

**SEARCHING FOR THE MAGIC QUARTER-HOUR**

Does one quarter-hour contain much more audience than the other three? Does this vary by gender, demo, ethnic audience, or daypart? Consultant **Julian Breen** has some surprising answers.

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**'70s MUSIC KEY TO REACHING PRIME BOOMER BUYING POWER**

As the baby boomer audience edges into the 35-44 age group, a new **Interop/Stratford Research** survey details why '70s Oldies formats are so attractive to this prime demo.

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**WHAT DO COUNTRY LISTENERS THINK AND WHAT DO NAC LISTENERS PURCHASE?**

While a recent **CRS/Eagle Group** survey provides insight into the attitudes and perceptions of the Country radio audience, the latest **Interop** research offers stunning demographic and qualitative information about NAC listeners.

Pages 48, 67

**PEOPLE IN THE NEWS**

- **Debi Fleischer** appointed to Columbia/Nashville VP/Promo
- **Gene Knight** becomes PD at KKBH/San Diego
- **Chris Ostrander** tapped as WWSW-AM & FM/Pittsburgh PD
- **John Stuart** named WMJJ/Birmingham PD

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**THIS #1 WEEK**

- CHR/POP**
  - **ALANIS MORISSETTE** Ironic (Maverick/Reprise)
- CHR/RHYTHMIC**
  - **MARIAH CAREY** Always Be My Baby (Columbia/CRG)
- URBAN**
  - **JOE** All The Things (Your Man Won't Do) (Island)
- URBAN AC**
  - **JOE** All The Things (Your Man Won't Do) (Island)
- COUNTRY**
  - **CLAY WALKER** Hypnotize The Moon (Giant)
- NAC**
  - **VIBRAPHONIC** Can't Get Enough (Hollywood)
- HOT AC**
  - **CELINE DION** Because You Loved Me (550 Music)
- AC**
  - **CELINE DION** Because You Loved Me (550 Music)
- ACTIVE ROCK**
  - **STONE TEMPLE PILOTS** Big Bang Baby (Atlantic)
- ROCK**
  - **SPACEHOG** In The Meantime (Sire/EEG)
- ALTERNATIVE**
  - **OASIS** Champagne Supernova (Epic)
- ADULT ALTERNATIVE**
  - **DOG'S EYE VIEW** Everything Falls Apart (Columbia/CRG)

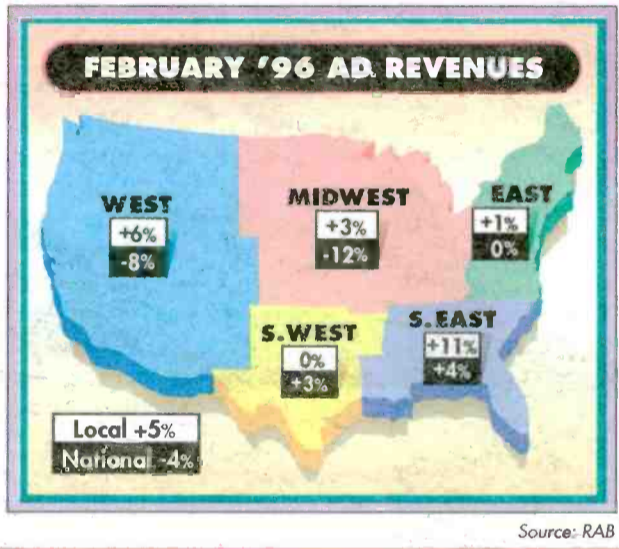
NEWSSTAND PRICE \$6.50



**Winter Sends Chills Through February Radio Ad Business**

**S**ub-zero weather across the nation's eastern half in February put a damper on retail business and contributed to just a 3% increase in radio ad revenue, according to information provided by the RAB. Local billings rose 5% in February; national fell 1%.

RAB President **Gary Fries** explained current results are being compared to a banner quarter experienced by radio last year. He's optimistic that economic indicators pointing to an upswing in consumer spending later this year will further enhance radio's fortunes.



**Fischer Named PD Of Dallas 'Oasis'**

SW Networks Smooth FM PD **Michael Fischer** has been appointed PD of KOAI-FM (The Oasis)/Dallas. He succeeds **Jim Teeson**, who recently exited. The NAC outlet currently is owned by **Granum Communications**, but its sale to **Infinity Broadcasting** is expected to close in July.

"One of the things you can't always find in a PD — and it's a crucial element — is a passion for the NAC format," said KOAI & KRBV-FM VP/GM **Skip Schmidt**. "Mike exemplifies that passion, not to mention the depth of his knowledge and understanding. We are very excited that someone of his caliber will bring both creativity and a strong business sense to our efforts at KOAI."

FISCHER/See Page 21

**NAC Ahead In Format Revenues**

Radio industry revenues have grown 28.2% in the three-year period between January 1993 and December 1995. Here's how revenue growth breaks out according to format (January '93 = 100):

NAC	175.7
SPANISH	155.5
ALTERNATIVE	154.2
NOSTALGIA	139.1
SOFT AC	137.1
CHR	133.9
EASY LISTENING	133.6
AC	129.3
CLASSICAL	128.4
URBAN	127.1
OLDIES	126.3
COUNTRY	120.4
ROCK	115.2
CLASSIC ROCK	115.1
ALL NEWS	114.7
NEWS/TALK	109.4
FULL SERVICE AM	103.9

Source: Miller, Kaplan, Arase & Co.

Industrywide Increase = 128.2

**Evergreen Sets Separate GMs For Boston Stations**



**Matt Mills**, VP/GM of Boston CHR duopoly WJMN-FM & WXKS-FM, has turned over his 'XKS duties to **Evergreen Media** VP/Sales & Development **Janet "Jake" Karger**.

"Our philosophy at Evergreen is to maximize the opportunity in each market by having dedicated station general managers," said Evergreen Exec. VP **Ken O'Keefe**. "Matt has proven to be an excellent radio manager, as evidenced by the combined success of the Jam'n/Kiss duopoly

BOSTON/See Page 21

**April Fools! Radio's Day For Tricks, Traps, Pranks**

**L**isteners around the country heard an earful of April Fools' pranks perpetrated by their favorite radio stations last Monday. A number of stations "fired" their morning teams, many announced the wrong time throughout morning drive, a few switched to disco, and some broadcast from a mythical theme park.

Here are some others — just a few of the best — gathered by R&R's crack staff of format editors and their assistants:

• **New York** Country fans were delighted to hear their favorite music back on the Big Apple airwaves Monday morning. "Howdy 105" debuted with produced jingles, sweepers, and country comedy bits. But listeners were disappointed to hear it all go away at 9am, when the station reverted to its more conventional identity as AC WMXV.

• On the other coast, L.A. Mayor **Richard Riordan** and KIIS morning monster **Rick Dees** traded places for a few hours. While the mayor spun CDs by the likes of **Alanis Morissette** at KIIS's Burbank studios, Dees rested his feet on hizzoner's desk a few miles away at City Hall.

And in a contrast in cultures (not to mention waist sizes), KROQ morning guys **Kevin &**

**Bean** traded on-air places with KPWR personalities the **Baka Boyz** between 5:30-10am.

• **WGCI-FM/Chicago** kicked morning man **Steve Harvey** off the air and announced it was switching to "The New 107-5 WGCI, All Reggae, All The Time." Club mixer (and Belize native) **Steve Maestro** turned on



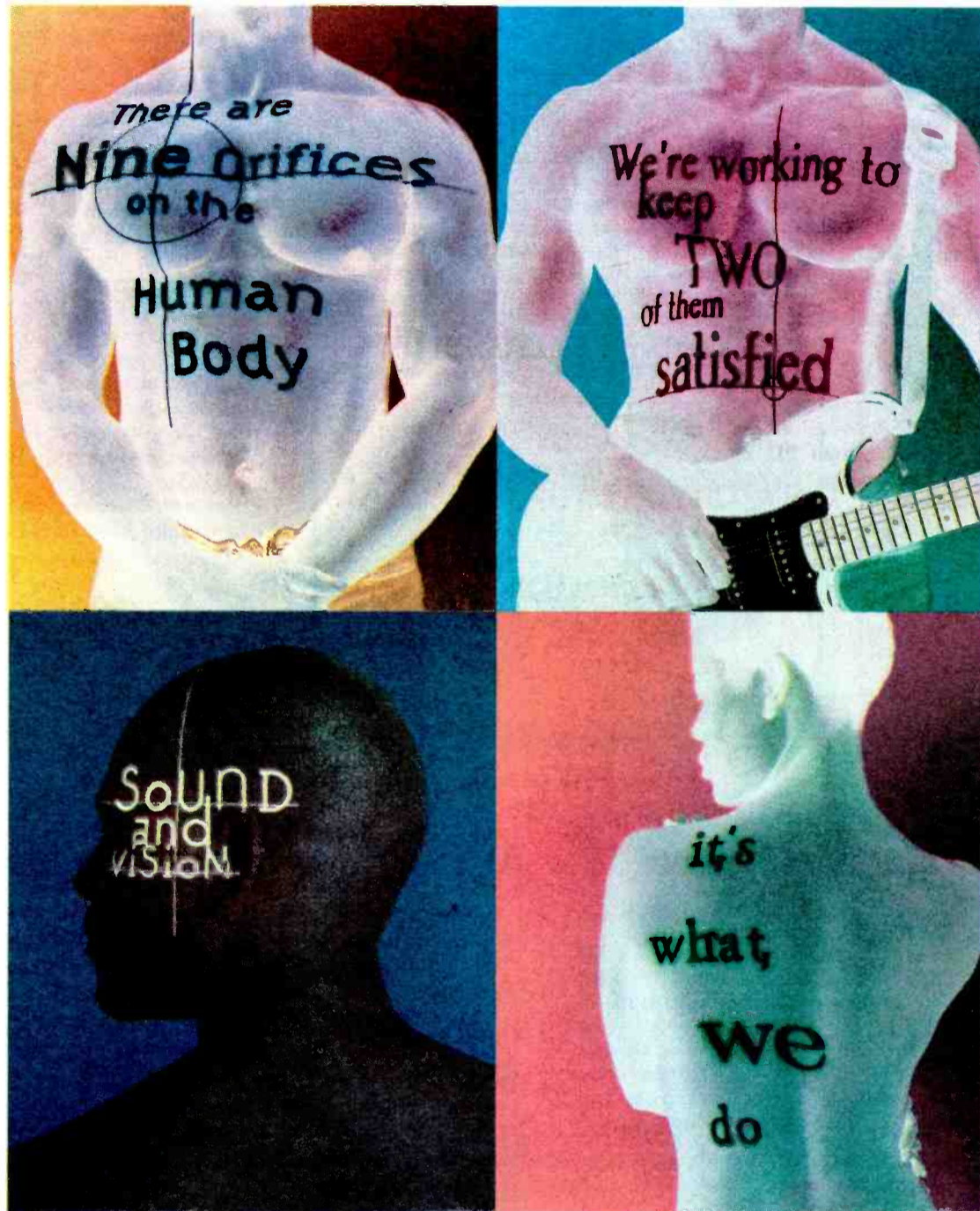
L.A. Mayor **Richard Riordan** sits in for morning mainstay **Rick Dees** behind the KIIS mike.

his Caribbean accent and became "Basil St. John" for the morning. PD **Elroy Smith** said some listeners were happy about the switch.

• **WGHI/Pompton Lakes, NJ** began airing elaborately produced promos a week before April Fools' Day, telling listeners it had developed the technology to transmit aromas — called "Aroma-Mod" — over the airwaves. Listeners were spotted around town putting their noses to the dashboards of

APRIL FOOLS/See Page 21

# PGD And The PolyGram Family Of Labels Thank Everyone In The Retail And Wholesale Community For Honoring Us ONCE AGAIN As The NARM Distributor Of The Year



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## Fleischer Upped To Columbia VP/Nat'l Country Promotion

Columbia/Nashville Sr. Director/Promotion **Debi Fleischer** has been elevated to VP/National Country Promotion.



**Fleischer** Allen Butler.

"Debi embodies all of the qualities necessary to lead and compete in today's music environment," commented **Sony Music/Nashville Exec. VP/GM Allen Butler**. "She has proven her knowledge, experience, and undeniable commitment to Columbia artists to be invaluable. I am extremely proud of the job done by Debi and her exceptional promotion staff."

Fleischer told R&R, "This promotion really recognizes the efforts of the entire Columbia promotion team. I appreciate the faith shown in me by Allen and the entire Sony Music and Columbia organization, and I look forward to the continuing success of the label and our artists."

After stints as a **United Artists** publicist and **Crystal Gayle's** VP/Operations and tour manager, Fleischer joined the label as Promotion

**FLEISCHER/See Page 21**

## Ostrander Rises To 3WS/Pittsburgh PD



**Ostrander**

**WWSW(3WS) Pittsburgh** Promotion Director **Chris Ostrander** has been elevated to PD. He succeeds **Gary Marince**, who recently departed the **Chancellor Broadcasting** Oldies station for the VP/Product

Development post at **M[TECH](R&R 3/8)**.

"Chris combines a unique understanding of our core listeners with an incredible amount of energy and enthusiasm," said GM **Michael Frohm**. "I'm confident he will bring our station to an even higher level of success."

Ostrander added, "We have a very talented team, and I'm committed to continuing our winning tradition. I look forward to the challenge of filling Gary's shoes."

Prior to joining 3WS three years ago, Ostrander spent seven years at **WHB-AM & KUDL-FM/Kansas City** as Chief Engineer.

## Guess Hooters Back In Tampa ?



"Hooters-On-The-Radio" has returned to the Tampa Bay area on **WBDN-AM**. **GM Jere Sullivan** began negotiations to acquire the show shortly after its cancellation by crosstown **WSUN**, which flipped to all-Sports last year. Broadcast Monday-Friday, 11am-2pm, "Hooters" showcases talkers (l-r) **Lynne Austin**, **Julie Williams**, and **Brenda Lee**.

## Knight Is Named PD At KKBH/San Diego

Longtime San Diego personality **Gene Knight** has been appointed PD of **KKBH/San Diego** and will maintain a daily 3-7pm air-shift. Knight joined KKBH when it debuted as a '70s station about 18 months ago. It recently evolved to Soft AC under in-house consultant/acting PD **Jim Price**.



**Knight**

Knight told R&R, "Jack **Silver** and **Gwen Roberts** programmed the Beach when it was '70s, so I'm succeeding a lot of great people. Other than [crosstown Soft AC] **KYXY**, we're really San Diego's only female-friendly station; there's quite a bit of room for growth. Our median [music year] is 1982, and theirs is probably 1985

or later." Although one of Knight's former employers — crosstown **HotAC KFMB-FM** — is also in the mix, Knight told R&R, "They're more into the **MTV** side of AC. They'd play a **Duran Duran** oldie, we'd play a **Stephen Bishop** oldie. We're competing somewhat in the same arena, but I don't really feel like we're up against them directly." Knight spent 14 years at **KFMB-FM** and was appointed OM/PD there in July '91. He previously programmed **XTRA-FM/San Diego** and has worked on-air at **KHTZ/Los Angeles** (now **KLSX**) and **KCBQ/San Diego**.

## Odyssey Triplecast Goes Alternative

So. California's **KAXX**, **KBAX** & **KMAX** now 'Y107'

**Odyssey Communications** flipped Southern California FM triplecast **KAXX/Ventura**, **KBAX/Fallbrook** & **KMAX/Arcadia** from Sports/Talk to Alternative on March 27 at 4pm. The stations, which broadcast on 107.1, are now known as "Y107, Southern California's Modern Rock."

**Odyssey President/CEO Mike Kakoyiannis** said, "The format change is part of Odyssey's overall strategy to identify and develop underperforming properties in major-market areas and position them for revenue and cash-flow growth."

Through its initial launch, Y107 will be programmed by Odyssey VP/Programming and **WRGX/Westchester County, NY** PD **Steve Blatter**, who commented, "Y107 is a work in progress and will evolve over the next few months."

Blatter added that the triplecast will run without air personalities for a few weeks, and he will remain in the Los Angeles area "through the first few months."

APRIL 5, 1996

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## WMJJ's Madison Found Dead

Stuart assumes Birmingham AC's PD/MD slot

The sheet-and-plastic-covered body of former **WMJJ/Birmingham** PD/MD **Joe Madison** was discovered last Friday (3/29) in a lake just north of Birmingham. Positive identification was made Monday morning (4/1).



**Madison**

According to police, the body had been in the lake for several weeks. The Alabama Bureau of Investigation has been brought in on the case, which is being treated as a homicide. **Madison** (real name **Joseph Huffstetler**) had been missing since January 13.

"Unfortunately, our worst fear came true," OM **John Jenkins** told R&R. "We've all anguished over Joe's disappearance and mourn his passing. He was a special person. In his many years as a Birmingham radio personality, he brought a sense of friendliness and warm good humor to the afternoon commute. He also worked tirelessly for many Magic 96 community events."

"We extend our sympathy to his family and friends and pray that the person or people responsible for this

**WMJJ/See Page 21**

## The Sylvia Screen



**Elektra** held a company premiere for the upcoming movie "Sunset Park" at its New York headquarters. Cutting the cake are (l-r) **Flavor Unit Records** CEO **Shakim Compere**, **Elektra Entertainment Group** Chairman/CEO **Sylvia Rhone**, and "Sunset Park" producer **Danny DeVito** with star **Fredro Starr**.

## HOW TO REACH US

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## EARNINGS

### Emmis, Commodore Report Revenue Increases

**Emmis Broadcasting** (Nasdaq: EMMS) reported improved results in both its fourth-quarter 1996 and full-year fiscal 1996 results. For the fiscal year (ended February 29, 1996), net income was \$10.3 million (92 cents per share), up from \$7.6 million (70 cents) the previous year.

Revenues increased 49%, from \$66.8 million in fiscal '95 to \$99.8

million in 1996. For the fourth quarter, Emmis posted a \$125,000 loss (one cent), an improvement over a \$1.3 million loss (12 cents) in the previous fourth quarter. Fourth-quarter revenues rose 15% to \$19.9 million.

**Commodore Media**, a closely held company, reported a 16% revenue growth in 1995 —

\$30.4 million from \$26.2 million in 1994. On a same-station basis, cash revenue grew 10.5% to \$29 million from \$26.2 million in 1994. Broadcast cash flow was up 20.7% to \$11.8 million from \$9.7 million in 1994.

Commodore now owns or operates 23 stations in mid-sized markets.

### Duncan Responds To Ownership Article

For all of my 25 years in the radio industry, I have always looked forward to receiving and carefully reading each edition of **Radio & Records**. Over the years I have learned a great deal from **R&R**, especially about programming theories and strategies and about the music industry.

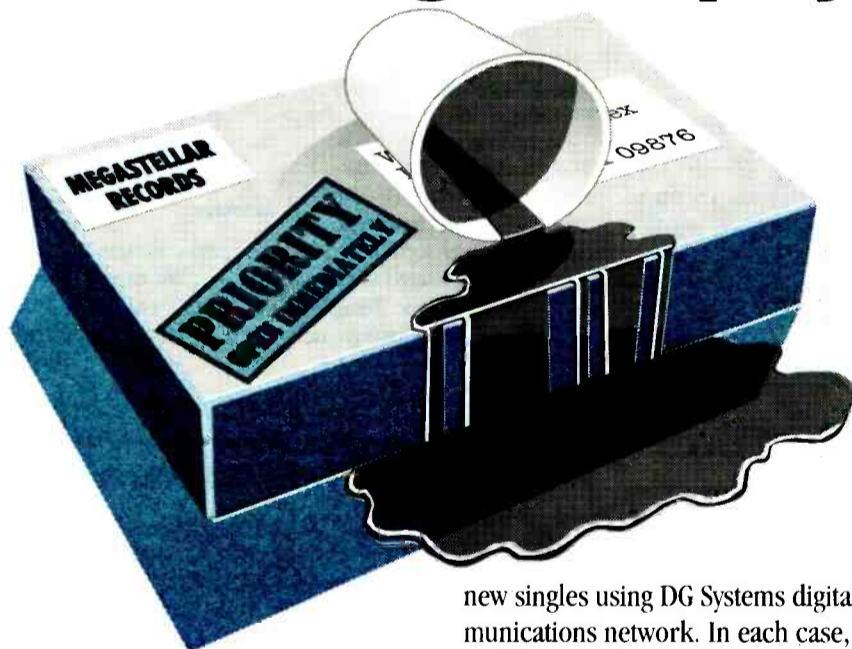
With this history of respect it came as a shock and a disappointment to me to open up the March 29, 1996 issue and find an article which contained a large number of mistakes and misleading interpretations concerning an essay I wrote in March.

The article was on page 8 and is under the headline "Seven Groups To Control Radio?" The article is based on an essay I wrote for a "think piece" called "Duncan's Radio Comments," which I send to my best customers. While these "think pieces" will never be mistaken for those of Greek philosophers, they do require more concentration and thought than the average press release. I suppose that is where the reporter who wrote the article about the essay got in trouble.

My essay dealt with my views about the world of radio after deregulation. In the essay I make a number of predictions concerning the effects of deregulation over the next five years. Making such predictions is a risky

**Duncan/See Page 12**

## It's not a hit if it doesn't get air play.



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## BUSINESS BRIEFS

### Jacor Merger Postponed

The Department of Justice is examining **Jacor Communications'** purchase of **Citicasters** and **Noble Broadcast Group**, according to a **Jacor SEC** filing. The department is looking specifically at Cincinnati, where the consolidation of **WCKY-AM**, **WLW-AM**, **WEBN-FM**, **WKRQ-FM**, **WOFX-FM**, and **WWNK-FM** accounts for more than 50% of the market's radio ad revenue.

Citicasters was probed once before when it consolidated its position in Columbus. The company answered the Justice Department's questionnaire, and that was the end of it. A source at the company said the inquiry came about because the Justice Department doesn't understand radio, advertising, or how pricing works. "They're fishing," added the source.

The department has requested a second round of questions, all related to the radio stations. The industry is keeping close tabs on this situation to see if it will affect future mergers.

### FCC's Barrett Joins PR Firm

FCC Commissioner **Andrew Barrett** has officially exited the agency to join **Edelman Public Relations Worldwide** in Washington, DC. He will head PR efforts for the firm's telecommunications, technology, media, and utility industry clients. Barrett had served seven years on the Commission, which will now operate with four commissioners.

### Commerce Committee Adds Two

Senators **Spencer Abraham** (R-MI) and **Ron Wyden** (D-OR) have been named to the Senate Commerce Committee. The appointments bring the committee membership to 21: 11 Republicans and 10 Democrats. Subcommittee assignments for Abraham and Wyden have not yet been made.

### Multi-Market Buys \$18 Million Kiss

At presstime, **Multi-Market Radio Inc.** announced it had agreed to buy **WKSS-FM (Kiss 95.7)/Hartford** from **Precision Media Corp.** for \$18 million. **Blackburn & Co.** is the broker; complete deal details will be featured in next week's Transactions roundup. Multi-Market also has agreements to purchase **WPOP-AM**, **WHCN-FM** & **WMRQ-FM/Hartford** from **Liberty Broadcasting**.

### Close Call

There were radio closings aplenty this week. Among the most notable: **Par Broadcasting's** purchase of **Compass Radio's KCBQ-AM & FM/San Diego**, **KFNS-AM & KEZK-FM/St. Louis**, and **KOOL-AM & FM/Phoenix** for \$68 million.

- **Colfax Communications'** acquisition of **KOOL-AM & FM** from **Par** for \$35 million.

- **American Radio Systems Inc.'s** purchase of **WBLK-FM/Buffalo** for \$8 million.

- **Blue Chip Broadcasting's** acquisition of **WGZB-FM & WLSY-FM/Louisville** for \$7.3 million.

- **Forever Broadcasting's** purchase of **WIBX-AM & WLZW-FM/Utica, NY** and **WFRG Inc.'s** purchase of **WTNY-AM & FM/Watertown, NY** for \$5.6 million.

- **Blue Chip Broadcasting's** purchase of **WIZF-FM/Cincinnati** for \$4 million.

- **Osborn Communications'** acquisition of **WKII-AM & WEEJ-FM/Port Charlotte, FL** for \$3.6 million.

- **Osborn Communications'** purchase of **WHLX-FM/Wheeling, WV** for \$800,000.

### Easing Of CP Rules Proposed

Broadcasters may soon be allowed to make minor modifications to their facilities without a construction permit. The **FCC** is proposing to remove the CP requirement for such changes as an FM station increasing its power to the maximum level allowed for the class, replacing a directional antenna, or using main transmission facilities as auxiliary broadcast facilities.

The deadline for comments on the proposed changes is May 16. Reply comments are due June 17.

### FCC Reduces KFSD Fine

The **FCC** has reduced a fine against **Lotus Communications Inc.** — licensee of **KFSD-FM/San Diego** — from \$18,750 to \$15,000. According to the Commission, KFSD's EEO record keeping and recruitment efforts were deficient.

While the FCC acknowledged that the station contacted several minority recruitment sources biannually, it said it was unclear which sources were contacted when jobs were filled. In addition, KFSD did not know how many job applications it had received and could not identify the race of those interviewed. The FCC noted, however, that "... there was no evidence of employment discrimination."

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### Day One Panels - TV Acquisitions & Finance:

- NETWORK COMPETITION: The Value of Brands In Worldwide Broadcasting
- STATION IDENTIFICATION: Markets and Multiples In the Era of Expanded Ownership
- WHAT'S A STATION WORTH? The New Math for Brokers, Buyers and Sellers
- FINANCING THE DEAL: How Lenders, Investors and Investment Bankers View The TV Landscape

### Day Two Panels - Radio Acquisitions & Finance:

- CONSOLIDATION STRATEGY: The Importance of Size, Markets and Multiples in Formation of Large Radio Companies
- SALES & MANAGEMENT: Leveraging In-Market Multiple Ownership Into Bigger And Better Business
- WHAT'S A STATION WORTH?: Risks and Rewards In Properties and Prices
- MONEY MARKETS: An Inside Look at Costs and Availability of Equity and Debt Capital

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BROADCAST  
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**DEAL OF THE WEEK**

• **KDBX-FM/Portland**  
**\$14 million**

**1996 DEALS TO DATE**

**Dollars To Date: \$2,511,296,961**  
*(Last Year: \$930,454,589)*

**This Week's Action: \$71,069,910**  
*(Last Year: \$211,810,000)*

**Stations Traded This Year: 530**  
*(Last Year: 287)*

**Stations Traded This Week: 47**  
*(Last Year: 34)*

**TRANSACTIONS AT A GLANCE**

- Secret/Shamrock swap \$33.4 million
  - KALC-FM & KIMN-FM/Denver
  - KTBZ-FM/Houston
- Park Communications Stations \$11.2 million
  - WDEF-AM & FM/Chattanooga
  - KWLO-AM & KFMW-FM/Waterloo-Cedar Rapids, IA
- WKSJ-AM/Prichard & WKSJ-FM & WMYC-FM/Mobile \$11.27 million
- KTAA-FM/Kerman, CA \$336,500
- KSTE-AM/Sacramento \$7.25 million
- KVOR-AM & KSPZ-FM/Colorado Springs No cash consideration
- KSBT-AM & KBCR-FM/Steamboat Springs, CO \$400,000
- WGSF-FM/South Kent, CT \$10,000
- WRZK-FM/Tallahassee, FL \$850,000
- WKBG-FM & WRXR-FM/Augusta, GA \$5 million
- WGIL-AM & WAAG-FM/Galesburg, IL \$2 million
- KORB-FM/Bettendorf, IA \$632,900
- KKOY-AM & FM/Chanute, KS \$500,000
- KTLI-FM/El Dorado, KS \$1,252,500
- WLLS-AM & FM/Hartford & WWHK-FM/Greenville, KY \$375,000
- KISF-FM/Lexington, MO \$2.42 million
- KIKC-AM & FM/Forsyth, MT \$300,000
- WLLW-FM/Clyde, NY \$10
- WNND-FM/Fuquay-Varina, NC \$7.5 million
- WRSF-FM/Nags Head, NC \$950,000
- WBUK-FM/Fort Shawnee, OH \$635,000
- KTMT-AM/Phoenix & KCMX-AM & FM & KTMT-FM/Medford, OR \$2 million
- WPRR-AM/Mayaguez, PR \$675,000
- WOCW-FM/Parris Island, SC \$468,000
- WEGE-FM/Crossville, TN \$165,000
- KDSX-AM/Denison-Sherman & KWSM-FM/Sanger, TX \$750,000 (approx.)
- KASL-AM/Newcastle, WY \$130,000

**TRANSACTIONS**

**ARS Goes For Three In Portland**

□ **Park's 'final four' sell for \$11.2 million**

**Deal Of The Week**

**KDBX-FM/Portland**  
**PRICE:** \$14 million  
**TERMS:** Cash  
**BUYER:** American Radio Systems Inc., headed by President Steve Dodge. It owns 24 other stations and has agreements to purchase an additional 13, including KBBT-AM & KUFO-FM/Portland.  
**SELLER:** Salem Communications Corp., headed by President Ed Atsing-er III

**FREQUENCY:** 107.5 MHz  
**POWER:** 6.3kw at 1332 feet  
**FORMAT:** Religious  
**BROKER:** Elliot Evers of Media Venture Partners and Gary Stevens of Gary Stevens & Co.

**Station Swap**

**Secret/Shamrock swap**  
**EXCHANGE VALUE:** \$33.4 million  
**TERMS:** Secret Communications is swapping the assets of KALC-FM & KIMN-FM/Denver to Shamrock Broadcasting Inc. in exchange for the

assets of KTBZ-FM/Houston and considerations worth approximately \$6.4 million.

**KALC-FM & KIMN-FM/Denver**

**TRADED TO:** Shamrock, a subsidiary of Chancellor Broadcasting, headed by President Steven Dinetz. It owns 18 other stations. Phone: (305) 530-1322  
**FREQUENCY:** 105.9 MHz; 100.3 MHz  
**POWER:** 99kw at 1470 feet; 97kw at 1132 feet  
**FORMAT:** Hot AC; Oldies

**KTBZ-FM/Houston**

**TRADED TO:** Secret, headed by President/CEO Frank Wood. It owns 11 other stations.

**FREQUENCY:** 107.5 MHz  
**POWER:** 95kw at 1972 feet  
**FORMAT:** Alternative

**Group Deal**

**Park Communications Stations**

**PRICE:** \$11.2 million  
**TERMS:** Asset sale; \$7.7 million for WDEF-AM & FM and \$3.5 million for KWLO-AM & KFMW-FM  
**BUYER:** Bahakel Communications Ltd., headed by CEO Cy Bahakel. It owns seven other stations.  
**SELLER:** Park Communications Inc., headed by President Wright Thomas  
**BROKER:** Brian Cobb and Charles Giddens of Media Venture Partners

**WDEF-AM & FM/ Chattanooga**

**FREQUENCY:** 1370 kHz; 92.3 MHz  
**POWER:** 5kw; 97kw at 1181 feet  
**FORMAT:** News/Talk; AC

**KWLO-AM & KFMW-FM/ Waterloo-Cedar Rapids, IA**

**FREQUENCY:** 1330 kHz; 107.9 MHz  
**POWER:** 5kw; 100kw at 1805 feet  
**FORMAT:** Oldies; Rock

**Alabama**

**WKSJ-AM/Prichard & WKSJ-FM & WMYC-FM/ Mobile**

**PRICE:** \$11.27 million  
**TERMS:** Duopoly deal; asset sale for \$20,000 cash and an \$11.25 million loan  
**BUYER:** Capitol Broadcasting Co. L.L.C., headed by members Kenneth Johnson, Dwight Harrigan, James Harrison Jr., and Wayne Gardner. It owns WDWG-AM/Atmore, AL, WNTM-AM & WMXC-FM/Mobile. Phone: (205) 450-0100  
**SELLER:** Gardner Broadcasting Inc., headed by President Wayne Gardner. Phone: (334) 621-0567  
**FREQUENCY:** 1270 kHz; 94.9 MHz; 96.1 MHz

**POWER:** 5kw day/103 watts night; 100kw at 1555 feet; 97kw at 1342 feet  
**FORMAT:** Country; Country; Country

**California**

**KTAA-FM/Kerman**

**PRICE:** \$336,500  
**TERMS:** Asset sale for \$100,000 cash and a \$236,000 promissory note at 10% interest  
**BUYER:** Hispanic Radio Enterprises Inc., headed by President Ruben Flores Jr. Phone: (210) 340-3800  
**SELLER:** Barnard Broadcasting, headed by general partners Richard Barnard, Barbara Barnard, and Bacilio Maciel. Phone: (209) 846-8722  
**FREQUENCY:** 94.3 MHz  
**POWER:** 1.4kw at 492 feet  
**FORMAT:** Spanish

**KSTE-AM/Sacramento**

**PRICE:** \$7.25 million  
**TERMS:** Cash  
**BUYER:** American Radio Systems Corp., headed by President Steve Dodge. It owns 24 other stations and has agreements to purchase an additional 13, including KCTC-AM & KYMX-FM/Sacramento.  
**SELLER:** Fuller-Jeffrey Broadcasting Co. Inc., headed by President Robert Fuller. It owns 11 other stations.  
**FREQUENCY:** 650 kHz  
**POWER:** 21.4kw day/920 watts night  
**FORMAT:** News/Talk  
**BROKER:** Elliot Evers of Media Venture Partners

**Colorado**

**KVOR-AM & KSPZ-FM/ Colorado Springs**

**PRICE:** No cash consideration  
**TERMS:** Stock transfer  
**BUYER:** Freedonia Broadcasting L.L.C., owned by Freedonia Founders Holdings L.L.C. and BankAmerica Ventures. Freedonia Founders will be 67% owned by Carl Robinson and 33% owned by William Moyes. Phone: (719) 576-6850  
**SELLER:** William Moyes and Carl



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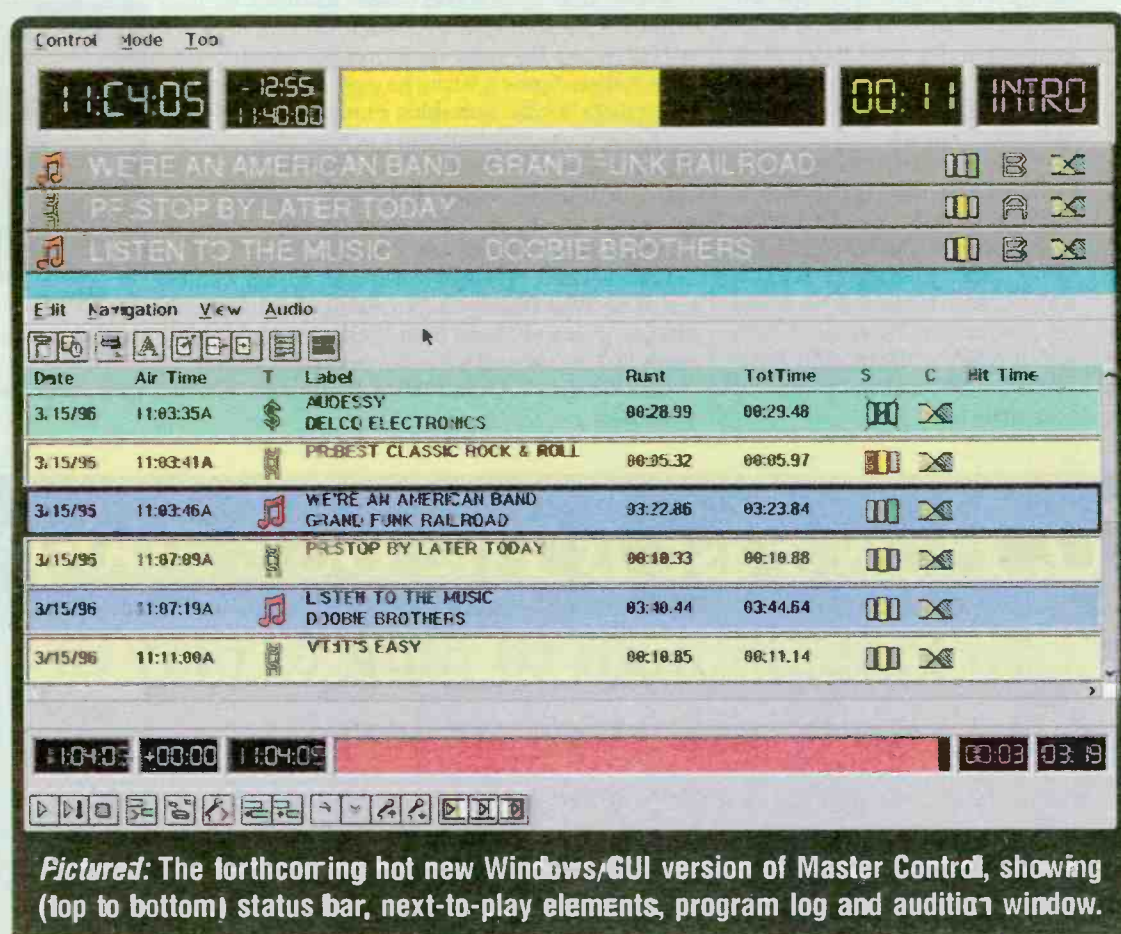
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GM, WTMX/Chicago



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## Thompson To Take Relativity's VP/Urban Promo Post

Tommy Thompson has been named VP/Urban Music Promotion at Relativity Records. Based in New York, Thompson previously served as National Field Director/Promotions in RCA Records' Black Music Division.



Thompson

"Tommy's broad range of music-business experience has provided him with great perspective for this national position," said Relativity Sr. VP Alan Grunblatt. "His enthusiasm and long-term relationships are assets that will play a vital role in our continued success at radio."

Thompson assumed his most recent post in 1991. Prior to that, he worked in promotion, distribution, and sales throughout the industry.

## Unencumbered Alliance



The Unencumbered Recording Group has secured Alliance Entertainment Corporation to distribute Unencumbered's 127th Street, Broken Art, and Unencumbered imprints. Principals in the partnership include (standing, l-r) Unencumbered Entertainment Group President Vaughn Halyard, AEC Label Development CEO Duncan Hutchinson and Dir./Urban Marketing Larry Davis, Unencumbered Entertainment Group CEO Rick Levin, and (seated) AEC Chairman Joe Bianco.

## WGCI-AM/Chicago Now Cosby's Show

Glenn Cosby has returned to Chicago as PD of Urban Oldies WGCI-AM (Dusties Radio 1390). The Chicago native spent the last 15 years in Dallas, most recently as PD

of ABC Radio Networks' "The Touch" format.

"We are very excited to have somebody of Glenn's caliber," said Darryll Green, VP/GM of WGCI-AM and Urban sister WGCI-FM. "He brings all the experience of running 'The Touch' and working at ABC, and he has a great passion for the format."

Cosby told R&R, "Gannett's a first-class organization, and I'm honored to take my place [in it]. I was born and raised here and was exposed to early Chicago radio, so I have kind of an inside track on what was and wasn't accepted musically. This station is — and will continue to be — a beacon to the community. We want to try to increase our presence in the community and bring in some good returns in terms of ratings."

Cosby started in Chicago radio 16 years ago with internships at WBMX, WJPC, and WGCI before going on-air at KNOK-FM/Dallas in '81. After jumping to KKDA-FM (K104)/Dallas and becoming its Production Director, Cosby joined SMN's "Heart And Soul" format in 1986 and was named PD four years later.

## Joining A Cult



Blue Oyster Cult member Eric Bloom (c) dropped by KSHE/St. Louis for a breath of fresh airtime. Here he is with (l-r) Asst. MD Pete Metusak and PD Rick Balis.

## EXECUTIVE ACTION

### Bennett To Lead Shadow's New Detroit Branch

Mary Bennett has been tapped as President/GM of Shadow Broadcast Services' newly established Detroit office. She formerly served as GSM at Chancellor Broadcasting's WDFN-AM & WWW-FM/Detroit.



Bennett

"We are fortunate to have a person with Mary's reputation and experience become part of our family," said Shadow Exec. VP/COO Warren Maurer. "And we're looking forward to introducing Shadow Broadcast Services to the Detroit broadcasting and advertising communities." The Motor City becomes the 11th market served by Shadow.

A 20-year broadcasting veteran, Bennett began her career as an AE at WNIC-AM & FM/Detroit, where she later was upped to GSM. Bennett also has served as GM at WDTX/Detroit and KZFX-FM/Houston.

### ABC Radio Net's MR-35 Casts Pall In PD Role

WSRR-FM (Star 98)/Memphis PD Cary Pall has been named PD for MR-35, ABC Radio Networks' new Adult Alternative format.



Pall

"Cary rose to the top in broadcasting by exhibiting a rare balance of creative and format skills," noted ABC Radio Networks Manager/Rock Programming Lee Abrams. "He offers a long, successful track record with victories in every imaginable competitive configuration."

Pall is responsible for converting WSRR from Classic Hits to its current Rock AC format. Prior to that, he served as OM/PD of WMMO-FM/Orlando, which he also changed to Rock AC. Additionally, Pall worked as a consultant for Bolton Research and Liberty Broadcasting.

WSRR OM Mark Anthony will assume interim PD duties until Pall's successor is hired.

### CAA's Gasser Goes Hollywood As Sr. VP

Music talent agent Kevin Gasser has made the transition to the record industry, landing the post of Sr. VP at Hollywood Records. He formerly worked at Creative Artists Agency, where he represented alternative bands including the Smashing Pumpkins and Hole.

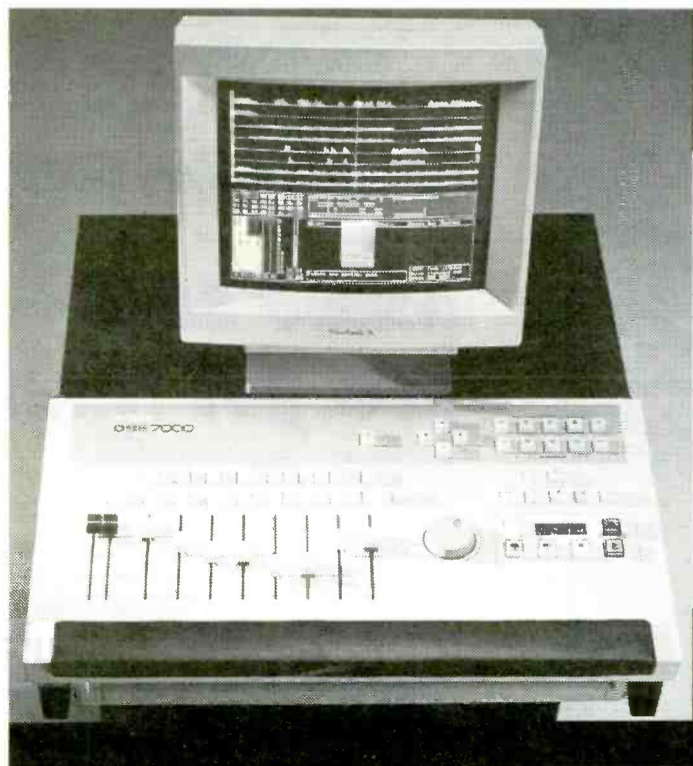


Gasser

"Kevin's musical sensibilities, people skills, credibility, and vision have brought him much success as an agent," said label President Bob Pfeifer, to whom Gasser reports in L.A. "I believe those qualities will again bring him success in his new job here."

Gasser added, "[Hollywood's] relationship with the rest of the Walt Disney Co. provides a wealth of opportunities. Bob and I have been friends for some time now, and I'm very much looking forward to finally working with him."

Gasser joined CAA in 1986 as an assistant, attaining agent status three years later.



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## FCC Revises AM Ex-Band Allotment

□ Recalculation enables 87 of 600 applicants to move

The FCC has revised its AM expanded band allotment plan after scrapping its first list last September. The Commission had to recalculate the initial list of 80 stations after discovering that its previous allotments would have interfered with traveler information and Canadian stations.

Since the re-examination, 87 stations have been given frequencies on the expanded band. More than 600 stations applied to migrate to the band so their stations could have clearer broadcast capabilities. The stations were chosen based on the amount of interference that would be eliminated by their moving to a higher frequency.

FCC engineer **Jim Burtle** said the allotment plan should be finalized relatively quickly, but added that he does expect at least a few petitions for reconsideration. "We've got 600 losers out there, and they've all got attorneys."

### Window Of Opportunity

Petitions for reconsideration can be filed in response to the new allotments. After the action is final, stations that have been given new frequencies will have 60 days to apply for a construction permit. These CP applications will be subject to petitions to deny, but not to competing applications.

Once the stations have been granted CPs, they have five years to decide whether they want to keep the new frequency or stay with their old one. Until then, they may simulcast.

Burtle said in the future the FCC will continue to be conservative about the number of stations it allows on the expanded band. However, other stations may still have a chance to migrate. Once the first allotment is complete, the Commis-

EX-Band/See Page 21

## Cracker Says Cheese



Cracker dropped by Virgin's L.A. headquarters to preview music from its upcoming album 'The Golden Age.' Immortalizing the moment are (standing, l-r) Virgin Dir./A&R Andy Factor, Cracker's Bob Rupe and David Lowery, Virgin Dir./Product Development Julie Bruzzone and CFO Ken Pedersen, band manager Jackson Haring, and Virgin Sr. Dir./Promo & Marketing Operations Bob Frymire; (kneeling, l-r) Virgin VP/Video Production Amy Stanton and Exec. VP/A&R Kaz Utsunomiya, and the band's Johnny Hickman.

## House Hearings Focus On Improving FCC's Efficiency

During two days of House hearings, members of the House Telecommunications Subcommittee grilled all five FCC commissioners about staffing issues and EEO management. They also heard the commissioners debate — hotly at times — about routes the agency could take to become more efficient.

The hearings were held ostensibly to examine various ways to overhaul the FCC; i.e., by streamlining and privatizing many of its functions. However, Rep. **Jack Fields** (R-TX) also warned FCC Chairman **Reed Hundt** about overstepping his boundaries in carrying out the Telecommunications Act of 1996.

Hundt has repeatedly argued that now is the wrong time to overhaul the agency. He was supported by minority leader **Ed Markey** (D-MA). Markey suggested waiting at least one year before attempting an overhaul, at which time the Telecom Act would be fully enacted.

### Functions Questioned

Several representatives questioned the reasoning behind the FCC's handling of the EEO and antitrust departments when those functions should be under the jurisdiction of the **Equal Employment Opportunity Commission** and the **Federal Trade Commission**. The commissioners said broadcasting encompassed EEO and antitrust issues specific to the industry that the generic commissions aren't equipped to handle.

During the second day of hearings, Fields reiterated the EEO and antitrust question to a panel comprised of **Industrial Telecommunications Association** President **Mark Crosby**, attorney **Kenneth Robinson**, **Pitsch**

House/See Page 21

## EXECUTIVE ACTION

### Ginther Shifts To KSTP As ND/Exec. Producer

**Mark Ginther** has been named News Director/Exec. Producer at all-Talk **KSTP-AM/Minneapolis**. Most recently PD at crosstown all-Sports **KFAN-AM**, Ginther is set to assume his newly created post on April 8.

"I see this as an opportunity to take another step in creating a regular news presence," Ginther told R&R. "Our philosophy is that our news will mirror exactly our talk image and vision. Our hosts have a certain attitude and flair. Likewise, our news will have a certain attitude and flair."

Ginther was a producer at **WCCO-TV/Minneapolis** for two years before taking a similar post at **WCCO-AM** for two years. He joined **KFAN** in 1990.

### Heiges Rises To Cornerstone Broadcasting VP

**KIPR-FM (Power 92)/Little Rock** GM and 30-year broadcast industry veteran **Gordon Heiges** has been promoted to VP of parent company **Cornerstone Broadcasting Corp.**

"Heiges has earned this opportunity through perseverance and performance," said Cornerstone President **Cal Arnold**. "He exemplifies the very best ideals of the broadcast industry, and we are pleased to recognize his contributions to the success of our company in this way."

Prior to his most recent post, Heiges served as a KIPR sales associate. He has held sales management positions at **WPEZ/Pittsburgh**, **WLEE/Richmond**, and **KMJX-FM/Little Rock**. He also owned and operated **Mid South Media Representatives**.



Heiges

## FCC Gives Dark Stations Ultimatum: Broadcast Or Forfeit Licenses

The FCC is cracking down on dark stations in anticipation of a new law that will enable the agency to reclaim the license of any station remaining dark a full year.

This week the FCC issued notices to seven stations warning them to either get back on the air or forfeit their licenses. There are 200 dark stations and each is being reviewed on a case-by-case basis. The FCC expects to take action on all of them.

The stations have an option to appear at a hearing to explain why they shouldn't lose their licenses. However, if the stations choose a hearing, they are subject to a possible \$250,000 fine for unauthorized silence. "I don't think the telecommunications bill gives us much discretion," said FCC lawyer **Irene Bleiweiss**, who is handling the dark stations.

Dark Stations/See Page 21

## Duncan

Continued from Page 10

enough exercise. Having those predictions misinterpreted by the R&R reporter was painful and embarrassing to me.

The article got off to a bad start with the headline itself: "Seven Groups To Control Radio?" Nowhere in my essay do I say that or even vaguely imply it. I could not and would not say it because I do not believe it. Instead I clearly state that by the end of the decade there will be seven groups with more than \$500,000,000 in annual revenue. This does not mean control of what will be a \$16 billion industry by the year 2000. The word "control" cannot be found in my entire essay.

Next I am quoted as saying that industry consolidation will conclude in 1997 or 1998 when a national economic depression will force overextended companies to sell stations. This quote is so misleading and just plain wrong that it is difficult to know where to begin.

First of all, I am not a Malthusian and I am not a disciple of **Joe Granville** so I would never predict a depression in the short term. I did say the following:

"Sometime in 1997 or 1998 we are likely to see a period of diminished revenue growth and a national economic recession. During this period station prices will fall somewhat and those groups which have saved some of their resources may find a few bargains during this down period."

