

# I N S I D E

## MEDIA BUYERS SOUND OFF

Would media buyers change their mix of radio stations if no other media were available? **Bryan Farrish**, editor of *Radio-Media* newsletter, fields thoughtful answers from 11 buyers.

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## OPEN MINDS, OPEN AGENDAS

An essential ingredient of a successful station is a clear line of communication — from manager to intern. **KOAI/Dallas GM Skip Schmidt** points out you *can't* do this with a hidden agenda. Read how he communicates clearly and effectively with his associates.

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## BREAK MY STRIDE

Can a well-known Rock station break the rules and break format at night? A couple of smaller-market rockers are doing so ... quite successfully.

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## HOW RETAIL VIEWS ALTERNATIVE

Alternative Editor **Sky Daniels** breaks out of the radio box for three weeks to seek outside opinions on the format. First up: the retail community.

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### IN THE NEWS

- **Steve Burke** rises to President of ABC Inc. Broadcasting Division
- **Michael Hughes** appointed PD for Rock KLOL-FM/Houston
- **Brian Casey** becomes PD at Chancellor Oldies KOOL-FM/Phoenix
- **Jeff McMurray** takes Jacor Rock KYYS/Kansas City PD post
- **Jacque Haselrig** named PD for Urban Oldies WGCI-AM/Chicago

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## THIS #1 WEEK

### CHR/POP

- **JEWEL** You Were Meant For Me (*Atlantic*)

### CHR/RHYTHMIC

- **BLACKSTREET** Don't Leave Me (*Interscope*)

### URBAN

- **MARY J. BLIGE** Love Is All We Need (*MCA*)

### URBAN AC

- **KENNY LATTIMORE** For You (*Columbia*)

### COUNTRY

- **GEORGE STRAIT** One Night At A Time (*MCA*)

### NAC/SMOOTH JAZZ

- **LEE RITENOUR** Water To Drink (*I.E./Nerve*)

### HOT AC

- **JEWEL** You Were Meant For Me (*Atlantic*)

### AC

- **BRYAN ADAMS** I'll Always Be Right There (*A&M*)

### ACTIVE ROCK

- **OFFSPRING** Gone Away (*Columbia*)

### ROCK

- **U2** Staring At The Sun (*Island*)

### ALTERNATIVE

- **VERVE PIPE** The Freshmen (*RCA*)

### ADULT ALTERNATIVE

- **U2** Staring At The Sun (*Island*)

NEWSSTAND PRICE \$6.50



MAY 2, 1997

## Report Says Consolidation Fury Expected To Rage On

■ But BIA cautions 'reality will set in' if interest rates rise, revenues level off

The radio industry will continue its profound change over the next year with more mega-deals, increased activity in second-tier markets, and a change in the character of the industry — reminiscent of cable TV — where much of the industry will fall into the hands of a few giant operators, so concludes **BIA** in its just-released "State Of The Industry."

However, the report also contains some items which, while not alarming, do merit concern and discussion within the industry. Among them: Radio ad growth did not exceed total advertising growth for the first time in five years, and ad growth projections for the balance of the decade have been scaled back, leading the report's authors to conclude that cash flow margins "experienced

over the past four years may be more difficult to maintain."

Of course, duopoly and the telecom bill have had a profound change on the way our business has operated over the past five years — and just the last year in particular. Examples: Over 40% of all stations are involved in a market duopoly, and the dollar value of radio station transactions in 1996 exceeded the totals from the previous five years combined.

### Duopoly Deals

It didn't take a rocket scientist to figure that duopoly deals would explode once the telecom bill was signed into law. And that's exactly what happened:

Continued on Page 13

## Capstar + Gulfstar = A 229-Station Superstar

■ Hicks bros. continue spree with stock deal

BY JEFFREY YORKE  
R&R WASHINGTON BUREAU CHIEF

**T**exans like to brag about the enormity of it all. From the well-oiled rich to rattlesnakes, it seems Texas has got it all in a big way. Now they've added the biggest collection of radio stations to the list, a virtual superstar.

Austin-based **Capstar Broadcasting Partners** said Tuesday (4/29) it will acquire **Gulfstar Communications Inc.** — its kissin' cousin broadcasting-wise — to forge the largest radio group in the nation with 229 radio stations coast to coast, including outlets in Hawaii and Alaska. Pending federal regulatory approval and the completion of the previously announced initial public stock offering by Capstar, the 11-month-old company will have annual revenues of "more than \$1 billion, but less than the 'more than \$1 billion'" that newly assembled broad-

CAPSTAR/See Page 24

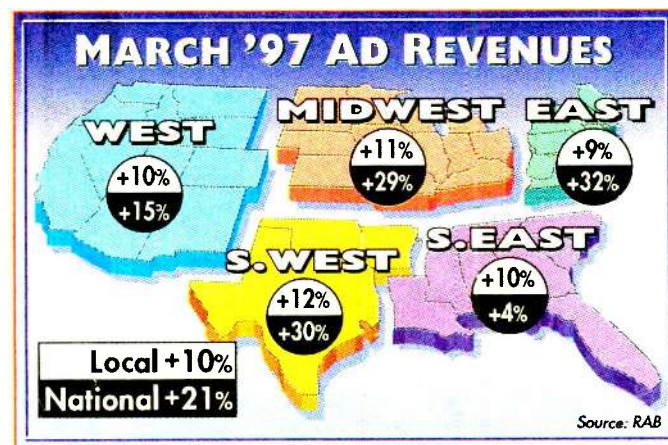
## Osborn To Head Two Capstar Groups As Bi-Regional Chair

■ Haymond is Atlantic Star Market Manager

Former **Osborn Communications Corp.** President/CEO **Frank Osborn** has been named Bi-Regional Chairman of two **Capstar Broadcasting Partners** groups: **Southern Star Communications Inc.** and **Atlantic Star Communications Inc.** At the same time, Capstar has tapped **Tom Haymond** as Market Manager for Atlantic Star. Southern Star formerly was Osborn, and Atlantic Star previously was **Commodore Media**.

Frank Osborn headed Osborn Communications from its formation in 1984. Prior to that, he was Sr. VP/Radio for **Price Communi-**

OSBORN/See Page 24



## March Business Rises 15%

Some eye-popping increases in national business contributed to an overall 13% rise in radio revenues for March — compared to March 1996 — according to the **RAB**. Year-to-date numbers are equally encouraging: Local business through the first three months of '97 is up 9%, national is 19% above last year, and overall business has risen 11%.

## Shaev Named 550 Sr. VP/Promotion



Shaev

**550 Music** has elevated **Hilary Shaev** to Sr. VP/Promotion. Shaev joined the company as VP/Pop & Video Promotion when it was founded in 1993 and was elevated

to VP/Promotion in October 1995.

"With more than 10 years of experience in the music industry, Hilary has established herself as a talented and well-respected ex-

SHAEV/See Page 24

## Academy Of Country Music Sings The 'Blues'



Big winners at last week's 32nd annual **Academy Of Country Music Awards** included Top New Female Vocalist **LeAnn Rimes**, whose "Blue" snagged Song Of The Year and Single Record Of The Year honors; **George Strait**, who won Top Male Vocalist as well as Album Of The Year for "Blue Clear Sky"; and **Brooks & Dunn**, who took home trophies for Entertainer Of The Year and Top Vocal Duet.

Up-To-The-Minute Arbitron Results: <http://www.ronline.com>

# THE WORLD TONIGHT

## #2 MOST ADDED AT ROCK!

Out of the Box:

KLOS  
KQRS  
WFBQ  
KYYS  
WMMR  
WRFX  
WRXL  
WCMF  
WPYX  
WZZO

+ 50 Other Rock Stations!

## #1 MOST ADDED AT ADULT ALTERNATIVE!

Over 60 total stations including:

KFOG WRLT  
KTCZ WXRC  
CIDR KMTT  
WXRT KINK  
KBCO WMMO  
KKZN WXPB

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## Casey Set As PD For Chancellor's KOOL-FM/Phoenix

Chancellor Broadcasting Oldies KOOL-FM/Phoenix has tapped **Brian Casey** as PD, effective May 5. Casey previously spent two and a half years as PD/morning talent at '70s WYSY-FM/Chicago.



Casey

"I'm looking forward to working closely with [GM] **Allen Stieglitz** and the seasoned staff of this legendary station," Casey remarked. "Chancellor's commitment to winning in Phoenix is awesome."

Casey's other programming experience includes stints as PD at **KXOA/Sacramento** and OM at **KLZX/Salt Lake City**, among others.

## McMurray Moves To Kansas City For PD Duties At KYYS-FM

**Jeff McMurray** has been named PD at **KYYS-FM/Kansas City**. He formerly was OM of **KRXQ-FM & KSEG-FM/Sacramento** as well as KSEG's morning drive host. He left those stations in January after working there for seven years.

"I couldn't be happier to be at KY," McMurray told R&R. "It's a legendary station. I don't intend to tinker with it a whole lot other than to let the inmates run the asylum. We have the most talented staff in Kansas City, and I'm going to just let them do what they do best. We're

McMURRAY/See Page 10

## Haselrig Upped To WGCI-AM/Chicago PD

WGCI-AM/Chicago Asst. PD/MD/middayer **Jacquie Haselrig** has been promoted to PD of "All Dusties 1390 AM." She replaces **Glenn Cosby**, who has left the station to concentrate on his consultancy. **Gannett** recently announced plans to sell the Urban Oldies outlet to



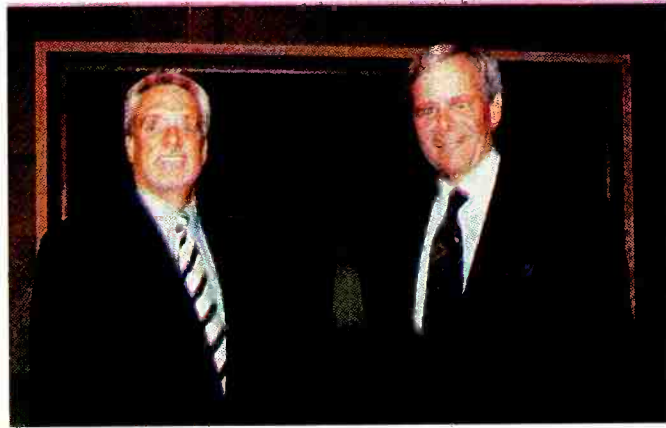
Haselrig

Chancellor Media.

While adding new programming

HASELRIG/See Page 10

## Esteemed Union



Renowned NBC-TV network news anchor **Tom Brokaw** (r) makes it official with **Westwood One** Chairman **Norm Pattiz** as he joins the WW1 family with his "The Tom Brokaw Report," a 90-second feature he will host and write.

## Hughes Heads To KLOL/Houston

■ PD scheduled to exit WKLS/Atlanta on May 7

Six-and-a-half-year **WKLS/Atlanta** PDMichael **Hughes** has resigned to accept a similar position at **Evergreen Media's KLOL (Rock 101)/Houston**. His last day at **Jacor Communications'** KLS is May 7 and fills the vacancy created when **Andy Beaubien** left 'LOL in April to join an international consultancy (R&R 3/21).

"Michael is uniquely suited to work with [morning teams] **Stevens & Pruett** and to capitalize on KLOL's Rock heritage." KLOL GM **Kathy Stinehour** noted. "Under Michael's direction, KLOL will widen the gap even further between Rock 101 and the competition."

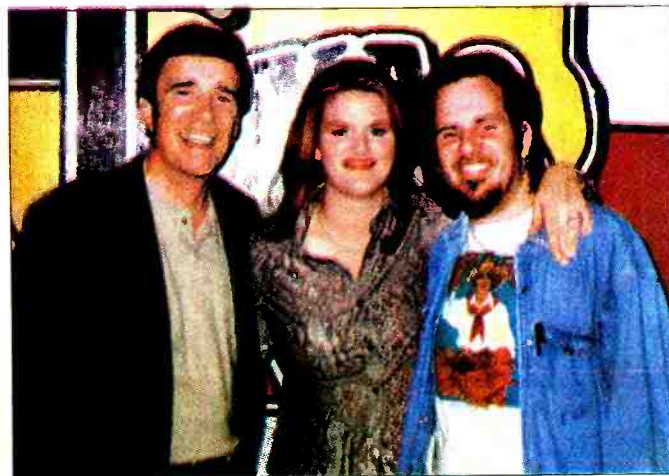


Hughes

Hughes added, "Working with [Jacor CEO] **Randy Michaels**, [WKLS GM] **Tom Connolly**, and the other excellent people at Jacor has prepared me for this terrific opportunity with Evergreen and KLOL. **Kathy Stinehour** and the Evergreen team have built a great foundation in Houston, and I'm looking forward to helping them realize their goals."

May 19 will be Hughes's first day at KLOL. Along with WKLS, his programming career includes **WFBQ/Indianapolis**, **WRDU/Raleigh**, and **WIOT/Toledo**. He was also Manager/Program Administration for **NBC Radio Entertainment & The Source**.

## Yearwood's Honky Tonk Style



On hand to watch **Trisha Yearwood** perform at **Billy Bob's** in Ft. Worth, TX (also known as the world's largest honky tonk) were **ABC Radio Networks'** **Bob Kingsley** (l) and **Mavericks'** member (and Yearwood's husband) **Robert Reynolds**.

MAY 2, 1997

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## Burke Now ABC Inc. Pres./Broadcasting

**Steve Burke** has been promoted to President of **ABC Inc.'s** new Broadcasting Division, which consists of the **ABC Radio Group**, ABC-owned TV stations, and **Buena Vista Television**. Current ABC Radio President **Bob Callahan** will report directly to Burke.

Prior to becoming ABC Inc.'s Exec. VP in March '96, Burke spent a decade with the **Walt Disney Co.** and oversaw **Capital Cities/ABC's** merger into that firm. He also was President/COO of **Euro Disney S.A.**

According to ABC Inc. President **Robert Iger**, "Steve and I have worked closely together over the past year, and during this time he has earned the respect of our management team. He brings to this position a strong operating track record, excellent business judgment, and good relationships throughout the company. Steve's insights and experience will help accelerate our growth in these important businesses that now report to him."

## Poe Says 'Hello' To Gold



**Modern/Atlantic** recording artist **Poe** joined label execs for a special award presentation to mark the RIAA gold success of her debut album, "Hello," at the label's New York headquarters. No "Angry Johnny" here: (l-r) Atlantic Sr. VP/GM **Ron Shapiro**, Atlantic Group co-Chairman/co-CEO **Val Azzoli**, Poe, Atlantic Exec. VP/Promotion **Andrea Ganis**, and Modern President **Paul Fishkin**.

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## Support Mounts For FCC Booze Investigation

By HEATHER VAN SLOOTEN  
R&R WASHINGTON BUREAU

FCC Chairman **Reed Hundt** this week received the support of more than 240 organizations for the Commission to examine the effects of radio and television alcohol advertising on children. The **Distilled Spirits Council of the U.S. (DISCUS)**, however, is calling for a common code on alcohol advertising, rather than FCC intervention.

The petitioners — which include religious groups, state and local medical associations, and educational institutions — favor an investiga-

tion including beer and wine advertising as well as hard liquor. Hundt, who was pleased by the petition, has already received the support of Pres-

ident **Bill Clinton** for a formal inquiry. The Chairman said it would be "an abandonment of our duties as public servants" if the FCC did not begin a notice of inquiry.

"The FCC is supposed to insure that broadcasters serve the public interest," agreed **George Hacker**, director of the Alcohol Policies Project at the non-profit **Center for**  
**Continued on Page 8**

## McCain Introduces Cross-Ownership Bill

By JEFFREY YORKE  
R&R WASHINGTON BUREAU CHIEF

One aspect of yesteryear could again be commonplace in the future if Commerce Committee Chairman Sen. **John McCain** gets his way. The Arizona Republican last week (4/24) introduced a bill that would allow broadcasters to own newspapers within the same markets, now only a rarity after the newspaper/broadcast cross-ownership prohibition was enacted 25 years ago.

The Newspaper Ownership Act "would remove one of the most archaic provisions remaining in telecommunications law," McCain said.

"It is not surprising that, in this era of media diversity, newspapers have found it tough going, [with] their numbers steadily declining over the years."

The law, enforced by the FCC, was originally enacted "when there was a realistic fear that common control of both media in the same locale could result in the public's receiving only one point of view on important issues," McCain explained. But the unforeseen explosion of the Internet, cable, and satellite news feeds from hundreds of sources has made that a moot point.

**Continued on Page 8**

### FIRST BROADCASTING NETWORKS INTRODUCES



## ROCK & OLDIES<sup>SM</sup>

Developed by legendary oldies programmer Bill Drake

- The first 24-hour music format designed for major markets.
- Top 10 market on-air personalities.
- Only ONE minute an hour.
- No fees with revenue sharing plan.
- Custom station jingles.
- Professional, on-going marketing and sales support.
- Dedicated to superserving the needs and requests of affiliates.

We are owned and managed by people who own and operate radio stations.  
We understand that it's all about ratings  
and and we want to be partners in your success.

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*Bill Drake*

Bill Drake, Director of Programming

*Ronald A. Unkefer*

Ronald A. Unkefer, Chairman & CEO



*Charles H. Strickland*

Charles H. Strickland, President

*Don Hibbitts*

Don Hibbitts, Director of Affiliate Sales

## BUSINESS BRIEFS

### Jacor Sells Four Stations At \$23 Million

**Jacor Communications Inc.** (Nasdaq: JCOR) is selling four stations to Covington, KY-based **JS Communications Inc.** for \$23 million. The properties are **WXLY-FM & WEZL-FM/Charleston, SC** (its only stations in that market), **KCBQ-AM/San Diego** and **WXZZ-FM/Lexington, KY**. The latter two stations were sold to meet FCC ownership rules in those markets.

**Secret Communications** is also selling its final pair of stations, **WTAM-AM & WLTF-FM/Cleveland** to Jacor for \$23.9 million cash and 750,000 shares of Jacor common stock, which are valued at about \$21.1 million. The stations were originally slated to be sold to **SFX Broadcasting Inc.** along with seven other stations, but SFX decided to forego the two Cleveland properties.

### Odyssey Acquires Two Chicago Stations

**Odyssey Communications Inc.** this week picked up a pair of Chicago-area stations, forking over a combined \$10.6 million. **Douglas Broadcasting Inc.** will collect \$9.5 million for **WVFX-FM/Highland Park**, while **DMR Media Inc.** will receive \$1.1 million for **WJDK-FM/Morris**. Both stations are positioned at 103.1.

Odyssey President/CEO **Mike Kakoyiannis** said the group is now positioned "to tap into the approximately \$1.3 billion revenue stream of the three top radio markets in the country" by using Odyssey's operating strategy of synchronized total market coverage.

The company owns four stations in the New York metro area and three in the Los Angeles area all broadcasting on 107.1 pioneering what it calls "seamless radio station signals."

### Moody's Affirms Westinghouse Rating

**Moody's Investors Service** said Monday (4/28) that over the intermediate term, it is lowering its expectations of moderate improvement in **Westinghouse Electric Corp.'s** (NYSE: WX) credit quality. Moody's said it anticipates Westinghouse will generate lower free cash flow and higher than expected debt over the next year or two; the rating service also affirmed its "Ba1" rating of Westinghouse's unsecured senior debt. The rating affects about \$8.8 billion of debt securities. The **CBS** radio stations "should maintain their solid performance," the ratings company said.

### Unterberg Harris Rates CD Radio

**Unterberg Harris** has initiated coverage of **CD Radio Inc.** (Nasdaq: CDRD) with a "speculative buy" rating. UH said the opportunities in satellite digital audio radio service, which CD Radio produces, "translate into one of the most compelling business opportunities we have seen for any telecommunications service." UH gave CD Radio a year-end 1997 price target-range of \$20 to \$24 per share and estimated the company could have more than 7.5 million subscribers by the end of its fourth year of operation. CD Radio is currently trading at about \$11 1/4 per share.

### Evergreen Closes Credit Facility

**Evergreen Media Corp.** (Nasdaq: EVGM) has closed a new \$1.75 billion, eight-year syndicated senior credit facility under lead manager Toronto Dominion Bank. The new credit replaces Evergreen's prior \$625 million credit line and will be used to finance acquisitions, including the **Viacom** and **Gannett** deals. It will also be used for working capital, general corporate purposes, and will provide Evergreen with additional debt capacity for radio station buys, according to the company.

### Cox Prices Offers

**Cox Radio** (NYSE: CXR) said the price of its April 3 tender offer and consent solicitation will be \$1100.11 plus accrued and unpaid interest for each \$1000 principal amount of 11 3/8% senior subordinated notes due 2003. The payment date is expected to be May 2, 1997. The offer will expire at midnight on April 30.

### ARS Names Primis To Board

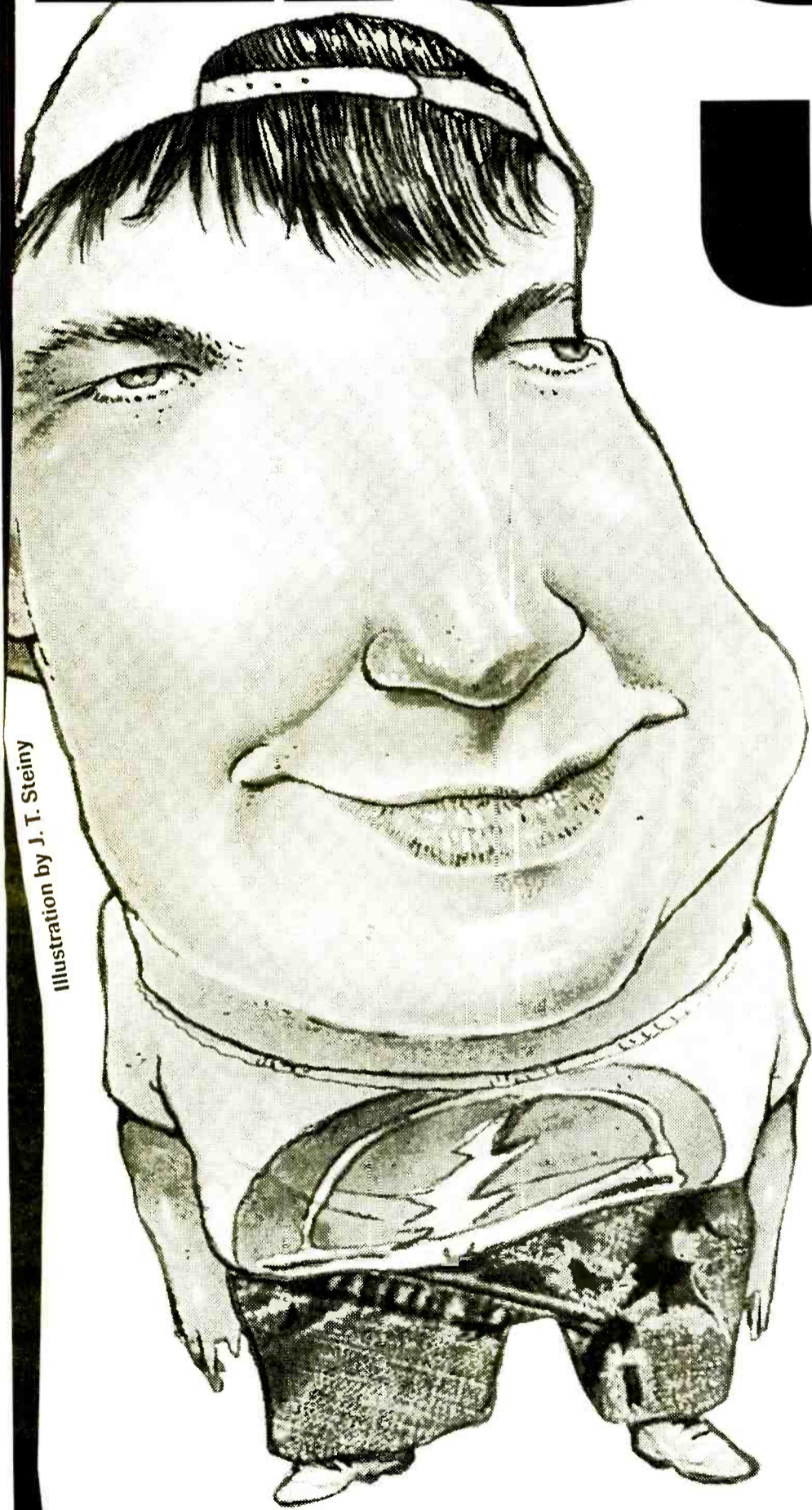
**American Radio Systems Inc.** (NYSE: AFM) has named former **New York Times Co.** President **Lance Primis** to its board of directors. He replaces **Donald Hebb Jr.**, who recently resigned. Primis's nomination is subject to the approval of ARS's shareholders, who are scheduled to meet May 29.

### WMZQ Adds Metro's News Service

**Metro Networks Inc.** (Nasdaq: MTNT) continued to beef up its radio affiliate stable this week by adding Country **WMZQ-FM/Washington** to its portfolio of stations that use its news coverage. Metro is adding approximately one affiliate per day and now provides news service to more than 325 radio affiliates.

Compiled from reports by the **Associated Press**, **Dow Jones News Service**, **Reuters**, **United Press International**, and R&R staff writers.

# Listen up!



It's John Renshaw  
for the wackiest, wildest,  
freakiest **Sports talk**  
in the nation.

Tune on to Renshaw  
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**847-509-1661**  
**Chuck** Duncan will send you one

## DEAL OF THE WEEK

- **Gulfstar Communications**  
**\$225 million (est.)**  
57 stations in five markets  
(see list accompanying deal)

## 1997 DEALS TO DATE

**Dollars To Date: \$4,670,746,886**  
(Last Year: \$3,058,017,699)

**This Week's Action: \$388,305,518**  
(Last Year: \$199,004,000)

**Stations Traded This Year: 768**  
(Last Year: 683)

**Stations Traded This Week: 91**  
(Last Year: 33)

## TRANSACTIONS AT A GLANCE

- JS Communications acquisitions \$23 million
- WEZL-FM & WXLY-FM/Charleston, SC
- WXZZ-FM/Lexington, KY
- KCBQ-AM/San Diego
- WERC-AM, WMJJ-FM & WOWC-FM/Birmingham \$31 million
- KMOV-FM, KOLL-FM & KSSN-FM/Little Rock \$20 million
- WBDN-AM/Brandon (Tampa-St. Petersburg-Clearwater), FL \$1.75 million
- KLUA-FM/Kailua & KPVS-FM/Hilo, HI \$1 million
- KIPA-AM & KHWI-FM/Hilo, HI \$2 million
- KCIX-FM & KXLT-FM/Boise, ID \$8 million
- WJDK-FM/Morris (Chicago), IL \$1.1 million
- WYRE-AM/Annapolis (Baltimore), MD \$275,000
- WRNR-FM/Annapolis (Baltimore), MD \$2.3 million
- WACM-AM/West Springfield (Springfield), MA \$600,000
- KHUB-AM & KFMT-FM/Fremont, NE \$347,300
- WTAM-AM & WLTF-FM/Cleveland \$45 million
- WOIC-AM, WMFX-FM & WNOK-FM/Columbia, SC \$14.8 million
- WOIC-AM & WMFX-FM/Columbia, SC \$5.5 million
- KLVL-AM/Pasadena (Houston), TX \$1.25 million
- KCEY (FM CP)/Huntsville, TX \$158,218
- KBKK-FM/Salt Lake City \$4.5 million
- KZJH-FM/Jackson, WY \$725,000

## TRANSACTIONS

## Two 'Stars' Collide To Form Supergroup

☐ **Gulfstar and Capstar finally meld as 229-station media monster**

## Deal Of The Week

## Gulfstar

## Communications

PRICE: \$225 million (est.)

TERMS: Stock sale

BUYER: Capstar Broadcasting Partners, headed by R. Steven Hicks. It owns or has agreed to acquire 172 stations. Phone: (512) 404-6840

SELLER: Gulfstar Communications, headed by President John Cullen. It owns 49 stations and has agreed to acquire an additional eight. Phone: (512) 320-7222  
Gulfstar's properties are:

- WBIU-AM, WJBO-AM, WYNK-AM & FM, KRVE-FM & WLSS-FM/Baton Rouge
- KLVI-AM, KIOC-FM, KKMV-FM & KYKR-FM/Beaumont, TX
- KRYS-AM & FM, KMXR-FM & KNCN-FM/Corpus Christi, TX
- KCQL-AM, KDAG-FM, KKFG-FM & KTRA-FM/Farmington, NM
- KEZA-FM, KKIX-FM & KKZQ-FM/Fayetteville, AR
- KWHN-AM & KMAG-FM/Fort Smith, AR
- KIIZ-FM & KLFX-FM/Killeen, TX
- KFYO-AM, KKAM-AM, KFMX-FM, KRLB-FM & KZII-FM/Lubbock, TX
- KAFX-FM & KYKS-FM/Lufkin, TX
- KKYR-AM & FM, KLLI-FM & KYGL-FM/Texarkana, AR
- KKTX-AM & FM, KISX-FM, KNUE-FM & KTYL-FM/Tyler, TX
- KIXS-FM & KLUB-FM/Victoria, TX
- KKTK-AM, KWTX-AM & FM, KBRQ-FM, KCKR-FM & WACO-FM/Waco, TX

## Group Deals

## JS Communications acquisitions

PRICE: \$23 million

TERMS: Asset sale for cash

BUYER: JS Communications Inc., headed by Terry Jacobs and Bill Stakelin

SELLER: Jacor Communications Inc., headed by President Randy Michaels. Phone: (606) 655-6550

## WEZL-FM &amp; WXLY-FM Charleston, SC

FREQUENCY: 103.5 MHz; 102.5 MHz

POWER: 100kw at 659 feet; 100kw at 1001 feet  
FORMAT: Country; Oldies

## WXZZ-FM/Lexington, KY

FREQUENCY: 103.3 MHz  
POWER: 1kw at 794 feet  
FORMAT: Alternative

## KCBQ-AM/San Diego

FREQUENCY: 1170 kHz  
POWER: 50kw day/1.5kw night  
FORMAT: Talk

## Alabama

## WERC-AM, WMJJ-FM &amp; WOWC-FM/Birmingham

PRICE: \$31 million  
TERMS: Asset sale for cash  
BUYER: Capstar Broadcasting Partners (see Deal Of The Week). Phone: (512) 404-6840  
SELLER: Ameron Broadcasting Inc., headed by President Bill Thomas. Phone: (205) 942-9600  
FREQUENCY: 960 kHz; 96.5 MHz; 102.5 MHz  
POWER: 5kw; 100kw at 1027 feet; 79kw at 2097 feet  
FORMAT: News/Talk; AC; Country  
BROKER: Randall Jeffery and George Otwell of Media Venture Partners

## Arkansas

## KMOV-FM, KOLL-FM &amp; KSSN-FM/Little Rock

PRICE: \$20 million  
TERMS: Asset sale for cash  
BUYER: Clear Channel Communications, headed by President Lowry Mays. It owns KDDK-FM & KMJX-FM/Little Rock. Phone: (210) 822-2828  
SELLER: Triathlon Broadcasting, headed by President Norman Feuer. Phone: (619) 239-4242  
FREQUENCY: 106.7 MHz; 94.9 MHz; 95.7 MHz  
POWER: 16kw at 866 feet; 96kw at 1844 feet; 100kw at 1663 feet  
FORMAT: Country; AC; Country

## Florida

## WBDN-AM/Brandon (Tampa-St. Petersburg-Clearwater)

PRICE: \$1.75 million

TERMS: Asset sale for cash  
BUYER: Mega Broadcasting Corp., headed by President Alfredo Alonso. Phone: (201) 541-9555

SELLER: WBDN LC, headed by receiver Michael Eskridge. Phone: (201) 768-8037

FREQUENCY: 760 kHz

POWER: 10kw day/1kw night

FORMAT: Talk

BROKER: Blackburn & Co.

## Hawaii

## KLUA-FM/Kailua &amp; KPVS-FM/Hilo

PRICE: \$1 million  
TERMS: Asset sale for cash  
BUYER: Big Island Radio L.P., a subsidiary of ASA Corp., headed by CEO/Director Thurston Twigg-Smith. It owns KAOE-FM/Hilo and KKON-AM & KAOY-FM/Kealahou, HI. Phone: (808) 525-8048  
SELLER: Hotspot Communications Corp., headed by President James Fakas. Phone: (808) 885-3591  
FREQUENCY: 93.9 MHz; 95.9 MHz  
POWER: 32kw at 2930 feet; 27kw at -358 feet  
FORMAT: AC; AC

## KIPA-AM &amp; KHWI-FM/Hilo

PRICE: \$2 million  
TERMS: Asset sale for 20,000 partnership units in Big Island Radio  
BUYER: Big Island Radio, a partnership formed with ASA Corp., headed by President Paul de Ville. Phone: (808) 525-8048  
SELLER: Big Island Broadcasting Co. Ltd., headed by Hugh Gordon  
FREQUENCY: 620 kHz; 100.3 MHz  
POWER: 10kw; 74kw at -512 feet  
FORMAT: Variety; AC

## Idaho

## KCIX-FM &amp; KXLT-FM/Boise

PRICE: \$8 million  
TERMS: Asset sale for cash  
BUYER: Jacor Communications, headed by President Randy Michaels. It owns KIDO-AM, KARO-FM & KLTB-FM/Boise. Phone: (606) 655-2267  
SELLER: Contemporary Media,

headed by President Kip Guth. Phone: (208) 376-6666  
FREQUENCY: 105.9 MHz; 107.9 MHz  
POWER: 50kw at 2700 feet; 45kw at 2684 feet  
FORMAT: Hot AC; B/EZ

## Illinois

## WJDK-FM/Morris (Chicago)

PRICE: \$1.1 million  
TERMS: Asset sale for cash  
BUYER: Odyssey Communications Inc., headed by President Michael Kakoyiannis. Phone: (914) 592-1071  
SELLER: DMR Media Inc., headed by President Diane Root. Phone: (815) 941-1000  
FREQUENCY: 103.1 MHz  
POWER: 3kw at 328 feet  
FORMAT: AC  
BROKER: Gary Stevens of Gary Stevens & Co.

## Maryland

## WYRE-AM/Annapolis (Baltimore)

PRICE: \$275,000  
TERMS: Asset sale for cash  
BUYER: United Business Broadcasting  
SELLER: Encore Broadcasting of Maryland, headed by President Jake Einstein. Phone: (410) 263-1430  
FREQUENCY: 810 kHz  
POWER: 250 watts  
FORMAT: Urban

## WRNR-FM/Grasonville (Baltimore)

PRICE: \$2.3 million  
TERMS: Not available  
BUYER: Empire Broadcasting, headed by President Steve Kingston. It owns two stations in Florida. Phone: (212) 314-9230  
SELLER: Encore Broadcasting of Maryland (see preceding deal)  
FREQUENCY: 103.1 Mhz  
POWER: 6kw at 328 feet  
FORMAT: Adult Alternative

## WACM-AM/West Springfield (Springfield)

PRICE: \$600,000  
TERMS: Asset sale for payment of existing loan  
BUYER: Antonio Gois. Phone: (413) 781-5200  
SELLER: Silva Broadcasting Corp., headed by President Joaquim Silva. Phone: (413) 781-5200  
FREQUENCY: 1490 kHz  
POWER: 470 watts  
FORMAT: Tropical

## Nebraska

## KHUB-AM &amp; KFMT-FM/Fremont

PRICE: \$347,300  
TERMS: Asset sale for cash  
BUYER: Mitchell Broadcasting Fremont Inc., headed by President John Mitchell Sr. It owns KOIL-AM/Bellvue, NE; KQKQ-FM/Council Bluffs, NE; KKAR-AM/Omaha; and KGDE-FM/Lincoln, NE. Phone: (402) 342-2000  
SELLER: KHUB Inc., headed by President Robert Claus. Phone: (515) 224-1470

## Ohio

## WTAM-AM &amp; WLTF-FM/Cleveland

PRICE: \$45 million  
TERMS: Asset sale for \$23.9 million cash and 750,000 shares of Jacor common stock  
BUYER: Jacor Communications, headed by President Randy Michaels. Phone: (606) 655-2267  
SELLER: Secret Communications L.P., headed by President Frank Wood. Phone: (513) 621-1600  
FREQUENCY: 1100 kHz; 106.5 MHz  
POWER: 50kw; 11.5kw at 1037 feet  
FORMAT: News/Talk; AC  
BROKER: Bill Steding of Star Media Group

Continued on Page 8

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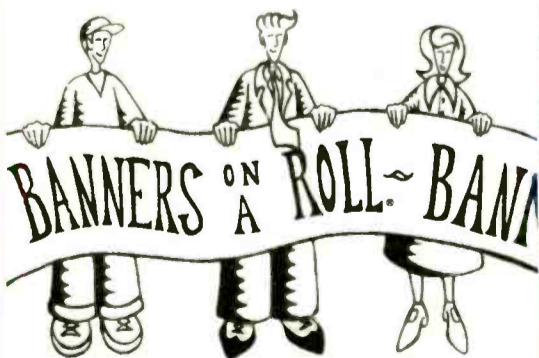


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## TRANSACTIONS

Continued from Page 6

## South Carolina

**WOIC-AM, WMFX-FM & WNOK-FM/Columbia**

PRICE: \$14.8 million

TERMS: Not available

**BUYER:** Capstar Broadcasting Partners, headed by President Steve Hicks. It owns WVOC-AM, WCOS-AM & FM, WHKZ-FM & WSCQ-FM/Columbia. In a separate agreement, it has agreed to sell WOIC-AM & WMFX-FM to Clear Channel (see following deal). Phone: (512) 404-6840

**SELLER:** Emerald City Radio Partners L.P., headed by President Paul Robinson. Phone: (202) 326-5240

**FREQUENCY:** 1230 kHz; 102.3 MHz; 104.7 MHz

**POWER:** 1kw; 6kw at 328 feet; 100kw at 1004 feet

**FORMAT:** Urban; Classic Rock; CHR

**BROKER:** Randall Jeffery Sr. and George Otwell of Media Venture Partners

**WOIC-AM & WMFX-FM/Columbia**

PRICE: \$5.5 million

TERMS: Asset sale for cash

**BUYER:** Clear Channel Communications, headed by President Lowry Mays. It owns WARQ-FM & WWDM-FM/Columbia. Phone: (210) 822-2828

**SELLER:** Capstar Broadcasting Partners, headed by President Steve Hicks. Phone: (512) 404-6840

**BROKER:** Randall Jeffery Sr. and George Otwell of Media Venture Partners

## Texas

**KLVL-AM/Pasadena (Houston)**

PRICE: \$1.25 million

**TERMS:** Asset sale for \$250,000 cash and a six-year, \$1 million promissory note at 6% interest

**BUYER:** Siga Broadcasting Corp., headed by President Gabriel Arango. Phone: (713) 868-6166

**SELLER:** The Estate of Angela Vera Morales, headed by executor Richard Vara. Phone: (713) 237-0222

**FREQUENCY:** 1480 kHz

**POWER:** 1kw day/500 watts night

**FORMAT:** Spanish

**COMMENT:** This deal was originally announced September 20, 1996 with Houston Hispanic Broadcasting as the buyer. That deal has since fallen through.

