The Radio Hall of Fame Induction Gala,
the culmination of a year long celebration of
Radio's Diamond Anniversary.

THE MUSEUM OF BROADCAST COMMUNICATIONS - Chicago Cultural Center - (800) 860-9559
BUT SERIOUSLY, FOLKS

Striking A Promotional Balance Between News And Fun

As Talk’s brightest minds have so often noted on this page, the best talk programming is a careful blend of quality information and high-grade entertainment. It’s a tough combination to achieve — and one that presents its own promotional problems. For example, does a station put its news image at risk by using zany themes in promoting its talk programs?

The general consensus among the Talk P1s I spoke to — all of whom program stations that mix strong news operations with colorful talk shows — is that it takes a little extra thought to strike the right tone in their promotional efforts.

"It’s a delicate balance, no doubt about it," says WGST/Atlanta Station Manager Eric Seidel, whose station has a strong news image and reputation for controversial and fun talk shows. To protect that valuable station put strong news image, "we're not Cox. We're Cox. We're bigger."

Similarly, the station's many billboards are split — some emphasize news and service elements, others focus on specific personalities (Rush Limbaugh) or tout the station’s entertainment value. Last fall WGST generated a ton of publicity with billboards depicting Pope John Paul II listening to a Walkman paired with a "Father Knows Best" tag line.

We're tying the news, in a legitimate way, to the talk programs we do. Racism, crime, and gay rights are controversial topics, and controversy is an intrinsic part of what we do.

If the promo is fun, it says WGST is a fun place to be. - Eric Seidel

Tabloid Radio?

WLS-AM & FM/Chicago OM Drew Hayes isn't worried his stations' news image will be damaged by a promotion. "Since the arrival of tabloid TV, people aren't so tied up in the ideal of the straightlaced news operation," he says. "The only way we're going to hurt our news credibility is if we tell people things that aren't true."

Indeed, WLS tries to do promotions that boost both its news and entertainment reputations. When cannibal-murderer Jeffrey Dahmer was arrested, "LS broadcast its morning show from outside his Milwaukee apartment. Last month, the AM tapped into listener frustration with rising gas prices by offering gasoline at 89 cents a gallon at a local service station.

"Every now and then we'll do something totally off the wall," Hayes explains. "Like broadcasting live from the [Oscar Meyer] Weinermobile — but even that had value to the listeners because we got a bunch of them into the auto show early."

But Hayes issues this caveat: A station's reputation can be damaged by ill-conceived sponsor-driven events. "We don't do remotes from car dealerships or grand openings. Those are fake events." Those types of promotions, he warns, hold no interest or value for the audience.

The only way we're going to hurt our news credibility is if we tell people things that aren't true.

- Drew Hayes
We don't want government telling us what our relationship with our God should be.

Mario Cuomo doesn't flinch. He says what he thinks with a style all his own. Just what you need for great talk radio. To carry The Mario Cuomo Show in your market, call SW Networks Affiliate Marketing at 212.833.7320.
Promotion & Marketing:
The Future Is Now

Embracing new technologies, forging media alliances, focusing on consumers key to radio now and in the next century

This week we continue our discussion with PROMAX President/CEO Jim Chabin. PROMAX is an international association for promotion and marketing professionals in the electronic media.

Getting Up To Speed

So if Chabin were a promotion or marketing director today, what would be his priorities? Number one on his list: new technologies. He advises, "If you don't understand how to implement programming, spend some quality time and educate yourself. Direct TV is selling dishes as fast as Sears can get them out the door."

I recently saw the dramatic effect Direct TV can have on radio while I was at a friend's house. When I walked in the door, the stereo system was blaring great rock 'n' roll. After about 15 minutes I noticed there were no announcers, no breaks, and no commercials. I asked what he was listening to, and he said "It's channel 461. Besides hundreds of TV channels, the last 30 channels on his satellite TV are CD-quality, digitally delivered, uninterrupted music and/or news. You can listen to rock, classical jazz, or whatever.

Investigate Direct TV because the consumers are definitely getting into it."

Chabin is an advocate of interactive capabilities, the Internet, and CD-ROM. He feels all promotion and marketing executives should explore and investigate的一切 possible, as possible about these new technologies. "If you're not staying up to speed with developing technologies, you're not learning about the future. And that's a very short-term strategy that won't pay off for you."

Meet & Create

Radio stations forging alliances with other media is a trend whose day has come. If you haven't noticed, there's a host of companies either merging or looking to merge. And during this country's ongoing technological revolution, companies are trying to first, looking to share opportunities to increase market share, or just trying to stay alive. Phone companies are joining with cable companies, which in turn are joining computer companies. Networks are looking for partners they won't be left out in the cold, and radio duopolies couldn't be hotter. And all hell will break loose when the FCC drops radio ownership limits.

"If we were a radio station promotion director, I'd meet the promotion or marketing director at my local cable system and suggest we share our 'for about every five weeks,' notes Chabin.

"I guarantee you by the time we'd had lunch five times, we would have cooked up a co-promotion that wouldn't cost much and created a new opportunity for the sales, programming, and promotion departments.

"Every radio promotion person should also meet the promotion/marketing director at every station in their market and exchange business cards and cards from time to time searching for new opportunities. Don't wait for an answer in your mind and say, "Now it makes sense to see these people regularly."

"Every radio promotion person should also meet the promotion/marketing director at every station in their market and exchange business cards and calls from time to time searching for new opportunities. Don't wait for an answer in your mind and say, "Now it makes sense to see these people regularly."

The consumer is another area of concentration for radio marketing and promotion executives. "If you look at what's driving interactive technology, it's the prospect that companies can directly communicate with their customers. If that's the case, they may not need advertising. If Ford can talk to its consumers directly about the new Mustang, the money to fund those technologies is probably going to come out of their advertising budget. Retailers of all kinds and thousands of other companies are investing big dollars into interactive technology because they'll be able to do business directly with consumers without the expense of middlemen and the advertising process."

By concentrating on the consumer and new technologies, Chabin envisions opportunities for radio stations"}

TERMINOLOGY:

**Database marketing** is the key to the interactive marketplace. You must know your consumers' likes, dislikes, attitudes, and purchase patterns. Tracking and profiling is essential to predicting future behavior and influencing "like" program choices.

**Cyclic and emotional marketing** take into account the technological changes that will affect your consumers at work, home, and play. With the technology will come cycles of exploration, familiarity, compliance, boredom, and creativity; plus thrill-seekers, loyalists, and more. These cycles will be affected by emotional behavior events. Referring to consumers' emotions, Tracking should include lifestyle changes (babies, marriages, divorces, new homes, etc.) as well as increases or decreases in listening.

**With database marketing, promotion design, direct mail, and telemarketing, personalize and individualize everything you do. Also respond to your audience's needs based on their changing demands.**

**Collect and use a "Trendsetters Database" as a focus group and prototype for future marketing. Trendsetters are those who explore and purchase new items like the minidisk or videophone. They're key to developing your future programs and promotions.**

**Trends in the marketplace's best trend is "relationship," or "frequency" marketing (points programs like frequent flyer clubs). Your audience listens to programs to receive a benefit, discount, or additional merchandise and product development.**

**With interactive marketing, you need to track competitive behavior and promotions and benchmark to their rivals' lead. It's no longer good enough to look at what the competition is doing and provide a comparable product or service. Interaction with consumers must exceed their expectations and cater to their desires.**

**With changing distribution channels for promotional announcements, Intrusive marketing has been a mainstay of direct mail, telemarketing, and traditional broadcast. Audience demands will alter promotions. Keys to this interaction will include respect for the individual and respect for their needs as well as recognition and praise for their choices.**

**Direct selling and promotional announcements will change if the formats. Consumers enjoy seeing process (creating a product or service). This information will be an excellent marketing technique. Personalization, interaction, and the length of your promise will be affected by your target group and past transactional audience history, among other industries.**

**Image, presentation, and design of your event, promotion, program, or merchandising must match the recipient group. Colors and images will evoke the same response from a segment as a group.**

Marketing gimmicks will work depending on the age and trends of your consumers. For example, it's not cool for teens to use coupons, but they'll use card programs, club cards, and other incentives to buy a product or increase viewership.

**Make it simple and easy for the consumer to use.**
Bobby Poe's POP MUSIC SURVEY
Presents The 24th Annual Radio/Record Seminar & Extravaganza
At The Sheraton Premiere - Tysons Corner, Virginia
June 22 - 24, 1995
Promoting Camaraderie Throughout The Industry...
For 24 Consecutive Years!

GUEST SPEAKER

SCOTT SHANNON
WPLJ Radio

Introduction
Bobby Poe

JOHN LANDER
Z100 Radio

Introduction
Scott Shannon

MASON DIXON
WMTX Radio

TONY NOVIA
Radio & Records

MODERATORS & PANELISTS

TODD HENSLEY
Hits

DAVE HOEFFEL
Friday Morning Quarterback

GERRY CAGLE
Network Forty

This year we feel our Convention will be our most exciting EVER! We will be presenting three radio industry icons: SCOTT SHANNON, JOHN LANDER and MASON DIXON, as well as fantastic recording artists such as HOOTIE & THE BLOWFISH, EDDIE MONEY, TOMMY JAMES, SOPHIE B. HAWKINS and many more to be announced in future advertising!

You can also count on the BOBBY POE Convention to present intriguing speakers and stimulating panels - all in the intimate, warm and very friendly atmosphere we are known for - plus plenty of exciting surprises, too! So join us for the event of the season!

Please Note: $320 Basic Registration Fee after June 9th!

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☐ $360.00 Registration Fee Per Person For Golf/Seminar/Cocktail Party/Barbeque
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For your comfort & safety: Badges, Tickets & Wrist Bands are mandatory for admittance to all functions - strictly enforced!

The entire Sheraton Premiere in Tysons Corner, Virginia has been booked by Pop Music Survey. Please Note - only registrants for the Bobby Poe Convention will be allowed rooms on the premises.

www.americanradiohistory.com
Callout America: EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES

JUNE 9, 1995

Callout America song selection is based on the Top 30 titles from the R&R CHR/Pop chart for the week of May 15-21.

<table>
<thead>
<tr>
<th>Artist title (label)</th>
<th>Total Average Favorability Estimate (1-5)</th>
<th>Total Familiarity</th>
<th>Total Burn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live - Lightning Crashes (Radioactive)</td>
<td>4.07 4.02 4.02 4.09</td>
<td>71.2% 15.6%</td>
<td></td>
</tr>
<tr>
<td>Boyz II Men - Water Run Dry (Motown)</td>
<td>4.03 4.07 4.10 4.06</td>
<td>78.4% 19.4%</td>
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</tr>
<tr>
<td>Green Day - When I Come Around (Reprise)</td>
<td>3.90 4.05 3.93 4.06</td>
<td>91.1% 29.0%</td>
<td></td>
</tr>
<tr>
<td>Hoobastank - Let Her Cry (Atlantic)</td>
<td>3.87 3.79 3.81 3.98</td>
<td>77.4% 17.6%</td>
<td></td>
</tr>
<tr>
<td>REMbrandt Power - I'll Be There For You (EastWest/EGG)</td>
<td>3.86 3.87 — —</td>
<td>79.2% 13.9%</td>
<td></td>
</tr>
<tr>
<td>Montell Jordan - This Is How We... (PMP/RAL/Island)</td>
<td>3.82 3.81 — —</td>
<td>73.7% 17.1%</td>
<td></td>
</tr>
<tr>
<td>Bless Ending Up Of Souls I Believe (EMI)</td>
<td>3.76 3.79 3.73 3.67</td>
<td>84.4% 24.8%</td>
<td></td>
</tr>
<tr>
<td>Blues Traveler - Run-Around (A&amp;M)</td>
<td>3.74 3.71 3.62 3.69</td>
<td>56.8% 12.2%</td>
<td></td>
</tr>
<tr>
<td>TLC - Red Light Special (Laface/Arista)</td>
<td>3.73 3.78 3.69 3.64</td>
<td>67.0% 20.3%</td>
<td></td>
</tr>
<tr>
<td>Adina Howard - Freak Like Me (EastWest/EGG)</td>
<td>3.70 — — —</td>
<td>64.5% 18.1%</td>
<td></td>
</tr>
<tr>
<td>Hoobastank - Hold My Hand (Atlantic)</td>
<td>3.67 3.59 3.67 3.94</td>
<td>92.6% 34.5%</td>
<td></td>
</tr>
<tr>
<td>Bryan Adams - Have You Ever Really Loved... (A&amp;M)</td>
<td>3.65 3.53 3.69 3.62</td>
<td>67.2% 15.6%</td>
<td></td>
</tr>
<tr>
<td>Sheryl Crow - Strong Enough (A&amp;M)</td>
<td>3.65 3.69 3.64 3.61</td>
<td>39.8% 32.8%</td>
<td></td>
</tr>
<tr>
<td>Jamie Walters - Hold On (Atlantic)</td>
<td>3.65 3.54 3.65 3.59</td>
<td>78.7% 25.3%</td>
<td></td>
</tr>
<tr>
<td>Soul For Real - Candy Rain (Uptown/MCA)</td>
<td>3.61 3.61 3.69 3.62</td>
<td>67.7% 17.6%</td>
<td></td>
</tr>
<tr>
<td>Better Than Ezra - Crazy (Swell/Elektrek/EGG)</td>
<td>3.54 — — —</td>
<td>50.4% 13.2%</td>
<td></td>
</tr>
<tr>
<td>Nicki French - Total Eclipse Of The Heart (Critique)</td>
<td>3.54 3.52 3.46 3.63</td>
<td>83.9% 27.0%</td>
<td></td>
</tr>
<tr>
<td>Collective Soul - December (Atlantic)</td>
<td>3.53 — — —</td>
<td>47.1% 10.4%</td>
<td></td>
</tr>
<tr>
<td>R.E.M. - Strange Currencies (WB)</td>
<td>3.50 3.58 3.51 3.58</td>
<td>53.1% 16.1%</td>
<td></td>
</tr>
<tr>
<td>Bon Jovi - This Ain't A Love Song (Mercury)</td>
<td>3.49 — — —</td>
<td>29.3% 6.5%</td>
<td></td>
</tr>
<tr>
<td>Dionne Farris - I Know (Columbia)</td>
<td>3.46 3.56 3.51 3.64</td>
<td>92.6% 43.7%</td>
<td></td>
</tr>
<tr>
<td>Van Halen - Can't Stop Lovin' You (WB)</td>
<td>3.40 3.35 3.25 3.44</td>
<td>74.9% 24.8%</td>
<td></td>
</tr>
<tr>
<td>Annie Lennox - No More (I Love You) (Arista)</td>
<td>3.36 3.39 3.39 3.62</td>
<td>55.8% 16.6%</td>
<td></td>
</tr>
<tr>
<td>Dave Matthews Band - What Would You Say (RCA)</td>
<td>3.36 3.46 3.57 3.64</td>
<td>59.3% 19.4%</td>
<td></td>
</tr>
<tr>
<td>Real McCoy - Run Away (Arista)</td>
<td>3.33 3.52 3.46 3.54</td>
<td>85.9% 36.2%</td>
<td></td>
</tr>
<tr>
<td>Adam Ant - Wonderful (Capitol)</td>
<td>3.27 3.36 3.40 3.27</td>
<td>41.2% 10.4%</td>
<td></td>
</tr>
<tr>
<td>Tom Petty - It's Good To Be King (WB)</td>
<td>3.26 3.23 3.39 3.31</td>
<td>55.3% 17.9%</td>
<td></td>
</tr>
<tr>
<td>Elton John - Believe (Rocket/Island)</td>
<td>3.15 3.25 3.31 3.27</td>
<td>80.4% 32.5%</td>
<td></td>
</tr>
<tr>
<td>Paula Abdul - My Love Is For Real (Captive/Virgin)</td>
<td>3.15 3.00 — —</td>
<td>43.7% 13.4%</td>
<td></td>
</tr>
<tr>
<td>Michael &amp; Janet Jackson - Dream (MJJ/UD/Jcpic)</td>
<td>2.80 — — —</td>
<td>40.0% 14.4%</td>
<td></td>
</tr>
</tbody>
</table>

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5. (+=like very much; -=dislike very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the percentage of respondents who said they had heard the song. Sample composition is based on females aged 12-34 who are weekly music listeners of at least one R&R CHR/Pop reporting station in the following regions: EAST: WKYS/Boston, WKUS/Butter, WKEQ/Hartford, WITE/Hartford, WZTV/New York, WQCD/Philadelphia, WPXW/Philadelphia, WZIP/Pittsburgh, WPKO/Providence, SOUTH: WJJK/Atlanta, WSJS/Charlotte, KKS/Dallas, KREE/Houston, WMYI/New Orleans, WNZ/Orlando, WKMM/Tampa, MIDWEST: WKRC/Cincinnati, WCJO/Chicago, WRQK/Columbus, WZP/Indianapolis, KSF/Kansas City, KMKV/Kansas City, KDWB/Minneapolis, WKBDQI/Louis. WEST: KISS/Los Angeles, KJZZ/Phoenix, KKMZ/Portland, KUTT/Salt Lake City, KXLL/San Diego. © 1995, R&R Inc.

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BY TONY NOVIA

LW's "Lightning Crashes" is back on top by 4.02-4.07 in total favorability. "Lightning" seems to perform reliably strongly in all demos, achieving at 4.11 for adults, women 12-17, 3.99 among women 18-24, and 3.92 among women 25-34.

"Water Runs Deep" by Boyz II Men (Motown) remains a strong second, with a 4.03 favorability score. "Water" ranks best among active 12-17 women with a 4.29.

Five new songs appear on the Callout America survey this week. "Freak Like Me" by Adina Howard (EastWest/EGG) is the highest debut, with a 3.70 total favorability. Other strong new contenders include "Good" by Better Than Ezra (Swell/Elektrek/EGG) with a 3.54. "December" by Collective Soul (Atlantic) with a 3.53, and "Don't Do It" by Love Story by Montell Jordan (PMP/RAL/Island) with a 3.49.

The final debut is "Scream" by Michael & Janet Jackson (MJJ/UD/Jcpic), which enters the chart with 40% familiarization. It's still too early to tell if this song will rise to the top of the chart as a new hit. Tglen Howie at Public Opinion has forecast "This Is How We Do It" by Montell Jordan (PMP/RAL/Island) as a likely number one next week.