Furthermore, I never said industry consolidation will conclude by 1997 or 1998. I did state the following:

"By the years 1999 or 2000 we should see things settle down somewhat. A kind of equilibrium will be reached."

Finally, it will not just be "overextended companies" who will sell during the 1997-98 period. The exact quote was:

"Sellers will be those who overextended themselves during 1996, some pre-deregulation groups who managed to resist the temptation to sell during the initial flurry, and independents who feel they just cannot handle the new situation."

Later in the same paragraph the reporter says that I say "by 1999 or 2000 (station) trading will have ended." Thus he reports — in the same paragraph mind you — that "industry consolidation will conclude in 1997 or 1998" and "by 1999 or 2000 (station) trading will have ended." I said neither.

### Fuzzy Interpretations

He also misinterprets the section in which I describe my concerns about the FTC scrutiny of the radio industry. My worry is that a single company may control enough revenue in a single market to attract the interest of the FTC or the Justice Department. There is no way a single company will have enough revenue nationally to attract such interest.

There are other elements of the R&R article which display fuzzy interpretations of my essay. If you would like to have a copy of the entire essay give us a call at (847) 577-4660 and we will send you a copy at no charge.

Situations such as this remind me of a story which has lessons for all of us who provide information to others. Around the turn of the century a bandit rode in from Mexico, robbed a small Texas bank, and fled back across the border. A Texas ranger picked up his trail and captured him in a Mexican village. The bandit spoke no English, and the ranger no Spanish, so another villager was asked to interpret.

"Ask him his name," said the Texas ranger.

"He says his name is Jose."

"Ask him if he admits robbing the bank."

"Yes, he admits it."

Leveling his pistol at Jose's head the ranger said, "Now tell him to reveal where he hid his money."

Jose quickly blurted out in Spanish, "The money is hidden in the well on the village square!"

"What did he say?" demanded the ranger.

The interpreter replied, "Jose says he is not afraid to die."

The moral: Take care of how you are interpreted. The information you give is only as good as the way in which others interpret it.

James H. Duncan  
Duncan's American Radio Inc.  
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Kurt Kruger - KSCS  
Beth Laiderman - KQRS  
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Jeff Marcero - WHYT  
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Rich Renko - ABC Radio Networks  
Rick Revoir - WBAP  
John Spence - KLOS  
Nancy Wade - KEGE  
Becky West - WKHX*

**CONGRATULATIONS,  
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## Records

• **CHUCK D**, founder of the rap group Public Enemy, has launched a new label, Slam Jamz, through an agreement with the Columbia Records Group. He will serve as the label's President and as an in-house producer. He was previously owner of P.R.O. Division, a music production company. **PHIL NELSON** will act as Slam Jamz's GM.



Mandell

• **ANITA MANDELL** is the new Director/Publicity & Artist Development at Decca Records. She most recently served as publicist for country artist Alan Jackson.

• **JULIE BALLWEG** has been promoted to Sr. Director/A&R from Director/A&R at MCA Nashville.

• **CLIFF CANTER**, **GEOFF SIEGEL**, and **BERKO** have been named A&R representatives at Revolution. Canter was previously Director/A&R at Chry-



Canter



Siegel



Berko

alis Music Publishing and Siegel most recently served as Manager/A&R of Columbia Records. Berko last served as Manager/A&R for Warner/Chappell Music.

## CHRONICLE

### CONDOLENCES

**WWDM-FM/Columbia, SC** ND/morning co-host **Brenda Jones**, 39, March 27.

Rap pioneer and **Tommy Boy** recording artist **Harold "Whiz Kid" McGuire**, March 25.

**Gun Club** founder/lead singer **Jeffrey Lee Pierce**, 37, March 31.



Harrell

• **GINA HARRELL** has been named Director/Video Production for the Elektra Entertainment Group. She had previously been a freelance producer.

## Industry

Both shows begin at 10pm ET/7pm PT; (310) 358-8688.

• **CLARK GADSON** and **JOHN MORRISON** have been appointed Associate and Sr. Associate, respectively, at Communications Equity Associates. Gadson last served as a Media/Communications Specialist for Bank of Montréal; Morrison was previously VP/Mergers & Acquisitions for First Fidelity Bank's Investment Banking Group.

• **NANCY LOGAN** has been appointed Regional Director/Media Licensing, Western Division at BMI. Logan most recently served as Sales Manager/Western Division for Katz Radio Group Syndication.



Logan

• **JEFFREY BYRNE** has been named VP/Marketing at DG Systems, a provider of electronic distribution services. He previously served as VP/Worldwide Marketing for Dataquest, a market research and advisory service provider for information technology vendors.

• **NETWORK MUSIC** will introduce the following products at the spring NAB convention in Las Vegas:

• "Presentation Audio," a CD-ROM

## National Radio

• **SJS ENTERTAINMENT** is offering the following syndicated Country programs:

• Thursday, April 11: "Sneak Preview of Brooks & Dunn's 'Borderline,'" featuring an in-studio interview with the duo and samples from its forthcoming album.

• Tuesday, April 23: "Tracy Lawrence & Friends," a 90-minute live broadcast from the "Sizzlin' Country" cystic fibrosis benefit concert in Hollywood, CA.

## Changes

**AC:** At Westwood One's "Bright AC" format, **Susan Wise** helms afternoons and **Leigh Ann Adam** joins for nights.

**CHR:** **Michael Steele** has been named APD/afternoons at KGGI/Riverside-San Bernardino ... **Dr. Doug** is appointed MD of CHR/Rhythmic KZHT/Salt Lake City and interim MD of crosstown sister CHR/Pop KUTQ (Q99) ... **Bill Rehkopf** has been named News Dir. for WBHT (Hot 97)/Wilkes-Barre

and crosstown sisters **WARM-AM** & **WMGS-FM**.

**Classic Hits:** **Verna McKay** ups from weekends to overnights at Westwood One's "'70s" format.

**Country:** **Wanda Myles** becomes MD at WRBQ-FM (Q105)/Tampa ... **"Capt." Bob Griener** segues to KNCL/Sacramento for afternoons ... At WUSW/Appleton-Oshkosh, WI, **Billy Cannon** is upped to APD/MD, **"Mad" Max Collins** assumes mornings, and **Kim Clarke** takes middays ... **Paula**

Continued on Page 21

audio library storing professional-quality music and sound effects.

• "Spike™, Glide™, and the Spike & Glide Comedy Pack," three all-new production elements packages containing sounds that combine music and effects.

• Music Library: Volumes 149 and 150 are built around an Olympic theme. Volumes 151 and 152 feature the music of rural America.

• Sound Effects Library: Volume 73 includes percussion effects. Volume 74 includes orchestral elements. For more information, call (619) 451-6400.

## PROS ON THE LOOSE

**Jim Bosh** — PD/mornings WMYC-FM/Mobile (332) 666-7867

**Darrell Fong** — Production Director KSDO-AM & KKBH-FM/San Diego (619) 286-8170

**Bret Kneel** — Overnights KDGE/Dallas (817) 545-3018

**Gary Reynolds** — PD KRRW/Dallas (214) 980-7475

## NATIONAL RADIO FORMATS

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**Robert Hall** • (214) 991-9200

### Starstation — Peter Stewart

MARIAH CAREY/Always Be My Baby

### Hot AC — Robin Jones

MARIAH CAREY/Always Be My Baby  
COLLECTIVE SOUL/The World I Know  
GIN BLOSSOMS/Follow You Down

### Touch — Monica Logan

AFTER 7/How Do You Tell The One You Love  
MARIAH CAREY/Always Be My Baby  
H-TOWN/A Thin Line Between Love & Hate  
WHITNEY HOUSTON & CECE WINANS/Count On Me  
TONY RICH PROJECT/Nobody Knows

### ALTERNATIVE PROGRAMMING

**Steve Knoll** • (800) 231-2818

### Mainstream AC

BEATLES/Real Love  
GIN BLOSSOMS/Follow You Down  
WHITNEY HOUSTON & CECE WINANS/Count On Me

### Lite AC

BEATLES/Real Love  
LIONEL RICHIE/Don't Wanna Lose You

### UC

JESSE POWELL/All I Need  
DIANA ROSS/If You're Going To Love Me Right  
SILK/Don't Rush

### BROADCAST PROGRAMMING

**Walter Powers** • (800) 426-9082

### Digital AC — J.J. Cook

GLORIA ESTEFAN/Reach

SELENA/I'm Getting Used To You

**Digital Soft AC — Mike Bettelli**  
GLORIA ESTEFAN/Reach

**Digital AC Mix — Mike Bettelli**  
MADONNA/Love Don't Live Here Anymore

**Digital Hot AC — J.J. Cook**

COLOR ME BADD/The Earth, The Sun, The Rain  
GLORIA ESTEFAN/Reach  
GIN BLOSSOMS/Follow You Down  
MADONNA/Love Don't Live Here Anymore

**Digital CHR — J.J. Cook**

COLOR ME BADD/The Earth, The Sun, The Rain  
FOO FIGHTERS/Big Me  
MADONNA/Love Don't Live Here Anymore

**Modern Rock — J.J. Cook**

AFGHAN WHIGS/Honkey's Ladder  
JARS OF CLAY/Flood  
LOVE & ROCKETS/Sweet Lover Hangover  
RAGE AGAINST THE MACHINE/Bulls On Parade

### JONES SATELLITE NETWORKS

**Phil Barry** • (303) 784-8700

**Adult Hit Radio — J.J. McKay**

STING/Let Your Soul Be Your Pilot

**Soft Hits — Rick Brady**

MARIAH CAREY/Always Be My Baby

### WESTWOOD ONE NETWORKS

**Bob McNeill** • (805) 294-9000

**Bright AC — Bill Michaels**

BOOZEANS/Closer To Free

**Soft AC — Andy Fuller**

JIM BRICKMAN/By Heart



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Phil Boyce/PD



# WLS

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# In Search Of The Magic Quarter-Hour

By Julian H. Breen

Are all quarter-hours created equal? Is there a magic 15 minutes in an average hour with much more audience — best for power songs, hot topics, promos, and contests? Is there a quarter-hour with much less audience where stopsets and EBS tests can be safely hidden?

Generations of program directors have believed the distribution of listeners in an average hour is not equal in all four quarter-hours. The conventional wisdom believes the first quarter-hour has the most audience while the fourth has the least.

For a definitive test, we conducted a comprehensive study of Arbitron data for each quarter-hour of the broadcast week between 6am and 12 midnight in the Top 10 markets in America: New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Dallas, Washington, Houston and Boston.

To gain even more stability, the market total listening patterns for the Spring and Fall 1995 surveys were averaged in all 10 metro area reports. The entire study was based on a massive in tab persons 12+ sample of 102,530 respondents.



**In an average hour of the broadcast week there is a variance of about 5% from the quarter-hour with the most listeners to the quarter-hour with the least.**



Arbitron's Maximiser software and data were used to crunch the information by daypart, demographic, format type, gender, and ethnicity. Some of the runs were so complex they crashed the software until the very helpful client support folks at Arbitron suggested breaking down the broad dayparts into smaller chunks as a work-around.

## New Findings

Our findings: The first quarter-hour does indeed have more listeners in Arbitron than the last quarter-hour, but not by much. In an average hour of the broadcast week there is a variance of about 5% from the quarter-hour with the most listeners to the quarter-hour with the least.

For persons 12+, 6am-12 midnight Monday-Sunday, the first quarter-hour indexes at 102, the second at 101, the third at 99, and

fourth at 97. So, for example, if the average hour AQH is 10,000 people 12+, the first quarter-hour would show 10,200, the second 10,100, the third 9900, and the fourth 9700.

The data does not vary appreciably by either gender or broad demographic.

6am-12m M-Su	:00	:15	:30	:45
Men 18+	102	101	99	97
Women 18+	102	101	99	97
Adults 18-34	102	101	100	97
Adults 25-54	102	101	100	97

Both men and women show the same first quarter-hour preference. The third quarter-hour does marginally better among the key sales demos. This suggests the first quarter-hour preference may be somewhat greater among listeners 55+.

Arbitron breaks out three ethnic groups: Black, Hispanic, and Other (everyone else). The quarter-hour audience distribution is virtually identical in each.

6am-12m M-Su	:00	:15	:30	:45
Black 12+	102	101	99	98
Hispanic 12+	102	102	99	97
Other 12+	102	101	99	97

Theory would hold the first quarter-hour preference will be stronger in non-music formats because the programming tends to reset at the top of the hour with a newscast or show host change. Music formats tend to be more seamless.

Persons 12+ 6am-12m M-Su	:00	:15	:30	:45
Music Formats	102	101	100	97
Non-Music Formats	103	101	99	97

While the first quarter-hour preference is more pronounced for non-music formats, the difference is only one percent.

There is, however, significant variation by weekday daypart.

Persons 12+	:00	:15	:30	:45
6-10am M-F	99	99	102	100
10am-3pm M-F	101	101	100	98
3-7pm M-F	105	103	98	94
7pm-12m M-F	106	103	97	93

In morning drive preference goes to the third quarter-hour, but the variation across the average morning drive hour is only three percent.

After morning drive, preference shifts progressively toward the first quarter-hour and away from the fourth quarter-hour. In afternoon drive, the variance from the first quarter-hour to the fourth quarter-hour is 11%, reaching 13% in evenings.

If a case can be made for adjusting programming element positioning based on quarter-hour audience size, the best cases are for afternoon drive and evenings.

## Arbitron Artifact Or Actual Behavior?

Is the first quarter-hour preference an Arbitron artifact or reflective of actual listener behavior? There are several ways to look at the question.

The uniformity of the first quarter-hour preference across gender, demography, ethnicity, and format-type reinforces the notion that the effect may be the result of Arbitron's methodology and the way diarykeepers think about the time elements related to their own radio listening.

However, the variation in individual daypart listening patterns suggests roots in actual behavior. It can be argued the morning drive third quarter-hour preference actually points to the part of the hour more people wake up in the morning and begin their radio listening.

Since business activities, especially starting time and quitting time, are generally more top-of-the-hour-oriented, the shift to heavy first quarter-hour preference in afternoon drive in particular follows some logic.

The heavy first quarter-hour preference in evenings may reflect the influence of meal times, shopping as stores close in the evening, as well as television schedules and bedtimes.

Similar studies can be done for individual stations and markets in narrow demos and even narrower dayparts. However, sample size can be a problem when slicing the data down to the individual quarter-hour level. Care should be taken to average a sufficient number of books to keep sample sizes meaningful.

Julian H. Breen is a consultant specializing in Arbitron analysis. His company, Breen Broadcast, can be reached at (609) 730-0070.

## DATELINE

- **April 15-18** — 74th Annual NAB Convention. Convention Center, Las Vegas; (800) 342-2460.
- **April 24** — Academy of Country Music Awards. Universal Amphitheatre, Los Angeles.
- **May (Date TBA)** — 19th Annual NABOB Spring Broadcast Management Conference. Site TBA; (202) 463-8970.
- **May 1-3** — Radio Only Management Conference. Camelback Inn, Scottsdale, AZ; (609) 424-6800.
- **May 9-12** — CMT's Starfest '96. Fairplex, Los Angeles; (213) 655-5960.
- **May 19-22** — 36th Annual Broadcast Cable Financial Management Convention. Buena Vista Palace Hotel, Lake Buena Vista, FL; (708) 296-0200.
- **June 4-5** — Third International Symposium on DAB. Montreux, Switzerland Convention Center; (213) 938-3228.
- **June 6-9** — Third Annual Radio Montreux International Symposium. Montreux, Switzerland Convention Center; (213) 938-3228.
- **June 10-16** — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville; (615) 244-2840.
- **June 19-22** — PROMAX Convention. Los Angeles Convention Center; (310) 788-7600.
- **June 20-22** — 25th Silver Anniversary Convention & Bobby Poe Retirement. Sheraton Premiere, Tysons Corner, VA; (301) 951-1215.
- **June 26 (through September 18)** — Summer Arbitron.
- **June 27-29** — 45th Annual AWRT Convention. Ritz Carlton, Naples, FL; (703) 506-3290.
- **July 9** — Major League Baseball All-Star Game. Veteran's Stadium, Philadelphia.
- **July 10-12** — McVay Media Radio School. Site TBA, Cleveland; (216) 892-1910.
- **July 11-14** — Upper Midwest Conclave. Downtown Marriott, Minneapolis; (612) 927-4487.
- **August 8-10** — Talentmasters Morning Show Boot Camp. Westin Canal Place Hotel, New Orleans; (770) 926-7573.
- **August 22-25** — Jack The Rapper Convention & Expo. Georgia International Convention Center and Sheraton Gateway Hotel, Atlanta; (407) 290-2289.
- **September (Date TBA)** — 20th Annual NABOB Fall Broadcast Management Conference. Sheraton Washington Hotel, Washington, DC; (202) 463-8970.
- **September 9 (through December 11)** — Fall Arbitron.
- **October 2** — CMA Awards. Grand Ole Opry, Nashville.
- **October 9-12** — NAB Radio Show. Los Angeles Convention Center; (202) 429-5420.
- **October 9-12** — RTNDA 51st International Conference & Exhibition. Los Angeles Convention Center; (202) 659-6510.
- **October 12-15** — '96 Women In Communications Conference. Site TBA, Portland, OR; (703) 359-9000.

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## '70s Music Is New Definitive Format For Reaching Boomers In Their Prime

By Mariann DeLuca

Where has all the contemporary music of the 1970s gone? To the radio, of course. The contemporary artists of the '70s, such as **Billy Joel** and the **Eagles**, and their pop musical sounds have set the framework for new '70s-exclusive formats, designed to tap the spending potential of baby boomers as they enter their prime earning years.

Many marketers and retailers who've focused on the 25-54 demo have turned to radio as their primary advertising medium. Now, narrowing that audience to capture the nearly 80 million people who compose the lucrative baby boomer population (primarily those between the ages of 30 and 50), has become the favorite topic of conversation among most Madison Avenue advertising and creative executives.

The ubiquitous mobile lifestyle of these boomers usually drives the introduction of new or enhanced products and services (especially in the telecommunications, computer, and automotive fields), inherently creating a very upscale, targeted audience. But reaching this highly desired audience in or near their peak earning-potential years to advertisers is the *real feat*. These consumers are especially important because they mostly represent the *core* boomer audience segment of 35-44-year-olds, who — according to **Interrep** research — account for nearly \$1 trillion in income.

For making an impact on the burgeoning buying habits of maturing boomers, the relatively new '70s contemporary music

format is an obvious marketing solution. The reason is rather straightforward: '70s contemporary music excels in delivering 35-44s, who point to the '70s as having the best music of the last four decades extending from the '60s through the '90s. (See the results of the new *Interrep* research study below.)

Even within the broader Oldies format — music from the late '50s through the late '70s — the consumer savvy 35-44 demo comprises at least 50% of all listening.

### Listener Reflections

Why the selection of contemporary music artists of the '70s instead of then-popular disco artists for these new Oldies formats? A new, comprehensive research study on '70s music preferences and listening habits of radio listeners, commissioned by **Interrep** and conducted by **Stratford Research**, holds the answer.

The study clearly shows that for those listeners who have a primary interest in '70s music, their preference lies with either Adult Contemporary or Rock-oriented artists of that decade.

At the same time, the study dispels the notion that '70s pop music and disco are virtually synonymous. Although they shouldn't be totally excluded from the format, it's interesting to note that disco artists such as **Gloria Gaynor** and **Earth, Wind & Fire** garnered among the poorer responses from respondents who listen to '70s music.

(The *Interrep/Stratford* study used a sample base of 1000 respondents across the country between the ages of 18 and 54 who listen to at least 30 minutes of radio on a typical weekday. It was conducted in December 1995 via telephone.)

The new '70s radio formats offer the followers of that decade's contemporary pop music the only real major entertainment outlet in the mid-1990s that focuses solely on their music.

These '70s music stations not only serve up nostalgia with remembrances of "simpler times," whether it be during high school or college, but, in so doing, provide a *familiar* listening environment for today's highly coveted

35-44 demographic.

Many of these consumers who during their formative adult years grew up listening intently to the radio in the '70s, will not soon forget Billy Joel's "Just The Way You Are" or **Chicago's** "Only The Beginning." Simply put, these '70s artists had a lasting impact on these listeners' lives.

Nearly 100 stations have adopted an exclusive '70s music approach since its inception as a definitive format some two years ago.

This proliferation of stations only further underscores the huge appeal of contemporary '70s artists among today's boomer listeners. Meanwhile, due to the staying power of several '70s pop-rockers such as **Elton John** and **Rod Stewart**, who continue to produce new songs, the format also is attracting adults in their 20s. In essence, they are enjoying the full range of '70s music for the first time.

Other artists typical of the pop music scene of the '70s include **Fleetwood Mac** and **Steely Dan**. This was also a time when a number of these artists reached the zenith of their careers, recording their best music.

### Drawing Power

The new *Interrep*-commissioned study on '70s music should put to rest the fears expressed by some advertising and radio executives concerning the long-term viability of an exclusive '70s format. Their oft-asked questions about '70s stations usually took the form of "Will anybody listen?" and "By how much?"

Just look at some of the study's key findings:

- Among those with a primary interest in '70s music, 100% say they would or do listen "often."

- As mentioned above, '70s music attracts the core 35-44 boomer demographic. Among all respondents 35-44-years-old, 84% say they would listen "often" or "occasionally."

- Within this 35-44 age group, nearly half of those in the 40-44 age cell said they would or do listen "often" and 39% said "occasionally."

- Among men and women there was no discernible difference in frequency of reported listening. Seventy-nine percent of both males and females said they would or do listen to '70s music "often" or "occasionally."

- Nearly 75% of those 35-44-year-old boomer listeners believe that the '70s radio format

## Do You Have A Sales Story To Tell?

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**R&R** invites you to share your story about any of the above topics — or any other sales-related issues — with our readers. Your comments will contribute to an ongoing forum designed to raise the profile of radio sales in the advertising community.

Send your thoughts to Managing Editor **Ron Rodrigues** in any of the following ways:

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E-mail: [ronr@rronline.com](mailto:ronr@rronline.com)

will be around for "a long time."

If any further evidence is needed to illustrate the potential drawing power of '70s music among maturing boomers, one needs only to examine concert ticket prices for these groups today — 20 years after their chart-topping days.

Case in point: For a forthcoming **Eagles** World Tour concert at New York's Nassau Veterans Memorial Coliseum (some 20 miles east of New York City), ticket prices for their one-time June appearance ranged between a lofty \$50 and \$80. And the early word is there is already a high demand for these tickets.

This perennial interest in groups such as the **Eagles** opens up an array of three-way event sponsorship and/or promotional deals — that is, those involving the musical act, the station and the audience. This interest also leads to another key development stemming from the *Interrep* research study on '70s music. Those with a strong preference for Classic Rock, Adult Contemporary, or Oldies radio formats were among the majority of respondents who said that they would or do listen "often" to '70s artists.

### Back To The Future

If this '70s movement in radio isn't enough to convince marketers of a shift toward nostalgia when addressing the societal tastes of boomers today, television provides further evidence. The CBS television network, for example, is bringing back stars and series concepts that were popular in both the '70s and '80s, such as a modern "Barney Miller"-type show. Their goal is to appeal directly to the current boomer generation.

### Proof In The Pudding

One significant aspect to the findings of the recently concluded *Interrep/Stratford* research study is the unyielding loyalty factor exhibited by '70s music listeners. In effect, this has be-

come an extension of the high audience dedication levels found within the entire Oldies format spectrum promoted through *Interrep's* Best Of Oldies Music Format Network.

According to the report, among those with a primary interest in '70s music:

- 86% say they are not affected by trends.

- 55% say they would not start listening to a station just because their friends did.

To that end, the study shows that 89% of the respondents who listen to '70s music stations do so because they feel the "music is better" (than other music stations). That is, the music is the most important reason for listening.

However, there is one caveat for those broadcasters who have recently switched or are considering a format move to '70s music — that is, employ patience in nurturing the format's acceptance. Because of its highly specialized structure and uniqueness to the marketplace, '70s Oldies stations may require several survey periods for growing ratings.

In concluding, let me reinforce two critical aspects to today's '70s radio stations: The format is a very potent qualitative sell and its audience will rarely turn the dial. And as an operator or programmer of '70s radio outlets you must think of the station as fortifying the bond or partnership with the prime consumers in your market.

**Mariann DeLuca** is Director of **Interrep's** Best Of Oldies Music Format Network, a service designed to provide a variety of comprehensive sales and marketing support material for Oldies and '70s-formatted stations. She's also VP & New York Regional Mgr. & Director of Sales for the **Torbet Radio Group**.

## Salespeople On The Move

• **David Gates, Kay Holmen, and Lori Worobel** have been named Account Mgrs. at **Capital Cities/ABC's WKXK-FM (94.7 Kicks Country)/Chicago**. Gates was formerly GSM at crosstown **WAIT-AM**, Holmen previously served as an AE for **Shadow Traffic/Chicago**, and Worobel was most recently an AE for **WWCD-FM/Columbus, OH**.

• **Elizabeth Hamma** has been named GSM at **WWWW/Detroit**. She succeeds **Mary Bennett** who exited the station last month. Hamma was most recently with **NewCity's WSYR-AM, WBBS-FM & WYYY-FM/Syracuse**.

• **Kelly Hoker** has been promoted to AE at **Sentry Radio/Atlanta**. She was previously an AE trainee with the company.

## KSCA: Getting The Most Out Of Your Web Site

By George Burns

Nicole Sandler began 1995 as the midday personality on KSCA/Los Angeles. Today she's part of the morning team and webmaster for one of the radio industry's most happening pages on the World Wide Web.

While Sandler knew basically nothing about computers back then and the station has spent very little on its Internet effort, KSCA gets far more from its World Wide Web page than many companies who have spent much, much more. You can check out KSCA's page at <http://www.ksca.com>.

At the time, KSCA was working with the Troubadour, L.A.'s legendary rock club. One of the guys there was putting together the Troubadour's own web page. Sandler was fascinated. She bought a Mac and subscribed to America Online in April 1995. By December, Sandler and her friend had designed the KSCA web page and they were up and running.

### 'Click My Brain'

The first thing we see at [KSCA.com](http://www.ksca.com) is a very cool line drawing of Albert Einstein play-

ing a guitar. We're invited to "click my brain." It's very unconventional. It fits perfectly with the image that KSCA seeks to project.

On the next page, there's an image of an old-fashioned stereo tuner — the kind with a knob that pushes a vertical line up and down the band. Trivia nuts will be interested to learn that this image was scanned from one of the old tuners at the Troubadour itself.

The KSCA web page offers several well-done choices that correspond with the different "stations" on this tuner. The most interesting is the Conference Room, a 24-hour "real time" chat area. Listeners are invited to post whatever is on their minds. Sometimes this evolves into extended live chat. That was the case a while ago when Lisa Loeb appeared on the station. I was driving around and heard that she would be in the

Conference Room to answer questions from the audience. I went home and signed on myself.

### Audience Reaction

It was one of the most fascinating things I've seen in nearly 40 years of radio. People were questioning Lisa Loeb live, right after she had appeared on the air live. For years we have wished we could hear the audience laugh or applaud or even boo. Now we can.

Most often the give and take is not simultaneous. Listeners sign on at all hours and simply post. Hours later, others will respond. Some of the contributions from the middle of the night are pretty bizarre. There's a lot of comment on the station's programming. Sandler often responds to these directly. She goes home at the end of the day and reads the day's postings. This is among the most intimate, ongoing radio interaction that I've ever seen.

Sandler also has put together one of the most complete concert sections that you'll ever find.

## Show Us Your Outdoor Campaign!

R&R is preparing its annual Marketing & Promotion Guide, due for publication in mid-June. One of the more popular features in the guide is our "Marketing Design Showcase," which chronicles the more stylish outdoor campaigns, TV spots, World Wide Web pages, logos, bumper stickers, and other visual dazzlers that radio stations have to offer.

If you have an eye-grabbing campaign this spring or summer, share it with us and the rest of the industry! Send your color artwork (printed materials, color prints, color slides, or electronic files) by April 15 to:

Ron Rodrigues, Managing Editor  
Radio & Records  
10100 Santa Monica Blvd. 5th Floor  
Los Angeles, CA 90067

There is the standard collection of concerts and hyperlinks to promoters' pages. But she also offers a list of appearances by artists of special interest to KSCA listeners. The station's format is Adult Alternative, consulted by Dennis Constantine. This makes it a very specific psychographic. Often these acts are working relatively small venues that might easily escape attention. Sandler updates this information daily from home. It's always timely. How often can one learn that Taj Mahal or Emmylou Harris is appearing tonight at a local bar?

It should be noted that Sandler is clearly no nerd. She was driven to pursue the 'Net because she is

a radio personality who sensed the web's relation to her own profession. Others would be well-advised to follow her example.

### Serving The Community

There's a lot of talk about "community" on the Internet. Those of us who have been around a while know full well that a good radio station is a community waiting to happen. Nicole Sandler and KSCA are on their way to actualizing that possibility.

George Burns is President of Burns Media Consultants. Reach him at (310) 457-1599 or [burnsmedia@earthlink.net](mailto:burnsmedia@earthlink.net)

## WCCO Listeners: Building Castles In The Snow

By Scott Slaven, PROMAX International

Celebrating that last gasp of winter, WCCO/Minneapolis recently asked its listeners to trek out into the snow one more time to engage in the "WCCO In The Snow" snow sculpture competition. Participants had the chance to win thousands of dollars in prizes by integrating the WCCO logo somewhere into a snow sculpture.

The grand prize winner's family spent more than two months on their entry — a 16-foot tall snowcastle complete with spiral staircase, ice slide, and second-story balcony. The sculpture netted the top prize-winner \$1100 in air fare on America West Airlines. Other elaborate entries included a 15-foot dolphin and a gigantic turtle. Is it cabin fever, or do these people have just a little too much free time on their hands?

### Morning Man Or Mayor?

KIIS-FM/Los Angeles announced that L.A. Mayor Richard Riordan would switch places with morning star Rick Dees on, appropriately, April Fool's Day. While the Mayor donned headphones and spun the CHR hits in KIIS's studio, Dees created his usual chaos by answering



the City Hall phones on the air as well as presiding over meetings and making "official" declarations.

Politically, one hopes that Riordan remembers what happened to San Francisco's former mayor when he fooled around with wild and crazy DJs. On the other hand, it's not as though Dees could really make things any worse in L.A. ...

### Anthemic Performance

Last week at the Canadian Music Week's "Music & Multimedia Show," CKFM (Mix 99.9 FM)/Toronto organized an event that gave listeners an opportunity to audition to sing the Canadi-

an and American national anthems at a Raptors vs. Hornets NBA game. The three-day event saw the participation of more than 300 wannabe warblers.

The winner was a 14-year-old boy who, ironically — or suspiciously — turned out to be the first person in line on the first day of the audition. *Hmmm*, the prospect of listening to 300-plus attempts to sing the notoriously difficult national anthems couldn't have been a pleasant one for the judges; just think back to Roseanne Barr's torturous rendition of the U.S. anthem and you can understand how the judges came to their quick decision.

### Peachy Keen

KCMQ-FM/Columbia, MO pitched a peach of a promotion last week. Listeners were able to register for tickets to a free concert from the Presidents Of The United States Of America by donating a can of peaches. The canned goods promotion was inspired by the group's hit single "Peaches," and proceeds were donated to the Central Missouri Food Bank. KCMQ reports collecting more than 200 cans in the drive.

## Pro:Motions

• Rob Accatino will become Promotions Mgr. at Chancellor-owned WHTZ-FM (Z100)/NY, effective April 15. He is currently Mgr./Mktg. & Creative Services for CBS Radio Networks.

• Tina Georgiou-Nachman is the new Dir./Mktg. & Promotions for Inner City Broadcasting's

WBLS-FM/NY. She most recently served as Promotions Coordinator at crosstown competitor WRKS-FM.

• Dana Dana has joined Hot AC WAYV/Atlantic City, NJ as Promotions Dir. She replaces John Gilbert, who accepts a position at a South Jersey advertising agency.

### Beauty Contest

The Northbrook, IL-based One-On-One Sports Radio Network attempted to settle an age-old argument among men everywhere. Morning host Steve Czaban has created the "1996 Sexiest Woman Alive Contest" — the format mirrors a bracket-style playoff similar to the NCAA's basketball tournament.

Czaban's contest pits 64 of the world's most beautiful women in competition, with the winner determined by listeners' calls. The women are grouped into four categories (or in NCAA-speak, "regionals"): Models, Movies, Television, and "Wildcards."

The 64 finalists were determined by Czaban and his show's

producers, and has apparently caused a bit of controversy over who was left off the list. Czaban says, "That's the fun of this whole silly exercise. I see this as a new type of office pool, and why not? Men are just inherently 'wired' to think about women and competition. And this tourney is the best of both worlds."

Finalists ranged from the predictable (Demi Moore, Elle MacPherson, and Sharon Stone) to some off-beat choices (Katie Couric, Whoopi Goldberg, and Sinéad O'Connor). The winner was announced April 1. No word on whether the Sports Radio Network will play fairly by their female listeners and follow up with the 1996 Sexiest Man Alive Contest ...

## MUSIC & MOVIES

### CURRENT

- **UP CLOSE & PERSONAL**  
Single: Because You Loved Me/Celine Dion (550 Music)
- **MR. HOLLAND'S OPUS (Polydor)**  
Featured Artists: Shawn Stockman, Stevie Wonder, Jackson Browne
- **GIRL 6 (WB)**  
Featured Artists: Prince, Vanity 6, New Power Generation
- **WAITING TO EXHALE (Arista)**  
Singles: My Funny Valentine/Chaka Khan  
Let It Flow/Toni Braxton  
Count On Me/Whitney Houston & CeCe Winans  
Other Featured Artists: Aretha Franklin, For Real, TLC
- **DON'T BE A MENACE ... (Island)**  
Singles: All The Things (Your Man Won't Do)/Joe  
Can't Be Wasting My Time/Mona Lisa f/Lost Boyz  
Renee/Lost Boyz  
Other Featured Artists: Jodeci, Mobb Deep, R. Kelly
- **BEAUTIFUL GIRLS (Elektra/EEG)**  
Single: Beautiful Girl/Pete Drobe  
Other Featured Artists: Afghan Whigs, Chris Isaak, Ween
- **IF LUCY FELL**  
Single: TwentyOne/Marry Me Jane (550 Music)
- **MR. WRONG (Hollywood)**  
Single: The Things We Do For Love/Amy Grant  
Other Featured Artists: Joan Osborne, Chris Isaak, Ben Folds Five

### COMING

- **A THIN LINE BETWEEN LOVE & HATE (Jac-Mac/WB)**  
Single: A Thin Line Between Love & Hate/H-Town  
Other Featured Artists: R. Kelly, L.B.C. Crew, Luniz
- **THE TRUTH ABOUT CATS & DOGS (A&M)**  
Single: Caramel/Suzanne Vega  
Other Featured Artists: Blues Traveler, Ben Folds Five, Sting
- **BOYS (A&M)**  
Single: Alright/Cast (Polydor/A&M)  
Other Featured Artists: Del Amitri, Stone Roses, Sparklehorse

## CYBERSPACE

Hot new music-related World Wide Web sites, cool cyberchats, and other points of interest along the information superhighway.

### 'Net Chats

Country Music Hall of Famer **Owen Bradley** chats on MSN (GO: Country Music) Saturday afternoon (4/6) at 3pm ET/noon PT. (MSN is available only to Windows 95 users.)

Prodigy goes backstage at the **NAACP** Image Awards (jump: CHAT) on Saturday (4/6) 8pm-midnight ET/5-9pm PT. Possible chat guests include **Whitney Houston**, **Mariah Carey**, and **Toni Braxton**.

Check out some cyber-Babble on America Online as the **Reprise** act guests on Cyber-Talk (keyword: WARNER) Monday night (4/8) at 9:30pm ET/6:30pm PT.

Rap band **Onyx** appear on Prodigy (jump: CHAT) Tuesday evening (4/9) at 7:30pm ET/4:30pm PT, discussing their new album, "All We Got Iz Us."

"Late Show with **David Letterman**" and session bassist **Will Lee** will be on Prodigy (jump: CHAT) Tuesday night (4/9) at 10pm ET/7pm PT.

Rapper, producer, and **EPMD** founder **Parrish Smith** talks on Prodigy (jump: CHAT) Thursday evening (4/11) at 7:30pm ET/4:30pm PT.

Three writer/producers from **American Comedy Network** will be hanging out on MSN (GO: ComedyConnect) next Wednesday evening (4/10) at 9pm ET/6pm PT, talking about how they go about creating comedy bits for radio.

## 'ZINE SCENE

### 'Playboy' Faces The Music!

Along with the results of its Readers' Poll, *Playboy's* "Music & Supermodels" issue finds the 'zine picking the "hitmakers" — defined as the managers, programmers, DJs, and A&R weasels "who consistently hit the right chords." And they are: **KROQ/L.A. PD Kevin Weatherly**, **KROQ DJ Rodney Bingenheimer**, **MTV's Andy Schuen**, **Death Row** topper **Suge Knight**, producer **Dr. Dre**, **Porno For Pyros** frontman/**Lollapalooza** co-founder **Perry Farrell**, **MCA/Nashville** Prez **Tony Brown**, **Atlantic A&R** dude **Tim Sommers**, and the talent bookers for the **David Letterman**, **Jay Leno**, and **Conan O'Brien** TV shows.

By the way, among the winners of the *Playboy* Readers' Poll are ... the **Grateful Dead** (Concert Of The Year), **TLC's "Waterfalls"** (Music Video), "Pulp Fiction" (Soundtrack), **Jerry Garcia** (Hall Of Fame), **Hootie & The Blowfish's "Cracked Rear View"** (Rock Album of the Year), **Shania Twain's "The Woman In Me"** (Country Album), **TLC's "CrazySexyCool"** (R&B Album), and **Herbie Hancock's "Dis Is Da Drum"** (Jazz Album).

### Radio U

Incidentally, *Playboy's* "The Rise Of Radio U." college radio story sports these two notable quotes: **Virgin Nat'l Alternative Dir. Chuck Stomovitz** saying, "I think he [*College Media Journal* publisher **Bobby Haber**]'s the reason college radio sucks today," and **Caroline Dir./Radio Errol Kolosine** noting, "As far as selling records goes it's a joke. You can have a No. 1 college record and sell a couple thousand copies."

And ... *Playboy's* **Alanis Morissette** story produces this pair of key quotes from the artiste herself: "I've come to terms with the fact that, yeah, I think I'm good in bed. But a lot of women are good in bed, and some guys are going to forget about me. And that's fine ... Yeah, right," and "When I have sex with a guy now, I worry that if I scratch my nails on his back, he will think of 'You Oughta Know.'"

Meanwhile, the **Black Crowes**, **U2**, **Garth Brooks**, **Boyz II Men**, **Smashing Pumpkins**, **Coolio**, **RuPaul**, and **David Bowie** are featured in *Playboy's* rock 'n' roll fashion layout.

And ... *Playboy* chronicles the historical relationship between rock stars and supermod-

els. Suffice to say that space does not permit us room to list 'em all here.

### Hot Jocks

**WQHT (Hot 97)/NY** parttime air talents **Little Nic (Dominic Waters)** and **DJ Jus (Justin Spaulding)** — both of whom are all of five years old — are profiled in the *National Enquirer*, which — incidentally — misidentifies the station as **WQAC!**

The *Star* excerpts a page's worth of **WFAN/NY** and **Westwood One** syndicated talk jock **Don Imus's** infamous remarks at that Washington, DC dinner. *People* devotes two pages to the same event.

### Love 'N' Stuff

The *National Enquirer* devotes a page-length photo feature to **Julio Inglesias**, 52, and his new galpal, 27-year-old **Miranda Rijnsburger**.

**Brandy**, 17, and her former duet partner (**Boyz II Men's** **Wayna Morris**, 21) are making a different kind of beautiful music together (*Globe*).

After **Halle Berry** and **Death Row Records** supremo **Suge Knight** met by chance in a hotel hallway, he sent her three dozen long-stemmed roses and a magnum of Cristal champagne (*Star*).

**Shania Twain** spent two and a half years performing as a showgirl at the Deerhurst Resort in Huntsville, Ontario before she made it big — and the *Star* prints the photos to prove it.

**Madonna** will be getting that mole on her upper lift removed shortly (*Globe*).

### 'Nuff Said

**Maverick A&R** dude **Guy Osceary** is pictured decked out in \$1773 worth of designer clothes for a *Rolling Stone* "Spring Style" spread.

"I probably have more criticisms [of our music] than people who don't like us, but even if we stop tomorrow, there's 3 million people who've bought this album, and 3 million people can't be complete morons" — *Rolling Stone* coverboy/**Bush** frontman **Gavin Rossdale** answers the band's critics.

"Alternative is just a marketing term, so if this year is not seen as alternative, great. Alternative sucks right now" — **Lollapalooza** co-founder/**American VP/Mktg.**, **New Media Marc Geiger's** reaction to criticism of the **Lollapalooza '96** lineup (*Entertainment Weekly*).

## MUSIC DATEBOOK

### MONDAY, APRIL 15



Isaac Hayes — "... and the winner is ..."

- 1967/The **Who** release "Happy Jack"
- 1971/The **Beatles** win a Best Original Score Oscar for "Let It Be," and **Isaac Hayes** wins a Best Original Song Oscar for "Theme From Shaft."
- Born: **Dave Edmunds** 1944

### TUESDAY, APRIL 16

- 1965/The **Hollies** begin their first U.S. tour.
- 1972/The **Electric Light Orchestra**, formerly known as the **Move**, give their first show under their new name.
- 1995/**Bob Seger** and wife **Nita** become parents to daughter **Samantha Char**.
- Born: **Dave Pirner (Soul Asylum)** 1964

### WEDNESDAY, APRIL 17

- 1960/**Eddie Cochran** is killed in a car crash in England.
- 1964/The **Rolling Stones** release their debut album in the UK.
- 1970/**Paul McCartney** releases his first solo album, "McCartney."
- 1993/Ex-**Bangles** member **Susanna Hoffs** marries TV producer **M. Jay Roach**.

### THURSDAY, APRIL 18

- 1988/The **Holland-Dozier-Holland** songwriting team is inducted into the Songwriters Hall Of Fame.

### FRIDAY, APRIL 19

- 1968/**Beatles** **John Lennon** and **George Harrison** leave the **Maharishi Mahesh Yogi's** Ashram in India two weeks early, following **Paul McCartney** and **Ringo Starr's** lead.
- 1988/**Sonny Bono** is inaugurated as Mayor of Palm Springs, CA.
- Born: **Alan Price (Animals)** 1942

### SATURDAY, APRIL 20

- 1959/**Dolly Parton**, 13, releases her first single, "Puppy Love."
- 1968/**Deep Purple** make their concert debut in Tastrup, Denmark.
- 1990/**Janet Jackson** is awarded a star on the Hollywood Walk Of Fame.
- 1994/**Barbra Streisand** gives her first London concert in 28 years when she opens a four-night stand at Wembley Stadium.
- Born: **Luther Vandross** 1951

### SUNDAY, APRIL 21

- 1963/The **Beatles** meet the **Rolling Stones** at England's Crawdaddy Club.
- 1990/**Van Halen's** Cabo Wabo Cantina opens in Cabo San Lucas, Mexico.
- 1993/Ex-**Rolling Stones** bassist **Bill Wyman** marries **Suzanne Accosta**.
- 1995/**Marky Mark**, aka **Mark Wahlberg**, makes his movie debut as a drug-addicted high school basketball player in "Basketball Diaries."
- Born: **Iggy Pop** 1947, **Robert Smith (Cure)** 1959
- **Paul Colbert**

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





# RADIO RECORDS STREET TALK®

## WKTU Unveils New Starting Lineup!

**E**vergreen Prez/COO Jim de Castro and his staff at WKTU/NY took to the airwaves Tuesday (4/2) to announce the new 'KTU lineup. And for "Music Mornings" (6-10am) it's (*drum roll, please ...*) ex-WKTU personality **Freddie Colon** and former **Seduction** lead singer **Michelle Visage**.

Afternoon drive (2-6pm) goes to ex-KMEL/SF morning driver **Bill Lee**, with nights (6-10pm) filled by former **KGGI/Riverside**

wakeup artist **Hollywood Hamilton**. In late-nights (10pm-2am), it's "the 'KTU Heartbeat" with former WKTU personality **Diane Prior**. Overnights (2-6am) will be done by former KMEL/SF midday maven **Efren Sifuentes**. MIDDAYS are TBD.

Saturday nights (6-10pm) will feature "the 'KTU Funhouse," hosted by **Jellybean Benitez**. From 10pm-midnight this turns into "the 'KTU Clubhouse," hosted by ex-KMEL/SF MD **Hosh Gureli**, then from midnight-2am ex-WQHT/NY mixer **David Morales** spins "Morales At Midnight."

By the way, folks, the *other* Big News out of the Big Apple was *no* joke. **WRKS/NY** welcomed new morning man (and veteran recording artist) **Isaac Hayes** on April 1.

Look for recently resigned **KLAC & KZLA/L.A.** VP/GM **J.D. Freeman** to resurface somewhere in Phoenix — where he previously spent 18 years — after he exits the L.A. properties on April 19.

Continued on Page 24

### Rumors

• While **Steve Kingston** watches intently from the sidelines, the **WXRK/NY** rumors continue to swirl. Will **VH1's Darcy Fulmer** become the 'XRK MD? Will **KROQ/L.A.'s Jed The Fish** segue to WXRK afternoon driver, with **Mike Halloran** copping the Fishman's L.A. slot? And will WXRK become the flagship for the **Howard Stern Network**, with Stern having a hand in assembling the on-air lineup? (Speaking of Stern, **WBCN/Boston** moves him from nights to mornings as longtime WBCN morning star **Charles Laquidara** shifts to **Infinity** crosstown sister **WZLX**. WBCN will rotate **Albert O**, **Bill Abbot**, and **Neil Robert** in nights — for now.)

Speaking of Zoo York City ... with new **WHTZ (Z100)** PD **Tom Poleman** in place on Monday (4/8), is **KRBE/Houston MD Paul "Cubby" Bryant** about to follow Poleman's lead and fill the open Z100 MD slot? And ... will exiting Z100 APD/"Love Phones" producer **Sam Milkman** cross the street to join ex-Z100 PD **Steve Kingston** at WXRK? (Speaking of Kingston, has wife/Z100 morning show co-host **Patty Steele** been granted a one-month contract extension?)

And ... will Z100 midday maven **Freddie Vetter** split, change his *nom de aire* to **Hollywood Joe**, and resurface in middays at **WKSS/Hartford** on April 22?

• Will **WDRE/Long Island, NY** head to some variation of an Adult Alternative format? And is crosstown **WBLI** ready to back off its '70s Gold and become "Long Island's Hit Music Station"?

• Was ex-**WWST/Knoxville** PD **Todd Shannon** roaming the halls of **XTRA-FM/San Diego**?

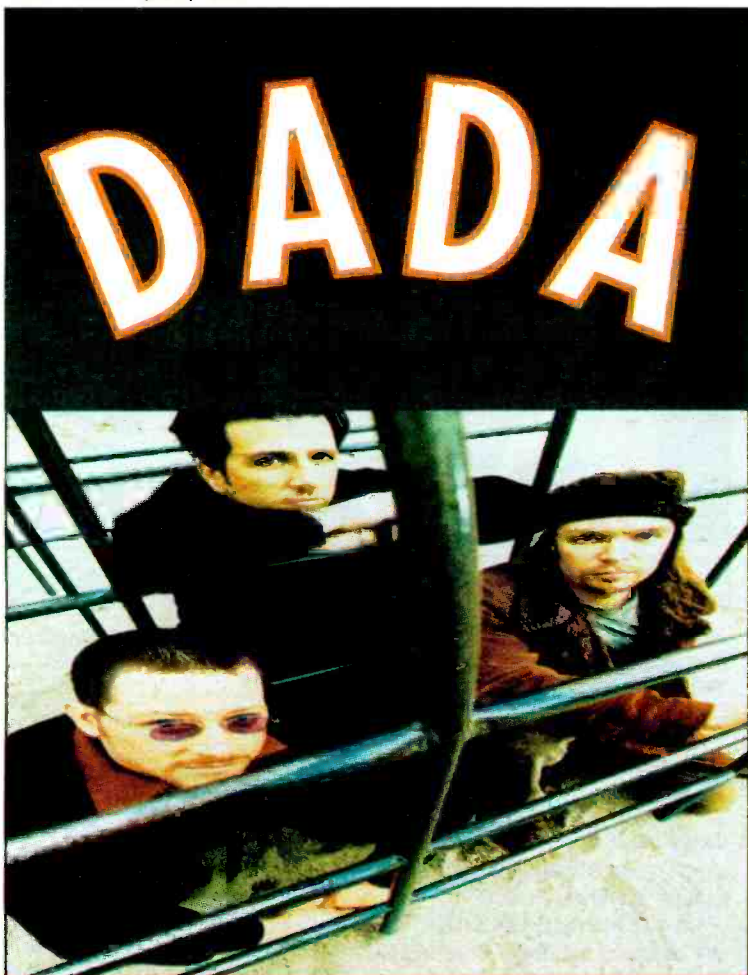
• Has former **WRQK/Canton** PD (and current **WWWE/Cleveland** swinger) **Ruby Cheeks** resigned and retired from radio? Or will she resurface real soon in a Top 10 market?

• Is **Secret** in a buying — or a selling — mode in Sacramento? With that in mind, is **KSFM** PD **Rick Thomas** headed to Hawaii to work with mentor **Jerry Clifton** and partners' new property?

• Look for an official announcement from **Western Cities** on the new staff lineup at **KQKS/Denver** within a few weeks. All indications are it'll remain **CHR/Rhythmic**. Will **Western Cities** continue to operate **KQKS** — if a suitable **LMA** partner can't be found? Staffer **Cindy Rose** is acting PD/MD.

• Is **Emmis**-owned **WNAP/Indy** adding '60s and early-'80s music to its '70s format? Will a full lineup of personalities be hired to complement the musical adjustments?