**KCEY (FM CP)/Huntsville**

PRICE: \$158,218

TERMS: Asset sale for cash

**BUYER:** New Wavo Communication Group Inc., headed by President Benjamin Amato. It owns KVST-FM/Willis, TX. Phone: (409) 756-2833

**SELLER:** Helen Maryse Casey. Phone: (409) 291-2612

## Utah

**KBKK-FM/Salt Lake City**

PRICE: \$4.5 million

TERMS: Asset sale for cash

**BUYER:** Jacor Communications, headed by President Randy Michaels. It owns KALL-AM, KKAT-FM, KODJ-FM, KURR-FM & KZHT-FM/Salt Lake City. Phone: (606) 655-2267

**SELLER:** Garcia Broadcasting L.L.C. Phone: (801) 263-8073

**FREQUENCY:** 106.5 MHz

**POWER:** 7.5kw at 2710 feet

**FORMAT:** Country

## Wyoming

**KZJH-FM/Jackson**

PRICE: \$725,000

TERMS: Asset sale for cash

## EARNINGS

## More Companies See Sturdy First Quarter

**Westinghouse Electric Corp.** (NYSE: WX) reported first-quarter 1997 losses of \$151 million (23 cents per share) on revenues of \$2.2 billion, including its purchase of Infinity Broadcasting. For the comparable period a year earlier, Westinghouse earned \$181 million (41 cents) on revenues of \$1.9 billion. First-quarter 1997 loss was slightly greater than expected. **First Call Inc.** had projected losses of 10 cents a share.

The radio segment had sales of \$313 million, compared to \$121 million in first-quarter 1996, and saw a 38% jump in pro-forma cash flow. Westinghouse Chairman/CEO **Michael Jordan** said the radio segment "exceeded our most optimistic expectations and is setting the pace of growth for the entire industry."

**SFX Broadcasting Inc.** (Nasdaq: SFXBA) said revenue and broadcast cash flow were at record highs for first-quarter 1997. SFX posted a loss of \$6.5 million (\$1.58) on net revenue of \$45 million. During the same period last year, SFX reported a loss of \$985,000 (15 cents) on revenue of \$19.8 million.

Broadcast cash flow was \$15.1 million, compared to \$5.7 million in the year-ago period — a 162% increase. Pro-forma revenue increased 11% and broadcast cash flow on a same-station basis increased 27% from last year's quarter.

SFX Exec. Chairman **Robert Sillerman** said the company's re-

sults are "proof that the rapid expansion we have undertaken over the past few periods was well conceived and effectively executed."

**Paxson Communications Corp.** (ASE: PXN) posted a first-quarter operating cash flow increase of 19% to \$8.8 million from first-quarter 1996's \$7.4 million. Revenues increased 56% from \$27.6 million to \$43.1 million. Radio revenues, in particular, were up from 1996's \$14.5 million to \$24.1 million, while radio cash flow increased 61% from \$2.3 million to \$3.8 million. Paxson Chairman **Lowell "Bud" Paxson** said the company "continues to reap the benefits of the improved operating performance within each of our radio group's markets."

**Walt Disney Co.** (NYSE: DIS) reported significant gains in revenue, cash flow, earnings, and earnings per share for its fiscal-year second quarter ended March 31, 1997. Earnings were up 63% to \$333 million (49 cents) on revenues of \$5.5 billion. The company's results for the previous year's second quarter do not fully reflect its acquisition of **ABC Inc.**, so results are reported on a pro-forma basis. Broadcasting revenues for the quarter increased 9% to \$1.5 billion.

Increases in broadcast cash flow and revenues marked **Saga Communications** (AMEX: SGA) 1997 first quarter. The company reported earnings of \$114,000 (1 cent) on net revenues of about \$13.5 mil-

lion. First-quarter 1996 net income was \$194,000 (2 cents) on revenues of \$11 million. Cash flow was up 13.5% to \$3.5 million from last year's \$3.1 million. On a same-station basis, Saga said broadcast cash flow increased 4.7% and net revenues were up 3.4%.

During the first quarter, Saga purchased **WFMI-FM & WFMF-FM/Milwaukee** for \$5 million and did a five-for-four stock split, effective April 1.

**Arbitron** parent **Ceridian Corp.** (NYSE: CEN) posted first-quarter net earnings of \$43.8 million (54 cents) on revenues of \$414.5 million. That earnings number includes a 15-cent-per-share impact of a litigation settlement during the quarter. First-quarter 1996 earnings were \$47.4 million (59 cents) on revenues of \$369 million.

The **PolyGram Group** (NYSE: PLG) registered an 8.4% gain in net sales for the first quarter, with sales of \$1.2 million, compared to \$1.1 million for the same period in 1996. Net income was down slightly to \$66,000 from \$67,000 during the year-ago quarter. Net income per share was flat at 37 cents. Music sales grew by 9%; operating income was up 19%.

The company said its results "reflect an improved contribution from music where the operating margin benefited from both international and local hits. This was offset by the expected weaker performance from film where most major releases are scheduled for the second half."

**BUYER:** Alpine Broadcasting Ltd., headed by President Scott Parker

**SELLER:** Teton Broadcasting Inc.

**BROKER:** Greg Merrill of Media Services Group

## Support Mounts For FCC Booze Investigation

Continued from Page 4

**Science in the Public Interest**, which coordinated the petition. "It has acted to shield children from harmful programming, including obscenity and indecency. Helping protect our children from the seduction of alcohol advertisements certainly deserves as much attention."

The petitioners say although it is "premature" to determine exactly what the FCC should do, it should at least "determine when alcoholic beverage advertisements are most concentrated on radio and television and propose corrective measures for advertisers to avoid reaching sub-

stantial teen audiences."

DISCUS responded that if the petitioners were really interested in reaching a truce with the alcohol and broadcasting industries they should "join us in urging the President and Congress to use the power of their offices to bring the beer, wine, spirits and broadcast industries together to develop a common code for all alcohol advertising."

Such a code already has wide support on Capitol Hill — Rep. **Joe Kennedy** (D-MA) two weeks ago introduced a bill that would exempt broadcasters from the antitrust laws to allow an industry-wide agreement. Hundt, too, is in favor of a code.

## McCain Introduces Cross-Ownership Bill

Continued from Page 4

"Diversity of viewpoints is as close as clicking on the Internet," McCain said. "It's time to finally get rid of this relic."

The ban has gummed up deals involving many large companies including **Disney**, which opted to sell the newspapers it picked up in its \$19 billion acquisition of **ABC** three years ago. Only a few waivers have been given to

media conglomerates since the cross-ownership law's inception: One was to **Rupert Murdoch's News Corp.** which owns **WNYW-TV** and the *New York Post*. And, only a few of the original newspaper/radio combos, grandfathered after the law began, remain intact. For instance, the *Chicago Tribune* still owns **WGN-AM**, which took its calls from the paper's slogan, "World's Greatest Newspaper."

McCain isn't trying to do radio — or TV for that matter — any favors, however. In fact, he introduced the bill almost as an act of sympathy for the newspaper industry's cause.

The act was introduced only days before the **Newspaper Association of America** meets for its annual meeting. Similar legislation is expected to be introduced in the House of Representatives.



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For More Information Contact: T.J. Martell Foundation 212 245-1818.

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This Event Is Dedicated to the Memory of Edward J. Keating

## Callahan Set As PD At WMBX/West Palm

KTNP/Omaha PD Kevin Callahan has accepted a similar position at WMBX/West Palm Beach. In February, the station switched from Soft AC to Alternative-leaning Hot AC, changed calls from WHLG to WMBX ("Mix"), and boosted power from 6000 to 50,000 watts.

Callahan told R&R that hiring talent would be one of his first priorities. "We have excellent afternoon drive and night personalities, but I need help in morning drive, a midday person, and a production director. WMBX is committed to the format and we've seen great success with it — especially at [WBMX/Boston and KMXB/Las Vegas]. The format's exploding everywhere."

Before joining KTNP last June, Callahan previously was MD at KKMKG/Colorado Springs and Asst. PD/MD at KRRK (which later became KTNP).

## National Record Company Established; Industry Vet Alexenburg Now President

Ron Alexenburg has been tapped as President of the National Record Co. (NRC), a new label formed by TV production/post-production firm National Video Center/Recording Studios Inc. Alexenburg was Sr. VP/FM of Epic Records in the '70s and established Infinity Records later that decade.

"We are thrilled to have Ron Alexenburg join the National family in helping lead us forward in the creation of a music company we feel is unlike anything ever done before," said NVC Exec. VP Andrew Lustig. "Our size, scope, and 38-year history in the TV industry make this a perfect partnership at a time when the record industry is undergoing significant change."

NRC plans to combine audio and video production with state-of-the-art musical production under one roof. According to Alexenburg, "The advantage for us — unlike some record companies — is we have the resources to create an environment that supports artistic development to the fullest ... from our own recording facilities to talented people like [NVC division National Sound Creative Director] Peter Fish and [Sr. Engineer] John Arrias, whose enthusiasm, experience, and love of music will help guide this effort."



Celebrating the National Record Co.'s launch are (l-r) National Video Center Sr. Exec. VPs Herb Ohlandt and Jeff Pastolove, National Sound Managing Director Jennifer Fish, National Record Co. President Ron Alexenburg, National Sound Creative Director Peter Fish, and National Video Center CFO Michael Callaghan and Exec. VP Andrew Lustig.

## EXECUTIVE ACTION

### Fuller, Youlios Form NetStar Entertainment

A Ian Fuller and Steve Youlios have formed NetStar Entertainment Group, which will develop and produce new programming for national and international syndication. The pair respectively will serve as Chairman/CEO and President/GM of the firm, which initially will concentrate on Talk radio.

"NetStar will focus on quality, not quantity, of programs," Fuller stated. "The company initially will concentrate on developing programming ... with an emphasis on women. News/Talk has traditionally skewed heavily toward males, but our goal is to produce and distribute fresh programming that attracts women as well."

Prior to this venture, Fuller was the founder, creator, and executive producer of "The Laura Schlessinger Show"; Youlios was GSM for Jacor's WGST-AM & FM/Atlanta and the Georgia News Network.

### All Pro's Sinicropi Now Cybertoons President

Steve Sinicropi has been named President of Cybertoons Digital, which specializes in broadcast computer animation. Prior to joining the company, Sinicropi was Exec. VP of All Pro Broadcasting and GM of WLUM-FM/Milwaukee.

"We are excited to add Steve to the Cybertoons team," remarked Chairman John Burke. "His experience in marketing and reputation for innovation will help position Cybertoons for continual growth in our broadcast animation and web development business."

Sinicropi added, "I've had a great 10 years with All Pro, but becoming a part of the management and ownership of Cybertoons is a career opportunity."



Sinicropi

### Ottmar Elected Back Bay President/Chairman

Peter Ottmar has been elected President & Chairman of Back Bay Broadcasters Inc. The company owns Rhode Island outlets WPNW-AM/Providence, WPJB-FM/Narragansett Pier, RI and WWKX-FM/New Bedford.

At the same time, he has been elected President & Chairman of Mercury Print & Mail Inc., a printing and direct mail company which he joined in 1979.

Ottmar has been in the communications industry for almost 20 years and got his start in radio ownership in 1979. He also is a partner in Inland Cable Communications in Massachusetts.

## Griffith Shoots For The Moon



Elektra recording artist Nanci Griffith performed at a private party in celebration of her newest release, "Blue Roses From The Moons." Unable to decide who's more excited are (l-r) Elektra Regional Marketing Manager Jay Perloff, WEA Regional VP Pete Stocke, Compact Disc World President David Lang, Griffith, WEA NY Field Sales Manager Paul McDermott, National Director/Sales Mike Smith and VP/Promotion Bill Pfordresher.

### Haselrig

Continued from Page 3  
duties, Haselrig will continue to host her 15-year-old Sunday morning

"Music Of Love & Inspiration" show. Her former Asst. PD position has been filled by nighttime personality Armando Rivera.

### McMurray

Continued from Page 3  
going to have some fun and do great radio."

McMurray's 19-year radio career consists of 11 years in programming, including KZTR/Oxnard-Ventura,

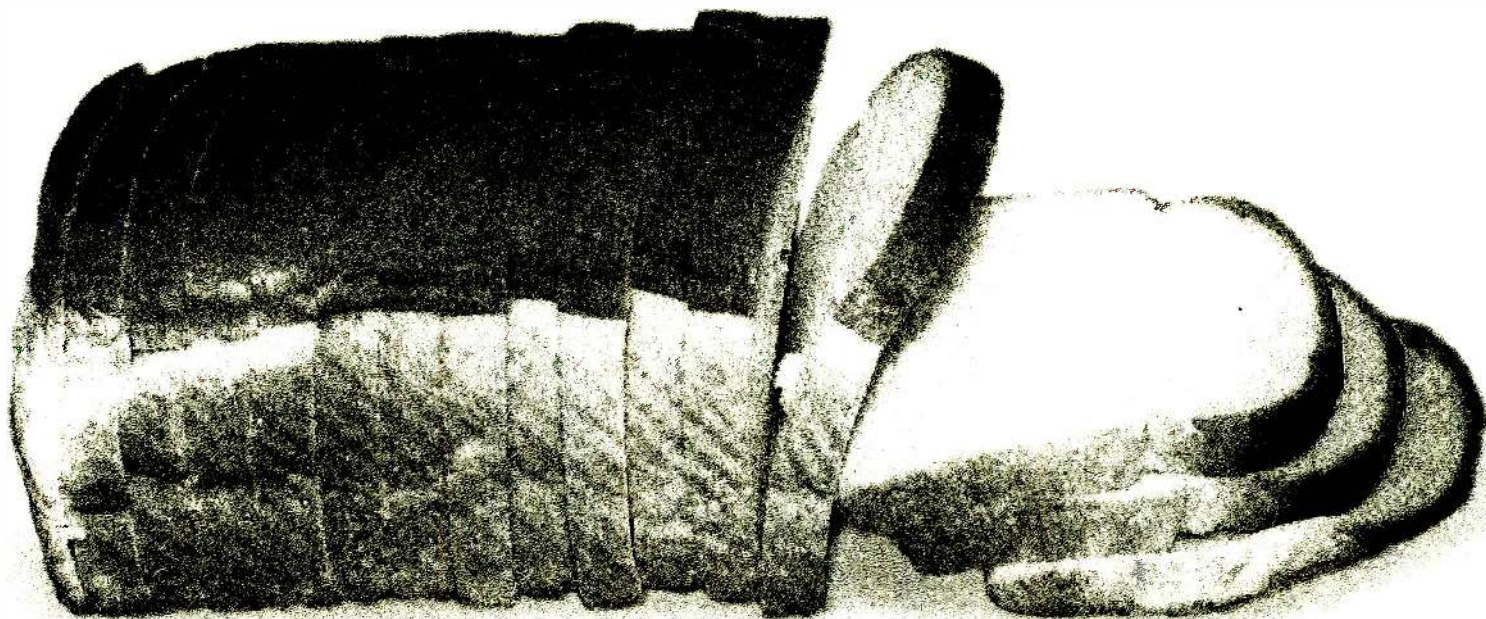
CA. He has also worked in Palm Springs, CA; Jackson, WY; and as a parttimer at KLOS/Los Angeles for two years. McMurray replaces John Duncan, who left for the PD opening at KLOS (R&R 3/28).

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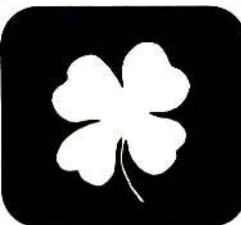
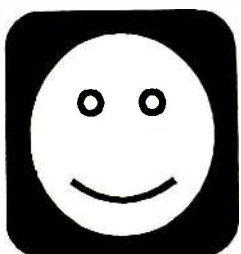


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# Radio's Big 'Snowjob'!

Although it's already May, the folks up in Oregon refuse to relent to the warm sun and admit summer's on the way.

All day Saturday (5/3), Alternative **KNRK-FM/Portland** listeners can enjoy all the extreme sports and format music they care to take in at nearby Mt. Hood Meadows. The \$25 ticket price includes ski-lift access and entertainment from such acts as **Social Distortion**, **Third Eye Blind**, and the **Mighty Mighty Bosstones**.

The "Snowjob" officially hosts the Bud Light Pro Invitational North American Snowboard Series Finals, with a \$20,000 cash purse. Also in the works are a full-sized Vert 1/2 pipe built into the mountain with top skateboarders, BMX, and in-line skaters; an on-snow dual slalom mountain bike race; and an interactive consumer trade show with free demos.

Both MTV and ESPN2 are expected to be on-hand for live remotes.

### Flaming Beetle

Classic Rock **WNEW-FM/New York** today (5/2) wrapped up its

"Chance Of A Lifetime" contest, where the winner (and a guest) can see **Paul McCartney** live in an intimate Town Hall appearance in London. The May 17 show — his only public promotion appearance in support of his latest effort, "Flaming Pie" — will feature McCartney on stage with guitar and piano. He'll also hold a Q&A session with the 50 lucky people who will make up the entire audience.

To win the trip, listeners were asked to tune into **Dave Herman's** morning show. The first person to correctly name the "Breakfast With The Beatles Two-fer" each day picked up his/her own McCartney CD catalogue, plus qualified to win the grand-prize package. The winner is set to be announced this week.

### Buy 'Em Before They Can Buy 'Em

Alternative **WLUM-FM/Milwaukee** recently put tickets for its "New Rock Fest" on sale in the same manner as **VH1's** successful

"Tickets First" promotion — by spending no money whatsoever. The station teamed up with local **CBS-TV** affiliate **WDJT-TV** to offer tickets to viewers and listeners before they officially went on sale.

Every weekday afternoon — during the end credits of "Beverly Hills, 90210" — morning host **Dave Justus** takes to the tube via split-screen to host "BHTV" on **WDJT**. While the regular bit is designed to provide "pop culture" bits, Justus devoted two days to the New Rock Fest. Additionally, **WDJT** placed a scroll on the bottom of its screen at various times throughout the week telling viewers to tune in again at 6:30pm that Friday to get a special hotline number for ordering tickets. That line would be open for just one hour to handle the advance ticket sales. Later that night, **WLUM** aired a :60 spot on **WDJT** detailing the Fest and giving out the hotline number again.

The "trade for mention" promotion gave **WLUM** and **WDJT** plenty of press, and not a dime was spent.

### Acting Dumb For Dave

Adult Alternative **WTTS-FM/Indianapolis** recently co-sponsored an open audition for "Stupid Human Tricks," a segment on **CBS-TV's** "Late Show With **David Letterman**." Held at Indiana University, the contest allowed some of Letterman's fellow Indianans to strut their stuff.

Winners got to perform on the show for a national audience ... and some neighbors, too. The April 25 show featured an *all-Indianapolis* audience flown in to the Big Apple! And yes, **WTTS** gave away tickets to the Late Show. But you knew that.

### Art Aid For Life

Rock **WICT-FM/Wichita** recently held a weekend exhibition of musicians as artists in the city's Old Town Market Place that featured work created by such celebrities as

## Pro:Motions

- **Renee LaFlam** is named Marketing Dir. of **Chancellor Broadcasting/Phoenix**, effective mid-May. She'll now oversee marketing and promotions for **KISO-AM**, **KOY-AM**, **KZON-FM** & **KYOT-FM**. LaFlam most recently served as Dir./Advertising & Mktg. at **KMOX/St. Louis**.

- **Pam Jodway** joins **Liggett Broadcast Group** as Dir./Mktg. Jodway will oversee **WJIM-AM & FM** & **WFMK-FM/Lansing**; **WGRD** & **WKHT/Grand Rapids**; **WHNN/Flint, MI**; **WBCK** & **WBXX/Battle Creek, MI**; and **WELL-AM & FM/Marshall, MI**. She most recently served as Sr. Mktg. Services Mgr. at **Coca-Cola Bottling Company of Michigan**.

- **Chris Turner** rises from Promotions Asst. at **KSON-AM & FM/San Diego** to Promotion Dir. at **Jefferson-Pilot** sister **KBZT-FM**.



Jodway

**Jerry Garcia**, **David Bowie**, **Eric Burdon**, **Bob Dylan**, **Jon Entwistle**, **John Lennon**, and **Michael Jackson**. **WICT** sponsored the Kansas showing, part of a 100-city North American tour. A \$1 donation from visitors (in lieu of an admission fee) helped raise money for **ConnectCare**, a group providing various services for those infected with AIDS.

The visit coincides with the station's fourth annual "Art Aid 4 Life," which also included a elegant food presentation at a local seafood restaurant and a fashion show/dance

recital co-sponsored by **Planet Hair**, an area salon.

### Wings 'N' Things

Watch out **Footy!** While you've been the King of Wing Dings for **WHYI-FM/Miami** for years, you may have a new rival. Alternative **WGRD-FM/Grand Rapids** is planning its own Wing Ding — an outdoor music festival and buffalo wing competition — on June 28. Bands haven't been announced yet, and a location is still TBA. But bring plenty of wet-naps and some Tabasco sauce, and you'll be fine.

— Adam Jacobson



**BIG HEAD BROADCASTERS** — It's official! **KOMP/Las Vegas** morning maniacs **Kevin Dubrow** and **Craig Williams** have the biggest heads in radio. And to prove it, they decided to broadcast live from this oversized billboard along I-15.



**HAKEEM'S A KLOL LISTENER!** — For weeks, **KLOL/Houston** had been asking Houstonians to go ahead and "Admit It" — they were listeners to morning men **Stevens & Pruett**. Among the notables admitting they listened to the show were the **Houston Rockets** entire starting five! However, it took a while for **Hakeem Olajuwon** to come clean. To prove it, here's **Olajuwon** (seated) with **Mark Stevens** (l), morning sidekick **Eddie "The Boner" Sanchez** (second from r), and **Jim Pruett**.

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59.4 million households  
Patti Galluzzi,  
VP/Music Programming

## ADDS

**CARDIGANS** Been It (Mercury)  
**DEPECHE MODE** It's No Good (Mute/Reprise)  
**DIONNE FARRIS** Hopeless (Columbia)  
**K'S CHOICE** Not An Addict (550 Music)  
**MATCHBOX 20** Push (Lava/Atlantic)

## EXCLUSIVE

**FOD FIGHTERS** Monkey Wrench (Roswell/Capitol)  
**LIVE** Freaks (Radioactive)

## HEAVY

**FIONA APPLE** Sleep To Dream (Work)  
**BLACKSTREET** Don't Leave Me (Interscope)  
**BLUR** Song 2 (Virgin)  
**BUSH** Cold Contagious (Trauma/Interscope)  
**FOXY BROWN** I'll Be Good (Def Jam/RAL/Mercury)  
**CHEMICAL BROTHERS** Black Rockin' Beats (Astralwerks/Caroline)  
**HANSON** Mmm Bop (Mercury)  
**JAMIROQUAI** Virtual Insanity (Work)  
**NOTORIOUS B.I.G.** Hypnotize (Bad Boy/Arista)  
**OFFSPRING** Gone Away (Columbia)  
**SPICE GIRLS** Say You'll Be There (Virgin)  
**SQUIRREL NUT ZIPPERS** Hell (Mammoth/Atlantic)  
**U2** Staring At The Sun (Island)  
**VERVE PIPE** The Freshman (RCA)

## JAM OF THE WEEK

**BABYFACE** How Come How Long (Epic)

## STRESS

**ERYKAH BADU** Next Lifetime (Kedar/Universal)  
**BEN FOLDS FIVE** The Battle Of Who Could Care Less (550 Music)  
**MARY J. BLIGE** Love Is All We Need (MCA)  
**TONI BRAXTON** I Don't Want To (LaFace/Arista)  
**MEREDITH BROOKS** Bitch (Capitol)  
**PAULA COLE** Where Have All The Cowboys Gone? (Imago/WB)  
**FAITHLESS** Insomnia (Arista)  
**FREAK NASTY** Da Dip (Power/Triad)  
**JONNY LANG** Lie To Me (A&M)  
**LIL' KIM** Crush On U (Undeas/Big Beat/Atlantic)  
**MIGHTY MIGHTY** ... The Impression That I Get (Mercury)  
**NO DOUBT** Sunday Morning (Trauma/Interscope)  
**SHAQUILLE O'NEAL** Strait Playin' (TWI/M/Interscope)  
**SAVAGE GARDEN** I Want You (Columbia)  
**SILVERCHAIR** Freak (Epic)

## ACTIVE

**AALIYAH** 4 Page Letter (BlackGround/Atlantic)  
**AZ YET** Hard To Say I'm Sorry (LaFace/Arista)  
**CARDIGANS** Been It (Mercury)  
**DARLAHOOD** Big Fine Thing (Reprise)  
**DEPECHE MODE** It's No Good (Mute/Reprise)  
**DIONNE FARRIS** Hopeless (Columbia)  
**GINUWINE** Tell Me Do You Wanna (550 Music)  
**DRU HILL** In My Bed (Island)  
**INXS** Elegantly Wasted (Mercury)  
**MICHAEL JACKSON** Blood On The Dance Floor (Epic)  
**K'S CHOICE** Not An Addict (550 Music)  
**MATCHBOX 20** Push (Lava/Atlantic)  
**MARK MORRISON** Return Of The Mack (Atlantic)  
**SWV** Can We (Jive)  
**TONIC** If You Could Only See (Polydor/A&M)  
**US3** Come On Everybody (Get Down) (Blue Note/Capitol)  
**WHITE TOWN** Your Woman (Chrysalis/EMI)

Video airplay from May 5-11.



50.8 million households  
Lee Chesnut, VP/Music Programming  
Wayne Isaak, Sr. VP/Music & Talent Relations

## ADDS

**OMC** How Bizarre (Mercury)  
**THIRD EYE BLIND** Semi-Charmed Life (Elektra/EEG)

## XL

**MEREDITH BROOKS** Bitch (Capitol)  
**PAULA COLE** Where Have All The Cowboys Gone? (Imago/WB)  
**JEWEL** You Were Meant For Me (Atlantic)  
**SAVAGE GARDEN** I Want You (Columbia)  
**WALLFLOWERS** One Headlight (Interscope)

## LARGE

**BARENAKED LADIES** The Old Apartment (Reprise)  
**BEE GEES** Alone (Polydor/A&M)  
**SHAWN COLVIN** Sunny Came Home (Columbia)  
**HANSON** Mmm Bop (Mercury)  
**INXS** Elegantly Wasted (Mercury)  
**DUNCAN SHEIK** Barely Breathing (Atlantic)  
**SPICE GIRLS** Say You'll Be There (Virgin)  
**U2** Staring At The Sun (Island)

## MEDIUM

**TONI BRAXTON** I Don't Want To (LaFace/Arista)  
**OAVE MATTHEWS BAND** Crash Into Me (RCA)  
**CYNDI LAUPER** You Don't Know (Epic)  
**MONICA** For You I Will (Warner Sunset/Atlantic)  
**JON SECADA** Too Late, Too Soon (EMI)

## CUSTOM

**"AFKAP"** The Holy River (NPG/EMI)  
**AFTER 7** Sara Smile (Virgin)  
**FIONA APPLE** Sleep To Dream (Work)  
**AZ YET** Hard To Say I'm Sorry (LaFace/Arista)  
**BABYFACE** How Come, How Long (Epic)  
**ERYKAH BADU** Next Lifetime (Kedar/Universal)  
**BLACKSTREET** Don't Leave Me (Interscope)  
**BRAND NEW HEAVIES** Sometimes (Delicious Vinyl)  
**COLLECTIVE SOUL** Precious Declaration (Atlantic)  
**ERASURE** In My Arms (Mute/Maverick/WB)  
**DIONNE FARRIS** Hopeless (Columbia)  
**KENNY G** Havana (Arista)  
**JONNY LANG** Lie To Me (A&M)  
**KENNY LATTIMORE** For You (Columbia)  
**MINT CONDITION** You Don't Have... (Perspective/A&M)  
**MORPHINE** Early To Bed (DreamWorks/Rykodisc)  
**ANN NESBY** This Weekend (Perspective)  
**OMC** How Bizarre (Mercury)  
**RUPAUL** A Little Bit Of Love (Rhino)  
**THIRD EYE BLIND** Semi-Charmed Life (Elektra/EEG)  
**TOAD THE WET SPROCKET** Come Down (Columbia)  
**TONY TONI TONE** Thinking Of You (Mercury)  
**VERVE PIPE** The Freshman (RCA)  
**WILD ORCHID** Talk To Me (RCA)  
**WHITE TOWN** Your Woman (Chrysalis/EMI)  
Video airplay from May 5-11.

36 million households  
Lydia Cole,  
VP/Music Programming

## Video Playlist

**MARY J. BLIGE** Love Is All We Need (MCA)  
**SWV** Can We (Jive)  
**MICHAEL JACKSON** Blood On The Dance Floor (Epic)  
**MINT CONDITION** You Don't Have... (Perspective/A&M)  
**NOTORIOUS B.I.G.** Hypnotized (Bad Boy/Arista)  
**GINUWINE** Tell Me Do U Wanna (550 Music)  
**HEAVY D** Big Daddy (Uptown/Universal)  
**112** Cupid 1 (Bad Boy/Arista)  
**ERYKAH BADU** Next Lifetime (Kedar/Universal)  
**LIL' KIM** Crush On U (Undeas/Big Beat/Atlantic)

Information for week ending May 2.

## Rap City Top 10

**KRS-ONE** Step Into A World (Jive)  
**NOTORIOUS B.I.G.** Hypnotized (Bad Boy/Arista)  
**LIL' KIM** Crush On U (Undeas/Big Beat/Atlantic)  
**HEAVY D** Big Daddy (Uptown/Universal)  
**SUGA FREE** If You Say Ready (Island)  
**WARREN G** I Shot The Sheriff (Def Jam/RAL/Mercury)  
**JERU** Me Or The Papes (London)  
**LADY OF RAGE** Sho Shot (Death Row)  
**SCARFACE** Smile (Rap-A-Lot/Noo Trybe)  
**FOXY BROWN** I'll Be (Violator/Def Jam/RAL/Mercury)

Information for week ending May 2.

# TELEVISION

## TOP TEN SHOWS APRIL 21-26

Total Audience  
(97 million households)

- 1 ER
- 2 Seinfeld
- 3 Fired Up
- 4 Touched By An Angel
- 5 Friends
- 6 Movie (Sunday)  
(“A Match Made In Heaven”)  
(tie)
- 7 Suddenly Susan
- 8 20/20
- 9 Academy Of Country Music Awards
- 10 Walker, Texas Ranger

Adults 18-34

- 1 Seinfeld
- 2 ER
- 3 Fired Up
- 4 Friends
- 5 Suddenly Susan
- 6 King Of The Hill
- 7 The X-Files
- 8 The Shining, Part One
- 9 The Simpsons
- 10 Beverly Hills 90210

Source: Nielsen Media Research

## COMING NEXT WEEK

All show times are ET/PT unless otherwise noted; subtract one hour for CT. Check listings for showings in the Mountain time zone. All listings subject to change.

## Friday, 5/2

- **Chuck Berry**, “Late Show With David Letterman.”
- **Paul McCartney, Tina Turner, and Don Was**, “ABC In Concert” (check local listings).

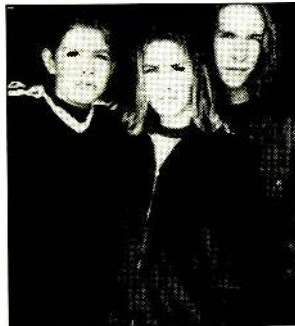
## Monday, 5/5

- **Deana Carter, Collin Raye, and Jeff Woods** perform on “Monday Night Concerts

With **Ricky Skaggs**” (TNN, 10pm ET/7pm PT).  
• **Maxwell**, “David Letterman.”

## Tuesday, 5/6

- **Mark Wills**, “Prime Time Country.”



- **Hanson**, “David Letterman.”
- **Blackstreet**, “Late Night With Conan O'Brien.”

## Wednesday, 5/7

- **Buck Owens** is profiled on TNN’s “The Life And Times Of ...” series (8pm ET/5pm PT).
- **Kentucky Headhunters**, “Prime Time Country.”

## Thursday, 5/8



- **Cyndi Lauper**, “The Tonight Show With Jay Leno.”
- **Bee Gees**, “David Letterman.”
- **Alison Krauss & Union Station**, “Conan O'Brien.”

# FILMS

## WEEKEND BOX OFFICE APRIL 25-27

1 <b>Volcano</b> (Fox)*	\$14.58
2 <b>Romy And Michele's High School Reunion</b> (Buena Vista)*	\$7.42
3 <b>Anaconda</b> (Columbia)	\$7.31
4 <b>Liar Liar</b> (Universal)	\$7.18
5 <b>The Saint</b> (Paramount)	\$5.00
6 <b>Murder At 1600</b> (Warner Bros.)	\$4.82
7 <b>Grosse Pointe Blank</b> (Buena Vista)	\$3.09
8 <b>Scream</b> (Miramax)	\$1.40
9 <b>The Devil's Own</b> (Columbia)	\$1.15
10 <b>Chasing Amy</b> (Miramax)	\$1.11

All figures in millions  
\* First week in release  
Source: Entertainment Data Inc.

## COMING ATTRACTIONS:

This week's openers include “Austin Powers: International Man Of Mystery,” starring **Mike Myers** as the title character. The film's **Hollywood** soundtrack showcases the **Wondermints**' “Austin Powers,” the **Cardigans**' “Carnival,” **Space's** “Female Of The Species (Fembct Mix),” **Edwyn Collins's** “The Magic Piper (of love),” and “BBC” by **Ming Tea** (comprised of Myers, **Matthew Sweet**, and **Susannah Hoffs**). **Hoffs** also contributes her version of the **Burt Bacharach**-penned “The Look Of Love,” while **Bacharach** himself teams with the **Posies** on “What The World Needs Now Is Lcve.” Cuts by the **Mike Flowers Pops** (“Call Me”), **Strawberry Alarm Clock** (“In-cense And Peppermints”), the **Lightning Seeds** (“You Showed Me”), **Luxury** (“These Days”), the **Divinyls** (“I Touch Myself”), **Broadcast** (“The Book Lovers”), **Sergio Mendes & Brasil '66** (“Mas Que Nada”), **Quincy Jones & His Orchestra** (“Soul Bossa Nova”), and the **James Taylor Quartet** (“Austin's Theme”) complete the LP.

“Warriors Of Virtue,” starring **Angus MacFadyen**, also opens this week. The film's **Kid Rhino** soundtrack contains **Speech's** “A Beautiful Morning,” **Richie Havens's** “Inside You,” **Wade Hubbard's** “You Can Fly,” **Charlie Sexton's** “Tennessee Plates,” and songs by **Vangelis, Clannad, judy judy judy, Ultraglide, and Mickey Hart & Bakithi Kumalo**. Rounding out this week's openers is “Truth Or Consequences, NM,” starring **Vincent Gallo** and **Mykelti Williamson**. The film features original music by **Island recording artist Jude Cole**.

# VIDEO

## NEW THIS WEEK

### • THE PREACHER'S WIFE (Touchstone)

Starring **Denzel Washington** and **Arista** recording artist **Whitney Houston**, this feature film sports an **Arista** soundtrack with 15 songs performed by **Houston**, including two versions each of “I Believe In You And Me” and “Step By Step.” Other tunes include “Somebody Bigger Than You And I,” “Joy,” “Hold On, Help Is On The Way,” and more.

21 million households  
Liz Kiley,  
VP/Programming

## National Top 20

**B-RDCK & THE BIZ** Mybabydaddy (LaFace/Arista)  
**MAKAVELI** Hail Mary (Death Row/Interscope)  
**ZAKIYA** My Love Won't Fade Away (A&M)  
**112** Cupid (Bad Boy/Arista)  
**WESTSIDE CONNECTION** Gangstas... (Lench Mob/Priority)  
**DRU HILL** In My Bed (Island)  
**LIL' KIM** Crush On U (Undeas/Big Beat/Atlantic)  
**JOE** Don't Wanna Be A Player (Jive)  
**ERYKAH BADU** Next Lifetime (Kedar/Universal)  
**ROME** I Belong To You... (RCA)  
**SPICE GIRLS** Wannabe (Virgin)  
**SPICE GIRLS** Say You'll Be There (Virgin)  
**AALIYAH** One In A Million (BlackGround/Atlantic)  
**702** No Doubt (Biv 10/Motown)  
**RONNIE HENSON** What Are We Gonna... (Motown)  
**SWV** Can We (Jive)  
**NOTORIOUS B.I.G.** Hypnotize (Bad Boy/Arista)  
**LADY OF RAGE** Sho Shot (Death Row)  
**BILLY LAWRENCE** C'mon (Elektra/EEG)  
**TRU** I Always Feel Like... (Priority)

Most requested for week ending April 25

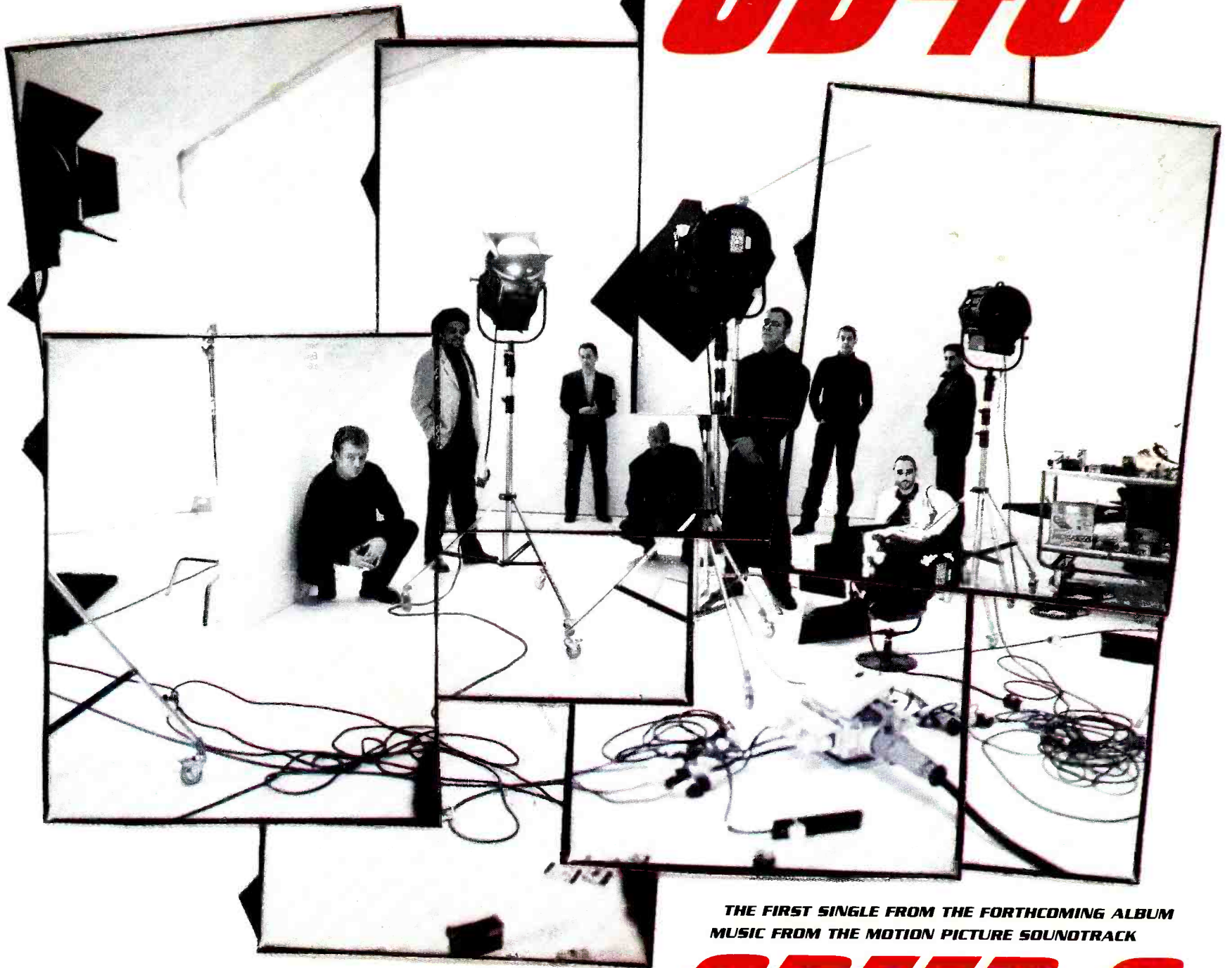
## POLLSTAR CONCERT PULSE

Pos. Artist	Avg. Gross (in 000s)
1 METALLICA	\$601.5
2 PHIL COLLINS	\$563.1
3 BROOKS & DUNN	\$504.0
4 KENNY G/TONI BRAXTON	\$411.7
5 CELINE DION	\$384.7
6 KISS	\$351.8
7 BUSH	\$276.0
8 SMASHING PUMPKINS	\$197.1
9 STEVEN CURTIS CHAPMAN	\$93.6
10 CLAY WALKER	\$80.5
11 COUNTING CROWS	\$74.9
12 MARILYN MANSON	\$69.1
13 SHERYL CROW	\$68.1
14 KORN	\$61.2
15 JEWEL	\$53.4

Among this week's new tours:  
**KENNY G**  
**TISH HINOJOSA**  
**JOHN MELLENCAMP**  
**ME'SHELL NDEGECELLO**  
**ORBIT**  
“OZZFEST '97” **OZZY OSBOURNE**, **PANTERA**, **MARILYN MANSON**, **TYPE O**  
**NEGATIVE**, **FEAR FACTORY**, **MACHINE HEAD**  
The **CONCERT PULSE** is courtesy of **Pollstar**, a publication of **Promoters' On-Line Listings**. (800) 344-7383, California (209) 271-7900.