Last week I mentioned that teens could be a good early barometer for callout hits. While your station may not directly target or research the 12-17 cell, this age group can often forecast future hits for the upper demos. "This Is How We Do It" by Montell Jordan (PMP/RAL/Island) is one example. "This" tracks up phenomenal 4.10 among women 12-17, but is also doing well among women 18-24 (3.58) and women 25-34 (3.52).
Good Decals Get On More Cars.

Good stickers and decals drive more listeners to your station. But today, people won't stick just anything on their cars. Your stickers have to look great, last long, and say the right thing.

www.americanradiohistory.com
From the album Nobody's Perfect
Produced by Pete Anderson

Added at
KDMX/ Dallas
KESZ/ Phoenix
and 20 other Hot ACS
HOTTEST NEW & ACTIVE

JAIN ARDEN Could I Be Your Girl (A&M)  Total Plays: 955, Total Stations: 57, Adds: 3
MATTW SWEET Sick Of Myself (Zoe)  Total Plays: 890, Total Stations: 57, Adds: 4
CHRIS ISAACK Somebody's Crying (Reprise)  Total Plays: 802, Total Stations: 68, Adds: 13
EDDIE MONEY Ain't This Love Is Gone (Mongolf)  Total Plays: 794, Total Stations: 54, Adds: 3
JON SECADA Madonna (Maverick/SireMB)  Total Plays: 787, Total Stations: 44, Adds: 2
EAGLES Learn To Be Still (Kettlen)  Total Plays: 693, Total Stations: 49, Adds: 9
MADONNA Human Nature (Merdivnt-Site/MB)  Total Plays: 652, Total Stations: 53, Adds: 16
JOH SEGADA Where Do I Go From You (SRK/EMI)  Total Plays: 540, Total Stations: 46, Adds: 5
TLC Waterfalls (LaFace/Arista)  Total Plays: 545, Total Stations: 71, Adds: 61
DURAN DURAN Perfect Day (Capitol)  Total Plays: 514, Total Stations: 51, Adds: 13
JILL SOMUE I Kissed A Girl (Lava/Atlantic)  Total Plays: 505, Total Stations: 34, Adds: 6
NINE INCH NAILS Hurt (Nothing/TV/Interscope)  Total Plays: 492, Total Stations: 48, Adds: 8
RUSTED ROOT Send Me On My Way (Mercury)  Total Plays: 459, Total Stations: 44, Adds: 12
BRANDY Best Friend (Atlantic)  Total Plays: 439, Total Stations: 35, Adds: 3
SEAL Kiss From A Rose (2T7/Sme-MB)  Total Plays: 402, Total Stations: 56, Adds: 33
STONE TEMPLE PILOTS Dancing Days (Atlantic)  Total Plays: 390, Total Stations: 21, Adds: 1
MONICA Don't Take It Personal (RandyElestra)  Total Plays: 297, Total Stations: 22, Adds: 4
SF SPANISH Fly Crimson And Clover (Upstair/MB)  Total Plays: 293, Total Stations: 15, Adds: 2
K7 Move It Like This (Tommy Boy)  Total Plays: 292, Total Stations: 10, Adds: 0
BRIAN MCKNIGHT Crazy Love (Mercury)  Total Plays: 218, Total Stations: 19, Adds: 1

SELECTED NEW RELEASES

Here are a few hot releases for the next couple of weeks. Some release dates are subject to change.

JUNE 13

A-House  "The Strong And The Silent" (MCA)
After 7  "'Til You Do Me Right" (Virgin)
Brownstone  "I Can't Tell You Why" (MJJ/Epic)
Del Amitri  "Roll To Me" (A&M)
Foreigner  "All I Need ..." (Genera/Rhythm Surfari/Priority)
Tina Hicks  "Home" (Critique)
Human League  "One Man In My Heart" (EastWest/EEG)
Steve Perry  "Donna Please" (Columbia)
Rednex  "Old Pop In An Oak" (Battery/Jive)
Sponge  "Molly" (WORK)

JUNE 20

Ali Campbell  "That Look In Your Eye" (Virgin)
Dionne Farris  "Don't Ever Touch Me Again" (Columbia)
Gillette  "You're A Dog" (Zoo)
Boxing Ghandis  "If You Love Me Why Am I Dying" (Masa)
Elton John  "Made In England" (Rocket/Island)
Kut Klose  "I Like It" (EastWest/EEG)
Joel Moe  "Promise Me Your Heart" (After Dark/Priority)
Manhattan Transfer  "Hot Fun In The Summertime" (Atlantic)
N-Trance  "Set You Free" (Critique)
Po' Broke 'n Lonely?  "Twisted" (Big Beat/Atlantic)
Prince Markie Dee  "Crunch Time" (Motown)
Radiohead  "Fake Plastic Trees" (Capitol)
Snow  "Sexy Girl" (EastWest/EEG)
Soul For Real  "Every Little Thing I Do" (Uptown/MCA)

D o you have some hot pics you'd like to see in R&R? We'd love to see 'em. Black & white shots are preferred, but clear color shots are fine, too. Send them to Tony Novia, R&R, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

MONTELL DOES IT IN CLEVELAND — Montell Jordan (top row, center), headlined WZJM (Jammin' 107)/Cleveland's Spring Break Indoor Beach Party. Being neighbors with much flavor are (kneeling l-r) WZJM staffers Marie Griffin, Don "Action" Jackson, Bobby Blaze, and Jack Kelly; (standing l-r) Doug Hammond, Lisa, Lysa Salvaras, Big Dave Eubanks, Johnny D, John Akine, LeeAnne Sommers, and Del Jam rep Michael Kaiser.

HOTIE IN WILKES BARRE — The gang at WBHT/Wilkes Barre hung out with Hootie & The Blowfish after the band's appearance. Backstage are (l-r) WBHT MD Danny Ocean, the group's Mark Bryan, WBHT PD Kid Kelly, and Hootie singer Darius Rucker.
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**Current Reporters**

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**Total Reporters:**

- 155 Total Reporters
- 155 Current Reporters
- 155 Current Playlists

**Reported Frozen Playlists:**

- Frozen: WBSH-Atlantic City, NJ

**Resources:**

- www.americanradiohistory.com
## CHR/Pop Playlists

### Market 1

**Top 20**

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### Market 7

**Top 20**

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Continued on Page 36
## Breaker's

### Most Added

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<th>ARTIST TITLE LABEL(S)</th>
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<tr>
<td>JODECI Freek'n (A&amp;R)</td>
<td>28/2</td>
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<tr>
<td>2PAC Dear... (OutKast)</td>
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<tr>
<td>STEVIE Wonder (Motown)</td>
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<tr>
<td>ADINA Royalty (Atlantic)</td>
<td>31/1</td>
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<tr>
<td>MONICA Baby (Arista)</td>
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### Most Increased Plays

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<tr>
<td>MONICA Don't Take It Personal... (Rowdy/Arista)</td>
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### Hottest Recurrents

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<tr>
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<tr>
<td>MARY J. BLIGE I'm Goin' Down (Uptown/MCA)</td>
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<tr>
<td>BRANDY I Wanna Be Down (Atlantic)</td>
<td>37/1</td>
</tr>
<tr>
<td>NOTORIOUS B.I.G. Big Poppa (Boy/Adidas)</td>
<td>37/1</td>
</tr>
<tr>
<td>JANE JACKSON You Want That (Virgin)</td>
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<td>REAL MCCOY Another Night (Arista)</td>
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<td>BLACKSTAR Before I Let You Go (Interscope)</td>
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<td>JADE Every Day Of The Week (Giant)</td>
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<td>INI KAMOZE Here Comes The Hotstepper (Columbia)</td>
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<td>CRYSTAL WATERS 100% Pure Love (Mercury)</td>
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### Breakers

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<tr>
<th>ARTIST TITLE LABEL(S)</th>
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<td>I Can Love You Like That (Blitz/Atlantic)</td>
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### Breaker's

<table>
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<th>TOTAL PLAYERS</th>
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<td>899/96</td>
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This chart reflects airplay from May 29-June 4. Songs ranked by total plays. Highlighted songs indicate Breaker. 39 CHR/Rhythmic reportes. 39 current playlists. © 1995, R&R Inc.
HOTTEST NEW & ACTIVE

MAX-A-MILLION 'Take Your Time' (S.O.S.Doo)
Total Plays: 254, Total Stations: 15, Adds: 4

BRYNN NICE 'She's Everything That's Shakin' (A&M)
Total Plays: 250, Total Stations: 9, Adds: 4

MARY J. BLIGE 'You Bring Me Joy (A&M/Max/MCI)
Total Plays: 219, Total Stations: 13, Adds: 2

MOXONSTEF 'Here's Me (Ultra/Island)
Total Plays: 213, Total Stations: 16, Adds: 4

YAO-OA 'Save You Dancing (London/Sony)
Total Plays: 206, Total Stations: 7, Adds: 0

KSCAPE 'He's So Good (Six Degrees/Colombia)
Total Plays: 207, Total Stations: 9, Adds: 4

BOYZ OF PARADISE 'Shinin Star (MCA)
Total Plays: 197, Total Stations: 4, Adds: 0

NOTORIOUS B.I.G. 'Subway "Fire"
Total Plays: 196, Total Stations: 8, Adds: 1

19 ADIVA HOWARD 'Freak'
MD: Knight
PD: Mike Tierney
Total Plays: 180, Total Stations: 13, Adds: 4

QUESTIONMARK ASYLUM 'Hey Lookin' (RCA)
INTONATION 'Died In Your Arms (Metropolitan)
Total Plays: 172, Total Stations: 7, Adds: 2

SOMEONE 'Sincerely Me ( Sick Wid' It)
Total Plays: 160, Total Stations: 5, Adds: 1

ROSE GAMES 'Waltz (Atlantic)
Total Plays: 158, Total Stations: 9, Adds: 0

TOTAL PLAYS: 159, Total Stations: 3, Adds: 0

SWEET SOUL 'Wanna Be With U (Capri)
Total Plays: 154, Total Stations: 7, Adds: 3

PURITY 'We Must Be In Love (Stepson)
Total Plays: 153, Total Stations: 3, Adds: 0

SMOOTH MOVE 'Borrow (Luv)
Total Plays: 141, Total Stations: 16, Adds: 2

EVERYTHING BUT THE GIRL 'Missing (Atlantic)
Total Plays: 138, Total Stations: 4, Adds: 0

FAITH 'You Used To Love Me (Jada)
Total Plays: 127, Total Stations: 4, Adds: 2

NAUGHTY BY NATURE 'Feel Me Now (Randy Ray)
Total Plays: 130, Total Stations: 13, Adds: 4

TOTAL PLAYS: 168, Total Stations: 16, Adds: 4

CHRI/RHYTHMIC REPORTERS

Total Reporters: 20

SELECTED NEW RELEASES

Here are a few hot releases for the next couple of weeks. Some release dates are subject to change.

JUNE 13

"Tell You How She Feels" (Virgin)
"Champion" (Island)
"Home" (Criticale)
"Now & Forever" (Metropolitan)
"Wau Wau Wau" (Big Beat/Atlantic)
"Tapped Out" (Big Beat/Atlantic)
"A-1 Lover" (Capitol)

JUNE 20

"You're A Dog" (Zoo)
"Friday" (Priority)
"Who Be Da Dopest" (Jive)
"Power To Move Yo" (EastWest/EG)
"Survival Of The Fittest" (RCA)
"This That & Shit" (Jive)
"The Good Life" (NPG/WB)
"So Many Tears" (Interscope)

WANT TO SEE YOUR SMIRL IN R&R? SEND SHOTS OF STATION PROMOTIONS, ARTIST VISITS, OR OTHER INTRIGUING ACTIVITIES TO TONY NOVIA, R&R 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

DA SODA WIT DA FLAVA — Vivian Smallwood, aka the Rappin' Granny, has introduced a line of sodas to go along with her single "Ya Grandma's A Gangsta." New flavors include Kikin' Cola and Getcha Groove On Gape. Pictured unveiling Slammer Strawberry are (l-r) Tim Greene Entertainment CEO Tim Greene, Rappin' Granny, and Hip Hop Distributors Pres. Steve Cori.

CHR/RHYTHMIC

stations and their adds listed alphabetically by market
Positive Promotions Build A Better Beat

KKBT/Los Angeles infuses its efforts with anti-prejudicial philosophy

KKBT/Los Angeles has made its presence felt throughout Southern California with a bold marketing campaign and extensive promotional efforts. As the only full-signal mainstream Urban station in the country's second-largest market, the Beat has developed an entire philosophy based around its slogan: "No Color Lines. Unity Through Music."

Eileen Woodbury, the Beat's Director/Marketing & Promotion, says the market's ethnic diversity dictates that the station must strive to be all things to some people, and some things to all people. "Our audience needs us for so many things. The station is not just a source of entertainment, which is what it may be in other formats. We're their entertainment, we're their information, and we're their community service. They depend on us for a lot of things. It's especially challenging in Los Angeles because of the multi-cultural background of the entire city. "Our challenge is to stay true to our core, but welcome everybody. Provide them with entertainment, but also give them the other things they're looking for. Our audience is unique, and the role of an Urban radio station is unique and special in the lives of our listeners and the community we serve. The messages of positivity are things our listeners need to hear to feel good about themselves. And they listen to radio to feel good about themselves too.

Working Together
It's also an idea that has unified the various departments of the station in a common goal. Woodbury explains: "We're promoting the station and its audience against prejudicial stereotypes. "There is a lot of prejudice. It happens when we, as a promotions department, try to book events in places. For example, last year we did Summer Jam, which was the first basically black entertainment event that has happened in this market to that extent. There were 15,000 black people in one place at one time, and everyone was scared to death! But we held true. We pulled off that event without a hitch, without incident. "And that's what our whole problem was ... you never hear about that! That was monumental. We're keeping our advertisers that prejudice is wrong. "Look — we had this event, and we had 15,000 ethnic listeners, and there were no problems. Our listeners were there just having a good time. "There is a lot of reassuring that has to go on. I think the sales department has been very successful at that. In the two years I've been here, more often than not, we don't come across that."

Just as the sales team has helped pave the way for Woodbury's promotion team, her department has served as a support squad for the salespeople. "Because there's so much prejudice out there, it has really forced us as a station to communicate very well. Salespeople were constantly looking for backup. They would come to me or to programming and say, 'What do I say when they say this?' The struggle has really forced interoffice communication so everyone understands the philosophy and is kind of bound together just to solve this problem. There's strength in unity and in numbers, which is the same message we're trying to relay on the street. We're finding that same strength in the office."

Promoting Positivity
In a radio world where some stations spend more time putting others down than working on their own product, Woodbury says her staff strives to do things that only reflect the station in a positive light. "I think the way that we approach promotions and the way we focus is really different from what I'm seeing in a lot of places. When you're in a market like L.A., radio promotions are so intense and what we're trying to accomplish. We don't spend much time promoting against other stations. That's very counter-productive. I try to instill that in my people: You're not promoting against Power 106 or KIIS — you're promoting the Beat. Remember where your heart and soul is. Remember what our goal is. Let's stay true to that. Yes, we have to be aware of what they're doing, and yes, there is growth in that, but we aren't preoccupied with it. We focus on our goals and achieve our goals."

Going Interactive
A couple of months ago, the Beat began building a listener database through a new interactive phone system. Woodbury says, "The interactive system was purchased by the station as a source of off-air revenue. But we added another element to it where listeners can register for our Local Listeners Club. We want to know who our most active listeners are and where they are, and we want to be able to send them information through the mail on a regular basis. We'll be sending out birthday cards and things like that. And we're really hoping here in the next year to get this interactive program up and running. "Interactive phone technology is something new to our station, and what we're trying to accomplish. We don't spend much time promoting against other stations. That's very counter-productive, and I try to instill that in my people: You're not promoting against Power 106 or KIIS — you're promoting the Beat."

We're in the process of building our use of this marketing and promotional technique, and we're also starting to use direct mail and things like that. There is enormous potential. Hopefully a year or two down the road, we'll have hundreds of thousands of listeners in our Local Listener Club. "We think we were late on that because — this was the wave of the future a couple of years ago. It's already on the air, and we're building the database, but I'm hoping we'll get this up and running very quickly."

The Beat's Street Team with The Beat '84 Impala

The Beat's Promotions Team with The Beat's '84 Impala

THE BIG PAYOFF — The Beat awarded plaques and checks to the community organizations which benefited from the station's First Annual Summer Jam last year. (Front row, l-r) Carl Reed, Challengers Boys and Girls Club; Charles Rachal, South Central Los Angeles Youth Community Services; (center) Angel Fabian, El Centro del Pueblo; Beat Community Action Ass't, Katrina Hudson; and El Centro del Pueblo's Willie Martinez. (Back row, l-r) KKBT Promotional Manager, Eileen Woodbury; Lou Danzler, Challengers Boys and Girls Club; Paul Jones, Community Youth Gang Services; Beat VP/GM Craig Wibram; James Stanley, YES to Jobs; KKBT Community Action Director Dominique DiPiazza; D.A.R.E.'s Scott Gilliam; Ernestine Marshall, Hileman Drug and Alcohol Center; Faustina Knock, El Centro del Pueblo; and Beat Director/Operations Harold Austin.

The Beat's Summer Jam '84 At Irvine Meadows was a peaceful affair.

KKBT's Summer Jam '84 At Irvine Meadows was a peaceful affair.
Make the commitment, take the vow...

URBAN CHART DEBUT @
UC MOST ADDED!
NOW ON 64 UC REPORTERS - 70%

WBLKS WZAK WBLK
KJLH WKKV WQMG
KKBT WNOV KJMS
WJLB KPRS WHRK
WDAS WOWI WQQK
WKYS WCKX WGBZ
KMJQ KSJL WJBK
WVEE WTLK KVSP
KMJM WPEG WQQK
WXYY WJHM WENN

WRITTEN AND PRODUCED BY DAVID FOSTER
THE SMOOTH NEW SINGLE FROM U.N.V.
From the even smoother new album.