• Is there a format change coming at **WGRG/Binghamton, NY**?



# "I GET HIGH"

## ON YOUR DESK NOW

### GOING FOR ADDS APRIL 16

#### CONTACT:

**Karen Lee** (310) 841-4115/Vice President  
**Lori Blumenthal** (212) 334-2171/National Alternative  
**Amy Birch** (847) 806-7975/National Rock  
**Todd Glassman** (212) 334-2173/Northeast  
**Jed Tauber** (770) 417-4534/Southeast  
**Andrea Morris** (216) 228-2067/Midwest  
**Sopan Greene** (303) 449-6370/Rocky Mountains  
**Rob Weldon** (310) 841-4103/West Coast

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**"EL SUBLIMINOSO"**

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Management-Wally Versen/Hit & Run



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### Records

• Look for former **PolyGram Group Distribution** VP **Steve Corbin** to become **Motown GM**, replacing Exec. VP/GM **Oscar Fields**. Expect **Motown** also to launch two new labels — **Motown Soundtracks** and adult R&B-focused **Motown Classics** — both of which will be run out of the company's L.A. office by former **Giant Records** exec **Cassandra Mills**.

• Indie promoter **Mia Klein** becomes VP/Promo for **Nell Young's** new **Vapor Records** label.

• **Trauma** welcomes ex-**EMI** and **Geffen** Dir./Alternative Promo **Kim White** for Dir./Nat'l Alternative Promo duties.

• **Roadrunner** taps **Immortal Records'** **Sean Knight** for Dir./Nat'l Modern Rock & AAA Promotion.

• **Epic** Mgr./Dance Promo **Elizabeth Montalbano** is upped to Dir./Nat'l Crossover.

• Look for **Lisa Andrick** (formerly with **Genesis Software** and **Capitol/L.A.**) to replace exiting **Giant/Reprise** West Coast regional rep **Gary Greenberg**, who's expected to resurface as **Rising Tide's** new West Coast rep. Look for **River North's** **Matt Corbin** to catch that rising tide as well.

• **Capitol/Nashville** Southeast Regional rep **Eric Beggs** exits. Look for one of the label's other regional reps to fill that slot, with that region's stations being absorbed by the rest of the regional staff.

• Former **Island** VP/Nat'l AC Promo **Laura Hinson**, who'd been on medical leave since the first of the year, has resigned. Look for her to get back into the biz later in the year.

• Get-well wishes to **A&M Dallas** local **Lee Arbuckle**, who's recovering from quadruple bypass surgery.

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# DISHWALLA

## Counting Blue Cars

from  
Pet Your Friends



**CHR ADDS - 4/9**  
ALREADY ON: KRBE & WPST

**ACTIVE ROCK 13 - 10**  
MOST INCREASED PLAY!  
67 ACTIVE ROCK REPORTERS - 88%

**ROCK CHART 34 - 27**  
BREAKER! MOST INCREASED PLAY!

**ALTERNATIVE CHART 30 - 18**  
MOST INCREASED PLAY!  
77 ALTERNATIVE REPORTERS - 80%

**ADULT ALTERNATIVE DEBUT 28**

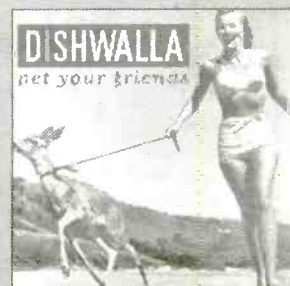
*On tour now!*

Management: David Young/Bliss Artist  
Produced by Phil Nicolo and Dishwalla



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# STREET TALK®

Continued from Page 22

**Sony Music Entertainment President/COO Thomas Mottoia** renewed his contract with the company for five more years this week.

Veteran Rock and NAC programmer (and current **WNWV/Cleveland PD**) **Bernie Kimble** is scheduled to undergo brain surgery for the removal of a tumor on April 9. **R&R** joins his many industry friends in wishing him a speedy recovery and looks forward to his return to the station by mid-May.

Congratulations to **Elektra Sr. VP/Promo Greg Thompson** and wife **Andrea** on the birth of their first child, **Ryan Gregory Thompson**, on Tuesday (4/2).

Thanks to **Capricorn** artist **Syd Straw**, who wowed the crowd with her performance at the world-famous **Club R&R** on Friday (3/29).

## Rumbles

- **WRXR/Augusta, GA PD Jeff Sanders** is upped to OM over that station and crosstown **WKBG**. **WKBG PD Robert Marx** exits. In other **WRXR** news, **APD/MD Chuck Williams** is promoted to PD and former **WIXV/Savannah, GA MD Jay Sisson** joins for MD/nights.

- **Par Broadcasting Active Rock KIOZ/San Diego** and crosstown **Compass Oldies KCBQ** swapped frequencies at midnight Monday (4/1). **KIOZ** is now heard at 105.3 with the same calls, while **KCBQ** takes the new calls **KXST** to go with its "Sets FM" format at 102.1. **Par**, which will simulcast **CHR KKLG-FM** on newly acquired **KCBQ-AM**, is donating **KKLG-AM** to Palomar College.

- **WHYT/Detroit** revamped its on-air lineup last week, replacing **Vertical, Man-At-Large, Mikey Mike, Jade**, and **Greg St. James**. The new lineup will be: Former **WJMN/Boston** air talent **Johnny Edwards** (mornings), **Dave Fogel** (mIDDays), **PD Garrett Michaels** (afternoons), ex-**KLRZ/New Orleans** air talent **Lenny The Psychotic Snakeman** (nights), and erstwhile **WWDX/Lansing, MI** air talent **Schlzo Nic** (overnights).

In other Motor City news, **WHND-AM** flips calls to **WLLZ**.

- **WWQQ, WQSL & WXQR/Wilmington, NC GM Bill Hennes** resigns to pursue other GM and programming opportunities.

- Oldies **KFSO/Fresno PD Mark Thomas** becomes PD of AC sister **KTHT**.

- **WLEV/Allentown, PA PD Tony Rogers** exits.

- **Radio Equity Partners** flips Big Band **WIXV/Ft. Myers-Naples** to Soft AC **WXR** ("Warm 105.5").

- **ABC Radio Networks' "Tom Joyner Morning Show"** debuted on **WKOK-FM/St. Louis** this week, marking the show's 67th affiliate.

- Country **KHIT/Reno, NV** flipped to Active Rock last Friday (3/29) and is now calling itself "Rock 104 Dot 5." **Steve Funk** joins as PD with PD **Rob Williams** becoming OM of **KHIT** and sister Classic Rock **KOZZ**.

In other headlines from the Biggest Little City In The World, former **KZDG/Denver PD Jeff Baird** joins **KBUL/Reno, NV** as PD.

RADIO RECORDS



1

- **Ron Shapiro** named **Atlantic Records Sr. VP/GM**.
- **Phil Costello** elevated to **Capitol Records Sr. VP/Promo**.
- **Bob Woodward** returns to Baltimore as **WCAO & WVVV VP/GM**.
- **Dave Douglas** becomes **WAAF/Boston-Worcester PD**.

5

- **Scott Shannon** joins **WPLJ/NY** as OM/morning man; begins "Mojo Radio."
- **Mark Bolke** becomes **KDWB/Minneapolis PD**.
- **Floyd Blackwell** boosted to **Dee Rivers Group Nat'l PD**.

10

- **Jim Long** tapped as **WPRO-AM & FM/Providence** President/GM.
- **WMET/Chicago** appoints **Bill Hazen GM** and **Tom Owens PD**.
- **Phil Quartarone** named **WUSL/Philly PD**.
- **Jay Clark** becomes **WOMC/Detroit PD**.
- **Kipper McGee** named **WEZB/New Orleans PD**.

15

- **Network News: NBC** ups **Chuck Renwick** to Exec. VP/Network Radio and plans to develop three new nets; **RKO Radio** to launch two new networks in September; **Burkhart/Abrams** to form programming network.
- **Dan Dalton** promoted to **KFI & KOST/L.A. GM**.
- **Charlie Brown** appointed **KBLE-FM/Seattle PD**.
- **New Milwaukee PDs: Pat Martin** at **WBSC** and **Beth Fast** at **WNUW**.

20

- **Coca-Cola** buys **KJO/L.A.** for \$3.9 million.
- Afternoon driver **Cleveland Wheeler** upped to MD at **KUPD/Phoenix**.

A tip o' the ol' ST backwards baseball cap to **Atlantic's Andrea Ganis, Danny Buch**, and their promo team for **Hootie & The Blowfish's** outstanding showing at radio this week. "Old Man & Me (When I Get To Heaven)" scored 346 adds at **CHR/Pop, Hot AC, AC, Active Rock, Rock, Alternative**, and **Adult Alternative**. Best format showings were **Adult Alternative** (40 out of 44 stations added it), followed by **Rock** (74 out of 88), and **CHR/Pop** (111 out of 129).

**Paul Drew** recently located three unedited airchecks of **Bill Drake** on **WAKE/Atlanta** during the years 1958-59. **Drew** intends to send 100 numbered copies to the corresponding number of radio and music industry people in the first week of January 1997. Interested? Fax **Drew** at (213) 469-0853.

Everybody's learning how to add.

SCHOOL HOUSE ROCK! ROCKS

+

3

Blind Melon

=

3

Is A Magic Number

performed by **BLIND MELON**  
 produced by **Mike Napolitano & Blind Melon**

**HUGE PHONES!!**  
**ZIOO WHTG KZON KPNT**  
**WDRE WIBF WBRU WENZ**  
**CIMX WSHE KNDD WDGE**  
 ...and many more!

- **Blind Melon's "Three Is A Magic Number" is at radio now!**
- **Full CD Ships (To ALL Formats) 4/4!**
- **Full CD In Stores 4/9!**



WSTW/Wilmington    KCAL/Riverside    WDJX-WHKW/Louisville, etc.

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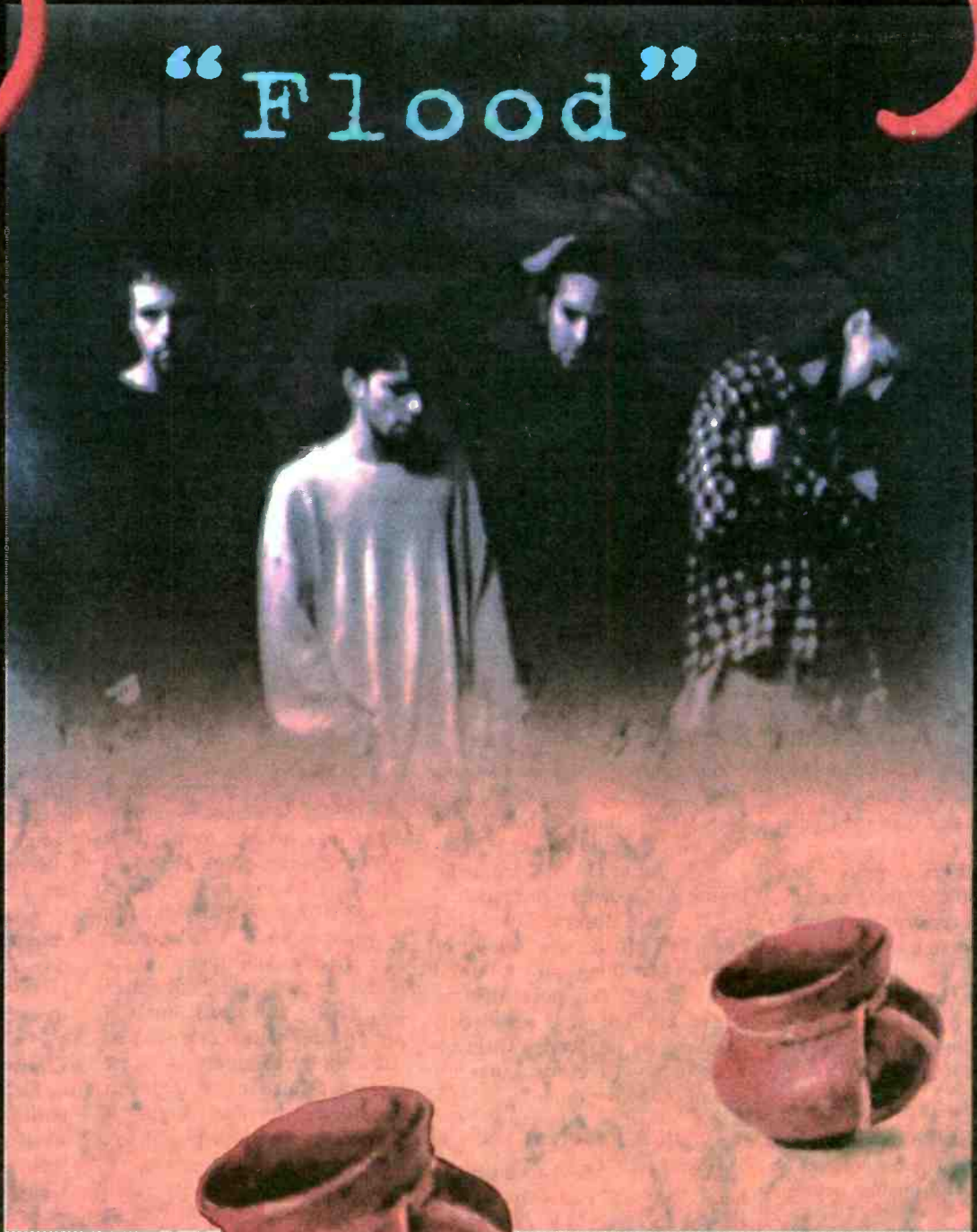
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# Jars of Clay

## "Flood"



- Already **TOP 10** at Alternative & **TOP 5** at Adult Alternative
- 82\* - 69\* on Billboard's 200 LP Chart (12,000+ / week!)
- #1 on Heatseekers for 2 weeks!

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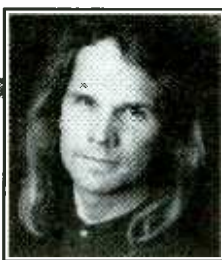
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STEVE WONSIEWICZ

## Urban's First Quarter Solid But Short On Surprises

□ Major stars continued to deliver, but not many new artists broke out

Urban radio was solid — but far from surprising — during the first quarter of 1996, according to a handful of programming and promotion execs.

There were highlights: Major artists such as **Mariah Carey**, **Whitney Houston**, and **R. Kelly** entered the new year with hit follow-up records; soundtracks still produced top-charting songs; artists covering '70s oldies continued to get airplay at the format; and **Tony Rich** and **D'Angelo** reinforced the notion that classic soul is a force to be reckoned with. Yet programmers viewed this period through more tempered glasses than their label counterparts.

Don't get the radio folks wrong — no way do they think the creative well has run dry. The music's been good enough to sustain listener interest and, therefore, ratings. However, other than the surprise success of the **Fugees**, **Rich**, and **D'Angelo**, they haven't seen much breakthrough.

### 'Good But Not Great'

Says **WUSL/Philadelphia PD Gary Young**, "There were a lot of good records during the quarter,

Nothing has really changed much. It's still **R. Kelly** on the **R&B** side. It's still **Babyface** on the **R&B** and crossover side. And when **Janet Jackson** has another record, it'll be her sound. I don't see any trend at all. There's nothing truly exciting.  
—**Duff Lindsey**

but not a lot of great records. It seems that if you didn't do a remake of an original oldies tune or you weren't on a soundtrack, then you didn't have a hit. That's the first quarter right there."

Part of the problem, says **Young**, stems from the fact that the excite-

ment he and his staff had about several records didn't transcend to his audience. To get around that roadblock, **Young** says, "We started playing album cuts that were going to be the next single. We were early on the



Steve Crumbley



Duff Lindsey



Lionel Ridenour



Ken Wilson

**Fugees'** 'Killing Me Softly' and [Whitney Houston & **CeCe Winans'**] 'Count On Me' from the [Waiting To Exhale] soundtrack.

"**2Pac'** 'California Love' kind of kicked off the new season of music, but nothing really followed after that. At this point in time we're kind of at a standstill, searching for hit records. There are a lot of good records, but a hit record is another thing."

### 'Not A Problem Yet'

**Young** isn't about to push the panic button. "I'm only adding two or three records each week anyway; it's not like I'm looking for 10. It's not a problem yet." Peering into the next quarter, **Young** says he's "looking forward to more records like the **SWV** album. The **Jesse Powell** record is also pretty good, even though the track I really like is another remake. And we're already on a remix of the next **Eddie & Gerald Levert** single.

"Also unique is **Bone Thugs-N-Harmony's** 'Crossroads,' which we put into heavy rotation. It's a different sound for them. The song has the flavor of rap, but there are more vocals than they've ever done."

**Young** is keeping a close eye on the number of oldies remakes or covers he's playing. "For us as radio people, [the trend] has [run its course]. While it isn't as bad for me as for other people, a lot of us are now looking for original music again. It's like, 'Give me your own sound and quit trying to sound like somebody.'"

### Oldies Overkill?

One PD who does believe Urban radio is beginning to suffer from oldies overkill is **WXYV/Baltimore OM/ PD Steve Crumbley**. "I have mixed feelings about all of the oldies covers. It worked very well for everybody a while ago. But now everybody's jump-

ing on the bandwagon. It's not too much of a problem yet, but in another few months it's going to be a problem for a couple of reasons.

"First, it's starting to affect the 25-34 demo, the core of my ratings, because they're hearing these songs a lot. When 18-24s — like my son — heard 'Sweet Thing' by **Mary J. Blige**, they didn't know **Chaka Khan** had already done it. So they're not affected. But my advertisers aren't after my son. I'm not ignoring [the younger demos] because they're important to me. But what's also important are the people my advertisers want. And they're getting a little pissed. I get listeners calling asking me why it's happening.

"The second reason it hurts programming is that it takes away the 'Oh wow' effect when you do play oldies. You're not only run-

I have mixed feelings about all of the oldies covers. It worked very well for everybody a while ago. But now everybody's jumping on the bandwagon.  
—**Steve Crumbley**

ning something into the ground that was once popular, but it could start killing time spent listening. I was listening to my station about a week ago on a Saturday. We played **Coolio's** '1,2,3,4 (Sumpin' New),' **Kino Watson's** 'Bring It On,' another song that had an



Goo-ing Platinum

Wamer Bros. marked the platinum certification of the **Goo Goo Dolls'** "A Boy Named Goo" with a party at **Dimples Karaoke Bar**, a favorite haunt of the band's in L.A. Making goo-goo eyes are (back, l-r) band manager **Pat Magnarella**, and **WB Exec. VP/GM Jeff Gold**, **President Steven Baker**, and **Sr. VP/Promotion Stu Cohen**; (front, l-r) the band's **Mike Malinin**, **Robby Takac**, and **Johnny Rzezniak**.

oldies track, a promo for a 'Flash-back' track, and then that oldie. Then it hit me: If you took out all the words, we played four oldies back to back."

To give the station more of a balance, **Crumbley** is tapping into the regional musical interests of his listeners. While he declines to mention artists or styles, he states, "Every city has its own kind of music. The national hits will always get played. But if they throw in a go-go record in DC, that fits their sound. Baltimore has its own sound, and I use that to give me the break I need to get away from all those oldies records. If you're in a market that doesn't have its own music, you're going to have a problem with all these damn oldies."

For **WJHM/Orlando PD Duff Lindsey**, it's pretty much business as usual. He calls the first quarter basically "a continuation of where we left off last year. Nothing has really changed much. It's still **R. Kelly** on the **R&B** side. It's still **Babyface** on the **R&B** and crossover side. And when **Janet Jackson** has another record, it'll be her sound. I don't see any trend at all. There's nothing truly exciting. The first hit of the year was **2Pac**, but he had hits last year, too."

While it might not be exciting to him, **Lindsey** adds, "It's exactly what people want now. It's very familiar, like putting on a comfortable slipper."

### Label Reaction

On the label side, **Arista VP/Urban Promotion Lionel Ridenour** counters that Urban programmers avoided taking risks during the quarter. "There still are some walls that need to come down, in particular with the new soul thing happening with artists like **Tony Rich** and **D'Angelo**. Urban radio has to be a little more receptive to change. A lot of people shied away from taking chances.

"**D'Angelo** didn't break until after the first single. The same thing is probably going to happen with **Tony Rich**. If people went ahead

and played those types of records, they would have had great success. Yet there are still a lot of people afraid of trying. The one thing I would tell radio is that sometimes personally you may not like it, but give listeners a chance."

**Ridenour** agrees the first quarter was dominated by established artists. "And now if you look at the charts, the top 10 is kind of soft. So I could see how some people can arrive at those conclusions. But **Mariah Carey** is still being worked and there's going to be another **Whitney Houston** song from the [Waiting To Exhale] soundtrack. And with **SWV**, **Lionel Richie**, and **Toni Braxton** getting ready to drop, the second quarter is going to be full of mainstream artists."

According to **Columbia VP/Urban Promotion Ken Wilson**, instrumentation and strong vocals

It seems that if you didn't do a remake of an original oldies tune or you weren't on a soundtrack, then you didn't have a hit.  
—**Gary Young**

played a big role in shaping the first quarter of '96. "Real vocalists are making big strides at Urban radio. It's all in the music — the song, the instrumentation, and the vocals. Radio and their listeners want a true vocalist and musicians who can pull it off. And not only in the studio, but also live. When you do these promo tours the artists have to deliver."

**Wilson** does wonder, however, about any negative impact from oldies remixes or covers. "Right now the **Fugees'** 'Killing Me Softly' is getting major requests across the country. The problem is that it doesn't always get played."

## RR LAUNCHING PAD

### Bonham Hits 'Mother Mother'-lode At Alternative Radio

Add Tracy Bonham's name to the growing list of angst-filled female alterna-rockers making inroads at Rock radio. The Island recording artist's new single, "Mother Mother," has climbed 43-29-22 on the Alternative Top 50 chart and 45-38 on the Active Rock Top 50 chart. At Alternative ra-



Tracy Bonham

dio alone, the number of stations reporting her single rose from 68 to 77 while the number of plays gained +327 to a total of 1375. Coming on the heels of her CherryDisc EP, "The Liverpool Sessions," her new album — "The Burdens Of Being Upright" — was released March 19.

Prior to working the single at radio, Island was blessed with glowing reviews in leading consumer magazines including *Entertainment Weekly*, *Rolling Stone*, and *People*. In addition, while opening for Spacehog for three weeks in February, Bonham unexpectedly found herself on the tour of the moment when Spacehog's single "In The Meantime" single began climbing to the top of the charts.

#### Angry Appeal

Like Courtney Love and Alanis Morissette before her, 27-year-old Bonham has struck a nerve with listeners sympathetic to her angry tone. "It's a record that really gets an immediate reaction after one play," says KNNC/Austin PD/MD Mike Peer, who three weeks after adding the track was playing it 40+ times per week. "People are calling up and asking, 'Who's the pissed-off woman?'"

More than that, Peer says, Bonham is "going to be huge anyway, so why not be first with it? Songs with an edge like this start [at Alternative] and cross over to other formats and I want to be the one to 'own' those artists. I want people to know that we are the station playing this type of music."

For WFNX/Boston PD Troy Smith, who's been on the record for more than a month, Bonham's appeal is already crossing formats. "We're getting tons of calls on the record. And many are from new fans of the station. Like in many markets, there are a lot of button-pushers in this town. Many of the listeners we share with

[crosstown rival] WBCN are telling us they're glad to hear songs like [we play] on the air."

Smith says Bonham's music is touching listeners "because she seems to have a very realistic approach to what's going on with her generation. I believe her when she sings her songs and I believe the listeners do, too."

Bonham hits the road for a month of dates with Loud Lucy April from 6-28, stopping in the Midwest and moving across the Southeast to Texas.

#### Kino Plays To Win On Urban

A plethora of songs crafted on remixed or sampled hits of the '70s are finding radio success — and Urban is no exception. Borrowing heavily from the melody of "Float On," Kino Watson's new single, "Bring It On," enters the Urban Top 50 this week at 46.

For mainstream Urban outlets, '70s retro is not only scoring well with the

30-something crowd, but also with younger demos who weren't old enough the first time around. Observes Columbia VP/Urban Promotion Ken Wilson, "Older listeners remember the original 'Float On,' so the tune's familiar to them. But 'Bring It On' has the ingredients to appeal to younger listeners."

Adds Frank Tray, PD at mainstream KFZZ/Lafayette (soon to flip to younger-skewing KRRQ): "First of all, it's a really good song. But the old-school flavor also works. It gives us the needed balance."

Columbia and Charlotte, NC-based Watson will hit the promotour circuit this spring, covering the Mid-Atlantic and the Southeast to build on his regional appeal. He will also appear at the Columbia/Sony showcase at the Impact convention in early May. The album is slated to be released in June.



LANG OF FOUR — Celebrating both a recent Universal gig and k.d. lang's recent switch to BMI Publishing are (l-r) Warner Music Inc. Sr. VP Linda Morgan, lang, BMI VP/Writer & Publisher Relations Charlie Feldman, and lang manager Larry Wanagas.



ATLANTIC'S CROWNED JEWEL — Jewel concluded a yearlong tour with a performance at L.A.'s Roxy. Gathered backstage are (standing, l-r) Atlantic Dir./West Coast Regional Promotion Bob Clark, Jewel manager Inga Vainshtein, Jewel, Atlantic Sr. VP/GM Ron Shapiro, Jewel co-manager Nedra Carroll, Atlantic Sr. VP/Promotion Danny Buch, Dir./Alternative Promotion Kris Metzdorf and Mgr./Local Pop Promotion Edie Lundeen, and (kneeling, l-r) Atlantic A&R rep Jenny Price and Associate Dir./Promotion Pamela Joan.

## MUSIC NEWS & VIEWS

### Metallica Gets 'Load' Off Chest June 4

Elektra has set June 4 as the street date for Metallica's new album, "Load." The lead-off single, which has yet to be determined, is expected to go to radio May 20. Sources say the album sounds more accessible than previous efforts, although not overly commercial.



Metallica

Fresh from the road, Atlantic rockers Collective Soul will hit the studio next month to begin work on the follow-up to their platinum, self-titled sophomore set. Plans are for an early September release. The band's debut album, "Hints, Allegations & Things Left Unsaid," was recently certified double-platinum by the RIAA.

In other release news, Elektra metal band Pantera's new album, "The Great Southern Trend Kill," is expected to hit retail May 7. The lead single, "Drag The Waters," is being shipped to Hard Rock, Rock, and Active Rock radio April 9 with an add date of April 22 ... Look for a new album from renowned hard rock trio Rush in late September. The band has been working on the new set since February ... Atlantic will release alterna-rock fivesome Tragically Hip's new album, "Trouble At The Hen House," simultaneously in the U.S. and the band's homeland of Canada. The first single, "Ahead By A Century," is expected at radio on April 22. Retail street date for the album is May 14 ... Willie Nelson is set to release his first album of his own material in almost five years. Called "Spirit," the 13-song set also marks the first country release by Island. The album goes to retail June 4.

In the studio: Bobby Brown has reportedly completed work on a New Edition reunion album, expected to be out on MCA in June. He's also wrapping up work on a new MCA solo album. No word yet on when that set will be released ... Tom Petty has begun work on his first film score, collaborating with "The Brothers McMullen" director Ed Burns on the movie "She's The One." Backing Petty are Heartbreakers Benmont Tench, Mike Campbell, and Howie Epstein. Look for that project in early July.

### Rolling Stones Promoter Cohl Wins U2 Tour

U2 has chosen Canadian Michael Cohl's company, Next Adventure, to promote their 1997 worldwide tour. Word is that Cohl, who promoted the last two Rolling Stones road shows, is paying a \$50 million guarantee and a \$700,000 per-show cost provision for rights to the 100-show caravan. The good news comes on the heels of reports that Cohl's former company, Concert Productions International, is being investigated by the Canadian government for allegedly defrauding agents, artists, and ticket buyers out of some \$5 million in bogus charges.

Phil Collins has called it quits after more than two decades with Genesis, the band for which he was drummer and vocalist. Genesis, which has sold over 80 million records worldwide, has begun a search for a replacement. Meanwhile, Collins, who calls the split amicable, will continue to pursue solo projects, including jazz and movie recordings. A new Collins album is slated for a late October release. Also due in the fourth quarter is a Genesis boxed set.



Phil Collins

### D'Angelo, TLC Top Soul Train Awards

D'Angelo and TLC scooped up three "Soul Train" music awards each last week. D'Angelo grabbed Best New Artist honors, while his "Brown Sugar" was named Single of the Year and the CD by the same name was selected Best Male Album. TLC earned Album of the Year (Group, Band or Duo) for "CrazySexyCool" and Best R&B Single and Best Video for "Waterfalls." Whitney Houston's "Exhale (Shoop Shoop)" was named Best Female Single while Best Female Album went to Mary J. Blige's "My Life." 2Pac picked up Best Rap Album for "Me Against The World," while Notorious B.I.G. was awarded Best Rap Song for "One More Chance."

Odds-N-Ends: Lollapalooza has relaunched its web site and is offering Internet surfers the opportunity to purchase merchandise and tickets for the festival, which go on sale in May. The address is <http://lollapalooza.com> ... Vince Neil is suing his former band Motley Crue for \$5 million, claiming the group received its contract with Elektra because of his popularity. Neil was dropped from the group shortly after the ink was dry. Hearings on the suit will be held April 22 in Los Angeles ... Gloria Estefan, Tony Rich, and Pete Townshend have been added to the list of performers at the "VH1 Honors," to be held April 28 in Los Angeles.

RCA will release "Elvis 56" to commemorate the 40th anniversary of Elvis Presley's first single release for the label, "Heartbreak Hotel." The 22-track set — also available in a limited-edition vinyl album — includes a 28-page, hard-bound, CD-sized book.



RANDALL BLOOMQUIST

## What Do The Neighbors Think Now?

□ Another roundtable of music format execs reveals their thoughts on our format

Last October (R&R 10/13/95), I interviewed several music programming gurus about their opinions on Talk radio. Their responses apparently were both interesting and useful to Talk programmers, many of whom called me and asked for even more feedback from their colleagues in other formats. So here it is: more perspectives from various points on the radio dial. This time around, we hear from experts in NAC, Classic Rock, Country, and AC.

### 'Awe-Inspiring'

Broadcast Architecture CEO Frank Cody, who is currently best-known for his work with NAC stations, is a huge Talk radio fan. He has tremendous respect for the format's leading personalities, but has grown weary of much of the political talk he hears these days.

"What turns me off is the predictable stridency [of some political talk shows]," Cody explains. "I don't like the political babble where two people at the extremes are screaming at each other. Good Talk radio is reliable without being predictable. It's compelling without being pandering."

He prefers shows that foster "true dialogue" and "capture the human spirit." Among his favorites are Dr. Laura Schlessinger and NPR's "Car Talk." Cody also enjoys WLUP-FM/Chicago yakkers Jonathon Brandmeier and Kevin Matthews.

"I'm inspired by [talk hosts] who are able to go out there every day and be spontaneously creative for several hours," he says. "I find that as awe-inspiring as great improvisation in jazz."



**[Political talk] is a lot like when two of your co-workers get in a fight in the hallway. It makes you uncomfortable, but you're drawn to it because you want to hear what's going on.**

—Randy James



Classic Rock WNCX/Cleveland PD Bob Neumann also hates political ranting. "I hate the guys who get up on their political soapboxes, like pumpkinhead Rush Limbaugh," he says. Neumann prefers sports talk and "good, local shows that have a lot of [audience] interaction." He recommends that music station morning hosts monitor such programs to get a sense of what topics are connecting with local listeners.

Hot AC WRQX/Washington PD Randy James is another sports-talk fan. "[Sports talk] is so passion-

ate," he says. "The people on there are so into it. Everything is black and white. The team is good or it stinks. 'The coach should be fired!'"

James also takes guilty pleasure from those hot political talk shows, where the same passion can be heard. "It's a lot like when two of your co-workers get in a fight in the hallway," he says. "It makes you uncomfortable, but you're drawn to it because you want to hear what's going on."

### 'Part Of The Show'

McVay Media Sr. VP Charlie Cook — listens to Talk when he's at home in Los Angeles. While he listens primarily for enjoyment, Cook has some professional interest in Talk radio because Country and Talk share a significant amount of audience. His favorite talk hosts include Limbaugh, Dr. Laura, and KABC/Los Angeles's Dr. Dennis Prager and morning team Ken & Barkley.

"I love the KABC morning show because they seem to be having fun and they're really laid back," says Cook. "It's also informative. I pick up tidbits that I can share with people during the day. You really feel like you are part of the show."

Cook sees one fly in the Talk ointment: uninformed callers. "I don't like it when shows depend on callers who don't know what they're talking about."

Rich McMillan, who programs NAC WVAE/Cincinnati, envies the "constant, direct interaction" that Talk stations have with their audiences.



**I don't like the political babble where two people at the extremes are screaming at each other. Good Talk radio is reliable without being predictable. It's compelling without being pandering.**

—Frank Cody



"When it's done right, Talk radio is always compelling," notes McMillan. "Listeners are always involved in the conversation. Even if they aren't on the phone [with the host], they are thinking about what's being said and formulating their responses to what they hear."

And, McMillan adds, talk hosts should understand that they can be compelling without being dirty. "I like a good joke as much as the next guy, and if that involves a little blue language, so be it," he says. "But I'm not a big fan of talk shows that say 'penis' just because they can, especially since I have kids. Talk hosts can be fascinating and interesting without crossing that bad-taste line."

### Pace Yourself

Country WSOC-FM/Charlotte PD Paul Johnson once programmed a Talk station and continues to be a regular listener. He cherishes those segments where "idea builds upon idea until you have a real dialogue." According to Johnson, the greatest challenge a talk host faces is to start and maintain such discussions.

"The host has to control the pacing," says Johnson. "He has to

keep the discussion rolling without getting redundant or debasing. He has to know how long to stick with each caller before saying, 'Okay, we've wrung that sponge dry.'"

Detroit-based AC consultant Gary Berkowitz does most of his Talk listening while driving at night, when he can tune in such distant blowtorches as WLS/Chicago, WGN/Chicago, WHAS/Louisville, and WBZ/Boston (WBZ is home to one of his favorite hosts, David Brudnoy).

Berkowitz is a big Dr. Laura fan, too. "She talks about things that interest me," he explains. "I've been married 21 years, and I have kids. I hear guys opening up to her on issues that I can relate to. She's compelling."

He also likes Westwood One's Tom Leykis. "Tom is terrific — he really gets it," says Berkowitz. "He's a great radio guy, and I love his theatrics and his passion. When he gets mad about something, he really gets mad."

Berkowitz says he tends to tune out whenever a talk show "gets into silly political in-fighting. I just don't care about that."



**I'm not a big fan of talk shows that say 'penis' just because they can, especially since I have kids. Talk hosts can be fascinating and interesting without crossing that bad-taste line.**

—Rich McMillan



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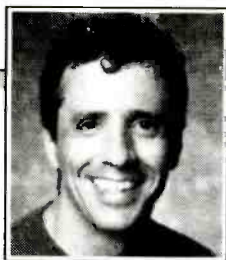
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TONY NOVIA

## Radio Ratings Jargon Made Easy

□ Eastman explains what you want to know about ratings (but were afraid to ask)

Recently, I was contacted by a large-market PD who was embarrassed to ask for help in reading a ratings book. This made me wonder how many other OMs, PDs, and MDs either haven't taken the time or been properly trained on reading a ratings book.

Today more than ever, OMs and PDs not only must wear more hats, but also understand basic sales and revenue aspects — especially since more radio companies are going public. If you hold any position in radio and want to become a GM or work in the corporate ranks, this column is for you. It's also valuable information for anyone in the music business who wants to better understand the product of radio.

For the answers, I turned to the pros at **Eastman Radio Representatives**. Since radio industry terms are confusing, Eastman recently released "Radio Research 101," which simplifies the ABCs of radio ratings in an easy-to-understand manner.

Eastman Market Specialist **Laura Santaniello** was the catalyst behind the project, which is a teaching and training presentation for stations and agencies. Think carefully about many of these examples, and apply them — when applicable — to your own new music rotations, on-air promotional campaigns, and TV buys.

There are several facets of radio you need to know before beginning a successful radio campaign. Ask yourself:

- Which consumers do I want to target? Male or female, young or old?
- When do I want to reach these listeners? Drivetime, middays, or all day every weekday?

Now, it's time to apply the jargon. Following are the *most important* elements of radio. Once you're

comfortable with these terms, all others will fall into place.

### TSL & AQH

**Time spent listening (TSL):** the amount of time the average listener stays tuned to the radio station. This number can be stated in hours and minutes or in number of quarter hours.

**Average quarter-hour (AQH):** the average amount of listeners tuning into a radio station during an average 15-minute time period within a given daypart. This is further broken down into the following categories:

- AQH persons: the average number of listeners a station delivers in an average 15-minute time period. The listeners must tune in for at least five minutes within the quarter-hour to become an AQH person.
- AQH rating: the station's AQH as a percentage of the population
- AQH share: the station's AQH as a percentage of the market's PUR (persons using radio). AQH is a function of cume (see "Understand The ABCs Of AQH").

### Cume

**Cume:** the number of different people tuning in to a radio station. Listeners can only be counted once within each particular daypart.

• Cume persons: the number of different persons who tune in to a radio station in a given time period (daypart) for at least five continuous minutes. If 50,000 different people tuned to "WAAA" Monday-

Friday, 6am-7pm, the station's cume would be 50,000.

• Cume rating: shows the station's cume person audience as a percentage of the population. If WAAA has a cume of 50,000 in a market of 230,000, its cume rating would be 230,000 divided by 50,000 or 21.7% of the population.

• Exclusive cume: represents the number of listeners who tune to *only one* station within a given daypart. These listeners can't be reached elsewhere. This is a good way to measure how faithful a station's listeners are.

• Exclusive percent: represents the station's exclusive cume as a percent of the station's total cume for that daypart and demographic group. If 4000 of WAAA's 50,000 cume listeners don't tune to any other radio station, WAAA's exclusive cume would be 4000 and its exclusive percent would be 8.0%.

**Duplication:** shows the number of listeners who tune in to more than one radio station. It is most often stated as a percent of the station's cume (see "Charting Cume Duplication").

**Core listeners:** commonly referred to as P1 listeners or first-preference listeners. Your core or P1 station would be the station you spend the most time listening to.

### GIs & GRPs, CPM & CPP

**Gross impressions (GIs):** a measurement of how many times an ad or promo was heard, regardless of the number of people who heard it. It is reported as the raw number of times the commercial was heard. Gross impressions are calculated by multiplying the number of spots by the daypart's AQH persons (the daypart's average number of listeners).

If a station's AQH is 500, and one spot is aired in morning drive, the schedule's gross impressions would be 500. If two spots are purchased in morning drive, the gross impressions would increase to 1000.

$$\text{Number of spots} \times \text{AQH} = \text{Gross impressions}$$

**Gross rating points (GRPs or "grips"):** the raw number of gross impressions an ad schedule delivers as a percent of the population for that given demographic group. Since an individual can be count-

## It Is Easier Than You Think

The following ratings terms are explained in **Eastman Radio Representatives'** new how-to project:

- Average quarter-hour — persons, rating, and share
- Cume — persons, rating, exclusive cume and percent, duplication, and core listeners
- Gross impressions and gross rating points
- Cost per point and cost per thousand
- Reach and frequency

ed more than once, a GRP over 100 is possible. Remember, GRPs are expressed as a percentage.

$$\frac{\text{Gross impressions}}{\text{Population (of demo)}} \times 100 = \text{GRP}$$

**Cost per thousand (CPM):** refers to the amount of money an advertiser pays per thousand impressions delivered. If a listener is exposed to an ad multiple times, all impressions are counted that many times.

Remember: Gross impressions do not indicate the number of people who've heard the spots, just the number of times the spot was aired.

$$\frac{\text{Cost of schedule}}{\text{Gross impressions}} \times 1000 = \text{CPM}$$

**Cost per point (CPP):** refers to the amount of money an advertiser pays to deliver one GRP. Since the CPP is based on the market's population, market size is an important factor when determining cost per point. Often, the larger the market, the higher the CPP. (One percent of New York represents more impressions than one percent of Tucson.)

$$\frac{\text{Cost of schedule}}{\text{Gross rating points}} = \text{CPP}$$

### Reach & Frequency

These are the industry-accepted methods of judging the effectiveness of a radio advertising schedule.

**Reach:** the number of *different people* who've been exposed to an advertising campaign at least once. Each person is counted only once, regardless of how many times they've heard the spot. Reach is expressed as the percentage of the target audience reached at least once with a given schedule. If a station's reach is 14%, that means 14% of the population was exposed to this commercial.

**Frequency:** represents the average number of times a person in the target audience was exposed to the commercials. Studies have shown a frequency below three doesn't deliver an effective campaign. This is something to keep in mind when you're scheduling promos and new music.

$$\text{Reach} \times \text{frequency} = \text{GRP}$$

For more information, contact Santaniello at (212) 424-6418 or [lsantaniello@katz-madia.com](mailto:lsantaniello@katz-madia.com).

CHR Asst. Editor **Paul Colbert** contributed to this column.

## Understand The ABCs Of AQH

Average quarter-hour ratings and shares can be deceiving.

Note how this hypothetical station's rating goes down during 7pm-midnight, while its share soars. This is because fewer people in the population are listening to radio at this time (PUR is down), and this station controls a bigger portion of the PUR at night than they do in the mornings.

	Adults 25-54	
	M-F 6-10am	M-F 7pm-midnight
AQH	15,900	10,100
Rating	1.7	1.1
PUR	256,500	68,900
Share	6.2	14.7

## Charting Cume Duplication

Most radio listeners listen to more than one station. Here's an example of how that duplication is measured. (Read vertically, the columns represent how much of a station's cume also listens to other stations.)

	Persons 12+, Mon-Sun, 6am-midnight			
	WAAA	WBBB	WCCC	WDDD
Cume:	50,600	229,700	13,100	19,500
WAAA	100%	2%	0%	42%
WBBB	8%	100%	40%	9%
WCCC	0%	2%	100%	0%
WDDD	16%	1%	7%	100%

WAAA reaches 2% of WBBB's audience, or 4594 of WBBB's listeners also listen to WAAA. However, none of WCCC's audience listens to WAAA.



## EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES APRIL 5, 1996

CalloUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the week of March 11-17.

ARTIST TITLE LABEL(S)

	CHR/POP				TOTAL% FAMILIARITY	TOTAL% BURN
	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)					
	TW	LW	2W	3W		
<b>ALANIS MORISSETTE</b> Ironic (Maverick/Reprise)	4.11	4.03	4.14	4.12	80.0%	14.8%
<b>CELINE DION</b> Because You Loved Me (550 Music)	4.03	4.06	4.04	—	68.3%	10.0%
<b>MARIAH CAREY</b> Always Be My Baby (Columbia/CRG)	3.98	3.95	3.86	3.87	72.8%	14.5%
<b>MARIAH CAREY</b> One Sweet Day (Columbia/CRG)	3.96	3.88	3.85	3.99	93.0%	32.3%
<b>BRANDY</b> Sittin' Up In My Room (Arista)	3.86	3.89	3.77	3.73	63.8%	13.8%
<b>SMASHING PUMPKINS</b> 1979 (Virgin)	3.82	3.75	3.85	3.69	56.5%	12.3%
<b>TONY RICH PROJECT</b> Nobody Knows (LaFace/Arista)	3.82	3.83	3.69	3.83	64.3%	13.0%
<b>OASIS</b> Wonderwall (Epic)	3.75	3.63	3.81	3.74	61.8%	18.5%
<b>COLLECTIVE SOUL</b> The World I Know (Atlantic)	3.70	3.65	3.75	3.62	65.3%	15.3%
<b>GOO GOO DOLLS</b> Name (Metal Blade/WB)	3.69	3.79	3.91	3.76	75.5%	21.0%
<b>BODEANS</b> Closer To Free (Slash/Reprise)	3.68	3.52	3.70	3.57	61.0%	17.0%
<b>DEEP BLUE SOMETHING</b> Breakfast At... (RainMaker/Interscope)	3.67	3.57	3.73	3.82	81.5%	32.5%
<b>JOAN OSBORNE</b> One Of Us (Blue Gorilla/Mercury)	3.65	3.63	3.77	3.70	85.3%	34.3%
<b>3T</b> Anything (MJJ/550 Music)	3.64	3.76	3.54	3.51	59.3%	12.5%
<b>DEBORAH COX</b> Who Do U Love (Arista)	3.62	—	3.51	—	36.8%	6.5%
<b>BLUES TRAVELER</b> Hook (A&M)	3.60	3.57	3.64	3.75	62.5%	18.0%
<b>NATALIE MERCHANT</b> Wonder (Elektra/EEG)	3.58	3.45	3.54	3.61	68.5%	21.8%
<b>GIN BLOSSOMS</b> Follow You Down (A&M)	3.57	3.53	3.54	3.42	69.5%	19.5%
<b>HOOTIE &amp; THE BLOWFISH</b> Time (Atlantic)	3.57	3.47	3.49	3.59	83.3%	33.0%
<b>DOG'S EYE VIEW</b> Everything Falls Apart (Columbia/CRG)	3.47	3.54	—	—	29.0%	6.5%
<b>PRESIDENTS OF THE UNITED...</b> Peaches (Columbia/CRG)	3.46	3.43	3.62	—	56.3%	19.0%
<b>EVERYTHING BUT THE GIRL</b> Missing (Atlantic)	3.44	3.46	3.34	3.37	75.5%	28.5%
<b>JANN ARDEN</b> Insensitive (A&M)	3.40	3.28	—	—	24.8%	4.8%
<b>LA BOUCHE</b> Be My Lover (RCA)	3.30	3.27	3.33	3.33	68.3%	26.3%
<b>SEAL</b> Don't Cry (ZTT/WB)	3.29	3.33	3.25	3.27	72.5%	27.0%
<b>ACE OF BASE</b> Lucky Love (Arista)	3.24	3.36	3.27	3.08	44.3%	10.3%
<b>BLESSID UNION OF SOULS</b> Oh Virginia (EMI)	3.18	3.07	3.29	3.09	34.0%	8.5%
<b>MELISSA ETHERIDGE</b> I Want To Come Over (Island)	3.07	3.22	3.09	3.10	65.5%	25.3%
<b>TINA ARENA</b> Chains (Epic)	3.03	—	—	—	16.3%	4.5%
<b>SOPHIE B. HAWKINS</b> Only Love (The Ballad...) (Columbia/CRG)	3.01	2.95	3.24	2.99	45.8%	14.0%

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on females aged 12-34, who responded favorably to a CHR/Pop musical montage in the following regions and markets: **EAST:** Boston, Buffalo, Hartford, New York, Philadelphia, Pittsburgh, Providence. **SOUTH:** Atlanta, Charlotte, Dallas, Houston, Miami, Norfolk, Orlando. **MIDWEST:** Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis, St. Louis. **WEST:** Los Angeles, Phoenix, Portland, Salt Lake City, San Diego. © 1996, R&R Inc.

### Callout America. HotScores

By TONY NOVIA

**A**lanis Morissette's "Ironic" (Maverick/Reprise) reclaims the top spot on R&R's exclusive Callout America survey of 400 women aged 12-34 who rate their favorite songs on a scale of 1-5. "Ironic" posts a 4.11 total favorability score, scoring best among women 12-17 with a 4.49. It posts a 4.01 among women 18-24 and 3.61 with women 25-34.

"Because You Loved Me" by Celine Dion (550 Music) remains solid with a 4.03 total favorability score. "Because" scores 4.02 among women 12-17, 4.13 among women 18-24, and 3.95 among women 25-34.

The nation's best-testing songs by demographic (ranked in descending order) are:

- Women 12-17: Alanis Morissette, Mariah Carey "Always," Brandy, Oasis, and Celine Dion.

- Women 18-24: Celine Dion, Alanis Morissette, Mariah Carey "Sweet," Mariah Carey "Always," and Tony Rich Project.

- Women 25-34: Hootie & The Blowfish, Mariah Carey "Sweet," Celine Dion, Goo Goo Dolls, and Collective Soul.

The nation's best-testing songs by region (ranked in descending order) are:

- East: Alanis Morissette, Mariah Carey "Always," Celine Dion, Mariah Carey "Sweet," and Oasis.

- South: Brandy and Mariah Carey "Sweet" (tie), Alanis Morissette, Tony Rich Project, and Celine Dion.

- Midwest: Alanis Morissette, Celine Dion and Smashing Pumpkins (tie), Mariah Carey "Always," and Goo Goo Dolls.

- West: Celine Dion, Mariah Carey "Sweet," and Alanis Morissette (tie), Tony Rich Project, and Mariah Carey "Always."

R&R's exclusive Callout America is helping great CHR/Pop programmers across America find the hits every week. If you'd like to join the winners club and receive weekly detailed Callout America data — including demographic and regional information — please call (310) 788-1648 or 788-1695.