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WHAT! MANAGEMENT



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## STREET TALK®

### Twin Cities' Flood Relief

**T**wenty-one Twin Cities radio stations joined together last Friday (4/24) to aid flood victims in the Grand Forks, ND region. The historic live broadcast — which took place from 5am-noon at the Target Center in downtown Minneapolis — were spearheaded by **KDWB** morning vet **Dave Ryan**.

Ryan approached PD **Dan Kieley** with the idea after witnessing a weekend of devastating floods and fires that forced 56,000 residents to evacuate, then began soliciting the support of other local stations. In addition to **KDWB**, **KBEM**, **KEEY**, **KEGE**, **KFAN**, **KLBB**, **KMOJ**, **KNOW**, **KQQL**, **KQRS**, **KSGS**, **KSJN**, **KSTP-FM**, **KTCJ** & **KTCZ**, **KYCR**, **Minnesota Public Radio**, **Radio AAHS**, **WCCO**, **WLTE**, and **WMNN** broadcast their morning shows from the Target Center, asking listeners to contribute money, food, water, and other essentials to assist the thousands left homeless by the rising Red River.

"I've been in the business 20 years and have never seen anything like this unbelievable support — we couldn't keep up with it," said Kieley.

**KDWB** GM **Marc Kalman** added, "I've been in the Twin Cities market for 29 years, and this is the first time every station got together and cooperated fully — it was a beautiful thing. We've raised over \$750,000 in cash so far; and 1.2 million pounds of food, clothing, and supplies that filled over 53 semis."

Other flood-related news: As of Monday (4/28), only **KNOX** and **KCNN/Grand Forks** were on the air, leaving 11 other radio stations dark.

#### 'Geriatric' Jokesters

Top-rated **KKLQ (Q106)/San Diego** morning drivers **Jeff & Jer** made their final appearance on the **Jacor** CHR last Thursday

#### Rumors

- Is **Jacor's Randy Michaels** looking at another Southern California AM that's set for a 50,000-watt upgrade?
- Could a Rocky Mountain PD be returning to his former stomping grounds in the Peachtree State?
- Has former **Big Beat/Tag** Sr. VP/Promo **Ron Geslin**, who is widely rumored to be a top contender for the open Sr. VP slot at **RCA**, been courted to become head of promotion for **V2**?

(4/24) before their imminent move to crosstown Hot AC rival **KFMB-FM**.

The dynamic duo was barely out the door when **Q106** began running promos to reposition them. In true **Jacor** fashion, **Q106** began calling it the "Jeff & Geriatric Show," identifying **Star** as "Old B100" (its former nickname) and calling PD **Tracy Johnson** "Stacy" and GM **Bob Bolinger** "Bob Bowlinghead."

Here's one **Q106** "lie detector" promo **ST** spies overheard:

*Announcer:* We've hooked up **Jer**, of **Jeff & Geriatric**, to the **Star** lie detector. When he tells the truth, you'll hear (*bell*). But when he tells you a lie you'll hear (*buzzer*). **Jer**, how old are you anyway?

*Jer:* Well, I'm in my 30's (*buzzer*). Gee whiz that hurts! OK, OK, I'm 40 years old (*buzzer*) AHHHHHH! All Right, I'll tell you how old I am. I qualify for the senior citizens discount at the cafeteria, that's how old I am (*bell*).

*Announcer:* Thanks for being so honest **Geriatric**. Oops, I mean **Jer**. So tell us, do you enjoy getting out and spending time with your listeners?

*Jer:* Oh yeah, it's one of my favorite things to do (*buzzer*). AHH! Um, well, I kinda like it! (*buzz*) OUCH!! OK, you bastard, I hate it! (*bell*). There's nothing worse than having to lower myself to even smile and acknowledge their presence (*bell*).

That's the reason we make (**Jeff & Jer** co-hosts) **Laura Cane** and **Little Tommy** do all our appearances, I hate them! (*bell*). And **Jeff** won't go out in public because if a nice stiff breeze blows through, his toupee starts flapping like a flag during a late-summer Santa Ana! (*bell*).

Meanwhile, former **Star** morning drivers **Kim Morrison**, **Dave Smiley**, and producer **Matt** were scheduled to start on **Q106** Thursday (5/1).

**Jacor Broadcasting/San Diego** moves **Howard Stern** — currently airing on Alternative **XTRA-FM (91X)** — to Active Rock **KIOZ**. In turn, **KIOZ's Dave, Shelly & Chainsaw** return to Rock **KGB**, where they hosted the "Dawn Patrol" from '90-'94. And **Robin Roth**, who had been anchoring local portions of **Stern's**

Continued on Page 20

#### McVay Media Wins

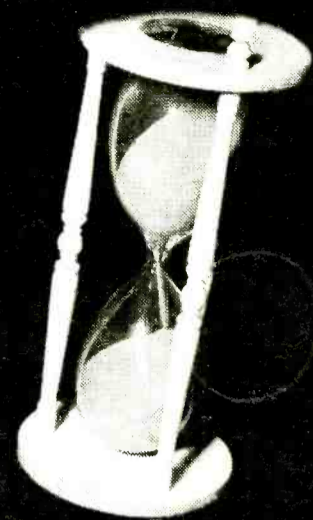
Congratulations to the staff at **Renda Broadcastings' WISH/Pittsburgh** as they posted a Winter '97 #1 25-54 women rank, Monday-Sunday, 6am-12am. **WISH** is now the #1 AC in the Steel City.

Big wins include #1 at **WWLI/Providence**, **WKDD/Akron**, **WDOK/Cleveland**, **KMXV/Kansas City**, **WVEZ/Louisville**,

**WTVR/Richmond**, **WEJZ/Jacksonville**, **KSSK/Honolulu**, **WQDR/Raleigh**, **WLHT/Grand Rapids**, **WFMK/Lansing...** and many more.

#### Join The Winners

We have the ratings to prove that our clients win. Call **Mike** or **Doris McVay** at (216) 892-1910 for the complete **McVay Media Rating Report Card** or just check our web site at [www.mcvaymedia.com](http://www.mcvaymedia.com).



tick, tock  
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## "ONE MORE DAY"

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| KBXX | Z90   |
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| KIKI | WFHN  |
| KDGS | KHTN  |

**Already on:**

- HOT97 WJMN KLUC



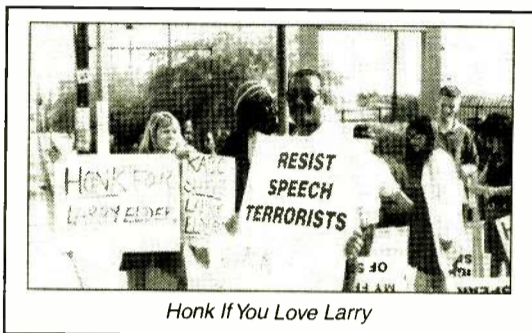
## STREET TALK®

Continued from Page 19

syndicated program, pairs up with **Chris Cantore** and **D-Day** for a new music-intensive morning show on 91X.

*Late Flash!* Several key **Westwood One** execs have been let go. They include: VP/Int'l **Johnny Biggs**, Sr. VP/Affiliate Relations **Gordon Peil**, affiliate relations vet **Craig Whetstine**, and longtime staffer **Joe Garner**. The moves come as WW1 will reportedly combine its Entertainment and Radio Networks divisions.

After becoming one of the precious few radio personalities to be profiled on



Honk If You Love Larry

"60 Minutes" (4/27), fans of controversial-but-popular **KABC-AM/Los Angeles** talk host **Larry Elder** showed up in force for a rally in front of the **ABC Radio**-owned station. Many of the supporters carried placards that read, "Honk If You Love Larry."

"I couldn't be more pleased," Elder told **ST**, adding he was impressed with "the diversity of the crowd. There were whites, blacks, Asians. They were well-dressed, not-so-well-dressed, young and old."

Congrats to **Steve Kingston**, whose **Empire Broadcasting** has acquired **WRNR-FM/Annapolis, MD**. Empire has four other properties: **WILN-FM & WTBB-FM/Panama City, FL** and **WCZR-AM & WKAZ-FM/Charleston, WV**.

### 'ZBQ Lights Up Tuscaloosa

A nude woman, covered only by the **WZBQ/Tuscaloosa, AL** logo, was the centerpiece of the station's new billboard campaign that went up last week. Well, it didn't take but 24 hours for area churches to begin their protests, and the local city council voted unanimously to "strongly urge WZBQ to take the boards down." The station ultimately relented and agreed to white out the offending



parts and stencil CENSORED across her shoulders. Lucky listeners, however, were able to obtain a souvenir "mini" of the original board at an "apparently nude lady" bumper sticker party staged by the station at a local mall.

After an encouraging winter **Arbitron**, **WHTZ (Z100)/NY** VP/GM **Jeff Dinetz** reaches deep into his pockets to renew morning drivers **Elvis** and **Elliot**. The duo signed a lucrative two-year deal.

**ABC's** nationally syndicated **Fabulous Sports Babe** is moving from the **ESPN Radio** Bristol, CT studios to **ABC Radio Network's** NY facilities starting May 12.

Radio/TV host **Steve McParlin** joins **KNBR-AM/SF** for mornings, replacing Bay

Continued on Page 22

### Rumbles, Pt. 1

- **Albany Broadcasting** President **John F. Kelly** is named Broadcaster of the Year by the New York State Broadcasters Association.
- **Jefferson-Pilot's** nationally syndicated "**Bob & Sheri**" show is picked up by **Bahakel Communications** Hot AC **WKSI-FM/Greensboro**.
- **WJFK/Washington** syndicated afternoon drivers **Don & Mike**, add **WTAR/Norfolk** to their list of affiliates.
- **WWZZ/Washington** names **Jeff Roberts** Prod. Dir., replacing **John Pleisse**, who stays on as a contract employee.
- **Jacor** Rocker **WEBN/Cincinnati's** Minister of Propaganda & Promotions **Michael Water** becomes APD.
- **WSJZ/Bufalo** PD **Steve Weirman** exits. OM **Mike Edwards** is named interim PD.
- **ARS** talker **KXNT/Las Vegas** will not renew **WFAN/NY** syndicated morning personality **Don Imus**. Just a few months back, the station dropped syndicated **Tom Leykis** and replaced him with local talent. Las Vegas comedian **Pat Cooper** is interim morning driver until a new personality is named.
- **Liggett Broadcast Group** promotes **Ray Marshall** to OM for its Lansing, MI stations: **WVFN-AM, WJIM-AM & FM, WFMK-AM, WITL-FM & WVIC-FM**. Marshall was previously **WFMK's** PD.
- **KDKB/Phoenix** MD **Paul Peterson** departs.
- Our deepest condolences to **Mercury** VP/Singles & Field Promo. **Tony Smith**, whose brother **Christopher Andrew Smith** passed away at age 47 on Monday (4/28).
- **KGDE/Omaha** PD **Scott Hardy** exits.
- To clarify last week's notation about MD and nine-year station vet **Kelley Davis** leaving **KATT/Oklahoma City**: Davis is moving to St. Louis in conjunction with her upcoming nuptials on May 16.

**TONIC**

Top 10 Phones:  
WGRD/#1, KFMA/#2  
KNRK, WEND, KGDE, WWDX,  
KAEP, KCXX

Researching At:  
99X, WGRD, KTBZ,  
WHYT, WLUM, WPLA, KZND,  
and more!

**"If You Could Only See"**

**R&R Alternative 13-9**

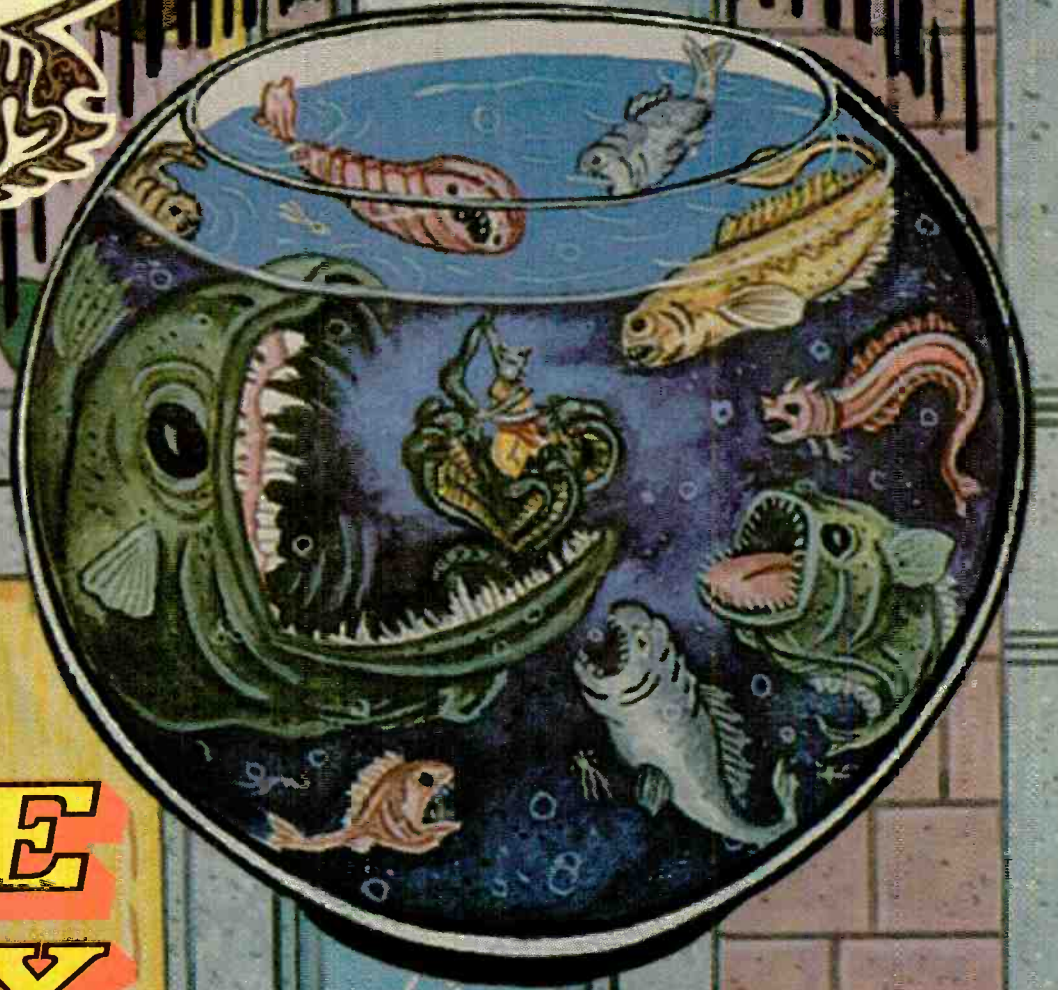
BB Modern Rock Monitor 14\*

New This Week...

Q101 • KDGE • KEDJ  
X96 • KSLY

**#1 HEATSEEKERS!**

**HIT 'EM WHERE IT HURTS.**



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IN MY  
SOUL**

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"NINE LIVES"

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# STREET TALK®

Continued from Page 20

Area standout **Frank Dill**, who retired after 34 years with the station.

**Crescent Communications** — former owners of **KSOL-FM/SF** (now **Chancellor Media's KYLD**) — will pay \$980,000 for a May '93 station prank that stopped traffic on the San Francisco-Oakland Bay bridge. The incident involved Wild 107 morning man **Mancow Muller's** sidekick **Chewy Gomez**, who received a haircut in front of morning commuters.

The fines settle a class-action suit filed by inconvenienced bridge commuters. Part of the settlement will allow commuters to cross the bridge free for three days between May 13-15. The balance will pay for sign and bridge improvements, and training of toll collectors.

**RCA Sr. VP/Pop Promo Bonnie Goldner** resigns to return to L.A. as **MCA's VP/Top 40 Promo**. This reunites Goldner with former **Nipper VP/Promo** and current **MCA Sr. VP/Promo Skip Bishop**.

Get well wishes go out to **WDAS-FM/Philadelphia** overnighiter **Mimi Brown**, who is home recovering after being shot in her torso and arm by **Loretta Edwards**, 39, who allegedly has been stalking Brown for more than a decade, and wounded Brown as she pulled into the **WDAS** parking lot.

**Mark Crump** has replaced **Craig Parker** as GM of **Simmons Family's Albuquerque** stations: **KIVA-AM, KZKL-AM & FM, KIOT-FM, KRZN-FM & KZRQ-FM**. **Dan Lindsay** becomes the station's **GSM**, succeeding **Brenda Towle**.

## Rumbles, Pt. 2

- Former consultant and **WXKX-FM/Parkerburg, WV OM Tom McGuire** becomes PD at **KBOB-FM/Quad Cities, IA-IL**.
- **WBBS-FM/Syracuse PD Rich Lauber** leaves the Country outlet to program AC sister **WYYY-FM**.
- **WBUZ/Toledo PD/MD Matt Willauer** departs. **OM Dan Bozyk** handles PD duties until a replacement is named.
- **KBFM/McAllen MD/PM driver Jeff DeWit** adds PD duties.
- **WAOA/Melbourne interim PD J.T. Daniels** becomes PD.
- **KFFM/Yakima, WA PD Michael Jack Kirby** resigns.
- **WSPK/Poughkeepsie, NY PD Stew Schantz** officially names himself morning driver.
- **WLPW/Lake Placid, NY PD/MD Brian Cosgrove** exits.
- **KZMG/Boise hires Ed Parreira** as MD/APD.
- **KFRX/Lincoln, NE nighttimer Paul Powers** adds MD duties.

### RADIO RECORDS



1

- **Thomas Hicks** elected Chairman of **Chancellor Broadcasting**.
- **Michael McDermott** recruited as **WILD-AM/Boston GM**.
- **Jeanell Hines** named **WOL-AM, WKYS-FM & WMMJ-FM/Washington Station Manager**.
- **Doug Gondek** tapped as **WXYT/Detroit OM/PD**.
- **John Peake** picked as **KRBE-FM/Houston PD**.

5

- **Columbia** creates **Chaos Records** with **Jim Cawley** as Label Manager.
- **Jay Kelly** captures **KBSG-AM & FM/Seattle PD** gig.
- **Ron Stone** set as **KEZK/St. Louis PD**.
- **Dave Ward** promoted to **KMJJ/Denver PD**.
- **Denise Skinner** elevated to **Capitol Records Sr. Dir./Artist Dev.**

10

- **Nancy Widmann** elevated to **CBS VP/Owned Radio Stations**.
- **Ben Hill** boosted to **WPGC & WCLY/Washington GM**.
- **Lee Michaels** recruited as **WBMX/Chicago PD**.
- **Bob Moody** appointed **WPOC/Baltimore PD**.
- **Russ Mottla** named **KTYD/Santa Barbara PD**.
- Country **WHN/NY** becomes all-Sports **WFAN**.

15

- **Neil Hershberger** promoted to **WDOK/Cleveland VP/GM**.
- **Dan Jessop** jumps to **KISN/Salt Lake City** as **OM/PD**.
- **Kate Ingram** tapped as **KFRC/SF MD**.
- **The Amatureo Group** buys **WDRQ/Detroit** for \$5 million.

20

- **Billy Pearl** and **Tom Greenleigh** appointed **KIQQ/L.A. Mgr./Prog. Ops**.
- **Jeff Salgo** hired as **KFXM & KDUA/San Bernardino Ops. Dir.**
- **KHJ/L.A.** hooks **Charlie Tuna** for mornings.
- **WCAO-FM/Baltimore** becomes Disco **WXYV**.

## Records

- **ST** hears the short list of people to assume the **Universal Music Group** presidency has been narrowed down to **Kedar Entertainment** founder **Kedar Masenburg** and **Jocelyn Cooper-Gilstrap**, Sr. VP and Special Asst. to **UMG Chairman/CEO Doug Morris**.
- **Capricorn Records** will relocate its headquarters from **Nashville** to **Atlanta** June 2.
- **American Recordings** lets go the last of the promotion and marketing team (of about 10 people), including **VP/Promotion Mark Neiter** and **VP/East Coast Promotion Karen Durkot**.

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Over 2300 spins

BDS Rock Monitor 16\* -14\* Airpower  
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R&R Alternative 19 - 15  
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now touring worldwide

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# U2

## “STARING AT THE SUN”

### U2 GOES TOP 10 TOP 40/ADULT

#### RESEARCH:

**WXKS – JOHN IVEY**

18-24 FEMALE – 20 OUT OF 40

85% FAMILIAR “Callout Building Every Week”

**WNNK – JOHN O’DEA**

20-26 FEMALE 3.60 OUT OF 5 RANK #7

**WSTW – MIKE SOMMERS**

CALLOUT IMPROVING!

3.48 OUT OF 5 #13 OVERALL

**KHMX – RICH ANHORN**

24-34 FEMALE RANK #18

“Still 27% Unfamiliar With A Lot Of Room For Growth!!”

**KYSR – CHRIS EBBOTT**

CORE LISTENERS #22 OUT OF 30!

“Research Improving. Top Researching Record With New Records On The Air.”

**WSHE – SHARK**

“Positives Keep Growing Each Week.”

**STAR 100.7 SAN DIEGO – TRACY JOHNSON**

“It’s Getting Strong Now. This One Is Going To Move Up In Rotation!”

**KLLC SAN FRANCISCO – LOUIS KAPLAN**

“#16 Out Of #35 Overall.”

**WZEE MADISON – JOHN FLINT**

“Top 15 Callout In Both 18-24 And 25-34 Females.”

85% FAMILIAR



**DON'T MISS U2 ON TOUR IN AMERICA NOW!**



**Shaev**

Continued from Page 1

ecutive," said 550 Music President **Polly Anthony**. "During her tenure at 550 Music, she has demonstrated a strategic, results-driven approach which is not bound to a radio format. Hilary continues to be an inspirational leader to all those around her, and I am thrilled to be recognizing her talents by awarding her with such a well-deserved promotion."

Shaev added, "It's an honor to be recognized, but two things are truly an honor every day: to be part of this label's growth and success and to be working for and learning from Polly Anthony. I couldn't have achieved this position without her, our incredibly talented promotion team, and our artists."

Shaev began her career in the music industry as a college representative for **CBS Records** in 1987. She then joined **SBK Records** in 1989, where she was National Manager/AC & Video Promotion, National Director/Top 40 & Video Promotion, and Northeast Promotion Manager. In 1991, she was named Sr. Director/Alternative & Video Promotion for the **EMI Records Group**.

**Capstar**

Continued from Page 1

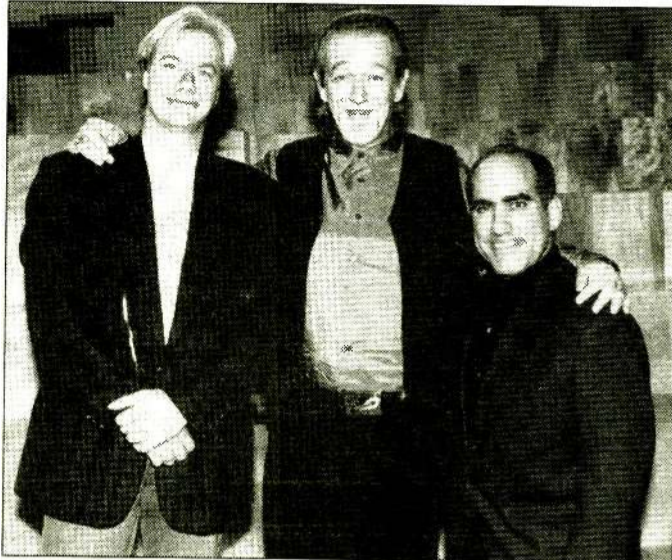
casting behemoth **CBS Radio** claims, a Capstar officer told **R&R**.

The transaction — crafted by Capstar President/CEO **Steve Hicks** and his brother, **Hicks, Muse, Tate & Furst** Chairman/CEO **Thomas Hicks** — will be an all-stock deal. While the overall value figures of the entire deal were not available at presstime, Capstar sources put the value of Gulfstar at \$200 million to \$250 million.

Hicks, Muse, Tate & Furst founded Capstar on June 21, 1996. The Hicks brothers formed Gulfstar in 1992 and have built it into a 57-station group (49 owned stations, another eight with letters of intent to purchase pending) with outlets in Texas, Oklahoma, Arkansas, Louisiana, and New Mexico. **Credit Suisse First Boston** is Capstar's advisor in the Gulfstar deal.

The Gulfstar merger is the latest in an acquisition spree that would make billionaire **Ross Perot's** head spin. Among the groups snatched up by Capstar are **Commodore Media**, **Osborn Communications Corp.**, **Community Pacific Broadcasting**

**Handling 'Rough News' Well**



*Congratulating blues great and two-time Grammy nominee Charlie Musselwhite (c) on his recent debut album, "Rough News" for Pointblank Records are label President John Wooler (l) and Virgin President/CEO Phil Quartararo.*

**Co. L.P.**, and **Benchmark Communications**. Just last week, the Hicks clan roped in a total of 55 stations for \$345 million when it agreed to

pay \$215 million for 36 **Patterson Broadcasting** outlets; \$60 million for eight **SFX Broadcasting** properties in Biloxi, MS and Jackson, MS; and \$70 million for **Knight Quality's** eight New England properties (**R&R** 4/25).

And it's not all big deals with Capstar, but a well-planned pattern of continued growth and acquisition. For instance, this week the company agreed to pay **Ameron Broadcasting Inc.** \$31 million for **WERC-AM**, **WMJJ-FM** & **WOWC-FM/Birmingham**. Capstar said it "has no plans to change the three stations' formats after the transaction is completed." That should occur in August, the companies said. Also, **Ameron** President/CEO **Bill Thomas** will join Capstar's management.

Capstar already owns or will own 169 stations through its regional operations — **Atlantic Star**, **Southern Star**, **Pacific Star**, and the still-developing Midwest subsidiary **Central Star**.

**Secada's Never Too Late**



*Jon Secada joined with friends and family to celebrate the release of his latest album, "Secada," featuring the single, "Too Late, Too Soon." Enjoying the closeness are (l-r) EMI Music Publishing Chairman/CEO Martin Bandier, EMI-Capitol Music Group Chairman/CEO Charles Koppelman, EMI Records Chairman/CEO Davitt Sigerson, Secada, Salsa Queen Celia Cruz, and Congressman Joe Kennedy.*

**The Mo' The Merrier**



*EMI Music Publishing finalized a deal with the Bone Thugs-N-Harmony-owned Mo' Thugs label consisting of the entire Mo' Thugs family represented on the million-plus selling "Family Scriptures" album. Feeling the family bond are (l-r) Exec. VP EMI MP Worldwide Robert Flax, Layzie Bone, attorney Jeff Kempler, Krazy Bone, EMI VP/Legal & Business Affairs Bruce Scavuzzo, Sr. VP Legal & Business Affairs Clark Miller and Creative Director Big Jon, Wish Bone, and EMI MP Chairman/CEO Martin Bandier.*

**Changes**

Continued from Page 12

drive ... **WQBZ's** new address is 7080 Industrial Hwy, Macon, GA 31206.

**Records:** **Lee Townsend** is named VP/A&R at **Verve Records**.

**National Radio:** **Mike Wilson** joins **Jones Satellite Networks'** **Rock Alternative** format for overnights.

**Industry:** **John Kelley** joins **VH1** as Sr. VP/Communications ... **George McMillan** becomes President/CEO of **BMG Direct** ... **Peter Ryus** is named COO at **WSI Corporation**.

**Osborn**

Continued from Page 1

**Osborn Corp.** and between 1981-83 served as VP/GM of **WYNY-FM/New York**. Before joining WYNY, Osborn was **NBC Radio's** VP/Finance and Administration for five years.

"Frank's leadership will be instrumental in the growth and development of Capstar's presence in the southern and eastern United States," Capstar President/CEO **Steve Hicks** said. Frank Osborn will work with southeast co-Chairmen **Jim Strawn** (formerly of **Patterson Broadcasting**) and **Joe Mathias** (formerly of **Benchmark Communications**).

Haymond most recently was GM at **Radio Ink** magazine. He will oversee Capstar's **WMMB-AM**, **WMYM-AM**, **WGGD-FM**, **WHKR-FM** & **WLRO-FM/Melbourne-Titusville-Cocoa**.



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CHIEF FINANCIAL OFFICER: **Bill Ferrari**  
SENIOR VP/RESEARCH & DEVELOPMENT: **Dan Cole**

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PRODUCTION MANAGER: **Roger Zumwalt**  
DESIGN DIRECTOR: **Gary van der Steur**  
ASSOCIATE ART DIRECTOR: **Marilyn Frandsen**  
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## RR LAUNCHING PAD

### RCA's Robyn Has 'What It Takes' For CHR

What's the deal with Sweden these days? The country that gave us **ABBA** and **Ace Of Base** now is exporting the **Cardigans** and **Drain S.T.H.**

Now it's time to add 17-year-old singer/songwriter **Robyn**, whose pure pop **RCA** single, "Do You Know (What It Takes)," was Most Added at CHR/Pop two weeks ago. Major-mar-

ket outlets reporting the single include **KHKS/Los Angeles**, **WIOQ/Philadelphia**, **KHKS/Dallas**, **WWZZ/Washington**, **KDWB/Minneapolis**, **WFLZ/Tampa**, and **WPRO/Providence**.

Robyn already has established a firm base in Europe, where her debut **RCA** album, "Robyn Is Here," sold over 100,000 copies in Sweden (platinum) and hit gold in Denmark. Before that, however, her work led her to **BMG/Sweden**, which promptly signed the songstress when she was 14 years old and put her in the studio with noted producers **Denniz Pop** (**Ace Of Base**) and **Falcon** (**Yousou N'Dour** and **Neneh Cherry's** global hit "7 Seconds"), among others. The end result of those efforts was "Robyn Is Here" and the Europop hit "Do You Know (What It Takes)."

RCA's U.S. promotion staff was first introduced to Robyn's music last September during the company's national meetings. Recalls VP/Pop Promotion **Bonnie Goldner**, "We were all very excited about the music and the artist. We felt very strongly that it was going to be very big for us."

That excitement crossed over to **WWZZ PD Dale O'Brian**, who says "Do You Know" is a "perfect song for our station, especially this time of the year where I'm looking for fun, uptempo records like this."

Like most pop programmers, O'Brian says he usually starts look-

ing for more uptempo songs "in March and April, when the weather begins to warm up. If you're lucky enough to identify the hits and get them established early, they'll be big for you in the peak times of late spring and early summer. That doesn't mean I'm ignoring the big power ballads. I just like our station to be more fun and uptempo."

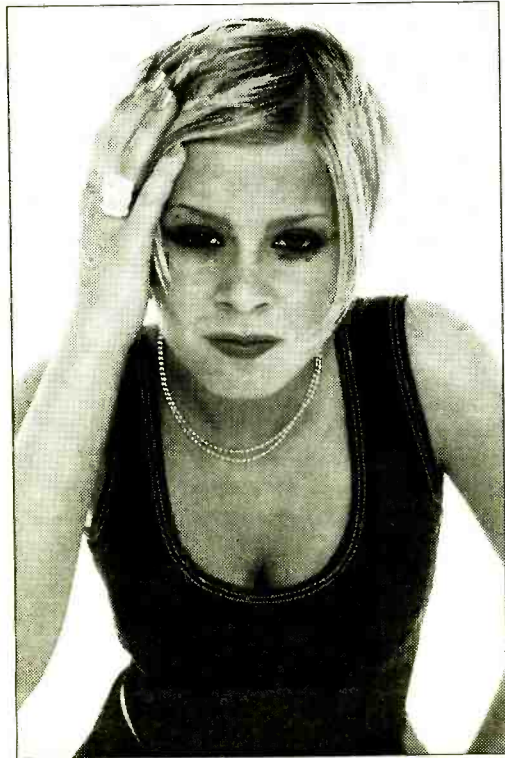
O'Brian isn't the only programmer excited about the single. Two weeks ago, **KHKS PD Ed Lambert** — who literally took it out of Goldner's hand and put it on the air — increased reported plays from seven to 40. And two months ago, **CHR/Rhythmic WBBM-FM/Chicago** requested an import copy of the record and started playing it. That was enough to convince **RCA** to move up its add date from May 5 to mid-April.

Goldner admits the set-up was "nothing more than having heard the music and knowing we had a great single to launch her with. She lives in Sweden. She has not been to this country yet or done any performance for radio or anything like that. We set it up at radio, and radio responded. It's perfect for what CHR's playing."

The album goes to retail on June 17.

**Soundtrack Catches Berri On The Rebound**  
Add R&B singer **LaKiesha Berri** to the list of artists who have received their first taste of major-market airplay on the strength of a soundtrack. In fact, **Hollywood Records** was so enamored with the vocalist that the label signed her last month.

The 23-year-old singer's "Like This And Like That," taken from the soundtrack to "The 6th Man," is gain-



Robyn

ing momentum at **CHR/Rhythmic** and **Urban** after charting at both formats three weeks ago. Leading Rhythmic stations reporting the single include **KHKS/San Diego**, **KKFR/Phoenix**, **WWXX/Providence**, and **KTFM/San Antonio**. Major-market Urban outlets include **WEDR/Miami**, **KMJM/St. Louis**, and **WZAK/Cleveland**.

Hollywood and "The 6th Man" soundtrack almost didn't come to be. A deal to include "Like This" on the **Atlantic** soundtrack to the movie "Space Jam" fell through just two days before mastering, according to Berri's bio. Not long after, Hollywood came calling and got the song placed on "The 6th Man," which eventually led to her label deal.

One programmer who's happy the record eventually came out is **KHKS PD Todd Shannon**. "It has an incredibly infectious, mid-tempo pop groove, which — unfortunately — we don't get that many of. It's either rap or ballads. That really helps the song cut through."

Shannon, who added the track April 1, says the single "is readily accessible to just about anybody. It's pulling down good phones and getting a lot of curiosity calls. People need to keep an eye out for her."



LaKiesha Berri

## MUSIC NEWS & VIEWS

### Cure 'Swing Live' On Internet

The **Cure** is the latest major recording act to sell music via the Internet. The **Elektra** group has made available 5000 copies of "Five Swing Live," a five-song set of live material recorded during its most recent UK tour. The cost is \$15.95, with 25% of the proceeds going to the International Red Cross. The disc includes the songs "Want," "Club America," "Mint Car," "Treasure," and "Trap." Visit [www.the-cure.com](http://www.the-cure.com) for more information.

### Electronica Fests: One On, One Off

A second touring electronica festival is in the works, this one featuring newcomers **Spring Heel Jack**, **BT**, **Crystal Method**, and the **Ninja Tunes**. The 13-concert trek begins on August 14 and lasts until September 13. Meantime, organizers for the "Chaotica" tour have put the electronica roadshow on hold for now. It seems scheduling problems arose after **Prodigy** and **Orbital** agreed to perform at this year's "Lollapalooza." Organizers hope to have the festival back on track this fall.



Prodigy

**RAINN**, a non-profit organization for victims of sexual abuse, and **Atlantic** singer/songwriter **Tori Amos** have teamed to launch the first-ever **RAINN Day** on May 16. Amos, co-founder of the group, is leading the efforts in asking radio and TV stations to interrupt normal programming to play a public service announcement about the organization. Broadcasters also are being asked to play Amos's song "Silent All These Years," which deals with abuse.

Odds-n-ends: **Alanis Morissette**, the **Red Hot Chili Peppers**, and **Blur** are the latest alterna-rockers to join the lineup for the Tibetan Freedom Concert, to be held June 7-8 in New York ... **Jive** singer/songwriter **R. Kelly** will be a guard in the starting lineup for the Atlantic City Seagulls, a minor-league professional team in the United States Basketball League. The first game is May 2 in Atlantic City ... **Elvis** fans take note: **RCA** is releasing a four-CD, 100-track **Elvis Presley** boxed set on June 17, two months prior to the 20th anniversary of the King's death. The set includes 77 previously unreleased recordings, including a version of **Bob Dylan's** "Blowin' In The Wind" ... **B-Real** and **DJ Muggs** are in the studio, working on the fourth **Cypress Hill** studio album. Meantime, **B-Real** has also completed an album with another side project, **The Psycho Realm**, slated for July release on **Ruffhouse/Columbia** ... **Kenny G** embarks on his national summer tour on June 6 in Portland ... **Columbia** has signed the **Neville Brothers**, and sister label **Sony 550 Music** has inked **Finley Quaye**, uncle to **Island** trip-hopper **Tricky** ... **MCA** alterna-rockers the **Nixons** have wrapped up work on their new self-titled album, slated for a June 24 release.



Tori Amos

**Woodstock Theme Park?**  
Cable TV entrepreneur/billionaire **Alan Gerry** has purchased the site of the 1969 Woodstock festival and wants to turn it into a music theme park. Gerry reportedly paid about \$1 million for the 37-acre field and an undisclosed sum for the surrounding 1000 acres. The purchase, made nearly one year ago, was disclosed last week when Gerry made public his preliminary plans, which include concert halls, outside music venues, and indoor movie theaters ... but no merry-go-rounds or ferris wheels.