UNIVERSAL NUBIAN VOICES

Featuring the "Album version" Produced and Arranged
by David Foster for Chartmaker Inc. Plus the "R&B" Remix
by Charles "The Mixologist" Rocaine and John Clay
Management: David Lombard Management
Vanessa Williams

"COLORS OF THE WIND"

If there are 3-year-olds listening to this song —
you can count on 25 - 35-year-old women
listening too!
Want the names and addresses of thousands of your competitor's PI listeners? That's now possible thanks to the "National Country Radio Survey," an interactive TV campaign from Impact Target Marketing and IQ Television.

ITM VP/Operations Perry Levy says the campaign ran in a "couple dozen cities in different sized markets" during last month's Academy Of Country Music awards telecast. He notes this was the first attempt at this new concept, and it was rolled out to a limited number of cities — including Fargo, Mobile, St. Louis, San Antonio, Seattle, and Spokane — to test its systems and logistics.

How It Works
Participating stations ran commercials during the ACMs that inquired listeners to call in and vote for their favorite Country station. A toll-free phone number was superimposed over most of the 30-second spot, which read:

"The National Country Radio Survey wants to know what your favorite Country station is. Call 1-800-(number) and vote for your favorite station. When you call, you can win cash instantly on the phone as well as register for $5000. What do you have to lose? It's a free call, so call and vote for your favorite Country radio station."

Upon connecting, callers were asked to key in a key on their touch-tone phones corresponding to different stations in the market. Each city had its own phone number.

**People were really into it. Many didn't just want to leave their name and address, they wanted to talk about their favorite station and tell us why it was their favorite.**

"Quality Listeners'
The information is delivered to each market's sponsoring station. Making it even more valuable, it comes from very active listeners. "Especially in such a targeted market like Country, this program goes after and gets quality listeners," says Levy. These are people committed to being active in the format — the same type of people likely to fill out an Arbitron diary. It's a way to find the most active Country listeners in the market — yours and the competitors'.

Stations can use the information in a variety of follow-up marketing techniques, including direct mail, telemarketing, and database building. "This is the best program out there for database building because it's uninhibited in getting people's favorite stations. The generic national spots don't lead to any station for contesting. People are giving honest answers about their favorite stations for the chance to win an instant prize or $5000."

Obviously, the direct mail and telemarketing possibilities are endless. It's important to use restraint so that unsuspecting listeners aren't bombarded with your message. But it represents a wonderful opportunity to 'convert' their PIs over to your side.

**Growing Pains**
As one might expect from any new idea, there were a few rough edges on the first outing. "Things didn't go perfectly. There were some problems that we hope we have resolved to the answers to what we learned was tremendous, and we're really excited about the program's potential."

The biggest problem was not having enough phone lines to handle the volume. Levy says 5000 phone lines were in use initially, and that was later expanded to 7500 lines when some markets experienced busy signals. A number of factors placed an extraordinary burden on the phone system. Levy says because the campaign occurred during the ACM telecast, commercials touting the phone number were simulating simultaneously in numerous markets. Most stations bought as many as three commercials during the three-hour TV show. That resulted in huge "bursts" of calls. Levy explains, "We got jammed in some regions because only so many calls can be made."

There must be some lines left open for emergency purposes. The huge bursts are what produced the busy signals. Also, the calls ran longer than expected. "People were really into it.

Many didn't just want to leave their name and address, they wanted to talk about their favorite station and tell us why it was their favorite.

The good news according to Levy is that the busy signals weren't "lost." Our computer recognizes the incoming telephone number even on busy signals. We deliver those numbers to the radio station, which can follow up if it desires."

Levy adds that the phone system has been revamped, and there may be changes in the campaign to avoid such problems in the future. Despite the difficulties, however, almost 100,000 calls were completed nationwide.

**No 'Hoax'**
Another problem in some cities was competitors' attempts to derail the campaign. Many knew it was coming because it was solicited to companies, stations, and consultants. Being planned for the ACM telecast telegraphed the campaign's date to those who passed it on. Consultants who were using the program in some markets but blocked out of others alerted stations in those markets that it could be used against them.

In one market, a station planted a story with the local newspaper that this was a "hoax" and not really a national Country radio survey. In another market, a station was able to purchase enough spot airtime to throw up a commercial roadblock — the station that bought the campaign couldn't buy the needed airtime. To combat this in the future, Levy says the campaign might not focus around country awards shows. "It'll be more of a secret weapon with an unknown date."

**The Bottom Line**
Unfortunately, there's no simple answer to the question of cost. According to Levy, it was made very affordable to those who participated in the concept's test-marketing last month. There's a "cost per record" fee in place, though Levy says there still must be some factoring into the full price tag. To find out more, call ITM at (508) 335-4500. Levy says that even though there's no exact price set as yet, they'd be more than happy to lock stations into this market-exclusive campaign so you can "sign up before it's used against you."
A LONG STRONG ATTACHMENT TO COUNTRY RADIO IS ABOUT TO BEGIN:

Brett James

FEMALE BONDING

The first single from his forthcoming Career Records debut album

OFFICIAL AIRPLAY DATE: JUNE 26TH

We're making more than just great music. We're delivering CAREER RECORDS.

MANAGEMENT: Starstruck Entertainment
Produced by Steve Bogard and Mike Clute
©1993 A&R Records, Inc., a BMG Music Group Company
Country Acts Roll Out Red Carpet

After a week of Fan Fair, a sigh of relief may be heard on some tour buses when country acts return to the road. It's not that they dislike Fan Fair. However, it can be a very busy and hectic time.

But in the midst of concerts, interviews, and countless autograph-signing sessions, country artists manage to find quality time with their most devoted followers—their fan club members. Breakfasts and luncheons provide the typical setting for these gatherings, although several artists find ways to make the meetings even more memorable:

- Tim McGraw has revamped the fan club concept with the creation of an interactive program for his admirers or as he calls them, "McGraw fanatics." Uncomfortable with traditional adoration, the singer wants to create interactive events during his national tour. McGraw presented the idea to his fans this week (6/5) with a lively game of laser tag at Nashville's Q-Zar game complex.

- Wynonna's supporters got to sing with her on a karaoke machine and participate in a look-alike contest during a fan appreciation party at the Tennessee Performing Arts Center. In Nashville, Wy-Judd made a guest appearance, and Wyonna treated the audience to an informal concert. And to prevent fans from being disappointed by dark, unfocused photos, Wynonna hired a professional photographer to take shots of her with each attendee.

- In addition to a fan club performance at Municipal Auditorium, Reba McEntire auctioned off several personal items. All proceeds went to Habitat For Humanity, a non-profit organization McEntire has actively worked with in the Nashville area.

Scheduling Conflict

Lorrie Morgan loves her fans, but Hollywood wouldn't wait to begin work on a TV movie. The singer cancelled her Wednesday (6/7) Fan Fair appearance to travel to San Diego, where production is underway on "The Enemy Within" for ABC. Morgan stars with

Tiffany-Amber Thiessen ("Beverly Hills 90210"), Eric Close ("McKenna"), and Gerald McRaney ("Major Dad"). An air date has not been determined.

Montgomery Alive And Well

John Michael Montgomery's manager, publicist, and record label (Atlantic) were inundated with phone calls last week after erroneous rumors circulated regarding his death. Publicist Liz Thiel said the rumors apparently began after someone misread an Associated Press report about songwriter James Michael Murphy's death in a fire at his Ashland, KY home. Murphy, 42, wrote "I Never Ever Thought That I Would Fall In Love With You," recorded by Billy Ray Cyrus. Montgomery performed Sunday (6/4) at the Summer Lights Festival in Nashville.

Country Tour

Travis Tritt, Clay Walker, Tracy Lawrence, Randy Travis, Marty Stuart, Lorrie Morgan, John Anderson, Blackhawk, Martina McBride, and Michelle Wright are among the Country stars booked for this year's Marlboro Music Festivals. Marlboro Music Manager Jose Fontanez says the company's 13th year of concert sponsorship will again focus on country fairs and military installations. In addition to the company offering, Ann Wilson of Heart, the O'Jays, the Isley Brothers, and all-star Latin music show will be featured in a series of three-day events at military installations.

The military shows include Travis and Martina McBride at Fort Carson, CO (7/30) and Fort Bliss, TX (8/12); Tritt, Stuart, and Ty England will play the Naval Air Station in Corpus Christi (8/5). Then Walker, McBride, and Cheley Wright appear at Camp LeJeune in Jacksonville, NC (8/20). All the military shows are open to the public.

The state fair stops have Walker appearing in Columbus, OH (8/5); Richmond (9/30); and Columbia, SC (10/11). The Montana State Fair in Billings will feature Wright (8/12), Morgan (8/13), Lawrence (8/14), and Blackhawk and Jeff Foxworthy (8/15). Anderson headlines in Oklahoma City (9/21); Rick Trevino appears at the L.A. County Fair (9/9); the headline will be announced later.

Curled Remembered

Country singer Dick Curless, 63, died May 26 of stomach cancer at a Togus, ME hospital. Best known for his 1965 truck driving hit, "A Tombstone Every Mile," Curless recorded for Tower and Capitol. In December, Curless signed with Rounder Records and recorded a new album, "Travel Through," which will be released in August.

Crock & Chase's TV Fans

While the Nashville music industry speculates about who will replace Lorriane Crook and Charlie Chase on TNN's "Music City Tonight," TV Guide has offered its opinion: "Traveling the tour is an unending departure. "We don't know if it was just a business tumble, as the official story had it ... or whether it had the making of a country song ("You take the wheels, I'll keep the truck")." The report also states that the "Cheers N' Jeers" mention. "But we'll miss 'em." Crook, Chase and producer Jim Owens recently announced they will discontinue their association with TNN after December 29. TNN is still searching for replacements.

Barking Up A Tree

Critics sometimes whine that country music is going to the dogs. But a new CMH Records album takes the concept literally. "Dog Country ... All-Time Favorite Country Songs About Dogs" features recordings dating back to 1926. The songs include "Daughter's New Dog Shoes," "I Found My Best Friend in A Dog Pound" (Burl Ives), and the classic "Where Has My Little Dog Gone" (Hootie Hot Shots). Album sales benefit the Best Friends Animal Sanctuary in Kanab, UT.

Carpenter's OKC Fundraiser

Mary Chapin Carpenter's recent (5/28) Oklahoma City appearance at the Jones Arena was one of four benefit concerts for the Oklahoma City Regional Cancer Center, a newly-established non-profit organization. Hosted by Oklahoma native Kevin Welch, the benefit show featured Ann Wilson, Switchfoot, Crystal Bowersox, and My Naked Face. Although the event

COUNTRY FLASHBACK

1 YEAR AGO

- No. 1: "Whenever You Come Around" — Vince Gill

5 YEARS AGO

- No. 1: "Love Without End, Amen" — George Strait

10 YEARS AGO

- No. 1: "Dixie Road" — Lee Greenwood

15 YEARS AGO

- No. 1: "Trying To Love Two Women" — Oak Ridge Boys

20 YEARS AGO

- No. 1: "When Will I Be Loved" — Linda Ronstadt

www.americanradiohistory.com
### COUNTRY TOP 50

**JUNE 9, 1995**

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<thead>
<tr>
<th>SW</th>
<th>ZW</th>
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<th>TW</th>
<th>ARTIST TITLE (LABEL)</th>
<th>TOTAL SUITABILITY/1000</th>
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</table>

#### Breakers

TY HERNDON

I Want My Goodbye Back (Epic)  
85% of our reporters on it (182 stations)  
96 Adds  -  Moves 48 - 34

**WESLEY DENNIS**

Don't Make Me Feel At Home (Mercury)  
63% of our reporters on it (136 stations)  
20 Adds  -  Moves 47 - 44

#### Most Added

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<tr>
<th>ARTIST TITLE (LABEL)</th>
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<tr>
<td>BROOKS &amp; DUNN You're Gonna Miss Me... (Arista)</td>
<td>102</td>
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<tr>
<td>TY HERNDON I Want My Goodbye Back (Epic)</td>
<td>96</td>
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<tr>
<td>MARK CHESNUTT Down In Tennessee (Decca)</td>
<td>47</td>
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<tr>
<td>TRACY BYRD PERFECT STRANGER (Arista)</td>
<td>26</td>
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<td>JEFF CARSON No Thank You (MCA/Curb)</td>
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#### Most Increased Plays

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<td>KENNY CHESNEY Fall In Love (EVA)</td>
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#### Most Increased Points

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<td>NEAL McCOY They're Playin' Our Song (Atlantic)</td>
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<td>ALAN JACKSON I Don't Even Know Her Name (Arista)</td>
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<td>REBA McENTIRE The Heart Of A Woman (Epic)</td>
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<td>SHANIA TWAIN Any Man Of Mine (Mercury)</td>
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<td>TRACY BYRD Walking To Jerusalem (MCA)</td>
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**The Bellamy Brothers**

"Big Hair"

From the Album **Sons of Beaches**

Going for Adds June 12th

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**HOTTEST RECURRENTS**

Ranked by Total Plays

<table>
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<tr>
<td>TY HERNDON What Mattered Most (Epic)</td>
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<td>JOHN MICHAEL MONTGOMERY I Can Love You... (Atlantic)</td>
<td>+6152</td>
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<tr>
<td>GEORGE STRAIT Adリアla (MCA)</td>
<td>+5531</td>
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<tr>
<td>MARK CHESNUTT Gonna Get A Little (Decca)</td>
<td>+5013</td>
</tr>
<tr>
<td>REBA McENTIRE The Heart Is a Lonely Hunter (MCA)</td>
<td>+4837</td>
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© 1995, RDR Inc.
Two Legends, One Great Performance

**George Jones & Tammy Wynette**

"One"

The event single of the summer. Going For Airplay Now!
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<tr>
<th>Station</th>
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* Designates stations reporting album cuts.
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<td>BLACKHAWK/That Heaven's on Fire</td>
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<td>JOHNNY MONTGOMERY/1 Can Love You</td>
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<td>LEE MURPHY/And You're Gonna Break</td>
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<td>MARK DUNN/You're Gonna Break</td>
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<td>NATHAN JOHNSON/Just when I Needed A</td>
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**Country Playlists**

**Market 1 - 92.5 WXTU**

**Market 2 - WMZC**

**Market 3 - KUSP**

**Market 4 - WWOR**

**Market 5 - KSAN**

**Market 6 - WMZC**

**Market 7 - KSAN**

**Country 96.9**


**ADULT CONTEMPORARY**

**M I K E  K I N O S I A N**

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**‘One-To-One’ With Database Marketing**

Database marketing has become one of radio’s most effective "one-to-one" ways to reach listeners.

"Everybody knows that the competition can play the same music you do, but database marketing's goal is to build brand loyalty beyond the music," explains Bonneville Hot AC WTMX/Chicago VP/GM Drew Horowitz. "The product is still the primary reason people utilize the station, but we’re looking for ways to touch people on a more personalized basis."

"Radio has become much more sophisticated and research- and marketing-driven. We have to look for ways to touch listeners without abusing them. One of our database mailings might regard a ‘Secret Song Of The Day’ contest. We don’t do it to expand the database, but the people can certainly tell their friends about it."

**Getting The Edge**

More format choices are available than ever before as stations compete for many of the same listeners. "Things are to niche-oriented today, and database marketing is part of niche-marketing. Everybody’s looking for the edge, but getting the edge today is different from how we did it five years ago. It’s not simply a case of throwing money into advertising."

WTMX’s in-house database marketing system has been up and running for about one year, and as Horowitz notes, it’s driven primarily by a two-person promotion department. "There also are a few part-time people who participate. It’s become part of their overall job description, but isn’t their singular task."

**Part Of The Whole**

Surprisingly, maintaining database marketing need not be a cost-prohibitive venture. "The biggest expense — and it’s not really that expensive — is the cost of paying to convert [raw data] into the computer," Horowitz points out. "The rest of the expense is manpower, but we have the bodies available to us anyway."

"Much of what we spend comes as an advertising/promotion expense. If you added $250,000 for database marketing, your costs would be out of hand. But we do more of a shift in dollars, and we keep it as part of a total marketing effort."

A WTMX station magazine, once part of that marketing effort, has since been discontinued. "There was great response to it, but we slowly phased it out because it became too expensive to produce. Creative, printing, paper, and artwork made it very cost-intensive."

"We couldn’t legitimately work it into a regular operating budget; it was an ‘add-on.’"**

**Contest Benefit**

Contesting is an especially popular database marketing function. "I have had two contests because such a small percentage of people participate," Horowitz says. "Why expose the whole universe when only a few play? Many listeners [consider on-air contests] to be disruptions. Since they’re part of our database, listeners get special opportunities to participate in contests. This works better for them than trying to be the 10th caller.

"We have asked some of those in our database a calendar of events. It’s geared to listener lifestyle and basically covers things in ‘Summer/Fall’ and ‘Winter/Spring’ periods."

"As the station evolves its program, other future WTMX database benefits will include discounts at selected area businesses and opportunities to win concert tickets. ‘We’re always hoping to stoke the fire of building that brand loyalty,’ Horowitz remarks, adding that WTMX’s database is in the 100,000-200,000 range. ‘The database won’t build by itself — stations have to aggressively work at it.’"

**Strong Conversions**

While Horowitz says some ACs might be more passive in trying to build databases, WTMX is more proactive. "We’ll be out touching people about 10 months a year through charity events, fests, and city functions. Whenever we’re out, we always take the opportunity to register people for the database."

"These events can be free-for-alls, but we follow up [each potential registration] with either a phone call or piece of mail to see if they’re interested in listening to the WTMX family database. There’s been about a 15%-20% conversion of those within our user category who [elect to] participate. All we’re doing is giving the people another opportunity to receive additional benefits of being a Mix listener."

Although pleased with what he’s seen during the last year, Horowitz remains cautious about the future. "We’re always working on ways to make [being part of the] database worthwhile. It appears to be working, but let’s see what happens in about nine months. Database marketing has been very efficient for us. It might stall, or it could get even better."