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POP/ALTERNATIVE TOP 20

LW	TW	ARTIST	TITLE	LABEL(S)	TOTAL PLAYS TW	LW	TOTAL STATIONS/ADDS
1	1	ALANIS MORISSETTE	Ironic	(Maverick/Reprise)	8372	8534	204/1
2	2	GIN BLOSSOMS	Follow You Down	(A&M)	5606	5547	182/1
3	3	SMASHING PUMPKINS	1979	(Virgin)	4722	5178	181/1
7	4	BODEANS	Closer To Free	(Slash/Reprise)	4208	3991	127/2
4	5	COLLECTIVE SOUL	The World I Know	(Atlantic)	4076	4275	132/2
9	6	FOO FIGHTERS	Big Me	(Roswell/Capitol)	4065	3550	186/19
10	7	DOG'S EYE VIEW	Everything Falls Apart	(Columbia/CRG)	3894	3514	175/4
6	8	NATALIE MERCHANT	Wonder	(Elektra/EEG)	3852	4101	116/0
5	9	OASIS	Wonderwall	(Epic)	3524	4256	136/0
12	10	SPACEHOG	In The Meantime	(Sire/EEG)	3396	3424	155/4
8	11	GOO GOO DOLLS	Name	(Metal Blade/WB)	3182	3709	110/0
13	12	BLUES TRAVELER	Hook	(A&M)	3101	3358	99/0
15	13	STONE TEMPLE PILOTS	Big Bang Baby	(Atlantic)	3053	2853	124/7
16	14	OASIS	Champagne Supernova	(Epic)	2994	2826	101/1
11	15	PRESIDENTS OF THE UNITED...	Peaches	(Columbia/CRG)	2849	3450	146/0
—	16	TRACY CHAPMAN	Give Me One Reason	(Elektra/EEG)	2647	2109	133/5
14	17	JOAN OSBORNE	One Of Us	(Blue Gorilla/Mercury)	2647	3291	108/0
18	18	EVERCLEAR	Santa Monica (Watch...)	(Capitol)	2525	2621	122/4
19	19	NO DOUBT	Just A Girl	(Trauma/Interscope)	2401	2458	137/11
20	20	RED HOT CHILI PEPPERS	Aeroplane	(WB)	2180	2319	115/6

This chart reflects airplay from March 25-31. Songs ranked by total plays. 129 CHR/Pop reporters and 96 Alternative reporters combine from the custom chart function on R&R ONLINE. Alternative titles are manually extrapolated. For complete reporter lists refer to Pop and Alternative sections. © 1996, R&R Inc.



**RICHIE SAYS HELLO** — Lionel Richie (third from left) gets reacquainted with some radio folk. Ready to party all night long are (l-r) Mercury VP/Field Promotion-Singles Tony Smith, WLAN/Lancaster, PA PD Jordan Walsh, KHKS/Dallas Asst. PD/MD "Mr. Ed" Lambert, WZEE (Z104)/Madison, WI PD Joe Larson, and Mercury VP/Pop Promotion Steve Ellis.



**BASS IS BASE MIX AT THE MIX** — Bass Is Base dropped in on WMGI (Mix-FM)/Terre Haute, IN during a recent promotional swing. Doing the "meet 'n' greet" are (l-r) WMGI PD Beau Richards, BIB member Ivana, producer George Jones, BIB's Mystic, Island rep Billy Cox, BIB's Chin, and WMGI Asst. PD/morning talent Mike Echols.

NEW & ACTIVE

**SELENA** I'm Getting Used To You (EMI)  
Total Plays: 621, Total Stations: 31, Adds: 1

**GLORIA ESTEFAN** Reach (Epic)  
Total Plays: 540, Total Stations: 63, Adds: 21

**HOOTIE & THE BLOWFISH** I Go Blind (Reprise)  
Total Plays: 539, Total Stations: 16, Adds: 1

**LENNY KRAVITZ** Can't Get You Off My Mind (Virgin)  
Total Plays: 536, Total Stations: 38, Adds: 5

**VOICE OF THE BEEHIVE** Scary Kisses (Discovery)  
Total Plays: 531, Total Stations: 52, Adds: 17

**COOLIO** 1,2,3,4 (Sumpin' New) (Tommy Boy)  
Total Plays: 526, Total Stations: 32, Adds: 6

**RADIOHEAD** High & Dry (Capitol)  
Total Plays: 433, Total Stations: 30, Adds: 0

**ENYA** Anywhere Is (Reprise)  
Total Plays: 431, Total Stations: 37, Adds: 0

**GARBAGE** Only Happy When It Rains (Almo Sounds/Geffen)  
Total Plays: 401, Total Stations: 33, Adds: 8

**MADONNA** Love Don't Live Here Anymore (Maverick/WB)  
Total Plays: 399, Total Stations: 37, Adds: 13

**D'ANGELO** Lady (EMI)  
Total Plays: 391, Total Stations: 33, Adds: 2

**STONE TEMPLE PILOTS** Big Bang Baby (Atlantic)  
Total Plays: 340, Total Stations: 32, Adds: 5

**INTRIGUE** Dance With Me (Universal)  
Total Plays: 325, Total Stations: 15, Adds: 1

**BILLY MANN** Turn Down The World (DVB/A&M)  
Total Plays: 323, Total Stations: 39, Adds: 10

**QUINCY JONES** Slow Jams (Qwest/WB)  
Total Plays: 297, Total Stations: 28, Adds: 2

**FUGEES** Killing Me Softly (Ruffhouse/Columbia/CRG)  
Total Plays: 297, Total Stations: 19, Adds: 8

**KOOL & THE GANG** Salute To The Ladies (Curb)  
Total Plays: 289, Total Stations: 23, Adds: 4

**SWV** You're The One (RCA)  
Total Plays: 252, Total Stations: 17, Adds: 4

**ALL-4-ONE** These Arms (Blitz/Atlantic)  
Total Plays: 237, Total Stations: 19, Adds: 2

**ROD STEWART** So Far Away (Lava/Atlantic)  
Total Plays: 232, Total Stations: 9, Adds: 1

Songs ranked by total plays

SELECTED NEW RELEASES

Here are a few hot releases for next week. Release date is subject to change.

ADDS APRIL 9

- Blind Melon** "Three Is A Magic Number" (Lava/Atlantic)
- Dishwalla** "Counting Blue Cars" (A&M)
- Fuzzy** "Girl Don't Tell Me" (Tag)
- Joan Jett** "Love Is All Around" (Blackheart/WB)
- Robert Miles** "Children" (Arista)
- Joni Mitchell** "How Do You Stop" (Reprise)
- Stabbing Westward** "What Do I Have To Do" (Columbia/CRG)



**PARTY OF SIX** — KIIS/Los Angeles night talent Domino (c) partied down with the cast of "Party Of Five" during a promotion at Universal Studios Hollywood. Enjoying the event are (l-r) cast members Neve Campbell, Scott Wolf, Scott Grimes, and Jennifer Love Hewitt.











HIP HOP TOP 20

Table with columns: LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS TW, LW, TOTAL STATIONS/ADDS. Lists top 20 hip hop songs including Fugees, 2Pac, Coolio, Busta Rhymes, and Junior M.A.F.I.A.

This chart reflects airplay from March 25-31. Songs ranked by total plays. 39 CHR/Rhythmic reporters and 81 Urban reporters combine from the Custom Chart function on R&R ONLINE. Rap titles are manually extrapolated. For complete reporter lists refer to Rhythmic and Urban sections. © 1996, R&R Inc.

NEW & ACTIVE

Table listing new and active songs with columns for song name, label, total plays, total stations, and adds. Includes songs like 'Dance With Me', 'Nonchalant 5 O'Clock', and 'Slow Jams'.

Songs ranked by total plays

SELECTED NEW RELEASES

Here are a few hot releases for next week. Release date is subject to change.

ADDS APRIL 9

Table listing new releases with columns for artist name and song title. Includes Ghost Face Killer, Puff Johnson, Jars Of Clay, and Xscape.

Advertisement for Skin Deep's 'No More Games' album. Features an image of the band and text: 'KCAQ ADD! WWKX 36x, WOCQ 36x, HOT 97 26x, WJBT 21x R&R URBAN CHART 40'.

CHR/RHYTHMIC REPORTERS

Stations and their adds listed alphabetically by market

Large table listing reporters by market. Columns include Market Name, Reporter Name, and a list of stations with their respective adds for that reporter.

CHR/RHYTHMIC PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL CHR/RHYTHMIC REPORTERS ON R&R ONLINE

MARKET #1 WKTU/New York (201) 420-3700 Blue/Shane. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #1 HOT 97.1 WQHT/New York (212) 840-0097 Smith/Cloherly. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #2 POWER 106.6 FM KPWR/Los Angeles (818) 953-4200 Mercer/St. James. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #3 B96 WBMM/Chicago (312) 944-6000 Cavanah/Bradley. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #4 KMEL/KSan Francisco (415) 391-1061 Santoso/Arbage. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #4 WILD 107.1 KYLD/San Francisco (415) 391-1077 Martin. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #9 97.9 FM THE BOX KBXK/Houston (713) 623-2108 Scorpia/Head. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #10 JAMN 94.5 WJMN/Boston (617) 290-0009 McCartney/Collins. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #11 P.96 WPOW/Miami (305) 653-6796 Curry/Jones. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #13 KUBE 93 fm KUBE/Seattle (206) 265-2295 Tierney/Dipic. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #15 92.9 FM XHTZ/San Diego (619) 585-9090 Vasquez/Nelson. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #23 JAMN 92.1 KJMN/Denver (303) 721-9210 Feather/Hayes/Dickinson. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #23 KS-DJ KOKS/Denver (303) 721-9210 Rose. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #27 99.1 KGGI/KGKI/Riverside (909) 664-1991 Lewis. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.

MARKET #29 KSFM 102.5 KSFM/Sacramento (916) 920-1025 Thomas/Trejo. Playlist table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE.





WALT LOVE

## Unity Yields Station Success

□ **KPRS/Kansas City shows how marketing and promotions enhance programming**

Family-owned for almost 50 years, mainstream Urban KPRS-FM (Hot 103 Jamz!)/Kansas City continues to demonstrate that a station doesn't need corporate ownership and mega-dollars to dominate its market.

As more broadcast companies add more radio stations to their portfolios and dollars to their war chests, smaller family-owned outlets can be at a disadvantage when it comes to marketing and promotion budgets. Yet at top-rated KPRS-FM, everyone works together to maximize the station's presence.

KPRS-FM & Gospel KPRT-AM OM/PD Sam Weaver believes that through his 26 years in radio, he has learned the values of marketing and promotion. "Since I've been in the business, a number of times I've had to do both jobs: serving as PD and coming up with marketing and promotional ideas that would help make the radio station a winner.



**We are trying to enhance the radio station's appeal past the sound of the music to give the consumer another reason to want to listen to us, rather than someone else on the dial.**

—Sam Weaver

"I have a positive and healthy respect for what marketing and promotions do for a radio station. We are trying to enhance the station's appeal beyond the sound of the music to give the consumer another reason to want to listen to us, rather than someone else on the dial."

### Interactive Ideas

The flow of ideas about station visibility and on-air sound works both ways for Weaver and Marketing/Promotions Director Rich McCauley. Comments McCauley, "If something is first presented to me that I think might make sense for our audience, I then take it to Sam and see what he thinks. Then there are other situations where Sam may come to me with something that a record company has suggested as a promotion with one of their artists and he'll ask what I think.

"We're all looking for things that will be within the guidelines of the goals we've set for this station to



Sam Weaver

Rich McCauley

achieve. We have a very good relationship and we are always bouncing things off one another. I think our ratings indicate that we've been pretty successful in the choices we've made when it comes to marketing and promotional events."

If a client presents the station with an idea, McCauley will review its merits and then discuss them with Weaver. Otherwise, McCauley simply explains to the client that it won't work for the station.

"You've got to remember that we want ideas that will not just work for the client, but will also become exciting promotions for our listeners. Sometimes they have some things that we can take and make into a good audience promotion that will also create traffic for the client, which is what they are looking for. They want that traffic to blossom into sales revenues.

"We want things that will work both on the air and off the air. It has got to be good for our station and good for our listeners. Then it has got to be good for the client. Otherwise, we won't do it."

### Street Beat

Can marketing and promotion help to increase the popularity of a given daypart or the air talent in a particular shift? For KPRS, the answer is a solid "yes!" Monica Cassidy, the station's community relations and public relations liaison, is constantly involved with Weaver and McCauley in fostering total promotion.

"During Black History Month, we implemented a promotion where the morning and midday shows broadcast live from the African-American community," Weaver says. "We identified the best soul food restaurants in the city and they did live remotes from each restaurant. It was the 'KPRS Soul Food Restaurant Tour,' and it was a great way to promote each show, the personalities, and the station itself.

"Promotions came up with the idea. We talked about it with Monica and worked on it. We positioned it where it was a good listener promotion with potential tie-in possibilities for clients while accomplishing our major goal of getting attention for our jocks. It ended up being a very good promotion and really sounded good on the air. We received a lot of word of mouth throughout the community."

### Community Credibility

Says McCauley, "Being a family-owned business, we don't have a lot of the things that larger organizations have. One of the most powerful weapons that we possess is our credibility in our community with our listeners and with the civic leaders of this city and state.

"We never miss an opportunity to have our personalities involved with something that is positive and will benefit the people of our community and the city itself. We're very visible. We always react very quickly to any type of emergency, tragedy, or criminal activity."

A recent rash of violence in Kansas City's African-American community prompted KPRS President/GM Michael Carter to step in and say, "I want to do something about this," McCauley recalls. "Instead of not doing anything like most other radio stations are doing across the country, we got involved. Weaver said, 'Let's stop the music and have an on-air forum and see what the people are saying, what they want,

and ask them how we can solve this situation.' It took us no time to have the chief of police, other civic leaders, and the mayor [come to the station]. We had an open forum for over three hours."

### Curtailing Crime

Whenever a child in Kansas City is reported abducted or missing, the station turns over the airwaves to a representative of AD HOC, a community-based crime prevention organization. "The rep calls us and we put him or other law enforcement agency representatives on the air immediately. Because it's so quick, we've been able to give a description of the vehicle if one was used. We try to give immediate descriptions of the kidnapper or assailant and the child. The police officials have commended us for our help.

"We have had very good success in saving some children from terrible harm at the hands of unscrupulous adults. We've helped get some kids back. With one case in particular from last summer, the assailant was riding around in a car with the child and was listening to our radio station and heard our appeal for everyone to be on the lookout for this kid, the car, and the person who committed this crime. He quickly pulled over, pushed the kid out, and took off."

Adds Weaver, "Besides the positive and human aspects of this programming move, there was a very important programming element to this situation. We got citywide TV coverage because of our actions."

### Open Communication

What kind of qualifications should a good marketing and promotions person have? "It should be somebody who's assertive," McCauley says. "I think they should also be looking for someone who is articulate and finds public speaking easy... someone who has the ability to say no and not have any reservations about the decision he's made. A person who just has good common sense."

For McCauley, the best way to develop a positive and cooperative line of communication between the programming department and the marketing/sales/promotions departments is to simply communicate. "We call [radio] the communications business. But in most cases we really don't talk to one another that much. People may talk, but most of



**WHAT A SESSION, GUYS** — After a successful talk session on KPRT-AM & KPRS-FM/Kansas City, participants posed for posterity. Pictured (l-r) are ADHOC Founder/President Alvin Brooks, Jackson County prosecutor Stephan Hughes, Art Of Positive Teaching's Carl Boyd, Kansas City Police Dept.'s Lt. Colonel Jim Nunn, and station President/GM Michael Carter.

us are guilty of talking at them and not to them. In most cases when people talk to us, we don't really hear what they're saying to us. Here, we really try to communicate with one another. We spend a lot of time going to one another's offices, talking and trying to make sure there are no breakdowns in communication when it comes to something we're trying to accomplish.



**I travel to a lot of cities and listen to the radio. Everything is always about one issue: making money. We're in the business to make money, too, but we're also here to help people. It's part of what we're here to do.**

—Rich McCauley

"Communication is, first and foremost, the most important thing. You have to also be honest with one another. For example, if something isn't working, it's best to say, 'No, man. That isn't happening. Let's move on to another suggestion.' We do that here."

McCauley attributes his station's success, both financially and through listener support, to not strictly concentrating the station's focus on the almighty dollar. "I travel to a lot of cities and listen to the radio. Everything is always about [one issue]: making money. We're in business to make money, too, but we're also here to help people. Helping other human beings through our ongoing community involvement is part of why we're here. It's part of what we're here to do and it pays off for us in many positive ways. That's worth more than any money budgeting we could ever do!"

### DATABANK

## Black-Owned Business Are On The Increase

The number of African-American-owned businesses in the U.S. increased 46% from 424,165 to 620,912 between 1987 and 1992, the Census Bureau reports. Revenues increased 63% during the five-year span from \$19.8 billion to \$32.2 billion. The District of Columbia had the largest percentage of black-owned firms, followed by Maryland and Mississippi. Two-thirds of African-American businesses operated as a service or retail trade business in 1992.

Source: *Minority Markets ALERT* March 1996

### TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues?

Call me at (310) 788-1667 or e-mail: [babylove@rronline.com](mailto:babylove@rronline.com)



URBAN TOP 50

APRIL 5, 1996

Table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS (TW, LW, 2W, 3W), TOTAL STATIONS/ADDS. Includes entries like JOE All The Things (Your Man Won't Do), CHANTAY SAVAGE I Will Survive, MARIAH CAREY Always Be My Baby, etc.

This chart reflects airplay from March 25-31. Songs ranked by total plays. Highlighted songs indicate Breaker. 81 Urban reporters. 79 current playlists. Songs that are down in plays for three consecutive weeks and below No. 25 are moved to recurrent. © 1996, R&R Inc.

NEW & ACTIVE

MEN OF VIZION House Keeper (550 Music/Epic) Total Plays: 597, Total Stations: 65, Adds: 12

AFTER 7 How Do You Tell The One (Virgin) Total Plays: 594, Total Stations: 57, Adds: 3

OTIS & SHUGG Journey (Interscope) Total Plays: 549, Total Stations: 63, Adds: 7

UBU Merry Go Round (550 Music/Epic) Total Plays: 499, Total Stations: 40, Adds: 1

KAWZ Ain't No Love And Happiness (Bust It) Total Plays: 481, Total Stations: 38, Adds: 1

SEAL Don't Cry (ZTT/WB) Total Plays: 478, Total Stations: 37, Adds: 0

DG Soakin' Wet (Island) Total Plays: 432, Total Stations: 47, Adds: 7

QUAD CITY DJ'S C'mon 'N Ride It (Big Beat/Atlantic) Total Plays: 423, Total Stations: 44, Adds: 1

L.V. I Am L.V. (Tommy Boy) Total Plays: 403, Total Stations: 35, Adds: 2

JODECI Get On Up (Uptown/MCA) Total Plays: 399, Total Stations: 59, Adds: 55

TOTAL Kissin' You (Bad Boy/Arista) Total Plays: 380, Total Stations: 60, Adds: 56

AZ Doe Or Die (EMI) Total Plays: 364, Total Stations: 48, Adds: 8

GEORGE HOWARD Watch Your Back (GRP) Total Plays: 329, Total Stations: 30, Adds: 1

PRINCE & NEW POWER GENERATION Girl 6 (WB) Total Plays: 274, Total Stations: 22, Adds: 5

KRIS KROSS Live And Die For Hip Hop (Ruffhouse/Columbia/CRG) Total Plays: 246, Total Stations: 48, Adds: 45

Songs ranked by total plays.

BREAKERS

IMMATURE Please Don't Go (MCA) TOTAL PLAYS/INCREASE: 976/258, TOTAL STATIONS/ADDS: 67/3, CHART: 35

XSCAPE Can't Hang (So So Def/Columbia/CRG) TOTAL PLAYS/INCREASE: 889/504, TOTAL STATIONS/ADDS: 68/7, CHART: 37

COOLIO 1,2,3,4 (Sumpin' New) (Tommy Boy) TOTAL PLAYS/INCREASE: 824/133, TOTAL STATIONS/ADDS: 63/1, CHART: 39

DOGG POUND New York, New York (Death Row/Interscope) TOTAL PLAYS/INCREASE: 823/30, TOTAL STATIONS/ADDS: 59/0, CHART: 41

MOST ADDED

ARTIST TITLE LABEL(S) ADDS: TOTAL Kissin' You (Bad Boy/Arista) 56, JODECI Get On Up (Uptown/MCA) 55, KRIS KROSS Live And Die... (Ruffhouse/Columbia/CRG) 45, GETO BOYS The World Is A Ghetto (Noo Trybe) 38, KENNY LATTIMORE Never Too Busy (Columbia/CRG) 36, RIPPINGTONS Caravan Of Love (GRP) 32, 69 BOYZ Hoop In Yo Face (Flavor Unit/EastWest) 12, MEN OF VIZION House Keeper (550 Music/Epic) 12, MR. MALIK Malik Goes On (Rowdy/Arista) 12, EAZY-E Sippin' On A 40 (Ruthless/Relativity) 9

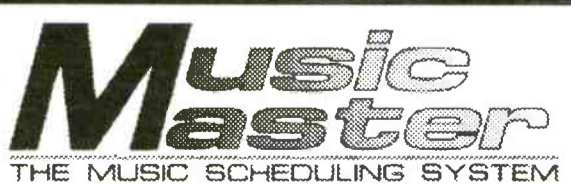
MOST INCREASED PLAYS

ARTIST TITLE LABEL(S) TOTAL PLAY INCREASE: XSCAPE Can't Hang (So So Def/Columbia/CRG) +504, MEN OF VIZION House Keeper (550 Music/Epic) +377, OTIS & SHUGG Journey (Interscope) +367, SWV You're The One (RCA) +367, JODECI Get On Up (Uptown/MCA) +363, TOTAL Kissin' You (Bad Boy/Arista) +303, HORACE BROWN One For The Money (Motown) +283, IMMATURE Please Don't Go (MCA) +258, MONICA Why I Love You So Much (Rowdy/Arista) +229, KRIS KROSS Live And Die... (Ruffhouse/Columbia/CRG) +221

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S): MONICA Before You Walk Out Of My Life (Rowdy/Arista), JUNIOR M.A.F.I.A. Get Money (Big Beat/Atlantic), MONIFAH I Miss You (Come Back...) (Uptown/Universal), KRIS KROSS Tonight's The Nite (Ruffhouse/Columbia/CRG), MARIAH CAREY One Sweet Day (Columbia/CRG), FAITH EVANS Soon As I Get Home (Bad Boy/Arista), DOMINO Physical Funk (Outburst/RAL/Island), FUGEES Fu-gee-la (Ruffhouse/Columbia), CONSCIOUS DAUGHTERS Gamers (Priority), YVETTE MICHELLE Every Day And Every... (Loud/RCA)

Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



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Stations and their adds listed alphabetically by market

## URBAN

<b>KBCE/Alexandria, LA</b> PD/MD: Donnie Taylor TOTAL "Kissin" JOECCI "Up" KRIS KROSS "Live" CELLA DWELLAS "Perfect" RIPPINGTONS "Caravan" KENNY LATTIMORE "Busy"	<b>WWVZ/Charleston, SC</b> PD: Brian Wallace MD: Cliff Fletcher No Adds	<b>WDZZ/Flint, MI</b> PD: Ross Holland MD: Eugene Brown After 7 "Hit" OTIS & SHUGG "Journey" AZ "Do"	<b>KFVZ/Lafayette, LA</b> PD: Frank Tray 6 TOTAL "Kissin" 6 JOECCI "Up" 5 KENNY LATTIMORE "Busy" 5 KRIS KROSS "Live" RIPPINGTONS "Caravan" GHETTO TWINZ "Hurts"	<b>WHRK/Memphis, TN</b> PD: Bobby O'Jay MD: Stan Bell 13 TOTAL "Kissin" 8 JOECCI "Up" 8 KENNY LATTIMORE "Busy" 6 KRIS KROSS "Live" 6 EAZY "Sippin" 5 LEON HAYWOOD "Happy" 5 MR. MALIK "Maak"	<b>WJHM/Orlando, FL</b> PD: Duff Lindsey MD: Cedric Hollywood 29 BONE THUGS-N-HARMONY "Crossroads" 20 TOTAL "Kissin" 5 XSCAPE "Hang"	<b>KMJJ/Shreveport, LA</b> PD: John Wilson MD: Candy Marshall 10 RIPPINGTONS "Caravan" 10 JOECCI "Up" 10 KENNY LATTIMORE "Busy" 10 TOTAL "Kissin" 10 GETO BOYS "World" 10 KRIS KROSS "Live" 10 69 BOYZ "Hoop" 10 MCKENSTEF "Baby" 10 DG "Wet" 10 L.L. COOL J "Doin'" 10 MR. MALIK "Maak"	<b>WHTA/Atlanta, GA</b> PD: Steve Hegwood MD: Chaka Zulu 7 69 BOYZ "Hoop"	<b>WVEE/Atlanta, GA</b> PD: Tony Brown MD: Raajeyah Shabazz 15 GOODIE MOB "Soul" 8 MONICA "Why" 5 BONE THUGS-N-HARMONY "Crossroads"	<b>WJTT/Chattanooga, TN</b> PD: Keith Landecker 5 XSCAPE "Hang" RIPPINGTONS "Caravan" JOECCI "Up" AZ "Do" GETO BOYS "World"	<b>WFLM/Ft. Pierce, FL</b> PD/MD: Michael James TOTAL "Kissin" DG "Wet" HORACE BROWN "Money" RIPPINGTONS "Caravan" JOECCI "Up"	<b>KNEK/Lafayette, LA</b> PD: Tyrone Davis APD: Demetrius Lloyd 20 GETO BOYS "World" 5 EAZY "Sippin" 5 JOECCI "Up" 5 KENNY LATTIMORE "Busy" 5 MR. MALIK "Maak" 5 PRINCE & N.P.G. "Girl" 5 KRIS KROSS "Live" TOTAL "Kissin"	<b>WZWA/Lake Charles, LA</b> PD/MD: Randolph Walker 10 KENNY LATTIMORE "Busy" 10 TOTAL "Kissin" 7 RIPPINGTONS "Caravan" 6 KRIS KROSS "Live" 6 GETO BOYS "World" 6 RON C "Down" 5 HANG "Friend" 5 JOECCI "Up" 5 MR. MALIK "Maak"	<b>WNOV/Milwaukee, WI</b> PD/MD: Sandra Robinson GETO BOYS "World" JOECCI "Up" 69 BOYZ "Hoop" TOTAL "Kissin" AZ "Do" KRIS KROSS "Live" EAZY "Sippin"	<b>WQXX/Milwaukee, WI</b> PD: Nate Bell MD: Kevin Hart 45 FUGEES "Sofly" 31 MONICA "Like" 20 XSCAPE "Went" 5 LV "LV" GETO BOYS "World" JOECCI "Up" KENNY LATTIMORE "Busy" MR. MALIK "Maak" TOTAL "Kissin"	<b>WJMM/St. Louis, MO</b> OM: Chuck Atkins PD/MD: Dave Wymer 21 JOECCI "Up" 5 ERICK SERAMON "Welcome" 5 CLUCK "Humane" BUSTA RHYMES "Who-hah!"	<b>WAEG/Augusta, GA</b> PD/MD: Reggie House TOTAL "Kissin" KRIS KROSS "Live" JOECCI "Up" AZ "Do" DG "Wet" MEN OF VIZION "Keeper" KENNY LATTIMORE "Busy" RIPPINGTONS "Caravan" SHORRY MAC "Tame"	<b>WEJM/Chicago, IL</b> PD: Monica Starr MD: Jay Allan 39 GETO BOYS "World" 32 EAZY "Sippin" 17 KRIS KROSS "Live" 15 JOECCI "Up" 5 TOTAL "Kissin"	<b>WJFX/Ft. Wayne, IN</b> PD/MD: Ange Canessa 17 TONI BRAXTON "Flow" 17 IMMATURE "Please" 17 SWY "You're" 5 TERRY ELLIS "Dit" 5 OTIS & SHUGG "Journey" 5 MEN OF VIZION "Keeper" KRIS KROSS "Live" JESSE POWELL "Need" RIPPINGTONS "Caravan" HORACE BROWN "Money" XSCAPE "Hang" AFTER 7 "Hit" TOTAL "Kissin"	<b>WQQH/Lansing, MI</b> Interim PD/MD: Brent Johnson 27 A FEW GOOD MEN "Never" 15 KRIS KROSS "Live" 10 GETO BOYS "World" 5 TOTAL "Kissin" 5 JOECCI "Up" 5 RIPPINGTONS "Caravan" 5 DAZZ BAND "Street" 5 BOBBY CALDWELL "Giv"	<b>WJXX/Laurel, MS</b> PD: Glenn Ulmer MD: Jeffrey McClain 36 ART N' SOUL "Awy" 15 MCKENSTEF "To Clock" 5 BOBBY CALDWELL "Giv" 5 JOECCI "Up" 5 AZ "Do"	<b>WYXX/Baltimore, MD</b> PD: Steve Crumbley MD: Lorenzo Thomas 21 TOTAL "Kissin" 16 JOECCI "Up" 12 110 EXTREME "Kiss" 10 BONE THUGS-N-HARMONY "Crossroads" 6 CASE & FOXY BROWN "Foush" 6 FUGEES "Ready"	<b>WZAK/Cleveland, OH</b> PD: Bobby Rush MD: Langford Stephens 10 KRIS KROSS "Live" 10 KENNY LATTIMORE "Busy" 10 RIPPINGTONS "Caravan" 10 JACKAL THE BEAR "Real" OTIS & SHUGG "Journey"	<b>WJMG/Greensboro, NC</b> PD/MD: Jackson Brown 25 TOTAL "Kissin" 5 GETO BOYS "World" 5 KRIS KROSS "Live" 5 DARRREL JONES "Wrapped"	<b>WJMZ/Greenville, SC</b> PD: Marvin Hankston MD: Kelly Berry 5 MONICA "Why" 5 KRIS KROSS "Live" 5 UBU "Merry" TONI BRAXTON "Flow" RIPPINGTONS "Caravan"	<b>WEUP/Huntsville, AL</b> PD/MD: Steve Murray 27 JOECCI "Up" RIPPINGTONS "Caravan" TOTAL "Kissin" MR. MALIK "Maak" BUSTA RHYMES "Who-hah!"	<b>WTLC/Indianapolis, IN</b> PD/MD: Vicki Buchanan 8 FAT JOE "Emy" 7 WILL DOWNING "Can't" FUGEES "Sofly" TOTAL "Kissin" JOECCI "Up" AZ "Do"	<b>WJMB/Jackson, MS</b> PD/MD: Steve Poston MEN OF VIZION "Keeper"	<b>WJWB/Macon, GA</b> PD/MD: Kevin Fox RIPPINGTONS "Caravan" GETO BOYS "World" JOECCI "Up" KENNY LATTIMORE "Busy" TOTAL "Kissin" MONICA "Why" 69 BOYZ "Hoop" KRIS KROSS "Live"	<b>WQAL/Montgomery, AL</b> PD/MD: Michael Long 7 OTIS & SHUGG "Journey" 7 KENNY LATTIMORE "Busy" 6 MEN OF VIZION "Keeper" TOTAL "Kissin" 69 BOYZ "Hoop" 6 RIPPINGTONS "Caravan" 5 69 BOYZ "Hoop" 5 GETO BOYS "World"	<b>WQYK/Monroe, LA</b> PD: Marvin Robinson MD: Gentleman George 12 KRIS KROSS "Live" 10 TOTAL "Kissin" 9 PRINCE & N.P.G. "Girl" 9 KENNY LATTIMORE "Busy" 7 JOECCI "Up" 7 CELLA DWELLAS "Perfect" 7 GETO BOYS "World"	<b>WZHT/Montgomery, AL</b> PD/MD: Michael Long 7 OTIS & SHUGG "Journey" 7 KENNY LATTIMORE "Busy" 6 MEN OF VIZION "Keeper" TOTAL "Kissin" 69 BOYZ "Hoop" 6 RIPPINGTONS "Caravan" 5 69 BOYZ "Hoop" 5 GETO BOYS "World"	<b>WQQK/Nashville, TN</b> PD/MD: Tony Wright 19 FUGEES "Sofly" 7 KRIS KROSS "Live" 8 RAPPIN' 4-TAY "Playa" 6 KENNY LATTIMORE "Busy" 6 JOECCI "Up" RIPPINGTONS "Caravan" TOTAL "Kissin" MR. MALIK "Maak"	<b>WQUE/New Orleans, LA</b> PD/MD: Gerd Stevens 7 KRIS KROSS "Live" 7 XSCAPE "Hang" 7 TOTAL "Kissin" 5 RON C "Down" CLUCK "Scandalous" SHAI "Alone" AZ "Do" GETO BOYS "World"	<b>WQUN/Norfolk, VA</b> PD: Hurricane Dave MD: Michael Mauzone 14 JOECCI "Up" 11 KRIS KROSS "Live" 7 MEN OF VIZION "Keeper" KENNY LATTIMORE "Busy" CELLA DWELLAS "Perfect"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"
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<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"	<b>WVWV/Wilmington, NC</b> PD/MD: Rod Cruise 17 HORACE BROWN "Money" 16 SWY "You're" SHAI "Alone" MEN OF VIZION "Keeper" SKINDEEP "Game" MONICA "Why"
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APRIL 5, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	1	1	1	<b>1</b> JOE All The Things (Your Man Won't Do) (Island)	786	749	654	584	27/1
4	3	2	2	<b>2</b> D'ANGELO Lady (EMI)	643	597	583	558	24/2
9	6	4	3	<b>3</b> WHITNEY HOUSTON & CECE WINANS Count On Me (Arista)	583	557	487	397	25/0
6	5	5	4	<b>4</b> CHANTAY SAVAGE I Will Survive (RCA)	542	529	529	521	23/0
21	11	7	5	<b>5</b> TONI BRAXTON Let It Flow (Arista)	521	454	394	258	22/3
2	2	3	6	R. KELLY Down Low (Nobody Has To Know) (Jive)	521	592	612	653	21/0
—	14	9	7	<b>7</b> LIONEL RICHIE Don't Wanna Lose You (Mercury)	514	435	336	115	27/0
20	8	8	8	<b>8</b> QUINCY JONES Slow Jams (Qwest/WB)	497	449	412	281	25/0
18	12	11	9	<b>9</b> MARIAH CAREY Always Be My Baby (Columbia/CRG)	470	412	390	300	23/1
12	9	6	10	H-TOWN A Thin Line Between Love & Hate (Jac-Mac/WB)	436	454	407	336	20/0
—	21	14	11	<b>11</b> ISLEY BROTHERS Let's Lay Together (Island)	392	338	272	113	24/1
1	4	10	12	MARY J. BLIGE Not Gon' Cry (Arista)	373	429	574	699	18/0
10	10	13	13	RANDY CRAWFORD Give Me The Night (Bluemoon/Atlantic)	301	347	395	377	17/1
5	7	12	14	BRANDY Sittin' Up In My Room (Arista)	297	356	456	551	14/0
24	24	19	15	<b>15</b> ART N' SOUL Ever Since You Went Away (Big Beat/Atlantic)	288	274	246	204	16/2
7	13	18	16	<b>16</b> SOLO Where Do U Want Me To Put It (Perspective/A&M)	288	278	358	421	13/0
16	16	16	17	PURE SOUL Stairway To Heaven (Stepsun/Interscope)	257	325	318	318	15/0
<b>BREAKER</b>			18	<b>18</b> TERRY ELLIS What Did I Do To You? (EastWest/EEG)	234	197	176	155	15/1
<b>BREAKER</b>			19	<b>19</b> SILK Don't Rush (Elektra/EEG)	233	197	177	150	13/1
<b>BREAKER</b>			20	<b>20</b> SWV You're The One (RCA)	233	171	67	—	13/0
22	25	20	21	DEBORAH COX Who Do U Love (Arista)	233	257	235	243	12/0
14	17	15	22	XSCAPE Do You Want To (So So Def/Columbia/CRG)	226	328	318	324	11/0
11	15	21	23	MARIAH CAREY One Sweet Day (Columbia/CRG)	214	255	332	359	14/0
17	23	22	24	FAITH EVANS Soon As I Get Home (Bad Boy/Arista)	214	248	247	310	11/0
<b>BREAKER</b>			25	<b>25</b> GEORGE HOWARD Watch Your Back (GRP)	205	155	138	114	11/1
13	18	17	26	TONY RICH PROJECT Nobody Knows (LaFace/Arista)	197	282	308	328	12/0
15	22	23	27	WHITNEY HOUSTON Exhale (Shoop Shoop) (Arista)	181	233	254	321	11/0
—	—	29	28	<b>28</b> JESSE POWELL All I Need (Silas/MCA)	179	163	157	137	10/1
8	19	24	29	GERALD & EDDIE LEVERT SR. Wind Beneath...(EastWest/EEG)	168	228	304	398	12/1
<b>DEBUT</b>			30	<b>30</b> FAITH EVANS Ain't Nobody (Bad Boy/Arista)	166	114	59	50	10/0

This chart reflects airplay from March 25-31. Songs ranked by total plays. Highlighted songs indicate Breaker.

27 Urban AC reporters, 26 current playlists. Songs that are down in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

### NEW & ACTIVE

**AFTER 7** How Do You Tell The One (Virgin)  
Total Plays: 153, Total Stations: 13, Adds: 0

**WILL DOWNING** I Can't Make You Love Me (Mercury)  
Total Plays: 133, Total Stations: 11, Adds: 1

**HORACE BROWN** One For The Money (Motown)  
Total Plays: 131, Total Stations: 7, Adds: 0

**BOBBY CALDWELL** I Give In (Sin-Drome)  
Total Plays: 116, Total Stations: 10, Adds: 0

**KINO WATSON** Bring It On (Columbia/CRG)  
Total Plays: 108, Total Stations: 7, Adds: 0

**SHAI** I Don't Want To Be Alone (Gasoline Alley/MCA)  
Total Plays: 95, Total Stations: 10, Adds: 2

**MOKENSTEF** Baby Come Close (OutBurst/RAL/Island)  
Total Plays: 94, Total Stations: 6, Adds: 0

**SEAL** Don't Cry (ZTT/WB)  
Total Plays: 92, Total Stations: 8, Adds: 0

**MONA LISA F/LOST BOYZ** Can't Be Wasting My Time (Island)  
Total Plays: 80, Total Stations: 5, Adds: 1

**DAZZ BAND** Under The Street Lights (Lucky)  
Total Plays: 75, Total Stations: 6, Adds: 0

Songs ranked by total plays.

### BREAKERS®

**TERRY ELLIS**  
What Did I Do To You? (EastWest/EEG)

TOTAL PLAYS/INCREASE: 234/37  
TOTAL STATIONS/ADDS: 15/1  
CHART: 18

### SILK

Don't Rush (Elektra/EEG)

TOTAL PLAYS/INCREASE: 233/36  
TOTAL STATIONS/ADDS: 13/1  
CHART: 19

### SWV

You're The One (RCA)

TOTAL PLAYS/INCREASE: 233/62  
TOTAL STATIONS/ADDS: 13/0  
CHART: 20

### GEORGE HOWARD

Watch Your Back (GRP)

TOTAL PLAYS/INCREASE: 205/50  
TOTAL STATIONS/ADDS: 11/1  
CHART: 25

### MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
RIPPINGTONS Caravan Of Love (GRP)	6
KENNY LATTIMORE Never Too Busy (Columbia/CRG)	4
MAXWELL Til The Cops Come Knockin' (Columbia/CRG)	4
MEN OF VIZION House Keeper (550 Music/Epic)	4
TOTAL Kissin' You (Bad Boy/Arista)	4
TONI BRAXTON Let It Flow (Arista)	3
JODECI Get On Up (Uptown/MCA)	3
ART N' SOUL Ever Since You... (Big Beat/Atlantic)	2
D'ANGELO Lady (EMI)	2
GETO BOYS The World Is A Ghetto (Noo Trybe)	2
KRIS KROSS Live And Die... (Ruffhouse/Columbia/CRG)	2
SHAI I Don't Want To Be Alone (Gasoline Alley/MCA)	2
PAMELA WILLIAMS The Secret Garden (Heads Up)	2

### MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LIONEL RICHIE Don't Wanna Lose You (Mercury)	+79
TONI BRAXTON Let It Flow (Arista)	+67
SWV You're The One (RCA)	+62
XSCAPE Can't Hang (So So Def/Columbia/CRG)	+60
MEN OF VIZION House Keeper (550 Music/Epic)	+59
MARIAH CAREY Always Be My Baby (Columbia/CRG)	+58
ISLEY BROTHERS Let's Lay Together (Island)	+54
FAITH EVANS Ain't Nobody (Bad Boy/Arista)	+52
GEORGE HOWARD Watch Your Back (GRP)	+50
QUINCY JONES Slow Jams (Qwest/WB)	+48

### HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MONICA Before You Walk Out (Rowdy/Arista)	+48
GERALD & EDDIE LEVERT SR. Already... (EastWest/EEG)	+47
TERRY ELLIS Where Ever You Are (EastWest/EEG)	+46
BRIAN MCKNIGHT Still In Love (Mercury)	+45
XSCAPE Who Can I Run To (So So Def/Columbia)	+44
ISLAND INSPIRATIONAL ALL STARS Don't Give Up (Island)	+43
WILL DOWNING Sorry, I (Mercury)	+42
AFTER 7 'Til You Do Me Right (Virgin)	+41
PHYLLIS HYMAN I Refuse To Be Lonely (Philly/Zoo)	+40
MAYSA Sexy (Blue Thumb)	+39

Breakers: Songs registering 200 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

Long after  
great Czech  
hits number  
look good.



Los Angeles is sold to Mexico and baseball becomes the pastime and London wins the Super Bowl and Vietnam's hottest band one on the charts, your U.S. Tape & Label bumper stickers will still





LON HELTON

## Listeners Sound Off On Radio, Music

□ CRS/Eagle study provides insights into attitudes and perceptions

One of the highlights of the recent Country Radio Seminar was the presentation of a research study commissioned by the **Country Radio Broadcasters** and conducted by the **Eagle Group**, a Denver-based strategic and tactical research company.

Dubbed "The Ultimate Research Clinic," this special lifestyle study of the Country audience was unveiled by Eagle's **Matt Hudson** and **Roger Wimmer**. A panel of experts offered its interpretation of the results.

Moderated by **ABC Radio Networks' Mark Edwards** and consultant **Joel Raab**, the panel included **Broadcast Programming's Jaye Albright**, **KJYY/Des Moines PD Beverly Brannigan**, the **Interep Radio Store's Lynn Kite**, and consultant **Rusty Walker**.

For purposes of this column, I'll stick to an overview of the survey and selected results. However, the report — as well as a video of the CRS session — are both for sale. Proceeds benefit the Country Radio Broadcasters' scholarship fund. The report — "The State Of The Country, 1996" — is \$195 and the video is \$100. For more information, contact **Matt Hudson** at (303) 980-2247.

### The Sample

Eagle interviewed 502 people — 252 men and 250 women — all of whom were Country radio listeners between 18-54. Each cell is balanced by age and sex. There's close to a 50/50 male/female ratio for each cell, and each age group is represented by 25% of the sample.

Among the other categories by which the data is sorted:

• **Frequency of listening:** Those surveyed are separated into two groups of radio listening — "often" (274 respondents) and "some" (228).

• **Daily TSL:** Cells include under 30 minutes (145), 30 minutes-

hour (72), one-three hours (147), and over three hours (126).

• **History of Country listening:** Results are also broken out by the length of time each respondent has listened to Country radio. The cells are less than a year (18), one-three years (72), three-six years (64), and over six years (347).

• **Regions:** The four regions are balanced for representation.

### The Questions: Music And Artists

Survey questions cover a wide range, including attitudes about music and artists, perceptions about Country radio, and opinions about various artists and artist mixes.

To gauge what new-versus-old combination of artists/music people prefer, one series of questions combined various types of artists — with people answering on a 1-10 scale (10 being very likely to listen). The actual questions began with "likelihood of listening to station that plays ..." and ended with:

• "... a mix of old and new Country songs by artists like **Garth, Reba, and Alan** mixed with songs by artists like **Alabama, George Strait, and the Judds.**"

• "... only the newest country songs by artists like **Alan Jackson, John Michael Montgomery, Shania Twain, and Brooks & Dunn.**"

• "... all older country music from artists like **Kenny Rogers, Waylon Jennings, Dolly Parton, Ronnie Milsap, and Merle Haggard.**"

People were also asked to rate 68 different artists on a scale of 1-10. The ratings for each are broken down by all of the cells mentioned above. (I'm not going to list

the top-ranking artists because, due to obvious space limitations, not all of today's artists were included on the survey. If you don't see the entire list — which I can't print here — it's impossible to tell if an artist didn't make the top 10-20 because they weren't tested or because they didn't rank in the top echelon. You can buy the study to see how the various artists fared.)

One of the more intriguing queries was whether people had noticed any changes in country music since they began listening to it. A whopping 71% said they, indeed, had noticed some changes. A respondent who noticed a change in the music was probed further as to the "types of changes noticed in country music since he started listening."

The No. 1 response: "More like rock/upbeat/pop." Next came "more mainstream/popular" followed by "content not as depressing." (For the survey questions highlighted here, I'll give you the top three responses, but note there are many more responses listed for each question in the report. Also note all questions in the report are included in this article.)

### The Questions: Radio

The public's perception of Country stations was also heavily explored. They were asked what they "liked most about Country music stations (other than music)" and what they "disliked most about Country music radio stations."

Topping the "like" category (after "don't know/not applicable/just the music") was "DJs/personalities/easygoing." Next came "entertainment/comedy and info on artists, music, gossip."

Heading the "dislike" category ("after DK/NA/nothing") was "too many adds/repetitive/loud." That was followed by too much talk/joking around" and "repetition/overlap songs."

## Study Highlights

Here are some of the more interesting findings from a study of 502 Country listeners:

- The most important program element is "a lot of music, not a lot of talk."
- 80% get their country music from radio.
- 71% say they've noticed changes in country music since they began listening to it.
- 4% watch videos on TV.
- 69% have listened to Country for 6+ years.
- 67% of the 18-34s say their parents listened to Country.
- 44% prefer cash as a contest prize.
- 18% attended more than one Country concert last year.
- Political affiliation evenly split between conservative and liberal.
- 4% had been asked to participate in an **Arbitron** ratings measurement. Of those, 79% report being meticulous with the diary.

Another issue addressed was, "What Country music stations could do to encourage listening to the station more often." That was led by "continuous music/talk less." Next came "more new artists/less old" and "more variety/better mix."

### More Results

Here are a few more notable bits of information among the tables and boxes that caught my eye:

• The program element listed as most important was "a lot of music, not a lot of talk." Next was "tells you the artist and title." Least important of the nine listed — "fun games for listeners."

• People were asked the "source used most often to listen to country music." An incredible 80% said radio! CDs were 10%, tapes/cassettes 5%, and videos on TV 4%.

• 69% have listened to Country for six-plus years.

• 67% of the 18-34s say their parents listened to Country.

• The top two other formats listened to are Rock and Oldies.

• A mix of old and new country music has the highest appeal.

• Top dream vacation destinations are Hawaii and the Caribbean.

• 44% prefer cash as a contest prize.

• Only 9% have a radio station bumper sticker on their cars. 41% of the "no sticker" people would sticker their cars to win cash. (That stat prompted panelist **Rusty Walker** to say people should run back to their stations and order bumper stickers.)

• When asked the "number of live concerts attended that featured country music artists in the past year," 15% said "one" and 8% said "two." On the other end of the scale, 1% said "10."

• The political affiliation was evenly split between conservative and liberal.

• Country music TV channels are watched "often" by 28% and "sometimes" by 55% of the respondents.

• Only 4% had been asked to participate in an **Arbitron** ratings measurement. Of those, 79% report being meticulous with the diary.

### 'Country Has Peaked'

Again, the report contains many more questions and response than are listed here. And the number of responses is in much greater depth than portrayed here. I'm sure you'll find the entire report fascinating, whether you're in the radio or record business.

On a more ominous note is Eagle's conclusion, based on the study results. The company states, "It's our feeling at the Eagle Group that Country, as a format, has peaked in the U.S. Between now and the year 2000, Country radio broadcasters should be concerned with how they will minimize audience loss through research, strong programming, and marketing. We suggest you research your target audience now and get to know them well. It's the connections made now that will carry your station into the future."



The Eagle Group's Dr. Roger Wimmer (l) and VP Matt Hudson share research project results with an overflow crowd at CRS 27.



Offering comments and insights about the CRS/Eagle Group research project were (l-r) panel moderator **Mark Edwards**, consultant **Jaye Albright**, **KJYY/Des Moines PD Beverly Brannigan**, **Interep's Lynn Kite**, and consultant **Rusty Walker**. The complete study and a video of the session is available from the Eagle Group (303-980-2247).



# Rich McCready

One of CMT's *Rising Stars* of 1996

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Brian Dean Maher

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to get you  
"Thinkin'  
Strait"



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# Fan Fair Heads Into Its 25th Year

Labels are planning superstar shows for 24,000 registrants at sold-out event

Celebrating its 25th anniversary this year, International Country Music Fan Fair kicks off one day early with an expanded lineup of label shows.

Sponsored by the CMA, Fan Fair takes place June 10-15 at the Tennessee State Fairgrounds in Nashville. CMA officials project that more artists than ever will participate in this year's event, marking the fifth consecutive year the 24,000 available registrations have sold out well in advance.

## Label Shows

The opening ceremonies — previously held on Tuesday — take place Monday, June 10, followed by the **Rounder** show headlined by **Alison Krauss**. **River North**, **Step One**, and **Sugar Hill** will also showcase their artists during the first day.

**Atlantic**, **Capitol**, **RCA**, and **BNA** are still finalizing the lists of artists appearing at their label shows, but here's a tentative list of what to expect during the week:

- **Arista/Career**: **BlackHawk**, **Brooks & Dunn**, **Linda Davis**, **Diamond Rio**, **Alan Jackson**, **Lee Roy Parnell**, **Pam Tillis**, and **Steve Wariner**

- **Asylum**: **Mandy Barnett**, **Curtis Day**, and **Bryan White**

- **Columbia/Epic**: **Stephanie Bentley**, **James Bonamy**, **Joe Duffie**, **Wade Hayes**, **Ty Herndon**, **Marcus Hummon**, **Patty Loveless**, **Collin Raye**, **Ricochet**, and **Rick Trevino**

- **Curb**, **MCG/Curb**: **Baker & Myers**, **Jeff Carson**, **Tim McGraw**, **Jo Dee Messina**, **Perfect Stranger**, **Leann Rimes**, **Sawyer Brown**, and **the Smokin' Armadillos**

- **MCA/Decca**: **Rhett Akins**, **Mark Chesnutt**, **Frazier River**, **Bobbie Cryner**, **Vince Gill**, **The Mavericks**, **David Lee Murphy**, and **Trisha Yearwood**

- **Mercury**: **Sammy Kershaw**, **Terri Clark**, **Neal Coty**, **Billy Ray Cyrus**, **Kim Richey**, **Keith Stegall**, **John & Audrey Wiggins**, and

## COUNTRY FLASHBACK

### 1 YEAR AGO

- No. 1: "The Heart Is A Lonely Hunter" - Reba McEntire

### 5 YEARS AGO

- No. 1: "Down Home" - Alabama

### 10 YEARS AGO

- No. 1: "Grandpa" - the Judds

### 15 YEARS AGO

- No. 1: "Old Flame" - Alabama (third week)

### 20 YEARS AGO

- No. 1: "Til I Can Make It On My Own" - Tammy Wynette

**Mark Wills**. Mercury officials say there's a good chance **Shania Twain** will make her only public concert appearance this year at the label's Fan Fair show.