# How To Develop Your Air Talent Through Aircheck Sessions

By Valerie Geller

Managers and programmers worry: "I can't find any good talent. I've listened to 50 tapes and they're all bad or mediocre. Why?"

They wonder: "Where are all the good people hiding? Why can't radio attract the 'A' players? Where is the next generation of talent out there?"

How can we find programmers who can work to develop the potential stars of the future? Can people in local markets really compete with top-notch syndicated national shows? The answer is yes ... and the way to develop talented people into powerful air personalities is through airchecks.

Yet so many PDs move up the ladder without any formal basic training in airchecking. There are boot camps that teach it and much of it is common sense — bear in mind the first rule of an aircheck session is "do unto others..."

## • What Is An Aircheck Session?

Specific feedback with specific examples backed up with tape of what went on the air, with achievable goals to help the talent move up to the next level of performance.

## • Isn't There A Better Way To Develop Talent?

If there was, I would hope we would have found it by now. Airchecking isn't the only way to develop and improve talent, but I think it's the best way. If you are a radio program manager and your air talent asks you, "What did you think of the show?" airchecking is something you might want to consider if you either "didn't hear it"; "did hear it, but didn't like it (or can't pinpoint

exactly why...)" or "don't have time to deal with it now."

Too often, programmers hire and fire shows without ever having invested the time and energy that might have made a good host great,

that their PDs can't or don't have the time to do.

Here's why. The purpose of the aircheck session is the talent's growth, through evaluation and constructive, usable, feedback. The power of the aircheck session is the understanding, reinforcing, supporting, and strengthening of the air personality by rehearsing and then talking about what took place on air.

Why does it work? It's effective. Air talent grows faster and improves with this technique, especially when it's consistent. A friend of mine likened airchecking to the religious confessional. He said, "There are some things that just have more power when witnessed."

For talent listening alone, the show sounds different than it when another person is there. For the host to refocus on how other people hear him, it helps to have an audience, however small, in the room.

One air talent I work with says, "When I listen alone, I focus on how I did. I get critical of just me, not how the whole show went. When I listen around other people I focus on everything that is happening on the air, the interviewee, the sound effects, the callers, the spots, the breaks, etc. I hear it all."

## Why Not To Aircheck

Programmers may not aircheck for several reasons. First, PDs believe they can't take or make opportunities for regularly scheduled aircheck sessions. It takes a lot of time (as much as two hours a session for each hour of tape) and can be emotionally draining. Other reasons include a lack of the necessary mix of support, constructive criti-

**An aircheck session done well leaves both management and talent with a sense of accomplishment and hopefulness. If done poorly, it can be a most torturous and damaging weapon doing irreparable harm.**

or enabled him to see the power of his work as well as its shortcomings.

An aircheck session done well leaves both management and talent with a sense of accomplishment and hopefulness. If done poorly, it can be a most torturous and damaging weapon doing irreparable harm.

## Talent Hungry For Feedback

Surprisingly, I'm often hired by talent at their own expense to conduct aircheck sessions with them

## Learn To Listen

News/Talk consultant Valerie Geller suggests these following questions to use in airchecking. Remember to listen to the answers.

- What worked? What didn't? Why?
- Was it visual?
- Did the presenter care about what he was talking about?
- What was the motivation for doing a particular bit?
- How did talent hope to engage the audience?
- Was it predictable?
- Did it have the element of surprise?
- Did the talent "own it"?
- Was it original?
- Did talent put himself into it?
- Was the topic overdone?
- Was talent bored by topic but just did it because it was frontpage news?

cism and motivation; or finding PDs rarely in the mood to aircheck on top of everything else they've got on their plates.

Some PDs secretly don't feel up to the job. They may think, "Who am I to pick apart this show? These guys are professionals and have been doing it pretty well for a long time. I don't want to say anything to them that will break their stride."

Some talent can be very difficult. If you're a new PD managing a show that's been very successful, you may face an uphill battle when it comes to bringing the talent in for an aircheck session, especially if they haven't had one in a long time. What the PD often fails to realize is that most talent is starving for feedback. They all want to be successful and grow. How you present the idea of an aircheck session can be important. Sometimes, instead of a formal

appointment, try an informal approach. After a few sessions like that, talent will be delighted to sit on your couch.

Whatever aircheck techniques are used, trust and truth must be established. Do not attempt to manipulate talent with false praise. It isn't right, it isn't fair, and most of these folks are smart enough to know what you're doing. Pick out the stuff you really do like and be specific.

## Entering Virgin Territory

The first time I airchecked a morning show, I was one of those nervous programmers. I thought, "Gee, who am I to tell these guys what is wrong with their show?" The night before I listened to hours of their work, made lists, took copious notes, and was too nervous to get much sleep.

Continued on Page 29



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# How To Develop Your Air Talent Through Aircheck Sessions

Continued from Page 28

After they got off the air the next day, our three morning team members walked in, sat down, looked me in the eye, and waited for me to say something. With sweaty hands, I put the tape in the cassette player. Before I could open my mouth, one host said, "No, no, no, let's skip over that part. Wait until you hear the next part, now that was funny ... and wait, back it up ... here's where we had that boring caller! Etc., etc., etc."

This went on for about an hour and a half. I had not uttered one word. At the end of the session, members of the morning show stood up and smiled. "Valerie," they said, "you're great at this. It's the best aircheck session we've ever had."

These broadcast professionals had known exactly what was right and what was wrong with their show. They just needed someone to be a visible audience for them and to be a witness for their self-critique. That aircheck session all those years ago taught me a lot. I learned more from those hosts than I taught them. This was my lesson — people already know their own strengths and weaknesses. All we programmers and managers have to do is help them emphasize their strengths and conquer or play down their weaknesses. By working regularly with your airstaff in using good aircheck techniques, you improve your odds that your talent will thrive.

The key principles for airchecking, both for talent and for management, are two-fold: Our areas of weakness are probably the things we try to avoid or don't like to do. What comes easily to us is most likely our area of strength.

What follows are various thoughts on airchecking I've assembled from my own experience and using the wisdom of others, who both manage talent and are themselves airchecked regularly.

- Wait to critique until the session, don't scare your talent with an impromptu meeting unless it's an emergency.
- Never do an aircheck session just before a show. Do them the following day, at a time that is mutually convenient.
- Don't build unnecessary resentment. Be sensitive to your talent's sleeping schedule. For example, don't ask your overnight guy to appear at a noon meeting. If you aircheck the morning show, don't pounce on them at 10am. After five hours on the air, it's lunchtime. It might work better to take show members out to breakfast — they'll be more receptive if fed.
- Aircheck regularly at set specific times. Never hotline the talent on the air while they're doing their show. *No matter what they say.* (Unless the health or safety of the listeners is at stake or the station

could lose its license due to what is happening on the air.) It's better to wait until later when things have cooled off and can be discussed rationally and reasonably. Always have the tape on hand for this discussion.

- Create a safe setting. This may mean a private setting, a mealtime discussion, or over a glass of wine or cup of coffee. It doesn't have to be formal, but does have to be regular and consistent.



**Whatever aircheck techniques are used, trust and truth must be established. Do not attempt to manipulate talent with false praise. It isn't right, it isn't fair, and most of these folks are smart enough to know what you're doing. Pick out the stuff you really do like and be specific.**

## Methods Of Airchecking

Aircheck methods vary from programmer to programmer, but what doesn't change is if talent and programmers are comfortable with the process, they don't feel threatened. It works a lot better. Creative work is easier if done in a "safe" setting.

- Remember, the aircheck session evaluation is for the host's improvement only, not for the ego of the programmer. The focus should be only on the show. This isn't the time to take up other concerns the PD or manager may have about the talent.

As a PD or manager, you have power over these people, so use it carefully. Additionally, air talent should remember that the PDs success is measured by your own. Try to remember that he is really there to help you.

- Acknowledge the host's accomplishments. Give them authentic feedback for good work. Start with the stuff they do right.
- Always use specific examples backed up with tape. Tape every moment on air. A discussion can degenerate quickly if the actual facts of the case are in dispute. Having the tape allows you to look at not only the content, but the context of an event on the show.
- Let the talent select the tape. En-

courage him to pick a tape of an "average" show. Let your host tell you the parts where the magic moment occurred and where it failed. If they blow it, they know it. Don't dwell on the obvious failures. Acknowledge them, and move on.

- Think before you speak. Criticism goes in very deeply. Talent is sensitive. So be clear, direct, and non-punitive. No matter how angry you are, avoid verbalizing your negative reactions to a piece until you can express it calmly and rationally.
- Don't Dump. Sometimes an aircheck session turns into a "dump" session where talent unburdens himself of a lot of thoughts having nothing to do with the show. A double standard applies here. It's acceptable, to a point, for the host to digress. After all, you the PD are uniquely able to understand the pressures talent may be under and even, in some cases, be able to do something to alleviate them. As a manager, however, you are there to aircheck, not to vent.

Listen to the talent. Should you hear the makings of a great show taking place in your office, encourage the talent to put it on the air. *Caution:* Don't let these diversions distract you from the aircheck session, just move the subject back to the tape and the show at the most appropriate moment.

- Ask a lot of questions and do a lot of listening. Find out why the talent did what he did or where she was going with it. How did your host want the listeners to respond? Did it seem to work? If not, why?
- On-air talent tend to be extremely perceptive and they know when you are not telling the truth, so be as honest as you can. If the talent feels he or she has been lied to, it will destroy their trust in you and ultimately hurt what goes on the radio.
- Don't put copies of aircheck evaluations in the talent's personnel files. Nor should you discuss an aircheck session with others. Only tape a session if the talent wants to take the cassette and listen to it again later. For trust to develop, these sessions must be private and confidential.
- End each session with agreed upon achievable goals that can easily be accomplished by the next scheduled session. Try to let the talent initiate goal setting if possible. And encourage the talent to do the work to his or her best ability.

Airchecking works best if there is only one primary person doing the feedback sessions. It can be very confusing for the talent to hear comments from many, many sources. That can be frustrating if the prod-

## Aircheck Session 'Do's'

Conducting an aircheck session the right way is how both the PD and host will get the results each wants. Here are a few key "do's" that will keep the session running smoothly:

- Acknowledge host's accomplishments
- Always use specific examples backed up with tape
- Let the talent select the tape
- Think before you speak
- Don't dump

uct can be "fixed" with just a few small changes.

Not everyone is going to like everything an air talent does. But if they try to grow and take some risks, more often than not it'll work. Sometimes managers need to be re-educated in order to learn that what they have on the air is a "work-in-progress," not a finished product and that the show will most likely develop and get a lot better in the weeks and months to come.

Radio is live performance. It is a living thing. Some shows work, some don't, but it's never an accident when a show is number one. It takes incredible show prep, effort and mistakes before it gets there.

### Creating Powerful Radio

The principles of "Powerful Radio" apply in airchecking. After hearing the show, ask questions and listen to the answers. What worked? What didn't? Why? Was it visual? Did the presenter care about what they were talking about? What was the motivation for doing that particular topic or bit on the air?

How did the talent hope to engage the audience? Was it predictable? Did it have the element of surprise? Did the talent "own it"? Was it original? Did the talent put themselves into it? Was the topic overdone? Was the talent secretly bored with the subject but felt pressured by the front page of the newspaper or the headline news, so must be talked about?

All these questions have answers. It's up to the talent of the programmer to know how to ask the questions and then hear what the talent comes up with. All these questions have answers. They just might not be answers that programmers want to hear.

The easiest part of the aircheck session is keeping the talent on track formatically. If you listen back to a tape and they're supposed to give the station name or time checks at certain points and they do it, great. If not, it can be worked on.

### Getting Them To Do What You Want

Programmers around the world share a common frustration and ask the same question of talent: "Why don't you simply just do what you are told to do? How hard can this be? We have talked about this over and over again!"

Talent says: "You care more about call letters and time checks than you do about content! A monkey or robot computer could do formatics. I'm an individual I got involved in what was going on the radio."

If they ask, "Why must I hammer these call letters over and over again? People already know what they are listening to," show them how the listeners listen — with short attention spans and with radio as background. Take the time to explain.

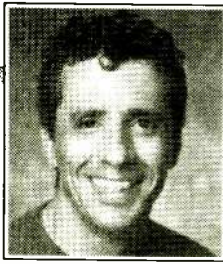
Why rebel with formatics in particular, or forget to do them? The answer is they don't believe it's important. If they don't understand why they're doing them or have specific explanations for the reasons behind these formatics, it's not a priority. They like to be in the know. They do not want to be good little soldiers and just "follow orders." They hate being told what to do without the reason. They hate just taking orders. Keep them in the loop.

If the goal is to get the talent to behave formatically, explain the reason why things are being done at specific times. Give them the reasoning behind the format and talent usually will respond favorably. Programmers that say, "Do it this way because I'm the boss and I say you will do it!" tend not to be running successful operations with top shows.

Finally, listen to why they do stuff. Maybe a talent is not doing something on the show because they think it could work better another way. They might just be right, so ask them what their ideas are. And if they have a better idea, throw out your ego and use it! Does it matter where the great idea comes from if it works?

**Valerie Geller is a News/Talk consultant and former WABC/NY PD. She is author of "Creating Powerful Radio, A Communicator's Handbook for News, Talk, Information and Personality."**

She is also hosting the Geller Media International Producer's Workshop on May 17 in New York. Geller can be reached at 212-580-3385, or via her web site at [www.gellermedia.com](http://www.gellermedia.com).



TONY NOVIA

## Promotion Season Is Here ... Are You Ready?

### □ Ideas you can use for your spring and summer efforts

After a harsh winter, especially in many Midwestern states, spring is finally in the air. And it's time to tap into spring fever and start planning the promotions that will help create top-of-mind listener awareness of your station between now and Labor Day.

Warm weather means concert season, and label reps must be feeling a lot like concert promoters these days. From **WBBM-FM (B96)/Chicago's** "Fifth Annual Bash" on June 29 to **KDWB/Minneapolis's** May 12 "Star Party," CHRs are lining up the hits live. On June 1, **WWKX (Kix 106)/Providence's** "Third Summer Bash" is in the wise piggyback position after **WXKS (Kiss 108)/Boston's** infamous "Kiss Concert 18" on May 31.

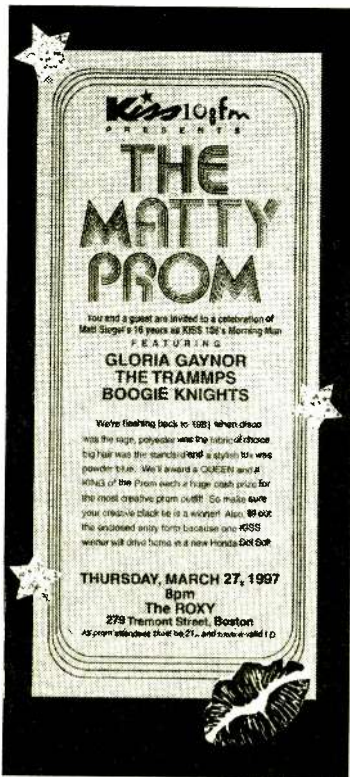
But one of the more original shows and concepts can be found at **WDCG (G105)/Raleigh**. For G105's "Big Shindig," **OM Brian Burns** and his staff have assembled an event in which **Shawn Colvin, Duncan Sheik, Third Eye Blind, Verve Pipe, and Barenaked Ladies**, among others, will perform June 1 on two stages. To keep G105 on the edge, Burns has employed **CitySearch** — a national Internet provider — to produce a dedicated homepage promoting the show.

And during the show, **CitySearch** will provide "virtual backstage passes" so that G105 ticket winners in the audience can ask the bands questions via computers from a dedicated site at the venue after each performance. Computer and input personnel will be located in the hospitality tent backstage so the artists can privately answer questions and get some post-show pampering. For fans who were unable to obtain a ticket to the sold-out show, pictures and editorial will be posted immediately on the Internet. For more information, contact Burns at (919) 361-1051.

If you watched the April 20 installment of "60 Minutes," one of the stories was about **Willie Nelson** and how he signs autographs for about an hour after each show. Every June,



She did survive! Gloria Gaynor proves she's still got the goods while entertaining the sold-out crowd at Kiss 108's "Matty Prom."



Kiss 108/Boston's "Matty Prom" invitation was mounted on a reflective mirror-like backing to help build excitement for the retro party.

country music's "Fan Fair" packs in over 25,000 people — at \$80 a ticket — to meet over 500 of their favorite country artists. Take a cue from these success stories: If your station is having a concert (and if logistics work out), attempt to set up an autograph/meet-and-greet session prior to your big event. Your sales department may even be able to sell it to a club or record store ... and your listeners will eat it up.

### Wear Thi\$!

Unlike **Ellen DeGeneres**, some stations' never-ending quests for additional exposure and revenue streams are taking them *into* the closet. **Nikki Linn**, Marketing Director for new **CHR WYVB/Daytona Beach** and co-owned **Alternative WKRO** has assembled one of the finest lines of station clothing I've ever witnessed. Taking the concept one step further, she has set up an *entire store* called "The Merc," which features an entire line of the latest styles of clothing with each station's respective logos tastefully intermingled into the designs. The line features cool funky clothes, shoes, accessories, T-shirts, license plates, leather jackets, baby bibs, baseball shirts, denim jackets, denim vests, halters, hats, and shorts — to name just a few of the items available. The radio station is located on the top floor of a building called the **Black Crow Mercantile** — hence the name "The Merc" — and the store featuring the clothes lines is located downstairs on busy **International Speedway Blvd.** Reach Linn at (904) 255-9300.

### Ooh Baby Baby

Want to know why **KHKS (Kiss)** Dallas morning driver **Kidd Kraddick** is No. 1? Besides being one of the best talents CHR has to offer, Kraddick and the folks at Kiss know how to promote.

Like his counterpart **Rick Dees** at sister **KIIS/Los Angeles**, Kraddick has the coveted ability to tap into a wide demographic audience. It's no secret that soccer moms won the election for **Bill Clinton**, and they are doing the same for Kiss. A promotion that taps directly into the soccer moms is "Kidd Kraddick's Diaper Derby," held during an event called **Kid's Funfest '97**, a large two-day event with shopping, entertainment, and events geared toward young children and their families. In the derby, more than 250 infants (12 months or younger) competed in a crawling race on a carpeted 10-foot track. The first two kids crossing the finish line in each of the 24 preliminary heats advanced to the semifinal rounds. Each winner of the six semifinals made it to the finals, and the grand prize winner pocketed \$10,000 in his little diaper.

### The Matty Prom

When **WXKS (Kiss 108)/Boston** morning driver **Matt Siegel** celebrated his 16th anniversary at the station, Kiss decided to throw a party. Flashing back 16 years to when Siegel started, "The Matty Prom" featured performances by **Gloria Gaynor** and



KHKS/Dallas morning driver **Kidd Kraddick** awards \$10,000 to the winning baby (and mother) at the **Kidd Kraddick Diaper Derby**: (l-r) KHKS morning show co-host **Bert Weiss**, Kraddick, **Richard Ortega**, crawling champ **Haleigh Spoerl-Ortega**, **Amanda Ortega**, and KHKS morning co-hosts **Kellie Rasberry** and **Tara Schneider**.

the **Trammps**. Ticket giveaways were the forced listening aspect of the promotion: The only way to get into the event was to listen for the "Prom Tip of the Day," then call in to win. In addition to the tickets, winners were automatically registered to win a 1997 Honda Del Sol.

### Ideas For The Taking

• When your station interviews artists and other celebs, take an extra moment or two with them to record some PSAs (for example, "don't drink and drive" or "don't do drugs" messages). Those come in especially handy during the Memorial Day, Fourth of July, and Labor Day holiday weekends. When done right, these PSAs can help image your station *and* earn FCC credit toward fulfilling your non-entertainment programming requirements for license renewal. Be sure to log them to receive proper credit.

• Are you going to the **Can Film Festival**? Not **France's** famous **Cannes** Film Festival ... the festival your station can hold in conjunction with a local theater or chain. The promotion works like this: In exchange for cans of food, your listeners will receive coupons good for a free movie and free popcorn or candy. All proceeds can go to a local food bank. This kind of promotion is especially timely if your station wants to assist in the Northern Plains flood relief efforts.

• **Pets** are in, and many stations are having success with "Pet Walks" and "Dog Jogs." These promotions benefit local animal shelters or local veterinary schools offering free care to dogs and cats that require major surgery or medical treatment for pet owners unable to afford those services. Most "Dog Jogs" feature a two-mile timed event with trophies in the male and female (human) as well as large, medium, and small dog categories. There is also a children's division. In addition to the timed race, there is a one-mile fun walk/run, a costume contest, an owner/dog look-alike contest, a spokesdog contest, and a raffle.

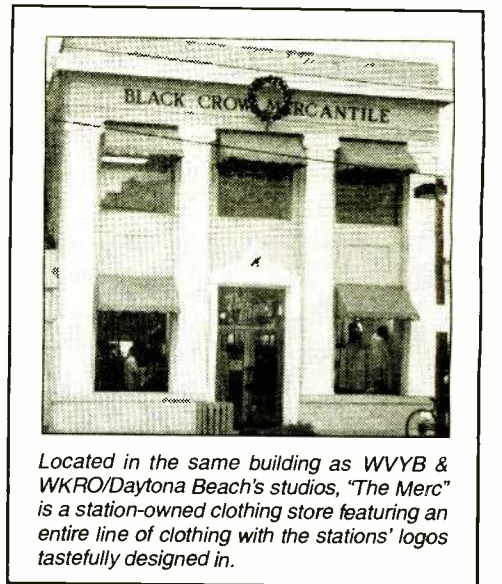
• For **Mother's Day** (May 11) and **Father's Day** (June 15), ideas range from the simple but effective (flyways to see mothers or fathers) to the outrageous — awarding a vasectomy on Mother's Day or a breast enlargement on Father's Day.

Many stations have covered either or both of the events live.

• A day of pampering always works for the ladies and is a popular in-office promotion.

• Some stations like to reward their fulltime airstaff with long weekends off. If that is in the cards, now's the time to start laying the groundwork for music features like the "Memorial Day 500," special '70s and '80s weekends, and "The Greatest Party Songs Of All Time," to name a few.

• As warm weather approaches, air conditioning sends your listeners' power bills soaring. During middays, ask listeners to fax in a copy of their bill. If you read their name on the air and they call, your station pays the bill.



Located in the same building as **WYVB & WKRO/Daytona Beach's** studios, "The Merc" is a station-owned clothing store featuring an entire line of clothing with the stations' logos tastefully designed in.

• Even though it's not Christmas, there is a very hot toy your listeners are trying to get their hands on. They're called **Beanie Babies**, and the good news is that if you can find them, they cost about \$5 each. Each of the 107 bean-bag animals comes with a birth date, identification tag, and bio. Made by **Ty Inc.** of Oakbrook, IL, one of these bean-bag fellas, "Peanut" The Elephant, has sold for up to \$1500.


• Finally, **Steven Spielberg's** "Jurassic Park" sequel, "The Lost World," comes out on Memorial Day. If you haven't already tied up the premiere, buy some tickets and give them away. I'd also stock up on "Lost World" merchandise early and save it for holiday giveaways.

CHR Asst. Editor **Jay Levy** contributed to this column.

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Address: 10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067; Phone (310) 788-1663; fax (310) 203-9763

# The Story...



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## CHR

**Most added!**

625 spins – 6 million audience reach

Z100 WXKS WKRQ KRBE WPRO  
KDWB WHYI KKLO WSTR WBZZ  
WXXL WHYT WPRO KIIS  
... and so many more

## HOT AC

**Most added!**

R&R Debut **30** BB Monitor 34-29\*

476 spins – 4.5 million audience reach

KYSR KZZP KALC WWMX  
KPLZ KBBT WHSE KHMV  
WPTE WLNK KLLC WPLL

## ALTERNATIVE

R&R **7**

BB Monitor 7\*

1,800 spins – 11.3 million audience reach



## EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES MAY 2, 1997

CALLOUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the airplay week of April 7-13.

### CHR/POP

#### TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)

ARTIST TITLE LABEL(S)	TW	LW	2W	3W	TOTAL% FAMILIARITY	TOTAL% BURN
<b>JEWEL</b> You Were Meant For Me ( <i>Atlantic</i> )	4.03	4.05	4.15	4.04	93.3%	28.5%
<b>CARDIGANS</b> Lovefool ( <i>Mercury</i> )	3.85	3.96	3.96	3.88	91.5%	34.8%
<b>WHITE TOWN</b> Your Woman ( <i>Chrysalis/EMI</i> )	3.83	3.74	3.53	3.46	62.3%	10.0%
<b>MONICA</b> For You I Will ( <i>Warner Sunset/Atlantic</i> )	3.67	3.73	3.79	4.00	66.3%	17.0%
<b>WALLFLOWERS</b> One Headlight ( <i>Interscope</i> )	3.65	3.91	3.75	3.71	74.3%	24.5%
<b>DUNCAN SHEIK</b> Barely Breathing ( <i>Atlantic</i> )	3.64	3.53	3.52	3.42	73.0%	17.3%
<b>SHAWN COLVIN</b> Sunny Came Home ( <i>Columbia</i> )	3.63	3.53	3.51	—	65.3%	11.3%
<b>SPICE GIRLS</b> Wannabe ( <i>Virgin</i> )	3.61	3.92	3.89	3.83	90.0%	31.3%
<b>DRU HILL</b> In My Bed ( <i>Island</i> )	3.56	—	—	—	37.8%	10.5%
<b>LUSCIOUS JACKSON</b> Naked Eye ( <i>Grand Royal/Capitol</i> )	3.56	3.59	3.51	3.47	57.8%	17.5%
<b>BLACKSTREET</b> No Diggity ( <i>Interscope</i> )	3.54	3.69	3.64	3.82	80.3%	24.5%
<b>KEITH SWEAT</b> Nobody ( <i>Elektra/EEG</i> )	3.54	3.54	3.64	3.80	67.0%	23.3%
<b>BABYFACE</b> Every Time I Close My Eyes ( <i>Epic</i> )	3.51	3.55	3.60	3.80	70.5%	19.5%
<b>MARK MORRISON</b> Return Of The Mack ( <i>Atlantic</i> )	3.49	3.55	—	—	39.8%	12.3%
<b>HANSON</b> Mmm Bop ( <i>Mercury</i> )	3.48	3.60	3.35	—	59.8%	16.5%
<b>SPICE GIRLS</b> Say You'll Be There ( <i>Virgin</i> )	3.48	3.63	—	—	72.3%	20.8%
<b>SAVAGE GARDEN</b> I Want You ( <i>Columbia</i> )	3.47	3.36	3.30	3.38	79.8%	24.5%
<b>COUNTING CROWS</b> A Long December ( <i>DGC/Geffen</i> )	3.46	3.59	3.54	3.57	79.8%	30.8%
<b>AZ YET</b> Hard To Say I'm Sorry ( <i>LaFace/Arista</i> )	3.44	3.67	3.59	3.69	56.5%	14.0%
<b>BRUCE SPRINGSTEEN</b> Secret Garden ( <i>Columbia</i> )	3.43	3.78	3.78	3.71	58.8%	20.8%
<b>CELINE DION</b> All By Myself ( <i>550 Music</i> )	3.43	3.61	3.59	3.66	90.5%	35.3%
<b>SHERYL CROW</b> Everyday Is A Winding Road ( <i>A&amp;M</i> )	3.43	3.64	3.52	3.59	88.5%	36.5%
<b>GINA G</b> Ooh Aah...Just A Little Bit ( <i>Eternal/WB</i> )	3.35	3.35	3.26	3.43	72.3%	29.0%
<b>PAULA COLE</b> Where Have All The Cowboys Gone? ( <i>Imago/WB</i> )	3.30	3.35	3.46	3.50	74.8%	28.8%
<b>U2</b> Staring At The Sun ( <i>Island</i> )	3.29	3.32	3.33	3.24	54.0%	16.0%
<b>REAL MCCOY</b> One More Time ( <i>Arista</i> )	3.16	3.09	3.14	3.18	46.5%	15.5%
<b>INXS</b> Elegantly Wasted ( <i>Mercury</i> )	2.98	3.05	2.76	2.79	40.5%	13.5%
<b>JON SECADA</b> Too Late, Too Soon ( <i>SBK/EMI</i> )	2.97	3.06	2.83	3.08	32.8%	11.0%

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, Long Island, New York, Philadelphia, Pittsburgh, Providence, Washington, DC. **SOUTH:** Atlanta, Charlotte, Dallas, Houston, Miami, New Orleans, Norfolk, Orlando, Tampa. **MIDWEST:** Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis. **WEST:** Los Angeles, Portland, Salt Lake City, San Diego. Songs are removed from Callout America after 20 weeks of testing. © 1997, R&R Inc.

### CALLOUT AMERICA® Hot Scores

By ANTHONY ACAMPORA

**W**hite Town's "Your Woman" (*Chrysalis/EMI*) climbs to No. 3 in overall rank — mostly fueled by its second-place showing among 18-24 women and No. 3 rank in the teen cell. "Woman" is likely to grow among 25-34 respondents as airplay increases build familiarity in the 27 Callout America markets surveyed.

"Sunny Came Home" by **Shawn Colvin** (*Columbia*) moves 3.53-3.63 in total favorability as the song's familiarity reaches 65%. "Sunny" posts top 10 rankings in all three demos, with eighth-place showings among teens and 18-24 and a sixth-place rank 25-34.

Several songs that have been toward the middle of the pack overall are showing signs of life among 25-34s.

"Barely Breathing" by **Duncan Sheik** (*Atlantic*), ranks fourth 25-34 (in addition to fifth 18-24). "Ooh Aah ... Just A Little Bit" by **Gina G** (*Eternal/WB*) has consistently performed better 25-34 — this week climbing to fourth in the cell. Similar results have been seen for "Where Have All The Cowboys Gone?" by **Paula Cole** (*Imago/WB*), which is seventh in the demo.

"Naked Eye" by **Luscious Jackson** (*Grand Royal/Capitol*) is testing very well with 18-24s — moving up to No. 3 in the demo with a 3.72. Luscious Jackson has been a consistent performer at Alternative, but this song is performing better at CHR/Pop and Hot AC, which have stuck with the song and watched it build.



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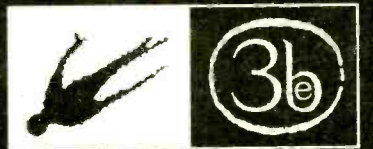
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### #1 MOST ADDED

#### The Players

Z-100 New York  
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WSTR Atlanta  
WXKS Boston  
WKRQ Cincinnati

KKLQ San Diego  
WDCG Raleigh  
WZOK Rockford  
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Louis Kaplan - Alice/San Francisco

*"Smash. Top 10 Phones"* John Ivey - WXKS/Boston

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MAY 2, 1997

Table with 11 columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TW, LW, 2W, 3W, TOTAL STATIONS/ADDS. Includes entries for JEWEL, SAVAGE GARDEN, WALLFLOWERS, PAULA COLE, MONICA, HANSON, CARDIGANS, SPICE GIRLS, SHERYL CROW, DUNCAN SHEIK, NO DOUBT, WHITE TOWN, BABYFACE, SHAWN COLVIN, MARK MORRISON, BRUCE SPRINGSTEEN, U2, EN VOGUE, INXS, GINA G, AZ YET (highlighted as Breaker), REAL MCCOY, CELINE DION, OMC, BLACKSTREET, LUSCIOUS JACKSON, ERASURE, SISTER HAZEL, BLESSID UNION OF SOULS, KEITH SWEAT, R. KELLY, COUNTING CROWS, VERVE PIPE, JON SECADA, TONI BRAXTON, JOOSE, ROBYN, BEE GEES, BARENAKED LADIES, MICHAEL JACKSON, KEITH SWEAT, DRU HILL, NO DOUBT, LEAH ANDREONE, FREAK NASTY, BLACKOUT ALLSTARS, JOCELYN ENRIQUEZ, DEPECHE MODE.

This chart reflects airplay from April 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker. 129 CHR/Pop reporters. 128 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

BREAKERS®

AZ YET

Hard To Say I'm Sorry (LaFace/Arista)
TOTAL PLAYS/INCREASE 2247/343
TOTAL STATIONS/ADDS 97/7
CHART 22

MOST ADDED®

Table with 3 columns: ARTIST TITLE LABEL(S), ADDS. Includes entries for THIRD EYE BLIND, MEREDITH BROOKS, ROBYN, CARDIGANS, BOB CARLISLE, INDIGO GIRLS, 3RD PARTY, BLESSID UNION OF SOULS, VERVE PIPE, MARK MORRISON.

MOST INCREASED PLAYS

Table with 3 columns: ARTIST TITLE LABEL(S), TOTAL PLAY INCREASE. Includes entries for HANSON, ROBYN, SPICE GIRLS, BLESSID UNION OF SOULS, MONICA, MARK MORRISON, MEREDITH BROOKS, WHITE TOWN, AZ YET, SHAWN COLVIN.

HOTTEST RECURRENTS

Table with 3 columns: ARTIST TITLE LABEL(S). Includes entries for TONI BRAXTON, DONNA LEWIS, KEITH SWEAT, ALANIS MORISSETTE, MERRIL BAINBRIDGE, NO MERCY, TONI BRAXTON, SHERYL CROW, JOHN MELLENCAMP, EVERYTHING BUT THE GIRL.

Breakers: Songs registering 2000 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.

Advertisement for 'the brand new heavies sometimes' featuring a sun logo and the Red Ant logo.

From the forthcoming album "Shelter" in stores May 13

CHR/Pop NEW & ACTIVE
CHR/Rhythmic NEW & ACTIVE



Produced by the Brand New Heavies

New adds include:

Table with 3 columns: WHOT, WERZ, KHTO, KSMB, KISR, WQZQ, WWCK, WQLH, WXIS

Already on:

Table with 4 columns: WXKS, WVKX, WHHH, WVKS, WRHT, WFAH, KWLN, KESR, WYKS, KDGS, WKXJ and many more!



## POP/ALTERNATIVE TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	1	<b>WALLFLOWERS</b> One Headlight ( <i>Interscope</i> )	7002	7166	177/2
2	2	<b>JEWEL</b> You Were Meant For Me ( <i>Atlantic</i> )	6136	6229	149/1
4	3	<b>PAULA COLE</b> Where Have All The Cowboys... ( <i>Imago/WB</i> )	5757	5554	171/3
5	4	<b>WHITE TOWN</b> Your Woman ( <i>Chrysalis/EMI</i> )	5594	5414	188/3
3	5	<b>U2</b> Staring At The Sun ( <i>Island</i> )	5409	5658	204/5
6	6	<b>CARDIGANS</b> Lovefool ( <i>Mercury</i> )	4982	5292	134/0
9	7	<b>VERVE PIPE</b> The Freshmen ( <i>RCA</i> )	4421	4213	170/12
8	8	<b>INXS</b> Elegantly Wasted ( <i>Mercury</i> )	4285	4432	173/1
7	9	<b>SHERYL CROW</b> Everyday Is A Winding Road ( <i>A&amp;M</i> )	4181	4678	125/0
10	10	<b>NO DOUBT</b> Don't Speak ( <i>Trauma/Interscope</i> )	3888	4169	118/0
11	11	<b>THIRD EYE BLIND</b> Semi-Charmed Life ( <i>Elektra/EEG</i> )	3179	2835	172/65
13	12	<b>SHAWN COLVIN</b> Sunny Came Home ( <i>Columbia</i> )	2855	2526	115/10
17	13	<b>MEREDITH BROOKS</b> Bitch ( <i>Capitol</i> )	2770	2327	147/56
14	14	<b>TONIC</b> If You Could Only See ( <i>Polydor/A&amp;M</i> )	2655	2499	120/6
12	15	<b>SUBLIME</b> Santeria ( <i>Gasoline Alley/MCA</i> )	2598	2708	108/1
—	16	<b>DEPECHE MODE</b> It's No Good ( <i>Mute/Reprise</i> )	2524	2095	137/11
15	17	<b>OFFSPRING</b> Gone Away ( <i>Columbia</i> )	2443	2428	85/1
—	18	<b>SMASHING PUMPKINS</b> Eye ( <i>Interscope</i> )	2354	2196	87/2
19	19	<b>MIGHTY MIGHTY BOSSTONES</b> The Impression... ( <i>Mercury</i> )	2317	2230	90/1
16	20	<b>LUSCIOUS JACKSON</b> Naked Eye ( <i>Grand Royal/Capitol</i> )	2285	2379	108/1

This chart reflects airplay from April 21-27. Songs ranked by total plays. 129 CHR/Pop reporters and 100 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. © 1997, R&R Inc.



**YOU MEAN IT'S NOT 'BEER IT'?** — Thinking the title of the Cardigans' new single, "Been It," was possibly a typo, WKTI/Milwaukee PD Danny Clayton (c) eagerly anticipates a brewski with the band: (l-r) Lars-Olof Johansson, Magnus Sveningsson, Bengt Lagerburg, Nina Persson, Peter Svensson, and Mercury VP Field/Singles Promo Tony Smith.



**A LOT OF LOVE IN THIS ROOM** — While drumming up momentum for his show prep service, "The Elliot Report," Z100/New York morning host Elliot Segal (c) was overcome with joy to see a visiting (and obviously frightened) Dick Clark. Anxiously waiting for the men with the strait-jackets are (l-r) United Stations VP Bill Quinn, Clark, and United Stations VP Dave Kolin and President Nick Verbitsky.