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**DB In ‘Frequent/Active’ Use**

**R &R recently canvassed a group of ACs and Hot ACs to determine if and how they utilized six forms of one-to-one marketing. Specific breakthroughs regarding one such choice — database marketing — reveal our sample’s enthusiasm for it.**

**Activity Level by Market Size**

<table>
<thead>
<tr>
<th>Market Size</th>
<th>Frequent/Active</th>
<th>Moderate/Light</th>
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</thead>
<tbody>
<tr>
<td>Markets 1-100</td>
<td>92.3%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Markets 101+</td>
<td>83.3%</td>
<td>16.6%</td>
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</table>

From AC's "yes" group, 91.6% indicate their database marketing use is "Frequent/Active," as opposed to "Moderate/Light." Hot AC has a similar story, as 85.7% of its yes group declare database marketing activity level is "Frequent/Active."**

**KCIX/Boise Readies To Unveil Its Next Weapon**

KCIX/Boise, ID Station Manager/PD Don Jennings purposely waited to enter the world of database management until he felt it would be done correctly.

"Database marketing is another tool in a station’s arsenal that [helps you identify] your [parisian] core and regularly keep in touch with those listeners," he remarks. "It’s an excellent way to cement relationships with listeners, and we look forward to getting involved with it."

"There has to be a real station commitment to it, and those wanting to do it properly — need one part-time employee. It will work better with a full-time employee who can really work the database and make an ongoing and consistent program."

**Computerized Downsides**

Admitting he has luxuries not afforded to many other programmers in similar-sized markets (Boise is No. 135), Jennings explains, "We have limited off-air promotions, production, and creative directors, but aren’t yet up-to-speed with a promotions person making a concerted database marketing effort. But we now have the software on-line and plan to have everything ready to go within 30 days."

"There’s plenty of data to input, and it will probably take several weeks to get comfortable with what we’ve developed. However, the more computerized we get, the more computer time it takes. It’s becoming harder to stay in touch with personnel within the station’s confines."

"Commenting on skills and requirements needed for whoever maintains a station’s database marketing operation, Jennings says, ‘Promotion directors once simply implemented what programmers had in mind proactively. However, it’s become a much more multi-faceted job, and promotion directors must be sharp and computer-astute.’"

**Personal Touch**

One reason for database marketing’s strong popularity, Jennings says, is the increasingly high cost of using various forms of mass media. "It’s also difficult to use mass media to really touch your listener personally. Through relationships from database marketing, you have an opportunity to better reach your [parisian]. Personal relationships with listeners are becoming more and more critical in maintaining a station’s success."

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**AC TOP 30**

**JUNE 9, 1995**

**NEW & ACTIVE**

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<th>Title</th>
<th>Artist</th>
<th>Owner</th>
<th>Location</th>
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<tbody>
<tr>
<td><strong>D. SPRINGFIELD &amp; D. HALL</strong> Wherever Would I Be (Columbia)</td>
<td>Total: 27</td>
<td>Top: 27</td>
<td>WHMA 10 (9), WJRZ 11 (6), WCMY 12 (7), WIKI 13 (9), WWOR 14 (10), KGBZ 15 (11), WEZK 16 (14), WFXR 17 (14), WMET 18 (15), WPKX 19 (15), WFRF 20 (16), WARR 21 (16), WRML 22 (18), WSKQ 23 (23), WTTI 24 (23), WPER 25 (24), WQAD 26 (24), WQCD 26 (24), KZPK 27 (27), WKBW 28 (27), WJAM 29 (28), WRML 30 (28)</td>
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<tr>
<td><strong>SHARON D.ALLISON</strong> I Can't Help Myself</td>
<td>Total: 26</td>
<td>Top: 26</td>
<td>WRCH 10 (5), KURR 11 (12), WRQX 12 (13), WJKZ 13 (13), KBEB 14 (16), WJFX 15 (16), WQCB 16 (16), WZLX 17 (16), WCDK 18 (17), WUSM 19 (17), WQFX 20 (17), WJJC 21 (17), WIPX 22 (18), WJZK 23 (23), WAKQ 24 (23), WYCD 25 (24), WWIN 26 (24), WARR 27 (27), WAVE 28 (27), WBME 29 (28), WBNX 30 (28)</td>
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<tr>
<td><strong>HOTCHA &amp; THE BLOWFISH</strong> Let Her Cry (Atlantic)</td>
<td>Total: 14</td>
<td>Top: 14</td>
<td>WJAC 10 (3), WYSL 11 (7), WXBY 12 (8), WFXR 13 (8), WFLZ 14 (11), WUSE 15 (14), WJAS 16 (14), WKLZ 17 (16), WRML 18 (17), WNTS 19 (17), WORC 20 (20), WZLX 21 (20), WFBT 22 (20), WDTS 23 (23), WUSM 24 (23), WREX 25 (24), WCAP 26 (24), WQCD 27 (27), WQAD 28 (27), WBBX 29 (28), WQAE 30 (28)</td>
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<tr>
<td><strong>CHRIS ISAAK</strong> Somebody's Child (Reprise)</td>
<td>Total: 42</td>
<td>Top: 42</td>
<td>WJAC 10 (5), WHMV 11 (12), WYSL 12 (13), WXBY 13 (8), WFXR 14 (11), WUSE 15 (14), WJAS 16 (14), WKLZ 17 (16), WRML 18 (17), WNTS 19 (17), WORC 20 (20), WZLX 21 (20), WFBT 22 (20), WDTS 23 (23), WUSM 24 (24), WREX 25 (24), WCAP 26 (24), WQCD 27 (27), WQAD 28 (27), WBBX 29 (28), WQAE 30 (28)</td>
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<tr>
<td><strong>DAVID SANBORN</strong> This Masquerade (Elektra/EGG)</td>
<td>Total: 26</td>
<td>Top: 26</td>
<td>KQXT 10 (1), WLIF 11 (2), WLLW 12 (6), WRQX 13 (7), WJXL 14 (10), WEZK 15 (11), WKRD 16 (14), WBBL 17 (14), WUAB 18 (15), WABT 19 (15), WKKM 20 (15), WMID 21 (16), WQYK 22 (16), WHMM 23 (23), WRML 24 (23), WZPL 25 (24), WQCD 26 (24), WBBX 27 (27), WQAO 28 (27), WBME 29 (28), WQAE 30 (28)</td>
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**REMARKS**

I'll Be There For You (Theme From "Friends") (EastWest/EGG)  Create New Breaker 880/290 48/12

**JON SECADA** Where Do I Go From You (SBK/EMI)  Create New Breaker 886/72 62/3

**MOST ADDED**

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<th>Title</th>
<th>Artist</th>
<th>Owner</th>
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<tr>
<td><strong>VANESSA WILLIAMS</strong> Colors Of The Wind (RCA/Warner)</td>
<td>Total: 24</td>
<td>Top: 24</td>
<td>WLQR 10 (4), WWWM 11 (5), WRCH 12 (12), WRQX 13 (7), WJXL 14 (10), WEZK 15 (11), WRML 16 (14), WQCD 17 (14), WQAO 18 (15), WBME 19 (15), WQAE 20 (15), WRML 21 (16), WQAD 22 (16), WBBX 23 (23), WQCD 24 (24), WQAO 25 (25), WQCD 26 (24), WBBX 27 (27), WQAO 28 (27), WRQX 29 (28), WJXL 30 (28)</td>
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| **REMARKS**

I'll Be There For You (EastWest/EGG)  Create New Breaker 880/290 48/12

**ROD STEWART** Leave Virginia Alone (WB)  Create New Breaker 886/72 62/3

**CURTIS STIGERS** This Time (Arista)  Create New Breaker 886/72 62/3

**GLORIA ESTEFAN** It's Too Late (Arista)  Create New Breaker 886/72 62/3

**AMY GRANT** Big Yellow Taxi (Arista)  Create New Breaker 886/72 62/3

**JORDAN HILL** Remember Me This Way (MCA)  Create New Breaker 886/72 62/3

**SEAL** Kiss From A Rose (ZTT/Warner)  Create New Breaker 886/72 62/3

**BOYZ II MEN** Water Runs Dry (Motown)  Create New Breaker 886/72 62/3

**AMY GRANT** Big Yellow Taxi (Arista)  Create New Breaker 886/72 62/3

**HOTTEST RECURRENCES**

**VANESSA WILLIAMS** The Sweetest Days (Mercury)  Create New Breaker 886/72 62/3

**AMY GRANT & VINCIE GILL** House of Love (A&M)  Create New Breaker 886/72 62/3

**JOHN WAITE** How Did I Get By Without You (Imago)  Create New Breaker 886/72 62/3

**BOYZ II MEN** On Bended Knee (Motown)  Create New Breaker 886/72 62/3

**GLORIA ESTEFAN** Everlasting Love (Arista)  Create New Breaker 886/72 62/3

**BONNIE RAITT** You Got It (Arista)  Create New Breaker 886/72 62/3

**JON SECADA** Mental Picture (SBK/EMI)  Create New Breaker 886/72 62/3

**MARIANTHI TRANSFER** Too Busy Loving You/Big (Arista)  Create New Breaker 886/72 62/3

**BOYZ II MEN** I'll Make Love To You (Motown)  Create New Breaker 886/72 62/3

**LUTHER VANDROSS** Always And Forever (Jive)  Create New Breaker 886/72 62/3

Breakers: Songs registering 660 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. The songs are ranked in number of plays, the song being played on more stations is awarded to songs gaining plays over the previous week. The chart reflects the songs with the greatest week increase in total plays. Weighted chart appears on RR ONLINE.

**ALEX O'NEAL, KVIL:** "93% familiar and positive with females. #3 research recording."
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<thead>
<tr>
<th>ARTIST</th>
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<tr>
<td>EAGLES</td>
<td>Learn</td>
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<tr>
<td>JOHN</td>
<td>Believe</td>
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**More artists and titles not listed.**
If you want your jingles to sound like they came from one of these...

find another production studio. We only serve up the hottest and freshest sounds in Hot AC and CHR jingles. If you're looking for a sweet sound without spending a lot of dough, give us a call! We'll break the mold for you.

800.748.5658

If the text above is not in a readable format, please provide a clear image or reformat the text so it is easier to read.
His debut single
"In The House Of Stone And Light"
went to #1 at Hot A/C.
Top 10 at CHR
and into X-tra Large Rotation
at

Keep the light burning for
Keeper of the Flame
the brilliant new single
make the commitment, take the vow...  

so in love with you...  

written and produced by david foster  

the smooth new single from u.n.v.  

from the even smoother new album.  

universal nubian voices  

featuring the "album version" "produced and arranged by david foster"  

by david foster for chronicle/ivs plus the "rnb" remix by steve "the mixologist" ross and john city  

kiss from a rose  

the first single from the upcoming motion picture batman forever  

the last single from the platinum sire/ztt/warner bros. album: seal  

© 1995 sire records company  

managed by david lindelof management  

www.americanradiohistory.com
A Lesson On Brand Equity

Sinton, Barnes & Associates' Tom Barnes has great information to help stations rethink their promotion and marketing philosophies for the 90s. He notes that "promotions are critical for stations building their brand equity. Brand equity is perceived value of the brand, or the credibility the brand has with its target market."

"Basically, it's built through consistent breakthrough marketing as well as promotions. Much of it has to do with the audience learning about the product, and one of the best ways to accomplish that is with surprise and repetition. The 'surprise' comes in station promotions with humor and size. By 'size' I mean that you deliver more than the competitor and more than what's expected."

"Humor is just as good as laughing at yourself or about the promotion, or just having fun with a current event. People look forward to something new, like a person the name of the promotion. Humor is good because it catches people off guard. The surprise and repetition are so important, but you must understand fundamentally how it's people learn about and remember you - that's what brand equity is all about.

According to Barnes, station promotion announcements are critical. "Your promotions should be the best produced stuff on the air. Use all your gags - station voice, best copywriter, etc. Use outside production services if you have to. You can rack up 15-, 30- and 60-second promotions of more in different times and more often. It never hurts to run a .15 between two records when you want to remind people to attention to it. If the production is killer and it's only .15, generally it's over before people have time to hit the button. Always run the promo spots in front of stop sets. It's easy to forget how important it is to order spots in the spot break."

Established Benchmarks
Another factor in station marketing is establishing benchmarks. Barnes suggests, "You want benchmarks to be consistent and better than the previous year. Look at the benchmarks we remember in our industry: the HFS-tail, KISW's Nudieprint, KROI's Wrong Radio, WXBT's livestock, and WAAF's Halloween Party. These all get better each year and follow the benchmark rules - consistency, they're always great, people look forward to them, and sure enough, they deliver huge ratings. You can always see the spike in the book."

"Stations need to be willing to spend some cash to achieve brand equity. A lot of guys think they can do big promotions for free - I don't think that's true. You need to put money into it or only to make sure that's bigger than the previous year. If you spend $10,000 one year, then make sure to budget $15,000-$20,000 the next. And remember that because the big promotions are so important, don't where yourself out on the small ones because you'll just create a mess and the big ones will get missed."

Synergistic Giveaways
What makes for good giveaways? "Prize packs are really good to get the all the buzz in value-added from around your neck," says Barnes. "Use advertisers in conjunction with each other and build synergistic relationships. While that's easy to say, these relationships are where the rubber meets the road. You must market away from the same brain time and creative thinking about ways to put advertisers together on the station. The bigger you make something the better. Don't give away one pair of concert tickets an hour - give them all away at once and give the audience the sense they can win. The worst thing you can do is dole out prizes little by little because people feel like they'll never win.

"You can garner just as much desired building up by giving the giveaways. For example, to do a big giveaway in afternoon drive, have the morning show start talking about it. They can say how they wanted that things that are available. They could be given away later in the afternoon instead. Make sure you're talking about the information and as the day progresses, be more specific and then create a frenzy. It's best to create that anticipation and then get a really big payoff. Doing out tickets hourly gets mechanical and people don't hear it when you're doing the same thing and not changing, building, or evolving it. That's why it's important to have a newspaper and repetition - one element alone won't work."

Perceived Value
Perceived value vs. dollar value of your giveaways is good to know. Says Barnes, "It's easy to deviate to what people are thinking and not what they're doing. It's really hard to get." That's what's important to have a newspaper and repetition - one element alone won't work.

The usefulness and repetition rule is really fundamental because ultimately it's how people learn about and remember you - Tom Barnes

Rock

'Surprise And Repetition' Critical Marketing Factors

Consultant Tom Barnes says "surprise and repetition" are key factors in marketing and promoting your station. He cites KSHE/St. Louis's Sweet Meat as the industry's favorite example of brand marketing.

"Sweet Meat is a good lesson in surprise and repetition," he says. "You can buy through it's repetition and news that you're just so surprised by the way it's repeated. KSHE has applied a huge amount of genius in sweet Meat marketing."

Some of Sweet Meat's "after egos" include Bameet (after the first Batman movie), KSHE's T-shirts commemorating Pearl Jam's concert with Sweet Meat's head on the Pearl Jam mascot, a Lollapalooza bumper sticker with a naked Sweet Meat covering his "private parts" with the Chili Peppers, Mount Rushmore, and Sweet Meat appropriately dressed with the Beatles in the KSHE Lonely Hearts Club Band.

Inventive Marketing
However, WDVE/Pittsburgh proves you don't necessarily need a mascot to get widespread coverage. GM Gene Romano puts a high priority on station visibility and says, "Part of our philosophy is to be everywhere and put the logo in non-traditional places along with traditional mass and media. We try to shy very aggressively consistent with our marketing efforts. Not one any we do is wildly unusual, but it's the cumulative effect that adds up to something unique."

"We have the things like the WDVE commemorative can we had last year. Coors sold 57,000 cans of beer with our logo on each can over a three-to-four-month period."

"Our morning show produced a 60-second trailer for a movie theatre chain about movie etiquette; no talking during the movie, put trash away, etc. We produced two different spots that ran for one year splice. In thinking about marketing and promotions we try to look at where our listeners are - drinking, at the movies, and sporting events are all significant areas of our efforts to get our calls in front of people."

"We have three permanent signs at Three River Stadium for all Pirates and Steelers games. Part of that deal also provides for a 30-second station spot that runs on the full-color scoreboard. We customize it for the season and the - it's not just a basic 'DVE commercial. Besides the signage inside the stadium, we're extremely visible outside, too. Prior to all Steeler home games we broadcast a preshow outside the main gate for three hours with a 'DVE tent, ballons to the ground, a Civic Arena when Penguins play we have four permanent signs and during the pre-game we supply a customized, 15-minute tape with 'DVE bumpers between two songs. We also utilize that scoreboard with customized Penguin hockey 'DVE spots.'"

Sticker Incentive

The station capitalizes on the sports fans to get their stickers plasters to their cars and to the market. Says Romano, "We distribute half a million window stickers a year; three-fourths are customized for the three major teams. The sports tie-in gives people incentive to put our station stickers on their car. Many of those people probably aren't listeners but it all adds up to come. We have a cube of 490,000, which is very healthy for our market size. The ubiquity we have been the driving force in creating that come. The TV campaigns, billboards, buses, sides, or direct mail haven't been the driving force of developing that come - it's been the cumulative effect of all our marketing's that made a significant difference.

Other promo items include logo neon lights and autographed and framed copies of the morning show. We have a one-year contract with a calendar, windows, calendars, hats, and shirts. Also, morning show hosts Scott Paulsen and Jim Krenn CDS for charity which garnered over $100,000 in pure profit last year. Over 17,000 units were sold over a three-month period. Romano says, "We probably sell close to half a million dollars in merchandise every year."

"Another way we've found success is by being opportunistic and taking advantage of current events. Two recent examples were based on the return of baseball after the strike. The first was a TV spot which featured a baseball bat with the middle finger giving the bird. The other was a baseball bat with the word 'salary' on it - the salary cap. It was a limited edition give away the week before opening day and at the stadium on opening day."
BROTHER CANE
AND FOOLS SHINE ON

On tour forever
from the new album SEEDS, out July 3
Produced by Marti Frederiksen and Brother Cane
Management: Conrad Rafield and Jay Wilson for New Era Management, Inc.