- **Warner/Reprise**, **Giant**: **Paul Brandt**, **Daryle Singletary**, **the Sky Kings**, **Doug Supernaw**, and **Chris Ward**

Fan Fair closes June 15 with a **Grand Masters Fiddling Championship** at **Opryland**.

## Tin Pan South

More than 300 of the nation's top songwriters will converge upon Nashville for the fourth annual **Tin Pan South Music Festival**, set for April 16-20.

In addition to the **Bluebird Cafe** — a perennial haven for songwriters — other local clubs will provide showcases for songwriters throughout the festival. Participants include **Hal Ketchum**, **Jeff Carson**, **Rodney Crowell**, **Earl Thomas Conley**, **Skip Ewing**, **Paul Williams**, and **Kim Carnes**, along with **Little Texas's Porter Howell**, **Lonestar's John Rich**, and **Alabama's Randy Owen** and **Teddy Gentry**.

The festival begins at the **Ace Of Clubs** with the **Tin Pan Jam**, featuring the **Randy Bachman Band** and **Gary Nicholson & The Change**, with special guests **Jack Tempchin**, **Delbert McClinton**, **Al Anderson**, and others. "Piano Night" takes place April 17 at the **Ace**, with performances by **Felix Cavaliere** (the **Young Rascals**), **Michael McDonald**, **Jimmy Webb**, **Alan & Marilyn Bergman**, **Angela Kaset**, and others.

The festival concludes with a concert at the **Ryman Auditorium**, featuring **John D. Loudermilk**, **Janis Ian**, **Randy Goodrum**, **Allen Toussaint**, **Roger Cook**, **Michael Masser**, and two other familiar names from the '60s — **John Sebastian** (the **Lovin' Spoonful**) and **John Phillips** (the **Mamas & The Papas**).

## Salsa To Bosnia

What began as an entrepreneurial venture has turned into patriotism for **Tanya Tucker**. In addition to her music career, Tucker has been getting glowing reviews for the salsa she's marketing. U.S. Air Force Capt. **Elmo Robison** is a big fan of the spicy concoction.

After Tucker heard that Robison had asked family members to ship a few cans of the salsa to his temporary address in Bosnia, the singer made arrangements for the delivery.

Instead of sending a few cans, Tucker shipped 50 cases of salsa and a batch of autographed photos for the troops. **Capitol Nashville** got into the spirit, too, by enclosing a supply of Tucker CDs.

## Lonestar Gets Its Due

The members of **Lonestar** may think twice before creating more good-natured havoc while being interviewed by **WIBW/Topeka, KS's Lani Novak**.

The band was having fun during the live, on-air interview with several remarks about Novak and her boyfriend. Being among friends, Novak didn't mind the humorous comments — but she wasn't going to let them get the last laugh.

When the band got back on the bus to return to the hotel, a police car pulled up behind them — with lights flashing. Asked to stand outside, the band was rather confused when the officers entered the bus and closed the doors without providing a reason for the search.

**Lonestar** had to sweat it out until the uniformed officers finally walked off the bus, said they were

## River North CD A Heart Act To Follow

**R**iver North Records made history last week with the first-ever non-circular CD released in the U.S. The heart-shaped CD promoting **Ronna Reeves's** new single, "My Heart Wasn't In It," was shipped to radio March 25. But does it play?

River North officials say the CD — manufactured by **DiscArt** of Chestnut Ridge, NY — works in all players, except for certain in-dash car models.

Although non-circular CDs by other labels and artists have become collector's items in Europe, the River North release is sure to stand out on the desks of American PDs and MDs.

**DiscArt** President **Martin Mair** says, "It's the next logical advance in making CDs that stand out from the crowd. With custom shapes, you can add another level of image and impact to a marketing message. These are CDs that defy expectations."

The Reeves disc was sent to radio stations and reviewers, but it will not be sold at retail. The video for "My Heart Wasn't In It" began airing March 27 on **CMT**. Reeves will begin touring later this month in support of her new "After The Dance" album.



**Novak's** friends, and that she had set up the joke.

## Signings

Ottawa native **Charlie Major** — who has won the **Juno Award** for **Country Male Vocalist** for three consecutive years — has signed to the new **Imprint Records**. The singer-songwriter's first **Imprint** album, "Lucky Man," will be released later this year.

**Curb** artist **Jo Dee Messina**, whose self-titled debut album contains the hit "Heads Carolina, Tails California," has signed to **Starstruck Entertainment** for management.

## Bits 'N' Pieces

- The next time you're at your favorite fast-food restaurant, don't expect to see **Garth Brooks** ordering the extra-large fries. During Brooks's recent medical test at Nashville's **Baptist Hospital**, a new state-of-the-art diagnostic machine revealed that he has high

cholesterol and is a potential candidate for heart disease. Aside from that, Brooks is fine. He told doctors he'll follow their advice regarding a better diet and more exercise.

- Actor **Martin Sheen** recently visited Nashville to play the role of an evangelical preacher in **Diamond Rio's** new music video, "It's All In Your Head." Proving that nepotism has its advantages, Sheen secured a part in the video for son **Ramon Estevez**.

- Songwriter-producer **Norro Wilson** is slated to host the April 20 "Black Leather Event" honoring **Harley Davidson** Manager/Motorcycle Product Development **Bill Davidson**. Davidson is the great-grandson of **William A. Davidson**, one of the four founders of the famed motorcycle company. New MCA signee **Big House** will provide the music at the **Grand Ole Opry Museum** for the **American Diabetes Assn.** fundraiser.

— Calvin Gilbert

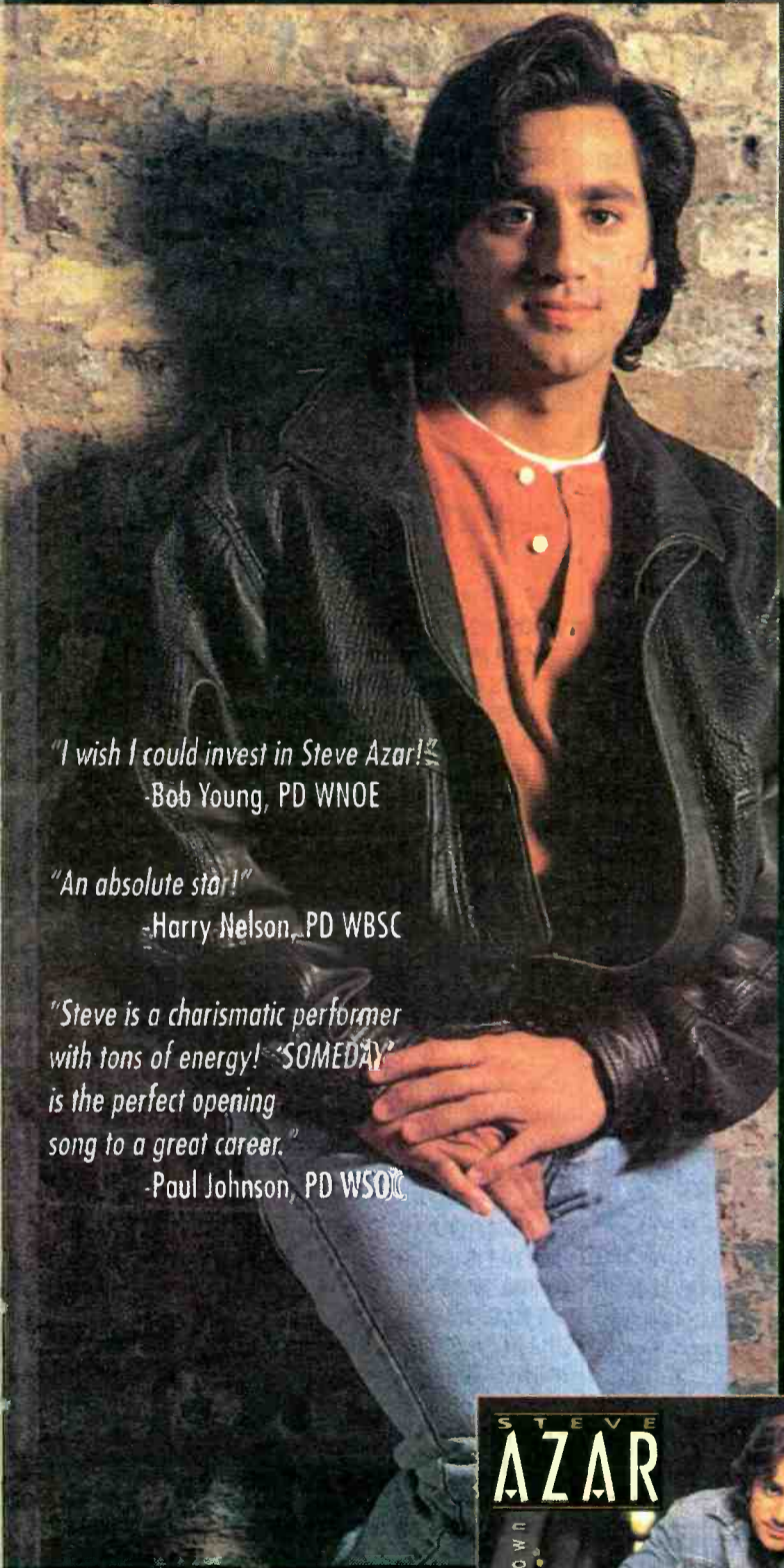


**SOMETHING GOLD, SOMETHING NEW** — Bryan White was all smiles at a recent party celebrating the gold certification of his self-titled **Asylum** debut album and the release of his second project, "Between Now And Forever." Both albums were co-produced by **Billy Joe Walker Jr.** and **Asylum** co-President **Kyle Lehning**. Pictured are (l-r) **Walker**, **William Morris Agency's Rob Beckham**, **White**, manager **Marty Gambliin**, **Asylum Sr. VP/GM Kenny Hamlin**, **Lehning**, label **VP/Promotion Denny Mosesman**, manager **Stan Schneider**, and songwriter **Skip Ewing**.



**GOING TO THE 'DOGS'** — **Decca** recording artists **Helen Darling** and **Danny Frazier** listen to the playback of "I Will Always Be With You," their duet recorded for the soundtrack to the animated film "All Dogs Go To Heaven 2." **Decca Sr. VP & Head/A&R Mark Wright** produced the local session.

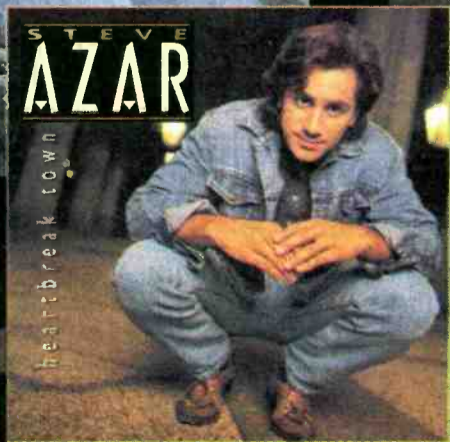
STEVE  
**AZAR**  
*"someday"*



"I wish I could invest in Steve Azar!"  
 -Bob Young, PD WNOE

"An absolute star!"  
 -Harry Nelson, PD WBSC

"Steve is a charismatic performer with tons of energy! 'SOMEDAY' is the perfect opening song to a great career."  
 -Paul Johnson, PD WSOC



R & R **46**

BILLBOARD **\*57**

GAVIN **41**

MANAGEMENT:

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 on your desk this week!  
 (The CD that is . . .)



featuring her first single

**"MY HEART WASN'T IN IT"**

From her debut River North Album  
**After The Dance**

RIVER  
 NORTH  
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MANAGEMENT: C & M Management







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**GOING FOR ADDS  
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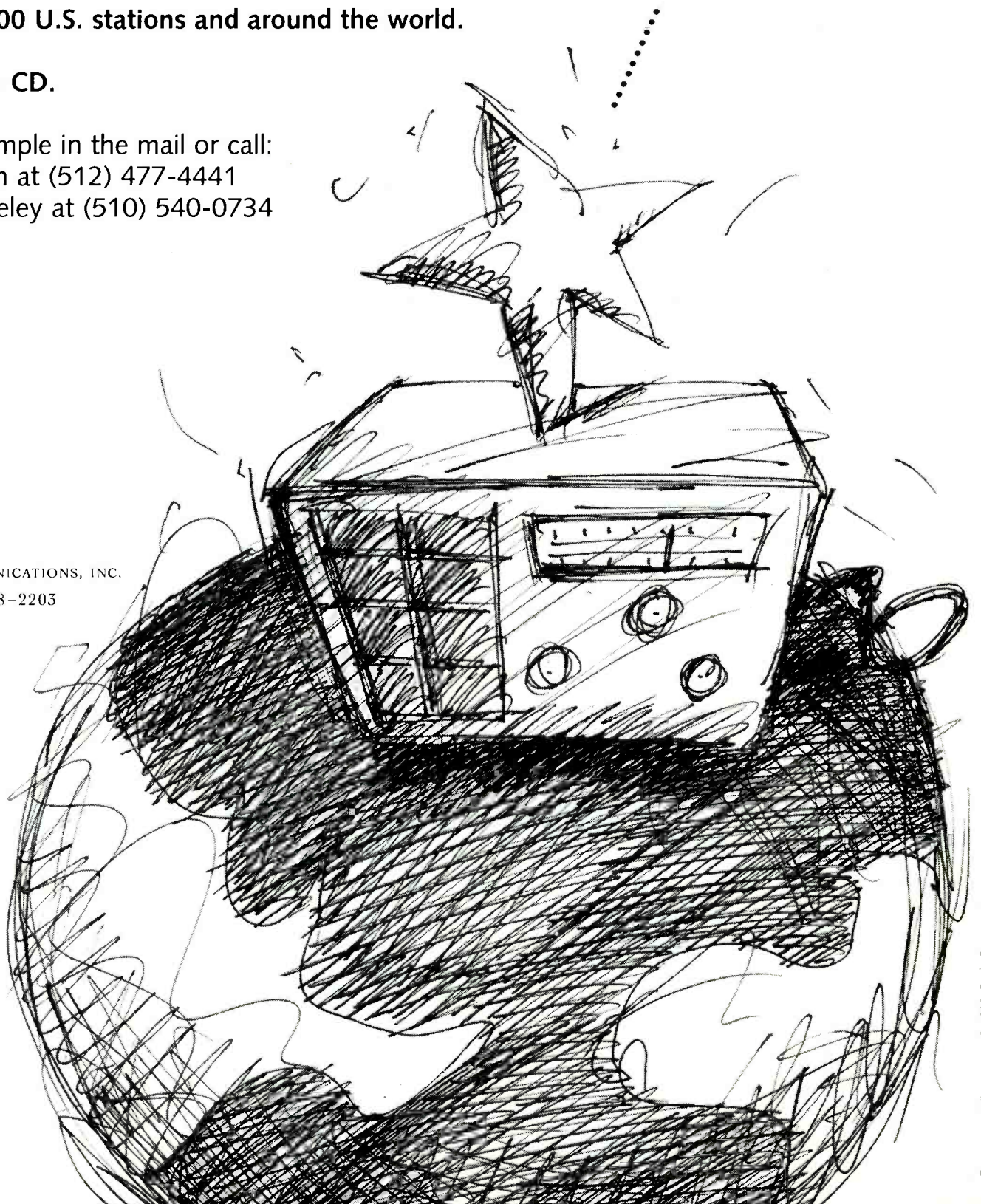


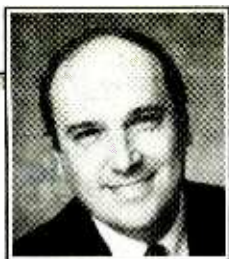
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MIKE KINOSHIAN

# Portland's New Arrival Doesn't Faze Soft AC K103

It's one thing for a programmer to watch an established competitor have a great week, and yet another to witness a format change or start-up situation debut with monster numbers.

Having bowed in Arbitron's Winter '95 book, **KNRK/Portland** zoomed to No. 3 18-34 in just its fourth (Fall '95) sweep. Formerly Soft AC **KMUZ**, Alternative **KNRK** posts nearly double-digits on a frequency that last fall had absolutely no 18-34 numbers.

In that same demo last fall, Soft AC **KKCW** ("K103") placed seventh. **KNRK** appeared from nowhere, yet **K103** actually improved its 18-34 share by 20%, but slipped market rank to eighth.

"**KNRK** was on early-prime access television last summer and has done very well, especially since it doesn't have what I'd call a metro-grade signal," observes **KKCW** PD **Bill Minckler**. "It provided more fragmentation on the Rock end, and I personally enjoy much of the folk rock it plays."

## Tight At The Top

Falling off considerably from its younger target, **KNRK** ranks 13th 25-54 and 17th 35-64. The top seven 35-64 stations are separated by less than one share. Trailing front-runner **KKCW** are News/Talk **KXL-AM** (behind by 0.1), Full Service **KEX-AM** (0.2), hybrid **KINK** and Country **KUPL** (0.3), Oldies **KKSN-FM** (0.7), and Country

**KWJJ-FM** (0.8). **Minckler** explains, "Situations like that happen in Los Angeles, New York, and San Francisco, but it's a new phenomenon for Portland. It really means that you have to do *everything* right. Perhaps I'm getting old, but **K103** doesn't really look at 18-34 very much — we take what we get."

Instead, **Minckler** focuses on 42-year-old females, a target also courted by **KWJJ**, **KUPL**, **KKSN-FM**, and **KINK**. "They all do well there and that concerns me. But, if we can slug it out and win, we'll get the spill over on both ends. We make money [because of our] 25-54 numbers, but we're a 35+ station. We'll be home-free the day agencies start asking to see 35-64s."

## Young People's Taste

**Minckler** realizes there's a certain liability in not being too concerned with 18-34s. "25-34 females are a substantial part of our audience. It's more likely that anything we get [18-34] will probably be 28-34. It's funny, but some of those young people — particularly women — want to hear **Lionel Richie**, **Phil Collins**, and **Celine Dion** — and that's what we play."

Likening this to the irony that happened several years ago with **B/EZ**, **Minckler** recalls, "Some **B/EZs** wanted to lower their demos and



**We make money because of our 25-54 numbers, but we're a 35+ station. We'll be home free the day agencies start asking to see [35-64s].**



started playing the **Beatles** rather than instrumental covers of **Beatles** songs. The first group these stations lost was younger people because some of them wanted an instrumental background station."

In addition to its first-place 35-64 showing, **K103** is tied for first among 25-54s with legendary **KINK**, a station difficult for industry people to classify. **Minckler** notes that, to the listeners, "**KINK** is very much of an Adult Contemporary radio station. Mainstream ACs like **KOST/Los Angeles**, **KBIG/Los Angeles**, or **KOIT/San Francisco** might not do as well here as they would in another market. **KINK** has had a 25-year run, and in midday, is very appropriate for a 42-to-48-year-old female. It's the station that changes Portland's landscape. Based on ratings, if you asked people [who knew nothing about the market] to write down our AC stations, many would list **KINK**."

## MONTEREY RADIO

# Coping With A Wave Of Changes

Life was very good this time last year at **KWAV/Monterey**. Fall '94 **Arbitron** results placed the Mainstream AC first 18-34 and 25-54 and third 35-64. In all cases, K-Wave was far ahead of lone AC challenger **KOCN**.

Since then however, **KOCN** flipped to Oldies; Spanish **KLOK-FM** debuted; **KRQC** dropped '70s for Classic Rock; and **NAC** **KXDC** improved its signal by trading dial positions (93.5 to 101.7) with Country **KAXT**.

The loss of AC competitor **KOCN** actually proved to be extremely devastating to K-Wave, as **KOCN** now prevails as the market's 35-64 leader. After the dust settled, **KWAV** plummeted to 13th 18-34 and is sixth 25-54 and 35-64.

"There really wasn't as much competition and as many different formats here this time last year," explains **KWAV** GM **Kathy Baker**.



Kathy Baker

"One thing we hadn't had was one station in every format. When that happened, it was bound to make a huge change."

Aware that **KOCN** would drop AC for Oldies, **Baker** notes, "The market hadn't had an Oldies station for six years, so we anticipated **KOCN** would do very well. Some people were just starving for this music, and **KOCN** had a tremendous out-of-the-

box impact. We saw it coming, but the biggest surprise was the strength of their debut."

## KLOK Cleans Up

By contrast, **KLOK-FM** didn't win by default. Last fall, Monterey listeners could hear Spanish programming on a mind-boggling 11 stations. In its very first fall sweep, however, **KLOK-FM** was able to grab K-Wave's 18-34 title. **Baker** points out, "[Spanish-formatted AMs] **KTGE** and **KCTY** and FMs **KLFA** and **KRAY** all do well. [**KKLF-FM**] left the format and became Modern Rock [**KMBY**] and several other Spanish stations went dark.

"**KLOK-FM** has a tremendous signal that covers the predominantly Hispanic area and is able to reach that market [like no other FM station had previously done]."

# Fall Fallout: Noteworthy Changes And Debuts

The following illustrates how some Top 100 Market ACs and Hot ACs were directly affected this fall by new startups and format changes. After each particular market's significant format change and/or sign-on is that market's most adversely affected AC or Hot AC.

When Albany's **WQBK-FM** changed from Rock to Alternative last July, for example, it bettered its 18-34 share by 87% and advanced its market mark from sixth to second. Among Hot AC **WKLI**, Soft AC **WYJB**, and Rock AC **WRVE**, the latter experienced the greatest 18-34 erosion. Compared to last year, **WRVE** was down 41% in share and slid from fourth to fifth.

In some cases, ACs/Hot ACs were either helped or not influenced by flips or new signals. In those instances, positive (+) percentages appear.

18-34				
Calls/City	Situation	'94	'95	Flc
<b>WQBK-FM/Albany</b>	Rock To Alternative	#6	#2	+87%
<b>WRVE/Albany</b>	Rock AC	#4	#5	-41%
<b>WHTA/Atlanta</b>	Sign-on: UC	—	#6	—
<b>WPCH/Atlanta</b>	Soft AC	#7	#10	-34%
<b>KROX-FM/Austin</b>	Sign-on: Alternative	—	#6	—
<b>KKMJ/Austin</b>	Mainstream AC	#4	#8	-41%
<b>WGGZ/Baton Rouge</b>	'70s	#14	#3	+1188%
<b>KRVE/Baton Rouge</b>	Mainstream AC	#4	#7	-32%
<b>WXEG/Dayton</b>	Gold to Alternative	#8	#2	+193%
<b>WMMX/Dayton</b>	Hot AC	#3	#6	-30%
<b>KKDM/Des Moines</b>	Sign-on: Alternative	—	#2	—
<b>KSTZ/Des Moines</b>	Hot AC	#2	#4	-15%
<b>WEJE/Ft. Wayne</b>	Sign on: Alternative	—	#3	—
<b>WMEE/Ft. Wayne</b>	Hot AC	#5	#10	-54%
<b>KLBN/Fresno</b>	Spanish	#25	#4	+1967%
<b>KTHT/Fresno</b>	Bright AC	#5	#5	+17%
<b>WFBC-FM/Greenville, SC</b>	Gold to CHR/Pop	#9	#6	+341%
<b>WMYI/Greenville, SC</b>	Hot AC	#4	#4	-10%
<b>WMRO/Hartford</b>	Hot AC To Alternative	#7	#1	+109%
<b>WRCH/Hartford</b>	Mainstream AC	#9	#6	+48%
<b>WPLA/Jacksonville</b>	Adult Alternative to Alt.	#9	#2	+157%
<b>WEJZ/Jacksonville</b>	Soft AC	#6	#8	-30%
<b>WXIS/Johnson City</b>	Rock To CHR	—	#4	—
<b>WTFM/Johnson City</b>	Bright AC	#2	#3	-46%
<b>KLOK-FM/Monterey</b>	Sign on: Spanish	—	#1	—
<b>KOCN/Monterey</b>	AC to Oldies	#23	#4	+671%
<b>KRQC/Monterey</b>	'70s to Classic Rock	#8	#3	+64%
<b>KWAV/Monterey</b>	Mainstream AC	#1	#13	-67%
<b>KNRK/Portland</b>	Soft AC to Alternative	—	#3	—
<b>KKCW/Portland</b>	Soft AC	#7	#8	+20%
<b>WBZU/Richmond</b>	Alternative	#10	#5	+273%
<b>WMXB/Richmond</b>	Hot AC	#7	#8	+21%
<b>WJJS/Roanoke</b>	Sign-on: CHR/Rhy.	#10	#4	+173%
<b>WSLQ/Roanoke</b>	Mainstream AC	#6	#6	Flat
<b>WNVE/Rochester</b>	Classic Rock to Alt.	#10	#3	+252%
<b>WVOR/Rochester</b>	Mainstream AC	#5	#7	-14%
<b>WYNF/Sarasota</b>	Sign-on: Rock	—	#1	—
<b>WISP/Sarasota</b>	Soft AC	#15	#8	+208%
<b>KHTQ/Spokane</b>	CHR/Pop	#11	#5	+353%
<b>KISC/Spokane</b>	Mainstream AC	#2	#8	-61%
25-54				
<b>WGGZ/Baton Rouge</b>	'70s	#9	#1	+261%
<b>KRVE/Baton Rouge</b>	Mainstream AC	#4	#4	-16%
<b>KRBV/Dallas</b>	UC to Urban AC	#15	#2	+82%
<b>KDMX/Dallas</b>	Hot AC	#10	#13	-6%
<b>WSOL/Jacksonville</b>	Urban AC	#11	#5	+232%
<b>WEJZ/Jacksonville</b>	Soft AC	#2	#3	-16%
<b>KLOK-FM/Monterey</b>	Sign on: Spanish	—	#2	—
<b>KOCN/Monterey</b>	AC to Oldies	#13	#1	+200%
<b>KWAV/Monterey</b>	Mainstream AC	#1	#6	-56%
<b>WJCD/Norfolk</b>	Hot AC to NAC	#14	#1	+165%
<b>WFOG/Norfolk</b>	Soft AC	#5	#12	-40%
<b>WYNF/Sarasota</b>	Sign-on: Rock	—	#2	—
<b>WISP/Sarasota</b>	Soft AC	#13	#14	+14%
35-64				
<b>WVAE/Cincinnati</b>	NAC	#13	#4	+300%
<b>WRRM/Cincinnati</b>	Soft AC	#4	#5	-14%
<b>WMCH/Johnson City</b>	Sign on: Gospel	—	#6	—
<b>WTFM/Johnson City</b>	Bright AC	#2	#2	-22%
<b>KCIY/Kansas City</b>	Country to NAC	#14	#4	+280%
<b>KLTH/Kansas City</b>	Lite AC	#3	#11	-43%
<b>KQOL/Las Vegas</b>	Oldies	#10	#3	+150%
<b>KSNE/Las Vegas</b>	Soft AC	#1	#2	-10%
<b>KOCN/Monterey</b>	AC to Oldies	#10	#2	+213%
<b>KXDC/Monterey</b>	Country to NAC	#24	#5	+1467%
<b>KWAV/Monterey</b>	Mainstream AC	#3	#6	-44%
<b>WJCD/Norfolk</b>	Hot AC to NAC	#13	#1	+267%
<b>WJCI-FM/Norfolk</b>	Mainstream AC	#8	#13	-40%
<b>KOSJ/Omaha</b>	Rock to NAC	—	#5	—
<b>KEFM/Omaha</b>	Lite AC	#2	#7	-43%
<b>KCJZ/San Antonio</b>	Country to NAC	#16	#4	+181%
<b>KSMG/San Antonio</b>	Hot AC	#5	#10	-34%
<b>WSJT/Tampa</b>	Sign-on: NAC	—	#6	—
<b>WWRM/Tampa</b>	Soft AC	#2	#7	-28%





*If you can read this,  
you're close enough.*

# *f*OURPLAY

*"The Closer I Get To You"*

The new single.

Produced by Fourplay.

From their hit album *Elixir*.

Bob James - *Keyboards*

Lee Ritenour - *Guitars*

Nathan East - *Bass*

Harvey Mason - *Drums*

Management: Fourplay c/o Mark Wexler. [www.wbjazz.com](http://www.wbjazz.com) [www.wbr.com/radio](http://www.wbr.com/radio)

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# REPORTERS

Stations and their adds listed alphabetically by market

## AC

<p><b>WYJB/Albany, NY</b>                  OMPD: Buzz Brindle                  MD: Pat Ryan                  5 GLORIA ESTEFAN "Reach"                  5 WYNNONA "Loved"                  5 SORAYA "Suddenly"</p>	<p><b>WDOK/Cleveland, OH</b>                  PD: Sue Wilson                  MD: Scott Miller                  19 MARIAH CAREY "Always"</p>	<p><b>KEZA/Fayetteville, AR</b>                  OMPD: Chip Arledge                  APDMD: Rich Kelly                  No Adds</p>	<p><b>WGLM/Lafayette, IN</b>                  PDMD: Dan McKay                  17 GLORIA ESTEFAN "Reach"                  7 BILLY MANN "Word"                  7 WYNNONA "Loved"                  7 MADONNA "Love"                  7 MINNELLI &amp; SUMMER "Does"                  5 NEIL DIAMOND "Marry"                  5 MICHAEL W. SMITH "Lead"</p>	<p><b>WLAC/Nashville, TN</b>                  PD: Billy Shears                  MD: Bryan Sargent                  7 JANN ARDEN "Insensiv"                  7 TRACY CHAPMAN "Reason"                  8 MICHAEL W. SMITH "Lead"</p>	<p><b>KELO/Sioux Falls, SD</b>                  PD: Reid Holan                  MD: Kathy James                  16 GLORIA ESTEFAN "Reach"                  8 MICHAEL W. SMITH "Lead"</p>
<p><b>WLEV/Allentown, PA</b>                  Interim MD: John Lodge                  10 SELENA "Getting"</p>	<p><b>WLTF/Cleveland, OH</b>                  PD: Steve LaBeau                  MD: Jay Hudson                  20 MARTIN PAGE "Red"                  15 JIM BRICKMAN "Heart"                  8 LIONEL RICHIE "Lose"                  6 HOUSTON &amp; WINANS "Court"</p>	<p><b>WCRC/Flint, MI</b>                  OMPD: Jay Patrick                  MD: George McIntyre                  7 SORAYA "Suddenly"                  6 GLORIA ESTEFAN "Reach"                  6 MARIAH CAREY "Always"</p>	<p><b>WLTS/New Orleans, LA</b>                  PD: Steve Suter                  MD: Jim Harzo                  8 JACKSON BROWNE "Bridges"                  5 EVERYTHING BUT... "Missing"</p>	<p><b>KISC/Spokane, WA</b>                  PD: Rob Harder                  MD: Dawn Marcel                  7 SELENA "Getting"</p>	<p><b>WROE/Appleton, WI</b>                  PDMD: J. Davis                  5 JONI MITCHELL "Stop"                  5 RADIOHEAD "High"                  5 LENNY KRAVITZ "Mind"</p>
<p><b>WFBG/Atlantic City, NJ</b>                  OMPD: Dick Fennessy                  MD: Marlene Aquas                  14 GLORIA ESTEFAN "Reach"                  7 NEWMAN &amp; LOVETT "Friend"                  7 LIONEL RICHIE "Lose"</p>	<p><b>KKLI/Colorado Springs, CO</b>                  PD: Steve Larson                  MD: Sharon Green                  13 GLORIA ESTEFAN "Reach"                  13 MADONNA "Love"                  13 NEIL DIAMOND "Marry"                  7 MICHAEL W. SMITH "Lead"                  7 MINNELLI &amp; SUMMER "Does"                  5 NEWMAN &amp; LOVETT "Friend"</p>	<p><b>WJAI/Fl. Wayne, IN</b>                  OMI: Lee Tobin                  PD: Barb Richards                  5 GLORIA ESTEFAN "Reach"</p>	<p><b>KMGJ/Oklahoma City, OK</b>                  PD: Steve O'Brien                  MD: Kath Yaeger                  6 DIANA ROSS "Heart"                  6 SELENA "Getting"</p>	<p><b>WMAS/Springfield, MA</b>                  PD: Brian White                  MD: Keith Stephens                  18 GLORIA ESTEFAN "Reach"</p>	<p><b>WRRV/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>
<p><b>WBBQ/Augusta, GA</b>                  PDMD: John Patrick                  11 DIANA ROSS "Heart"</p>	<p><b>WTCB/Columbia, SC</b>                  PDMD: Brent Johnson                  7 TRACY CHAPMAN "Reason"                  7 COLOR ME BADD "Earth"                  7 HOOTIE &amp; BLOWFISH "Old"</p>	<p><b>WAFY/Frederick, MD</b>                  PD: John Fessler                  MD: Norman Henry Schmidt                  12 BILLY MANN "Word"                  12 JONI MITCHELL "Stop"                  12 COLOR ME BADD "Earth"</p>	<p><b>WMGF/Oriando, FL</b>                  PD: John Frost                  MD: Bob Kelley                  No Adds</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>
<p><b>KKMJ/Austin, TX</b>                  MD: Nolan Cruise                  No Adds</p>	<p><b>KMXR/Corpus Christi, TX</b>                  PDMD: Jesse DeLeon                  21 EVERYTHING BUT... "Missing"                  5 GLORIA ESTEFAN "Reach"                  3 NEIL DIAMOND "Marry"</p>	<p><b>KTHT/Fresno, CA</b>                  PD: Mark Thomas                  MD: Mike Alexander                  20 JANN ARDEN "Insensiv"</p>	<p><b>WMBE/Philadelphia, PA</b>                  PDMD: Jim Ryan                  17 GLORIA ESTEFAN "Reach"                  7 MADONNA "Love"                  7 BEATLES "Real"</p>	<p><b>KMXZ/Tucson, AZ</b>                  PDMD: Bobby Rich                  8 DIANA ROSS "Heart"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>
<p><b>WLIF/Baltimore, MD</b>                  OMPD: Gary Balaban                  MD: Mark Thoner                  No Adds</p>	<p><b>KVIL/Dallas, TX</b>                  PD: Bill Curtis                  MD: Alex O'Neal                  No Adds</p>	<p><b>WTKT/Gainesville, FL</b>                  PD: Brian Jon                  MD: Heather Shea                  21 HOUSTON &amp; WINANS "Court"</p>	<p><b>WALK/Long Island, NY</b>                  PD: Gene Michaels                  MD: Charlie Lombardo                  10 HOOTIE &amp; BLOWFISH "Old"                  5 LIONEL RICHIE "Lose"                  5 TINA ARENA "Chains"</p>	<p><b>KTYL/Tyler, TX</b>                  PD: Dave Moreland                  MD: Janie Baker                  21 SELENA "Getting"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>
<p><b>WEZN/Bridgeport, CT</b>                  PDMD: Steve Marcus                  5 ALL-4-ONE "Arms"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>

## HOT AC

<p><b>KMXS/Anchorage, AK</b>                  PD: Mark Carlson                  MD: Loren Dixon                  30 BOBENS "Closer"                  30 TINA ARENA "Chains"</p>	<p><b>WKDF/Detroit, MI</b>                  PD: Tom O'Brien                  MD: Fred Buchalter                  14 HOOTIE &amp; BLOWFISH "Old"</p>	<p><b>WMC/Memphis, TN</b>                  OMPD: Chuck Morgan                  MD: Frank Brinkley                  5 SMASHING PUMPKINS "1979"                  5 HOOTIE &amp; BLOWFISH "Old"</p>	<p><b>KNEV/Reno, NV</b>                  OMI: Jack Aik                  MD: Kat Simons                  15 TONY RICH PROJECT "Knows"</p>
<p><b>WKDD/Akron, OH</b>                  PDMD: Chuck Collins                  No Adds</p>	<p><b>KATF/Dubuque, IA</b>                  OMPD: Tommy Allen                  MD: Jessica Livingston                  5 SELENA "Dressing"</p>	<p><b>WKTI/Milwaukee, WI</b>                  PD: Danny Clayton                  MD: Leonard Pasca                  30 HOOTIE &amp; BLOWFISH "Old"                  20 TINA ARENA "Chains"                  20 JARS OF CLAY "Flood"</p>	<p><b>WMXB/Richmond, VA</b>                  OMI: Jack Aik                  MD: Kat Simons                  15 TONY RICH PROJECT "Knows"</p>
<p><b>WROE/Appleton, WI</b>                  PDMD: J. Davis                  5 JONI MITCHELL "Stop"                  5 RADIOHEAD "High"                  5 LENNY KRAVITZ "Mind"</p>	<p><b>KSII/El Paso, TX</b>                  PD: Courtney Nelson                  MD: Mike Martinez                  22 COLOR ME BADD "Earth"</p>	<p><b>WMXC/Mobile, AL</b>                  PD: Bill Black                  MD: Rich Freeman                  11 TONY RICH PROJECT "Knows"                  5 BARENAKED LADIES "Shoe"</p>	<p><b>KYKY/St. Louis, MO</b>                  PD: Smokey Rivers                  APDMD: Greg Hewitt                  20 HOOTIE &amp; BLOWFISH "Old"                  10 HOOTIE &amp; BLOWFISH "Old"</p>
<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>	<p><b>WVWF/Toledo, OH</b>                  PD: Steve Kendall                  MD: Geri Cooper                  1 MADONNA "Love"</p>

99 Total Reporters  
 87 Current Reporters  
 87 Current Playlists

Reported Frozen Playlist (5):  
 WMJX/Boston, MA  
 WLIT/Chicago, IL  
 WGSY/Columbus, GA  
 WENS/Indianapolis, IN  
 WHYN/Springfield, MA

Did Not Report, Playlist Frozen (5):  
 KCDZ/Boise, ID  
 WDEF/Chattanooga, TN  
 WSNY/Columbus, OH  
 KSNE/Las Vegas, NV  
 WLTE/Minneapolis, MN

Did Not Report For Two Consecutive Weeks,  
 Not Used In This Week's Data (2):  
 WMJJ/Birmingham, AL  
 KGBY/Sacramento, CA

65 Total Reporters  
 65 Current Reporters  
 59 Current Playlists

Reported Frozen Playlist (3):  
 WBMX/Boston, MA  
 WXIL/Parkersburg, WV  
 WYYY/Syracuse, NY

Did Not Report, Playlist Frozen (3):  
 WQAL/Cleveland, OH  
 KMZQ/Las Vegas, NV  
 KMXG/Quad Cities, IA-IL

**THE BEATLES**  
 ANTHOLOGY  
**2**

# "Real Love"

NEW ADDS THIS WEEK:  
 WBEB/Philadelphia  
 WEAT/West Palm Beach  
 WKWK/Wheeling...and more!

ALSO:  
 WALK/Long Island 28 Plays  
 WLIF/Baltimore 19 Plays  
 WDOK/Cleveland 12 Plays

AC CHART  
**27**

• ANTHOLOGY 2:  
 First Week Sales - 442,040!

• Debut 1\* at Billboard!



Large Rotation -  
 15 Plays!

Capitol





# HOT AC TOP 30

APRIL 5, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
8	2	1	<b>1</b>	<b>CELINE DION</b> Because You Loved Me ( <i>550 Music</i> )	2259	2098	1753	1409	63/0
6	3	3	<b>2</b>	<b>SEAL</b> Don't Cry ( <i>ZTT/WB</i> )	1805	1716	1624	1504	60/2
7	8	6	<b>3</b>	<b>NATALIE MERCHANT</b> Wonder ( <i>Elektra/EEG</i> )	1605	1480	1442	1427	54/2
1	1	2	4	<b>HOOTIE &amp; THE BLOWFISH</b> Time ( <i>Atlantic</i> )	1568	1730	1803	1876	53/0
4	6	4	<b>5</b>	<b>EVERYTHING BUT THE GIRL</b> Missing ( <i>Atlantic</i> )	1558	1545	1508	1523	50/0
3	4	5	6	<b>GOO GOO DOLLS</b> Name ( <i>Metal Blade/WB</i> )	1403	1492	1584	1593	46/0
5	7	7	7	<b>MELISSA ETHERIDGE</b> I Want To Come Over ( <i>Island</i> )	1387	1397	1443	1507	52/0
16	14	11	<b>8</b>	<b>BODEANS</b> Closer To Free ( <i>Slash/Reprise</i> )	1301	1159	967	908	51/4
14	12	12	<b>9</b>	<b>JANN ARDEN</b> Insensitive ( <i>A&amp;M</i> )	1256	1133	1081	975	52/2
20	18	16	<b>10</b>	<b>TONY RICH PROJECT</b> Nobody Knows ( <i>LaFace/Arista</i> )	1216	1019	846	735	50/6
26	20	15	<b>11</b>	<b>MARIAH CAREY</b> Always Be My Baby ( <i>Columbia/CRG</i> )	1199	1039	792	503	53/4
11	11	10	12	<b>SOPHIE B. HAWKINS</b> Only Love (The Ballad Of...) ( <i>Columbia/CRG</i> )	1164	1194	1221	1161	53/0
9	9	9	13	<b>DEEP BLUE SOMETHING</b> Breakfast At... ( <i>RainMaker/Interscope</i> )	1163	1246	1350	1322	45/0
18	16	14	<b>14</b>	<b>GIN BLOSSOMS</b> Follow You Down ( <i>A&amp;M</i> )	1122	1079	937	803	47/1
2	5	8	15	<b>MARIAH CAREY</b> One Sweet Day ( <i>Columbia/CRG</i> )	1067	1309	1539	1734	44/0
21	19	18	<b>16</b>	<b>ALANIS MORISSETTE</b> Ironic ( <i>Maverick/Reprise</i> )	996	899	798	703	41/2
10	10	13	17	<b>ELTON JOHN</b> Blessed ( <i>Rocket/Island</i> )	972	1105	1228	1257	41/0
12	17	19	<b>18</b>	<b>DEL AMITRI</b> Roll To Me ( <i>A&amp;M</i> )	893	875	899	1004	37/1
13	13	17	19	<b>JOAN OSBORNE</b> One Of Us ( <i>Blue Gorilla/Mercury</i> )	814	963	1023	1000	36/1
22	22	20	20	<b>ROD STEWART</b> So Far Away ( <i>Lava/Atlantic</i> )	735	834	709	702	30/1
24	23	23	<b>21</b>	<b>COLLECTIVE SOUL</b> The World I Know ( <i>Atlantic</i> )	703	691	683	626	29/1
27	25	24	<b>22</b>	<b>BLUES TRAVELER</b> Hook ( <i>A&amp;M</i> )	618	549	484	457	28/3
—	—	26	<b>23</b>	<b>TRACY CHAPMAN</b> Give Me One Reason ( <i>Elektra/EEG</i> )	601	438	276	132	31/6
—	—	27	<b>24</b>	<b>TINA ARENA</b> Chains ( <i>Epic</i> )	594	437	321	173	35/5
<b>DEBUT</b>			<b>25</b>	<b>HOOTIE &amp; THE BLOWFISH</b> Old Man & Me (When I Get...) ( <i>Atlantic</i> )	587	—	—	—	31/31
—	27	25	<b>26</b>	<b>WHITNEY HOUSTON &amp; CECE WINANS</b> Count On Me ( <i>Arista</i> )	499	484	426	339	28/1
—	—	29	<b>27</b>	<b>LIONEL RICHIE</b> Don't Wanna Lose You ( <i>Mercury</i> )	457	402	343	165	29/3
—	—	30	<b>28</b>	<b>DOG'S EYE VIEW</b> Everything Falls Apart ( <i>Columbia/CRG</i> )	421	363	310	266	22/2
28	28	28	29	<b>ACE OF BASE</b> Lucky Love ( <i>Arista</i> )	397	434	396	392	19/0
<b>DEBUT</b>			<b>30</b>	<b>SMASHING PUMPKINS</b> 1979 ( <i>Virgin</i> )	322	308	274	262	13/1

This chart reflects airplay from April 1-7. Songs ranked by total plays. Highlighted songs indicate Breaker. 65 Hot AC reporters. 59 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

## BREAKERS®

No Songs Qualified For Breaker Status This Week

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
<b>HOOTIE &amp; THE BLOWFISH</b> Old Man & Me (When...) ( <i>Atlantic</i> )	31
<b>TRACY CHAPMAN</b> Give Me One Reason ( <i>Elektra/EEG</i> )	6
<b>TONY RICH PROJECT</b> Nobody Knows ( <i>LaFace/Arista</i> )	6
<b>TINA ARENA</b> Chains ( <i>Epic</i> )	5
<b>BODEANS</b> Closer To Free ( <i>Slash/Reprise</i> )	4
<b>MARIAH CAREY</b> Always Be My Baby ( <i>Columbia/CRG</i> )	4
<b>GLORIA ESTEFAN</b> Reach ( <i>Epic</i> )	4
<b>BLUES TRAVELER</b> Hook ( <i>A&amp;M</i> )	3
<b>COLOR ME BADD</b> The Earth, The Sun, The Rain ( <i>Giant</i> )	3
<b>LIONEL RICHIE</b> Don't Wanna Lose You ( <i>Mercury</i> )	3
<b>WYONNONA</b> To Be Loved By You ( <i>Curb/MCA</i> )	3

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>HOOTIE &amp; THE BLOWFISH</b> Old Man & Me (When...) ( <i>Atlantic</i> )	+587
<b>TONY RICH PROJECT</b> Nobody Knows ( <i>LaFace/Arista</i> )	+197
<b>TRACY CHAPMAN</b> Give Me One Reason ( <i>Elektra/EEG</i> )	+163
<b>CELINE DION</b> Because You Loved Me ( <i>550 Music</i> )	+161
<b>MARIAH CAREY</b> Always Be My Baby ( <i>Columbia/CRG</i> )	+160
<b>TINA ARENA</b> Chains ( <i>Epic</i> )	+157
<b>BODEANS</b> Closer To Free ( <i>Slash/Reprise</i> )	+142
<b>NATALIE MERCHANT</b> Wonder ( <i>Elektra/EEG</i> )	+125
<b>JANN ARDEN</b> Insensitive ( <i>A&amp;M</i> )	+123
<b>ALANIS MORISSETTE</b> Ironic ( <i>Maverick/Reprise</i> )	+97

## NEW & ACTIVE

**GLORIA ESTEFAN** Reach (*Epic*)  
Total Stations: 17, Adds: 4, Plays: 260, WVAE 11 (11), WHUD 15 (15), WYXR 29 (29), WYYY 5 (5), WKZL 13, WMYI 6, WKYE 10, WXIL 29 (29), WMTX 8 (6), WMXL 14 (20), KURB 3 (5), WMXS 33 (33), WKDD 20 (20), WRDE 14 (5), WAZY 15 (14), WNSN 9, KBEE 26 (13).

**FOO FIGHTERS** Big Me (*Roswell/Capitol*)  
Total Stations: 9, Adds: 2, Plays: 186, WDAQ 19, WPLJ 18 (12), WTMX 26 (28), WAZY 19 (17), WKTI 25 (25), KALC 10 (10), KYSR 30 (25), KFMB 32 (28), KMGQ 7.

**MADONNA** Love Don't Live Here Anymore (*Maverick/WB*)  
Total Stations: 11, Adds: 2, Plays: 177, WHUD 15 (15), WQSM 34 (30), WKYE 10 (7), WMXL 14 (20), KKMY 8 (8), WRDE 14 (7), KATF 33 (33), KMAJ 9 (9), KALC 10, KBEE 15, KOSO 15 (10).

**BEATLES** Real Love (*Apple/Capitol*)  
Total Stations: 8, Adds: 0, Plays: 127, WJAZ 18 (18), WHUD 10 (10), WYYY 5 (5), WXIL 53 (53), KURB 7 (5), WMXC 5 (5), KKMY 8 (8), WRDE 21 (21).

**RADIOHEAD** High & Dry (*Capitol*)  
Total Stations: 10, Adds: 2, Plays: 124, WBMX 5 (5), WQSM 15 (15), KKMY 12 (8), WRDE 5, WTMX 7 (7), WAZY 7 (7), WKTI 22 (25), KALC 10 (10), KYSR 36 (36), KOSO 5.

**BILLY MANN** Turn Down The World (*DVB/A&M*)  
Total Stations: 10, Adds: 1, Plays: 112, WJAZ 12, WQSM 23 (25), WKYE 7 (5), WMXC 5 (5), WMXS 14 (14), KKMY 8 (8), WRDE 14 (14), KMAJ 14 (14), KOSO 5 (5), KMGQ 10 (10).

**LENNY KRAVITZ** Can't Get You Off My Mind (*Virgin*)  
Total Stations: 7, Adds: 2, Plays: 112, WPLJ 20 (19), KKMY 20 (20), KHMV 16 (13), WKDD 14 (14), WRDE 5, KYSR 30 (25), KMGQ 7.

**JACKSON BROWNE** Some Bridges (*Elektra/EEG*)  
Total Stations: 7, Adds: 0, Plays: 88, WDAQ 18 (19), WJAZ 12 (17), WHUD 18 (18), WKYE 13 (10), WMXC 5 (5), KKMY 8 (8), KMAJ 14 (14).

**ALL-4-ONE** These Arms (*Blitz/Atlantic*)  
Total Stations: 6, Adds: 1, Plays: 85, WRTS 15 (15), WHUD 7 (7), WYXR 7 (7), WMXS 33 (33), WRDE 14 (14), KMAJ 9.

**SELENA** I'm Getting Used To You (*EMI*)  
Total Stations: 6, Adds: 0, Plays: 84, WDAQ 5 (5), WHUD 8 (8), WKYE 13 (10), KKMY 12 (12), KSH 29 (24), WRDE 7 (5).