## NEW & ACTIVE

**MARY J. BLIGE** Love Is All We Need (*MCA*)  
Total Plays: 490, Total Stations: 46, Adds: 8

**MEREDITH BROOKS** Bitch (*Capitol*)  
Total Plays: 483, Total Stations: 59, Adds: 54

**SUBLIME** Santeria (*Gasoline Alley/MCA*)  
Total Plays: 479, Total Stations: 39, Adds: 1

**LE CLICK** Call Me (*Logic*)  
Total Plays: 456, Total Stations: 25, Adds: 1

**TONIC** If You Could Only See (*Polydor/A&M*)  
Total Plays: 412, Total Stations: 31, Adds: 1

**RICHARD MARX** Until I Find You Again (*Capitol*)  
Total Plays: 386, Total Stations: 27, Adds: 0

**3RD PARTY** Can U Feel It (*DV8/A&M*)  
Total Plays: 376, Total Stations: 45, Adds: 12

**THIRD EYE BLIND** Semi-Charmed Life (*Elektra/EEG*)  
Total Plays: 343, Total Stations: 74, Adds: 65

**CHEAP TRICK** Say Goodbye (*Red Ant*)  
Total Plays: 339, Total Stations: 24, Adds: 0

**BRAND NEW HEAVES** Sometimes (*Delicious Vinyl/Red Ant*)  
Total Plays: 273, Total Stations: 27, Adds: 5

**GINA G** Gimme Some Love (*Eternal/WB*)  
Total Plays: 257, Total Stations: 17, Adds: 4

**JOCK JAM** Jock Jam (*Tommy Boy*)  
Total Plays: 250, Total Stations: 13, Adds: 1

**FAITHLESS** Insomnia (*Arista*)  
Total Plays: 232, Total Stations: 20, Adds: 1

**DAVE MATTHEWS BAND** Crash Into Me (*RCA*)  
Total Plays: 203, Total Stations: 11, Adds: 2

**NU FLAVOR** Sweet Sexy Thing (*Reprise*)  
Total Plays: 200, Total Stations: 10, Adds: 1

**BACKSTREET BOYS** Quit Playing Games With My Heart (*Jive*)  
Total Plays: 182, Total Stations: 11, Adds: 7

**NO MERCY** When I Die (*Arista*)  
Total Plays: 170, Total Stations: 25, Adds: 7

**CHICAGO** Here In My Heart (*Reprise*)  
Total Plays: 167, Total Stations: 14, Adds: 0

**BOB CARLISLE** Butterfly Kisses (*DMG/Jive*)  
Total Plays: 161, Total Stations: 17, Adds: 14

**ODDS** Someone Who's Cool (*Elektra/EEG*)  
Total Plays: 158, Total Stations: 9, Adds: 0

### Songs ranked by total plays

## NEW RELEASES

### ADDS MAY 6

- 112** "Cupid" (*Bad Boy/Arista*)
- Aerosmith** "Hole In My Soul" (*Columbia*)
- Amber** "One More Night" (*Tommy Boy*)
- Counting Crows** "Daylight Fading" (*DGC/Geffen*)
- Dolce & Gabbana** "Music" (*Popular/Critique*)
- Gina G.** "Gimme Some Love" (*Eternal/WB*)
- Mighty Mighty Bosstones** "The Impression That I Get" (*Mercury*)



**TOAD HOPS INTO HOUSTON** — KRBE/Houston threw a party for Mother Earth last month on Earth Day, and Toad The Wet Sprocket was invited. Toads and other animals pictured include (back, l-r) KRBE APD Scott Sparks, Columbia's Ray Vaughn, TTWS's Todd Nichols, KRBE MD Jay Michaels, KDGE/Dallas APD Alex Valentine, and Columbia Sr. Dir./Promo Lee Leipsner; (middle, l-r) Columbia LPM/Houston Shannah Miller and Toad frontman Glen Phillips; (front, l-r) Toad's Dean Dinning, KRBE's Michelle Fisher, Sprocketeer Randy Guss, and KRBE PD John Peak.













## HIP HOP TOP 20

LW	TW	ARTIST	TITLE	LABEL(S)	TOTAL PLAYS TW	LW	TOTAL STATIONS/ADDS
1	1	<b>NOTORIOUS B.I.G.</b>	Hypnotize	(Bad Boy/Arista)	3443	3708	112/2
2	2	<b>B-ROCK AND THE BIZZ</b>	Mybabydaddy	(LaFace/Arista)	2268	2288	96/1
4	3	<b>LIL' KIM</b>	Crush On U	(Undeas/Big Beat/Atlantic)	2177	2211	94/2
3	4	<b>HEAVY D</b>	Big Daddy	(Uptown/Universal)	1931	2232	75/3
5	5	<b>FOXY BROWN</b>	I'll Be	(Violator/Def Jam/RAL/Mercury)	1812	2036	88/2
6	6	<b>PUFF DADDY</b>	Can't Nobody Hold Me Down	(Bad Boy/Arista)	1699	1854	65/0
7	7	<b>SHAQUILLE O'NEAL</b>	Strait Playin'	(T.W.isM./Trauma/Interscope)	1603	1419	87/3
9	8	<b>DANNY BOY</b>	It's Over Now	(Death Row/Interscope)	1330	1230	67/0
12	9	<b>FREAK NASTY</b>	Da Dip	(Power)	1064	1065	32/1
8	10	<b>ALLURE F/NAS</b>	Head Over Heels	(Crave)	1011	1382	49/0
15	11	<b>CHRISTION</b>	Full Of Smoke	(Roc-A-Fella/Def Jam/Mercury)	986	758	77/4
17	12	<b>3 X CRAZY</b>	Keep It On The Real	(Noo Trybe)	782	676	61/4
16	13	<b>LIL BUD &amp; TIZONE</b>	Gonna Let U Know	(Keia/Island)	771	702	70/2
20	14	<b>DJ TAZ</b>	That's Right	(Success/EMI)	769	555	54/7
-	15	<b>TOO SHORT &amp; LIL' KIM</b>	Call Me	(Jive)	660	538	36/9
11	16	<b>WARREN G</b>	I Shot The Sheriff	(Def Jam/RAL/Mercury)	654	1070	39/0
-	17	<b>LADY OF RAGE</b>	Sho Shot	(Death Row)	623	438	60/2
13	18	<b>TRACEY LEE</b>	The Theme	(By Storm/Universal)	620	884	43/2
-	19	<b>NEXT LEVEL</b>	I Don't Know	(PMP/Loud/RCA)	588	536	52/1
10	20	<b>WESTSIDE CONNECTION</b>	Gangstas Make...	(Lench Mob/Priority)	565	1077	43/0

This chart reflects airplay from April 21-27. Songs ranked by total plays. 43 CHR/Rhythmic reporters and 83 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. © 1997, R&R Inc.

## NEW & ACTIVE

**RAY-J** Let It Go (EastWest/EEG)

Total Plays: 238, Total Stations: 9, Adds: 0

**BROWNSTONE** 5 Miles To Empty (MJJ/Work)

Total Plays: 232, Total Stations: 18, Adds: 3

**CHANGING FACES** G.H.E.T.T.O.U.T. (Big Beat/Atlantic)

Total Plays: 230, Total Stations: 9, Adds: 5

**TONY TONI TONE** Thinking Of You (Mercury)

Total Plays: 221, Total Stations: 12, Adds: 0

**NOTORIOUS B.I.G.** Notorious Thugs (Bad Boy/Arista)

Total Plays: 219, Total Stations: 6, Adds: 0

**NEW EDITION** One More Day (MCA)

Total Plays: 214, Total Stations: 23, Adds: 20

**KENNY LATTIMORE** For You (Columbia)

Total Plays: 208, Total Stations: 10, Adds: 1

**JON SECADA** Too Late, Too Soon (SBK/EMI)

Total Plays: 199, Total Stations: 11, Adds: 0

**ROBIN S** It Must Be Love (Big Beat/Atlantic)

Total Plays: 196, Total Stations: 9, Adds: 0

**VERONICA F/CRAIG MACK** No One But You (H.O.L.A./Island)

Total Plays: 180, Total Stations: 16, Adds: 12

**TOO SHORT & LIL' KIM** Call Me (Jive)

Total Plays: 178, Total Stations: 4, Adds: 0

**BRAND NEW HEAVIES** Sometimes (Delicious Vinyl/Red Ant)

Total Plays: 169, Total Stations: 10, Adds: 0

**LE CLICK** Call Me (Logic)

Total Plays: 167, Total Stations: 8, Adds: 2

**MAKAVELI** To Live & Die In L.A. (Death Row/Interscope)

Total Plays: 165, Total Stations: 4, Adds: 0

**SCARFACE** Smile (Rap-A-Lot/Noo Trybe)

Total Plays: 159, Total Stations: 5, Adds: 1

**JOE** Don't Wanna Be A Player (Jive)

Total Plays: 156, Total Stations: 7, Adds: 1

**3RD PARTY** Can U Feel It (DVB/A&M)

Total Plays: 154, Total Stations: 11, Adds: 3

**JOSETTE** In A Dream (Galaxy)

Total Plays: 146, Total Stations: 4, Adds: 0

**ROBYN** Do You Know (What It Takes) (RCA)

Total Plays: 145, Total Stations: 18, Adds: 9

**JOCK JAM** Jock Jam (Tommy Boy)

Total Plays: 145, Total Stations: 4, Adds: 1

### Songs ranked by total plays

## NEW RELEASES

### Adds May 6

**Deborah Cox**

"Things Just Ain't The Same" (Arista)

**Gina G.**

"Gimme Some Love" (Eternal/WB)

**Jade**

"Keep On Risin'" (Hollywood)

**New Edition**

"One More Day" (MCA)

**Paperboy**

"Swayz Groove" (Next Plateau)

**Robyn**

"Do You Know (What It Takes)" (RCA)

**Scarface f/2Pac**

"Smile" (Noo Trybe/Virgin)

**Sounds Of Blackness**

"Spirit" (Perspective/A&M)

**Suga Free**

"If U Stay Ready" (Sheppard Lane/Unfadeable/Island)



**MIAMI'S COLORFUL CANINES** — The Funky Green Dogs helped shake things up when they performed at last month's Winter Music Conference in Miami. Captured backstage are lead Green Dog Pamala Williams and WPOW/Miami PD Kid Curry.

## CHR/RHYTHMIC REPORTERS

Stations and their adds listed alphabetically by market

<b>KKSS/Albuquerque, NM</b> PD: Randy Savage MD: Jacque James 17 JEWEL "You" 7 BILLY LAWRENCE "Come" 6 ROME "Belong"	<b>WBBM/Chicago, IL</b> PD: Todd Cavanaugh MD: Eric Bradley 26 JOCK JAM "Jock" 13 MONICA "For"	<b>WJMH/Greensboro, NC</b> PD: Brian Douglas MD: Mary Kay 44 ROME "Belong" 18 FOXY BROWN "It" 17 SHAQUILLE O'NEAL "Strait" 14 BACKSTREET BOYS "Playing"	<b>KLUC/Las Vegas, NV</b> PD: Cal Thomas MD: Melissa Slatos 18 FOXY BROWN "It" 17 SHAQUILLE O'NEAL "Strait" 14 BACKSTREET BOYS "Playing"	<b>WFHM/New Bedford, MA</b> PD: Jim Reitz MD: Kevin Palano 19 NEW EDITION "One" LE CLICK "Ca" ROME "Belong" JOE "Player" 112 "Guped"	<b>KWNZ/Reno, NV</b> PD: Jeff Davis APD: Bill Shakespeare 19 NEW EDITION "One" BILLY LAWRENCE "Come" JOE "Player"	<b>KTFM/San Antonio, TX</b> PD: Cliff Tredway MD: Steve Chavez 42 BACKSTREET BOYS "Playing" GINUWINE "T.H.I." SEX CRAZED "Horny" FROST "What's" ROBYN "Know" 3RD PARTY "Can" ROME "Belong"	<b>KUBE/Seattle, WA</b> PD: Mike Tierney APD/MD: Bobby D 23 REFUGEE CAMP "Sweetest" TONY BRAXTON "Want" EPYKAH BADU "Lifetime" NEW EDITION "One"
<b>KKOX/Bakersfield, CA</b> PD: Chris Squires MD: Tony Manes NOTORIOUS B.I.G. "Hypnotize" FREAK NASTY "Dip" JOCELYN ENRIQUEZ "Little"	<b>KZFM/Corpus Christi, TX</b> PD: Ed Ocasas MD: Tony Manera FROST "What's"	<b>KIKI/Honolulu, HI</b> PD: Alan Oda MD: Phil Jones 19 NEW EDITION "One" 10 4PM "Gave" 6 JADE "Risin" 5 SEX CRAZED "Horny"	<b>KPWR/Los Angeles, CA</b> PD: Michelle Mercer MD: Damon Young	<b>WKTU/New York, NY</b> PD: Franke Blue MD: Andy Shane AZ YET "Sorry" DJ COMPANY "Rhythm" BACKSTREET BOYS "Playing"	<b>KGGI/Riverside, CA</b> PD: Diana Laird APD/MD: Jessa Duran No Adds	<b>KHTS/San Diego, CA</b> PD: Todd Shannon APD/MD: Ron Geronimo 50 AZ YET "Sorry" FROST "What's" NEW EDITION "One"	<b>KWIN/Stockton, CA</b> PD: Steve Wall MD: Panama Jack 45 MEREDITH BROOKS "Bitch" 21 702 "Together" 15 NEW EDITION "One" VERONICA/CRAIG MACK "One" FROST "What's" THIRD EYE BLIND "Life"
<b>WERQ/Baltimore, MD</b> PD: Tom Calococi MD: Coka 6 BROWNSTONE "Mies" JAY-Z "Who"	<b>WBTT/Dayton, OH</b> PD: Jeff Ballentine MD: Raya Kimberlin NEW EDITION "One" KRS-ONE "Step" REFUGEE CAMP "Sweetest" ROBYN "Know" VERONICA/CRAIG MACK "One"	<b>KQMQ/Honolulu, HI</b> PD: Jamie Hyatt 18 VERONICA/CRAIG MACK "One" 10 HEAVY D "Daddy"	<b>WPOW/Miami, FL</b> PD: Kid Curry 15 US3 "Come" 13 BACKSTREET BOYS "Playing" 10 CYNDI LAUPER "Know" 6 JONNY Z "Mamacta"	<b>WQHT/New York, NY</b> PD: Steve Smith APD/MD: Tracy Cleberry 15 CHANGING FACES "G.H.E.T.T." 15 DRU "Promo"	<b>WJSS/Roanoke, VA</b> PD: David Lee Michaels MD: Melissa Morgan 29 VERONICA/CRAIG MACK "One" ERYKAH BADU "Lifetime" JAY-Z "Who" BROWNSTONE "Mies" TONY BRAXTON "Want" 4PM "Gave"	<b>XHTZ/San Diego, CA</b> DM/PP: Lisa Valquez MD: Onie Solivan 21 LE CLICK "Call" 15 FROST "What's" NEW EDITION "One"	<b>WPGC/Washington, DC</b> PD: Jay Stevens MD: Albia D 63 REFUGEE CAMP "Sweetest" 40 KENNY LATTIMORE "For" 35 GOD'S PROPERTY "Stomp" 24 DRU HILL "Steps" 6 DIONNE FARRIS "Hopeless"
<b>WBHJ/Birmingham, AL</b> PD: Mickey Johnson MD: Daysha Parker 35 MARK MORRISON "Return" 34 CHANGING FACES "G.H.E.T.T." 25 CRIMEBOSS "Please" 19 MARY J. BLIGE "It's" 10 2 LIVE CROW "Whole" 10 VERONICA/CRAIG MACK "One" 10 ZHANE "Crush"	<b>KQKS/Denver, CO</b> PD: Mark Feather MD: Lee Cagle ROME "Belong" ROBYN "Know" FROST "What's"	<b>KBXX/Houston, TX</b> PD: Rob Scorpio MD: Greg Head 26 NEW EDITION "One" 24 TELA "Tires" 12 SHAQUILLE O'NEAL "Strait" ERYKAH BADU "Lifetime"	<b>KHTN/Modesto, CA</b> PD: Pete Jones MD: Mark Medina NEW EDITION "One" ROBYN "Know" REFUGEE CAMP "Sweetest" THIRD EYE BLIND "Life" GYRL "Groove" JONNY Z "Mamacta" VERONICA/CRAIG MACK "One" FROST "What's"	<b>KCAQ/Oxnard, CA</b> PD/MD: Don Garlin 13 FROST "What's" 5 JAY-Z "Who" ZHANE "Saturday"	<b>KFSM/Sacramento, CA</b> PD: Bob West MD: Trajo AZ YET "Sorry" LL KIM "Crash" NEW EDITION "One"	<b>KMEL/San Francisco, CA</b> PD: Michelle Santobussoso MD: Joey Arbagoy 15 NEW EDITION "One"	<b>KDGS/Wichita, KS</b> MD: A.J. Jones CHRISTION "Full" NEW EDITION "One" CHANGING FACES "G.H.E.T.T." GYRL "Groove" 3RD PARTY "Can" VERONICA/CRAIG MACK "One" FROST "What's"
<b>WJMN/Boston, MA</b> PD: Cathleen Jack McCartney APD/MD: Cal Collins 30 VERONICA/CRAIG MACK "One"	<b>KPRR/EI Paso, TX</b> PD: John Candelaria FROST "What's"	<b>WHHH/Indianapolis, IN</b> PD: Scott Wheeler MD: Carl Frye 10 CHANGING FACES "G.H.E.T.T." HEAVY D "Daddy" NEW EDITION "One" ROBYN "Know"	<b>KDON/Monterey, CA</b> PD: Jennifer Wilde MD: Marcus D. 2 ROBYN "Know" JOCELYN ENRIQUEZ "Little" VERONICA/CRAIG MACK "One" HEAVY D "Daddy" NEW EDITION "One"	<b>WWIX/Providence, RI</b> PD: Joe Dawson MD: Becky Inanone 8 VERONICA/CRAIG MACK "One" 7 NEW EDITION "One" 7 HOTMOTION "Groove" 6 4PM "Gave" CHANGING FACES "G.H.E.T.T." CULTURE BEAT "Take"	<b>WOCQ/Salisbury, MD</b> PD: Wootie MD: Marliou 41 REFUGEE CAMP "Sweetest" VERONICA/CRAIG MACK "One" KRS-ONE "Step" NEXT LEVEL "Know" NEW EDITION "One" ROBYN "Know"	<b>KYLD/San Francisco, CA</b> PD: Michael Martin MD: Jazzy Jim 26 YOLANDA "Together" 7 NO MERCY "When" JAY-Z "Who"	<b>43 Total Reporters</b> <b>43 Current Reporters</b> <b>43 Current Playlists</b>







WALT LOVE

# KMJM's Dynamic Morning Team Has Winning Chemistry

□ **Tony Scott's & Marc Clarke's 'real' approach and bond with listeners turn in high ratings**

This week I'd like to introduce you to a very hot and happening morning team from St. Louis. **Tony Scott & The Breakfast Crew** do their thing at **KMJM (MAJIC 108)** and have taken over the city. The team — headed by Scott and **Marc Clarke** — recently received its second consecutive A.I.R. (Achievement In Radio) award as the best morning show in St. Louis.

## A Style Of Their Own

Perhaps the key element to this duo's — and therefore the morning show's — success is the natural chemistry between the two after only three years together. And I think it's important to point out that Scott is Mexican American and Clarke is African American — they are their own interracial, equal opportunity employment service. What a duo for St. Louis, huh? All the more reason to share these guys with you.

For example, I asked Clarke if he was such an important ingredient to the "Breakfast Crew," why wasn't his name on the billboard? His slick, hip, smooth, and soft-spoken answer: "Well Walt, I like to think of myself as encompassing the Break-

fast Crew. I mean, my brother ... what's in a name?"



Tony Scott



Marc Clarke

When I pointed out that that must mean he's known as what some in our industry call the "all important sidekick," he said (with Scott laughing in the background), "You know what I'm like? I am the sidekick by name. But, I'm really like **Cordell Stewart** of the Pittsburgh Steelers. I've created a new position that those in our industry have not yet given a name! So, therefore I'm burdened with the sidekick label and name. But I'm more than just a sidekick!"

Sure, it's typical stuff you expect from a morning team that feeds off of one another, but they do it so well you find yourself smiling at the little-boy audacity. Of course, these two aren't newcomers to the industry: Scott has been in the industry close to 17 years and Clarke's been doing the deal for 11 years. These

two are in the category of other Urban morning shows that have made an impact, including **WJLB/Detroit's Mason**, **KKDA-FM/Dallas's Skip Cheatham**, **WEDR/Miami's James T.**, and **WVEE/Atlanta's Mike Roberts**.

Before Scott joined KMJM in 1989, he did stints at **KRE-AM/Berkeley, CA** and **WJLB-FM/Detroit**. Clarke started out in Huntsville, AL at **WBKT-AM** and went on to do mornings at **WWWZ/Charleston, SC**. Later he got the shot to move to KMJM to team with Tony, replacing **Kevin Woodson**, who left to do syndication.

## Impressive Numbers

Obviously, the latest Arbitron numbers back up all the talk for this morning crew. Keep in mind, some say Urban can't really compete and get the numbers in mornings except in a few heavily black populated markets. In the "money demo" of persons 25-49 (Mon.-Fri., 6-10am) KMJM is No. 1 with a 7.7 AQH share; its tied for No. 2 overall in persons 25-54 with a 7.2 AQH share.

So what is it about this morning crew that makes it so special to St. Louis listeners? According to Scott, "It's a combination of things. The fact that we interact really well is a positive to our audience. We have song parodies that Marc sings and puts together that really go over very well. We also put out a lot of information to our audience, and we never forget we are a music station, so we play a lot more music than any of the other morning shows in our city."

Clarke adds, "Our audience has really gotten into our straight-man/funny-man routine. Tony sets it up and then I do the kicker. The fact that we can do serious topics and political topics and still get the truth across with some humor is special. Everybody on the radio can't do that. I also think that a lot of Urban stations may not have the opportunity or leeway to stretch out and do some of the things we have the freedom, trust, and permission to do at our station."

Longevity is also an ingredient to their success. "I have some longevity in the city having been here eight years," Scott says. "Marc's been here three years. Our newperson **Geneen Busby** has been here for five years, and our support person from **TV Channel 5, Melcom Briggs**, has been around four years. So, there's a lot of consistency with this

## Breakfast Of Champions

**KMJM/St. Louis's morning team, Tony Scott & The Breakfast Crew, locked in respectable numbers in the Winter '97 Arbitron:**

In persons 12+ Monday-Friday 6-10am, KMJM ranked third overall with a 7.1 share. For persons 18-34 Monday-Friday 6-10am the station hit a number-two ranking overall with an 11.3 AQH share (and only second to **WKBQ-FM**, which had a 15 share). The station is tied for number one with **WKBQ** in persons 18-49 with an 8.7.

morning show, we have this supporting cast that's also known by everyone in the city.

"We realize this is not Hollywood or New York City. But, we also know that people like people who they feel they know and are comfortable with. We're real people who they not only hear on the air or see on TV, but also they see us at the grocery store with our families. We hang out at some of the same places and eat in the same restaurants they frequent. It's not unusual to see Marc and myself

Clarke points out. "But what makes us so unique is the fact that our show is so real. I really think that helps the popularity of what we do. When something happens ... be it a racial issue or whatever, listeners know we're going to have something to say about it. They know the comments are coming. And I think we have a larger white audience than we get credit for."

## No One Is Safe

The guys also mentioned that they bust each other on the air all the time. Says Scott, "If either one of us tries a joke or makes an attempt at something funny and it doesn't work ... busted, right on the air. We'll bust anyone. For example, we have a very serious mayor's race going on and the incumbent who lost the primary is the former police chief who is a black man and does not want to partake of anything that has to do with the black community. So, as you might expect, we've been getting our 'digs' in, and our listeners call up and have comments about things we've said. And we'll put them on the air live so our other listeners can hear what's happening."

In the age of technology, Scott and Clarke don't limit their contact with listeners to just airtime. "We also do a one-page newsletter called *The Black Fax*. I do it at home on my computer and we fax it to businesses, schools, or to anyone who has a fax machine who would like it. And we do a segment on the air everyday that's information about Black History. The station also has a web site ([www.majic108.com](http://www.majic108.com))."

What all this says to me is there's more to mornings in America than **Stern, Imus, Dees, or Mancow**. So, who does Urban radio have to put on the field? Well, Scott and Clarke are getting ready on the sidelines.

What makes us so unique is our show is so real. That helps the popularity of what we do. When something happens ... be it a racial issue or whatever, listeners know we're going to have something to say about it.

—Marc Clarke

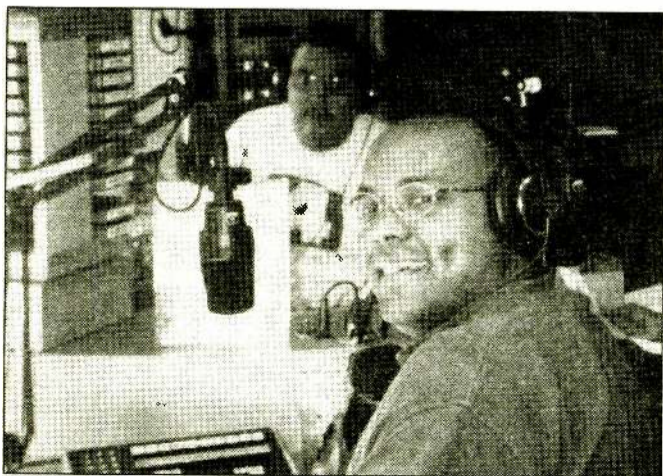
and my wife and daughter having something to eat at Apple B's. And that counts for something — particularly if they're being sampled by Arbitron and have a diary.

"Plus," Scott continues, "it's not unusual for Marc to be at a club and grab a saxophone from a musician and sit in with a local jazz band. Our listeners love that; they like the idea that the guy is so versatile."

"As you mentioned, we are in a city that is racially split into two groups and is very conservative,"

The fact that we interact really well is a positive to our audience. We also put out a lot of information to our audience, and we never forget we are a music station.

—Tony Scott



Tony Scott (l) and Marc Clarke in action at the KMJM/St. Louis studio.



Marc Clarke shows his looney side at a KMJM/St. Louis promotion.

WHITNEY HOUSTON PERFORMS IT  
BABYFACE WROTE AND PRODUCED IT  
MILLIONS ARE ABOUT TO EXPERIENCE IT

# WHITNEY HOUSTON

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and  
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WQUE, WIZF, WZAK, WCKX,  
WTLC, KPRS, WPEG, WENN,  
WQQK, KJMM, WBLX, WOWI,  
WCDX ...and many more!

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# SOUNDS OF BLACKNESS

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-Jay Alan  
PD, WEJM-106JAMZ

R&R Urban **32** Breaker

WEJM WCHB KKDA WKYS WEDR WXYV WAMO  
WZAK WIZF KPRS WKKV WNOV WCKX WOWI  
KSJL WTLC WPEG WHRK WQQK WRKE ...and many more!

R&R Urban AC Chart Debut **22**

KJLH WVAZ WILD KATZ KXOK KMJK KDKO WMCS  
WYLD WMJM WFXC WSOJ WIMX KQXL WPAL  
WDLT WNHC WNFQ WAGF KXZZ WJKX ...and many more!

Produced by Billy Steele and Levi Seacer  
Executive Producers: Gary Hines and Henley "Jr." Registford  
Co-executive Producers: Billy Steele, Levi Seacer and Kwaku Leon Saunders

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Set #506



# URBAN TOP 50

MAY 2, 1997

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
4	2	1	1	<b>MARY J. BLIGE</b> Love Is All We Need (MCA)	3251	3159	2991	2586	83/0
5	5	3	2	<b>112 Cupid</b> (Bad Boy/Arista)	3229	2819	2670	2575	83/0
8	6	5	3	<b>ROME</b> I Belong To You (Every...) (RCA)	2842	2573	2455	2287	80/1
7	7	6	4	<b>GINUWINE</b> Tell Me Do U Wanna (550 Music)	2548	2542	2426	2366	78/0
10	9	7	5	<b>AALIYAH</b> 4 Page Letter (BlackGround/Atlantic)	2483	2435	2312	2065	78/0
1	1	2	6	<b>SWV</b> Can We (Jive)	2357	2931	3137	3339	72/0
11	10	10	7	<b>MARK MORRISON</b> Return Of The Mack (Atlantic)	2293	2235	2213	2179	74/0
26	18	12	8	<b>ERYKAH BADU</b> Next Lifetime (Kedar/Universal)	2290	1969	1720	1503	80/0
31	24	15	9	<b>CHANGING FACES</b> G.H.E.T.T.O.U.T. (Big Beat/Atlantic)	2238	1874	1486	1129	82/0
3	4	4	10	<b>MONTELL JORDAN</b> What's On Tonight (Def Jam/RAL/Mercury)	2217	2635	2675	2665	73/0
15	12	11	11	<b>KENNY LATTIMORE</b> For You (Columbia)	2213	2149	2050	1852	74/0
28	19	13	12	<b>JOE</b> Don't Wanna Be A Player (Jive)	2146	1959	1704	1474	80/0
2	3	8	13	<b>BLACKSTREET</b> Don't Leave Me (Interscope)	1993	2363	2681	3279	61/1
6	8	9	14	<b>NOTORIOUS B.I.G.</b> Hypnotize (Bad Boy/Arista)	1972	2356	2394	2370	75/0
25	20	18	15	<b>TONY TONI TONE</b> Thinking Of You (Mercury)	1947	1795	1621	1510	72/0
18	15	17	16	<b>LIL' KIM</b> Crush On U (Undeas/Big Beat/Atlantic)	1768	1837	1752	1740	79/1
29	26	20	17	<b>B-ROCK AND THE BIZZ</b> Mybabydaddy (LaFace/Arista)	1641	1604	1446	1213	72/1
—	44	28	18	<b>REFUGEE CAMP ALL-STARS</b> The Sweetest Thing (Columbia)	1632	1291	890	419	68/3
9	11	16	19	<b>HEAVY D</b> Big Daddy (Uptown/Universal)	1517	1856	2204	2251	59/0
47	33	27	20	<b>BROWNSTONE</b> 5 Miles To Empty (MJJ/Work)	1422	1295	1111	873	75/1
49	29	24	21	<b>MICHAEL JACKSON</b> Blood On The Dance Floor (Epic)	1420	1343	1197	681	74/0
34	32	32	22	<b>DANNY BOY</b> It's Over Now (Death Row/Interscope)	1325	1225	1126	1043	66/0
35	31	30	23	<b>BILLY LAWRENCE</b> Come On (EastWest/EEG)	1305	1237	1142	1042	61/2
12	16	21	24	<b>702</b> Get It Together (Biv 10/Motown)	1298	1443	1745	2161	43/0
45	38	33	25	<b>SHAQUILLE O'NEAL</b> Strait Playin' (T.W.isM./Trauma/Interscope)	1294	1132	991	901	70/1
19	25	23	26	<b>DRU HILL</b> In My Bed (Island)	1265	1419	1457	1729	41/0
41	35	34	27	<b>ERIC BENET</b> Femininity (Warner Bros.)	1202	1123	1050	940	72/0
24	23	22	28	<b>FOXY BROWN</b> I'll Be (Violator/Def Jam/RAL/Mercury)	1162	1430	1525	1528	59/0
10	13	19	29	<b>MINT CONDITION</b> You Don't Have To Hurt No More (Perspective/A&M)	1137	1610	2013	2204	52/1
23	27	25	30	<b>MONICA</b> For You I Will (Warner Sunset/Atlantic)	1111	1318	1439	1531	39/0
14	14	14	31	<b>RAY-J</b> Let It Go (EastWest/EEG)	1077	1913	1939	1901	54/0
<b>BREAKER</b>			32	<b>SOUNDS OF BLACKNESS</b> Spirit (Perspective/A&M)	1018	914	787	592	66/2
<b>BREAKER</b>			33	<b>DIONNE FARRIS</b> Hopeless (Columbia)	1018	863	808	649	58/3
<b>BREAKER</b>			34	<b>ERICKA YANCEY</b> So Good (RCA)	1017	848	702	583	61/2
<b>BREAKER</b>			35	<b>GYRL</b> Get Your Groove On (Silas/MCA)	1006	853	695	432	65/1
—	48	41	36	<b>LAKIESHA BERRI</b> Like This And Like That (Hollywood)	937	853	776	674	60/1
—	—	46	37	<b>CHRISTION</b> Full Of Smoke (Roc-A-Fella/Def Jam/Mercury)	932	754	620	364	70/3
48	49	43	38	<b>ADRIANA EVANS</b> Seein' Is Believing (Loud/PMP/RCA)	926	832	776	698	57/0
—	—	48	39	<b>ROBIN S</b> It Must Be Love (Big Beat/Atlantic)	875	705	469	245	54/1
—	—	47	40	<b>BRAND NEW HEAVIES</b> Sometimes (Delicious Vinyl/Red Ant)	862	708	550	412	68/6
44	42	35	41	<b>ELEMENTS OF LIFE</b> Sweet Love (RCA)	829	959	954	912	47/0
—	—	45	42	<b>JOOSE</b> If Tomorrow Never Comes (Flavor Unit/EastWest/EEG)	806	771	694	601	56/0
—	—	49	43	<b>3 X CRAZY</b> Keep It On The Real (Noo Trybe)	777	676	654	630	60/4
—	—	50	44	<b>GABLZ</b> Shookie Shookie (Gimme...) (Warner Bros.)	728	646	616	527	55/0
17	21	29	45	<b>TASHA HOLIDAY</b> Just The Way You Like It (MCA)	708	1279	1618	1776	36/0
<b>DEBUT</b>			46	<b>LIL BUD &amp; TIZONE</b> Gonna Let U Know (Keia/Island)	698	621	458	153	65/2
<b>DEBUT</b>			47	<b>ZHANE'</b> Crush (Illtown/Motown)	689	220	—	—	64/8
<b>DEBUT</b>			48	<b>LEVERT</b> Sorry Is (Atlantic)	682	274	—	—	67/7
22	22	26	49	<b>TONI BRAXTON</b> I Don't Want To (LaFace/Arista)	680	1307	1563	1633	36/0
<b>DEBUT</b>			50	<b>TONI BRAXTON</b> I Love Me Some Him (LaFace/Arista)	661	424	304	158	43/21

This chart reflects airplay from April 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker.  
83 Urban reporters. 83 current playlists. Songs that are down in plays for three consecutive weeks and below No. 25 are moved to recurrent.  
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## NEW & ACTIVE

**TEDDY PENDERGRASS** Don't Keep Wastin' My Time (Sure Fire)  
Total Plays: 657, Total Stations: 43, Adds: 0

**LADY OF RAGE** Sho Shot (Death Row)  
Total Plays: 623, Total Stations: 60, Adds: 2

**NEXT LEVEL** I Don't Know (PMP/Loud/RCA)  
Total Plays: 580, Total Stations: 50, Adds: 0

**DJ TAZ** That's Right (Success/EMI)  
Total Plays: 519, Total Stations: 44, Adds: 7

**TOO SHORT & LIL' KIM** Call Me (Jive)  
Total Plays: 482, Total Stations: 32, Adds: 9

**MAXWELL** Suitelady (Columbia)  
Total Plays: 481, Total Stations: 45, Adds: 8

**ZAKIYA** My Love Won't Fade Away (DV8/A&M)  
Total Plays: 456, Total Stations: 50, Adds: 9

**NEW EDITION** One More Day (MCA)  
Total Plays: 444, Total Stations: 67, Adds: 65

**GOODFELLAZ** If You Walk Away (Avatar/Polydor/A&M)  
Total Plays: 442, Total Stations: 40, Adds: 0

**LESCHEA** Fulton St. (Warner Bros.)  
Total Plays: 414, Total Stations: 34, Adds: 3

**KEITH SWEAT** Come With Me (Elektra/EEG)  
Total Plays: 389, Total Stations: 70, Adds: 67

**SPEARHEAD** U Can't Sing R Song (Capitol)  
Total Plays: 376, Total Stations: 30, Adds: 2

**SOUNDMASTER T 2** Much Booty (In Da Pants) (ID/Wrap/Ichiban)  
Total Plays: 318, Total Stations: 30, Adds: 1

**KRS-ONE** Step into A World (Rapture's Delight) (Jive)  
Total Plays: 314, Total Stations: 25, Adds: 7

**S.H.E.** My Secret Is (T.W.isM./Trauma/Interscope)  
Total Plays: 294, Total Stations: 31, Adds: 3

Songs ranked by total plays.

## BREAKERS

### SOUNDS OF BLACKNESS

Spirit (Perspective/A&M)

TOTAL PLAYS/INCREASE: 1018/104  
TOTAL STATIONS/ADDS: 66/2  
CHART: 32

### DIONNE FARRIS

Hopeless (Columbia)

TOTAL PLAYS/INCREASE: 1018/155  
TOTAL STATIONS/ADDS: 58/3  
CHART: 33

### ERICKA YANCEY

So Good (RCA)

TOTAL PLAYS/INCREASE: 1017/169  
TOTAL STATIONS/ADDS: 61/2  
CHART: 34

### GYRL

Get Your Groove On (Silas/MCA)

TOTAL PLAYS/INCREASE: 1006/153  
TOTAL STATIONS/ADDS: 65/1  
CHART: 35

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
KEITH SWEAT Come With Me (Elektra/EEG)	67
NEW EDITION One More Day (MCA)	65
WHITNEY HOUSTON My Heart Is Calling (Arista)	55
BIG MIKE Dream (Rap-A-Lot)	52
JADE Keep On Risin' (Hollywood)	49
JAY-Z Who You Wit (Qwest/WB)	44
BRAXTONS Slow Flow (Atlantic)	38
TWISTA Emotion (Atlantic)	37
VERONICA F/CRAIG MACK No One But You (H.O.L.A./Island)	34
TONI BRAXTON I Love Me Some Him (LaFace/Arista)	21

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ZHANE' Crush (Illtown/Motown)	+469
NEW EDITION One More Day (MCA)	+434
112 Cupid (Bad Boy/Arista)	+410
LEVERT Sorry Is (Atlantic)	+408
KEITH SWEAT Come With Me (Elektra/EEG)	+378
CHANGING FACES G.H.E.T.T.O.U.T. (Big Beat/Atlantic)	+364
REFUGEE CAMP ALL-STARS The Sweetest Thing (Columbia)	+341
ERYKAH BADU Next Lifetime (Kedar/Universal)	+321
MAXWELL Suitelady (Columbia)	+273
ROME I Belong To You (Every Time I See...) (RCA)	+269

## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
ALLURE F/NAS Head Over Heels (Grave)
PUFF DADDY Can't Nobody Hold Me Down (Bad Boy/Arista)
ERYKAH BADU On & On (Kedar/Universal)
AFTER 7 Sara Smile (Virgin)
WARREN G I Shot The Sheriff (Def Jam/RAL/Mercury)
TRACEY LEE The Theme (By Storm/Universal)
AALIYAH One In A Million (BlackGround/Atlantic)
LUTHER VANDROSS Love Don't Love You Anymore (LV/Epic)
ZHANE' Request Line (Illtown/Motown)
WESTSIDE CONNECTION Gangstas Make... (Lench Mob/Priority)

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.

# JOCKIN' MY STYLE

# CRAIG MACK

IMPACT DATE: May 12 & 13





# WHATEVER EVERY BODY

**WHATEVER**

IMPACTING MAY 19



3



# Let the truth be told.

USA Today says: "A gem waiting to be discovered...  
Impassioned ballads and sophisticated funk."

VIBE Magazine says:  
"He captures the fire and desire of modern romance."

Who is everybody talking about?  
A man named Eric Benét.

## eric benét *femininity*

The new track.

Produced by Christian.  
Co-Produced by Eric Benét.

From his Warner Bros. debut:  
true to myself

R&R Urban Chart 34 - 27

R&R Urban AC Chart 16 - 15

### Already On:

WBLS	KRBV	WVEE
KJLH	WKYS	KATZ
KKBT	WMMJ	KMJM
WGCI	KMJQ	KXOK
WVAZ	WILD	WWIN
WDAS	WEDR	WXVY
WUSL	WHQT	WAMO
WCHB	WALR	KMJK
WJLB	WHTA	KDKO
KKDA	... and many more!	