©1995 Virgin Records America, Inc.
NEW & ACTIVE

JUNE 9, 1995

RADIONHEAD Fake Plastic Trees (Capitol)
Total Plays: 355, Total Stations: 26, Adds: 1

ROD STEWART Leave Virginia Alone (WB)
Total Plays: 230, Total Stations: 25, Adds: 2

MOIST Silver (Chrysalis/EMI)
Total Plays: 254, Total Stations: 33, Adds: 3

HUM Stars (RCA)
Total Plays: 239, Total Stations: 26, Adds: 9

PEARL JAM Nothingman (Epic)
Total Plays: 238, Total Stations: 17, Adds: 1

PELAM JAM Immortality (Epic)
Total Plays: 223, Total Stations: 23, Adds: 12

PRIMUS Wynn's Big Brown Beaver (Interscope)
Total Plays: 197, Total Stations: 22, Adds: 7

GREEN APPLE QUICK STEP Los Vargos (Medicine/Giant)
Total Plays: 193, Total Stations: 13, Adds: 1

CHRIS WHITLEY 0 God My Heart Is Ready (IWORK)
Total Plays: 187, Total Stations: 26, Adds: 3

DEL AMITRI Roll To Me (A&M)
Total Plays: 185, Total Stations: 27, Adds: 5

STONE ROSES Driving South (Geffen)
Total Plays: 182, Total Stations: 25, Adds: 8

NIXONS Head (MCA)
Total Plays: 174, Total Stations: 32, Adds: 19

WILCO Box Full Of Letters (Sire/Reprise)
Total Plays: 171, Total Stations: 17, Adds: 3

REM The Smells Of Life (Atlantic)
Total Plays: 169, Total Stations: 10, Adds: 2

KORN Blind (Epic)
Total Plays: 151, Total Stations: 16, Adds: 1

OFFSPRING Smash Hit Up (Atlantic)
Total Plays: 150, Total Stations: 16, Adds: 12

ELTON JOHN Pain (Rocket/Island)
Total Plays: 151, Total Stations: 11, Adds: 0

TOM PETTY Cabin Down Below (WB)
Total Plays: 134, Total Stations: 11, Adds: 1

BEGGARS Falling Down (Island)
Total Plays: 134, Total Stations: 14, Adds: 0

BLOODLINE Calling Me Back (EMI)
Total Plays: 136, Total Stations: 15, Adds: 20

WELLERS Rocket Ride (EMI)
Total Plays: 112, Total Stations: 12, Adds: 3

SLAUGHTER Searchin’ (CMC)
Total Plays: 110, Total Stations: 15, Adds: 1

CORROSION OF CONFORMITY Seven Days (Columbia)
Total Plays: 104, Total Stations: 28, Adds: 30

IAN MOORE Muddy Jesus (Capricorn)
Total Plays: 103, Total Stations: 37, Adds: 35

SONS OF ELVIS Seaking In It (Priority)
Total Plays: 87, Total Stations: 11, Adds: 2

SONNY LANDRETH Native Stepson (Praxis/Zoo)
Total Plays: 90, Total Stations: 12, Adds: 3

FLY IN THE SLAUGHTERHOUSE Dancing In The Sunshines Of... (RCA)
Total Plays: 66, Total Stations: 25, Adds: 22

SILVERCHAIR Tomorrow (Epic)
Total Plays: 65, Total Stations: 20, Adds: 18

BAD RELIGION Incomplete (Atlantic)
Total Plays: 63, Total Stations: 12, Adds: 6

TESLA Try So Hard (Geffen)
Total Plays: 62, Total Stations: 21, Adds: 17

TRIPPING DAISY I Got A Girl (Island)
Total Plays: 41, Total Stations: 21, Adds: 15

Songs ranked by total plays.

SOMETHING TO CROWE ABOUT — WXTRA/Greensboro MD/middayer
Marica Gan looks like the cat that ate the canary with Black Crowes bassist
Johnny Colt after the band’s recent gig in town.

SWEET MUSIC ON WDHA — Matthew Sweet stopped by WDHA/Morristown, NJ to chew the
fat and play some tunes on middayer Terri Carr’s show. Having 100% fun are (l-r) Carr, Sweet,
bassist Tony Marsico, and PD Lenny Bloch.

ACOUSTIC TOAD — Toad The Wet Sprocket stopped by WKLQ/Grand Rapids for an on-air acoustic set before
playing their sold-out show at Calvin College. Gathered for a quick pic are (l-r) Columbia rep Howard Lesnick, KLO
PD Tom Marshall, band member Glen Phillips, station MD Dave Wallington, and Toad’s Randy Guss, Todd Nichols,
and Dean Dinning.

TV PARTY TONIGHT — When WPBZ/West Palm Beach threw a charity debutante ball to
benefit the Miami Project to Cure Paralysis, it invited several luminaries from the “earily days” of
TV. Flashing back are (l-r) air talent Hurricane Shentte, “Good Times” star Jimmie Walker, “Brady
Bunch” sibing Barry Williams, “Gilligan’s Island” castaway Dawn Wells, the station’s Lawrence
Arnaitro, “Leave It To Beaver” title character Jerry Mathers, and Promotion Director Marc Elliott.

“i turned out a punk” at radio now

BIG AUDIODYNAMITE

produced by nick jukes and andre shapps
management: overland productons
radioactive on line: http://radioactive.net
MUDDY JESUS
IAN MOORE
ROCKS

#1 MOST ADDED
WRCX  WDVE  KLBJ  WGCX  WDHA  KJOT  KFMX
KTXQ  KDBB  KMOD  KRZZ  WFXR  WAPL  KTYD
KLOL  KISS  KRZR  KICT  KXFZ  KKEG  WKLW
WKLS  WEGR  KEZQ  KEDZ  KTUX  KZQZ  WHMH
WRCN  KATT  KLAQ  WXKE  KNCN  KZBB  KEYJ
KQRS  WIZN

The New Single MUDDY JESUS From The Album MODERN DAY FOLKLORE
<table>
<thead>
<tr>
<th>Station</th>
<th>Music</th>
<th>Time</th>
<th>Artist/Album/Track</th>
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<tbody>
<tr>
<td>WWVU</td>
<td>Various</td>
<td>Oct 21</td>
<td>Various artists/Various albums</td>
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<tr>
<td>WDFU</td>
<td>Various</td>
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</tr>
<tr>
<td>WMDF</td>
<td>Various</td>
<td>Oct 23</td>
<td>Various artists/Various albums</td>
</tr>
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<td>Various</td>
<td>Oct 24</td>
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<td>Various</td>
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<td>Various</td>
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<tr>
<td>WSBE</td>
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<td>WMBC</td>
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<td>Oct 30</td>
<td>Various artists/Various albums</td>
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<tr>
<td>WHCM</td>
<td>Various</td>
<td>Oct 31</td>
<td>Various artists/Various albums</td>
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</tbody>
</table>

Note: The table above lists the stations and the general type of music played on each station during the specified time frame. Detailed information about the specific artists, albums, and tracks played is not provided in this format.
| ARTIST/TITLE               | PLAYS | MARKET #1 | WAVELENGTH | MASON 405 | MASON 406 | MARKET 405 | MARKET 406 | MARKET 407 | MARKET 408 | MARKET 409 | MARKET 410 | MARKET 411 | MARKET 412 | MARKET 413 | MARKET 414 | MARKET 415 | MARKET 416 | MARKET 417 | MARKET 418 | MARKET 419 | MARKET 420 | MARKET 421 |
|---------------------------|-------|----------|------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| **PLAYS**                 |       |          |            |           |           |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|                           |       |          |            |           |           |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|                           |       |          |            |           |           |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|                           |       |          |            |           |           |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|                           |       |          |            |           |           |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
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|                           |       |          |            |           |           |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|                           |       |          |            |           |           |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
Six weeks ago, Oldies WEDG/Daytona Beach switched to Alternative as WKRO ("The Krow"). Rather than blitz the market with billboards and TV, the station created quite a buzz with a grass-roots approach.

**Flyer Campaign**

A few days before the switch, the station played 62 hours of Pizzica-to Five's "Twiggly Twiggy." In addition, "KRO saturated the market with 3000 teasy flyers. "They had the silhouette of a black crow with 'The shape of sounds to come' [written] underneath," notes Marketing Director Nikki Linn, author of the "Promotional Warfare" radio promotions book.

"Though Daytona has a flyer ordinance, we still distributed them at colleges, bars, restaurants, gyms, the beach, and anywhere we thought our PI's hung out. We also stapled flyers to telephone poles at major intersections and stoplights. We wanted to create a grass-roots marketing plan that would reach our listeners on a one-to-one level with no hype — just hip.

"When we signed on, we distributed 3000 new flyers — at all the same spots — with our full logo and 'Daytona's New Rock Alternative' underneath."

**KRO Krew**

Disenchanted with typical station remotes, Linn employed a promotions team. "We had placed an ad in the paper to recruit the 'KRO Krew', but we found it was much better to hand-pick people at nightclubs, gyms, restaurants, etc. It was important that the members of the Krew not only be physically attractive, but also have outgoing, interactive personalities."

"The nine girls and three guys rotate at different remotes. At any given remote, there are always girls and guys present. Guys tend to be more open to girls coming up to them... The Krew pass out bumper stickers, give away station merchandise, and generally welcome and talk to listeners, making them feel that they're special at our remotes — which they are. I've always hated that at most remotes the jock stands by the vehicle and rarely interacts with the public. If the station doesn't have fun at remotes, how can the listener?"

"Another thing we did at the beach was have a huge, flying billboard made up of our logo, with 'Daytona's New Rock Alternative' trailing behind it. The plane flies up and down the beach two hours every day — you can't miss it."

"About a week after changing formats, WKRO sent a direct-mail piece to every 18-34-year-old in Daytona Beach. Linn says, "We got a list from Direct Mail House Advertising Agency. It contained a big invitation to listen, describing who we were and outlined with a border of the bands we play. A station bumper sticker was included. We didn't junk it up with worthless coupons. We gave it prospective listeners, but didn't ask for anything in return."

"The flyers, direct mail, promotions team, plane banner, and Hummer all were designed to generate name. People asked why we didn't do outdoor advertising. The reason was because all the other stations in town did. We wanted a completely different marketing campaign. Where the other stations zig, we wanted to zag. We also chose a black-and-white station logo — our competitors all have bright yellow, red, green, and black logos. We wanted to differentiate as much as possible from local, Orlando, and traditional radio stations."

**Summer TV Schedule**

After forging an out-of-the-box TV campaign, Linn had a change of heart. "The more I thought about TV, I realized everybody does the same types of spots: the typical station liners, the two morning jocks, etc. Our spot will be different from the typical computer-generated graphics with station logo. We want a clean, simple, lifestyle-oriented commercial, not more hype or BS. "Our commercial will be in black and white with a bunch of surfers sitting on the beach at sunset."

They're waiting to surf and listening to the radio. The waves are good, and the guys are saying, 'One more song [before we] hit the water, dude. One more song, one more song.' It shows them sitting the whole day with the radio on; they never went surfing. It ends focusing on our bumper sticker on the back of a cool track [and a voice says], 'KRO 93 — Daytona's New Rock Alternative.' "

**The Card That Pays You Back**

To kick off the spring book, WDST/Woodstock-Poughkeepsie, NY introduced its Alternative Card: a listener-club card offering special discounts at dozens of Hudson Valley stores, restaurants, services, and all WDST co-sponsored concerts.

WDST inserted a flyer inside of a bulk coupon mailer sent to 90,000 Hudson Valley residents. Included is a temporary Alternative Card, which — when traded in for a permanent card at any WDST event — qualifies listeners for a chance to win a one-year subscription on an Acura Integra.

**Brand Loyalty**

Fox believes the Alternative Card serves as a non-offensive way to instill a sense of brand loyalty in core listeners — and also helps attract new listeners. Those who re-tail mailed were instructed to turn in to WDST to find out where the card can be used. WDST's listener database also will receive a boost — names and addresses are gathered whenever cards are collected at promotional events.

Ultimately, Fox hopes that by offering businessouses the opportunity to participate in the Alternative Card campaign, 'DST will be able to generate more new advertising clients. Fox explains why the station decided on a bulk mailer: 'If we were to mail 100,000, you're talking $30,000 just on postage. [Through] Money Mailer, it costs us only $2500.'
<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
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<th>Total Plays</th>
<th>Increase</th>
<th>Total Stations/Additions</th>
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**Most Added**

<table>
<thead>
<tr>
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<tr>
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<tr>
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<td>SOUL ASYLUM</td>
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The table reflects airplay from May 29 through June 4. Songs ranked by total plays. Highlighted songs indicate Breakers.

**Most Added**

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---

**The Verve**

“On Your Own” from the forthcoming album A NORTHERN SOUL

Already On:

- WBWC
- WNFZ
- WEBK
- WNFX
- KUKQ
- WORLD
- KMYZ
- WCGB
- X96
- REV105
- WPGU
- CAFE

Produced by Owen Morris & The Verve

"On Your Own" from the forthcoming album A NORTHERN SOUL

www.amERICANradiohistory.com
### ALTERNATIVE REPORTERS

**Stations and their adds listed alphabetically by market**

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<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>State</th>
<th>Network</th>
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### NEW & ACTIVE

**WILCO Box Full Of Letters (Sire/Reprise)**

**BETTER THAN EZRA In The Blood (Swell/Entraña/EEG)**

**MOODPOOLS & CATERPILLARS Hear (EastWest/EEG)**

**DAVE MATTHEWS BAND Ants Marching (RCA)**

**PJ HARVEY C'mon Billy (Island)**

**BABY CHAOS Buzz (EastWest/EEG)**

**NE'D'S ATOMIC DUSTBIN Snack (WORK)**

**SILVERCHAIR Tomorrow (Epic)**

**SMOKING POPES Need You Around (Capitol)**

**GENE Sleep Well Tonight (Polydor/A&M)**

**WANDERLUST I Walked (RCA)**

**IVY Get Enough (Sire/FACL)**

**BIG AUDIO DYNAMITE I Turned Out A Punk (Radioactive)**

**MAIDS OF GRAVITY Only Dreaming (Virgin)**

**OWEN MARS Cosmic Dick (Hollywood)**

**TRIPPING DAISY I Got A Girl (Island)**

**BEASTIE BOYS Root Down (Grand Royal/Capitol)**

**ELASTICA Buster (DG/Captain)**

**BEGGARS Falling Down (Island)**

**SPEARHEAD Hole In The Bucket (Capitol)**

**MORPHINE Super Sex (RIkydisc)**

### ALBUMS

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<th>Title</th>
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This chart reflects airplay from May 26-June 8 Chart based on total plays, with minutes from all adds on an album combined. 66 total reporters.
WXRT Broadens Accessibility Via Interactive Phone System

By Shawn Alexander

To keep listeners happy, and, therefore, loyal, a station needs to initiate creative venues in which its audience can be actively involved. WXRT/Chicago decided over a year ago that an interactive phone system would be the best way to not only eliminate on-air clutter, but also enable listeners to get more details on station events, concerts, and other activities at their convenience.

"WXRT Director/Marketing Teri Gidwitz and Sales Promotion Coordinator Mike Vahey detail how they put the marketing tool into action. "From the time I got here, I thought an interactive phone system was a great way for us to offer another means by which listeners could reach out and touch the radio station," explains Gidwitz. "It gave us a chance to hear back from listeners and an opportunity for sales promotions. It also allowed us to take some detail off the air, which is really important when you're a music station."

Reflection Of Station

Because the system is a reflection of WXRT, Gidwitz points out that they took their time with the sound, the menu, and the promotion. The station began promoting it six months after it was already up and running. "We brainstormed probably 20 different ideas," she says. "We had an internal committee talking about it. One of the challenges that we had — and this is one reason we went through six months without promoting it — was how fresh do we want it to sound? We didn't want to offer a product that sounded cheesy or rinky-dink."

"It's not even something that caught up in the production aspect of it, because I don't think that's what it's for," says Vahey. "We're much more focused on the content. Our listeners are loyal, intelligent, and they care. They are more focused on the information we can give them than on the entertainment aspect of the system." Vahey and Promotions Coordinator Sandra Potyk are responsible for the maintenance of the phone system. The updating depends on how active you are promotionally and program-wise in adding things onto the system, Vahey explains. "That's where the Norm Winer comes into play. He's allowed to put things together, turn them around quickly, and put them on the air. We have two days a week that I have scheduled as normal update times, and that's for the basic updates on the concert line, promotions and events, and our program calendar." One advantage "XRT had at the outset was that DJ Dan Lee also owns a phone company that sells phone hardware and software. Vahey explains. "It was more or less just taking advantage of our existing voice-mail system. We added some ports to our lines to handle more incoming calls and also expanded the transferring capabilities of calls that come into the station. So, if we set up a different line, we could have calls being switched around through the 'XRT extension, instead of the switchboard."

The station currently has six incoming lines. "I was very adamant with the GM to make sure we didn't have too few phone lines," notes Gidwitz. "You don't want someone trying to call in and getting a busy signal all the time. You can spend around $30,000 to $50,000 depending on how sophisticated you are with it." Potential Revenue Generator

Gidwitz offers, "I think you should look at it as a potential revenue generator, because certain boxes lend themselves to that. Sit down and discuss that with sales management as you're putting it together. One of the problems is that in the beginning, you're selling something, and you don't know how much volume you're going to get. Our sales staff certainly merchandised — they gave away a lot at the beginning."

"People can go anywhere to hear a commercial," notes Vahey. "The content of what's on the line is important. Certainly, you can sponsor lines and sell things that way, but if you go overboard, no one's going to bother wasting your time. We'll include a second line right at the outset that's over before you know it. The sponsor gets his mention, then the rest is all content." Gidwitz says the WXRT station promotes the system extensively. "At this point, a lot of the promotional announcements that are running for station events, sales promotion events, and giveaways are tagged with "For more information, call the 'XRT extension at 481-1000 or WXRT, which is great because we've been trying to train our listeners to look at that as a resource. We just started a couple of months ago with working with a sponsor in town and promoting the listener comment line, which gives listeners a chance to call in and offer criticism or compliments on what we're doing."

Keeping Track

"We're getting about 1000 calls a week," Gidwitz says. "The way our system is currently configured, [keeping track of which areas are most popular] has not been as easy as we would like it to be. We're working on that. To some extent, the question is what's actionable about that? Listeners do, in their feedback, offer suggestions about things they want to hear that aren't on there. The last thing you want to do is train your listeners to call with something that they're not happy with."

People can go anywhere to hear a commercial. The content of what's on the line is important. Certainly, you can sponsor lines, but if you go overboard, no one's going to bother. — Mike Vahey

"We've had to adapt it, too," adds Vahey. "We wanted to see how the response was. Obviously, something like the concert line is going to be more sought after than our air report. That's what I like about our system. It reflects our station in that we're accessible. That's what people have liked about it since day one. We're concerned with getting them the facts, and if they have a question, we can get to them personally to answer it."