Songs ranked by total plays.  
Station call letters followed by number of plays.

## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
<b>GIN BLOSSOMS</b> Til I Hear It From You ( <i>A&amp;M</i> )
<b>TAKE THAT</b> Back For Good ( <i>Arista</i> )
<b>BLUES TRAVELER</b> Run-Around ( <i>A&amp;M</i> )
<b>HOOTIE &amp; THE BLOWFISH</b> Only Wanna Be With You ( <i>Atlantic</i> )
<b>SOPHIE B. HAWKINS</b> As I Lay Me Down ( <i>Columbia/CRG</i> )
<b>SEAL</b> Kiss From A Rose ( <i>ZTT/WB</i> )
<b>WHITNEY HOUSTON</b> Exhale (Shoop Shoop) ( <i>Arista</i> )
<b>NATALIE MERCHANT</b> Carnival ( <i>Elektra/EEG</i> )
<b>MADONNA</b> You'll See ( <i>Maverick/WB</i> )
<b>COLLECTIVE SOUL</b> December ( <i>Atlantic</i> )

Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

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CAROL ARCHER

# Format Offers Advertisers A Dream Come True

□ Latest Interep research offers stunning demographic and qualitative findings

When we presented the last **Interep** report on the demographic and qualitative aspects of the NAC format (**R&R** 8/12/94), the news was extremely positive. In the ensuing year and a half, the format's tremendous expansion has been paralleled by the continued high quality of the data surrounding its listeners. The latest report demonstrates that NAC provides savvy advertisers an enticing opportunity to capture the desirable upscale consumer.

Stereotypes abound regarding the NAC listener: To the uninformed, they are self-absorbed yuppies, scrambling up the corporate ladder to the accompaniment of "jacuzzi jazz." More enlightened observers know that NAC listeners are indeed well-educated, upscale professionals (median age 36), with a penchant for big-ticket items that identify them as pure qualitative gold. Moreover, they reflect a level of racial diversity — and an involvement with the culture at large — that is virtually unsurpassed by listeners of any other format.

**NAC listeners are indeed well-educated, upscale young professionals (median age 36), with a penchant for big-ticket items that identify them as pure qualitative gold.**

data from **Arbitron's** 92 continuously measured metros in Adults 25-54, AQH share Monday-Sunday, 6am-midnight. Following are some highlights.

- NAC's share growth is impressive. The format grew from an average 2.5 shares 25-54 in Winter '95 to 3.2 in Fall '95. At least 76 stations are part of the NAC format fold, including **SW Networks** Smooth FM affiliates, with recent sign-ons **WOAZ/Boston**, **WVMV (V98.7)/Detroit**, and **WQFM/Milwaukee** joining the NAC explosion.

- The format's demographics comprise a prime sales target. The core of NAC listening is rooted in the 25-44 age range: 27% of listen-

ers are 25-34 and 33% are 35-44, with a total of 75% falling within 25-54.

- NAC is gender balanced, as well. Nationally, the format retains a slightly female skew (58%), although individual stations sometimes attract even more balanced listening.

- In ethnic composition, the highest percentage of listening is among whites (70%). But compared to the ethnic balance of the U.S. population, black and Asian listeners index high above the norm. Blacks are 100% more likely (index 200) than the average adult to listen to NAC, while Asians are 110% (index 210) more likely to listen.

- Almost half (46%) of NAC listeners are married, a lower percentage than the national average. Compared to the population at large, NAC listeners are almost 50% more likely to never have been married. And when you think single, think discretionary income.

## The Qualitative

- When it comes to household income, the indices say it all. As income levels rise, so do NAC listeners' indices against the national average. In other words, NAC listeners live in \$100,000+ households at a percentage level *double the national average* (see "Household Income" graph). Compared to other radio formats, NAC is third among listeners with six-digit-plus household incomes, placing behind only traditional upscale leaders Classical and News. Of particular importance is the fact NAC is the youngest-skewing among all the top-ranking formats.

- Reflective of high household incomes, NAC listeners also place high above the norm for college degrees and white-collar occupations. As with income indices, NAC places third among professionals, behind Classical and News, and is the youngest-skewing among them. And NAC is third among college graduates.

- NAC listeners are concentrated in the West and Northeast regions. The lowest percentage of listening, as well as the lowest index, is in the South. Almost all (97%) NAC listeners live in metropolitan areas.

- The format's listeners are busy, acquisitive, and engage in activities to improve themselves — even in their leisure time. They score way above the national average in the following activities: going to museums, adult education, playing a musical instrument, going dancing, photog-

## What Makes A Great Music Director?

**WUKY/Lexington, KY PD Curt Mathies** submitted a list of qualities that he says characterize the best MDs.

A great Music Director ...

- is a sound junkie whose job enables their habit
- is never satisfied with simply accepting what promotion people and the FedEx person delivers, but continually searches everywhere for material
- utilizes every resource possible to seek out product, whether through close contact with retail, maintaining an awareness of what's packing the clubs, downloading the vast reach of the Internet, or scouring periodicals, books, cable, and films for material
- is perpetually on the hunt, whether on the job or on vacation
- stays up-to-date on cutting-edge developments, directions, and concepts
- has developed a network of gifted ears and established a database of world-class thinkers
- knows there is never an excuse for being rude and understands that the most effective way to deal with record people is to let them do their jobs
- welcomes objective, outside opinions; is always open to new ideas
- completely understands the direction the PD is steering the station and provides a diverse array of selections to power the station's momentum
- makes sure the station is on the spot musically, enabling the PD to focus on other elements making up the whole package
- synthesizes a passion for music with the temperament of experience to create an overall presentation that is challenging and engaging without being too experimental or unfamiliar
- uses research as a compass to help determine direction, not as a map dictating a strict destination
- recognizes the value of good research, but knows that human nature will [sometimes] fly the flag of unpredictability in the face of hard data
- genuinely enjoys his/her job, has fun doing it, and generally wins as a result
- possesses limitless curiosity and an infectious excitement
- stays impassioned about creating, reinventing, and executing great radio every day

raphy, reading books, and shopping for antiques. They attend a lot of movies, go to the theater and comedy clubs, and are enthusiastic about dance performances, classical concerts, and especially, rock and pop concerts.

- You don't have to say "just do it" to NAC listeners because they are already serious about sports and fitness. Their indices for downhill skiing, sailing, racquetball, weight training, stair/tread machines, tennis, aerobics, biking, skating, and jogging are all incredibly high.

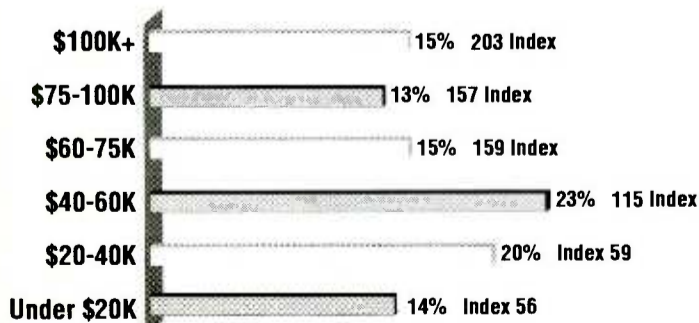
- Whether their travel is foreign or domestic, for business or pleasure, NAC listeners are frequent fliers. Their heavy airline use, coupled with the length of their hotel stays and the average amount of money they spend while traveling,

make them ideal targets for travel-industry advertising.

- NAC listeners are also heavy consumers of high-end luxury items — the lifestyle accoutrements that reflect their high earning power. These goodies include imported cars in the \$20K+ and \$30K+ brackets. They buy, serve, and drink imported wines and champagnes at well over twice the national average. They shop at gourmet food stores, purchasing gourmet coffee and imported cheeses. They are also PC savvy: They spend 10+ hours weekly on a home PC and are heavy consumers of online services.

*Editor's note: To receive a sales-ready copy of the latest Interep NAC research report, please send a written request to me by fax at (310) 203-9763.*

## HOUSEHOLD INCOME



Simmons 1995-Adults 18+ Jazz/New AC/M-Su 6a-12m Cum

As income levels rise, so do NAC listeners' indices against the national average. NAC listeners live in \$100,000+ households at a percentage level double the national average.



**PLEASURE ISLAND** — Sheer coincidence found **WLOQ/Orlando PD Steve Huntington** (r) and **WGUF/Ft. Myers PD Mike Bode** (second from r) in the same Orlando jazz club recently. An alert photographer snapped them hanging with artists **Bill MacPherson** (l) and **Nee Sackey**.

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
4	2	1	1	<b>VIBRAPHONIC</b> Can't Get Enough (Hollywood) <b>599</b> <b>596</b> <b>543</b> <b>528</b> <b>53/0</b>					
1	3	2	2	<b>COUNT BASIC</b> Joy And Pain (Instinct) <b>561</b> <b>548</b> <b>532</b> <b>560</b> <b>53/0</b>					
2	1	3	3	<b>PAUL TAYLOR</b> 'Til We Meet Again (Countdown/Unity) <b>501</b> <b>524</b> <b>547</b> <b>539</b> <b>46/0</b>					
7	5	4	4	<b>BONEY JAMES</b> Ain't No Sunshine (WB) <b>428</b> <b>426</b> <b>417</b> <b>363</b> <b>46/1</b>					
6	6	5	5	<b>GEORGE MICHAEL</b> Jesus To A Child (DreamWorks/Geffen) <b>407</b> <b>418</b> <b>416</b> <b>409</b> <b>51/0</b>					
3	4	6	6	<b>SPECIAL EFX</b> Seduction (JVC) <b>386</b> <b>410</b> <b>452</b> <b>539</b> <b>41/0</b>					
11	8	7	7	<b>STRANGE CARGO</b> El Ninjo (Discovery) <b>380</b> <b>379</b> <b>376</b> <b>337</b> <b>48/0</b>					
5	7	8	8	<b>RANDY CRAWFORD</b> Give Me The Night (Bluemoon/Atlantic) <b>340</b> <b>356</b> <b>384</b> <b>410</b> <b>41/0</b>					
25	14	9	9	<b>BOB MAMET</b> Morningside (Atlantic) <b>338</b> <b>320</b> <b>291</b> <b>238</b> <b>34/1</b>					
<b>BREAKER</b>			10	<b>LIONEL RICHIE</b> Don't Wanna Lose You (Mercury) <b>334</b> <b>292</b> <b>161</b> <b>8</b> <b>43/2</b>					
<b>BREAKER</b>			11	<b>ED HAMILTON</b> Gray Day (Telarc) <b>321</b> <b>268</b> <b>236</b> <b>165</b> <b>45/2</b>					
—	20	17	12	<b>RIPPINGTONS</b> Hideaway (GRP) <b>312</b> <b>279</b> <b>262</b> <b>159</b> <b>45/0</b>					
19	18	13	13	<b>THOM ROTELLA</b> Talk 2 Me (Positive) <b>307</b> <b>296</b> <b>266</b> <b>265</b> <b>42/1</b>					
<b>BREAKER</b>			14	<b>HERBIE HANCOCK</b> Thieves In The Temple (Verve) <b>306</b> <b>245</b> <b>131</b> <b>35</b> <b>49/1</b>					
14	10	10	15	<b>BRIAN KRINEK</b> Love For A Lifetime (Positive) <b>299</b> <b>319</b> <b>315</b> <b>299</b> <b>30/0</b>					
<b>BREAKER</b>			16	<b>JOHN TESH PROJECT</b> Fragile (GTSP) <b>295</b> <b>269</b> <b>229</b> <b>134</b> <b>36/1</b>					
9	11	12	17	<b>STEVE LAURY</b> Gloria Ann (CTI) <b>285</b> <b>298</b> <b>313</b> <b>338</b> <b>41/0</b>					
<b>BREAKER</b>			18	<b>PETE ESCOVEDO</b> All This Love (Concord) <b>284</b> <b>206</b> <b>196</b> <b>153</b> <b>38/2</b>					
<b>BREAKER</b>			19	<b>AVENUE BLUE</b> Conversation (Mesa/Bluemoon) <b>280</b> <b>273</b> <b>263</b> <b>238</b> <b>40/0</b>					
18	13	16	20	<b>TONI BRAXTON</b> Let It Flow (Arista) <b>271</b> <b>282</b> <b>295</b> <b>276</b> <b>33/0</b>					
24	25	23	21	<b>GEORGE HOWARD</b> Our Love (GRP) <b>264</b> <b>247</b> <b>229</b> <b>238</b> <b>40/1</b>					
15	12	14	22	<b>OLETA ADAMS</b> Slow Motion (Fontana/Mercury) <b>259</b> <b>294</b> <b>296</b> <b>297</b> <b>37/0</b>					
22	22	22	23	<b>NAJEE</b> I Wish (EMI) <b>248</b> <b>253</b> <b>248</b> <b>242</b> <b>27/0</b>					
20	17	24	24	<b>BOBBY CALDWELL</b> Don't Ask My Neighbor (Sin-Drome) <b>244</b> <b>246</b> <b>272</b> <b>264</b> <b>31/0</b>					
<b>DEBUT</b>			25	<b>ED CALLE</b> Me And Mrs. Jones (Sony Latin Jazz) <b>225</b> <b>173</b> <b>158</b> <b>136</b> <b>30/0</b>					
—	30	29	26	<b>SPYRO GYRA</b> In My Life (GRP) <b>218</b> <b>225</b> <b>203</b> <b>177</b> <b>27/0</b>					
28	29	26	27	<b>BOBBY MCFERRIN</b> Friends (Blue Note) <b>218</b> <b>230</b> <b>218</b> <b>228</b> <b>24/0</b>					
<b>DEBUT</b>			28	<b>DOC POWELL</b> Sunday Mornin' (Discovery/CGR) <b>212</b> <b>17</b> <b>—</b> <b>—</b> <b>41/7</b>					
17	21	28	29	<b>RICK BRAUN</b> Groovis (Mesa/Bluemoon) <b>212</b> <b>226</b> <b>250</b> <b>278</b> <b>24/0</b>					
<b>DEBUT</b>			30	<b>TONY RICH PROJECT</b> Nobody Knows (LaFace/Arista) <b>208</b> <b>170</b> <b>160</b> <b>127</b> <b>29/1</b>					

This chart reflects airplay from March 20-26. Songs ranked by total plays. Highlighted songs indicate Breaker. 54 NAC reporters. 53 current playlists. © 1996, R&R Inc.

## BREAKERS®

<b>LIONEL RICHIE</b> Don't Wanna Lose You (Mercury) TOTAL PLAYS/INCREASE: 334/42 TOTAL STATIONS/ADDS: 43/2 CHART 10
<b>ED HAMILTON</b> Gray Day (Telarc) TOTAL PLAYS/INCREASE: 321/53 TOTAL STATIONS/ADDS: 45/2 CHART 11
<b>HERBIE HANCOCK</b> Thieves In The Temple (Verve) TOTAL PLAYS/INCREASE: 306/61 TOTAL STATIONS/ADDS: 49/1 CHART 14
<b>JOHN TESH PROJECT</b> Fragile (GTSP) TOTAL PLAYS/INCREASE: 295/26 TOTAL STATIONS/ADDS: 36/1 CHART 16
<b>PETE ESCOVEDO</b> All This Love (Concord) TOTAL PLAYS/INCREASE: 284/78 TOTAL STATIONS/ADDS: 38/2 CHART 18
<b>AVENUE BLUE</b> Conversation (Mesa/Bluemoon) TOTAL PLAYS/INCREASE: 280/7 TOTAL STATIONS/ADDS: 40/0 CHART 19

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
<b>GEORGE JINOA</b> Just My Imagination (Shanachie)	22
<b>DOUG CAMERON</b> Rendezvous (Higher Octave)	17
<b>PIECES OF A DREAM</b> My Love (Blue Note)	17
<b>MAYSA</b> Can We Change The World (Blue Thumb)	9
<b>FREDDIE RAVEL</b> Erotika (Verve)	9
<b>EARL KLUGH</b> Maybe Tonight (WB)	8
<b>DOC POWELL</b> Sunday Mornin' (Discovery/CGR)	7
<b>BILL EVANS</b> The Sunday After (Escapade)	6
<b>JOE SAMPLE</b> Hippies On A Corner (WB)	6
<b>PIECES OF A DREAM</b> The Cool Side (Blue Note)	5
<b>SLIM MAN</b> There For You (GES)	5

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>DOC POWELL</b> Sunday Mornin' (Discovery/CGR)	+195
<b>EARL KLUGH</b> Maybe Tonight (WB)	+147
<b>PETE ESCOVEDO</b> All This Love (Concord)	+78
<b>JOE SAMPLE</b> Hippies On A Corner (WB)	+70
<b>HERBIE HANCOCK</b> Thieves In The Temple (Verve)	+61
<b>SLIM MAN</b> There For You (GES)	+55
<b>ED HAMILTON</b> Gray Day (Telarc)	+53
<b>ED CALLE</b> Me And Mrs. Jones (Sony Latin)	+52
<b>CRAIG CHAQUICO</b> Autumn Blue (Higher Octave)	+50
<b>LIONEL RICHIE</b> Don't Wanna Lose You (Mercury)	+42

Breakers: Songs registering 275 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

## NEW & ACTIVE

**JOE SAMPLE** Hippies On A Corner (WB)  
Total Plays: 196, Total Stations: 39, Adds: 6

**SPECIAL EFX** Sunset (JVC)  
Total Plays: 184, Total Stations: 36, Adds: 1

**JAZZMASTERS** Inner Changes (JVC)  
Total Plays: 182, Total Stations: 32, Adds: 1

**EARL KLUGH** Maybe Tonight (WB)  
Total Plays: 180, Total Stations: 37, Adds: 8

**SLIM MAN** There For You (GES)  
Total Plays: 174, Total Stations: 26, Adds: 5

**RICK BRAUN** Club Harlem (Mesa/Bluemoon)  
Total Plays: 165, Total Stations: 29, Adds: 1

**CRAIG CHAQUICO** Autumn Blue (Higher Octave)  
Total Plays: 149, Total Stations: 27, Adds: 0

**AVENUE BLUE** Naked City (Mesa/Bluemoon)  
Total Plays: 134, Total Stations: 18, Adds: 0

**MICHAEL ROSS** Last Love Letter (Mihi)  
Total Plays: 66, Total Stations: 12, Adds: 1

**CHET MCCRACKEN** Beck's Blues (Valley Vue)  
Total Plays: 60, Total Stations: 12, Adds: 0

**COUNT BASIC** On The Move (Instinct)  
Total Plays: 57, Total Stations: 12, Adds: 2

**JIM BRICKMAN** By Heart (Windham Hill)  
Total Plays: 50, Total Stations: 6, Adds: 1

**PAUL HOWARDS** J.C.'s Island (OS-NIX Music)  
Total Plays: 43, Total Stations: 7, Adds: 0

**RICARDO SCALES** Mujer Latina (Bay Sound)  
Total Plays: 41, Total Stations: 8, Adds: 1

**STING** La Belle Dame Sans Regrets (A&M)  
Total Plays: 37, Total Stations: 7, Adds: 0

**DARYLE CHINN** Fantasy (MoJAZZ/Motown)  
Total Plays: 35, Total Stations: 8, Adds: 3

**EARL KLUGH** Happy Song (WB)  
Total Plays: 34, Total Stations: 7, Adds: 1

**DOUG CAMERON** Rendezvous (Higher Octave)  
Total Plays: 26, Total Stations: 22, Adds: 17

Songs ranked by total plays

**Herbie Hancock**  
**"Thieves In The Temple"**  
**R&R Tracks Breaker 14**  
**"The New Standard"**  
**R&R Albums 30 - 28**

Verve logo



# H E R B A L P E R T

**IMPACT DATE  
APRIL 11**

- "Second Wind"
- "My Funny Valentine"
- "Flirtation"
- "Wherever You Are"
- "Sneakin' In"

From His Forthcoming New Album

*Second wind*



Produced by Herb Alpert and Jeff Lorber  
Associate Producer: Alan Meyerson  
Management: Kip Cohen  
<http://www.geffen.com/almo>  
© 1996 Almo Sounds Inc.

APRIL 5, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	% PLAYS	EMPHASIS TRACKS (PLAYS)
1	1	1	1	<b>BONEY JAMES</b> <i>Seduction (WB)</i>	730	-38	"Sunshine" (428) "Camouflage" (142) "Lights" (93)
4	4	3	2	<b>VIBRAPHONIC</b> <i>Vibraphonic 2 (Hollywood)</i>	661	+2	"Enough" (599) "Vibes" (42) "True" (10)
2	2	2	3	<b>SPECIAL EFX</b> <i>Body Language (JVC)</i>	645	-26	"Seduction" (386) "Sunset" (184) "Rhythm" (45)
5	5	4	4	<b>COUNT BASIC</b> <i>Movin' In The Right Direction (Instinct)</i>	637	+19	"Joy" (561) "Move" (57) "Got" (16)
8	7	6	5	<b>AVENUE BLUE</b> <i>Naked City (Mesa/Bluemoon)</i>	582	+18	"Conversation" (280) "Naked" (134) "Baby" (76)
22	11	7	6	<b>RIPPINGTONS</b> <i>Brave New World (GRP)</i>	564	+20	"Hideaway" (312) "First" (126) "Brave" (53)
3	3	5	7	<b>PAUL TAYLOR</b> <i>On The Horn (Countdown/Unity)</i>	560	-19	"Meet" (501) "Exotica" (24) "Free" (23)
11	8	9	8	<b>BOB MAMET</b> <i>Day Into Night (Atlantic)</i>	519	+21	"Morningside" (338) "Greenstreet" (83) "Calabay" (63)
7	9	10	9	<b>NAJEE</b> <i>Songs From The Key Of Life (EMI)</i>	484	-13	"Wish" (248) "As" (143) "Feet" (57)
18	15	12	10	<b>RICK BRAUN</b> <i>Beat Street (Mesa/Bluemoon)</i>	475	+9	"Groovis" (212) "Harlem" (165) "Cadillac" (65)
16	16	14	11	<b>THOM ROTELLA</b> <i>How My Heart Beats (Positive)</i>	457	+15	"Talk" (307) "Shuffle" (68) "Heart" (29)
6	6	8	12	<b>SOUNDTRACK</b> <i>Waiting To Exhale (Arista)</i>	457	-72	"Flow" (271) "Exhale" (112) "Wey" (47)
17	13	13	13	<b>GEORGE MICHAEL</b> <i>Older (DreamWorks/Geffen)</i>	437	-15	"Jesus" (407) "Older" (30)
9	10	11	14	<b>JAZZMASTERS</b> <i>Jazzmasters II (JVC)</i>	410	-64	"Inner" (182) "Stomotion" (177) "Freedom" (23)
12	12	15	15	<b>RANDY CRAWFORD</b> <i>Naked And True (Bluemoon/Atlantic)</i>	409	-18	"Give" (340) "Cajun" (34) "King's" (22)
21	20	19	16	<b>STRANGE CARGO</b> <i>Hinterland (Discovery)</i>	380	+1	"Ninjo" (380)
—	25	22	17	<b>JOHN TESH PROJECT</b> <i>Discovery (GTSP)</i>	375	+27	"Fragile" (295) "Follow" (34) "Let" (27)
—	28	27	18	<b>ED HAMILTON</b> <i>Planet Jazz (Telarc)</i>	370	+53	"Gray" (321) "Better" (16) "Planet" (12)
26	24	23	19	<b>GEORGE HOWARD</b> <i>Attitude Adjustment (GRP)</i>	367	+20	"Love" (264) "Last" (40) "Blues" (28)
10	14	16	20	<b>VARIOUS ARTISTS</b> (I...) <i>Modern Jazz (GRP)</i>	366	-43	"Life" (218) "Winding" (83) "Life" (25)
—	—	26	21	<b>CRAIG CHAQUICO</b> <i>A Thousand Pictures (Higher Octave)</i>	363	+42	"Autumn" (149) "Sweet" (86) "Friends" (49)
19	17	17	22	<b>BOBBY CALDWELL</b> <i>Soul Survivor (Sin-Drome)</i>	363	-31	"Neighbor" (244) "Walk" (60) "Give" (34)
14	18	18	23	<b>OLETA ADAMS</b> <i>Moving On (Fontana/Mercury)</i>	349	-42	"Motion" (259) "Moving" (42) "Never" (25)
13	19	20	24	<b>STEVE LAURY</b> <i>Vineland Dreams (CTI)</i>	347	-27	"Gloria" (285) "Street" (25) "Angel" (14)
—	—	29	25	<b>LIONEL RICHIE</b> <i>Louder Than Words (Mercury)</i>	334	+42	"Lose" (334)
24	21	21	26	<b>BRIAN KRINEK</b> <i>Flying High (Positive)</i>	325	-28	"Lifetime" (299) "Zuma" (12) "Heartland" (6)
DEBUT	—	—	27	<b>PETE ESCOVEDO</b> <i>Flying South (Concord)</i>	315	+81	"Love" (284) "Flying" (13) "Tiemblas" (11)
—	—	30	28	<b>HERBIE HANCOCK</b> <i>The New Standard (Verve)</i>	308	+62	"Thieves" (306) "When" (2)
15	22	24	29	<b>QUINCY JONES</b> <i>Q's Jook Joint (Qwest/WB)</i>	299	-35	"Nothin'" (189) "Put" (56) "Moody's" (39)
DEBUT	—	—	30	<b>SLIM MAN</b> <i>Closer To Paradise (GES)</i>	296	+55	"There" (174) "Language" (32) "Dream" (27)

This chart reflects airplay from March 20-26. Albums ranked by total plays, with plays from all cuts from an album combined.

54 NAC reporters. 53 current playlists. © 1996, R&R Inc.

## NAC NOTES By Carol Archer

Many on both sides of the industry are encouraged that smaller labels have enjoyed their share of success in recent weeks, even in the face of formidable competition from major labels. In fact, three small labels distinguished themselves by attaining the top position on the NAC Tracks Chart during the first quarter: **Instinct** with **Count Basic's** "Joy And Pain" (the second No. 1 for the group and the label), **Unity** with **Paul Taylor's** "Til We Meet Again" (the label's first No. 1), and now **Hollywood Records** with **Vibraphonic's** "Can't Get Enough," which is the label's first artist to go to the top of the **R&R NAC** chart. Congratulations to these labels, their artists, and the NAC radio family for their continued support.

**Lionel Richie's** "Don't Wanna Lose You" (**Mercury**) entered the Top 10 (15-10\*/Breaker) after only two weeks on the Tracks Chart. A lovely tune, combined with the intimacy of Richie's vocal, really resonates with adult listeners. This one's confirmed, period, end of story.

**Ed Hamilton** is poised to break into the Top 10 with "Gray Day" (**Telarc**), which jumped nine points, 20-11\*/Breaker this week. It's in serious rotation at **Smooth FM** (15 plays), **WJZF/Atlanta** (14 plays), **WNUA/Chicago** (12), **KBLX/S.F.** (11) and **KTWV/L.A.** (six-10).

**George Jinda's** smooth, groove-laden cover of the Temptations' classic, "Just My Imagination" (**Shanachie**), was No. 1 Most Added with 22 reporters such as **Smooth FM**, **WJZZ/Philadelphia**, **WNUA**, **KTWV**, and **KKJZ/Portland** giving their instant approval.

**Pete Escovedo's** cover of **DeBarge's** early-'80s smash, "All This Love" (**Concord**), exploded 30-18\*/Breaker.

Chart moves (25-14\*/Breaker) confirm the completeness of the airplay picture — over 90% of our panel — on **Herbie Hancock's** "Thieves In The Temple" (**Verve**), with significant upward momentum at **Smooth FM** (four to 13 plays) and **KTWV** (two to nine), and good rotation at **KBLX** (nine plays), and **WNUA** (13), among many others.

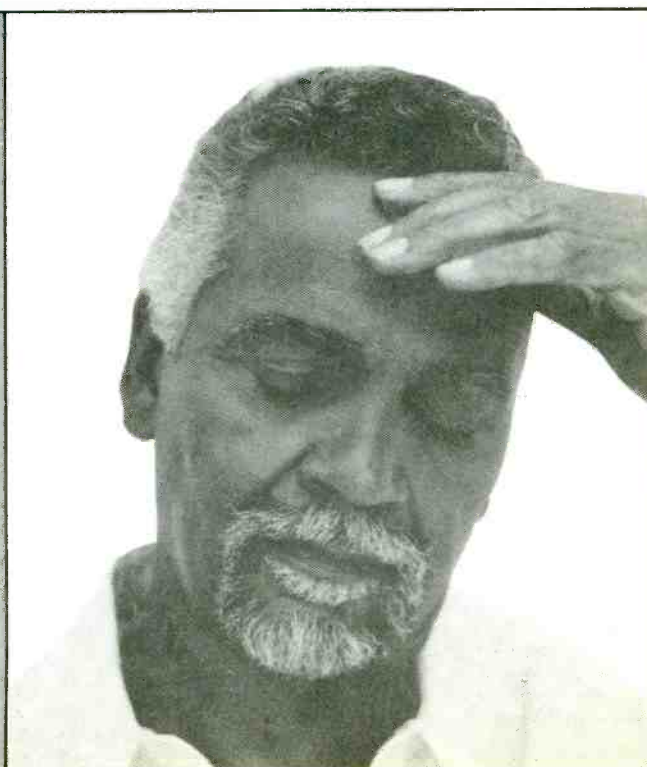
Scoring a phenomenal +195 plays — and placing first in Most Increased — **Doc Powell's** "Sunday Mornin'" (**Discovery/CGR**) increased more plays in a single week than any track in **R&R NAC** chart history.

# Joe Sample "Hippies on a Corner"

**R&R NAC NEW & ACTIVE**

A Most Added.....

and A Most Increased!



## Stations and their adds by track listed alphabetically by market

<p><b>KRZN/Albuquerque, NM</b>  <b>PD/MD: Mark McGuire</b>            DOC POWELL "Sunday"            BOB MAMET "Morningside"            SLIM MAN "Rain"            DENNIS SOTO "S up"            STING "Seasons"            BLUE KNIGHTS "Passion"            PAUL GILREATH "Eyes"            SHAHIN &amp; SEPEHR "Goodbye"            ED HAMILTON "Planet"            CHET MCCracken "Smooth"            CAL BENNETT "Stolen"</p>	<p><b>KHIH/Denver, CD</b>  <b>PD: Chris Conley</b>  <b>MD: Becky Taylor</b>            No Adds</p> <p><b>WJZZ/Detroit, MI</b>  <b>PD: D'Neal Stevens</b>  <b>MD: Rosetta Hines</b>            DARYLE CHINN "Heart"            GEORGE JINDA "News"            DARYLE CHINN "Fantasy"            GEORGE JINDA "Just"</p>	<p><b>KXDC/Monterey, CA</b>  <b>PD/MD: Scott D'Brien</b>            ENYA "Home"            MICHAEL ROSS "Letter"            FREDDIE RAVEL "Sailaway"            BILL EVANS "Sunday"            SLIM MAN "There"            SPRAWL! "Skyline"            PAUL GILREATH "Eyes"</p> <p><b>KLJZ/New Orleans, LA</b>  <b>PD/MD: Michael Grayson</b>            PIECES OF A DREAM "Love"            MAYSA "Change"            GEORGE JINDA "Just"</p> <p><b>Smooth FM/New York, NY</b>  <b>PD: Mike Fischer</b>  <b>APD/MD: Haneen Hunter</b>            SPECIAL EFX "Sunset"</p>	<p><b>WNND/Raleigh, NC</b>  <b>MD: John Horan</b>            FREDDIE RAVEL "Perfect"            JOE SAMPLE "Hippies"            DARYLE CHINN "Fantasy"            LIONEL RICHIE "Lose"</p> <p><b>KQBR/Sacramento, CA</b>  <b>PD: Lawrence Tanter</b>            No Adds</p> <p><b>KSSJ/Sacramento, CA</b>  <b>PD: Don Langford</b>  <b>MD: David Anderson</b>            GEORGE JINDA "Just"            DOUG CAMERON "Rendezvous"            PIECES OF A DREAM "Love"</p> <p><b>KCLC/St. Charles, MD</b>  <b>PD: Rich Reighard</b>  <b>MD: Scott Nenner</b>            GEORGE JINDA "Just"            JOSEPH VINCELLI "Wait"            J MICHAEL VERTA "Moment"            SEVAG &amp; PATEY "Windwave"            JERALD DAEMYON "Paradigms"</p> <p><b>KBZN/Salt Lake City, UT</b>            No Adds</p> <p><b>KCJZ/San Antonio, TX</b>  <b>PD: Norm Miller</b>  <b>MD: Diane Travis</b>            DOUG CAMERON "Rendezvous"            GEORGE JINDA "Just"            PIECES OF A DREAM "Love"            MAYSA "Change"</p> <p><b>KIFM/San Diego, CA</b>  <b>PD: Bob D'Conor</b>  <b>MD: Kelly Cole</b>            BILLY MANN "Start"            SLIM MAN "There"            BILLY MANN "Rain"            DOUG CAMERON "Rendezvous"            FREDDIE RAVEL "Erotika"            GEORGE HOWARD "Blues"            OTTMAR LIEBERT "Nuevo"            FREDDIE RAVEL "Sailaway"            CASSANDRA WILSON "Him"            JUSTO ALMARIO "Ofrenda"            JHELISA "Pressure"            PIECES OF A DREAM "Cool"            JUSTO ALMARIO "Count"            TEARS FOR FEARS "Sketches"</p> <p><b>KBLX/San Francisco, CA</b>  <b>PD: Kevin Brown</b>  <b>MD: Ron Cadet</b>            RICHARD ELLIOT "Lights"            JAZZMASTERS "Inner"            DARYLE CHINN "Smile"</p> <p><b>KKSF/San Francisco, CA</b>  <b>PD: Steve Feinstein</b>            DOUG CAMERON "Rendezvous"            DOUG CAMERON "Town"            BILL EVANS "Sunday"</p> <p><b>KJZY/Santa Rosa, CA</b>  <b>PD: Gordon Zlot</b>  <b>MD: Rob Singleton</b>            ED HAMILTON "Dreams"            DOC POWELL "Sunday"</p> <p><b>KWJZ/Seattle, WA</b>  <b>PD: Dave McKay</b>  <b>MD: Michael Eads</b>            PIECES OF A DREAM "Love"            DOUG CAMERON "Rendezvous"            GEORGE JINDA "Just"</p> <p><b>WSJT/Tampa, FL</b>  <b>PD/MD: Ross Block</b>            JOE SAMPLE "Hippies"</p> <p><b>WJZE/Toledo, OH</b>  <b>PD/MD: Brad Garret</b>            No Adds</p> <p><b>KOAS/Tulsa, OK</b>  <b>PD/MD: Rick Alan West</b>            DOUG CAMERON "Rendezvous"            GEORGE JINDA "Just"            PIECES OF A DREAM "Love"            MAYSA "Change"</p>
<p><b>KNIK/Anchorage, AK</b>  <b>PD/MD: Dean Williams</b>            RANDY CRAWFORD "King's"            ALISON BROWN "Marsha"            BILL EVANS "Sunday"            BONEY JAMES "Sunshine"            DEREK NAKAMOTO "Gathering"            JOE SAMPLE "Hippies"            PIECES OF A DREAM "Smooth"</p> <p><b>WJZF/Atlanta, GA</b>  <b>PD/MD: Mark Edwards</b>            FREDDIE RAVEL "Erotika"            PIECES OF A DREAM "Cool"            BILL EVANS "Sunday"            RICARDO SCALES "Latina"</p> <p><b>KAJZ/Austin, TX</b>  <b>PD: Doc Burns</b>  <b>MD: Jay Kendal</b>            DOUG CAMERON "Rendezvous"            BOBBY MCFERRIN "Better"            FREDDIE RAVEL "Erotika"            JOE SAMPLE "Hippies"            DAVE VALENTIN "Samba"            FREDDIE RAVEL "Sol"</p> <p><b>WLBI/Birmingham, AL</b>  <b>PD: Dave Edmunds</b>  <b>MD: Don Alias</b>            CHANTAY SAVAGE "Survive"            ED HAMILTON "Gray"            DOC POWELL "Sunday"            DOUG CAMERON "Rendezvous"            PIECES OF A DREAM "Love"            BILL EVANS "Coravilas"            HERB ALPERT "Second"</p> <p><b>WOAZ/Boston, MA</b>  <b>PD/MD: Bill George</b>            JOE SAMPLE "Hippies"            PIECES OF A DREAM "Love"            MAYSA "Change"</p> <p><b>WSJZ/Buffalo, NY</b>  <b>PD: Steve Wiersman</b>  <b>MD: Chris Wittingham</b>            MAYSA "Change"            GEORGE JINDA "Just"            PIECES OF A DREAM "Love"</p> <p><b>WFAE/Charlotte, NC</b>  <b>PD: Paul Stribling</b>  <b>MD: Tena Simmons</b>            HERBIE HANCOCK "Thieves"            SLIM MAN "There"            EARL KLUGH "Maybe"</p> <p><b>WNUA/Chicago, IL</b>  <b>PD: Lee Hansen</b>  <b>APD/MD: Tom Miller</b>            THOM ROTELLA "Talk"            DOC POWELL "Sunday"            EARL KLUGH "Maybe"            GEORGE JINDA "Just"            DOUG CAMERON "Rendezvous"</p> <p><b>WNWV/Cleveland, OH</b>  <b>PD/MD: Bernie Kimble</b>            GEORGE JINDA "Just"            PIECES OF A DREAM "Love"            DOUG CAMERON "Rendezvous"</p> <p><b>WVAE/Cincinnati, OH</b>  <b>PD: Rich McMillan</b>            No Adds</p> <p><b>WZJZ/Columbus, OH</b>  <b>PD: Bill Harman</b>            DOUG CAMERON "Rendezvous"            PIECES OF A DREAM "Love"            GEORGE JINDA "Just"</p> <p><b>KOAI/Dallas, TX</b>  <b>MD: Bret Michael</b>            ED HAMILTON "Gray"            GEORGE JINDA "Just"            MAYSA "Change"</p>	<p><b>WVMV/Detroit, MI</b>  <b>GM/MD: Jeff "Dzzie" Sattler</b>            DOC POWELL "Sunday"            EARL KLUGH "Maybe"            PIECES OF A DREAM "Love"            DOUG CAMERON "Rendezvous"            GEORGE JINDA "Just"</p> <p><b>WGUF/Ft. Myers, FL</b>  <b>PD: Michael Bode</b>  <b>MD: Greg Hammonds</b>            TONY RICH PROJECT "Knows"            MAYSA "Change"            PIECES OF A DREAM "Love"            GEORGE JINDA "Just"</p> <p><b>KEZL/Fresno, CA</b>  <b>PD/MD: Mike Vasquez</b>            GEORGE JINDA "Just"            PIECES OF A DREAM "Love"            DOUG CAMERON "Rendezvous"</p> <p><b>KUCD/Honolulu, HI</b>  <b>PD: Mahlon Moore</b>            DOUG CAMERON "Rendezvous"            ALISON BROWN "Marsha"            GEORGE JINDA "Just"</p> <p><b>WFSJ/Jacksonville, FL</b>  <b>PD: Hank Dole</b>  <b>MD: Craig Williams</b>            EARL KLUGH "Maybe"            DOC POWELL "Sunday"            PETE ESCOVEDO "Love"            SLIM MAN "There"</p> <p><b>KCIY/Kansas City, MO</b>  <b>PD: Doug Gondek</b>  <b>MD: Michelle Chase</b>            DOUG CAMERON "Rendezvous"            GEORGE JINDA "Just"</p> <p><b>WEZV/Lafayette, IN</b>  <b>PD/MD: Bob Miller</b>            GEORGE JINDA "Dreams"            FREDDIE RAVEL "Sol"            FREDDIE RAVEL "Erotika"            JUSTO ALMARIO "Count"            JUSTO ALMARIO "Song"            COUNT BASIC "Move"</p> <p><b>KTWV/Los Angeles, CA</b>  <b>PD: Chris Brodie</b>  <b>APD/MD: Ralph Stewart</b>            GEORGE JINDA "Just"</p> <p><b>WLVE/Miami, FL</b>  <b>PD: Shirley Maldonado</b>  <b>MD: Geoff Fischer</b>            PIECES OF A DREAM "Love"            GEORGE JINDA "Just"            MAYSA "Change"</p> <p><b>KMJZ/Minneapolis, MN</b>  <b>PD/MD: Tom Sleeker</b>            No Adds</p> <p><b>KSBR/Mission Viejo, CA</b>  <b>PD/MD: Terry Wedel</b>            PIECES OF A DREAM "Cool"            FREDDIE RAVEL "Erotika"            COUNT BASIC "Move"            CASSANDRA WILSON "Solomon"            GEORGE JINDA "Dreams"</p> <p><b>KRVV/Modesto, CA</b>  <b>PD: Jim Bryan</b>  <b>MD: Doug Wulff</b>            BLUE KNIGHTS "Missing"            PAUL GILREATH "Eyes"            EARL KLUGH "Maybe"            EARL KLUGH "Happy"            EARL KLUGH "Wiggle"            FREDDIE RAVEL "Erotika"            PAUL GILREATH "Rain"</p>	<p><b>WJCD/Norfolk, VA</b>  <b>PD: Maxine Todd</b>  <b>MD: Larry Hollowell</b>            PHILLIPE SAISSSE "Boyz"            SLIM MAN "There"</p> <p><b>KTNT/Oklahoma City, OK</b>  <b>MD: Stephanie Stewart</b>            GEORGE HOWARD "Love"            JOHN TESH PROJECT "Fragile"            EARL KLUGH "Maybe"            RICK BRAUN "Harlem"</p> <p><b>WLOQ/Orlando, FL</b>  <b>PD: Steve Huntington</b>  <b>MD: Bob Church</b>            PIECES OF A DREAM "Love"            DAVID BENOIT "Sunset"            RICHARD ELLIOT "Lights"            GEORGE JINDA "Dreams"            FREDDIE RAVEL "Sailaway"            BLUE KNIGHTS "Missing"            PETE ESCOVEDO "Love"            FREDDIE RAVEL "Erotika"            RICHARD ELLIOT "Make"            RICHARD ELLIOT "City"</p> <p><b>WEBZ/Panama City, FL</b>  <b>PD: Joel Pummil</b>            DARYLE CHINN "Fantasy"            DOC POWELL "Sunday"            DARYLE CHINN "Heart"            FREDDIE RAVEL "Erotika"            NATIVE VIBE "Warmth"            VICTOR WOOTEN "Classical"</p> <p><b>WJZZ/Philadelphia, PA</b>  <b>PD: Ann Gress</b>  <b>MD: Michael Tozzi</b>            CELINE DION "Because"            MAYSA "Change"            GEORGE JINDA "Just"</p> <p><b>KYOT/Phoenix, AZ</b>  <b>PD/MD: Nick Francis</b>            RIPPINGTONS "First"            DOUG CAMERON "Town"            LIONEL RICHIE "Lose"            JOE SAMPLE "Hippies"            EARL KLUGH "Maybe"            PAMELA WILLIAMS "Castine"            EARL KLUGH "Boat"            JOSEPH VINCELLI "Friendly"</p> <p><b>KKJZ/Portland, OR</b>  <b>PD/MD: Shaun Yu</b>            ENYA "Tea-House"            SEVAG &amp; PATEY "Rio"            GEORGE JINDA "Just"            PIECES OF A DREAM "Love"            JUSTO ALMARIO "Song"            DOUG CAMERON "Rendezvous"</p> <p><b>WOTB/Providence, RI</b>  <b>PD/MD: Bill Gray</b>            EARL KLUGH "Maybe"            DOUG CAMERON "Rendezvous"            DOUG CAMERON "Town"            SLIM MAN "Rain"            GEORGE JINDA "Just"            PIECES OF A DREAM "Cool"            PIECES OF A DREAM "Love"            FREDDIE RAVEL "Erotika"            FREDDIE RAVEL "Perfect"            GEORGE JINDA "Dreams"            GEORGE JINDA "Yellow"            BILL EVANS "Sunday"            BILL EVANS "Rattle"            BILL EVANS "Easilee"            FREDDIE RAVEL "Havana"</p>	

Studio appointment 2:00 a.m. Session ends 5:30 a.m. Client's plane arrives 7:15 a.m. You need a haircut. Forgot your wallet. Flowers for Mom's birthday. Dinner reservations. Kid's dental appointment and music lesson: Uncle wants to see the Statue of Liberty. Where's the sandwich tray? Cruise ship docks at 11:37 p.m. Missed the shuttle. Maid can't get into the house. I've got a major meeting. It's pouring. My prayer is to get there on time. The snow's a foot deep. I must have an English-speaking chauffeur in Hong Kong. Who picks us up after the show? Can I send and receive a FAX from the limo? Do you have a cellular phone? I have to go the the bathroom-quick! You're stranded at Orly. Lost at Kennedy. Missed the flight at LAX. You're hungry, lonely and lost ... and you left home without it.

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NAC PLAYLISTS

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Smooth Jazz CD 101.9 MARKET #1 WQCD/New York (212) 210-2769 Gruver/Williams

THE WAVE 94.7 KT WV MARKET #2 KTWW/Los Angeles (213) 466-9283 Brodie/Stewart

WNUA 95.5 MARKET #3 WNUA/Chicago (312) 645-9550 Hansen/Miller

KBLX 102.9 FM MARKET #4 KBLX/San Francisco (415) 284-1029 Brown/Cadet

KKSF 103.7 FM MARKET #4 KKSf/San Francisco (415) 975-5555 Fensterl

WJZZ 106.1 FM MARKET #5 WJZZ/Philadelphia (610) 667-3939 Gress/Tozzi

WJZZ MARKET #6 WJZZ/Detroit (313) 871-0590 Stevens/Hines

V98.7 FM MARKET #6 WVMV/Detroit (810) 855-5100 Sattler

ASIS 107.5 MARKET #7 KOAI/Dallas (214) 630-3011 Michael

ASIS 99.5 MARKET #10 WDAZ/Boston (617) 254-9267 Gsea

Love 95 FM MARKET #11 WLVE/Miami (305) 654-9494 Madonna/Fischer

Jazz Flavors 104.1 FM MARKET #12 WJZZ/Atlanta (404) 996-9341 Edwards

99.7 MARKET #13 KWJZ/Seattle (206) 441-3699 McKay/Eads

JAZZ FM98 MARKET #15 KJFM/San Diego (619) 587-9800 O'Connor/Cole

104.1 MARKET #16 KMJZ/Minneapolis (612) 941-5774 Steeker

KYOT 95.5 FM MARKET #20 KYOT/Phoenix (602) 258-8181 Francis

94.1 MARKET #21 WSJT/Tampa (813) 577-7131 Block

THE WAVE 107.3 MARKET #22 WNWV/Cleveland (216) 292-1073 Kimble

KHIF 95.7 MARKET #23 KHIF/Denver (303) 694-6300 Conley/Taylor

kkjz MARKET #24 KJZZ/Portland (503) 223-0300 Yu





CYNDEE MAXWELL

## PERSONALITY PROFILE

### 'Twisted' Host Tunes Seattle's Funny Bone

KISW/Seattle morning host **Bob Rivers**, co-host **Spike O'Neill**, and producer "**Downtown Joe**" **Bryant** approach their "Twisted Radio" show from a purely creative viewpoint. They do the show from a separate studio while **Brad Cash** serves as board op in the control room. Rivers credits PD **Steve Young** for creating a work environment that suited the "Twisted" host to a tee.

"We don't play the music or the commercials from the morning show studio," begins Rivers. "No carts or CDs to pull and file. Instead of getting bogged down with engineering and clerical aspects of putting on a show, we can concentrate on preparing four great breaks per hour.

"Steve has given me the freedom to concentrate solely on the creative. Most morning show hosts wish they could do a talk show and I'm no exception. But this system has forced me to get better at presentation and our bits, sketches, and interviews come off as polished segments. I'm lucky to be getting this experience and I highly recommend it to any program director who wants an entertaining morning show who still gets the music in. Plus, I no longer get hauled into the engineer's office to correct transmitter logs — initialing something that happened 30 days ago that I don't even remember doing."

#### 'Mr. Premise'

Rivers relates how show prep works for him. "I've heard it said by others and it's true for me, too. My whole life is show prep. Whether my dog is having puppies, I'm building a chicken coop, or talking to my sons about rude song lyrics — it can all end up as observations in the next day's show.

"Although Spike does most of the writing for his characters on the show, my nickname is 'Mr. Premise.' I can almost always think of a funny situation for his characters to be in. I'll call Spike from the cellular on the way to work. 'Hey Spike, I just heard that the first shipments of Washington apples allowed in Japan arrive today. Can you be the first Japanese shopper to taste an American apple?' And Spike will go into a thick accent and



Coverboy **Bob Rivers**, on one of the *Twisted Tunes* CD covers.

start rattling something off, like 'Japanese apples much smaller — fit inside wristwatch! Not as filling — you eat apple, half hour later you hungry again.' Every day I try to come up with at least two sketch ideas. They're all scripted and many are produced with sound effects.

"Other prep involves guests. Joe books them and he's constantly hunting for interesting stories and people, such as the 300-pound woman who was banned from sitting on her favorite stool at her favorite restaurant because she kept breaking all the stools. After Joe books the guests we brainstorm to come up with some good questions.

"When we're doing our show right, about two-thirds of it is in the can before it hits the air. We record our calls onto a digital editor, which I love because I can now edit phones as fast as I can think. The show is music intensive, six to eight songs per hour, and yet every time we're on we do two to three minutes of real good entertainment."

The produced bits usually air within the hour but many "Twisted" bits are live, too. "Spike does the impersonations in the sketches where I interview a celebrity. He sits across the room on the telephone and we try to trip each other up."

Rivers explains the logistics of not working in the main control room. "There's a light and an intercom between our studio and the control room. Brad cues us when it's time to go on. I'll glance through the glass and he'll hold up one finger for one minute, two fingers for two minutes, or half a knuckle for 30 seconds — get your ass in gear. It's a neat setup that allows us to pull off some 'Firesign Theater'-style bits on an almost daily basis."