### Coming to a town near you:

May

2	St. Louis, MO
3	Cincinnati, OH
4	Detroit, MI
6	Toronto, ONT
7	Montreal, QUE
8	Boston, MA
9	Philadelphia, PA

# The truth never sounded so good.

[www.wbr.com/blackmusic](http://www.wbr.com/blackmusic)



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FIND COMPLETE PLAYLISTS FOR ALL URBAN AC REPORTERS ON R&R ONLINE

WJZA MARKET #32 WJZA/Columbus, OH (614) 238-0887 Davis/Terry

103 JAMZ MARKET #33 WOWI/Norfolk (804) 466-0009 Mauzone

107.5 FM BS MARKET #1 WBLN/New York (212) 592-0554 Rouse/Campbell

RHYTHM MARKET #2 KJLH/Los Angeles (310) 330-5550 Winston

V10 MARKET #3 WVAZ/Chicago (312) 360-9000 Myrick/Muhammad

96.1 FM Adult Satisfaction! MARKET #34 KJSL/San Antonio (210) 271-9600 Andrews/Olliverdez

3 Q103 MARKET #35 WTLC/Indianapolis (317) 923-1456 Buchanan/Buchanon

WDAS MARKET #5 WDAS/Philadelphia (610) 617-8500 Tamburro/Davis

V100 MARKET #7 KRBB/Dallas (214) 630-3011 Bacote/Soils

MAJIC 102.3 FM MARKET #8 WMMJ/Washington DC (202) 686-9300 Gilmore

Power 98.7 FM MARKET #37 WPEG/Charlotte (704) 333-0131 Carson/Quick

103.7 FM MARKET #38 WJHM/Orlando (407) 333-0072 Allen/Hollywood

MAJIC 102 MARKET #9 KMJQ/Houston (713) 623-2108 Conner/Boatner

WILD MARKET #10 WILD/Boston (617) 427-2222 Anderson

HOT 103.5 MARKET #11 WHQT/Miami (305) 759-4311 Kidd/Michaels

Q93.7 FM MARKET #39 WQUE/New Orleans (504) 827-6000 Stevens

93.7 WBLK MARKET #40 WBLK/Buffalo (716) 852-5955 Dillard/Sims

KISS 104.7 MARKET #12 WALR/Atlanta (404) 688-0068 McClendon/Stevens

100.3 KISS FM MARKET #17 KATZ/St. Louis (314) 692-5108 Atkins

MIX 97.1 MARKET #17 KXOK/St. Louis (314) 991-797 Love/Scott

# Marketing With Country Music

▢ Kragen delivers keynote address at CMA's May 14-15 seminar in Nashville

Artist manager and author **Ken Kragen** will provide the keynote address at the second annual Marketing With Country Music conference, taking place May 14-15 at the Renaissance Hotel in Nashville.

Presented by the **Country Music Association** in conjunction with *Advertising Age* magazine, the event will explore ways to merge country music with corporate marketing campaigns. Participants will include marketing and advertising executives, as well as label heads, music publishers, and artist managers.

## 'Pickups To Perrier'

Kragen, a 30-year music business veteran, is the author of *Life Is A Contact Sport: Ten Great Career Strategies That Work*. As an artist manager, Kragen helped pioneer liaisons between country music and corporate America during the early '80s — specifically, **Kenny Rogers**'s partnerships with Chrysler and Dole. More recently, he was instrumental in **Trisha Yearwood**'s work with **Discover Card** and **Travis Tritt**'s partnership with **Fruit Of The Loom**.

Several of the topics of presentations and panel discussions sound particularly intriguing, such as "Carpetbagger Or Corporate Genius: Investing In Country Music." **Cold Spring Harbor Group's Bob Lobdell** will look at country's changing demographics in "From Pickups To Perrier: Who Is The Country Music Audience?"

Corporate participants include **Fruit Of The Loom**, **Blockbuster Entertainment**, **Anderson Merchandisers**, **Nabisco**, and **Kraft Foods**. Nashville's music industry representatives expected are **Arista/Nashville's Tim DuBois**, **Gaylord Entertainment's Paul Corbin**, **Monterrey Artists' Steve Dahl**, **Warner/Chappell Music's Tim Wipperman**, **CMT's Paul Hastaba**, and **Corlew/O'Grady Management's David Corlew**, amongst others.

## COUNTRY FLASHBACK

### 1 YEAR AGO

• No. 1: "You Win My Love" - **Shania Twain**

### 5 YEARS AGO

• No. 1: "Neon Moon" - **Brooks & Dunn**

### 10 YEARS AGO

• No. 1: "Julia" - **Conway Twitty**

### 15 YEARS AGO

• No. 1: "Mountain Music" - **Alabama** (third week)

### 20 YEARS AGO

• No. 1: "Some Broken Hearts Never Mend" - **Don Williams**

Recognizing that star power is the best way to gain attention from the Madison Avenue crowd, the CMA has enlisted several major acts to entertain. **Tammy Wynette** will host a reception at her home, and **Kathy Mattea** and **Mark Chesnut** are slated to appear at a luncheon at the Wildhorse Saloon. Coinciding with the conference, **Trisha Yearwood** and **Mandy Barnett** will perform at the Ryman Auditorium, and a guitar pull at Caffe Milano will feature informal acoustic performances by **John Berry**, **Paul Brandt**, **Marty Stuart**, and **Kim Richey**.

For additional information, contact the CMA at (615) 244-2840.

## On 'The Road'

He's not a typical tourist, but **Lee Roy Parnell's** role as narrator of an upcoming TV special has him traveling to trace the roots of country music.

Last week, Parnell visited the Texas hill country, where he made stops at Luckenbach, Gruen Hall and **Willie Nelson's** recording studio. He previously traveled to Bakersfield, CA to spend time with **Buck Owens**, and to visit **Merle Haggard's** childhood home. Upcoming segments will be filmed in Nashville.

The work will surface in a TNN special tentatively titled "The Road Salutes America." Parnell's commentary will be edited around existing musical segments from the series "The Road." The special is scheduled to air July 4.

## Industry News

Nashville's **Imprint Records** has signed a UK licensing agreement with the **Hit Label**, a company formed five years ago by former **Chrysalis Records** execs **Phil Cokell** and **Savvas Sakkas**.

• **Writer/publisher Dave Burgess** and L.A.-based producer **Keith Olsen (Fleetwood Mac, Foreigner, Grateful Dead)** have formed the **Bursen Music Group**, a Nashville-based company specializing in publishing, production, and artist management.

• **Sound & Serenity Management's Jeff Yoke**, 29, died in an April 21 traffic accident near Nashville. The company's clients include **Asylum** recording artist **Kevin Sharp**. Memorial donations may be made to the Make A Wish Foundation.

## Bits 'N' Pieces

**Toby Keith** appears to be hotter than ever. He and longtime friend **Mark Haugo** have opened the **Hatch Valley Chile Company** in Scottsdale, AZ. Using recipes from New Mexico's **Si Senor** restaurants, the prime ingredient is (aptnly enough) the Hatch chile, a sun-dried pepper grown along the Rio Grande.

• **G. Gordon Liddy** is bringing his nationally syndicated talk show to Music City. The **Westwood One** show broadcasts May 15 from **WWTN/Nashville** and May 16 from the Grand Ole Opry House. Assistant Producer **Cameron Gray** says the special guests are likely to include country acts.

• **Kenny Chesney's** second BNA album "Me And You" has been certified gold by the **RIAA**.

• **Clint Black's** new manager is **Mark Hartley** of the **Fitzgerald-Hartley Company**.

• "Lost Highway: The Music And Legend Of **Hank Williams**" is opening for another season at the Ryman Auditorium. Running May 1-October 25, the musical production has added an ongoing cameo role for celebrities who



**IF THE HAT FITS** — Businessman **Buddy Killen** tries on **Terri Clark's** hat during a recent **Easter Seals** auction at his **Stock Yard Restaurant** in Nashville. **Clark** gave up her trademark hat after an admirer offered a \$6000 bid. Killen's 17th annual charity show and auction — which raised \$160,000 — featured appearances by **Burt Reynolds** and **Ann Margret**.

dreamed of appearing on the Ryman stage with **Hank**.

• **Deana Carter** is the only country artist in *Newsweek's* list of "100 Americans For The Next Century." The magazine chose people in all professions whose "creativity or talent or brains or leadership will make a difference in the years ahead." Others on the list include golfer **Tiger Woods**, **Tom Cruise**, and "X-Files" creator **Chris Carter**.

• A baby grand piano used by **Garth Brooks** in the video for "The Red Strokes" is among the items up for grabs in the **T.J. Martell Foundation's** online auction. Most of the items are from the rock world, but memorabilia has been donated by **Faith Hill** and **Bryan White**. Bids will be accepted through May 8 at [www.streammedia.com/auctionline](http://www.streammedia.com/auctionline).

• Another upcoming **T.J. Martell** benefit will find several country acts donning borrowed duds for the annual **Music City Celebrity Luncheon & Fashion Show**. Among those wearing the hottest summer fashion trends: **Bryan White**, **Paul Brandt**, **Doug Stone**, **Skip Ewing**, the **Oak Ridge Boys'** **Richard Sterban**, the **Hagars**, **Jeannie Seeley**, and **Jan Howard**. It takes place June 16

(Fan Fair week) at the **Opryland Hotel**.

• "The older I get, the more I want to stay home," **Dolly Parton** said during a recent appearance at her **Dollywood** theme park. However, she admits that she stays busy with her career activities. How busy? As she explains it, "Busier than a one-legged man in a butt-kickin' contest."

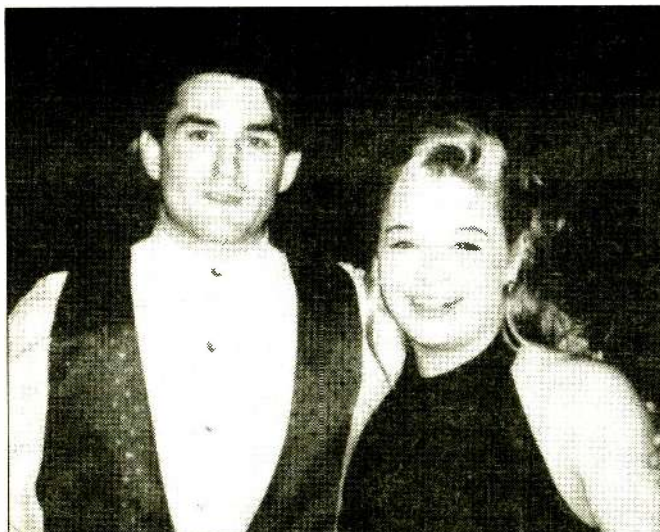
• **Tanya Tucker's** April 19 visit to the Grand Ole Opry marked her first Opry appearance since 1973. She dedicated "Delta Dawn" to her friend **Mae Boren Axton**, a Nashville music industry veteran who passed away April 9.

• **Eddie Rabbitt** has been diagnosed with lung cancer, but his doctors are optimistic about his health following initial treatments.

• The **Oak Ridge Boys**, **All 4 One**, and the **Philadelphia Boys Choir** provided the music at Sunday's (4/27) opening ceremony of the **Presidents' Summit For America's Future** in Philadelphia. Attendees included President **Bill Clinton** and former presidents **George Bush** and **Jimmy Carter**.

• **Ronnie McDowell** has signed to **Intersound**.

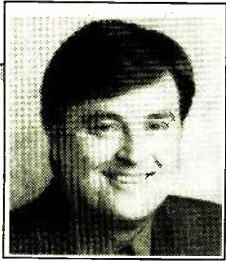
— **Calvin Gilbert**



**'CHOOSYWOMEN CHOOSE JEFF'** — **Imprint** recording artist **Jeff Wood** visits with **LeAnn Rimes** following a recent stop on what is being billed as his "Choosy Women Choose Jeff Tour." By the end of the year, **Wood** will have opened shows for **Rimes**, **Deana Carter**, **Suzy Bogguss**, **Martina McBride**, and **Wynonna**.



**NEW COUNTRY DUO?** — No, they're not a new duo seeking a country record deal, but songwriter **Paul Williams** and **Olivia Newton-John** were among the out-of-towners attending the fifth annual **Tin Pan South Festival**. Produced by the **Nashville Songwriters Association International**, the five-night event featured performances by some of America's most successful tunesmiths.



LON HELTON

# Creativity Creates Listener Loyalty

Throughout the course of a week, I get a number of interesting missives from companies and individuals commenting on the current state of Country. Here's an overview of a few that've come in lately:

Brian Wright, a former Country PD now with the Grand Rapids-based Audience Development Group consultancy, feels that creativity among announcers is a lost art. "Looking back on the history of radio, it is very clear what made it great was the way announcers used multiple theater-of-the-mind techniques," he states. "How big was the horse that sped across the radio? How ugly was the bad guy? Each time radio tapped into this theater-of-the-mind, they were actually allowing each person's 'special effects machine' to kick in. Each time this happened, the bond between the radio station and the listener actually got stronger.

"Today's radio has, for the most part, lost the art of real announcer creativity. We don't really see the value of being unique in this area anymore. Instead, we have focused



Brian Wright

on how to speed-read through liner cards and rattle through a laundry list of what songs are coming up after the break. This is happening with virtually no feeling or passion, thus having almost no positive impact on our audience. The goal of each announcer should not be 'to be brief' — which is commonly believed — but, rather, to deliver a message as efficiently as possible. The by-product of this happens to be brevity."

### Mental Pictures

"We need to work with our announcers to help them be more creative, tapping into each listener's theater-of-the-mind. This, along with great station branding, will draw a much more vivid picture of our station to our listeners. This will in turn bring a much higher level of 'top-of-mind' recall to our station, which will mean higher ratings.

"Very few radio stations give serious consideration to really working with their on-air talent in this area. This presents us with a clear opportunity to race ahead of our competition. It's rare that such an



**Today's radio has, for the most part, lost the art of real announcer creativity. We don't really see the value of being unique in this area anymore.**



opportunity exists — take advantage of it!

"When the announcers are given this 'creativity message,' it is important to give them a mental picture as well. It should be described to them as completing a small photo album for each listener by the end of their shift. This 'album' consists of several mental snap-shots.

"Doing this right requires hard work and determination, always thinking of new ways of communicating the message. But if we don't work on this area, we will be missing huge opportunities — bigger than we could ever imagine or will ever know."

## Katz: Country Still No. 1

**K**atz Radio Group recently released its analysis of the Fall '96 Arbitron data, which this year included an additional 35 markets. Some of the highlights:

• **Average Market Format Shares:** KRG notes, "Country plateaus at a 15.5 average market share, up from a 15.4 last fall. Country still finishes well above any other format in average market share."

Rounding out the Top 10: Spanish 8.7, AC 8.3, Urban 8.2, CHR 7.7, AOR 7.2, News/Talk 7.0, Soft AC 5.7, Gold 5.4, and Full Service 5.3.

• **Time Spent Listening:** Country's TSL increased in only three of 10 sex/age cells (M/F — 25-54, 25-34, 35-44, 45-54, and 55-64). TSL was up among women 25-54 (19 minutes), 35-44 (18 minutes), and 45-54 (48 minutes). Every other cell — most notably every male cell — was down. Here's how much less time listeners in these demo cells spent with the format last fall:

• 25-54 men, 10 minutes	• 45-54 men, 18 minutes
• 25-34 men, 28 minutes	• 55-64 men, 32 minutes
• 25-34 women, 32 minutes	• 55-64 women, 18 minutes
• 35-44 men, 26 minutes	

Despite the declines in male TSL, they still deliver more overall TSL than women. Only in the 45-54 group do women listen longer (48 minutes). Otherwise, men spend more time weekly with Country radio, thusly:

• 25-54, 13 minutes	• 35-44, 36 minutes
• 25-34, 16 minutes	• 55-64, 2 minutes

• **Age/Sex Composition:** For the fifth straight fall, Country was split 47% male/53% female. This was after spending six years in the 49/51 range.

• **Median Age:** The Country listeners' median age was up for the third consecutive fall. Since hitting a 12-year "low" of 38 years in Fall '93 and Fall '94, it has moved to 39 in Fall '95 and 40 in Fall '96.

• **Audience composition:** The study indicates an older audience skew for last fall, though Katz notes it "possibly reflects the addition of [35 additional Arbitron] markets rather than any real change in FM Country's appeal."



WKXK-FM/Chicago morning co-hosts Willy D. Loon (r) and Tim Hattrick (l) cavort on the roof of Murphey's Bleachers, a popular pub across from the hallowed grounds of Wrigley Field. Loon, a Danville, IL native and diehard Cubs fan, vowed to stay on the roof 'til his beloved team won a game — which finally happened in the night cap of a double-header on April 20.



The WKXC-FM/Augusta, GA bumper sticker campaign featured a \$10,000 cash prize to a lucky motorist sporting a station sticker. The winner (l) is shown getting the large (in more ways than one) check from morning teamers Johnson & Johnson.

## YOUR TURN

# Consolidation Can Mean End Of Radio Wars

By Ken Boesen

Recently we were asked by American Radio Systems to describe some of the benefits we've experienced as a result of consolidation. As programmers, we struggled to come up with anything of substance. One of the major benefits we expected to see was a greater degree of control over the added-value pressures placed on the radio station.

Due to healthy competition from other companies, we haven't seen this at KSKS/Fresno. We did, however, overlook one major benefit for multiple stations in the same format owned by the same company. If you're not spending energies either directly or indirectly combatting your opponent, and you're not having to constantly monitor them to ensure whatever competitive advantages, you can concentrate on making your product better.

It's great to have an opponent to keep things competitive. In our situation, we still have that. However, in an effort to better serve the Country listener, we're concentrating on growing the market and not stealing each other's listeners. In Fresno, that

means increased playlist size and a differentiation in the titles. I know what KNAX's mission is and they know what mine is. We don't necessarily know each other's strategies to accomplish that mission. As programmers, we've all spent varying energies dealing with the competition and, in some cases, it was to the detriment of our audience. Even if we never referred to them on the air, if we spent time reacting, repositioning, tarnishing their name, or targeting their audience, we may have given our product less than it needed.

Fresno has the reputation of being a physically combative radio market, with Country leading the brawl. I'm happy to say that last week, at one of our premiere events

drawing several thousand people, both stations were able to concentrate on sounding and looking great in front of a receptive crowd. There were no aggressive — and offensive — sticker wars.

Promotional and creatively, we've never been more active, exciting, and fun. The radio wars have been taxing and, fortunately, they may no longer be necessary in situations like ours. That is the benefit of common ownership.

Ken Boesen

is the PD of KSKS-FM/Fresno. ARS cornered the Fresno Country market last year when it purchased KSKS in April and KNAX-FM in July.





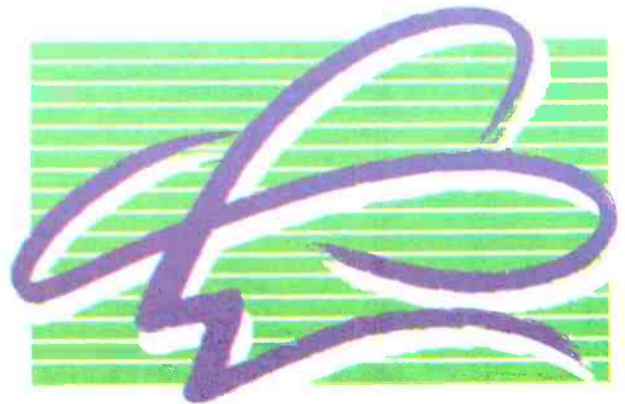
# The New Breed of Country Countdowns

Premiere and After MidNite proudly present the new breed of Country countdowns. One that keeps in step with a whole new generation of country music fans. Keeps in step, but still stays true to the attitudes that helped create today's sound.

Each week, Blair entertains, informs, and showcases the top 30 songs of the week. Only the top 30... It's still a four-hour show, but with a healthy dose of high-testing recurrents. Your station continues to play only the hits. ONLY THE HITS!

And just as he does for After MidNite... Blair will cut as many custom liners for your station as you can write. Liners to run within the countdown. Liners to localize the show even more.

Yes, it's a different approach to countdowns. Yes, it's a different time. It's today's sound. It's today's breed...it's The Country Chart with Blair Garner.



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COUNTRY  
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*“One Night  
At A  
Time”*

*Has Gone*

# STRAIT TO THE TOP

*#1 on R&R  
for 3 weeks strait*

*#1 on BB  
for 3 weeks strait*

*#1 on Gavin  
for 4 weeks strait*

*Congratulations*

**George**

on your ACM Awards  
Top Male Vocalist  
& Album of the Year

*Thanks Country Radio*

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**MCA**  
NASHVILLE

# GOING OR ADDS

May 5, 1997



## Terri Clark "Just The Same"

Mercury: Terri Clark joined with Tom Shapiro and Chris Waters to write the title track from her gold sophomore album, "Just The Same." Explaining the team's creative chemistry, Clark says, "I don't have it with any other writers, and they don't have it with any other artists. We think we'd probably be a successful songwriting partnership even if I didn't have a record deal. Of the song, she adds, "I'm very, very proud of it. This is one of the songs I think I'll look back on when I'm old and say, 'Wow, I had a hand in writing that.'"



## Deryl Dodd "Movin' Out To The Country"

Columbia: Texan Deryl Dodd previously covered the Tom T. Hall chestnut, "That's How I Got To Memphis," but he's the sole writer of "Movin' Out To The Country." An ode to leaving the city life behind, the track comes from Dodd's Columbia debut album, "One Ride In Vegas," produced by Chip Young and Blake Chancey.



## David Kersh "Day In, Day Out"

Curb: While David Kersh is on the road in Texas and Oklahoma, Curb has serviced the latest single from his album "Goodnight Sweetheart." "Day In, Day Out" was written by Marv Green and Thom McHugh. Kersh and producer Pat McMakin are working around the touring schedule to complete the sessions for his next album, which should arrive later this year.



## Little Texas "Your Mama Won't Let Me"

Warner Bros.: Little Texas had been holding onto "Your Mama Won't Let Me" since before the release of its greatest hits album. Lead vocalist Tim Rushlow notes, "It was written by the same three guys who wrote 'Life Goes On,' [Keith Follse, Tom McHugh, and band member Del Gray] which was a really great record for us. I especially love the intro. That's Porter Howell raking his pick over his guitar strings with this real loud amp."



## Lila McCann "Down Came A Blackbird"

Asylum/EEG: Fifteen-year old Lila McCann performed at small bars and lodges in the Seattle area before getting signed to Asylum. "Down Came A Blackbird" was written by Michael Smotherman and her producer, Mark Spiro. Of the single, McCann says, "When I first heard the song, I'll be honest, it didn't really make any sense to me. But there's just something about the way the words all come together. I kept singing it, and something happened. The more you listen, the deeper into it you get." Her debut album is set for a June release.



## Michael Peterson "Drink, Swear, Steal & Lie"

Reprise: Newcomer Michael Peterson arrives with the first single from his self-titled debut album, scheduled for July release. An Arizona native raised in Washington state, Peterson moved to Nashville to concentrate on his songwriting. Among those providing encouragement were Josh Leo and Robert Ellis Orrall, who co-produced Peterson's album.

# ON THE RECORD

River Road  
"I Broke It, I'll Fix It"  
(Capitol)  
Jim West, APD/MD  
KUBL-FM/Salt Lake City

I thought River Road's "I Broke It, I'll Fix It" was something special on the first listen. So I gave it to our evening personality "The Outlaw" Pat Garrett for his "Kick It Or Keep It" feature. That night, we took more than 50 calls — and every one was a "keep!"

This single stands out from everything else I have on my desk. It's head-and-shoulders above the other 30 CDs, so no wonder it stands out on the radio. The song has all the elements of being a great record — from the excellent production to the delivery.

At times, most record people are focused on just their product, and have no idea what is available for programmers to listen to. But in my mind, I want to add the best-sounding material, and River Road fits into our station's sound — and I didn't go to their showcase!

# OUT OF THE BOX

Ricochet  
"He Left A Lot To Be Desired" (Columbia)  
Shadow, MD  
WWKA/Orlando

I've always liked songs that have that "enduring" sound to them — songs you can get into quickly, but don't sound like they're going to burn too soon. Ricochet's newest single has that kind of feel to it. We put the song on "Shadow's Showdown," our nightly "battle," against the new Lonestar song — sorta like a big league "battle of the bands" with Eddie Kilgallon from Ricochet and Lonestar's John Rich calling in to vote (for their songs, of course). It really worked on the air — as do both of these tunes!

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## NEW & ACTIVE

### SKIP EWING Mary Go Round (Word)

Total Stations: 42, Total Points: 2301, Total Adds: 9, Including: WSIX 12, WFMB 10, KDRK 8, KALF 7, WMJC 7, KNIX 5, KRRV 5, WTQR 5, WWWW 5

Plays Include: KBEQ 24 (18), KZLA 24 (19), KJUG 22 (15), KYGO 22 (22), KEAN 17 (17), KZSN 17 (7), KPLM 16 (14), KAJA 15 (15), WFMS 15 (15), KTST 14 (14), WMIL 14 (14), WTCM 14 (13), KWNR 13 (13), WKDQ 12 (12), WKXK 11 (11), KPLX 10 (10), WTVY 10 (5), WWYZ 10 (10)

### JO DEE MESSINA He'd Never Seen Julie Cry (Curb)

Total Stations: 42, Total Points: 2146, Total Adds: 7, Including: KTCS 15, WFMB 9, KAYD 7, KIKK 7, WGTR 6, WKLB 5, WSOC 5

Plays Include: WQBE 25 (25), KUZZ 22 (22), WXBQ 22 (23), KBEQ 18 (18), WYAY 18 (18), KEAN 17 (17), WRNS 16 (14), KSOP 15 (15), WEZL 15 (15), WXBM 15 (15), WXTA 15 (15), KTST 14 (14), WUSQ 14 (14), WGTY 13 (10), KUPL 12 (12), WTCM 12 (10), WTVY 10 (10), WWQQ 10 (10), WWYZ 10 (10)

### RIVER ROAD I Broke It, I'll Fix It (Capitol)

Total Stations: 36, Total Points: 1769, Total Adds: 26, Including: KTTS 34, KJUG 22, WWQQ 20, WXTA 15, KXDD 14, KATM 13, KAYD 13, KCYY 12, WGRL 12, KSSN 10, WTVY 10, KHEY 7, KSKS 7, KSOP 7, KUBL 7, KXKT 7, WUSY 7, WXCL 6, KFDI 5, KGEE 5, KORD 5, KVOO 5, WDEN 5, WIXY 5, WJCL 5, WRKZ 5

### AARON TIPPIN A Door (RCA)

Total Stations: 36, Total Points: 1559, Total Adds: 0, Including: WAMZ 28 (28), KJUG 22 (15), WWQQ 20 (20), WKSF 18 (18), KEAN 17 (17), WBCT 15 (15), WFGY 15 (15), WGTY 14 (13), WUSQ 14 (14), WAXX 12 (12), WKNN 12 (12), WTCM 12 (10), WTCR 10 (9), WTVY 10 (10), KALF 7 (7), KHEY 7 (7), KSOP 7 (7), WMTZ 7 (7), WXXQ 7 (7), KNCI 6 (6), WTDR 6 (6), KEEY 5 (5), KFDI 5 (5), KORD 5 (5), KPLX 5 (5), KTTS 5 (5), KVOO 5 (5), KZKX 5 (5), WBYT 5 (5), WDEN 5 (5), WQYK 5 (5), WRKZ 5 (5), WSOC 5 (5), WTQR 5 (5), WWYZ 5 (5)

### BILLY YATES I Smell Smoke (Almo Sounds)

Total Stations: 45, Total Points: 1402, Total Adds: 31, Including: KCYY 12, WAXX 12, WWQQ 10, WDSY 7, WEZL 7, WKCN 7, WXTU 7, WXXQ 7, WIXY 6, WQIK 6, WTHI 6, WXCL 6, KASH 5, KORD 5, KUGN 5, WCTK 5, WESC 5, WIOV 5, WKXK 5, WKLB 5, WKML 5, WMIL 5, WMTZ 5, WNOE 5, WQHK 5, WSOC 5, WTCR 5, WWFG 5, WWWW 5, WWZD 5, WXTA 5

### KRIS TYLER Keeping Your Kisses (Rising Tide)

Total Stations: 29, Total Points: 1304, Total Adds: 2, Including: WWQQ 10, KXKT 7

Plays Include: KBEQ 24 (24), KJUG 22 (15), KTST 18 (18), WKSF 18 (18), WFGY 15 (15), WXTA 15 (15), KWNR 13 (13), KYGO 13 (13), WNTN 12 (12), KUGN 10 (10), WTVY 10 (10), WWYZ 10 (10), KHAY 9 (7), WOW 9 (9), KSOP 7 (7), WCOL 7 (7), WKCN 7 (7), WRBQ 7 (7), KFDI 5 (5), KORD 5 (5), KTCS 5 (5), KTTS 5 (5), KZKX 5 (5), WBCT 5 (5), WDEN 5 (5), WRKZ 5 (5), WYCD 5 (5)

### KIM RICHEY I Know (Mercury)

Total Stations: 29, Total Points: 1044, Total Adds: 1, Including: WKSF 5  
Plays Include: KEAN 17 (17), WWQM 16 (16), WXBQ 16 (13), KLLL 15 (15), WQBE 15 (15), WXTA 15 (15), WFRG 14 (14), WTCM 13 (12), WAXX 12 (12), WGTY 9 (8), KHEY 7 (7), KJUG 7 (7), KSOP 7 (7), WKCN 7 (7), WMJC 7 (7), WXCL 6 (6), KORD 5 (5), KRRV 5 (10), KTCS 5 (5), KTEX 5 (5), KTTS 5 (5), KWJJ 5 (5), KVOO 5 (5), WDEN 5 (5), WFMB 5 (5), WTVY 5 (5), WWWW 5 (5), WWYZ 5 (5)

### MICHAEL PETERSON Drink, Swear, Steal & Lie (Reprise)

Total Stations: 14, Total Points: 868, Total Adds: 9, Including: WESC 18, KYGO 13, WAMZ 10, WUSY 7, KASE 5, KYCY 5, WDEN 5, WIL 5, WSOC 5  
Plays Include: KEEY 18 (18), KMPS 16 (16), KHAY 10 (10), WWYZ 10 (10), KSOP 7 (7)

### NOEL HAGGARD One Lifetime (Atlantic)

Total Stations: 23, Total Points: 755, Total Adds: 0, Including: KEAN 17 (17), KGNC 15 (15), WFMB 12 (9), WLWI 12 (12), WRNS 12 (15), WXBM 9 (9), KHEY 7 (7), KSOP 7 (7), KXKT 7 (7), WRBQ 7 (7), WUSY 7 (7), KFDI 5 (5), KTCS 5 (5), KTTS 5 (5), KWJJ 5 (5), KVOO 5 (5), KZKX 5 (5), WDEN 5 (5), WRKZ 5 (5), WSOC 5 (5), WTVY 5 (5), WWYZ 5 (5), WXTA 5 (5)

### ALISON KRAUSS Find My Way Back To My Heart (Rounder)

Total Stations: 14, Total Points: 657, Total Adds: 3, Including: WMSI 16, WQBE 15, WXBQ 14  
Plays Include: WWQM 16 (16), KVOO 15 (15), WCTK 10 (10), WWYZ 10 (10), WGTY 9 (6), WKML 9 (9), KSOP 7 (7), WTDR 6 (6), KFDI 5 (5), KTTS 5 (5), WDEN 5 (5)

### RICH MCCREADY That Just About Covers It (Magnatone)

Total Stations: 14, Total Points: 368, Total Adds: 11, Including: WTCM 12, KRRV 5, KVOO 5, KYGO 5, KZKX 5, WBCT 5, WDEN 5, WRKZ 5, WSOC 5, WTVY 5, WWYZ 5  
Plays Include: WFMB 14 (10), KFDI 5 (5)

### TERRI CLARK Just The Same (Mercury)

Total Stations: 10, Total Points: 364, Total Adds: 9, Including: KEAN 17, KUZZ 7, WMSI 7, WQXK 7, KFDI 5, WDEN 5, WIL 5, WSOC 5, WWYZ 5  
Plays Include: KSOP 7 (7)

### VICTORIA SHAW Different Drum (Reprise)

Total Stations: 10, Total Points: 310, Total Adds: 1, Including: WMJC 7  
Plays Include: WTCM 16 (14), WXTA 15 (15), WAXX 12 (12), KFDI 5 (5), KTTS 5 (5), WDEN 5 (5), WKSF 5 (5), WSOC 5 (5), WTVY 5 (5)

Songs Ranked By Total Points

## NATIONAL RADIO FORMATS

### ABC RADIO NETWORKS

#### Coast-To-Coast

Mark Edwards • (214) 991-9200

#### Adds:

LONESTAR Come Cryin' To Me  
TIM MCGRAW It's Your Love  
MICHAEL PETERSON Drink, Swear, Steal & Lie  
RICOCHET He Left A Lot To Be Desired

#### Hottest:

GEORGE STRAIT One Night At A Time  
PATTY LOVELESS The Trouble With The Truth  
REBA MCGENTIRE I'd Rather Ride Around With You  
MARK CHESNUTT Let It Rain

#### Real Country

Dave Nicholson • (602) 966-6236

#### Adds:

TRACE ADKINS I Left Something Turned On At Home  
JOHN BERRY I Will, If You Will  
JEFF CARSON Do It Again  
TIM MCGRAW It's Your Love  
PAM TILLIS All The Good Ones Are Gone

#### Hottest:

TANYA TUCKER Little Things  
JOHN MICHAEL MONTGOMERY I Miss You A Little  
GEORGE STRAIT One Night At A Time  
BROOKS & DUNN Why Would I Say Goodbye  
ALAN JACKSON Who's Cheatin' Who

### AFTER MIDNITE ENTERTAINMENT

Craig Scott • (901) 755-9753

#### Adds:

TRACY BYRD Don't Love Make A Diamond Shine  
LONESTAR Come Cryin' To Me  
TIM MCGRAW It's Your Love  
CLAY WALKER One, Two, I Love You

#### Hottest:

GEORGE STRAIT One Night At A Time  
COLLIN RAYE On The Verge  
TRACY LAWRENCE Better Man, Better Off  
LORRIE MORGAN Good As I Was To You  
BRYAN WHITE Sittin' On Go

### BROADCAST PROGRAMMING

Walter Powers • (800) 426-9082

#### Super Country/Pure Country - Ken Moultrie

#### Adds:

PAUL BRANDT Take It From Me  
CLAY WALKER One, Two, I Love You

#### Hottest:

ALABAMA Sad Lookin' Moon  
TRACY LAWRENCE Better Man, Better Off  
LORRIE MORGAN Good As I Was To You  
COLLIN RAYE On The Verge  
GEORGE STRAIT One Night At A Time

#### Digital Country - L.J. Smith

#### Adds:

PAUL BRANDT Take It From Me  
CLAY WALKER One, Two, I Love You

#### BROADCAST PROGRAMMING CONTINUED

#### Hottest:

GEORGE STRAIT One Night At A Time  
COLLIN RAYE On The Verge  
ALABAMA Sad Lookin' Moon  
TRACY LAWRENCE Better Man, Better Off  
LORRIE MORGAN Good As I Was To You

#### New Country - L.J. Smith

#### Adds:

PAUL BRANDT Take It From Me  
CLAY WALKER One, Two, I Love You

#### Hottest:

GEORGE STRAIT One Night At A Time  
DAVID KERSH Another You  
TRACY LAWRENCE Better Man, Better Off  
JOHN MICHAEL MONTGOMERY I Miss You A Little  
KEVIN SHARP She's Sure Taking It Well

### JONES SATELLITE NETWORKS

Phil Barry • (303) 784-8700

#### U.S. Country - Jim Murphy

#### Adds:

PATTY LOVELESS The Trouble With The Truth  
TIM MCGRAW It's Your Love

#### Hottest:

ALABAMA Sad Lookin' Moon  
BUFFALO CLUB If She Don't Love You  
TRACY LAWRENCE Better Man, Better Off  
COLLIN RAYE On The Verge  
GEORGE STRAIT One Night At A Time

### WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (805) 294-9000

#### Hot Country - David Felker

#### Adds:

LONESTAR Come Cryin' To Me  
TIM MCGRAW It's Your Love  
RANDY TRAVIS King Of The Road  
CLAY WALKER One, Two, I Love You  
JOHN & AUDREY WIGGINS Somewhere In Love

#### Hottest:

GEORGE STRAIT One Night At A Time  
ALABAMA Sad Lookin' Moon  
COLLIN RAYE On The Verge  
DAVID KERSH Another You  
LORRIE MORGAN Good As I Was To You

#### Mainstream Country - David Felker

#### Adds:

TRACE ADKINS I Left Something Turned On At Home  
JOHN BERRY I Will, If You Will  
PATTY LOVELESS The Trouble With The Truth  
TIM MCGRAW It's Your Love  
PAM TILLIS All The Good Ones Are Gone

#### Hottest:

GEORGE STRAIT One Night At A Time  
ALABAMA Sad Lookin' Moon  
COLLIN RAYE On The Verge  
DAVID KERSH Another You  
TRACY LAWRENCE Better Man, Better Off



THE NASHVILLE NETWORK

60.2 million households

Traci Todd,

Manager/Video Programming

### ADDS

TERRI CLARK Just The Same (Mercury)  
CHARLIE DANIELS BAND Long Haired Country... (Blue Hat)  
TIM MCGRAW It's Your Love (Curb)  
LEE ROY PARNELL Lucky Me, Lucky You (Career)  
KRIS TYLER Keeping Your Kisses (Rising Tide)

### HEAVY

DEANA CARTER Count Me In (Capitol)  
MARK CHESNUTT Let It Rain (Decca)  
VINCE GILL A Little More Love (MCA)  
ALAN JACKSON Who's Cheatin' Who (Arista)  
TRACY LAWRENCE Better Man, Better Off (Atlantic)  
MILA MASON Dark Horse (Atlantic)  
KATHY MATTEA 455 Rocket (Mercury)  
TIM MCGRAW It's Your Love (Curb)  
JOHN MICHAEL MONTGOMERY I Miss You... (Atlantic)  
LORRIE MORGAN Good As I Was To You (BNA)  
COLLIN RAYE On The Verge (Columbia)  
LEANN RIMES The Light In Your Eyes (MCG/Curb)  
SAWYER BROWN Six Days On The Road (Curb)  
KEVIN SHARP She's Sure Taking It Well (Asylum/EEG)  
TANYA TUCKER Little Things (Capitol)  
MARK WILLIS Places I've Never Been (Mercury)  
LEE ANN WOMACK Never Again, Again (Decca)

Information current as of May 5, 1997.