Comments are usually either promotional or programming-driven, Gidwitz offers. "Our listeners are pretty amazing. They'll complain about the inane of a commercial and [then those messages] get forwarded to Norm and the sales department. If they leave a phone number, we'll call them back, which blows their minds. I don't think you can let an interactive phone system substitute for a real person."

PARTY FOR THE PLANET — Celebrating a successful show were (l-r) Atlantic's Bill Hurley, WBOS Asst. Promotion Director Anita Erickson, Mike & The Mechanics' Mike Rutherford, WBOS PD Jim Herron, Mike & The Mechanics' Paul Carrack and Paul Young, and WBOS Creative Services Director Adam Klein.

WBOS's Environmental Event Draws 100,000+

More than 100,000 Bostonians flocked to the banks of the Charles River for an afternoon of music and environmentalism at the second annual WBOS/Boston Earth Day Concert.

According to WBOS Creative Services Director Adam Klein, the station recoups the costs for the event. He says, "It's never cheap to do an event of this magnitude. We need the labels to come to the table to pull it off. We help the bands with expenses. We use the event as a sales vehicle. We sell sponsorship packages, with added value for the clients." Mike & The Mechanics headlined the free show, which took place outdoors at Boston's MDC Hatch Shell. Other performers included Eddie Money, Arlo Guthrie, Jesse Colin Young, Shaw-Blades, Paula Cole, From Good Homes, Susan Werner, Entrain, Al Kooper, Ellis Paul, and Jeffrey Gaines, who made an unannounced appearance.

In between acts, announcer Christopher Reeve and guest speakers from a variety of organizations took the stage to discuss environmental concerns. The highlight of the day was surprise guest Reverend Jesse Jackson, who brought the crowd to its feet. In addition to the activity on stage, over 100 environmental groups and agencies set up interactive exhibits and displays around the Hatch Shell.

The first to perform were, speakers, and environmental groups involved in the WBOS Earth Day Concert were united by one common goal: increasing public awareness of environmental issues. According to Mike & The Mechanics' Mike Rutherford, "For years, musicians have been using their abilities to communicate with their audience on important issues such as the destruction of the environment. This communication must never stop."

Bands Help Image Station

Says Klein. "The environment has been a theme for a long time with WBOS. This is the only event we promoted for four weeks; it's our signature event. We knew that it was the 25th anniversary of Earth Day, there was a little sex appeal to that aspect of it."

"The key to it was the talent that represented the diversity of the station from new music, classic rock, acoustic, blues, and pop. We were able to pull from different elements in audiences, yet still successfully ennulate and represent what WBOS was all about. That was really important in imaging the event and using the event to image the station. To a degree, a large part of the event is what happens on-site, but also how it's presented on-air and what people perceive the event to be. The fact that we drew 100,000 people is a bonus and very, very gratifying."

"We've had to adapt it, too," adds Vahey. "We wanted to see how the response was. Obviously, something like the concert line is going to be more sought after than our air report. That's what I like about our system. It reflects our station in that we're accessible. That's what people have liked about it since day one. We're concerned with getting them the facts, and if they have a question, we can get to them personally to answer it."

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www.americanradiohistory.com
This chart reflects airplay from May 25–June 4. Albums ranked by total plays, with plays from all cuts from an album combined. Bullets indicate albums gaining plays over the previous week. If two albums are tied in number of plays, the album being played on more stations is placed first. Most Increased Plays lists the album tracks with the greatest week-to-week increases in total plays.


### MOST ADDED ALBUMS

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<tr>
<td>BOB MARLEY &amp; THE WAILERS Natural Mystic (Island/Capricorn)</td>
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<td>LIVE Throwing Copper (Radiator)</td>
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<td>VIGILANTES OF LOVE Blister Soul (Capricorn)</td>
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<tr>
<td>YOUNG DUBLINERS Breathe (Backyard/Scotti Bros)</td>
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### MOST INCREASED TRACKS

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<td>BOB MARLEY &amp; THE WAILERS Keep On Moving (Island/Capricorn)</td>
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<td>HOOTIE &amp; THE BLOWFISH Only Wanna Be With You (Atlantic)</td>
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<td>JILL SOULE Kissed A Girl (Lava/Atlantic)</td>
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</tr>
<tr>
<td>BOB MARLEY &amp; THE WAILERS Keep On Moving (Island/Capricorn)</td>
<td>+44</td>
</tr>
<tr>
<td>COLLECTIVE SOUL December (Atlantic)</td>
<td>+42</td>
</tr>
<tr>
<td>PINK FLOYD What Do You Want From Me (Columbia)</td>
<td>+32</td>
</tr>
<tr>
<td>REMBRANDTS I'll Be There For You (EastWest/EEG)</td>
<td>+32</td>
</tr>
</tbody>
</table>

### BEGGARS

**The Debut Album**

**Beggars**

No Longer Begging At:

- WBOS
- WXRT
- KMTT
- KBCO
- KQPT
- WVG0
- KUMT
- WXLE
- WRNR
- WMAX
- WMVY
- WCLZ
- WRNX
- WRLT
- KFMG
- KTHX
- KBXR
- WTTS
- WNCS

### BOB MARLEY and THE WAILERS

**Natural Mystic**

**Top 5 Most Added**

- WXRT
- KSCA
- WVG0
- KFOG
- KBCO
- CIDR
- KGSR
- WTTX
- KTHX
- WRLT
- WXLE
- WXPNJ
- KFMG
- KRSX
- KLRF
- WMVY
- WCLZ

**Featuring**

- "Keep On Moving"
- "Iron Lion Zion"
NEW & ACTIVE

<table>
<thead>
<tr>
<th>ARTIST TITLE LABEL</th>
<th>TOTAL STATIONS</th>
<th>TOTAL PLAYS</th>
<th>+/over last week</th>
<th>EMMERSON TRACKS (PLAYS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KING CRIMSON: Dinosaur (Virgin)</td>
<td>24/0</td>
<td>199</td>
<td>-11</td>
<td>&quot;Air&quot;(117)</td>
</tr>
<tr>
<td>CHARLIE SEXTON: Under The Wishing... (MCA)</td>
<td>20/1</td>
<td>161</td>
<td>-12</td>
<td>&quot;Tree&quot;(59)</td>
</tr>
<tr>
<td>FROM GOOD HOMES: Open Up The Sky (RCA)</td>
<td>17/1</td>
<td>152</td>
<td>+7</td>
<td>&quot;Cool&quot;(111)</td>
</tr>
<tr>
<td>VAN MORRISON: Days Like This (Polydor/A&amp;M)</td>
<td>24/21</td>
<td>124</td>
<td>+124</td>
<td>&quot;Days&quot;(124)</td>
</tr>
<tr>
<td>PETER MURPHY: Cascade (Beggars Banquet/Atlantic)</td>
<td>11/1</td>
<td>120</td>
<td>-10</td>
<td>&quot;Scarlet&quot;(116)</td>
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<tr>
<td>ROD STEWART: A Spanner In The Works (WB)</td>
<td>1/10</td>
<td>120</td>
<td>+33</td>
<td>&quot;Virginia&quot;(100)</td>
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<tr>
<td>ADAM WONT: (Capitol)</td>
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<td>116</td>
<td>+17</td>
<td>&quot;Wonderful&quot;(116)</td>
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<tr>
<td>SUSAN WERNER: Last Of The Good Straight... (Private Music)</td>
<td>11/0</td>
<td>110</td>
<td>-27</td>
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<tr>
<td>SUBDUES: Poverty (EP) (High Street)</td>
<td>13/0</td>
<td>109</td>
<td>+5</td>
<td>&quot;Poverty&quot;(99)</td>
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<tr>
<td>FRANCINE REED: I Want You To Love Me (Ichiban)</td>
<td>15/0</td>
<td>107</td>
<td>+4</td>
<td>&quot;Know&quot;(66)</td>
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<tr>
<td>BEGGARS: Beggars (Island)</td>
<td>19/4</td>
<td>99</td>
<td>+23</td>
<td>&quot;Falling&quot;(80)</td>
</tr>
<tr>
<td>RADIOHEAD: The Bends (Capitol)</td>
<td>12/1</td>
<td>92</td>
<td>-1</td>
<td>&quot;Plastic&quot;(88)</td>
</tr>
<tr>
<td>CRANBERRIES: No Need To Argue (Island)</td>
<td>10/2</td>
<td>87</td>
<td>+8</td>
<td>&quot;Ridiculous&quot;(80)</td>
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<tr>
<td>WARREN ZEVON: Multineer (Giant)</td>
<td>11/0</td>
<td>83</td>
<td>+9</td>
<td>&quot;Poisonous&quot;(40)</td>
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<tr>
<td>BONEPONY: Stump Revival (Capitol)</td>
<td>14/2</td>
<td>81</td>
<td>+33</td>
<td>&quot;Water's&quot;(51)</td>
</tr>
</tbody>
</table>

Albums ranked by total plays.

REPORTERS

Stations and their ads by track listed alphabetically by market

H e a v y L e n n y P r o m o t i o n s
25 Y e a r s o f R o c k i n g t h e P r o g r e s s i v e L i g h t F a n t a s t i c
N o w H . E . L . P . i s O n t h e W a y !

2343 31ST ST., SANTA MONICA, CA 90405-2021
PHONE: 310-450-6224 • FAX: 310-450-8822

www.americandigitalhistory.com
## Progressive Playlists

**PROGRESSIVE PLAYLISTS ARE RANKED BY TOTAL ALBUM PLAYS**

### Market 1

<table>
<thead>
<tr>
<th>Rank</th>
<th>Album Title</th>
<th>Artist(s)</th>
<th>Market</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Lost Dogs</em></td>
<td>John Prine</td>
<td>KFOG</td>
<td>104.5 FM</td>
</tr>
<tr>
<td>2</td>
<td><em>Medusa</em></td>
<td>Annie Lennox</td>
<td>WBOS</td>
<td>92.9 FM</td>
</tr>
<tr>
<td>3</td>
<td><em>Batman Forever</em></td>
<td>Various Artists</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>4</td>
<td><em>Mirror Mirror</em></td>
<td>10CC</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>5</td>
<td><em>Kelly Collaborations</em></td>
<td>John Lennon</td>
<td>WBOS</td>
<td>92.9 FM</td>
</tr>
<tr>
<td>6</td>
<td><em>Wildflowers</em></td>
<td>Tom Petty</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>7</td>
<td><em>The Honesty Room</em></td>
<td>Willi Thomas</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>8</td>
<td><em>Deluxe</em></td>
<td>Ezra</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>9</td>
<td><em>Some Rainy Morning</em></td>
<td>Timbuk3</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>10</td>
<td><em>Deluxe</em></td>
<td>Wilco</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
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</table>

### Market 2

<table>
<thead>
<tr>
<th>Rank</th>
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<th>Artist(s)</th>
<th>Market</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Open Up The Sky</em></td>
<td>The Jayhawks</td>
<td>WRIS</td>
<td>104.5 FM</td>
</tr>
<tr>
<td>2</td>
<td><em>We Do</em></td>
<td>The Mission</td>
<td>WRIS</td>
<td>104.5 FM</td>
</tr>
<tr>
<td>3</td>
<td><em>Live</em></td>
<td>The Beast</td>
<td>WRIS</td>
<td>104.5 FM</td>
</tr>
<tr>
<td>4</td>
<td><em>Doghouse</em></td>
<td>The Beast</td>
<td>WRIS</td>
<td>104.5 FM</td>
</tr>
<tr>
<td>5</td>
<td><em>Let Me Take The Reins</em></td>
<td>The Beast</td>
<td>WRIS</td>
<td>104.5 FM</td>
</tr>
<tr>
<td>6</td>
<td><em>Mother's Milk</em></td>
<td>The Beast</td>
<td>WRIS</td>
<td>104.5 FM</td>
</tr>
<tr>
<td>7</td>
<td><em>The Table</em></td>
<td>The Beast</td>
<td>WRIS</td>
<td>104.5 FM</td>
</tr>
<tr>
<td>8</td>
<td><em>The Table</em></td>
<td>The Beast</td>
<td>WRIS</td>
<td>104.5 FM</td>
</tr>
<tr>
<td>9</td>
<td><em>The Table</em></td>
<td>The Beast</td>
<td>WRIS</td>
<td>104.5 FM</td>
</tr>
<tr>
<td>10</td>
<td><em>The Table</em></td>
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### Market 3

<table>
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<th>Market</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Across The Sun</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
<td>90.3 FM</td>
</tr>
<tr>
<td>2</td>
<td><em>The Last Word</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
<td>90.3 FM</td>
</tr>
<tr>
<td>3</td>
<td><em>Back To The Future</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
<td>90.3 FM</td>
</tr>
<tr>
<td>4</td>
<td><em>The Last Word</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
<td>90.3 FM</td>
</tr>
<tr>
<td>5</td>
<td><em>Back To The Future</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
<td>90.3 FM</td>
</tr>
<tr>
<td>6</td>
<td><em>The Last Word</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
<td>90.3 FM</td>
</tr>
<tr>
<td>7</td>
<td><em>Back To The Future</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
<td>90.3 FM</td>
</tr>
<tr>
<td>8</td>
<td><em>The Last Word</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
<td>90.3 FM</td>
</tr>
<tr>
<td>9</td>
<td><em>Back To The Future</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
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</tr>
<tr>
<td>10</td>
<td><em>The Last Word</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
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### Market 4

<table>
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</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Open Up The Sky</em></td>
<td>The Jayhawks</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>2</td>
<td><em>We Do</em></td>
<td>The Mission</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>3</td>
<td><em>Live</em></td>
<td>The Beast</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>4</td>
<td><em>Doghouse</em></td>
<td>The Beast</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>5</td>
<td><em>Let Me Take The Reins</em></td>
<td>The Beast</td>
<td>WRRX</td>
<td>101.1 FM</td>
</tr>
<tr>
<td>6</td>
<td><em>Mother's Milk</em></td>
<td>The Beast</td>
<td>WRRX</td>
<td>101.1 FM</td>
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<tr>
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<td><em>The Table</em></td>
<td>The Beast</td>
<td>WRRX</td>
<td>101.1 FM</td>
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<tr>
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<td><em>The Table</em></td>
<td>The Beast</td>
<td>WRRX</td>
<td>101.1 FM</td>
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<td><em>The Table</em></td>
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### Market 5

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<th>Rank</th>
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</thead>
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<tr>
<td>1</td>
<td><em>Across The Sun</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
<td>90.3 FM</td>
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<tr>
<td>2</td>
<td><em>The Last Word</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
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<tr>
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<td><em>Back To The Future</em></td>
<td>Steve Miller</td>
<td>WRNS</td>
<td>90.3 FM</td>
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<td>WRNS</td>
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<td>Steve Miller</td>
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<td><em>The Last Word</em></td>
<td>Steve Miller</td>
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</table>
Maui Music Festival: 1st Magnitude Event

For me, the words "Maui Music Festival" conjure the sultry sound of a sax wailing at sunset. For NAC radio, the Labor Day-slated Maui Music Festival epitomizes an "escape the mundane" promotion.

'Clean Up Behind the Scenes'

The creator of this event is Paradise Concerts Pres. John Rosenbergen. Rozenberg is no stranger to big events: He produced the fabled KFIR Anniversaries Festivals of 1993 and 1994 in San Diego. Rozenberg's crew handles everything from talent coordination to transportation, the stages, light/sound, and scheduling. 'I've been all over the world as a tour manager [for the Ripplings...]," he recalls, "and I've seen the best and worst of music festivals. I was convinced I could produce events as good as - or better than - the best. In fact, the slogan for Paradise Concerts is: 'It's not just the location, it's the whole experience.' We went to Hawaii looking for a venue that would provide a great experience for everyone involved... the audience, artists, sponsors, even the people who pick up the trash.

"We were looking for a place we could market nationally and worldwide, a place that would draw from everywhere, and a place that could accommodate 10,000-20,000 people without creating a problem. The hard part about Maui is there's literally one two-lane highway that takes everyone everywhere. If everyone attending a festival in Maui isn't accommodated in the same area, front doors and be at the venue. We are very concerned about environmental issues, so we wanted to be considerate to the island. This was a major factor in selecting a self-contained venue. It was important to us that we alleviate traffic and pollution."

Creating Partnerships

"We wanted to do an NAC show, presenting the best talent possible. "Rozenberg continues. "I approached GRP Records regarding their possible involvement at some level for sponsorship. They were enthusiastic and offered a radio and retail promotion which, of course, gets their artists and our event exposed. On our side, Tony Schoendel is the lead media person; he's working with both stations and sponsors. "The hook is everyone wants to go to Maui. People will chose Maui, whether they're coming for the festival or not, and the costs for the traveler are reasonable. Artists want to go because it's Maui, consumers want to go because it's Maui, and it's the best music imaginable. "The point is there are many opportunities for creative selling. Sponsors and artists are attracting and building new audience for their products. Radio gets an exotic promotion that forces listeners to listen constantly."

There are many opportunities for creative selling. Sponsors and artists are attracting new audience ... Radio gets a promotion that forces listeners to listen constantly.

For more information about the Maui Music Festival, visit www.americanradiohistory.com

LABEL POV

Marketing Music To Create New Customers

In addition to her expertise in the airplay arena, GRP Records Director/Promotion Beth Lewis has a firm grasp on the larger picture - marketing the label's music to create new customers.

Mogg Than Marketing

Lewis immediately recognized the value of creating a partnership with Paradise Concerts to present eight GRP artists. "The fact that it's a strictly GRP lineup gives us maximum advantage because we don't have to compete with any other labels for advertising or space," she observes. "When you consider that 10,000 people or more are going to see our eight artists - and, hopefully, go out and buy their entire catalogs - the sales potential is enormous. "But there's more to it. The whole festival and related activities happening on-island create opportunities for GRP to get involved in some good deeds for charity, too. It's great that we're able to give something back. For example, there will be a contest for high school kids to design the festival logo. The winner will get a college scholarship, which will come from the festival's merchandising proceeds. "There's also an opportunity to support the appearance of local Hawaiian musicians on the side stages. Many people coming from the Mainland will have a chance to experience a rich part of Hawaiian culture. We're very proud of that."