#### Bob's Garage

At Rivers's elaborate home studio he produces the "Twisted Tunes" parodies and records a three-to-four-song set from visiting bands for an on-air feature called "Live At Bob's Garage." Says Rivers, "In attitude it's similar to MTV's 'Unplugged.' But our rule is bands must plug in even more than normal. When you strip out the album production the result is different, which works for KISW. We'll play the full set on the air a couple of times and some of the cuts end up in the library."

Rivers is clever in how he treats off-color subject matter, but does he ever go too far?

"Once or twice a year I get called into [GM] **Dave [Samp]**'s office because he's received a complaint. We discuss it and then I call the person back. I'm proud there are so few complaints that I can personally call each one. Either within 10 minutes we're talking like old friends and the person says, 'I usually love what you do, it's just that I am what you made fun of.' Or they're determined to be pissed off and nothing I say changes their mind. Either way I still apologize for having offended them."

The "shock" approach isn't Rivers's style. "There are so many people on the air who do vulgarity better than I can. To me, it's more clever if you can let the audience draw the conclusion in their own mind rather than just hitting them over the head."

Of his influences, Rivers says there are many. "I try to take the characteristics I admire most in each entertainer and make it part of what I do. I love how **Larry King** makes a guest feel welcome and how **George Burns** played straight man for **Gracie**. That's my role with Spike many times — he gets the laughs. I'm fascinated with how **Jay Leno** can do a brand new joke every night on the same event. I know

### Rivers's Notorious Past

**B**ob Rivers's career took off at WAAF/Boston ("The Bcb & Zip Show") when then-owner **New City Communications** launched the **American Comedy Network**. Rivers was enlisted to help with the production of the "Breakin' Up Is Hard On You" parody about the breakup of **AT&T**.

Soon the infamous "Twisted Christmas" album was released and Rock stations throughout the country added the tunes to their holiday libraries. Rivers continues creating new parodies today which are syndicated in 35 markets by **TM Century**. "I work with a lot of very talented people," remarks Rivers. "[Producer] **Downtown Joe** and [co-host] **Spike O'Neill** help brainstorm and write tunes with me, and I still collaborate with [musicians] **Dennis Amero** back in Boston and **Ben Karlstrom** in Vancouver, B.C. Over the years, I've built up a database of hundreds of session players."

In 1987 Rivers joined **WIYY/Baltimore** where he gained notoriety for his 11-day, on-air marathon during the 1988 **Orioles** losing streak. The stunt garnered him the **NAB** Promotion of the Year award and according to Rivers, "helped set the stage for a future nervous breakdown."

Jumping cross-country to **KISW/Seattle**, Rivers has won two **Soundies** People's Choice Awards for the Best Minute Of The Year in Seattle Radio. He says, "I love working in this town. I only have to do one minute of great radio per year." Another of Rivers's claim to fame is "Nudestock," the yearly outdoor nude rock festival that grew from 75 attendees in 1990 to the current 2000-person limit at a private park in Issaquah, WA.

it's not just him, it's his writers, too. But I like all the different angles on the same topic. It can get me out of a rut.

"When I worked with **Dale Reeves** at the **American Comedy Network** it used to amaze me when he would jump into various characters and adopt the persona of the person he imitated. I still think of him while writing for Spike's characters.

"When I was a kid I listened to **Don Imus**. I was a toll collector on the Connecticut Turnpike when he was doing his most famous bits. I'd

go camping at **Stony Creek** and crawl into the sleeping bag with the radio tuned to **Gene Shepherd** on **WOR/New York**. When he told a story, he carried you along with him. When my voice started changing I tried to sound as deep as **Scott Muni** on **WNEW/New York**, but I was never successful.

"I'll also admit to being influenced by **Howard Stern** and hope he takes it as a compliment — which would be out of character for him, I suppose. Howard was one of the first people I heard who was totally comfortable with being himself on the air. Like him or not, you've got to respect "The Drag Queen Of All Media."

#### 'Surround Yourself With Talent'

When asked what advice he offers to young personalities, Rivers says the most important thing is to "surround yourself with talented people. I couldn't be alone in a room with a microphone like **Rush Limbaugh** or **Dr. Laura**. I'm the host of the show, but I'm not the show. The **Twisted Tunes**, interviews, character sketches, and the on-air stunts and promotions can't be done without a lot of great performers. I don't know

how, but I seem to just find these incredible people.

"Spike was a complaint caller when I was at **WIYY/Baltimore**. He complained about a Twisted Tune, 'Hyundai, Hyundai' because he worked at a Hyundai dealership and said they were hard enough to sell without me writing a song about how bad they were. He became an intern on the morning show and when I moved to Seattle, I offered him his first radio job.

"Joe was working at an espresso stand here in Seattle when we met him. He had gone to broadcasting school and started as an intern on the show, too. He's an easygoing guy with a ready sense of humor. He pokes his head into our writing sessions just long enough to throw in a brilliant line or two every time."

Of News Director **Jim Kampmann**, Rivers remarks, "Imagine you're having this much fun and just for the heck of it they give you the young adult version of **Paul Harvey**. You can go to the **KISW** web page and read his bio. You might think it's a comedy piece, but every single thing in it is true, and he has a lot of fans.

"The behind-the-scenes talent is crucial, too. Starting with my wife **Lisa**, I got very lucky. I don't know too many radio guys with a great marriage after 14 years. I've worked for some great managers — and the other kind. The great ones give you the tools and encouragement. **New City Communications** let me grow from a weekend part timer at **WAAF [Boston]** to a morning show host. **Nationwide** has been supportive through thick and thin, and the team of professionals they put together has kept this radio station at the top of it's demo in a very crowded market. I'm glad they're at the controls. If I was running the place, I'd have run it into the ground several times already."

**Editor's Note:** See the highlight boxes on this page for more details about Rivers's career and his **Twisted Tunes** Web site.

## Web Tunes

The **Twisted Tunes** URL is <http://www.twistedtunes.com> (be sure to read the bios). Rivers describes the page: "It feels much like when I had a bootleg radio station as a teenager. No license, no rules. Soon there will be an unlimited number of would-be broadcasters who can reach the entire world. I'm anxious for my show to go live on the web page."

Some **Twisted Tunes** can be heard on the site, such as "I Shot The White House," "Strawberry Rehabs Forever," "Courtney Love Stinks," and "Highway To Bellevue." There's also a link to **KISW/Seattle**.

APRIL 5, 1996

Main chart table with columns for week (3W, 2W, LW, TW), artist title, label, and total plays (TW, LW, 2W, 3W, TOTAL STATIONS/ADDS).

This chart reflects airplay from March 25-31. Songs ranked by total plays. Highlighted songs indicate Breaker. 76 Active Rock reporters. 75 current playlists. © 1996, R&R Inc.

NEW & ACTIVE

ALICE IN CHAINS Again (Columbia/CRG) Total Plays: 332, Total Stations: 42, Adds: 20
GRAVITY KILLS Guilty (TVT) Total Plays: 299, Total Stations: 27, Adds: 2
SOUTHERN CULTURE ON THE SKIDS Camel Walk (DGC/Geffen) Total Plays: 298, Total Stations: 26, Adds: 5

SELF So Low (Spongebath/Zoo) Total Plays: 205, Total Stations: 25, Adds: 7
STONE TEMPLE PILOTS Trippin' On A Hole In A Paper Heart (Atlantic) Total Plays: 197, Total Stations: 24, Adds: 9
BROTHER CANE Voice Of Eujena (Virgin) Total Plays: 189, Total Stations: 11, Adds: 1

Songs ranked by total plays.

BREAKERS

VERVE PIPE Photograph (RCA) TOTAL PLAYS/INCREASE 626/83 TOTAL STATIONS/ADDS 44/2 CHART 26

KENNY WAYNE SHEPHERD Born With A Broken Heart (Revolution) TOTAL PLAYS/INCREASE 601/42 TOTAL STATIONS/ADDS 39/1 CHART 28

MOST ADDED

Table with columns for artist title, label, and adds. Includes HOOTIE & THE BLOWFISH, CRANBERRIES, ALICE IN CHAINS, etc.



MOST INCREASED PLAYS

Table with columns for artist title, label, and total play increase. Includes DAVE MATTHEWS BAND, COLLECTIVE SOUL, HOWLIN' MAGGIE, etc.

HOTTEST RECURRENTS

Table with columns for artist title, label, and total play increase. Includes SMASHING PUMPKINS, TOADIES, GOO GOO DOLLS, etc.

Breakers: Songs registering 600 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



CONVICTED:

Grid of station call letters: WRCX, WLZR, WRIF, WKLO, WYSP, WDRK, WDIZ, KQRC, WIYY, KISS, KIBZ, KRAD, WTGE, KSPQ, WTKX, KCMQ, WZAT, KTXQ, WHMH, KILO, KFMZ, WOZN, WBUZ, KZBB, KBPI, WZTA, WTFX, KATS, KBER, WBXQ, WVRK, KFMX, WKQZ, KFBD, WBOP, KKEG, WKLL, WJST, KCLB, WDBZ, KQDS

#2 NEW & ACTIVE Monitor Chartbound

Contact Sudi Gaasche at (212) 979-6410 FAX (212) 979-6489











Stations and their adds listed alphabetically by market

Table listing radio stations across various markets (e.g., Albany, NY; Cape Cod, MA; Detroit, MI) with their respective program managers, DJs, and featured songs.

NEW & ACTIVE

Table listing new and active songs, including titles like 'FLEMING & JOHN I'm Not Afraid', 'MEICES Wow!', and 'BLACK GRAPE Kelly's Heroes', along with total plays and station counts.

Songs ranked by total plays.

Large advertisement for 'ALRIGHT' featuring a 'CAST' of stations (WCHZ, WBCN, WFNX, WDR, etc.) and details about the 'ALTERNATIVE NATION' tour starting April 30th, including phone numbers and management information.



SKY DANIELS

# Learning Your ABC's

## □ Defining Alternative, branding, and the 'convergence' theory

**Tom Barnes** — principal partner at **Sinton, Barnes & Associates** — is ready to challenge the very concept of formats.

"Right now much is made of the blurred distinctions between Alternative and Active Rock," says Barnes. "That's a result of a convergence of musical interests among young listeners. We say there is no format, per se. You don't service a format, you service a target demographic. If you think you're in the 'Alternative' business, you'd be hard-pressed to clarify the notion. You should be interested in what it takes to deliver a young demographic in your market's competitive context. To expect a pre-established, cookie-cutter format to accomplish goals without specific awareness is naive."



Tom Barnes

### Gender's Role

Barnes believes the differences between Alternative and Active Rock are not delineated by format,



**Watch that you don't fall into a retaliatory mode too much, for you are weakened in the long run. Be honest as to what you delivered and what you deserve.**



but by other cultural influences. "Gender plays a role in targeting the younger end. In analyzing gender preferences we saw the viability of Modern AC four years ago. We created an interactive multimedia sales collateral to debut the notion of such a format. It was a predictable outcome for the Alternative format, once the brand benefit of being new wore off. This was not a designed format; it came out of real approaches to real problems in demographic targeting. In this case, it was the solution to a real market context, that of Santa Barbara. **KNGQ** represented an answer to that market's Rock and CHR needs being covered, so we sought a means of delivering a fresh AC approach. There was an emergence of Alternative bands, like

**Counting Crows**, that were compelling to the female target. That station was a literal worst-to-first scenario, which helped underscore the viability of the notion [of Modern AC]. **KYSR/L.A.**, **KALC/Denver**, and **WTMX/Chicago** represent various major-market operators' cognizance of the position from a gender-service standpoint."

It was in Chicago, ironically, that Barnes first saw the notion realized after developing it in Santa Barbara. "Legitimacy is established in smaller markets, then major-market breakthroughs foster impetus in the industry. When research shows the growth across multiple formats of a music genre not being serviced, then you know the genre is destined for greatness. That was the case in early '93 when we targeted women with an Alternative approach at **Q101 (WKQX/Chicago)**. **Bill Gamble** recognized the validity of this tact, and it was the initial presentation of **WKQX**. Of course, they would later evolve out of that position. Much is being made of the recent emergence of Modern AC, and I'll bet **Bill** isn't surprised." (See accompanying box.)

### Provide Brand Benefits

Alternative had better get used to being a primary target for competitive flanking, says Barnes. "This is absolutely predictable. Stations that originally come in and reposition a market are, in effect, brands that are compelling. By virtue of being a compelling brand, they too become a target for repositioning. You don't get to flank forever. Newness wears off, requiring Alternative to provide other brand benefits."

Barnes believes Alternative radio must boast the same brand benefits essential to all formative success: "a strong morning show, strong street awareness, and a developed gold base."

Developing a gold base creates a problem for Alternative, whose leading brand benefit, by design, is exposing new material. "The problem is the conflict of sticking with a demographic long enough to foster gold allegiance versus regenerating within your original target demo. Sales departments tend to pressure programming to broaden the reach, which is not advisable for this format in most cases. As a station matures, one of the most critical decisions that must be made is: are you going to 'gray' with your audience?"

Modern AC poses a real concern for Alternative for that reason, says

Barnes. "It's terribly frightening when someone attacks your upper end. It's tempting to extend the upper end. This issue is going to have to be addressed by a lot of Alternatives this year. Sage advice is to dance with the date you brought to the party. Recognize your pure target. You can still develop a gold base for your focused target. Data has shown that listeners as young as 12 have shown an affinity for gold. There is a gold demand; just make sure it reflects your core demographic's needs."

### Convergence Theories

The gold base is the only real point of differentiation between Alternative and Active Rock in most cases, suggests Barnes. "This is precisely the only real way to distinguish those formats. This has led to our theories of convergence between the two. Gold bases are changing. One factor is that early '80s new wave material doesn't tend to test well, whereas late '70s-early '80s rock material did test well. Admittedly, that rock material is not testing as well as it once did. The face of Active Rock gold is changing, becoming more contemporized. But still, in comparison, Alternative is struggling to establish a gold consensus. While 'Flashback' shows do very well in the ratings, the music itself doesn't test very well. The audience likes to know that retro music is there, but they don't care about it much. It tends to approximate fashion in that regard: They remember tie-dye fondly, but they aren't going to wear it today."

Barnes, who consults both Alternative and Active Rock, recognizes a cultural basis for differentiation between the two. "Alternative tends to secure high-educated, high-income listeners for whom culture is more disposable. They can walk away from older music. The qualitative suggests another conflict for Alternative. They appeal to affluent and hip listeners who don't tend to fill out diaries and report their usage. Active Rock, on the other hand, appeals to more blue-collar listeners who favor a gold service and tend to remain loyal to the station. This can favor Active Rock in the existing methodology."

### The Label Viewpoint

While ratings are a radio station's primary concern, record labels tend to contrast Alternative and Active

## EARLY 'GAMBLE' ON MODERN AC

### WKQX/Chicago's Bill Gamble Looks At The Beginning Of The Format

**Bill Gamble** remembers working with **Joint Communications** on developing **Q101** into what can be regarded as a major market's first venture into Modern AC.

"We were looking at ways to re-image **Q101**, which at the time (1992) was an AC station. Research about Chicago showed us holes available for alternative music or a pure Adult Alternative. **WXRT** at the time was a very broad station, targeting 18-40. We felt we might transition to a focused Adult Alternative. We came on with a combination of Alternative, AC, and Adult Alternative. As we continued to do more research we saw Alternative was the way to go. We committed to the pure target and found ratings success."

Gamble therefore understands why Modern AC is a hot topic. "Do we think that Modern AC is going to be a real factor? Yeah, I think so. But it might be another year away. The product may not be there yet. As the music begins to split, making it harder to align **R.E.M.** with **Nine Inch Nails**, there will be more available core material to those stations. I figure six or seven months from now you'll see that line getting clearer."

(Editor's note: We thank the ultra-professional Mr. Gamble for calling in this report from his family's vacation in the Virgin Islands.)



Bill Gamble

Rock in other ways. "In reality, we really are referring to tendencies, not pure stereotypes. Nevertheless, there is an elitism that favors Alternative. Some programmers are concerned with appealing to the audience. Others are concerned with appealing to the industry. We're seeing yet another classic cycle at play. Labels in the late '70s to early '80s favored CHR over AOR. It took a few AOR powerhouses to topple CHR's perceptual hold. Today, that label culture is perpetuated. We see those similar promotional approaches taken between Alternative and Active Rock. It will be extended as more current CHR programmers see the writing on the wall and jump ship to Alternative.

"Alternative can benefit in this fashion. Senior label executives with ties to former CHR programmers

too much, for you are weakened in the long run. You have to be honest as to what you have delivered and what you deserve. Take a step back and walk in the other guy's shoes. If you put people on the defensive, you'll feel repercussions. The old adage says, 'Write everybody's name in pen, and their phone number in pencil.' Situations change, people change, and the outcome could change in this business."

### The New R&B

As for the trends in other formats, "Adult Alternative stations will have leaders that tighten up and deliver its natural 30+ audience, due to improved marketing and some built-up equity in markets," says Barnes. "Couple that with Modern AC's growth and those notions will drive success for strong, song-oriented, lighter-textured rock artists. I believe cross-cultural, 'H.O.R.D.E.' notions will continue to surge. The rhythmic nature of those

**Some programmers are concerned with appealing to the audience. Others are concerned with appealing to the industry.**

bands will lend to an eventual acceptance of certain R&B notions by Alternative fans. If what we believe about Alternative fans having broad tastes and a higher tolerance for creativity is true, then it is inevitable that those stations that are strongly committed to the young end and cross-generated will have to integrate creative R&B entities. Precedence has been established by **De La Soul** and **Arrested Development**. Did we forget the acceptance of those notions? Or is it that a lot of these programmers came aboard during the white, guitar-driven rock phase? If you are following the Alternative/CHR model, then you are going to address the new R&B. If you're male-targeted, skewing a little older, then stay away from it.

Barnes feels the friction between formats doesn't bode well. "People carry those issues close to the vest. I've seen inconsistent justification for decisions due to my involvement with a variety of formats. Try to be sensible and stand on high ground when it comes to requesting things. Have the proper perspective regarding your expectations. Watch that you don't fall into a retaliatory mode

"Above all, make sure your station's attitude communicates that you are plugged into your listeners' culture. If you're a mature facility, that's what will keep your listeners connected to you."



# THE SMASHING PUMPKINS ZERO

From the multi-platinum double album  
**Mellon Collie And The Infinite Sadness**

Over 1700 Plays  
At Alternative Radio  
And Building.

Commercial Single  
In Stores April 23rd

Over 3.5 Million Albums Sold!

Produced by Flood, Alan Moulder  
and Billy Corgan

Management: Q Prime

Virgin

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120 Minutes  
& Alternative Nation

# ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE

**MARKET #1**  
**92.5 K-ROCK**  
**WKRX/New York**  
 (212) 750-0550  
 Kingston

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
41	24	31	43		GREEN DAY/Brain Stew
-	-	-	-	-	SMASHING PUMPKINS/Tonight, Tonight
33	35	37	41		STONE TEMPLE PILOTS/Big Bang Baby
20	35	42	41		BUSH/Machinehead
25	34	40			SPACEHOG/In The Meantime
24	24	29	39		OASIS/Champagne Supernova
20	26	33	38		SEVEN MARY THREE/Cumbersome
19	25	28	31		PEARL JAM/I Got It
20	25	28	31		NO DOUBT/Just A Girl
31	34	30			GOLDFINGER/Here In Your Bedroom
-	-	-	-	-	DAVE MATTHEWS BAND/Too Much
12	28	30			RED HOT CHILLI.../Aeroplane
16	18	24			FOO FIGHTERS/Big Me
22	36	30			TOADIES/Possum Kingdom
19	22	29			ALICE IN CHAINS/Heaven Beside You
20	26	29			GARBAGE/Only Happy When...
43	41	33	29		EVERCLEAR/Santa Monica...
-	-	-	-	-	CRANBERRIES/Salvation
41	40	31	27		SMASHING PUMPKINS/Zero
-	-	-	-	-	LUSH/Ladykillers
-	-	-	-	-	OASIS/Don't Look Back...
11	19	15	21		STABBING WESTWARD/What Do I Have To...
30	25	26	20		SPARKLEHORSE/Someday I Will...
-	-	-	-	-	CRACKER/ Hate My Generation
40	41	26	19		SMASHING PUMPKINS/1979
-	-	-	-	-	RAGE AGAINST.../Bulls On Parade
18	15	13	16		BUSH/Glycerine
-	-	-	-	-	COWBOY JUNKIES/A Common Disaster
7	20	22	18		LOVE AND ROCKETS/Sweet Lover Hangover
38	38	24	15		OASIS/Wonderwall

**MARKET #2**  
**100.7 FM KROQ**  
**KROQ/Los Angeles**  
 (818) 567-1067  
 Weatherly/Sandblom/ Worden

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
38	41	42	40		STONE TEMPLE PILOTS/Big Bang Baby
40	41	42	39		EVERCLEAR/Santa Monica...
16	36	37	38		OASIS/Champagne Supernova
40	40	37	38		GOLDFINGER/Here In Your Bedroom
19	35	41	38		NO DOUBT/Spiderwebs
-	-	-	-	-	SMASHING PUMPKINS/Tonight, Tonight
14	13	22	24		BUSH/Machinehead
-	-	-	-	-	LUSH/Ladykillers
-	-	-	-	-	OASIS/Don't Look Back...
38	36	24	19		SMASHING PUMPKINS/1979
11	18	18	18		RED HOT CHILLI.../Aeroplane
21	22	16	18		SPARKLEHORSE/Someday I Will...
-	-	-	-	-	CRANBERRIES/Salvation
-	-	-	-	-	GREEN DAY/Brain Stew
-	-	-	-	-	RAGE AGAINST.../Bulls On Parade
-	-	-	-	-	DAVE MATTHEWS BAND/Too Much
19	21	19	17		SPACEHOG/In The Meantime
22	16	17	16		NO DOUBT/Just A Girl
11	14	19	16		FOO FIGHTERS/Big Me
17	17	15	15		SMASHING PUMPKINS/1979
-	-	-	-	-	COWBOY JUNKIES/A Common Disaster
7	14	15	15		GOLDFINGER/Here In Your Bedroom
20	21	17	15		JEWEL/Who Will Save...
36	23	15	15		OASIS/Wonderwall
18	14	15	15		BUSH/Glycerine
15	18	14	14		RADIOHEAD/High & Dry
15	21	17	14		GARBAGE/Only Happy When...
25	20	23	14		SMASHING PUMPKINS/Zero
-	-	-	-	-	AMMONIA/Drugs
16	14	13	14		STABBING WESTWARD/What Do I Have To...

**MARKET #3**  
**Q101**  
**WKQX/Chicago**  
 (312) 527-8348  
 Gamble/Shumanas

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
30	46	48	49		SMASHING PUMPKINS/Zero
48	49	48	48		BUSH/Machinehead
37	40	39	47		STONE TEMPLE PILOTS/Big Bang Baby
44	44	42	47		EVERCLEAR/Santa Monica...
36	47	38	39		GREEN DAY/Brain Stew
34	44	41	35		OASIS/Champagne Supernova
16	33	36	35		TRACY BONHAM/Mother Mother
16	18	19	35		ALANIS MORISSETTE/Ironic
25	41	36	34		SPACEHOG/In The Meantime
33	33	33	33		SEVEN MARY THREE/Cumbersome
-	-	-	-	-	COLLECTIVE SOUL/Where The River...
32	34	35	32		FOO FIGHTERS/Big Me
36	31	36	31		GOO GOO DOLLS/Naked
-	-	-	-	-	GREEN DAY/Brain Stew
33	32	28	26		COLLECTIVE SOUL/The World I Know
-	-	-	-	-	RAGE AGAINST.../Bulls On Parade
-	-	-	-	-	JEWEL/Who Will Save...
18	23	22	24		MARILYN MANSON/Sweet Dreams...
16	15	15	23		GRAVITY KILLS/Guilty
39	24	27	21		SMASHING PUMPKINS/1979
-	-	-	-	-	DISHWALL/Counting Blue Cars
20	36	32	20		GOLDFINGER/Here In Your Bedroom
20	18	16	20		SPARKLEHORSE/Someday I Will...
-	-	-	-	-	CRACKER/ Hate My Generation
35	18	16	18		CRACKER/ Hate My Generation
14	10	10	10		CANOLEAD/Best Friend
-	-	-	-	-	LUSH/Ladykillers
-	-	-	-	-	GIRLS AGAINST BOYS/Super-Fire
16	18	15	14		AMMONIA/Drugs
35	33	22	12		STABBING WESTWARD/What Do I Have To...

**MARKET #4**  
**LIVE 105**  
**KITS/San Francisco**  
 (415) 512-1053  
 Sands/West

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
22	11	14	31		FOO FIGHTERS/Big Me
32	32	31	29		EVERCLEAR/Santa Monica...
-	-	-	-	-	CRANBERRIES/Salvation
5	30	29	23		STONE TEMPLE PILOTS/Big Bang Baby
-	-	-	-	-	SMASHING PUMPKINS/Tonight, Tonight
15	11	8	22		BUSH/Machinehead
-	-	-	-	-	GOLDFINGER/Here In Your Bedroom
22	14	21	19		TORI AMOS/Caught A Lite Sneeze
-	-	-	-	-	CRACKER/ Hate My Generation
16	21	28	13		OASIS/Champagne Supernova
-	-	-	-	-	COWBOY JUNKIES/A Common Disaster
5	5	19	18		AMMONIA/Drugs
-	-	-	-	-	ALANIS MORISSETTE/You Learn
-	-	-	-	-	BLACK GRAPE/Kelly's Heroes
14	13	14	17		GRAVITY KILLS/Guilty
13	18	16	16		LUSH/Ladykillers
18	20	19	15		CAST/Airight
15	11	13	15		EVERCLEAR/Heartspar...
15	17	18	15		SPAIN/Unlited #1
-	-	-	-	-	TRACY BONHAM/Mother Mother
-	-	-	-	-	DOG'S EYE VIEW/Everything Falls...
-	-	-	-	-	LOCAL H/High Five'n M.F.
-	-	-	-	-	CRACKER/Nothing To Believe...
22	28	24	13		SMASHING PUMPKINS/1979
-	-	-	-	-	OASIS/Don't Look Back...
19	20	19	12		LOVE AND ROCKETS/Sweet Lover Hangover
18	22	12	12		BLUR/Charlemagne Man
9	19	18	12		SPARKLEHORSE/Someday I Will...
18	11	13	12		BAD RELIGION/A Walk
10	11	18	12		RUBY/Tiny Meat

**MARKET #5**  
**103.9 FM WDRE**  
**WBIF/Philadelphia**  
 (215) 884-9400  
 McGuinn

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
-	-	-	-	-	DAVE MATTHEWS BAND/Too Much
40	38	37	40		FOO FIGHTERS/Big Me
40	41	34	39		OASIS/Champagne Supernova
40	29	37	38		STONE TEMPLE PILOTS/Big Bang Baby
35	30	35	38		SMASHING PUMPKINS/Tonight, Tonight
38	37	38	38		BUSH/Machinehead
40	37	35	37		ALICE IN CHAINS/Heaven Beside You
17	25	29	29		NIXONS/Sister
16	18	26	29		SHWALL/Counting Blue Cars
-	-	-	-	-	CRANBERRIES/Salvation
-	-	-	-	-	GOLDFINGER/Here In Your Bedroom
14	17	24	27		TRACY BONHAM/Mother Mother
18	16	26	27		DOG'S EYE VIEW/Everything Falls...
30	27	25	26		RADIOHEAD/High & Dry
33	28	27	26		SELF/Cannon
27	27	25	25		311/All Mixed Up
18	18	24	24		RUBY/Tiny Meat
12	20	24	20		BUSH/Machinehead
13	22	21	22		TOADIES/Away
16	18	21	20		BOGEMEN/Suddenly
-	-	-	-	-	VERVE PIPE/Photograph
11	19	17	19		CRACKER/ Hate My Generation
16	17	18	19		BAD RELIGION/A Walk
17	18	17	18		JARS OF CLAY/Flood
15	17	15	18		SEVEN MARY THREE/Water's Edge
-	-	-	-	-	AMMONIA/Drugs
14	18	16	18		STABBING WESTWARD/What Do I Have To...
-	-	-	-	-	BLIND MELON/This Is A Magic...
10	13	17	17		SMASHING PUMPKINS/Zero
-	-	-	-	-	EVERCLEAR/Heartspar...

**MARKET #6**  
**Y100**  
**WPLY/Philadelphia**  
 (610) 565-8900  
 Knapp/Tisa

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
46	45	48	49		OASIS/Wonderwall
40	46	40	48		SPACEHOG/In The Meantime
48	45	47	47		BODEANS/Closer To Free
31	30	33	46		SEVEN MARY THREE/Cumbersome
47	42	46	46		ALANIS MORISSETTE/Ironic
47	46	48	45		COLLECTIVE SOUL/The World I Know
31	44	31	32		FOLK IMPLOSION/Natural One
31	27	30	32		DAVE MATTHEWS BAND/Satellite
31	40	31	31		FOO FIGHTERS/Big Me
11	11	30	31		TORI AMOS/Caught A Lite Sneeze
30	16	13	31		STONE TEMPLE PILOTS/Big Bang Baby
40	31	30	31		GOO GOO DOLLS/Naked
48	47	30	30		PEARL JAM/I Got It
31	40	40	30		GIN BLOSSOMS/Follow You Down
31	40	40	30		EVERCLEAR/Santa Monica...
15	21	29	29		JEWEL/Who Will Save...
15	23	21	29		ALICE IN CHAINS/Heaven Beside You
45	42	48	29		SMASHING PUMPKINS/1979
25	27	27	26		OASIS/Champagne Supernova
25	27	27	27		NATALIE MERCHANT/Wonder
31	31	33	26		NO DOUBT/Just A Girl
14	29	32	25		GREEN DAY/Brain Stew
10	11	14	19		DOG'S EYE VIEW/Everything Falls...
20	20	16	18		PRESIDENTS OF.../Peaches
16	13	14	16		LOVE AND ROCKETS/Sweet Lover Hangover
-	-	-	-	-	DAVE MATTHEWS BAND/Too Much
-	-	-	-	-	CRANBERRIES/Salvation
14	15	31	14		GARBAGE/Only Happy When...
-	-	-	-	-	DISHWALL/Counting Blue Cars

**MARKET #6**  
**89X**  
**CIMX/Detroit**  
 (313) 961-9811  
 Brookshaw/Cannova

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
39	39	48	50		STONE TEMPLE PILOTS/Big Bang Baby
49	46	47	49		GREEN DAY/Brain Stew
48	42	44	49		EVERCLEAR/Santa Monica...
35	38	42	48		COLLECTIVE SOUL/The World I Know
18	20	36	45		SMASHING PUMPKINS/1979
34	32	33	40		OASIS/Champagne Supernova
-	-	-	-	-	GOLDFINGER/Here In Your Bedroom
-	-	-	-	-	RAGE AGAINST.../Bulls On Parade
12	-	-	-	-	BUSH/Glycerine
42	45	39	34		SEVEN MARY THREE/Cumbersome
43	44	45	33		OASIS/Wonderwall
48	45	37	32		SMASHING PUMPKINS/Zero
47	50	43	31		ALICE IN CHAINS/Heaven Beside You
21	25	24	27		RUSTY/California
22	21	21	25		ALANIS MORISSETTE/Ironic
23	25	24	25		HYVENS/Bad As They Seem
-	-	-	-	-	CRACKER/ Hate My Generation
22	18	24	24		CRACKER/ Hate My Generation
21	21	25	24		NIXONS/Sister
22	26	23	23		MYSTERY MACHINE/Brand New Song
22	24	22	23		COWBOY JUNKIES/A Common Disaster
26	21	23	23		RED HOT CHILLI.../Aeroplane
11	9	15	21		AFGHAN WHIGS/Honky's Ladder
-	-	-	-	-	ALANIS MORISSETTE/All I Really Want
35	36	29	21		MENTHON/Striss Is Free
-	-	-	-	-	GIRLS AGAINST BOYS/Super-Fire
-	-	-	-	-	STONE TEMPLE PILOTS/Lady Picture Show
-	-	-	-	-	CRANBERRIES/Salvation
23	23	25	18		INBRED/Amelia Earhart
20	18	20	18		STABBING WESTWARD/What Do I Have To...

**MARKET #6**  
**94.5 THE EDGE**  
**WHYY/Detroit**  
 (313) 871-3030  
 Michaels/Tear

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
31	32	34	43		COLLECTIVE SOUL/The World I Know
45	44	45	43		ALANIS MORISSETTE/Ironic
43	42	41	42		GIN BLOSSOMS/Follow You Down
32	31	33	41		EVERYTHING BUT.../Missing
35	30	29	41		NATALIE MERCHANT/Wonder
27	31	29	38		PEARL JAM/I Got It
30	36	25	33		OASIS/Wonderwall
44	43	42	33		OASIS/Wonderwall
14	16	18	31		HODDIE & BLOWFISH/Time
31	35	38	31		SPACEHOG/In The Meantime
30	27	29	31		STONE TEMPLE PILOTS/Big Bang Baby
31	23	30	30		BUSH/Comedown
25	26	32	30		RED HOT CHILLI.../Aeroplane
31	28	30	30		TORI AMOS/Caught A Lite Sneeze
29	36	33	30		FOLK IMPLOSION/Natural One
33	31	32	30		TOADIES/Possum Kingdom
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# ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE

**MARKET #17**  
**KPNT/St. Louis**  
(314) 231-1057  
Luke/Schmid/Virgin

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
25	25	34	41	47	STONE TEMPLE PILOTS/Big Bang Baby
33	32	34	39	45	FOO FIGHTERS/Big Me
34	32	35	39	45	RED HOT CHILI /Aeroplane
32	35	32	39	45	BUSH/Machinehead
10	15	23	35	45	NIXONS/Sister
20	22	35	45	45	OASIS/Champagne Supernova
33	35	33	33	33	PRESIDENTS OF /Peaches
31	31	29	32	32	ALANIS MORISSETTE/Ironic
24	30	32	30	30	STABBING WESTWARD/What Do I Have To
16	13	24	27	27	LOVE AND ROCKETS/Sweet Lover Hangover
31	31	29	27	27	GREEN DAY/Brain Stew
24	23	21	26	26	REFRESHMENTS/Banditos
19	25	21	25	25	BAD RELIGION/A Walk
24	22	19	24	24	SEVEN MARY THREE/Water's Edge
5	26	25	23	23	TRACY BONHAM/Mother Mother
15	15	23	23	23	CRACKER/I Hate My Generation
19	20	23	23	23	JARS OF CLAY/Flood
15	15	20	22	22	DISHWALLA/Counting Blue Cars
25	21	21	21	21	PEARL JAM/Leaving Here
-	-	-	-	-	STIR/Looking For
20	17	16	20	20	GRAVITY KILLS/Enough
21	16	23	20	20	NO DOUBT/Just A Girl
26	20	24	19	19	GOD GOO DOLLS/Naked
18	14	20	18	18	GRAVITY KILLS/Guilty
33	36	34	38	38	SMASHING PUMPKINS/1979
-	-	-	-	-	AMMONIA/Drugs
-	-	-	-	-	EVERCLEAR/Heartspark
19	16	13	17	17	SMASHING PUMPKINS/Zero
-	-	-	-	-	GOLDFINGER/Here In Your Bedroom
16	15	14	15	15	CAST/Airight

**MARKET #19**  
**WNRO/Pittsburgh**  
(412) 471-9950  
Manning/Booker

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	37	48	47	47	STONE TEMPLE PILOTS/Big Bang Baby
23	53	47	47	47	FOO FIGHTERS/Big Me
52	52	48	47	47	GREEN DAY/Brain Stew
50	52	48	47	47	BUSH/Machinehead
51	51	49	45	45	SPACEHOG/In The Meantime
52	51	49	45	45	ALANIS MORISSETTE/Ironic
26	24	44	44	44	RED HOT CHILI /Aeroplane
20	25	43	43	43	OASIS/Champagne Supernova
17	47	40	43	43	SMASHING PUMPKINS/Zero
-	-	-	-	-	CRANBERRIES/Salvation
52	40	42	40	40	EVERCLEAR/Santa Monica
23	24	27	27	27	DISHWALLA/Counting Blue Cars
-	-	-	-	-	CRACKER/I Hate My Generation
52	52	48	27	27	GOD GOO DOLLS/Naked
-	-	-	-	-	COLLECTIVE SOUL/Where The River...
12	22	26	26	26	HOWLIM /MAGGIE/Alcohol
23	23	25	26	26	DOG'S EYE VIEW/Everything Falls...
23	24	26	26	26	PRESIDENTS OF /Peaches
20	22	27	26	26	LOVE AND ROCKETS/Sweet Lover Hangover
23	23	26	25	25	JARS OF CLAY/Flood
-	-	-	-	-	NIXONS/Sister
-	-	-	-	-	NO DOUBT/Just A Girl
23	24	25	25	25	SEVEN MARY THREE/Water's Edge
-	-	-	-	-	JEWEL/Who Will Save
-	-	-	-	-	NO DOUBT/Just A Girl
-	-	-	-	-	SPIN DOCTORS/She Used To Be Mine
13	13	17	21	21	TRACY BONHAM/Mother Mother
13	16	19	19	19	TOADIES/Away
-	-	-	-	-	GRAVITY KILLS/Guilty
-	-	-	-	-	EVERCLEAR/Heartspark...

**MARKET #19**  
**WXDX/Pittsburgh**  
(412) 846-4100  
Winter/Frankenberry

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-	-	-	OASIS/Champagne Supernova
27	28	28	32	32	FOO FIGHTERS/Big Me
29	27	29	32	32	SDN VOLT/Down
28	27	29	32	32	SMASHING PUMPKINS/Tonight, Tonight
26	27	26	31	31	STONE TEMPLE PILOTS/Big Bang Baby
28	27	29	30	30	LOVE AND ROCKETS/Sweet Lover Hangover
27	26	29	30	30	BUSH/Machinehead
28	28	30	30	30	RED HOT CHILI /Aeroplane
29	26	30	30	30	SPACEHOG/In The Meantime
27	30	29	30	30	STABBING WESTWARD/What Do I Have To
27	27	28	29	29	JARS OF CLAY/Flood
-	-	-	-	-	CRACKER/I Hate My Generation
28	31	28	29	29	SEVEN MARY THREE/Water's Edge
29	29	29	29	29	NIXONS/Sister
29	28	28	29	29	SALT/Bluster
19	28	28	28	28	DISHWALLA/Counting Blue Cars
13	23	26	23	23	SMASHING PUMPKINS/Zero
16	17	21	28	28	BAD RELIGION/A Walk
17	17	19	24	24	AMMONIA/Drugs
-	-	-	-	-	STONE TEMPLE PILOTS/Trippin' On A
-	-	-	-	-	NO DOUBT/Just A Girl
-	-	-	-	-	ALANIS MORISSETTE/Right Through You
19	16	17	20	20	GRAVITY KILLS/Guilty
-	-	-	-	-	CRANBERRIES/Salvation
-	-	-	-	-	GIGANTIC/Obscured
29	17	15	18	18	3 L B THRILL/Diana
-	-	-	-	-	COLLECTIVE SOUL/Where The River
29	27	25	16	16	FOR SOU'RELS/Mighty K C
8	12	14	14	14	TOADIES/Away
11	10	14	13	13	WHITE ZOMBIE/Super-Charger Heaven

**MARKET #20**  
**KEDJ/Phoenix**  
(602) 266-1360  
Hart/Patyk

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
49	49	49	48	48	GREEN DAY/Brain Stew
50	48	48	46	46	SMASHING PUMPKINS/1979
34	39	39	46	46	STONE TEMPLE PILOTS/Big Bang Baby
49	49	49	43	43	ALANIS MORISSETTE/Ironic
33	33	33	38	38	EVERCLEAR/Santa Monica
-	-	-	-	-	CRACKER/I Hate My Generation
33	31	37	37	37	VERVE PIPE/Photograph
23	19	19	35	35	OASIS/Champagne Supernova
20	31	31	33	33	GOLDFINGER/Here In Your Bedroom
22	36	33	33	33	TOADIES/Possom Kingdom
49	32	32	32	32	SMASHING PUMPKINS/Zero
51	47	47	31	31	BUSH/Glycerine
24	35	35	28	28	SMASHING PUMPKINS/Bullet With...
-	-	-	-	-	CRANBERRIES/Salvation
37	37	37	24	24	OASIS/Wonderwall
29	34	34	23	23	SEVEN MARY THREE/Cumbersome
21	26	26	23	23	FOO FIGHTERS/Big Me
5	14	23	23	23	PEARL JAM/I Got It
20	24	24	23	23	BUSH/Come Down
-	-	-	-	-	RAGE AGAINST /Bulls On Parade
19	17	17	22	22	NINE INCH NAILS/Terrible Lie
27	29	29	21	21	ALICE IN CHAINS/Heaven Beside You
29	29	29	20	20	FOLK IMPLOSION/Natural One
12	12	19	19	19	BUSH/Machinehead
15	14	19	18	18	REFRESHMENTS/Banditos
51	35	35	18	18	NO DOUBT/Just A Girl
-	-	-	-	-	NO DOUBT/Spiderwebs
26	21	21	15	15	SPACEHOG/In The Meantime
-	-	-	-	-	JEWEL/Who Will Save...
-	-	-	-	-	GARBAGE/Only Happy When

**MARKET #20**  
**KZOM/Phoenix**  
(602) 258-8181  
Ebbott/Smith

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
30	25	26	31	31	SMASHING PUMPKINS/Tonight, Tonight
13	13	18	30	30	BODANS/Closer To Free
26	27	28	28	28	FOO FIGHTERS/Big Me
29	29	26	27	27	ALANIS MORISSETTE/Ironic
29	28	27	26	26	OASIS/Champagne Supernova
19	23	26	26	26	EVERCLEAR/Santa Monica
28	27	26	25	25	GIN BLOSSOMS/Follow You Down
21	28	27	25	25	GOD GOO DOLLS/Naked
4	9	10	18	18	RED HOT CHILI /Aeroplane
12	14	15	16	16	LOVE AND ROCKETS/Sweet Lover Hangover
14	13	16	16	16	TOAD THE WET /Brother
14	13	15	15	15	NO DOUBT/Just A Girl
14	15	15	15	15	REFRESHMENTS/Banditos
15	14	15	15	15	RUST/Not Today
8	12	15	14	14	DOG'S EYE VIEW/Everything Falls...
11	15	16	16	16	MARRY ME JANE/TwentyOne
20	20	23	13	13	DISHWALLA/Counting Blue Cars
6	11	12	13	13	GARBAGE/Stupid Girl
13	11	12	13	13	PEARL JAM/I Got It
12	14	13	13	13	SPACEHOG/In The Meantime
11	13	12	12	12	TORI AMOS/Caught A Lite Sneeze
10	12	13	12	12	ERIC MATTHEWS/Fantare
12	13	12	12	12	FOR SOU'RELS/Mighty K C
14	13	12	12	12	GARBAGE/Only Happy When...
21	17	19	12	12	LISA LOEB/Walking For...
13	12	11	11	11	OASIS/Wonderwall
8	9	10	10	10	SATCHEL/Suffering
9	10	12	9	9	ALANIS MORISSETTE/You Learn

**MARKET #22**  
**WENZ/Cleveland**  
(216) 861-0100  
Bennett/Robertson

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
39	43	47	44	44	DOG'S EYE VIEW/Everything Falls
39	46	46	44	44	GIN BLOSSOMS/Follow You Down
42	44	44	44	44	GOD GOO DOLLS/Naked
19	20	43	44	44	OASIS/Champagne Supernova
42	47	48	43	43	JARS OF CLAY/Flood
40	44	46	43	43	ALICE IN CHAINS/Heaven Beside You
43	43	45	40	40	FOO FIGHTERS/Big Me
17	20	41	41	41	RED HOT CHILI /Aeroplane
41	42	40	41	41	ALANIS MORISSETTE/Ironic
10	21	25	25	25	MARRY ME JANE/TwentyOne
20	21	23	23	23	LOVE AND ROCKETS/Sweet Lover Hangover
26	23	23	23	23	NIXONS/Sister
21	23	23	23	23	RUBY/Tiny Meat
22	25	21	21	21	MENTHOL/Stress Is Best
19	21	22	21	21	SEVEN MARY THREE/Water's Edge
16	14	20	21	21	AMMONIA/Drugs
17	17	22	20	20	LUSH/Ladykillers
-	-	-	-	-	REFRESHMENTS/Banditos
17	18	20	20	20	BUSH/Machinehead
21	22	25	19	19	AFGHAN WHIGS/Honky's Ladder
21	18	25	19	19	STABBING WESTWARD/What Do I Have To
-	-	-	-	-	CRACKER/I Hate My Generation
20	21	19	19	19	3 L B THRILL/Diana
18	20	18	19	19	GARBAGE/Only Happy When
-	-	-	-	-	SMASHING PUMPKINS/Zero
16	17	19	19	19	DISHWALLA/Counting Blue Cars
17	15	17	19	19	SPARKLEHORSE/Someday I Will...
-	-	-	-	-	HOWLIN' /MAGGIE/Alcohol
21	18	22	18	18	TRACY CHAPMAN/Give Me One Reason
16	19	18	18	18	COWBOY JUNKIES/A Common Disaster

**MARKET #22**  
**WMMS/Cleveland**  
(216) 781-9667  
Gorman/Kubinski

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
37	41	43	44	44	FOO FIGHTERS/Big Me
41	34	38	43	43	SPACEHOG/In The Meantime
45	40	45	43	43	EVERCLEAR/Santa Monica
42	42	43	40	40	NO DOUBT/Just A Girl
41	42	40	40	40	STONE TEMPLE PILOTS/Big Bang Baby
34	31	37	40	40	LENNY KRAVITZ/Can't Get You DII
37	42	40	40	40	ALICE IN CHAINS/Heaven Beside You
10	12	34	33	33	JARS OF CLAY/Flood
5	5	21	21	21	NIXONS/Sister
39	44	32	29	29	GOD GOO DOLLS/Don't Change
20	26	29	29	29	VERVE PIPE/Photograph
31	27	27	29	29	TOADIES/Possom Kingdom
-	-	-	-	-	CRACKER/I Hate My Generation
24	31	26	27	27	BAD RELIGION/A Walk
27	30	29	27	27	BUSH/Machinehead
10	8	18	25	25	ALANIS MORISSETTE/Ironic
31	31	28	25	25	SMASHING PUMPKINS/Zero
36	39	25	25	25	GREEN DAY/Brain Stew
31	34	30	24	24	OASIS/Champagne Supernova
18	20	25	22	22	GOD GOO DOLLS/Naked
26	25	20	21	21	PEARL JAM/I Got It
20	20	20	20	20	SEVEN MARY THREE/Water's Edge
-	-	-	-	-	PATTY ROBERTSON/Side
18	17	17	19	19	AIMEE MANN/Choice In The Matter
-	-	-	-	-	TRACY BONHAM/Mother Mother
-	-	-	-	-	SPARKLEHORSE/Someday I Will...
-	-	-	-	-	UNIVERSAL HONEY/Upfront With You
19	16	15	17	17	GRAVITY KILLS/Guilty
-	-	-	-	-	RUBY/Tiny Meat

**MARKET #23**  
**KTCL/Denver**  
(303) 571-1232  
Hayes

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
31	33	37	35	35	ALANIS MORISSETTE/Ironic
16	24	35	35	35	TRACY CHAPMAN/Give Me One Reason
36	37	34	34	34	DOG'S EYE VIEW/Everything Falls
31	34	32	33	33	JARS OF CLAY/Flood
32	33	30	32	32	NATALIE MERCHANT/Jalousy
36	35	33	32	32	TORI AMOS/Caught A Lite Sneeze
21	27	33	31	31	FOO FIGHTERS/Big Me
-	-	-	-	-	DAVE MATTHEWS BAND/Too Much
-	-	-	-	-	JEWEL/Who Will Save
24	24	23	24	24	DISHWALLA/Counting Blue Cars
25	26	30	24	24	SPACEHOG/In The Meantime
-	-	-	-	-	CRANBERRIES/Salvation
13	24	23	23	23	JOSH CLAYTON-FELT/Window
37	31	38	23	23	COLLECTIVE SOUL/The World I Know
23	24	24	22	22	SDN VOLT/Down
21	21	26	22	22	OASIS/Champagne Supernova
21	23	28	22		

APRIL 5, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
12	5	2	1	<b>OASIS</b> Champagne Supernova (Epic)	2853	2674	2254	1873	94/0
5	4	4	2	<b>STONE TEMPLE PILOTS</b> Big Bang Baby (Atlantic)	2713	2565	2380	2118	92/2
3	2	1	3	<b>FOO FIGHTERS</b> Big Me (Roswell/Capitol)	2695	2755	2591	2441	90/0
1	1	3	4	<b>ALANIS MORISSETTE</b> Ironic (Maverick/Reprise)	2287	2593	2603	2629	77/0
2	3	5	5	<b>SPACEHOG</b> In The Meantime (Sire/EEG)	2247	2362	2485	2539	77/1
18	8	6	6	<b>BUSH</b> Machinehead (Trauma/Interscope)	2059	2002	1862	1618	78/1
24	19	12	7	<b>LOVE AND ROCKETS</b> Sweet Lover Hangover (American/Reprise)	1876	1713	1436	1195	89/2
16	11	7	8	<b>JARS OF CLAY</b> Flood (Silvertone)	1795	1877	1760	1642	77/0
21	17	11	9	<b>SMASHING PUMPKINS</b> Zero (Virgin)	1767	1716	1655	1472	81/2
17	15	10	10	<b>STABBING WESTWARD</b> What Do I Have To Do? (Columbia/CRG)	1762	1731	1693	1632	80/1
11	14	9	11	<b>EVERCLEAR</b> Santa Monica (Watch...) (Capitol)	1675	1791	1710	1943	63/0
-	28	19	12	<b>CRACKER</b> I Hate My Generation (Virgin)	1660	1584	1031	39	85/1
4	6	14	13	<b>GREEN DAY</b> Brain Stew (Reprise)	1593	1701	1961	2132	59/0
10	10	17	14	<b>RED HOT CHILI PEPPERS</b> Aeroplane (WB)	1453	1691	1804	1961	61/0
6	7	16	15	<b>GIN BLOSSOMS</b> Follow You Down (A&M)	1452	1695	1934	2103	63/0
<b>BREAKER</b>				<b>DAVE MATTHEWS BAND</b> Too Much (RCA)	1448	121	-	-	86/28
28	25	22	17	<b>NIXONS</b> Sister (MCA)	1440	1307	1156	1029	71/3
-	42	30	18	<b>DISHWALLA</b> Counting Blue Cars (A&M)	1437	1034	687	352	77/4
25	22	20	19	<b>DOG'S EYE VIEW</b> Everything Falls Apart (Columbia/CRG)	1434	1403	1266	1133	60/0
<b>BREAKER</b>				<b>CRANBERRIES</b> Salvation (Island)	1426	11	-	-	96/93
9	13	8	21	<b>SMASHING PUMPKINS</b> 1979 (Virgin)	1387	1794	1749	2006	65/0
-	43	29	22	<b>TRACY BONHAM</b> Mother Mother (Island)	1375	1048	627	185	77/9
13	16	18	23	<b>GARBAGE</b> Only Happy When It Rains (Almo Sounds/Geffen)	1334	1682	1675	1831	71/1
40	32	25	24	<b>VERVE PIPE</b> Photograph (RCA)	1316	1161	924	716	79/7
39	31	27	25	<b>COWBOY JUNKIES</b> A Common Disaster (Geffen)	1253	1116	925	730	84/13
7	9	15	26	<b>ALICE IN CHAINS</b> Heaven Beside You (Columbia/CRG)	1233	1697	1844	2090	51/0
8	12	13	27	<b>PRESIDENTS OF THE UNITED...</b> Peaches (Columbia/CRG)	1165	1701	1755	2077	57/0
20	21	21	28	<b>NO DOUBT</b> Just A Girl (Trauma/Interscope)	1100	1306	1393	1537	49/1
27	27	26	29	<b>GRAVITY KILLS</b> Guilty (TVT)	1085	1118	1047	1050	62/1
23	24	28	30	<b>RUBY</b> Tiny Meat (Creation/Work/CRG)	972	1112	1217	1365	58/0
-	49	39	31	<b>GOLDFINGER</b> Here In Your Bedroom (Mojo)	965	770	567	278	54/7
42	38	35	32	<b>AMMONIA</b> Drugs (Epic)	951	879	774	646	66/2
15	20	24	33	<b>TORI AMOS</b> Caught A Lite Sneeze (Atlantic)	948	1173	1400	1695	50/0
44	41	37	34	<b>SEVEN MARY THREE</b> Water's Edge (Mammoth/Atlantic)	929	829	689	592	53/5
14	18	23	35	<b>GOO GOO DOLLS</b> Naked (Metal Blade/WB)	918	1214	1488	1720	46/0
50	48	42	36	<b>SPARKLEHORSE</b> Someday I Will Treat You... (Capitol)	838	731	568	469	58/2
-	-	44	37	<b>REFRESHMENTS</b> Banditos (Mercury)	838	682	538	405	53/6
34	30	33	38	<b>BAD RELIGION</b> A Walk (Atlantic)	833	929	945	909	55/0
-	47	41	39	<b>LUSH</b> Ladykillers (4AD/Reprise)	829	738	576	465	53/5
32	37	40	40	<b>FOLK IMPLOSION</b> Natural One (London/Island)	764	741	786	929	43/0
29	29	31	41	<b>AFGHAN WHIGS</b> Honky's Ladder (Elektra/EEG)	739	969	1008	989	60/0
<b>DEBUT</b>				<b>RAGE AGAINST THE MACHINE</b> Bulls On Parade (Epic)	708	298	23	-	64/15
31	34	36	43	<b>SEVEN MARY THREE</b> Cumbersome (Mammoth/Atlantic)	690	861	898	962	40/0
26	33	38	44	<b>SON VOLT</b> Drown (WB)	624	820	914	1051	32/0
19	23	32	45	<b>OASIS</b> Wonderwall (Epic)	614	968	1229	1617	35/0
<b>DEBUT</b>				<b>EVERCLEAR</b> Heartspark Dollarsign (Capitol)	589	504	352	270	42/9
37	40	46	47	<b>PEARL JAM</b> I Got Id (Epic)	579	625	707	798	30/0
<b>DEBUT</b>				<b>CAST</b> Alright (Polydor/A&M)	568	431	348	248	48/6
45	45	49	49	<b>TOADIES</b> Possum Kingdom (Interscope)	560	602	605	573	34/0
46	50	48	50	<b>TRACY CHAPMAN</b> Give Me One Reason (Elektra/EEG)	542	623	547	565	27/0

This chart reflects airplay from March 25-31. Songs ranked by total plays. Highlighted songs indicate Breaker.  
96 Alternative reporters. 96 current playlists. © 1996, R&R Inc.