COUNTRY MUSIC TELEVISION

38 million households

Chris Parr, Director/Programming

Paul Hastaba, VP/GM

### ADDS

CHARLIE DANIELS BAND Long Haired Country... (Blue Hat)  
TIM MCGRAW It's Your Love (Curb)  
MICHAEL PETERSON Drink, Swear, Steal & Lie (Reprise)  
RIVER ROAD I Broke It, I'll Fix It (Capitol)

### TOP 10

LORRIE MORGAN Good As I Was To You (BNA)  
COLLIN RAYE On The Verge (Epic)  
KATHY MATTEA 455 Rocket (Mercury)  
KEVIN SHARP She's Sure Taking It Well (Asylum/EEG)  
JOHN MICHAEL MONTGOMERY I Miss You... (Atlantic)  
BILL ENGVALL Here's Your Sign (Warner Bros.)  
SAWYER BROWN Six Days On The Road (Curb)  
MILA MASON Dark Horse (Atlantic)  
LEANN RIMES The Light In Your Eyes (MCG/Curb)  
TRACY LAWRENCE Better Man, Better Off (Atlantic)

### HEAVY

MARK CHESNUTT Let It Rain (Decca)  
VINCE GILL A Little More Love (MCA)  
MILA MASON Dark Horse (Atlantic)  
KATHY MATTEA 455 Rocket (Mercury)  
JOHN MICHAEL MONTGOMERY I Miss You... (Atlantic)  
COLLIN RAYE On The Verge (Epic)  
LEANN RIMES The Light In Your Eyes (MCG/Curb)  
SAWYER BROWN Six Days On The Road (Curb)  
KEVIN SHARP She's Sure Taking It Well (Asylum/EEG)  
TANYA TUCKER Little Things (Capitol)  
LEE ANN WOMACK Never Again, Again (Decca)

### HOT SHOTS

SHERRIE AUSTIN Lucky In Love (Arista)  
MARY CHAPIN CARPENTER The Better To Dream... (Columbia)  
DEANA CARTER Count Me In (Capitol)  
TERRI CLARK Just The Same (Mercury)  
JOE OUFFE This Is Your Brain (Epic)  
A. KRAUSS Find My Way... (Rounder)  
PATTY LOVELESS The Trouble With The Truth (Epic)  
LEE ROY PARNELL Lucky Me, Lucky You (Career)  
MICHAEL PETERSON Drink, Swear, Steal & Lie (Reprise)  
RIVER ROAD I Broke It, I'll Fix It (Capitol)  
PAM TILLIS All The Good Ones Are Gone (Arista)  
TRAVIS TRITT She's Going Home With Me (Warner Bros.)

Heavy rotation songs receive four to five plays per day. Hot Shots receive three to four plays per day. Pick Hits of the Week receive an extra play above heavy rotation per day. All Top 10 videos also receive heavy rotation.

Information current as of April 30 1997.

# COUNTRY REPORTERS

Stations and their adds listed alphabetically by market

<p><b>KEAN/Abilene, TX</b> PD: Dwayne Alexander MD: Rudy Allen Fernandez 17 TERRI CLARK 17 TRACY BYRD 17 TIM MCGRAW</p> <p><b>WQMX/Akron, OH</b> PD: Kevin Mason MD: Bill Shief 23 TIM MCGRAW 18 PAM TILLIS 18 LONESTAR 18 CLAY WALKER</p> <p><b>WGNA/Albany, NY</b> MD: Bill Easley 6 TRACE ADKINS 6 TIM MCGRAW 6 RICOCHE</p> <p><b>KRST/Albuquerque, NM</b> PD: Jim Patrick MD: Chaz Malibu 12 TRACE ADKINS 12 TIM MCGRAW 5 SAMMY KERSHAW 5 CLAY WALKER 5 JAMES BONAMY</p> <p><b>KRRV/Alexandria, LA</b> PD: Dru LaBorde MD: Scott Bryant 27 TIM MCGRAW 27 REBA MCGENTIRE 15 PAM TILLIS 15 TRACE ADKINS 5 RICH MCCREADY 5 SKIP EWING 5 LONESTAR</p> <p><b>WFGY/Altoona, PA</b> PD/MD: Polly Wogg 25 TIM MCGRAW 15 RICOCHE 15 JOHN BERRY 15 GARY ALLAN 15 LONESTAR 15 SAMMY KERSHAW</p> <p><b>KGNC/Amarillo, TX</b> PD: Bob Shannon 35 TIM MCGRAW 7 TRACE ADKINS 7 PAUL BRANDT 7 RICOCHE</p> <p><b>KASH/Anchorage, AK</b> MD: Chris Crowley 25 TIM MCGRAW 6 GARY ALLAN 6 JEFF CARSON 6 CLAY WALKER 5 BILLY YATES</p> <p><b>WNKY/Appleton, WI</b> PD: Mark Shannon MD: Steve Davis 24 TIM MCGRAW 9 PAM TILLIS</p> <p><b>WKSJ/Asheville, NC</b> PD: Steve Lott MD: Nikki Thomas 24 TIM MCGRAW 5 KIM RICHEY 5 JEFF CARSON</p> <p><b>WKHX/Atlanta, GA</b> PD: Neil McGinley MD: Johnny Gray 18 LEE ANN WOMACK 18 REBA MCGENTIRE 18 PAM TILLIS</p> <p><b>WYAY/Atlanta, GA</b> PD: Neil McGinley MD: Johnny Gray 18 TIM MCGRAW 18 CLAY WALKER 18 LILA MCCANN</p> <p><b>WKXC/Augusta, GA</b> PD: Tommy Gentry MD: Tony Cooper 18 TIM MCGRAW 7 LEE ROY PARNELL 7 SONS OF THE DESERT 7 SHERRIE AUSTIN</p> <p><b>KASE/Austin, TX</b> PD: Brad Hansen MD: Steve Gary 5 TIM MCGRAW 5 TRACY BYRD 5 PAM TILLIS 5 MICHAEL PETERSON</p> <p><b>KUZZ/Bakersfield, CA</b> PD/MD: Evan Bridwell 22 TRACY BYRD 22 TIM MCGRAW 7 TYHERNDON 7 TERRI CLARK 7 TAMMY GRAHAM</p> <p><b>WPDC/Baltimore, MD</b> PD: Scott Lindenmiller APD/MD: Greg Cude 16 TIM MCGRAW 16 PAM TILLIS 16 RICOCHE</p> <p><b>WYNK/Baton Rouge, LA</b> PD/MD: Brian King 13 TIM MCGRAW 13 RANDY TRAVIS 13 LONESTAR</p> <p><b>KAYD/Beaumont, TX</b> PD/MD: Frank Dawson 20 TIM MCGRAW 20 TRACY BYRD 13 LONESTAR 13 RIVER ROAD 7 JOHN/AUDREY WIGGINS 7 RICOCHE 7 JO DEE MESSINA</p> <p><b>WKNN/Biloxi, MS</b> PD: Rick Mize MD: Kipp Gregory 12 REBA MCGENTIRE 12 TIM MCGRAW</p> <p><b>WHDK/Columbus, OH</b> PD: Don Crisp MD: George Wolf 22 TIM MCGRAW 22 REBA MCGENTIRE 14 CLAY WALKER 14 PATTY LOVELESS 14 LONESTAR 14 RICOCHE</p> <p><b>WZZK/Birmingham, AL</b> PD: Jim Tice MD: Scott Stewart 14 LONESTAR 14 RICOCHE</p>	<p><b>KDFC/Boise, ID</b> PD: Dwayne Alexander MD: REBA MCGENTIRE</p> <p><b>WKLB/Boston, MA</b> PD: Mike Brophy APD/MD: Ginny Rogers 12 TIM MCGRAW 12 TRACE ADKINS 5 JO DEE MESSINA 5 TIM MCGRAW 5 BILLY YATES</p> <p><b>WYRK/Buffalo, NY</b> PD: Ken Johnson MD: Pat O'Brien 12 TIM MCGRAW 12 PAM TILLIS 12 TRACE ADKINS</p> <p><b>KHAK/Cedar Rapids, IA</b> PD: Jeff Winfield MD: Dawn Johnson 22 TIM MCGRAW 9 RICOCHE 9 TRACY BYRD 9 JOHN/AUDREY WIGGINS 9 CLAY WALKER</p> <p><b>WIXY/Champaign, IL</b> PD/MD: Rob Kelley 18 CLAY WALKER 18 TIM MCGRAW 6 BILLY YATES 5 BLAKE &amp; BRIAN 5 RIVER ROAD</p> <p><b>WBUB/Charleston, SC</b> PD: Charlie Lindsay MD: John Dixon 12 TIM MCGRAW 12 TRACE ADKINS 12 LEE ROY PARNELL</p> <p><b>WEZL/Charleston, SC</b> PD: Kris Van Dyke MD: Gary Griffin 24 TIM MCGRAW 15 TRACY BYRD 15 LONESTAR 7 CLAY WALKER 7 LEE ROY PARNELL 7 BILLY YATES</p> <p><b>WQBE/Charleston, WV</b> OM/MD: Jeff Whitehead 15 ALISON KRUEGER 15 RICOCHE 15 TIM MCGRAW</p> <p><b>WSOC/Charlotte, NC</b> PD: Paul Johnson MD: Rick McCracken 5 TIM MCGRAW 5 JEFF CARSON 5 MICHAEL PETERSON 5 TERRI CLARK 5 LEE ROY PARNELL 5 JO DEE MESSINA 5 BILLY YATES 5 RICH MCCREADY</p> <p><b>WUSY/Chattanooga, TN</b> PD: Clay Hunnicutt MD: Bill Poindexter 9 TIM MCGRAW 7 MICHAEL PETERSON 7 RIVER ROAD 7 RICK TREVINO 7 TRACY BYRD</p> <p><b>WXKK/Chicago, IL</b> OM/MD: Ted Stecker MD: Dominica 10 TIM MCGRAW 10 LEE ANN WOMACK 10 PATTY LOVELESS</p> <p><b>WYAY/Chicago, IL</b> PD: Alan Sledge MD: Tricia Blondo 20 TIM MCGRAW 14 TRACE ADKINS 14 JOE DUFFIE</p> <p><b>KALF/Chico, CA</b> PD/MD: Scott Michaels 20 PATTY LOVELESS 20 TIM MCGRAW 7 CLAY WALKER 7 SKIP EWING</p> <p><b>WUBE/Cincinnati, OH</b> PD: Tim Closson MD: Duke Hamilton 25 TIM MCGRAW 18 TERRI CLARK 5 MARK WILLS</p> <p><b>WGAR/Cleveland, OH</b> PD: Benny Nugent MD: Chuck Collier 25 TRACE ADKINS 25 TIM MCGRAW 7 SONS OF THE DESERT 18 RICK TREVINO 18 MARK WILLS</p> <p><b>KKKS/Colorado Springs, CO</b> APD/MD: Glenn Garrett MD: Dave Shepel 17 TIM MCGRAW 17 TRACE ADKINS 17 CLAY WALKER</p> <p><b>WCOS/Columbia, SC</b> PD: Bob Raleigh MD: Glen Garrett 7 TIM MCGRAW 7 PATTY LOVELESS 7 TRACE ADKINS 7 MARK WILLS 7 JOHN BERRY</p> <p><b>WKNW/Columbus, GA</b> PD: Robin Lee MD: Andy Woods 14 CLAY WALKER 7 BILLY YATES 7 TRACY BYRD 7 TIM MCGRAW</p> <p><b>WCOL/Columbus, OH</b> PD: Gary Moss MD: John Cranshaw 26 TIM MCGRAW</p> <p><b>WHDK/Columbus, OH</b> PD: Don Crisp MD: George Wolf 22 TIM MCGRAW 22 REBA MCGENTIRE 14 CLAY WALKER 14 PATTY LOVELESS 14 TRACE ADKINS 14 RICOCHE</p>	<p><b>KRYS/Corpus Christi, TX</b> PD: Clayton Allen Pickens MD: Lou Ramirez 14 TIM MCGRAW 7 LONESTAR 7 LEE ROY PARNELL 7 JOHN/AUDREY WIGGINS</p> <p><b>KPLX/Dallas, TX</b> PD: Smokey Rivera MD: Texas Whitney 28 REBA MCGENTIRE 20 TIM MCGRAW 5 JAMES BONAMY</p> <p><b>KYNG/Dallas, TX</b> PD: Dan Pearman MD: Stacy Tackett 20 TIM MCGRAW 10 PATTY LOVELESS 10 TRAVIS TRITT</p> <p><b>KHAK/Cedar Rapids, IA</b> PD: Jeff Winfield MD: Dawn Johnson 22 TIM MCGRAW 9 RICOCHE 9 TRACY BYRD 9 JOHN/AUDREY WIGGINS 9 CLAY WALKER</p> <p><b>WIXY/Champaign, IL</b> PD/MD: Rob Kelley 18 CLAY WALKER 18 TIM MCGRAW 6 BILLY YATES 5 BLAKE &amp; BRIAN 5 RIVER ROAD</p> <p><b>WBUB/Charleston, SC</b> PD: Charlie Lindsay MD: John Dixon 12 TIM MCGRAW 12 TRACE ADKINS 12 LEE ROY PARNELL</p> <p><b>WEZL/Charleston, SC</b> PD: Kris Van Dyke MD: Gary Griffin 24 TIM MCGRAW 15 TRACY BYRD 15 LONESTAR 7 CLAY WALKER 7 LEE ROY PARNELL 7 BILLY YATES</p> <p><b>WQBE/Charleston, WV</b> OM/MD: Jeff Whitehead 15 ALISON KRUEGER 15 RICOCHE 15 TIM MCGRAW</p> <p><b>WSOC/Charlotte, NC</b> PD: Paul Johnson MD: Rick McCracken 5 TIM MCGRAW 5 JEFF CARSON 5 MICHAEL PETERSON 5 TERRI CLARK 5 LEE ROY PARNELL 5 JO DEE MESSINA 5 BILLY YATES 5 RICH MCCREADY</p> <p><b>WUSY/Chattanooga, TN</b> PD: Clay Hunnicutt MD: Bill Poindexter 9 TIM MCGRAW 7 MICHAEL PETERSON 7 RIVER ROAD 7 RICK TREVINO 7 TRACY BYRD</p> <p><b>WXKK/Chicago, IL</b> OM/MD: Ted Stecker MD: Dominica 10 TIM MCGRAW 10 LEE ANN WOMACK 10 PATTY LOVELESS</p> <p><b>WYAY/Chicago, IL</b> PD: Alan Sledge MD: Tricia Blondo 20 TIM MCGRAW 14 TRACE ADKINS 14 JOE DUFFIE</p> <p><b>KALF/Chico, CA</b> PD/MD: Scott Michaels 20 PATTY LOVELESS 20 TIM MCGRAW 7 CLAY WALKER 7 SKIP EWING</p> <p><b>WUBE/Cincinnati, OH</b> PD: Tim Closson MD: Duke Hamilton 25 TIM MCGRAW 18 TERRI CLARK 5 MARK WILLS</p> <p><b>WGAR/Cleveland, OH</b> PD: Benny Nugent MD: Chuck Collier 25 TRACE ADKINS 25 TIM MCGRAW 7 SONS OF THE DESERT 18 RICK TREVINO 18 MARK WILLS</p> <p><b>KKKS/Colorado Springs, CO</b> APD/MD: Glenn Garrett MD: Dave Shepel 17 TIM MCGRAW 17 TRACE ADKINS 17 CLAY WALKER</p> <p><b>WCOS/Columbia, SC</b> PD: Bob Raleigh MD: Glen Garrett 7 TIM MCGRAW 7 PATTY LOVELESS 7 TRACE ADKINS 7 MARK WILLS 7 JOHN BERRY</p> <p><b>WKNW/Columbus, GA</b> PD: Robin Lee MD: Andy Woods 14 CLAY WALKER 7 BILLY YATES 7 TRACY BYRD 7 TIM MCGRAW</p> <p><b>WCOL/Columbus, OH</b> PD: Gary Moss MD: John Cranshaw 26 TIM MCGRAW</p> <p><b>WHDK/Columbus, OH</b> PD: Don Crisp MD: George Wolf 22 TIM MCGRAW 22 REBA MCGENTIRE 14 CLAY WALKER 14 PATTY LOVELESS 14 TRACE ADKINS 14 RICOCHE</p>	<p><b>WQHK/Ft. Wayne, IN</b> PD: Dean McNeil MD: Jeff Moore 13 TIM MCGRAW 13 PATTY LOVELESS 5 PAM TILLIS 5 BILLY YATES</p> <p><b>KSXS/Fresno, CA</b> PD: Ken Bossen MD: Steve Montgomery 16 TIM MCGRAW 7 TRACE ADKINS 7 PATTY LOVELESS 7 RIVER ROAD 7 LONESTAR 7 JEFF CARSON</p> <p><b>WBCT/Grand Rapids, MI</b> PD: Doug Montgomery MD: Kelly Iris 35 TIM MCGRAW 25 TRACE ADKINS 5 JAMES BONAMY 5 LEE ROY PARNELL 5 RICH MCCREADY</p> <p><b>WTOR/Greensboro, NC</b> PD: Paul Franklin MD: Deano St. Clair 15 TIM MCGRAW 5 GARY ALLAN 5 SKIP EWING</p> <p><b>WRNS/Greenville, NC</b> PD: Wayne Carlie MD: Dale Knippers 24 REBA MCGENTIRE 18 JEFF CARSON 17 TRACY BYRD 17 TAMMY GRAHAM</p> <p><b>WSSJ/Greenville, SC</b> PD: Ron Brooks MD: John Landrum 18 MICHAEL PETERSON 18 PAM TILLIS 18 TIM MCGRAW 18 JEFF WOOD 5 BILLY YATES 5 PATTY LOVELESS</p> <p><b>WSSL/Greenville, SC</b> PD: Bruce Logan MD: Dede Walker 25 TIM MCGRAW 7 RICOCHE 7 CLAY WALKER</p> <p><b>WYAY/Hagerstown, MD</b> PD: Dennis Hughes APD: Selena Luther 30 TRACE ADKINS 30 TIM MCGRAW 5 LONESTAR 20 RICOCHE</p> <p><b>WRKZ/Harrisburg, PA</b> PD: Mitch Mahan MD: Dandaon 28 TIM MCGRAW 19 TRACY BYRD 5 RICH MCCREADY 5 RIVER ROAD</p> <p><b>WVYV/Hartford, CT</b> PD: Greg Roche MD: John Saville 10 TIM MCGRAW 5 LITTLE TEXAS 5 TERRI CLARK 5 RICH MCCREADY 5 DERYL DODD 5 SHERRIE AUSTIN 5 REBA MCGENTIRE</p> <p><b>KIKK/Houston, TX</b> PD: John Roberts MD: Debbie Pigeon 28 PAM TILLIS 25 TIM MCGRAW 7 LONESTAR 7 RICOCHE 7 PAUL BRANDT 7 JOE MESSINA 7 JOHN BERRY</p> <p><b>KILT/Houston, TX</b> PD: Debbie Pigeon MD: John Roberts 10 PATTY LOVELESS 10 RICK TREVINO</p> <p><b>WTRC/Huntington, WV</b> OM: David McNeely Interim PD/MD: Chuck Black 10 CLAY WALKER 10 LONESTAR 9 LEE ROY PARNELL 9 TIM MCGRAW 5 BILLY YATES</p> <p><b>WGR/Indianapolis, IN</b> PD: David Wood MD: J.D. Cannon 15 TIM MCGRAW 12 RICOCHE 12 TIM MCGRAW 12 PAM TILLIS 12 TRACE ADKINS</p> <p><b>WGR/Indianapolis, IN</b> PD: Sam McGuire MD: John O. Morris 23 PATTY LOVELESS 23 LONESTAR 23 TRACY BYRD 23 TIM MCGRAW 12 PAM TILLIS 12 RIVER ROAD 12 GARTH BROOKS 12 LITTLE TEXAS</p> <p><b>WMSI/Jackson, MS</b> OM/MD: Buddy Van Arsdale APD/MD: Rick Adams 16 TIM MCGRAW 6 ALISON KRUESS 7 TERRI CLARK 7 LONESTAR 7 RICOCHE</p> <p><b>WQJK/Jacksonville, FL</b> PD: Gail Austin APD/MD: Jon Scott 31 TIM MCGRAW 6 PATTY LOVELESS 6 TRACE ADKINS 6 BILLY YATES</p> <p><b>WROD/Jacksonville, FL</b> PD: Buzz Jackson MD: Tracy Travis 22 TIM MCGRAW 5 LONESTAR 5 LEE ROY PARNELL 5 RICOCHE</p>	<p><b>WXBQ/Johnson City, VA</b> PD: Bill Hegy MD: Reggie Neal 19 TIM MCGRAW 14 ALISON KRUESS</p> <p><b>WMTZ/Johnstown, PA</b> PD/MD: Brian Cleary 13 TIM MCGRAW 7 LEE ROY PARNELL 5 BILLY YATES</p> <p><b>KBEQ/Kansas City, MO</b> PD: Mike Kennedy MD: T.J. McEntire 24 REBA MCGENTIRE 18 PAM TILLIS 10 RANDY TRAVIS</p> <p><b>KFKF/Kansas City, MO</b> PD: Dale Carter MD: Tony Stevens 15 TIM MCGRAW 8 TRACY BYRD 8 RICOCHE 8 LONESTAR</p> <p><b>WDAF/Kansas City, MO</b> PD: Ted Carter MD: David Bryan 10 TIM MCGRAW 10 CLAY WALKER 10 REBA MCGENTIRE</p> <p><b>WIVK/Knoxville, TN</b> PD: Les Acree MD: Chris Huff 26 TIM MCGRAW 13 REBA MCGENTIRE 13 TANYA TUCKER</p> <p><b>WVTV/Lansing, MI</b> PD: Jeff Davis MD: Doug Wagner 14 PATTY LOVELESS 14 TIM MCGRAW</p> <p><b>KFMS/Las Vegas, NV</b> PD: Tom Jordan APD/MD: Chad Heritage 12 LONESTAR 7 REBA MCGENTIRE 7 CLAY WALKER 7 JOHN/AUDREY WIGGINS</p> <p><b>KWNR/Las Vegas, NV</b> PD: Tom Jordan MD: John Saville 13 RICOCHE 13 LEE ANN WOMACK 13 SHERRIE AUSTIN 13 TRACE ADKINS</p> <p><b>WVLC/Lexington, KY</b> PD: Matt Austin MD: John Saville 5 TAMMY GRAHAM 5 TIM MCGRAW 5 SONS OF THE DESERT</p> <p><b>KZKX/Lincoln, NE</b> PD: Charlie Thomas 5 TIM MCGRAW 5 LONESTAR 5 TRACE ADKINS 5 RICH MCCREADY 5 RICK TREVINO 5 SAMMY KERSHAW</p> <p><b>KSSN/Little Rock, AR</b> Acting PD: Greg Mozingo APD/MD: Chad Heritage 10 MARK CHESNUTT 10 RIVER ROAD 10 TYHERNDON</p> <p><b>WMJC/Long Island, NY</b> PD/MD: Jim Aaker 7 TIM MCGRAW 7 JEFF CARSON 7 SKIP EWING 7 VICTORIA SHAW</p> <p><b>KZLA/Los Angeles, CA</b> PD: John Sebastian APD/MD: Bill Fink 19 TIM MCGRAW 7 LONESTAR 7 CLAY WALKER</p> <p><b>WAMZ/Louisville, KY</b> PD: Coyote Calhoun MD: Ron Hazard 28 GEORGE STRAIT 28 TIM MCGRAW 10 JOHN BERRY 10 RICOCHE 10 LONESTAR 10 MICHAEL PETERSON</p> <p><b>KLLL/Lubbock, TX</b> PD: Jay Richards MD: Heather Harris 15 PATTY LOVELESS 15 LONESTAR 15 TIM MCGRAW</p> <p><b>WDCN/Macon, GA</b> PD: Gerry Marshall MD: Laura Starling 15 TIM MCGRAW 15 TRACY BYRD 5 LILA MCCANN 5 RIVER ROAD 5 MICHAEL PETERSON 5 BAILEY &amp; THE BOYS 5 RICH MCCREADY 5 TERRI CLARK 5 BIG KAT TAYLOR 5 DERYL DODD</p>	<p><b>WQOM/Madison, WI</b> OM/MD: Tom Oakes MD: Mel McKenzie 23 TIM MCGRAW 16 JOHN BERRY</p> <p><b>WGKX/Memphis, TN</b> OM: Fred Horton PD: J.L. Fisk MD: Mark Billingsley MD: Jarvis Glenn 10 SONS OF THE DESERT 10 PAM TILLIS 10 TRACE ADKINS 10 PATTY LOVELESS</p> <p><b>WQW/Omaha, NE</b> PD: Ken Brooks MD: Tom Scott 9 TRACE ADKINS 9 CLAY WALKER 9 RICOCHE 9 TRACY BYRD 9 TIM MCGRAW</p> <p><b>WQW/Omaha, NE</b> PD: Mike Moore MD: Shadow Stevens 17 TRACE ADKINS 17 TRAVIS TRITT 5 TIM MCGRAW</p> <p><b>WQW/Omaha, NE</b> PD: Bob McKay MD: Darlene Evans 16 REBA MCGENTIRE 16 RICOCHE 16 PAM TILLIS 16 RICK TREVINO</p> <p><b>WMIW/Milwaukee, WI</b> PD: David Wolfe MD: Mitch Morgan 21 TIM MCGRAW 14 PATTY LOVELESS 5 BILLY YATES</p> <p><b>KEEY/Minneapolis, MN</b> APD/MD: Travis Moon 26 TIM MCGRAW 10 TRACE ADKINS 10 DERYL DODD</p> <p><b>WKSJ/Mobile, AL</b> PD: Bill Black MD: Steve Kelly 10 TIM MCGRAW 10 CLAY WALKER</p> <p><b>WXCL/Peoria, IL</b> PD: Dan Dermody MD: Joe Cameron 14 TIM MCGRAW 14 BILLY YATES 6 RIVER ROAD 6 TRACY BYRD</p> <p><b>KATM/Modeslo, CA</b> PD: Ed Hill MD: Chr Costa 13 RIVER ROAD 13 TIM MCGRAW 9 PATTY LOVELESS 5 TRAVIS TRITT</p> <p><b>WXTU/Philadelphia, PA</b> PD: Gary McCarrie MD: Jim Redler 7 LEE ANN WOMACK 7 DEANA CARTER 7 JOE DUFFIE 7 TRAVIS TRITT 7 JOHN BERRY 7 SONS OF THE DESERT 7 BURNIN' DAYLIGHT 7 PAUL BRANDT 7 KIPPI BRANNON 7 SAMMY KERSHAW 7 JAMES BONAMY 7 TAMMY GRAHAM 7 CLAY WALKER 7 PATTY LOVELESS 7 TRACE ADKINS 7 PAM TILLIS 7 BILLY YATES</p> <p><b>KTOM/Monterey, CA</b> Int. PD/MD: Karyann Hamilton 12 TRACE ADKINS 12 TRAVIS TRITT 12 TIM MCGRAW 12 CLAY WALKER 5 LONESTAR</p> <p><b>PLWI/Montgomery, AL</b> PD: Al Mason MD: Nancy Knight 15 CLAY WALKER 15 TRACE ADKINS 15 TIM MCGRAW 12 LONESTAR 12 RICOCHE</p> <p><b>KMLE/Phoenix, AZ</b> PD: Jeff Garrison APD/MD: Jon Allen 26 TIM MCGRAW 10 LEE ROY PARNELL</p> <p><b>KNIX/Phoenix, AZ</b> PD: Kevin Daniels MD: Buddy Owens 25 TIM MCGRAW 5 TRACY BYRD 5 SKIP EWING 5 DERYL DODD 5 RICOCHE</p> <p><b>WDSY/Pittsburgh, PA</b> PD: Justin Case MD: Rick Dalton 7 PATTY LOVELESS 7 TRACE ADKINS 7 PAM TILLIS 7 BILLY YATES</p> <p><b>WSPR/Portland, ME</b> PD: Thomas Hennessey MD: Hal Knight 15 TIM MCGRAW 7 LONESTAR</p> <p><b>KUPL/Portland, OR</b> PD: Lee Rogers MD: Rick Taylor 12 TRAVIS TRITT 12 MARK WILLS</p> <p><b>WQW/Portland, OR</b> PD: Robin Mitchell MD: Mike McCreary 18 REBA MCGENTIRE 18 TRACY BYRD 18 TIM MCGRAW 18 PATTY LOVELESS</p> <p><b>WQW/Portland, OR</b> PD: Mark Ericson MD: Dar Lunnie 5 TRACE ADKINS 5 TIM MCGRAW 5 LEE ROY PARNELL 5 RANDY TRAVIS</p> <p><b>WCTK/Providence, RI</b> PD: Rick Everett MD: Tim Hill 10 TRACE ADKINS 10 CLAY WALKER 5 BILLY YATES</p> <p><b>WLLR/Quad Cities, IA-IL</b> PD: Jim O'Hara MD: Ron Evans 15 TIM MCGRAW 10 CLAY WALKER 10 RICK TREVINO</p> <p><b>WKIX/Raleigh, NC</b> Acting PD: Morgan Thomas 26 TIM MCGRAW 18 JAMES BONAMY 18 LILA MCCANN</p> <p><b>KXKY/Oklahoma City, OK</b> OM: Charlie Herrigan MD: Bill Reed 10 REBA MCGENTIRE 10 PAM TILLIS 10 JOHN BERRY</p>	<p><b>WKHK/Richmond, VA</b> PD: Mark Richards MD: Rick Campbell 15 TIM MCGRAW 15 CLAY WALKER 15 RICOCHE</p> <p><b>KFRG/Riverside, CA</b> PD: Ray Masia MD: Don Jeffrey 8 DEANA CARTER 8 TIM MCGRAW 8 LEE ANN WOMACK</p> <p><b>WYYD/Roanoke, VA</b> PD/MD: Robynn Jayme 16 TIM MCGRAW 16 PAM TILLIS 16 REBA MCGENTIRE</p> <p><b>WBEE/Rochester, NY</b> PD: Ron Ellis MD: Dr. Farler Love 15 REBA MCGENTIRE 5 TRACE ADKINS 5 SAMMY KERSHAW 5 CLAY WALKER 5 SONS OF THE DESERT</p> <p><b>WXXQ/Rockford, IL</b> PD: Jesse Garcia MD: Lynn Lay 7 BILLY YATES 7 TRACY BYRD 7 RICOCHE 7 TRACY BYRD</p> <p><b>KNCS/Sacramento, CA</b> PD: Mark Evans MD: Jennifer Wood 25 TIM MCGRAW 25 REBA MCGENTIRE 6 TRACE ADKINS</p> <p><b>WKCQ/Saginaw, MI</b> PD/MD: Rick Walker 15 TIM MCGRAW 7 JOE DUFFIE 7 LEE ANN WOMACK 14 LONESTAR</p> <p><b>WIL/St. Louis, MO</b> PD: Bob Barnett APD: Mark Langston 5 JOHN BERRY 5 LONESTAR 5 TERRI CLARK 5 MICHAEL PETERSON</p> <p><b>WKKS/St. Louis, MO</b> MD: Dave Louis 35 TIM MCGRAW 11 LONESTAR 11 TRACY BYRD 5 TIM MCGRAW 5 PATTY LOVELESS 5 BILLY YATES</p> <p><b>WWFG/Salisbury, MD</b> PD: Chris O'Kelley MD: Kim Werne 15 LONESTAR 15 TIM MCGRAW 15 CLAY WALKER 15 PATTY LOVELESS 5 PAM TILLIS 5 BILLY YATES</p> <p><b>WKAT/Salt Lake City, UT</b> PD: Don Crisp MD: Jim Mickelson 25 TIM MCGRAW 5 LONESTAR</p> <p><b>KSOP/Salt Lake City, UT</b> PD: Don Hilton MD: Debbie Turpin 15 TIM MCGRAW 15 PATTY LOVELESS 7 RIVER ROAD 7 TRACY BYRD</p> <p><b>KUBL/Salt Lake City, UT</b> PD: Roger Allen APD/MD: Jim West 14 REBA MCGENTIRE 7 RIVER ROAD 7 DEANA CARTER 7 TRACY BYRD</p> <p><b>KAJA/San Antonio, TX</b> PD: Keith Montgomery MD: Jennie Jones 15 TIM MCGRAW 7 JOHN/AUDREY WIGGINS 8 GARY ALLAN</p> <p><b>KCY/San Antonio, TX</b> PD: R.J. Curtis 21 TIM MCGRAW 12 RIVER ROAD 12 BILLY YATES 12 CLAY WALKER 12 GARY ALLAN 12 TRACY BYRD</p> <p><b>KSAN/San Antonio, TX</b> PD: Mike Shepard MD: Nick Upton 12 REBA MCGENTIRE 12 TIM MCGRAW 12 LONESTAR</p> <p><b>KSAN/San Francisco, CA</b> PD: Tim Roberts MD: Richard Ryan 25 TIM MCGRAW 5 TRACE ADKINS 5 JAMES BONAMY 5 JOHN BERRY 5 LEAN RIMES</p> <p><b>KCY/San Francisco, CA</b> PD: Eric Logan MD: Steve Jordan 35 TIM MCGRAW 25 PATTY LOVELESS 5 TRACE ADKINS 5 JOHN BERRY 5 MICHAEL PETERSON</p> <p><b>KRTY/San Jose, CA</b> PD: Julie Stevens MD: Tony Michaels 25 PAM TILLIS 25 REBA MCGENTIRE 14 MARK CHESNUTT 7 TIM MCGRAW</p>	<p><b>KMPS/Seattle, WA</b> PD: Mark Richards MD: Tony Thomas 41 TIM MCGRAW 5 TRACE ADKINS 5 REBA MCGENTIRE 5 LONESTAR</p> <p><b>KRMO/Seattle, WA</b> PD: John Swan MD: Rick Stephenson 15 CLAY WALKER 16 LONESTAR 16 TRACE ADKINS 5 JOHN/AUDREY WIGGINS</p> <p><b>WBYT/South Bend, IN</b> PD: Ralph Cherry MD: Lisa Koel 18 TRAVIS TRITT 18 LONESTAR 18 TRAVIS TRITT 5 JOHN/AUDREY WIGGINS 5 RICOCHE</p> <p><b>KDRK/Spokane, WA</b> PD: Ray Edwards MD: Phil Neuman 15 REBA MCGENTIRE 8 RICOCHE 8 JAMES BONAMY 8 TIM MCGRAW 8 SKIP EWING</p> <p><b>KNFR/Spokane, WA</b> PD: Jay Daniels MD: Phil Neuman 28 LONESTAR 28 REBA MCGENTIRE 14 TIM MCGRAW 14 JOHN/AUDREY WIGGINS 14 JAMES BONAMY</p> <p><b>WFMB/Springfield, IL</b> PD: Bob Grayson MD: John Spaulding 13 TIM MCGRAW 13 CLAY WALKER 13 TRACY BYRD 14 PAM TILLIS 10 SONS OF THE DESERT 10 SKIP EWING 9 JOE DUFFIE</p> <p><b>WPKX/Springfield, MA</b> PD: Jim Andrews MD: Kevin Wright 21 REBA MCGENTIRE 14 PAM TILLIS 14 TIM MCGRAW 14 LEE ROY PARNELL 14 RICOCHE 14 SAMMY KERSHAW</p> <p><b>KTTS/Springfield, MO</b> PD: Don Paul MD: Warren McDonald MD: J.R. Jackson 34 TIM MCGRAW 5 PATTY LOVELESS 5 TRACY BYRD 5 GENE WATSON 5 BLAKE &amp; BRIAN 5 BAILEY &amp; THE BOYS 5 MITCH FOREMAN 5 JIM AUSTON</p> <p><b>WWFG/Salisbury, MD</b> PD: Chris O'Kelley MD: Kim Werne 15 LONESTAR 15 TIM MCGRAW 15 CLAY WALKER 15 PATTY LOVELESS 5 PAM TILLIS 5 BILLY YATES</p> <p><b>WBBS/Syracuse, NY</b> PD: Rich Lauber MD: Meg Stevens 13 TIM MCGRAW 5 MARK CHESNUTT</p> <p><b>WNTN/Tallahassee, FL</b> PD/MD: Tim Mercer 25 TIM MCGRAW 12 PATTY LOVELESS 12 TRACE ADKINS</p> <p><b>WQYK/Tampa, FL</b> PD: Beecher Martin MD: Jay Roberts 18 TIM MCGRAW 10 JOHN BERRY 10 PATTY LOVELESS 5 TRACE ADKINS 5 LONESTAR 5 CLAY WALKER</p> <p><b>KUBL/Salt Lake City, UT</b> PD: Roger Allen APD/MD: Jim West 14 REBA MCGENTIRE 7 RIVER ROAD 7 DEANA CARTER 7 TRACY BYRD</p> <p><b>KAJA/San Antonio, TX</b> PD: Keith Montgomery MD: Jennie Jones 15 TIM MCGRAW 7 JOHN/AUDREY WIGGINS 8 GARY ALLAN</p> <p><b>KCY/San Antonio, TX</b> PD: R.J. Curtis 21 TIM MCGRAW 12 RIVER ROAD 12 BILLY YATES 12 CLAY WALKER 12 GARY ALLAN 12 TRACY BYRD</p> <p><b>KSAN/San Antonio, TX</b> PD: Mike Shepard MD: Nick Upton 12 REBA MCGENTIRE 12 TIM MCGRAW 12 LONESTAR</p> <p><b>KSAN/San Francisco, CA</b> PD: Tim Roberts MD: Richard Ryan 25 TIM MCGRAW 5 TRACE ADKINS 5 JAMES BONAMY 5 JOHN BERRY 5 LEAN RIMES</p> <p><b>KCY/San Francisco, CA</b> PD: Eric Logan MD: Steve Jordan 35 TIM MCGRAW 25 PATTY LOVELESS 5 TRACE ADKINS 5 JOHN BERRY 5 MICHAEL PETERSON</p> <p><b>KRTY/San Jose, CA</b> PD: Julie Stevens MD: Tony Michaels 25 PAM TILLIS 25 REBA MCGENTIRE 14 MARK CHESNUTT 7 TIM MCGRAW</p>	<p><b>KVVO/Tulsa, OK</b> PD: Andy Oatman MD: Steve Jackson 5 TIM MCGRAW 5 TRACE ADKINS 5 REBA MCGENTIRE 5 RIVER ROAD 5 RICH MCCREADY</p> <p><b>KWEN/Tulsa, OK</b> PD: Dave Block MD: Steve Jackson 18 TRAVIS TRITT 18 PAM TILLIS</p> <p><b>WWZD/Tupelo, MS</b> PD: Rusty Pugh MD: Tom Bigbee 12 TIM MCGRAW 12 CLAY WALKER 12 LONESTAR 5 BILLY YATES</p> <p><b>KNUE/Tyler, TX</b> PD: Myer Austin MD: Chuck McKinley 23 REBA MCGENTIRE 7 TRACY BYRD 7 LONESTAR 7 TIM MCGRAW 7 CLAY WALKER 7 JAMES BONAMY 7 TRACE ADKINS</p> <p><b>KJUG/Visalia, CA</b> PD/MD: Chris Atkins 22 TIM MCGRAW 22 TRACY BYRD 22 RIVER ROAD</p> <p><b>WACO/Waco, TX</b> PD/MD: Glenn Michaels 15 JOE DUFFIE</p> <p><b>WMZQ/Washington, DC</b> PD: Mac Daniels MD: Jon Anzmony 17 TIM MCGRAW 17 TIM MCGRAW</p> <p><b>WDEZ/Wausau, WI</b> PD: Brian Kelly MD: Lou Stewart 20 TIM MCGRAW</p> <p><b>WIRK/West Palm Beach, FL</b> PD: Scott Johnson MD: J.R. Jackson 5 TIM MCGRAW 5 PATTY LOVELESS 16 PATTY LOVELESS 5 SONS OF THE DESERT</p> <p><b>WQVK/Wheeling, WV</b> PD/MD: Bill Berg 10 TIM MCGRAW 10 RICOCHE</p> <p><b>KFDI/Wichita, KS</b> PD: John Speer MD: Gary Hightower 5 TIM MCGRAW 5 TRACY BYRD 5 RIVER ROAD 5 BAILEY &amp; THE BOYS 5 TERRI CLARK</p> <p><b>KZSN/Wichita, KS</b> PD: Pat Moyer MD: Dan Holiday 17 TIM MCGRAW 17 RICOCHE 7 LONESTAR 5 PATTY LOVELESS</p> <p><b>WGGY/Wilkes-Barre, PA</b> PD: Hopalong Cassidy MD: John "Tadpole" Parker 15 TIM MCGRAW</p> <p><b>WWQW/Wilmington, NC</b> PD: Ron Gray 20 CLAY WALKER 14 RIVER ROAD 20 TRACY BYRD 20 TIM MCGRAW 10 KRIS TYLER 10 BILLY YATES</p> <p><b>WUSQ/Winchester, VA</b> PD: John Woodward MD: Jennifer Woodward 4 TRACE ADKINS 6 TIM MCGRAW 6 TRACY BYRD 14 TIM MCGRAW 14 CLAY WALKER</p> <p><b>KXDD/Yakima, WA</b> PD: Dewey Boynton MD: Lisa Knight 14 TRACE ADKINS 14 TIM MCGRAW 14 TIM MCGRAW 14 LONESTAR</p> <p><b>WGTY/York, PA</b> PD: John Pellegrini MD: Denise McClellan 10 LONESTAR 10 CLAY WALKER 9 TIM MCGRAW</p> <p><b>WQXK/Youngstown, OH</b> PD: Steve Stevens MD: Burton Lee 18 TIM MCGRAW 7 TRACY BYRD 7 TERRI CLARK</p>
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194 Total Reporters  
189 Current Reporters  
189 Current Playlists