Expanding The Audience

"Our thing is to present a package to stations in 25 markets," Lewis notes. "We're giving contest winners a trip for two, including air, hotel, and tickets to the shows. We'll back this up with CD giveaways and timebuyes. We're trying in with local retailers, and it is specific to the contract with the station that the record stores must be mentioned. At the same time, the retailers must display the station's logo or call letters prominently. That's very powerful, because there will be people coming into the store who aren't NAC listeners but who'll see the call letters and who'll listen because - let's face it - who doesn't want to go to Maui? "It's an optimal situation for GRP because of the huge amount of exposure on-air, in print advertising and newsletters, and at the event itself. We've been willing to make adjustments on a per-need basis and tailor the promotion for individual station needs."

It's an optimal situation for GRP. We're [presenting] a package in 25 markets... willing to tailor the promotion for individual station needs.

RADIO POV

Maximizing The Event ... And Minimizing Clutter

WLOQ/Orlando PD Steve Huntington was one of the first PDs to sign on with the Maui Music Festival promotion. Mindful that heavy promotion magnitudes can sometimes involve a long list of commercial co-sponsors, Huntington has some ideas on how to maximize the event – while minimizing clutter.

'Perfect Prize'

"The benefit to WLOQ comes from the specialness of the prize," he says. "It's a chance to win something above and beyond what they could buy for an ideal promotion for the NAC audience. Add an exotic location, and it really sells. VIP passes to the Maui Music Festival, which features many of our listeners' favorite artists, is a perfect prize. "Our quarterly magazine, Pure Music, reaches up to 50,000 people free of charge. We've made the Maui Music Festival giveaway a big part of the current issue, complete with a visual enticement on the inner and an entry card in the insert. The return postcard is the sole means of entry. [We've connected with] a willing retailer, Best Buy, with GRP's assistance. We've heightened interest in the magazine, the festival, and the CD releases of the GRP artists who will be playing."

Considering the paramount value of inventory, I asked Huntington whether utilizing WLOQ's magazine serves the triple purpose of generating interest in the program, increasing the station's database, and minimizing on-air clutter. "Absolutely," he explains. "All the Best Buy stores are loaded with copies. With the magazine, we get to do additional things like [cross-plug] the entire artist lineup, all manner of island tips and travel info, and the 100 number for those who want to buy the trip. Those aren't things you want to do whenever you open the mike, but it's all there in print."

GREAT SCOTT! - Tom Scott, one of eight GRP artists headlining Labor Day's Maui Music Festival, visits WLOQ/Orlando's studios; with him are (L-R) station personality Sabrina, and PD Steve Huntington.
### NAC Top 30 Tracks
#### June 9, 1995

<table>
<thead>
<tr>
<th>#</th>
<th>Week</th>
<th>Artists</th>
<th>Tracks</th>
<th>Total Stations</th>
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<th>Adjustments</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1 1 1</td>
<td>COUNT BASIC M.L. In The Sunshine (Instinct)</td>
<td>TW</td>
<td>445</td>
<td>465</td>
<td>450</td>
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<tr>
<td>2</td>
<td>2 2 2</td>
<td>RICHARD ELLIOTT As I Sleep (Blue Note)</td>
<td>TW</td>
<td>345</td>
<td>445</td>
<td>434</td>
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<tr>
<td>3</td>
<td>3 3 3</td>
<td>DEAN SNYDER Eyes Of The Storm (Columbia)</td>
<td>TW</td>
<td>247</td>
<td>414</td>
<td>413</td>
</tr>
<tr>
<td>4</td>
<td>4 4 4</td>
<td>JOHN B. &amp; BABYFACE Someone To Love (Yab Yum/550 Music)</td>
<td>TW</td>
<td>247</td>
<td>397</td>
<td>394</td>
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<tr>
<td>5</td>
<td>5 5 5</td>
<td>CHERI MINUCCI Phat City (JVC)</td>
<td>TW</td>
<td>299</td>
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<td>261</td>
</tr>
<tr>
<td>6</td>
<td>6 6 6</td>
<td>JIM CULBERSTON Midnight Sun (Mesa/Bluemoon)</td>
<td>TW</td>
<td>299</td>
<td>281</td>
<td>275</td>
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<tr>
<td>7</td>
<td>7 7 7</td>
<td>SLIM MAN Faith In Us (GES)</td>
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<td>227</td>
<td>213</td>
<td>206</td>
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<tr>
<td>8</td>
<td>8 8 8</td>
<td>PETER HORVATH Taken Hearts (Lake Street)</td>
<td>TW</td>
<td>229</td>
<td>213</td>
<td>206</td>
</tr>
<tr>
<td>9</td>
<td>9 9 9</td>
<td>JON B. MILLION DOLLAR BABY (RCA/BMG)</td>
<td>TW</td>
<td>228</td>
<td>260</td>
<td>268</td>
</tr>
<tr>
<td>10</td>
<td>10 10 10</td>
<td>KEN NAVARRO Eric's Dream (Positive)</td>
<td>TW</td>
<td>221</td>
<td>219</td>
<td>198</td>
</tr>
<tr>
<td>11</td>
<td>11 11 11</td>
<td>HERBIE HANCOCK Bo Ba Be Da (MCA)</td>
<td>TW</td>
<td>205</td>
<td>210</td>
<td>228</td>
</tr>
<tr>
<td>12</td>
<td>12 12 12</td>
<td>LEON RANGELL Grace (GRP)</td>
<td>TW</td>
<td>203</td>
<td>149</td>
<td>176</td>
</tr>
<tr>
<td>13</td>
<td>13 13 13</td>
<td>TREY LEWIS &amp; THE CITY OF HANOI (Epic)</td>
<td>TW</td>
<td>185</td>
<td>213</td>
<td>214</td>
</tr>
<tr>
<td>14</td>
<td>14 14 14</td>
<td>WINDOWS Big Basin Highway (Blue Orchid)</td>
<td>TW</td>
<td>185</td>
<td>195</td>
<td>167</td>
</tr>
<tr>
<td>15</td>
<td>15 15 15</td>
<td>JOHN TESH Can You Feel The Love Tonight (GTS)</td>
<td>TW</td>
<td>180</td>
<td>248</td>
<td>247</td>
</tr>
<tr>
<td>16</td>
<td>16 16 16</td>
<td>GEORGE DUKE The Simple Things (WB)</td>
<td>TW</td>
<td>157</td>
<td>197</td>
<td>240</td>
</tr>
<tr>
<td>17</td>
<td>17 17 17</td>
<td>DAN NAVARRO Savanna (Playboy)</td>
<td>TW</td>
<td>155</td>
<td>140</td>
<td>100</td>
</tr>
<tr>
<td>18</td>
<td>18 18 18</td>
<td>THURSDAY DIVA Chain Of Fools (DMP)</td>
<td>TW</td>
<td>152</td>
<td>165</td>
<td>156</td>
</tr>
<tr>
<td>19</td>
<td>19 19 19</td>
<td>RICHARD ELLIOTT As I Sleep (Blue Note)</td>
<td>TW</td>
<td>149</td>
<td>127</td>
<td>75</td>
</tr>
<tr>
<td>20</td>
<td>20 20 20</td>
<td>JOHN B. &amp; BABYFACE Someone To Love (Yab Yum/550 Music)</td>
<td>TW</td>
<td>149</td>
<td>127</td>
<td>75</td>
</tr>
</tbody>
</table>

This chart reflects airplay from May 25-31. Songs ranked by total plays. Highlighted songs indicate Breaker. 46 NAC reporters. 45 current playlists. © 1995, R&R Inc.

**NEW & ACTIVE**

- **Richard Elliot** As I Sleep (Blue Note)
- **Jon B. & Babyface** Someone To Love (Yab Yum/550 Music)
- **Urban Knights** The Rose (GRP)
- **Greg Adams** Moon Over Palmilla (Epic)
- **Paul Graham** Babyface (Atlantic)
- **George Duke** The Simple Things (WB)
- **Evan Marks** Seawave Drive (Verve Forecast)
- **Warren Hill** Tell Me All Your Secrets (RCA)
- **Kevin Toney** Celebration (CMH)
- **John Tesh** Can You Feel The Love Tonight (GTS)
- **Evan Marks** Seawave Drive (Epic)
- **Urban Knights** Hearts Of Longing (GRP)
- **Buckshot LeFonque** Some Cow Fonque (MCA)

**Breakers**

- **Brian Culberston** Midnight Sun (Mesa/Bluemoon)
- **Anita Baker & James Ingram** When You Love Someone (Elektra/EGG)
- **Jim Brickman** Angel Eyes (Windham Hill)
- **Kenny Loggins** Grace (GRP)

**Most Added**

- **Isaac Hayes** The 405 (Point Blank/Virgin)
- **Fatburger** Anything's Possible (Charac/Sacchet)
- **Kevin Toney** Celebration (CMH)
- **Buckshot LeFonque** Some Cow Fonque (Columbia)
- **Evan Marks** Seawave Drive (Verve Forecast)
- **Paul Graham** Babyface (Atlantic)
- **Impromptu** Summer Nights (Motown/Motown)
- **Kennedy Navarro** Eric's Dream (Positive)

**Most Increased Plays**

- **Jon B. & Babyface** Someone To Love (Yab Yum/550 Music)
- **Urban Knights** The Rose (GRP)
- **Kevin Toney** Celebration (CMH)
- **Heavy Shift** 90 Degrees In The Shade (Discovery)
- **Boyz II Men** Water Runs Dry (Motown)
- **Evan Marks** Seawave Drive (Epic)
- **Anita Baker & James Ingram** When... (Elektra/EGG)
- **Jim Brickman** Angel Eyes (Windham Hill)
- **Brian Culberston** Midnight Sun (Mesa/Bluemoon)
- **Warren Hill** Tell Me All Your Secrets (RCA)

**Songs ranked by total plays.**

---

**Van Morrison**

**Days Like This**

*The First Single From The New Album Days Like This*

For more information, visit [www.americanradiohistory.com](http://www.americanradiohistory.com)

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**Who Says They Don't Write Them Like They Used To?**

**Van Morrison**

**Days Like This**

*The First Single From The New Album Days Like This*

For more information, visit [www.polygram.com/polygram](http://www.polygram.com/polygram)

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### NAC TOP 30 ALBUMS

**JUNE 9, 1995**

<table>
<thead>
<tr>
<th>ARTIST TITLE LABEL(S)</th>
<th>TOTAL PLAY</th>
<th>ADJACENT LAST WEEK</th>
<th>EMPHASIS TRACKS (PLAYS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BRIAN CULBERTSTON</strong></td>
<td>628</td>
<td>+32</td>
<td>&quot;Midnight&quot; (298)</td>
</tr>
<tr>
<td><strong>CHRIS BOTTI</strong></td>
<td>625</td>
<td>-1</td>
<td>&quot;Outside&quot; (435)</td>
</tr>
<tr>
<td><strong>GREG ADAMS</strong></td>
<td>597</td>
<td>-7</td>
<td>&quot;Smooth&quot; (338)</td>
</tr>
<tr>
<td><strong>DAVID SANBORN</strong></td>
<td>551</td>
<td>+14</td>
<td>&quot;Masquerade&quot; (419)</td>
</tr>
<tr>
<td><strong>SPYRO GYRA</strong></td>
<td>537</td>
<td>-19</td>
<td>&quot;Ariana&quot; (427)</td>
</tr>
<tr>
<td><strong>NEAL SCHON</strong></td>
<td>487</td>
<td>+11</td>
<td>&quot;Bandaler&quot; (298)</td>
</tr>
<tr>
<td><strong>LEE RITENOUR &amp; LARRY CARLTON</strong></td>
<td>468</td>
<td>+31</td>
<td>&quot;Rain&quot; (115)</td>
</tr>
<tr>
<td><strong>COUNT BASIC</strong></td>
<td>465</td>
<td>-23</td>
<td>&quot;Sunshine&quot; (445)</td>
</tr>
<tr>
<td><strong>AARON NEVILLE</strong></td>
<td>423</td>
<td>+19</td>
<td>&quot;Heart&quot; (301)</td>
</tr>
<tr>
<td><strong>NELSON RANGELL</strong></td>
<td>416</td>
<td>-11</td>
<td>&quot;Grace&quot; (253)</td>
</tr>
<tr>
<td><strong>TOM SCOTT</strong></td>
<td>406</td>
<td>-69</td>
<td>&quot;Better&quot; (254)</td>
</tr>
<tr>
<td><strong>CHIELI MINUCCI</strong></td>
<td>364</td>
<td>+37</td>
<td>&quot;Phat&quot; (299)</td>
</tr>
<tr>
<td><strong>STEVIE WONDER</strong></td>
<td>363</td>
<td>-5</td>
<td>&quot;Love&quot; (326)</td>
</tr>
<tr>
<td><strong>PIECES OF A DREAM</strong></td>
<td>360</td>
<td>-15</td>
<td>&quot;Smooth&quot; (240)</td>
</tr>
<tr>
<td><strong>LARRY CORYELL</strong></td>
<td>327</td>
<td>-38</td>
<td>&quot;Over&quot; (96)</td>
</tr>
<tr>
<td><strong>VAL GARDENA</strong></td>
<td>317</td>
<td>-20</td>
<td>&quot;Northern&quot; (276)</td>
</tr>
<tr>
<td><strong>EVAN MARKS</strong></td>
<td>303</td>
<td>+42</td>
<td>&quot;Seaview&quot; (98)</td>
</tr>
<tr>
<td><strong>HERBIE HANCOCK</strong></td>
<td>300</td>
<td>-5</td>
<td>&quot;Bo&quot; (219)</td>
</tr>
<tr>
<td><strong>DES'EE I Ain't Movin'</strong></td>
<td>300</td>
<td>+19</td>
<td>&quot;High&quot; (229)</td>
</tr>
<tr>
<td><strong>SLIM MAN</strong></td>
<td>293</td>
<td>+19</td>
<td>&quot;Faith&quot; (222)</td>
</tr>
<tr>
<td><strong>KILAUEA</strong></td>
<td>285</td>
<td>-75</td>
<td>&quot;You&quot; (228)</td>
</tr>
<tr>
<td><strong>VANESSA WILLIAMS</strong></td>
<td>283</td>
<td>-26</td>
<td>&quot;Can't&quot; (142)</td>
</tr>
<tr>
<td><strong>KEN NAVARRO</strong></td>
<td>275</td>
<td>+34</td>
<td>&quot;Dream&quot; (149)</td>
</tr>
<tr>
<td><strong>JIM BRICKMAN</strong></td>
<td>271</td>
<td>+44</td>
<td>&quot;Angel&quot; (257)</td>
</tr>
<tr>
<td><strong>PETER HORVATH</strong></td>
<td>271</td>
<td>-44</td>
<td>&quot;Taken&quot; (205)</td>
</tr>
<tr>
<td><strong>GREG VAIL</strong></td>
<td>268</td>
<td>+16</td>
<td>&quot;Just&quot; (129)</td>
</tr>
<tr>
<td><strong>VARIOUS ARTISTS</strong></td>
<td>265</td>
<td>+51</td>
<td>&quot;Someone&quot; (285)</td>
</tr>
<tr>
<td><strong>FATTBURGER</strong></td>
<td>261</td>
<td>-75</td>
<td>&quot;Creepin&quot; (116)</td>
</tr>
<tr>
<td><strong>DAN SIEGEL</strong></td>
<td>249</td>
<td>-22</td>
<td>&quot;Savanna&quot; (155)</td>
</tr>
<tr>
<td><strong>HEAVY SHIFT</strong></td>
<td>237</td>
<td>+58</td>
<td>&quot;Shade&quot; (203)</td>
</tr>
</tbody>
</table>

**THANKS NAC RADIO!**

**BRIAN CULBERTSTON**

"MODERN LIFE"

**R&R NAC ALBUMS**

1. **GAVIN A² #1**

"MIDNIGHT SUN"

**R&R TRACKS**

10. **BREAKER**

This chart reflects airplay from May 25-31. Albums ranked by total plays, with plays from all cuts from an album combined.

46 NAC reporters. 45 current playlists. © 1995, R&R Inc.
Radio and retail alike are reacting to this premiere track!  
DON'T MISS IT!  
ADD DATE: 6 / 12
WE RESPECT TALENT

Douglas Whiteley is our radio placement coordinator. He has thirty-two years of ON AIR EXPERIENCE. He is courteous and knows how to talk to talent people like yourself, and he knows how to get you a radio job. IF YOU ARE READY FOR A MOVE, call Douglas for registration information.

NATIONAL BROADCASTING

(205) 608-0294

Job Tip Sheet

We're the largest, most complete job listing service in radio over offering 450 of the hottest jobs weekly for air talent, P.D., M.D. news, talk, sports, production, promo & more, in all market formats. 22 years of on-air experience helps me understand your needs. Whatever level of your experience, we can help. Call now to subscribe. You have the talent. We have the jobs!!

800-231-7940

937 WILD GINGER TRAIL, WEST HIGHLANDS, IL 60185

NATIONAL BROADCASTING

Sales Reps Wanted In Markets Nationwide!

937 WILD GINGER TRAIL, WEST HIGHLANDS, IL 60185

We are looking for radio professionals willing to live in LA, NY or Wash, D.C. If you live for radio, have sales skills, are a highly motivated self-starter and above all, LOVE RADIO, Westwood One has positions available in all Sales in all formats. Please send resumes to Greg Balskus, President, Westwood One Entertainment, 1675 Broadway, New York, NY 10019. Resumes only. No calls. EOE

WESTWOOD ONE ENTERTAINMENT

Resumes For Pros

- Written by an experienced Broadcast Recruiter
- Effective cover letters & enticing graphs
- Telephone consultations-Strictly confidential

(719) 442-2301

Top 15 Market/Country

Funky, topical, good phones. Regardless of current format or market size, strictly confidential Career opportunities Radio & Records, 10109 Santa Monica Bl., 5th Floor, #656, Los Angeles, CA 90067. EOE

Dominant PD/Morning/Production salaries want to add new records, 20-year pro Extensive, successful track record including majors. Currently programming winning Classic Rock operation. Need new challenge. Seek AAA or AOR position. Western U.S. Radio & Records, 10109 Santa Monica Bl., 5th Floor, #657, Los Angeles, CA 90067. EOE

VOICE TALENT:

National search, voice, radio, prompting statement and promo voice. Send cumulative to D.C., 3601 Brag, Columbia, MO 65203. EOE

NATIONAL BROADCASTING

Openings

We're the most complete job listing service in radio over offering 450 of the hottest jobs weekly for air talent, P.D., M.D. news, talk, sports, production, promo & more, in all market formats. 22 years of on-air experience helps me understand your needs. Whatever level of your experience, we can help. Call now to subscribe. You have the talent. We have the jobs!!