## BREAKERS®

### DAVE MATTHEWS BAND

Too Much (RCA)

TOTAL PLAYS/INCREASE: 1448/1327  
TOTAL STATIONS/ADDS: 86/28  
CHART: 16

### CRANBERRIES

Salvation (Island)

TOTAL PLAYS/INCREASE: 1426/1415  
TOTAL STATIONS/ADDS: 96/93  
CHART: 20

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
CRANBERRIES Salvation (Island)	93
HOOTIE & THE BLOWFISH Old Man... (When...) (Atlantic)	40
DAVE MATTHEWS BAND Too Much (RCA)	28
NO DOUBT Spiderwebs (Trauma/Interscope)	17
RAGE AGAINST THE MACHINE Bulls On Parade (Epic)	15
COWBOY JUNKIES A Common Disaster (Geffen)	13
TRACY BONHAM Mother Mother (Island)	9
EVERCLEAR Heartspark Dollarsign (Capitol)	9
HOWLIN' MAGGIE Alcohol (Columbia/CRG)	9
JEWEL Who Will Save Your Soul (Atlantic)	9
SUPER OELUXE She Came On (Tim Kerr/Revolution)	9

# TRACY BONHAM Mother, Mother

New This Week: KROQ, 99X, WXRK, 91X,  
WXDX, WCHZ, KTOZ, WXZZ, WMAD

29 - 22



## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CRANBERRIES Salvation (Island)	+1415
DAVE MATTHEWS BAND Too Much (RCA)	+1327
RAGE AGAINST THE MACHINE Bulls On Parade (Epic)	+410
DISHWALLA Counting Blue Cars (A&M)	+403
TRACY BONHAM Mother Mother (Island)	+327
GOLDFINGER Here In Your Bedroom (Mojo)	+195
OASIS Champagne Supernova (Epic)	+179
LOVE AND ROCKETS Sweet Lover... (American/Reprise)	+163
REFRESHMENTS Banditos (Mercury)	+156
VERVE PIPE Photograph (RCA)	+155

## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
COLLECTIVE SOUL The World I Know (Atlantic)
TOADIES Away (Interscope)
BUSH Glycerine (Trauma/Interscope)
FOR SQUIRRELS Mighty K.C. (550 Music)
RANCID Ruby Soho (Epitaph)
SMASHING PUMPKINS Bullet With Butterfly Wings (Virgin)
NATALIE MERCHANT Wonder (Elektra/EEG)
GOO GOO DOLLS Name (Metal Blade/WB)
RADIOHEAD High & Dry (Capitol)
JOAN OSBORNE One Of Us (Blue Gorilla/Mercury)

Breakers: Songs registering 1000 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



# Self "SO LOW"

From The Album Subliminal Plastic Motives  
Produced By Matt Mahaffey



New:	Already On:
KTBZ	WXRK
WCYY	WXRK
WMAD	WXRK
KKNB	WXRK
WXNU	WXRK
KPOI	WXRK
WRAX	WXRK
WBER	WXRK
LIVE 105	WXRK
KFMA	WXRK
KLZR	WXRK
WEQX	WXRK
WHMP	WXRK
WNTX	WXRK
KNRQ	WXRK
WENZ	WXRK
KNNC	WXRK
KBBT	WXRK
WXSR	WXRK
WWBX	WXRK
WDST	WXRK
KQRX	WXRK
KISF	WXRK
KREV	WXRK
WZRH	WXRK
WBZU	WXRK
WNFZ	WXRK
KJEE	WXRK
WRXS	WXRK
KNRK	WXRK
WRLG	WXRK
WCHZ	WXRK
KKDM	WXRK
WHTG	WXRK
WUNX	WXRK
WJSE	WXRK





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# NO DOUBT

## "Spiderwebs"

**MOST  
ADDED!!**

**ALREADY  
ON AT:**

Q101  
91X  
KNDD  
KBBT  
KXRK  
WHTG  
WZRH  
KPNT  
KGDE  
WBZU

**AND  
ALSO:**

WXRK  
WMMS  
LIVE 105  
WDRE  
WDGE  
KEDJ  
WRZX  
KWOD  
WXEG  
KROX  
KMYZ

#1 KOME - 38x

#5 KROQ - 38x

**SALES OVER 500,000 & CLIMBING  
ON TOUR WITH BUSH UNTIL 5/5!**

from the album  
"Tragic Kingdom"

Produced by Matthew Wilder. Mixed by Holman & Paul Palmer.

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## NEW MUSIC SPECIALTY SHOWS

### Specialty Shows Up 'Down By Law'

Down By Law held court over the Specialty Show panel with citations served at KNDD/Seattle, WFNX/Boston, WOXY/Cincinnati, and more. Girls Against Boys continues to dominate, with sales starting to register at cool stores everywhere (No. 1 at No-Life Records/Los Angeles).

The Daredevils, Brett Gurewitz's newest incarnation roared aboard with "Hate You" at WBCN/Boston, WROX/Norfolk and others.

#### KDGE/Dallas



The Adventure Club With Josh & Kevin  
Sample Hour  
Sunday March 24

Butterglory/She's Got the Akshun (Merge)

Lloyd Cole/Sentimental Fool (Rykodisc)

Placabo/Come Home (Deceptive U.K.)

Embarrassment/Wellsville (Bar/None)

Super Furry Animals/Hometown Unicorn (Creation UK)

Wally Pleasant/I Was A Teenage Republican (Miranda)

Bad Religion/Spirit Shine (Atlantic)

Lush/Sweetness & Light (4AD/Reprise)

Mess/Super Fix (Reel George)

Velocity Girl/Nothing (Sub Pop)

Connells/'74-'75 (TVT)

### SIGNIFICANT ACTION

Here is a look at the top artist's from R&R's exclusive panel of Specialty Show Reporters:

**GIRLS AGAINST BOYS** (Touch & Go)  
**DOWN BY LAW** (Epitaph)  
**DAREDEVILS** (Epitaph)  
**CIBO MATTO** (WB)  
**HATE DEPARTMENT** (Neurotic)  
**GUIDED BY VOICES** (Matador)  
**HOWLIN' MAGGIE** (Columbia/CRG)  
**RAGE AGAINST THE MACHINE** (Epic)  
**VELOCITY GIRL** (Sub Pop)  
**BLIND MELON** (Lava/Atlantic)

### GAINING MOMENTUM

**Boss Hog** (DGC/Geffen)  
Airplay Includes: XTRA, WROX, WQXA  
**Goldfinger** (Mojo)  
Airplay Includes: WFNX, KFMA, WCHZ  
**Killing Joke** (Zoo)  
Airplay Includes: WDRE, XTRA, WROX  
**Lotion** (SpinArt/Revolution)  
Airplay Includes: KISF, WQXA, WHFS  
**Rollerskate Skinny** (WB)  
Airplay Includes: CIMX, WDRE, WOXY  
**Spinanes** (Sub Pop)  
Airplay Includes: KNRK, KROX, CIMX  
**Triplefastaction** (Capitol)  
Airplay Includes: WBCN, KUPD, KISF  
**Jawbreaker** (DGC)  
Airplay Includes: XTRA, KFMA, KREV  
**Possum Dixon** (Interscope)  
Airplay Includes: WROX, KNRK, KISF  
**Super Deluxe** (Tim Kerr/Revolution)  
Airplay Includes: WBCN, WHFS, WQXA

## NEW MUSIC SCENE

- **Artist:** Refreshments
- **Track:** "Banditos"
- **LP:** "Fizzy Fuzzy Big And Buzzy"
- **Producer:** Cliff Norrell
- **Label:** Mercury



• **Essentials:** Ah, the Great Southwest! Sagebrush sounds have been emanating for years out of the Phoenix/Tucson soil. A tradition that's included the **Meat Puppets**, **Butthole Surfers**, and now claims **GIN Blossoms** and these fine hombres, the **Refreshments**. Two years ago, the band sent an audition tape to the folks at SXSW, which led to being heard by an A&R scout who subsequently turned **Peter Lubin**, now SR. VP/A&R at **Mercury**, on to the band.

Years of handling the tequila-soaked, sun-baked bar crowds at Arizona State University have helped singer/rhythm guitarist **Roger Clyne**, guitarist **Brian Blush**, bassist **Buddy Edwards**, and drummer **P.H. Naffah** forge a live act that bristles with energy. Phoenix radio has long

supported the band, even dating back to its independent EP "Wheelie." Now all of America gets a shot of springtime sun with "Banditos."

• **Influences:** Cheap Trick, Who  
• **Artist POV:** "The most important advice I can give," offers Clyne, "is not to chase trends. The music industry goes through so many phases. Just play what comes out of you and stick with it. Don't try to be somebody else."

Blush adds, "We all kind of come from this school of searching for the ideal, three-minute pop song. You'll notice we always go over to about four and a half minutes. The extra minute-and-a-half is usually my solo."  
— Sky Daniels

New Music Scene highlights breaking artists charting for the first time.

## SPECIALTY SHOW REPORTERS

Shows and their Top 5 songs listed alphabetically by market

<b>WNNX/Atlanta, GA</b> Fear Of Music Sunday 10pm-1am Jeff Clark Foo Fighters "Down In The Park" Mark Eitzel "Cleopatra Jones" Mike Johnson "One Way Out" Half Japanese "Well" Swales "One More Mistakes"	<b>WFNX/Boston, MA</b> Moods For Moderns Sunday 8-10pm Steve Picard Down By Law "All American" Neutral Milk Hotel "Song Against Sex" Brainiac "Kiss Me You Jacked Up Jerk" Guided By Voices "Ironmen Rally Song" Tully Craft "Willie Goes To The Seashore"	<b>CIMX/Detroit, MI</b> The Outer Edge Sunday 8-10pm David DeRoches Girls Against Boys "Superfire" Afghan Whigs "Honky's Ladder" Jeremy Toback "Word Behind Words" Self "So Low" Chemical Brothers "Loops Of Fury"	<b>WDRE/Long Island, NY</b> Left Of Center Sunday 11-12pm Lazlow Newpower Generation (Mainstream Mix) "Hate Department" Sugar Water "Cibo Matto" Democracy "Killing Joke" Kids "Jamiroquai" Swingboat Yawning "Rollerskate Skinny" <b>KREV &amp; WREV/Minneapolis, MN</b> Counter Revolution Wednesday 10-11pm Christine Kass Stereolab "The Noise of Carpet" Foo Fighters "Down In The Park" The Posies "Grant Hart" Bikini Kill "I" Polara "Avenue E" <b>WROX/Norfolk, VA</b> Nocturnal Transmissions Monday 11pm-2am Al Mitchell Deftones "7 Words" NOFX "Philly Phil Philanthropist" Girls Against Boys "Superfire" Drill "Go To Hell" Hate Department "New Power"	<b>KNRK/Portland, OR</b> Something Cool Sunday 11pm-12midnight Beastie Boys "Sure Shot" Girls Against Boys "Superfire" Camper Van Be "Take Skinheads Bowling" Zen Cowboys "Mad World" (D. Saber Mix) Jonny Polonsky "Truly Ugly & Dead Too"	<b>KITS/San Francisco, CA</b> Transmitter Adjustment Sunday 10pm-midnight Rick Stuart & Steve Masters Local H "High Fiving MF" Shed Seven "Going For Gold" Superdrag "Sucked Out" Girls Against Boys "Superfire" Stereolab "Noises"
<b>WCHZ/Augusta, GA</b> Renegade Radio Sunday 9-10:30pm Steve Bingham Gigantour "Favorite Song" Neutral Milk Hotel "Song Against Sex" Lotion "Blind For Now" Girls Against Boys "Superfire" Sianspheric "Flow, Ebb, and Die" <b>KROX/Austin, TX</b> Radio Free Austin Sunday 8-10pm Ray "Raydog" Seggern Rage Against The Machine "Bulls On Parade" 3 Day Wheelie "Shut Your Mouth" Spoon "All The Negatives Have Been Destroyed" Cibo Matto "Sugar Water" Ani Difranco "Shy" <b>WBCN/Boston, MA</b> Nocturnal Emissions Sunday 8-10pm Oedipus Solution A.D. "Fearless" Triple Fast Action "Revved Up" Super Deluxe "She Came Over" Girls Against Boys "Superfire" Charm Farm "Sick"	<b>WOXY/Cincinnati, OH</b> Gridlock Sunday 11pm-1am Rob Ervin & Dan Cromer Silkworth "Nerves" Jack Logan "Chinese Lorraine" Archers Of Loaf "Bacteria" V3 "Bristol Girl" Gifters "My Apology" <b>WAQZ/Cincinnati, OH</b> Before The Revolution Weeknights 12am-1am Rage Against The Machine "Bulls On Parade" Patti Rothberg "Inside" Holy Barbarians "Brother Fights" Dada "I Get High" Nick Cave "Where The Wild Roses Grow" <b>KDGE/Dallas, TX</b> The Adventure Club Josh & Kevin Sunday 7-10pm Dandy Warhols "Nothing To Do" Super Furry Animals "Hometown Unicorn" American Analog Set "High Fidelity Vs Guy Fidelity" Goldfinger "Mable" Stereolab "The Noise of Carpet"	<b>WQXA/Harrisburg, PA</b> The Sunday Morning News Sunday 8am-10am Bill Hanson Seven Mary Three "Water's Edge" Pulp "Common People" Girls Against Boys "Superfire" Josh Clayton-Felt "Window" Mr. T Experience "Alternative Is Here To Stay"	<b>KISF/Kansas City, MO</b> Living Room Sunday 8-10pm Stan & Joel Semisonic "Down In Flames" Self "So Low" Sights "Situations" Super Deluxe "She Came On" Superdrag "Sucked Out"	<b>XTRA/San Diego, CA</b> 91X Music Purgatory Sunday 1-3am Oiana D'Amato Killing Joke "Democracy" (Mainstream oc remix) Suzanne Vega "Caramel" Rancid "Olympia" Chone "Water Sandwich" Howlin' Maggie "Alcohol"	<b>KNDD/Seattle, WA</b> Loudspeaker Sunday 10pm-11pm Bill Reid or Marco Collins Snuff "Nick Northern" Orakes "I Did That" Heikim "Honeycomb" Grifters "Boho/Alt" Down By Law "No Has Beers"
			<b>KUPD/Phoenix, AZ</b> Generation U Sunday 7-9pm Larry Mac Hate Department "New Power" Killing Joke "Democracy" Boss Hog "I Dig You" Daredevils "Hate You" Gashuffer "63 Hours"	<b>XHRM/San Diego, CA</b> The Flash Zone Saturday 9pm-2am Greg Pearson Garbage "Stupid Girl" No Doubt "Spiderwebs" Lightning Seeds "Ready Or Not" Modern English "I Don't Know Anything" Voice Of The Beehive "Scary Kisses"	<b>KFMA/Tucson, AZ</b> Test Department Sunday 5-8pm Suzie Ouna & Chuck Ross Nick Cave/Bad Seeds "Where The Wild Roses Grow" Combustible Edison "Bluebeard" Howlin' Maggie "Alcohol" Jawbreaker "Accident Prone" Velocity Girl "Nothing"

voice of the beehive  
Scary Kisses

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APRIL 5, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	2	1	1	<b>DOG'S EYE VIEW</b> Everything Falls Apart (Columbia/CRG) <b>678</b>	<b>690</b>	<b>665</b>	<b>591</b>	<b>39/0</b>	
4	3	3	2	<b>COWBOY JUNKIES</b> A Common Disaster (Geffen) <b>621</b>	<b>590</b>	<b>591</b>	<b>583</b>	<b>39/0</b>	
5	4	4	3	<b>JARS OF CLAY</b> Flood (Silvertone) <b>614</b>	<b>589</b>	<b>583</b>	<b>580</b>	<b>36/0</b>	
1	1	2	4	<b>GIN BLOSSOMS</b> Follow You Down (A&M) <b>596</b>	<b>658</b>	<b>736</b>	<b>750</b>	<b>33/0</b>	
3	5	5	5	<b>STING</b> Let Your Soul Be Your Pilot (A&M) <b>449</b>	<b>515</b>	<b>551</b>	<b>585</b>	<b>28/0</b>	
8	10	8	6	<b>JOAN OSBORNE</b> Ladder (Blue Gorilla/Mercury) <b>445</b>	<b>418</b>	<b>412</b>	<b>443</b>	<b>26/0</b>	
11	7	7	7	<b>ALANIS MORISSETTE</b> Ironic (Maverick/Reprise) <b>433</b>	<b>426</b>	<b>437</b>	<b>411</b>	<b>26/0</b>	
22	18	10	8	<b>FOO FIGHTERS</b> Big Me (Roswell/Capitol) <b>421</b>	<b>371</b>	<b>307</b>	<b>274</b>	<b>25/1</b>	
6	6	6	9	<b>TORI AMOS</b> Caught A Lite Sneeze (Atlantic) <b>407</b>	<b>510</b>	<b>529</b>	<b>559</b>	<b>31/0</b>	
<b>BREAKER</b>				<b>10 DAVE MATTHEWS BAND</b> Too Much (RCA) <b>403</b>	<b>16</b>	<b>—</b>	<b>—</b>	<b>36/17</b>	
9	9	9	11	<b>NATALIE MERCHANT</b> Jealousy (Elektra/EEG) <b>395</b>	<b>394</b>	<b>419</b>	<b>416</b>	<b>25/0</b>	
10	13	12	12	<b>TRACY CHAPMAN</b> Give Me One Reason (Elektra/EEG) <b>347</b>	<b>348</b>	<b>347</b>	<b>414</b>	<b>25/0</b>	
7	8	11	13	<b>JACKSON BROWNE</b> Some Bridges (Elektra/EEG) <b>316</b>	<b>367</b>	<b>428</b>	<b>478</b>	<b>26/0</b>	
17	20	13	14	<b>BEATLES</b> Real Love (Apple/Capitol) <b>289</b>	<b>309</b>	<b>288</b>	<b>329</b>	<b>27/0</b>	
23	22	18	15	<b>SUBDUDES</b> All The Time In The World (High Street) <b>281</b>	<b>268</b>	<b>260</b>	<b>244</b>	<b>25/0</b>	
18	17	17	16	<b>RADIOHEAD</b> High & Dry (Capitol) <b>273</b>	<b>277</b>	<b>321</b>	<b>329</b>	<b>23/0</b>	
12	11	15	17	<b>AIMEE MANN</b> Choice In The Matter (DGC/Geffen) <b>265</b>	<b>304</b>	<b>371</b>	<b>365</b>	<b>27/0</b>	
25	24	21	18	<b>PETE DROGE</b> Beautiful Girl (Elektra/EEG) <b>265</b>	<b>256</b>	<b>240</b>	<b>207</b>	<b>25/1</b>	
16	19	19	19	<b>SON VOLT</b> Drown (WB) <b>259</b>	<b>265</b>	<b>300</b>	<b>342</b>	<b>23/0</b>	
15	16	16	20	<b>MELISSA ETHERIDGE</b> I Want To Come Over (Island) <b>257</b>	<b>296</b>	<b>331</b>	<b>348</b>	<b>20/0</b>	
21	25	23	21	<b>BLUES TRAVELER</b> The Mountains Win Again (A&M) <b>257</b>	<b>240</b>	<b>238</b>	<b>291</b>	<b>19/0</b>	
24	23	22	22	<b>STEVE EARLE</b> More Than I Can Do (WB) <b>240</b>	<b>248</b>	<b>247</b>	<b>211</b>	<b>26/1</b>	
20	14	14	23	<b>COLLECTIVE SOUL</b> The World I Know (Atlantic) <b>232</b>	<b>307</b>	<b>346</b>	<b>326</b>	<b>13/0</b>	
<b>DEBUT</b>				<b>24 STING</b> You Still Touch Me (A&M) <b>215</b>	<b>159</b>	<b>113</b>	<b>24</b>	<b>24/4</b>	
—	—	26		<b>25 OASIS</b> Champagne Supernova (Epic) <b>213</b>	<b>187</b>	<b>139</b>	<b>116</b>	<b>14/0</b>	
14	15	20		<b>SMASHING PUMPKINS</b> 1979 (Virgin) <b>190</b>	<b>258</b>	<b>344</b>	<b>358</b>	<b>13/0</b>	
13	12	25		<b>OASIS</b> Wonderwall (Epic) <b>185</b>	<b>215</b>	<b>359</b>	<b>361</b>	<b>12/0</b>	
<b>DEBUT</b>				<b>28 DISHWALLA</b> Counting Blue Cars (A&M) <b>185</b>	<b>160</b>	<b>139</b>	<b>133</b>	<b>11/0</b>	
30	30	28		<b>MICHAEL MCDERMOTT</b> Summer Days (EMI) <b>175</b>	<b>180</b>	<b>174</b>	<b>185</b>	<b>21/0</b>	
19	21	24		<b>TOAD THE WET SPROCKET</b> Brother (Columbia/CRG) <b>174</b>	<b>226</b>	<b>265</b>	<b>327</b>	<b>14/1</b>	

This chart reflects airplay from March 25-31. Songs ranked by total plays. Highlighted songs indicate Breaker. 44 Adult Alternative reporters. 44 current playlists. © 1996, R&R Inc.

### NEW & ACTIVE

**DAR WILLIAMS** As Cool As I Am (Razor & Tie)  
Total Plays: 166, Total Stations: 19, Adds: 1

**JACKSON BROWNE** Looking East (Elektra/EEG)  
Total Plays: 165, Total Stations: 23, Adds: 4

**PATTI ROTHBERG** Inside (EMI)  
Total Plays: 159, Total Stations: 20, Adds: 3

**TRACY CHAPMAN** Smoke And Ashes (Elektra/EEG)  
Total Plays: 145, Total Stations: 14, Adds: 1

**LOVE AND ROCKETS** Sweet Lover Hangover (American/Reprise)  
Total Plays: 144, Total Stations: 14, Adds: 0

**ONCE BLUE** Save Me (EMI)  
Total Plays: 143, Total Stations: 16, Adds: 0

**SHAWN COLVIN** Nothin' On Me (Hollywood)  
Total Plays: 141, Total Stations: 18, Adds: 1

**THERMADORE** Amerasian (Atlantic)  
Total Plays: 135, Total Stations: 15, Adds: 0

**BADLEES** Angeline Is Coming Home (Polydor/A&M)  
Total Plays: 131, Total Stations: 17, Adds: 3

**REFRESHMENTS** Banditos (Mercury)  
Total Plays: 123, Total Stations: 11, Adds: 0

Songs ranked by total plays.

### BREAKERS

#### DAVE MATTHEWS BAND

Too Much (RCA)

TOTAL PLAYS/INCREASE  
403/387

TOTAL STATIONS/ADDS  
36/17

CHART  
10

### MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
HOOTIE & THE BLOWFISH Old Man... (When...) (Atlantic)	40
MARK KNOPFLER Don't You Get It (WB)	21
CRANBERRIES Salvation (Island)	17
DAVE MATTHEWS BAND Too Much (RCA)	17
TODD SNIDER I Believe You (MCA)	5
JACKSON BROWNE Looking East (Elektra/EEG)	4
JOHN HIATT Shredding The Document (Capitol)	4
LOS LOBOS Can't Stop The Rain (Slash/WB)	4
STING You Still Touch Me (A&M)	4
SYD STRAW Love And The Lack Of It (Capricorn)	4
RICHARD THOMPSON Dark Hand Over My Heart (Capitol)	4

### MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DAVE MATTHEWS BAND Too Much (RCA)	+387
MARK KNOPFLER Don't You Get It (WB)	+97
CRANBERRIES Salvation (Island)	+60
STING You Still Touch Me (A&M)	+56
TRACY CHAPMAN Smoke And Ashes (Elektra/EEG)	+55
FOO FIGHTERS Big Me (Roswell/Capitol)	+50
LOS LOBOS Mas Y Mas (Slash/WB)	+49
BADLEES Angeline Is Coming Home (Polydor/A&M)	+48
JEWEL Who Will Save Your Soul (Atlantic)	+46
HOOTIE & THE BLOWFISH Old Man... (When...) (Atlantic)	+42

Breakers: Songs registering 250 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

## ADULT ALTERNATIVE CHART 10 - 8 "BIG" MOVE!



# BIG ME

## Foo Fighters

"Big Me" - the new single from the platinum debut album



WBOS 33x  
KXPX 19x

WSHE 29x  
KQPT 20x

KBCO 20x  
KUPR 26x

Also On: WXRT, WJBX, WHPT, WXRV, WTTS, KSCA, KMTT, KAEP 30x! ...and more! "BIG" RECORD







## OPENINGS

## OPENINGS

## OPENINGS

## OPENINGS

### NATIONAL

## We Need You -- Now

NATIONAL, the acknowledged leader in radio personnel placement since 1981, is low on available talent for all size markets. Because more and more radio stations are adding the thousands that have used our service to seek out and hire those whom we represent, we need you - if you are seriously seeking a career move in announcing, programming, news sports, production or sales, contact NATIONAL immediately. For complete registration information, call:

### NATIONAL BROADCAST TALENT

(205) 608-0294

Stations... Call for Talent Today



## Job Tip Sheet



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

**800-231-7940**

937 WILD GINGER TRAIL, WEST CHICAGO, IL 60185

(Stations List jobs for free/cover EEO responsibility)

### TIRED OF SENDING OUT

T&Rs with no success? Know where the "hidden" openings are? Let us present your package to stations and consultants that we deal with nationwide. NETWORKING works! Call now for free registration information. We place jocks, PDs, news, prod., etc. See why beginners to pros have had us find them better positions. All formats, all levels.

STATIONS. HEAR AIRCHECKS NOW

**NETWORK**  
(407) 679 8090

Seeking top-quality female voices for "on hold" announcements. We fax scripts & provide DAT tapes & overnight freight. \$25 to \$50 per hour. Send voiceover demo (NO AIRCHECKS) to: Allen Gaughf, Transmedia Advertising, Inc. P.O. Box 1022, Macon, GA 31202

We'll place your aircheck, resume and pic on our web page for \$40 p/mo. MC/Visa. 1-800-304-6923 JockNet, P.O. Box 8884, Red Bluff, CA 96080. Starting 4/15. <http://www.ddt.net>

### EAST

Seeking parttimer in Miami. Please No Calls! T&R: WZTA, Gregg Steele, 194 N.W. 187 Street, Miami, FL 33169 (4/5) EOE

Seeking experienced program director. T&R immediately: WLKZ, Pat Kelly, 21 Production Place, Suite 15, Gifford, NH 03246 (4/5) EOE

Fulltime reporter/anchor vacancy. Clock-watchers need not apply! T&R: WAFB, Mike Young, Box 808, Milford, DE 19963 (4/5) EOE

Seeking afternoon drive air talent. T&R: WQLC, Scott Bems, Rt. 13, Lake City, FL 32055 (4/5) EOE

Upstate NY CHR seeks daytime personality. T&R: WMRV, Bill Sheridan, 3301 Country Club Rd. #2218, Endwell, NY 13760 (4/5) EOE

Seeking sales manager. Resume: Jay Peterson, WNCS, Box 551, Montpelier, VT 05602 (4/5) EOE

Seeking program director/on-air talent. Selector and production skills required. T&R: WLEV, Shelly J. Langen, Box 25096, Lehigh Valley, PA 18002 (4/5) EOE

70s Station seeks fulltime air talent. Prefer experience in 70s or Classic Rock format and good production skills. Please send tape & resume to: David Moore, WOCT-FM, 600 Washington Avenue #201, Baltimore, MD 21204. No phone calls please. EOE

### MORNINGS/NEW HAMPSHIRE SEACOAST

WERZ has immediate opening for an experienced person to complete our Morning Team. If you're quick-witted, hungry, relatable and ready to step-up, we want you. Rush T&R to Jack O'Brien, P.O. Box 1540, (11 Downing Court), Exeter, NH 03833. Precision Media Corp. is an Equal Opportunity Employer. No Phone Calls Please.



**RARE PRODUCER OPENING**  
Don Geronimo & Mike O'Meara's irreverent, spontaneous comedy entertainment afternoon-drive program is produced by Infinity Broadcasting's 106.7 WJFK in Washington, DC and is syndicated through Westwood One to over 30 markets nationally. We're looking for our next producer. Send your resume and pitch to Jeremy Coleman, OM, WJFK-FM, P.O. Box 3649, Washington, DC 20007. EOE, M/F

### PROGRAM DIRECTOR

An opening in the Midwest for an AOR/Classic Rock leader. We're winning, but we want to dominate. If you can motivate people, are an aggressive and creative programmer, and do a solid airshift, we want to hear from you.

We provide a stable company that's not for sale, a great support team and a competitive facility. This is the perfect job for a PD who's "moving up," or someone looking for stable environment who wants a stable situation.

Please send your materials, including an aircheck, to: Radio & Records, 10100 Santa Monica Bl., #900, 5th Floor, Los Angeles, CA 90067 EOE



Radio Computing Services is looking for Customer Support people who know radio, SELECTOR and digital audio systems. Fulltime positions are available at RCS World Headquarters in Scarsdale, NY. Some travel is required.

Qualifications include being a bright radio pro with SELECTOR expertise, strong people skills, enthusiasm, knowledge of computer hardware, networks, Windows or OS/2, basic engineering knowledge and strong telephone presence. It's a big plus if you are bilingual or have CNE credentials or radio engineering experience.

RCS is an equal opportunity employer. We strongly encourage women and minorities to apply.

Send, fax or e-mail your resume to Kenny Lee immediately. No phone calls, please.

Radio Computing Services, Inc.  
Two Overhill Road, Suite 100  
Scarsdale, New York 10583  
Fax: (914) 723-6651 e-mail:  
KENNYLEE@RCSWORKS.COM

### SOUTH

Immediate opening for seven to midnight air talent. T&R: KWTX, Tom Martens, OM, Box 2636, Waco, TX 76702 (4/5) EOE

Seeking weekend talent! Possible fulltime! One year experience. T&R: WGGZ, Randy Chase, 929-B Government St., Baton Rouge, LA 70802 (4/5) EOE

Seeking morning co-host for top 100 Oldies. T&R: WNCT, Jerry Wayne, Po Drawer 7167, Greenville, NC 27834 (4/5) EOE

WWYC seeks talent for fulltime openings. T&R ASAP!: WWYC, Doug Hamand, 3549 Russell Cave Rd., Lexington, KY 40511 (4/5) EOE

Seeking personality pro for airshift, production and appearances! T&R: KTUX, Bobby Cook, PD, 5005 West Monkhouse Drive, Shreveport, LA 71109 (4/5) EOE



This could be that big break! Memphis' rocker needs a morning host that understands the "big picture" and the role music plays in it. Competitive spirit mandatory! Send T&R to Jim Fox, 1632 Sycamore View, Memphis, TN 38134. EOE

### OLDIES-103/AUSTIN NEEDS EXPERIENCED PROGRAM DIRECTOR

You'll be responsible for daily management of a successful, strategically targeted, fun & active 50s/60s format. Position requires marketing/promotion savvy, ability to coach strong personalities, "Selector" & basic computer knowledge, good organizational skills & attention to detail. You'll pull an airshift, so solid on-air talent is necessary. This is a "hands-on" situation with excellent growth potential. You'll work closely with one of the industry's most-respected companies, so get your resume, references, & cassette in now. No phone calls, please. Send materials to: Henry Van Archer, President, KEY1/KFON Radio, 811 Barton Springs Rd., Suite 550, Austin, Texas 78704. EOE

Morning Drive personality wanted for 101X KROX. Must be able to attract both men and women. Knowledge of alternative music and related lifestyle issues. Minimum five years' on-air experience. Tape and resume to: KROX, 505 Barton Springs Rd., Suite 700, Austin, TX 78704. Attention: Sara Trexler, PD. EOE NO CALLS.

### ATTENTION RADIO PROFESSIONALS!

Established territory with high earnings potential is available for the right radio station sales professional. Unique career opportunity for a strong, results oriented manager with solid problem-solving skills. Three to five years' sales experience is preferred. Commission plus bonuses. If you have a strong work ethic and good references, send resume to: FirstCom Music, 13747 Montfort Drive, Suite 220, Dallas, Texas 75240 or fax to: (214) 404-9656.

Group operator with small market combo on Gulf Coast seeks take charge general manager with sales and programming background. The community is one of the top small communities in the country. An EOE Employer. Please reply in confidence to: Radio & Records, 10100 Santa Monica Bl., #902, 5th Floor, Los Angeles, CA 90067 EOE

Top rated South Mississippi Urban radio station seeks afternoon announcer with production duties, two years' experience needed, send all tapes and resume to: Radio & Records, 10100 Santa Monica Bl., #901, 5th Floor, Los Angeles, CA 90067 EOE

### MIDWEST

Seeking news director for AM-FM combo. T&R: Allan James, OM, WIOU, Box 2208, Kokomo, IN 46904 (4/5) EOE

Morning co-host, lifestyle news/AM show producer. T&R: WNPQ, Melinda Michaels, 3969 Convenience Circle, MW, Suite 205, Canton, OH 44718 (4/5) EOE

Seeking AC morning news director/co-host. T&R: WRRM, T.J. Holland, 205 W. 4th St, Suite 1200, Cincinnati, OH 45202 (4/5) EOE

Columbia, MO market seeking news director. T&R: KWWR, Chuck Thomas, PD, Box 475, Mexico, MO 65265 (4/5) EOE

Seeking a "gets it" production director. T&R: WBCT, Doug Montgomery, 180 N. Division, Grand Rapids, MI 49508 (4/5) EOE

Seeking parttimers. T&R: WBCT, Doug Montgomery, 180 N. Division, Grand Rapids, MI 49503 (4/5) EOE

Seeking experienced copywriter/continuity director. Resume & writing samples: WWQ, Ed Schulz, Box 44408, Madison, WI 53744-4408 (4/5) EOE

Openings: Midwest... Sports director: requires play by play in football, basketball, hockey. Some news. Resume & tape to: General Manager, KDLR/KDVL Box 190, Devils Lake, ND 58301 EOE

**OPPORTUNITY KNOCKS**  
in the pages of R&R every Friday  
CALL: 310-553-4330

## OPENINGS

### CHR TALENT

Mainstream CHR format, WHZZ in Lansing, MI seeks CHR air talent. Strong production skills required. Send T&R to: Chris Kerr, WHZZ, 600 Cavanaugh, Lansing, MI 48910. Immediate opening! EOE

## HELP LEAD AMERICA'S #1 RANKED SPORTS STATION

### WKNR SportsRADIO AM 1220

WKNR, Flagship of the American League Champion Cleveland Indians, is looking for an Executive Producer to lead America's top ranked All Sports Radio Station. If you are an experienced radio Sports or Talk producer with strong management skills, who knows how to book great guests and build winning shows, send your resume to: Debbie Williams, Human Resources, WKNR SportsRADIO, 9446 Broadview Rd., Cleveland, OH 44147. No Phone Calls. An Equal Opportunity Employer, M/F



You love being on the radio and bringing "the format" to life. You are ready for a career move and a challenge. We are one of America's most respected AC stations. We are waiting for your tape and resume. Do you have what it takes to be WSNY's midday star? Materials to Don W. Hallett, WSNY 4401 Carriage Hill Lane, Columbus, OH 43220. Saga Communications, Inc. EOE

## WEST

Rock/AC seeks talent. T&R: KATW, Bob Holiday, 301 "D" St., Suite 302, Lewiston, ID 83501 (4/5) EOE

Mornings! KHTQ/Spokane wants your T&R along with a small article of clothing: KHTQ, Scott Shannon, PD, 101 Lakeside Ave., Coeur d'Alene, ID 83814 (4/5) EOE

## OPENINGS

Fulltime assistant needed for busy Los Angeles based music promotion company. Fax resume to: (310) 395-9334.

### KMEL JAMS 106.1 FM

San Francisco's number one music station has a rare opportunity open for MORNING SHOW PRODUCER. We are looking for top-notch talent who has excellent major-market production, comedy, planning, and organizational skills. If you are a cutting-edge thinker, a hard worker, a team player, and have a positive attitude, send T&Rs to: Michelle S., KMEL, 55 Francisco Street, San Francisco, CA 94133.

## POSITIONS SOUGHT

Energetic, hard-working sportscaster seeking fulltime position with pbb, sportscasting, news/talk. Credits include #1 rank UMass basketball, minor league baseball, football, hockey. Call Anthony (413) 253-1644

You won't catch me walking bow-legged to the restroom, I have too much class! 20 years' Country and AC. THE CLASSY GUY: (860) 886-4980. (4/5)

Veteran sportscaster, 19 years' exp. seeks PD position at Sports/News/Talk station. Small to medium market. ED: (702) 369-1801. (4/5)

Major morning monster ready to eat their lunch! I've got the nuts if you've got the guts. Ready to win? ROCKY: (407) 843-5486 (4/5)

Milwaukee's swing king is available. Extensive promotion and production experience including digital. KYLE: (414) 962-4489 (4/5)

Great voice, style, & smile. All offers welcome. All formats. JIM CONNER: (304) 242-9464. (4/5)

Comedy based drivetime looking for N/T Country, AC, Oldies in Southeast. Need management that doesn't scare easily. ED ARNOLD: (516) 868-0980 (4/5)

Six year's Scott Shannon's AM show - ready to be a team player for you. AT/CHR, Country, Dance, JIMMY DIELE: (718) 257-3158 (4/5)

Compelling and provocative morning team seeks creative home. Listen now! (301) 774-6300, Box 410. (4/5)

Have will voice will travel. Your newest star personality is waiting for your call. Oldies/70's experienced. JIM: (312) 866-2135 (4/5)

Experienced morning drive, APD, MD, and afternoon drive with top 50 background. Seeking uninvolved, well-adjusted station. MIKE: (507) 235-9678 (4/5)

## POSITIONS SOUGHT

23 year veteran: a loaded gun waiting for someone to pull the trigger. Call for ammo: JAY: (419) 726-2154 (4/5)

Wanted: a new home for experience female AT. Fun, listener friendly, know selector, available today! West is best. CONNIE: (520) 323-8495 (4/5)

Veteran air talent wants to stay in Sacramento. Good pipes, conversational, versatile. Gets the job done. JOHN: (916) 488-1347 (4/5)

PD with successful track record. Experienced in management. Programming. Promotions and more seeks next challenge. STEVE: (410) 757-8282 (4/5)

Charismatic air talent seeks next opportunity. Real personality, creative, fun. MD and morning experience. AI/AR E.K.: (505) 326-2874 (4/5)

Baton Rouge called. Wanted outrageous, thought we're offensive. What did they expect? Choirboys? Demands: squeaky, giant freezer. Manson & Dahmmer (800) 268-0196 (4/5)

## R&R Opportunities Free Advertising

Radio & Records provides free (20 words or 3 lines) listings to radio stations and record companies ON A SPACE AVAILABLE BASIS in Opportunities. 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 (PST)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" x 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

## Online Job Listings

To post your ad on R&R's website (<http://www.rronline.com>), add 20% to your weekly ad rate. Listings will include your logo if it appears in your R&R Opportunities Ad.

## RADIO & RECORDS

10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$299.00 per year (plus applicable state sales tax) in the United States or \$695.00 overnight delivery (U.S. funds only), \$320.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory issues and other special publications. Refunds are prorated based on the actual value of issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms Back Page, Breakers, Most Added, R&R, Compact Data, and Street Talk are registered trademarks of Radio & Records. © 1996. POSTMASTER: Send address changes to R&R, 10100 Santa Monica Blvd., 5th Floor, Los Angeles, California 90067.

## POSITIONS SOUGHT

18 years. Talented AT/PD. Major market experience. Seeks rated small/medium market. JOHN: (314) 365-2478 (4/5)

On-air program director (Newstalk). Award winning PBP. 19+ years, last 9+ years at current gig. Can do all formats. Prefer oldies LARRY: (307) 638-1345 (4/5)

CHR/New Rock. Mornings or nights, personality plus, phones, digital production. Large market experience. Will move for right gig. RICH: (708) 469-7155 (4/5)

Available in Florida. Experienced air talent. Small to large markets. All formats. JAY SHANNON: (407) 770-4749 (4/5)

Canadian workaholic AT seeks warmer climate in US. On-air or PD. Oldies, Country, CHR. Any market. 10 years. BIG MIKE ROBERTS: (519) 659-7915 (4/5)

## R&R Opportunities Advertising

1x **\$100/inch** 2x **\$75/inch**

Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$50 for 1x, \$38 for 2x).

Blind Box: add \$50

The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling.

Positions Sought: \$50/inch

Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

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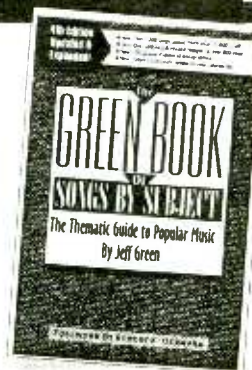
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**"MONEY MACHINE"**  
gives your station instant impact...  
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Music For Film, Radio and TV  
BUY OUT 60 CUT PRODUCTION CD ONLY \$99

We offer the finest custom music for advertising, jingles and music for video at affordable prices.

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**TWIST AWAY TRAY™** stops drips for **UNDER 2 bucks!**

Our patented TWIST AWAY TRAY™ prevents spills while eating on the run. Made of Tyvek®, we can print logos in full color! Affordable... collapsible... reusable... a MUST premium for the 90's

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Catspaw Productions  
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Station Imaging, Jingles, Spot Production & Copywriting services also available

**GETTING IT SAID®**  
WITH ID'S, LINERS & PROMOS  
WLS/Chicago, WSB/Atlanta, WXTU/Philadelphia  
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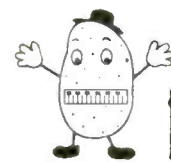
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(LA's KXEZ, STAR 98.7)

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1 time	\$90.00
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Marketplace  
RADIO & RECORDS, 10100 Santa Monica Blvd,  
Fifth Floor, Los Angeles, CA 90067  
310-553-4330 Fax: 310-203-8727

CHR/POP	
LW	TW
1	1
2	2
3	3
4	4
3	5
6	6
9	7
8	8
10	9
7	10
12	11
17	12
14	13
11	14
13	15
18	16
22	17
15	18
23	19
16	20
29	21
20	22
25	23
19	24
21	25
26	26
27	27
31	28
24	29
43	30

CHR begins on Page 30.

CHR/RHYTHMIC	
LW	TW
1	1
4	2
2	3
3	4
5	5
6	6
7	7
11	8
12	9
8	10
9	11
13	12
10	13
18	14
23	15
17	16
19	17
14	18
22	19
20	20
15	21
16	22
21	23
28	24
26	25
25	26
27	27
32	28
30	29
—	30

No Songs Qualified For Breaker Status This Week

CHR begins on Page 30.

URBAN	
LW	TW
1	1
3	2
4	3
2	4
7	5
6	6
5	7
10	8
11	9
13	10
12	11
9	12
15	13
21	14
8	15
16	16
18	17
29	18
20	19
19	20
28	21
24	22
26	23
30	24
27	25
33	26
17	27
14	28
32	29
35	30

URBAN begins on Page 41.

HOT AC	
LW	TW
1	1
3	2
6	3
2	4
4	5
5	6
7	7
11	8
12	9
16	10
15	11
10	12
9	13
14	14
8	15
18	16
13	17
19	18
17	19
20	20
23	21
24	22
26	23
27	24
—	25
25	26
29	27
30	28
28	29
—	30

No Songs Qualified For Breaker Status This Week

AC begins on Page 59.

AC	
LW	TW
1	1
2	2
3	3
4	4
5	5
8	6
9	7
7	8
6	9
10	10
11	11
14	12
13	13
15	14
12	15
19	16
17	17
18	18
21	19
30	20
20	21
22	22
16	23
23	24
26	25
—	26
27	27
28	28
29	29
24	30

No Songs Qualified For Breaker Status This Week

AC begins on Page 59.

ACTIVE ROCK	
LW	TW
3	1
1	2
4	3
2	4
6	5
5	6
7	7
9	8
17	9
13	10
14	11
12	12
11	13
8	14
10	15
18	16
25	17
20	18
16	19
29	20
15	21
23	22
27	23
22	24
21	25
35	26
28	27
33	28
34	29
32	30

ROCK begins on Page 73.



# SPACEHOG

## IN THE MEANTIME

NEW THIS WEEK

WZJM Cleveland  
WFBC Greenville

"I love this record. It's just kickin' in with phones! – JONNY HARTMELL/WHOT

"This one is headed for Powers this week. The phones are still Top 10 and callouts are holding too." – GERONIMO/Q-99





into another



# T.A.I.L.

**NEW AIRPLAY:**

WRIF KCMQ  
KIOZ WQLZ  
WBAB WXKE  
WDHA

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KTUX/Shreveport 19x KHOP/Modesto 13x  
KILO/Colorado Springs 17x WTUE/Dayton 12x  
KISW/Seattle 16x

**EARLY PHONE**

**ACTION:**

KILO WOZN WXTB  
KSJO WTPA KLBJ  
WBUZ  
WDRK

Watch For Their Incredible New Video And See Them Live At The McGathy Party!