800-231-7940

937 WILD GINGER TRAIL, WEST HIGHLANDS, IL 60185

ON-AIR PD

For major Hot Adult CHR or University town. Previous P.M. experience, strong leadership skills. Great opportunity with stable company. EOE Tape/Resume to WHVQ, 1251 First Coast Pl., Margate, WV 33063.

ON-AIR PD

96X WROX-FM is looking for a new personality to join their team! Knowledge of 80s and 90s modern rock and two to five years' experience preferred. Women and minorities are encouraged to apply. Send tapes and resumes to Chris Corley/Program Director WROX-FM 999 Watters Drive, Suite 500 Norfolk, VA 23510 WROX-FM is an Equal Opportunity Employer.

EAST COAST HOT AC

We're looking for creative, bright and funny personalities with strong phone skills. Community involvement and great remote is a must! Applicants must have at least three years' experience. We're also looking for a bright, lifestyle-oriented personality with public service and public file experience. EOE Equal opportunity employer looking for winning personalities. Women and minorities are encouraged to apply. TFR to Radio & Records, 10109 Santa Monica Bl., 5th Floor, #656, Los Angeles, CA 90067.

ALAN BURNS & Associates

Large market AC in the east in search of someone who understands what news and information is important to a 28-year-old female. If you can paint pictures with your words and "tell the story" with your delivery, we want to see your stuff. If you have aspirations of being on "Nightline," send Ted Koppel your stuff. Tape, resume and writing samples to: Alan Burns & Associates, 11708 Sunnyside Street, Oakland, CA 94612. EOE Equal opportunity employers. EOE

100.5 WYOR/Rochester, N.Y.

Seeks afternoon drive talent who can effectively communicate to adult women. If your show is topical, clever, entertaining, brief and to the point, we want to hear from you. Previous experience preferred, not required. Send all material to C.C. Mathews Program Director 100.5 VYOR PO Box 40340 207 Midtown Plaza Rochester, N.Y. 14604. EOE

WBBG-FM WASHINGTON'S OLDEST STATION

In search of a female co-host for our morning show. We are very interested in someone who is bright, articulate, witty, knows how to relate to and involve an adult audience, understands the difference between having fun and being funny, does amazing show prep, loves public appearances, has a dramatic desire to become part of the fabric of our listeners' community, is compelling and entertaining, can work and play well with others, has an uncanny drive to be the best, and can't wait to steal their talent on our Nation's Capitol. If you're ready to be the Kathy Lee to our Regis, the Murphy Brown to our Frank Ponte, the Connie Ch - er, never mind. KUSH your 16sy (but feel no call).

Steve Allan, PD

1300 Rockefeller Pike, Suite 905 Rockville, MD 20852

Collins Communications is an equal opportunity employer. Minorities candidates are encouraged to apply.

Attention night jocks! Your next assignment: Pittsburgh!!!

Looking for a killer night jock to join the winning BEE team. At least 2 years on-air experience. Great production and personal appearances a must!!! TFR to: David Edges, B-94 Radio, Programming Dept. 1715 Grandview Ave., Pittsburgh, PA 15211.

ATTENTION JOCKS!

LOOKING FOR TALENT?

Jocks-Sales-Promotions-News

ABSOLUTELY FREE

call (410) 688-3869

THE TALENT POOL

93.3 WSNE

PROGRAM DIRECTOR

East Coast Hot AC seeks experienced Program Director to lead the change to 25-54 dominance. No beginners. Coaching, research and detail orientation are all important to us. Tell us what you have done and what you would like to be doing. Women and minorities encouraged to apply. Liberty Broadcasting Group Inc. is an equal opportunity employer.

Robert J. Meli

WSNE FM

100 Baylvd

East Providence, RI 02914

No phone calls please.

Talk Radio Program Director

Washington, DC

WWRC-AM 580 has a new booming signal (50,000 watts), a new high-profile airstaff (including Oliver North), a new come up growth (up 33% in latest monthly trend) and now needs a great new program director. You'll need 3-5 years medium to major market radio experience, vision, dedication, energy and attention to detail. This is a great opportunity in one of America's must culturally diverse markets. As an affirmative action employer committed to diversity, we encourage all applicants. Rush your resumes to Bob Longwell, GM, WWRC 8121 Georgia Ave., Silver Springs, MD 20910. EOE

Marketing/Programming Director

Springfield, MA

If you have the abundance of enthusiasm, incredible organizational ability and possess outstanding people skills; read further. You should have two plus years experience in station promotion and marketing, be a hard worker, career-oriented and ready to join a successful team. Send resumes with immediate attention to Warren Lada, VP/GM, ROCK102/WAGY. Saga Communications, 45 Fisher Avenue, East Longmeadow, MA 01028. EOE

FORUMS

June 9, 1995 R&R • 85

www.americanradiohistory.com
**South**

**OPENINGS**

**PRODUCTION WIZ**

needed to lead department for Music City's Progressive/Alternative Combo. Excellent administrative skills a MUST! Continuity, copywriting and previous multi-track experience a plus (ENCQ's DIY digital production system). If you seek a creative challenge and fun, dynamic environment, push your T&R to Fred Buc. WALT/WRLG, 401 Church Street, 5th Floor, Nashville, TN 37219. No phone calls please. EOE.

**Midwest**

**KIKK-FM**

Rock, AR

phones, commercial/promo production, Human Resources, KZPS Radio, Amarillo, TX.

**TEAM**

Are you good enough to become the next Greg Street? Dallas-Ft. Worth's legendary Urban Contemporary, K104 has an exciting opportunity. If you're a wild, exciting, over-the-top talent who's really good, here's the opportunity you've waited for!

Tapes and resumes to: Ken Dose Service Broadcasting Co. 4317 Grassmere Lane Dallas, TX 75205

EOE

**SALES MANAGER**

Top 50 market in Southeast seeks aggressive Sales Manager for FM talk radio station. Responsibilities will include all national and local sales. Strong management and strategic marketing skills a must. Excellent earning potential. Drug Free Environment; drug test required. Radio & Records, 10100 Santa Monica Blvd, #464, Los Angeles, CA 90067.

EOE

**CREATIVE DIRECTOR**

KSD-FM/St. Louis has an immediate opening for a creative director. Candidate must have at least 3-5 years experience heading up a medium, large or major market radio station production department. Advancement technical skills are a must. Most importantly, candidates must be very creative! Starting salary and benefits are negotiable. Send your resume and contact information to: Radio & Records, 10100 Santa Monica Blvd, #464, Los Angeles, CA 90067.

EOE

**RARE OPPORTUNITY!** Cleveland's #1 25-54 station, personality-oriented oldies giant WMJI is actively searching for weekend and part-time talent. Knowledge of the music and the ability to run a tight board a must! Regional moonlighters OK, provided your employer feels the same. Great pay, staff, and environment. Send tape, resume and photo to: John Gorman, OmniAmerica Group, 310 Lakeside Avenue, Cleveland, Ohio 44113. No calls please. EOE

**OmnAmerica Group**

**OPPORTUNITIES**

**APD/MD/ON-AIR**

KIKK-FM/Houston. Females, minorities encouraged. No calls. T&R: Gary Moss, 6596 Gufton Drive, Houston, TX 77081. EOE

**92.5 KZPS**

The Classic Rock Station

Immediate part-time openings for experienced Classic Rock air talent. Please call Gary Young, Director Of Human Resources, KZPS Radio at (214) 770-7737. KZPS is an equal opportunity employer.

**ACCOUNT EXECUTIVE**

WTXS Real Radio 104.1, Central Florida's cutting edge radio station and a Howard Stern affiliate, has an excellent career opportunity for a seasoned Account Executive willing to take chances with big pay off potential. If you are an aggressive, detail-oriented pro with a desire to succeed in the Florida sunshine, FAX your resume with cover letter to Maria D' Alessandro, Human Resource Manager, WTXS-FM, 407-645-4795. EOE

**WBAP**

News Talk 820

Afternoon Drive News Anchor

WBAP is looking for the best to anchor the WBAP Afternoon News. If you have two years experience anchoring major market news, an engaging delivery and a polished writing style, you could join one of the most respected radio news teams in the country. WBAP is a 50,000 watt, clear channel station located and operated by CapCities/ABC. Rush your tape, resume and a summary of your belief about radio news in the 90's to: Dan Potter, News Director/WBAP 2211 East Lamar, Suite 400 Arlington, Texas 76010 No Calls! EOE

**Keymarket Communications is looking for talented professionals who are ready to move up. Many of radio's top tapepeople and managers moved from programming to sales. In fact, at Keymarket we have a large contingent of former on-air people all of whom tell us of their sales and management ranks. If you're great with clients, can identify marketing problems, develop creative solutions and present your ideas with conviction, then radio sales may be the career move for you. We offer top compensation, thorough on-the-job training and unparallelled resources and advancement opportunities. Call in total confidence (504) 593-1860. EOE/minority candidates encouraged.**

**WE'RE LOOKING AT YOU!**

KSD-FM/St. Louis is seeking a qualified sales director with experience in running a major market radio station. This is a great opportunity for someone looking to advance their career and work in an exciting environment. Send your resume to: Radio & Records, 10100 Santa Monica Blvd, #464, Los Angeles, CA 90067. EOE

EOE

**Two full-time opportunities:** News/afternoon drive positions. Cheerful, upbeat personality and stimulating writing skills a must. Includes short airshift. Also broadcast and web talent for evenings. Oldies experience not necessary. Healthy radio market offering top quality of life. T&R to: PD/KGDR 5100 Underwood Ave /Omaha, NE 68132. A Henry Broadcast Station, EOE

**WEBSITE**

**KGMX/FM**

seeking fulltime day/afternoon personality. T&R: KCWV, Mike Roberts, 1523 E Maple Ave./ Vicksburg, MI 49097. EOE/AA

**Production skills, advancement potential, great company.** T&R: KCWI, Mike Center, Box 156, model City, IA 50261. EOE/AA

**Small market hot AC seeking production director with afternoon. T&R: KQDO, Max Wright, 510 21st St., Suite 205, Sulphur, LA 70663. EOE/AA**

**NEED A JOB? A JOCK? For a real opportunity... and get results!**

Call (310) 553-4330
OPENINGS

STAFF/SALES MANAGER NEEDED

Large market Southern California station looking for an experienced Sales/Station Manager. The ideal candidate loves radio and loves to train. This is a successful, mature property with a sales staff of nine. Customer service attitude and the ability to have at least 5 years of management experience are required. Excellent compensation plan includes salary, bonus and complete health benefits. Radio & Records, 1010 Sonoma Blvd., 5th Floor, #449, Los Angeles, CA 90067. EOE.

MORNING CO-HOST

Leading Western "AC" seeks creative "Morning Co-host" to join established major market personality. Fun, winning show in place. News/combos or stand alone is being considered. In company. Attractive market, 50K, plus aggressive bonus plan for right delivery and content package. Rush T&R's in confidence to Radio & Records, 1010 Sonoma Blvd., 5th Floor, #431, Los Angeles, CA 90067, EOE.

Top rated Oldies station in beautiful S.E. Idaho seeks midday talent to help continue our success. If you're talented, experienced, and willing to put in the hours it takes to win big, we want your tape & resume. Rush T&R to: KPYK, Oldies 94.9, PO. Box 998, Pocatello, ID 83204, EOB.

EXPOSE YOURSELF...GET RICH!

Want to get things moving? Golden opportunity at AC flame-thower in Top 3! Must Be: • Hard Worker • Experienced winner • Desire to own fashion city • Willing to work for great pay! Don't be shy...Share your stuff T&R to: Radio & Records, 1010 Sonoma Blvd., 5th Floor, #460, Los Angeles, CA 90067, EOE.

Positions Sought

Killer phones, quick-witted and topical. Seasoned vet seeks new opportunity. KRWV, KRFX, KLOE, KDOK, KFMB, KSD, etc. Concept, planning an on-air show. Must have at least 5 years experience in the industry. Please forward resume to: T&R, PO Box 998, Pocatello, ID 83204, EOB.

Major market experienced AT seeking 70s Oldies gig high KEITH (407) 664-2009, EOB.

If you're seeking a hard working, dedicated radio pro with experience as a program / production / music director. Call GARY (606) 236-2500, EOB.

Kentucky, Janet seeks AT commuter, first 40 Gigs. Versa- tile, smart. No rural areas. Tired of being unattended, uncompetitive pay. JAMET (305) 895-5600.

Major market experienced AT who knows and loves the music, seeking 70s Oldies gig. KEITH (407) 664-2009, EOB.

ChHot/AC/Oldies at upbeat, delivery. 12 years' me- dium to large market experience. Prefer east, west, south. JEFF (516) 935-2920, EOB.

Night AT/Former PD seeks interesting gig, any format, any market. Currently working in medium market. MIKE (318) 869-4128, EOB.

The future of talk radio. Intelligent, articulate, contro- versial and entertaining. Any market considered. Call for demo infor-mation. STEVEN (818) 653-8982, EOB.

Child prodigy. Born to predict atmospherics/whistle ac- curately. Science teacher will make weather understand- able/entertaining. Previously, WLS-FM Chicago. JEFF (305) 895-2371, EOB.

Out of 10 P.D.'s who didn't hire us last year are gone. Feel lucky? Call for list. PHIL (516) 268-0196, EOB.

My team is moving stations, I need to too, 5 years pro-PB/PBews, and AT College prepared. MARK (508) 620-1062, EOB.

Morning team from Southern California has done it all. ND, PD, AE, GSM, promotion, copy, production, auto- mation. BRIAN (818) 956-3197, EOB.

12 years' experience. AC, Oldies, Country, production, news, research, copywriting, programming. Seeking posi- tion in Sacramento. DENNIS & GOODIE (714) 297-9008, EOB.

OPENINGS

Opportunities

in the pages of R&R
every Friday

Call: 310-553-4330

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Position Sought

OPPORTUNITY KNOCKS

in the pages of R&R

every Friday

Hello, Augusta, GA, the South- eastern states and beyond... I'm sick of washing dishes!!! Help!!

R & R Opportunities - Ad

R & R Opportunities

Free Advertising

Radio & Records provides free (20 words or 3 lines) listings to radio stations and recorded music companies. $75.00 a week Free. Opportunities for 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 noon (PDT), eight days prior to issue date. Free Opportunities listings should be typed or printed on a 1/2" x 11" company/station letterhead and are accepted only by mail or fax to 310-233-6737. Address all 20 word ads to R&R Free Opportunities, 1010 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

R & R Opportunities - Ad

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AIRCHECKS

WANTED:
Early 1960s archive of WTOP Harvard Joovy Reynolds. Marvin "Doo" Downey, Don Blee, Meddick Jack Murphy, Tom Allen, Jim Smote, Johnny Argo, others. Will buy or trade from our library of 3,000 archive. 
MAN FROM MARS PRODUCTIONS
159 Orange St. Manchester, NH 03104-4217

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THE book comedy, 4..
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Credits Include:
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Give up? Call The Voiceman-Dale Reeves
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ATTENTION: ALL PD'S
If you've always wanted your own MUSIC VIDEO SHOW but don't know where to start, I'm your man! No matter the format of your station, it's a great way to turn viewers into listeners and the best part is that it will COST YOU NOTHING! Call Mike to set up a meeting (202) 586-2577

NAC & AC PROGRAMMING

DENVER/LOS ANGELES
SYDNEY
"Jazz Across The World" is now available for licensing and distribution within some international markets. The arrangement allows international customers to buy the program, then redistribute it within their country.

CONTACT: TERRY GANNON P.O. BOX 4237, EVERGREEN, CO 80439, TEL: (303) 674-7620 FAX: (303) 674-7650

OLDIES SERVICES

OLDIES ON CD

Best sources or hard to find oldies
'50's, '60's, '70's, '80's
New available on CD

1-800/343-2514

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All of the music in the AirCraft stock library is cooked to order. No scraps. No leftovers. Just fresh stock music written to our specifications.

Call to ask for our menu, or keep this number handy whenever you're hungry for original recipe, down-home stock music.

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www.americanradiohistory.com
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IDEAL FOR PROMOTIONS! Available in red, blue, orange, green and black. Diagonal strips, red or blue stars, or plain - they sparkle for attention.
Cut: 1-800-515-7537
Fax: 715-459-1044

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User-friendly book/A year full of questions
Question/Answer format
6 categories: Music, TV, Film, News, Pop Culture, Sports

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BIG, REAL, IMAGE VOICE!
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All Formats... Newstalkers to Rockers!

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EXCEPTIONAL VOICE IMAGERY
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ANY FORMAT! ANY STYLE!
Hot female roster available.
Call now for free demo.
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CFOX/Vancouver, WGRP/Detroit

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INVEST IN YOUR VOICE TALENT

Visit the New Mexico Radio Retreat Center for two-day work sessions. PDs: Invest in your air staff. Announcers: Improve your performance! Deliver news, weather, on-air lines like a pro with results we guarantee! Voice coach KATY BEE has 20 years experience in radio/TV/news/syndicated programs

1-800-469-7386

"Scribble, Yah-Yah, 'NDAT"
Creative Digital Audio Production
CreativeStation Image Sweepers Promos Spots
800-784-6077 Demo Line 714-565-1695 Studio

MARKETPLACE ADVERTISING
Payable in advance. Orders must be legible and accompanied by payment. Visa/MC/AmerEx accepted. One-inch minimum, additional space up to six inches available in increments of one-inch. Rates for RAR Marketplace (per inch):

Per insertion

1 line $90.00
6 insertions $65.00
13 insertions $60.00
26 insertions $70.00
51 insertions $85.00

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, 10100 Santa Monica Blvd, Fifth Floor, Los Angeles, CA 90067
310-553-4330 Fax: 310-203-9727
“TROUBLE”

From the forthcoming album "We Are Shampoo"

©1995 I.R.S. Records

www.americanradiohistory.com
We are currently undergoing historic restoration.

We apologize for any inconvenience we may have caused.