Did Not Report, Playlist Frozen (5):  
WHWK/Binghamton, NY  
WTDN/Charlotte, NC  
WGNR/Daytona Beach, FL  
KTEX/McAllen-Brownsville, TX  
WQDR/Raleigh, NC

# COUNTRY PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE

93.9 KZLA SOUTHERN CALIFORNIA'S COUNTRY		MARKET #2 KZLA/Los Angeles (818) 246-9939 Sebastian/Fink						
PLAYS	ARTIST/TITLE	PLAYS	ARTIST/TITLE					
3W	2W	1W	TW	3W	2W	1W	TW	
24	24	24	34	BROOKS & DUNN/Why Would I Say...	35	35	35	GEORGE STRAIT/One Night At A Time
34	19	34	34	COLLIN RAYE/On The Verge	35	35	35	DAVID KERSH/Another You
34	34	34	34	LEANN RIMES/The Light In Your...	35	35	35	COLLIN RAYE/On The Verge
19	19	24	34	MARK WILLS/Places I've Never...	35	35	35	TRACY LAWRENCE/Better Man...
34	34	24	34	GEORGE STRAIT/One Night At A Time	20	35	35	BUFFALO CLUB/If She Don't Love...
7	7	19	24	M. CHAPIN CARPENTER/The Better To...	20	35	35	ALABAMA/Sad Lookin' Moon
7	7	19	24	SKIP EWING/Mary Go Round	20	35	35	LORRIE MORGAN/Good As I Was To You
19	24	19	24	TY HERNDON/Loved Too Much	20	20	35	JOHN M. MONTGOMERY/ Miss You A Little
19	24	24	34	ALAN JACKSON/Who's Cheatin' Who	20	20	20	BRYAN WHITE/Sittin' On Go
19	24	19	24	JOHN M. MONTGOMERY/ Miss You A Little	20	20	20	BROOKS & DUNN/Why Would I Say...
24	19	24	24	KEVIN SHARP/She's Sure Taking...	20	20	20	KEVIN SHARP/She's Sure Taking...
7	19	19	19	VINCE GILL/A Little More Love	20	20	20	VINCE GILL/A Little More Love
7	7	19	19	MARK CHESNUTT/Let It Rain	20	20	20	MINDY MCCREADY/A Girl's Gotta Do...
7	7	19	19	REBA MCENTIRE/It's A Wonderful World...	20	20	20	MILA MASON/Dark Horse
19	19	19	19	MILA MASON/Dark Horse	20	20	20	ALAN JACKSON/Who's Cheatin' Who
19	24	19	19	MINDY MCCREADY/A Girl's Gotta Do...	20	20	20	LEANN RIMES/The Light In Your...
24	7	19	19	LORRIE MORGAN/Good As I Was To You	10	20	20	TANYA TUCKER/Little Things
24	15	24	19	BRYAN WHITE/Sittin' On Go	10	20	20	SAWYER BROWN/Six Days On The Road
7	7	19	19	TIM MCGRAW/It's Your Love	35	35	20	KENNY CHESNEY/When I Close My Eyes
7	24	19	19	TRACY LAWRENCE/Better Man...	10	10	20	DEANA CARTER/Count Me In
15	15	15	15	TRACY ADKINS/(This Ain't) No...	35	35	20	CLAY WALKER/Rumor Has It
34	15	15	15	STEPHANIE BENTLEY/The Hoopoe Song	10	10	10	MARK WILLS/Places I've Never...
7	15	15	15	KIPPI BRANNON/Daddy's Little Girl	10	10	20	REBA MCENTIRE/It's A Wonderful World...
34	15	15	15	BUFFALO CLUB/If She Don't Love	14	14	14	LEANN RIMES/Unchained Melody
15	15	15	15	KENNY CHESNEY/When I Close My Eyes	14	14	14	TOBY KEITH/Me Too
15	15	15	15	DAVID KERSH/Another You	14	14	14	DEANA CARTER/We Danced Anyway
19	15	15	15	KATHY MATTEA/455 Rocket	14	14	14	ALAN JACKSON/Everything I Love
19	15	15	15	SAWYER BROWN/Six Days On The Road	20	14	14	DIAMOND RIO/Holdin'
15	15	15	15	BRADY SEAL/Another You	35	20	14	REBA MCENTIRE/How Was I To Know
15	15	15	15	CLAY WALKER/Rumor Has It	35	20	14	TRACY ADKINS/(This Ain't) No...
24	34	34	34	JEFF WOOD/Use Me	35	20	14	TERRI CLARK/Emotional Girl
24	7	24	7	BIG HOUSE/Cold Outside	35	20	14	TRACY BYRD/Don't Take Her...
7	7	7	7	TRACY ADKINS/Left Something...	14	14	14	PATTY LOVELESS/She Drew A Broken
7	7	7	7	JOHN BERRY/Will, If You Will	10	10	10	BURNIN' DAYLIGHT/Say Yes
19	7	7	7	PAUL BRANDT/Take It From Me	10	10	10	MARK CHESNUTT/Let It Rain
7	7	7	7	TAMMY GRAHAM/A Dozen Red Roses	10	10	10	RICK TREVIN/Only Get This
7	7	7	7	LONESTAR/Come Cryin' To Me	10	10	10	KIPPI BRANNON/Daddy's Little Girl
7	7	7	7	PATTY LOVELESS/The Trouble With...	10	10	10	JAMES BONAMY/The Swing
7	7	7	7	PAM TILLIS/All The Good Ones...	10	10	10	TRAVIS TRITT/She's Going Home...

94.7 KICKS COUNTRY		MARKET #3 WKXX/Chicago (312) 984-5425 Stecker/Dominica						
PLAYS	ARTIST/TITLE	PLAYS	ARTIST/TITLE					
3W	2W	1W	TW	3W	2W	1W	TW	
35	35	35	35	GEORGE STRAIT/One Night At A Time	36	36	36	DAVID KERSH/Another You
35	35	35	35	DAVID KERSH/Another You	20	36	36	MINDY MCCREADY/A Girl's Gotta Do...
35	35	35	35	COLLIN RAYE/On The Verge	20	36	36	TRACY LAWRENCE/Better Man...
35	35	35	35	TRACY LAWRENCE/Better Man...	36	36	36	KEVIN SHARP/She's Sure Taking...
35	35	35	35	BUFFALO CLUB/If She Don't Love...	36	36	36	COLLIN RAYE/On The Verge
20	35	35	35	ALABAMA/Sad Lookin' Moon	36	36	36	ALABAMA/Sad Lookin' Moon
20	35	35	35	LORRIE MORGAN/Good As I Was To You	20	36	36	JOHN M. MONTGOMERY/ Miss You A Little
20	35	35	35	JOHN M. MONTGOMERY/ Miss You A Little	36	36	36	GEORGE STRAIT/One Night At A Time
20	20	35	35	BRYAN WHITE/Sittin' On Go	20	20	36	LEANN RIMES/The Light In Your...
20	20	20	20	BROOKS & DUNN/Why Would I Say...	20	20	20	DEANA CARTER/Count Me In
20	20	20	20	KEVIN SHARP/She's Sure Taking...	14	20	20	MARK CHESNUTT/Let It Rain
20	20	20	20	VINCE GILL/A Little More Love	20	20	20	BROOKS & DUNN/Why Would I Say...
20	20	20	20	MINDY MCCREADY/A Girl's Gotta Do...	20	20	20	VINCE GILL/A Little More Love
20	20	20	20	MILA MASON/Dark Horse	20	20	20	TANYA TUCKER/Little Things
20	20	20	20	ALAN JACKSON/Who's Cheatin' Who	20	20	20	LEANN RIMES/The Light In Your...
20	20	20	20	LEANN RIMES/The Light In Your...	20	20	20	LORRIE MORGAN/Good As I Was To You
10	20	20	20	TANYA TUCKER/Little Things	20	20	20	BUFFALO CLUB/If She Don't Love...
10	20	20	20	SAWYER BROWN/Six Days On The Road	20	20	20	REBA MCENTIRE/It's A Wonderful World...
35	35	20	20	KENNY CHESNEY/When I Close My Eyes	20	20	20	SAWYER BROWN/Six Days On The Road
10	10	20	20	DEANA CARTER/Count Me In	14	20	20	ALAN JACKSON/Who's Cheatin' Who
10	10	20	20	CLAY WALKER/Rumor Has It	14	14	20	TY HERNDON/Loved Too Much
35	35	20	20	MARK WILLS/Places I've Never...	14	14	20	MARK WILLS/Places I've Never...
10	10	20	20	REBA MCENTIRE/It's A Wonderful World...	14	14	20	PATTY LOVELESS/The Trouble With...
14	14	14	14	LEANN RIMES/Unchained Melody	14	14	14	LEE ANN WOMACK/Never Again, Again
14	14	14	14	TOBY KEITH/Me Too	14	14	14	RICK TREVIN/Only Get This
14	14	14	14	DEANA CARTER/We Danced Anyway	14	14	14	TRAVIS TRITT/She's Going Home
14	14	14	14	ALAN JACKSON/Everything I Love	5	5	14	JOHN BERRY/Will, If You Will
20	14	14	14	DIAMOND RIO/Holdin'	14	14	14	SONS OF THE DESERT/Whatever Comes First
20	14	14	14	REBA MCENTIRE/How Was I To Know	14	14	14	PAUL BRANDT/Take It From Me
35	20	14	14	TRACY ADKINS/(This Ain't) No...	5	5	14	SAMMY KERSHAW/It To Be Tied Down
35	20	14	14	TERRI CLARK/Emotional Girl	5	5	14	PAM TILLIS/All The Good Ones
35	20	14	14	TRACY BYRD/Don't Take Her...	5	5	14	JOHN BERRY/Will, If You Will
14	14	14	14	PATTY LOVELESS/She Drew A Broken	5	5	14	MARK CHESNUTT/Let It Rain
10	10	10	10	BURNIN' DAYLIGHT/Say Yes	10	10	10	RICK TREVIN/Only Get This
10	10	10	10	MARK CHESNUTT/Let It Rain	10	10	10	KIPPI BRANNON/Daddy's Little Girl
10	10	10	10	RICK TREVIN/Only Get This	10	10	10	JAMES BONAMY/The Swing
10	10	10	10	KIPPI BRANNON/Daddy's Little Girl	10	10	10	TRAVIS TRITT/She's Going Home...
10	10	10	10	JAMES BONAMY/The Swing	10	10	10	TRAVIS TRITT/She's Going Home...
10	10	10	10	TRAVIS TRITT/She's Going Home...	10	10	10	TRAVIS TRITT/She's Going Home...

US 99 Chicago 99.1 Country		MARKET #3 WUSN/Chicago (312) 649-0099 Sledge/Biondo						
PLAYS	ARTIST/TITLE	PLAYS	ARTIST/TITLE					
3W	2W	1W	TW	3W	2W	1W	TW	
36	36	36	36	DAVID KERSH/Another You	35	35	35	ALABAMA/Sad Lookin' Moon
20	36	36	36	MINDY MCCREADY/A Girl's Gotta Do...	25	25	35	BROOKS & DUNN/Why Would I Say...
20	36	36	36	TRACY LAWRENCE/Better Man...	25	25	35	VINCE GILL/A Little More Love
36	36	36	36	KEVIN SHARP/She's Sure Taking...	15	25	35	ALAN JACKSON/Who's Cheatin' Who
36	36	36	36	COLLIN RAYE/On The Verge	25	25	35	TRACY LAWRENCE/Better Man...
36	36	36	36	ALABAMA/Sad Lookin' Moon	25	25	35	REBA MCENTIRE/It's A Wonderful World...
20	36	36	36	JOHN M. MONTGOMERY/ Miss You A Little	35	35	35	LORRIE MORGAN/Good As I Was To You
36	36	36	36	GEORGE STRAIT/One Night At A Time	35	35	35	COLLIN RAYE/On The Verge
20	20	36	36	LEANN RIMES/The Light In Your...	35	35	35	GEORGE STRAIT/One Night At A Time
20	20	20	20	DEANA CARTER/Count Me In	25	25	25	BUFFALO CLUB/If She Don't Love...
14	20	20	20	MARK CHESNUTT/Let It Rain	15	25	25	MINDY MCCREADY/A Girl's Gotta Do...
20	20	20	20	BROOKS & DUNN/Why Would I Say...	25	25	25	TIM MCGRAW/It's Your Love
20	20	20	20	VINCE GILL/A Little More Love	25	25	25	JOHN M. MONTGOMERY/ Miss You A Little
20	20	20	20	TANYA TUCKER/Little Things	25	25	25	LEANN RIMES/The Light In Your...
20	20	20	20	LEANN RIMES/The Light In Your...	25	25	25	SAWYER BROWN/Six Days On The Road
20	20	20	20	LORRIE MORGAN/Good As I Was To You	25	25	25	KEVIN SHARP/She's Sure Taking...
20	20	20	20	BUFFALO CLUB/If She Don't Love...	15	15	15	SONS OF THE DESERT/Whatever Comes First
20	20	20	20	REBA MCENTIRE/It's A Wonderful World...	15	15	15	GEORGE STRAIT/Carrying Your...
20	20	20	20	SAWYER BROWN/Six Days On The Road	15	15	15	TANYA TUCKER/Little Things
14	20	20	20	ALAN JACKSON/Who's Cheatin' Who	15	15	15	JOHN M. MONTGOMERY/ Miss You A Little
14	14	20	20	TY HERNDON/Loved Too Much	15	15	15	MARK CHESNUTT/Let It Rain
14	14	20	20	MARK WILLS/Places I've Never...	15	15	15	JOE DIFFIE/This Is Your Brain
14	14	20	20	PATTY LOVELESS/The Trouble With...	15	15	15	PATTY LOVELESS/The Trouble With...
14	14	20	20	TIM MCGRAW/It's Your Love	25	35	35	KATHY MATTEA/455 Rocket
14	14	14	14	LEE ANN WOMACK/Never Again, Again	15	15	15	CLAY WALKER/One, Two, I Love You
14	14	14	14	RICK TREVIN/Only Get This	15	15	15	MARK WILLS/Places I've Never...
14	14	14	14	TRAVIS TRITT/She's Going Home	35	15	15	TRACY ADKINS/(This Ain't) No...
5	5	14	14	JOHN BERRY/Will, If You Will	35	15	15	JOHN BERRY/She's Taken A Shine
14	14	14	14	SONS OF THE DESERT/Whatever Comes First	5	15	15	CLINT BLACK/Half Way Up
14	14	14	14	PAUL BRANDT/Take It From Me	5	15	15	BROOKS & DUNN/Man This Lonely
5	5	14	14	SAMMY KERSHAW/It To Be Tied Down	5	15	15	TRACY BYRD/Don't Take Her...
5	5	14	14	PAM TILLIS/All The Good Ones	5	15	15	MARK CHESNUTT/Let It Rain
5	5	14	14	JOHN BERRY/Will, If You Will	5	15	15	BROOKS & DUNN/Man This Lonely
5	5	14	14	MARK CHESNUTT/Let It Rain	5	15	15	TRACY BYRD/Big Love
36	36	36	36	TRACY ADKINS/(This Ain't) No...	35	15	15	TRACY BYRD/Don't Take Her...
20	20	20	20	KENNY CHESNEY/When I Close My Eyes	5	15	15	DEANA CARTER/We Danced Anyway

KSAN 94.9 FM		MARKET #4 KSAN/San Francisco (415) 291-0202 Roberts/Ryan						
PLAYS	ARTIST/TITLE	PLAYS	ARTIST/TITLE					
3W	2W	1W	TW	3W	2W	1W	TW	
35	35	35	35	ALABAMA/Sad Lookin' Moon	35	35	35	ALABAMA/Sad Lookin' Moon
25	25	35	35	BROOKS & DUNN/Why Would I Say...	25	25	35	BROOKS & DUNN/Why Would I Say...
25	25	35	35	VINCE GILL/A Little More Love	25	25	35	VINCE GILL/A Little More Love
15	25	35	35	ALAN JACKSON/Who's Cheatin' Who	15	25	35	ALAN JACKSON/Who's Cheatin' Who
25	25	35	35	TRACY LAWRENCE/Better Man...	25	25	35	TRACY LAWRENCE/Better Man...
25	25	35	35	REBA MCENTIRE/It's A Wonderful World...	25	25	35	REBA MCENTIRE/It's A Wonderful World...
35	35	35	35	LORRIE MORGAN/Good As I Was To You	35	35	35	LORRIE MORGAN/Good As I Was To You
35	35	35	35	COLLIN RAYE/On The Verge	35	35	35	COLLIN RAYE/On The Verge
35	35	35	35	GEORGE STRAIT/One Night At A Time	35	35	35	GEORGE STRAIT/One Night At A Time
25	25	25	25	BUFFALO CLUB/If She Don't Love...	25	25	25	BUFFALO CLUB/If She Don't Love...
15	15	15	15	MINDY MCCREADY/A Girl's Gotta Do...	15	15	15	MINDY MCCREADY/A Girl's Gotta Do...
25	25	25	25	TIM MCGRAW/It's Your Love	25	25	25	TIM MCGRAW/It's Your Love
25	25	25	25	JOHN M. MONTGOMERY/ Miss You A Little	25	25	25	JOHN M. MONTGOMERY/ Miss You A Little
25	25	25	25	LEANN RIMES/The Light In Your...	25	25	25	LEANN RIMES/The Light In Your...
25	25	25	25	SAWYER BROWN/Six Days On The Road	25	25	25	SAWYER BROWN/Six Days On The Road
25	25	25	25	KEVIN SHARP/She's Sure Taking...	25	25	25	KEVIN SHARP/She's Sure Taking...
15	15	15	15	SONS OF THE DESERT/Whatever Comes First	15	15	15	SONS OF THE DESERT/Whatever Comes First
15	15	15	15	GEORGE STRAIT/Carrying Your...	15	15	15	GEORGE STRAIT/Carrying Your...
15	15	15	15	TANYA TUCKER/Little Things	15	15	15	TANYA TUCKER/Little Things
15	15	15	15	JOHN M. MONTGOMERY/ Miss You A Little	15	15	15	JOHN M. MONTGOMERY/ Miss You A Little
15	15	15	15	MARK CHESNUTT/Let It Rain	15	15	15	MARK CHESNUTT/Let It Rain
15	15	15	15	JOE DIFFIE/This Is Your Brain	15	15	15	JOE DIFFIE/This Is Your Brain
15	15	15	15	PATTY LOVELESS/The Trouble With...	15	15	15	PATTY LOVELESS/The Trouble With...
25	35	35	35	KATHY MATTEA/455 Rocket	25	35	35	KATHY MATTEA/455 Rocket
15	15	15	15	CLAY WALKER/One, Two, I Love You	15	15	15	CLAY WALKER/One, Two, I Love You
15	15	15	15	MARK WILLS/Places I've Never...	15			

# COUNTRY PLAYLISTS

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**101.5 FM Kicks** MARKET #12  
WKHX/Atlanta (770) 955-0101 McGinley/Gray

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
38	38	38	38	38	COLLIN RAYE/On The Verge
38	38	38	38	38	GEORGE STRAIT/One Night At A Time
38	38	38	38	38	ALABAMA/Sad Lookin' Moon
38	38	38	38	38	TRACY LAWRENCE/Better Man
28	38	38	38	38	JOHN M. MONTGOMERY/ Miss You A Little
28	38	38	38	38	LORRIE MORGAN/Good As I Was To You
28	28	38	38	38	KEVIN SHARP/She's Sure Taking
28	28	28	38	38	VINCE GILLA/Little More Love
18	28	28	38	38	MINDY MCCREADY/A Girl's Gotta Do
18	28	28	38	38	BRYAN WHITE/Satin' On Go
18	28	28	38	38	BROOKS & DUNN/Why Would I Say
18	28	28	38	38	LEANN RIMES/The Light In Your
18	28	28	38	38	SAWYER BROWN/Six Days On The Road
18	28	28	38	38	ALAN JACKSON/Who's Cheatin' Who
18	28	28	38	38	TANYA TUCKER/Little Things
18	28	28	38	38	TY HERNDON/Loved Too Much
18	28	28	38	38	MILA MASON/Dark Horse
18	28	28	38	38	TAMMY GRAHAM/A Dozen Red Roses
18	28	28	38	38	MARK WILLIS/Places I've Never
18	28	28	38	38	DEANA CARTER/Count Me In
18	28	28	38	38	MARK CHESNUTT/Let It Rain
18	28	28	38	38	JOE DIFFIE/This Is Your Brain
18	28	28	38	38	LEE ANN WOMACK/Never Again, Again
18	28	28	38	38	REBA MCENTIRE/d Rather Ride
18	28	28	38	38	PAM TILLIS/All The Good Ones
38	38	38	38	38	DAVID KERSH/Another You
38	38	38	38	38	TRACY BYRD/Don't Take Her
38	38	38	38	38	MINDY MCCREADY/A Girl's Gotta Do
28	38	38	38	38	KENNY CHESNEY/When I Close My Eyes
28	38	38	38	38	BUFFALO CLUB/If She Don't Love
16	38	38	38	38	TERRI CLARK/Emotional Girl
16	38	38	38	38	TRACE ADKINS/(This Ain't) No

**Y106.7** MARKET #12  
WYAY/Atlanta (770) 955-0106 McGinley/Gray

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
42	42	42	42	42	GEORGE STRAIT/One Night At A Time
42	42	42	42	42	TRACY LAWRENCE/Better Man
42	42	42	42	42	COLLIN RAYE/On The Verge
42	42	42	42	42	ALABAMA/Sad Lookin' Moon
42	42	42	42	42	JOHN M. MONTGOMERY/ Miss You A Little
42	42	42	42	42	KEVIN SHARP/She's Sure Taking
32	42	42	42	42	BROOKS & DUNN/Why Would I Say
32	42	42	42	42	VINCE GILLA/Little More Love
32	42	42	42	42	BRYAN WHITE/Satin' On Go
32	42	42	42	42	LORRIE MORGAN/Good As I Was To You
32	42	42	42	42	MINDY MCCREADY/A Girl's Gotta Do
32	42	42	42	42	LEANN RIMES/The Light In Your
18	42	42	42	42	ALAN JACKSON/Who's Cheatin' Who
18	42	42	42	42	SAWYER BROWN/Six Days On The Road
18	42	42	42	42	TY HERNDON/Loved Too Much
18	42	42	42	42	TANYA TUCKER/Little Things
18	42	42	42	42	DEANA CARTER/Count Me In
18	42	42	42	42	MARK CHESNUTT/Let It Rain
18	42	42	42	42	TRAVIS TRITT/She's Going Home
18	42	42	42	42	REBA MCENTIRE/d Rather Ride
18	42	42	42	42	TAMMY GRAHAM/A Dozen Red Roses
18	42	42	42	42	JOE DIFFIE/This Is Your Brain
18	42	42	42	42	LEE ANN WOMACK/Never Again, Again
18	42	42	42	42	JOHN BERRY/Will, If You Will
18	42	42	42	42	MARK WILLIS/Places I've Never
18	42	42	42	42	RICK TREVINO/Only Get This
18	42	42	42	42	PAM TILLIS/All The Good Ones
18	42	42	42	42	LEE ROY PARNELL/Lucky Me, Lucky You
18	42	42	42	42	LONESTAR/Come Cryin' To Me
18	42	42	42	42	TRACE ADKINS/Just The Same
18	42	42	42	42	PATTY LOVELESS/The Trouble With
18	42	42	42	42	SONS OF THE DESERT/Whatever Comes First
18	42	42	42	42	BURNIN' DAYLIGHT/Say Yes
18	42	42	42	42	JEFF CARSON/Do It Again
18	42	42	42	42	JO DEE MESSINA/He'd Never Seen
18	42	42	42	42	RICOCHET/He Left A Lot To
18	42	42	42	42	TIM MCGRAW/It's Your Love
18	42	42	42	42	CLAY WALKER/One, Two, I Love You
18	42	42	42	42	LLA MCCANN/Down Came A
42	42	42	42	42	KENNY CHESNEY/When I Close My Eyes

**94.1 KMPSE** MARKET #13  
KMPSE/Seattle (206) 443-9400 Richards/Thomas

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
41	41	41	41	41	TIM MCGRAW/It's Your Love
41	41	41	41	41	KENNY CHESNEY/When I Close My Eyes
28	41	41	41	41	ALABAMA/Sad Lookin' Moon
28	41	41	41	41	GEORGE STRAIT/One Night At A Time
41	41	41	41	41	CLAY WALKER/Rumor Has It
28	41	41	41	41	COLLIN RAYE/On The Verge
41	41	41	41	41	KATHY MATTHEW/455 Rocket
28	41	41	41	41	DAVID KERSH/Another You
41	41	41	41	41	TERRI CLARK/Emotional Girl
41	41	41	41	41	BUFFALO CLUB/If She Don't Love
28	41	41	41	41	TRACY LAWRENCE/Better Man
28	41	41	41	41	RANDY TRAVIS/King Of The Road
16	41	41	41	41	BROOKS & DUNN/Why Would I Say
28	41	41	41	41	JOHN M. MONTGOMERY/ Miss You A Little
16	41	41	41	41	VINCE GILLA/Little More Love
16	41	41	41	41	BRYAN WHITE/Satin' On Go
28	41	41	41	41	KEVIN SHARP/She's Sure Taking
28	41	41	41	41	TRACY BYRD/Don't Take Her
28	41	41	41	41	SAWYER BROWN/Six Days On The Road
28	41	41	41	41	LORRIE MORGAN/Good As I Was To You
16	41	41	41	41	LEANN RIMES/The Light In Your
16	41	41	41	41	TANYA TUCKER/Little Things
41	10	41	41	41	ALAN JACKSON/Everything I Love
22	41	41	41	41	MINDY MCCREADY/Maybe He'll Notice
10	41	41	41	41	TERRI CLARK/Poor, Poor Pitbull
41	41	41	41	41	LEANN RIMES/Unchained Melody
41	41	41	41	41	TRACE ADKINS/(This Ain't) No
22	41	41	41	41	FAITH HILL/Can't Do That
10	41	41	41	41	PATTY LOVELESS/She Drew A Broken
5	41	41	41	41	PAM TILLIS/All The Good Ones
16	41	41	41	41	PATTY LOVELESS/The Trouble With
16	41	41	41	41	ALAN JACKSON/Who's Cheatin' Who
16	41	41	41	41	MARK CHESNUTT/Let It Rain
16	41	41	41	41	MICHAEL PETERSON/Drnk, Swear
16	41	41	41	41	DEANA CARTER/Count Me In
16	41	41	41	41	MINDY MCCREADY/A Girl's Gotta Do
16	41	41	41	41	TAMMY GRAHAM/A Dozen Red Roses
5	41	41	41	41	TY HERNDON/Loved Too Much
5	41	41	41	41	TRAVIS TRITT/She's Going Home
41	41	41	41	41	REBA MCENTIRE/How Was I To Know

**KSON** MARKET #14  
KSON/San Diego (619) 291-9797 Shepard/Upton

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
31	31	31	31	31	TRACY BYRD/Don't Take Her
31	31	31	31	31	KENNY CHESNEY/When I Close My Eyes
31	31	31	31	31	GEORGE STRAIT/One Night At A Time
31	31	31	31	31	LORRIE MORGAN/Good As I Was To You
20	31	31	31	31	COLLIN RAYE/On The Verge
20	31	31	31	31	DAVID KERSH/Another You
20	31	31	31	31	MINDY MCCREADY/A Girl's Gotta Do
20	31	31	31	31	ALAN JACKSON/Who's Cheatin' Who
20	31	31	31	31	TRACY LAWRENCE/Better Man
20	31	31	31	31	MILA MASON/Dark Horse
20	31	31	31	31	KEVIN SHARP/She's Sure Taking
20	31	31	31	31	BROOKS & DUNN/Why Would I Say
20	31	31	31	31	ALABAMA/Sad Lookin' Moon
20	31	31	31	31	JOHN M. MONTGOMERY/ Miss You A Little
12	31	31	31	31	SUZIE BOGUESS/She Said, He Heard
12	31	31	31	31	LEANN RIMES/The Light In Your
12	31	31	31	31	BRYAN WHITE/Satin' On Go
12	31	31	31	31	TY HERNDON/Loved Too Much
12	31	31	31	31	MARK CHESNUTT/Let It Rain
12	31	31	31	31	SAWYER BROWN/Six Days On The Road
12	31	31	31	31	TANYA TUCKER/Little Things
14	31	31	31	31	VINCE GILLA/Little More Love
14	31	31	31	31	TY HERNDON/She Wants To Be
14	31	31	31	31	TRAVIS TRITT/Where Corn Don't
14	31	31	31	31	TOBY KEITH/Me Too
14	31	31	31	31	TRACY LAWRENCE/As That A Tear
14	31	31	31	31	RICK TREVINO/Running Out Of
14	31	31	31	31	LEANN RIMES/She's Taken A Shine
31	31	31	31	31	REBA MCENTIRE/How Was I To Know
31	31	31	31	31	TRACE ADKINS/(This Ain't) No
12	31	31	31	31	CLAY WALKER/Rumor Has It
12	31	31	31	31	THRASHER SHIVER/Be Honest
12	31	31	31	31	PATTY LOVELESS/The Trouble With
12	31	31	31	31	RICK TREVINO/Only Get This
12	31	31	31	31	TRACE ADKINS/Just The Same
12	31	31	31	31	DEANA CARTER/Count Me In
12	31	31	31	31	MINDY MCCREADY/A Girl's Gotta Do
12	31	31	31	31	MARK WILLIS/Places I've Never
12	31	31	31	31	RIVER ROAD/Broke It, TI
12	31	31	31	31	REBA MCENTIRE/d Rather Ride
12	31	31	31	31	TIM MCGRAW/It's Your Love

**WMJC Country 94.3** MARKET #15  
WMJC/Long Island (516) 423-6740 Astor

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
38	38	38	38	38	COLLIN RAYE/On The Verge
38	38	38	38	38	GEORGE STRAIT/One Night At A Time
22	38	38	38	38	ALABAMA/Sad Lookin' Moon
22	38	38	38	38	MINDY MCCREADY/A Girl's Gotta Do
22	38	38	38	38	TRACY LAWRENCE/Better Man
22	38	38	38	38	LORRIE MORGAN/Good As I Was To You
22	38	38	38	38	SAWYER BROWN/Six Days On The Road
22	38	38	38	38	JOHN M. MONTGOMERY/ Miss You A Little
22	38	38	38	38	BRYAN WHITE/Satin' On Go
22	38	38	38	38	BUFFALO CLUB/If She Don't Love
22	38	38	38	38	MILA MASON/Dark Horse
22	38	38	38	38	BROOKS & DUNN/Why Would I Say
22	38	38	38	38	KEVIN SHARP/She's Sure Taking
22	38	38	38	38	ALAN JACKSON/Who's Cheatin' Who
22	38	38	38	38	LEANN RIMES/The Light In Your
22	38	38	38	38	VINCE GILLA/Little More Love
15	38	38	38	38	TY HERNDON/Loved Too Much
15	38	38	38	38	DEANA CARTER/Count Me In
15	38	38	38	38	TY HERNDON/Loved Too Much
15	38	38	38	38	JOE DIFFIE/This Is Your Brain
15	38	38	38	38	LEE ANN WOMACK/Never Again, Again
15	38	38	38	38	RICK TREVINO/Only Get This
15	38	38	38	38	MARK CHESNUTT/Let It Rain
15	38	38	38	38	REBA MCENTIRE/d Rather Ride
15	38	38	38	38	SUZIE BOGUESS/She Said, He Heard
15	38	38	38	38	KIPPI BRANNON/Daddy's Little Girl
15	38	38	38	38	SONS OF THE DESERT/Whatever Comes First
15	38	38	38	38	DARYLE SINGLETARY/Amn Kind Of Love
15	38	38	38	38	MARK WILLIS/Places I've Never
15	38	38	38	38	JOHN BERRY/Will, If You Will
15	38	38	38	38	TRAVIS TRITT/She's Going Home
7	38	38	38	38	GARY ALLAN/From Where I'm
15	38	38	38	38	PATTY LOVELESS/The Trouble With
15	38	38	38	38	BURNIN' DAYLIGHT/Say Yes
15	38	38	38	38	JEFF CARSON/Do It Again
15	38	38	38	38	JO DEE MESSINA/He'd Never Seen
15	38	38	38	38	RICOCHET/He Left A Lot To
15	38	38	38	38	TIM MCGRAW/It's Your Love
15	38	38	38	38	CLAY WALKER/One, Two, I Love You
15	38	38	38	38	LLA MCCANN/Down Came A
15	38	38	38	38	KENNY CHESNEY/When I Close My Eyes
15	38	38	38	38	TIM MCGRAW/It's Your Love

**NEW COUNTRY K102** MARKET #16  
KEEY/Minneapolis (612) 820-4200 Swedberg/Moon

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
40	40	40	40	40	SAWYER BROWN/Six Days On The Road
40	40	40	40	40	COLLIN RAYE/On The Verge
40	40	40	40	40	JOHN M. MONTGOMERY/ Miss You A Little
40	40	40	40	40	GEORGE STRAIT/One Night At A Time
40	40	40	40	40	MINDY MCCREADY/A Girl's Gotta Do
40	40	40	40	40	ALABAMA/Sad Lookin' Moon
40	40	40	40	40	LEANN RIMES/The Light In Your
26	40	40	40	40	ALAN JACKSON/Who's Cheatin' Who
26	40	40	40	40	LORRIE MORGAN/Good As I Was To You
26	40	40	40	40	KEVIN SHARP/She's Sure Taking
26	40	40	40	40	TRACY LAWRENCE/Better Man
26	40	40	40	40	DEANA CARTER/Count Me In
26	40				

# COUNTRY PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE

**MARKET #23**  
**KYGO**  
98.5  
KYGO/Denver  
(303) 321-0950  
St. John/Page

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
30	30	30	30	30	GEORGE STRAIT/One Night At A Time
30	30	30	30	30	DAVID KERSH/Another You
30	30	30	30	30	TRACY LAWRENCE/Better Man
30	30	30	30	30	ALABAMA/Sad Lookin' Moon
30	30	30	30	30	BUFFALO CLUB/If She Don't Love..
22	30	30	30	30	MARK CHESNUTT/Let It Rain
22	22	30	30	30	BROOKS & DUNN/Why Would I Say
22	22	30	30	30	BURNIN' DAYLIGHT/Say Yes
22	22	30	30	30	KEVIN SHARP/She's Sure Taking..
13	22	30	30	30	COLLIN RAYE/On The Verge
13	22	30	30	30	TY HERNDON/Loved Too Much
13	13	22	30	30	SONS OF THE DESERT/Whatever Comes First
22	22	22	22	22	SAWYER BROWN/Six Days On The Road
22	22	22	22	22	JOE DIFFIE/This Is Your Brain
22	22	22	22	22	VINCE GILL/A Little More Love
22	22	22	22	22	JOHN M. MONTGOMERY/ Miss You A Little
22	22	22	22	22	GARY ALLAN/From Where I'm..
22	22	22	22	22	LORRIE MORGAN/Good As I Was To You
22	22	22	22	22	LEANN RIMES/The Light In Your..
22	22	22	22	22	TANYA TUCKER/Little Things
30	30	22	22	22	BRYAN WHITE/Sittin' On Go
13	13	22	22	22	SKIP EWING/Mary Go Round
13	13	22	22	22	MARK WILLS/Places I've Never
30	30	22	22	22	MINDY MCCREADY/A Girl's Gotta Do...
13	13	13	22	22	PAUL BRANDT/Take It From Me
13	13	13	22	22	ALAN JACKSON/Who's Cheatin' Who
13	13	13	22	22	DEANA CARTER/Count Me In
13	13	13	22	22	KRIS TYLER/Keeping Your Kisses
13	13	13	22	22	SAMMY KERSHAW/Fit To Be Tied Down
5	13	13	22	22	RICK TREVINI/Only Get This..
5	13	13	22	22	TRAVIS TRITT/She's Going Home..
5	13	13	22	22	JAMES BONAMY/The Swing
5	13	13	22	22	JOE DIFFIE/This Is Your Brain
5	13	13	22	22	JOHN BERRY/Will, If You Will
-	13	13	22	22	JEFF CARSON/Do It Again
-	13	13	22	22	TRACE ADKINS/Left Something..
-	13	13	22	22	LEON STAR/Come Cryin' To Me
-	13	13	22	22	REBA MCKENTRE/Id Rather Ride
5	5	13	22	22	LEE ANN WOMACK/Never Again, Again
-	13	13	22	22	TRACY BYRD/Don't Love Make...
-	13	13	22	22	TIM MCGRAW/It's Your Love

**MARKET #24**  
**KUPL**  
98.5  
KUPL/Portland, OR  
(503) 223-0300  
Rogers/Taylor

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
36	36	36	36	36	COLLIN RAYE/On The Verge
25	36	36	36	36	ALABAMA/Sad Lookin' Moon
36	36	36	36	36	TRACY LAWRENCE/Better Man
25	36	36	36	36	KENNY CHESNEY/When I Close My Eyes
36	36	36	36	36	SAWYER BROWN/Six Days On The Road
36	36	36	36	36	GEORGE STRAIT/One Night At A Time
36	36	36	36	36	JOHN M. MONTGOMERY/ Miss You A Little
25	36	36	36	36	BRYAN WHITE/Sittin' On Go
25	36	36	36	36	ALAN JACKSON/Who's Cheatin' Who
25	25	25	25	25	BUFFALO CLUB/If She Don't Love..
25	25	25	25	25	BURNIN' DAYLIGHT/Say Yes
25	25	25	25	25	BROOKS & DUNN/Why Would I Say
25	25	25	25	25	LEANN RIMES/The Light In Your..
25	25	25	25	25	LORRIE MORGAN/Good As I Was To You
25	25	25	25	25	KEVIN SHARP/She's Sure Taking
15	25	25	25	25	TANYA TUCKER/Little Things
25	25	25	25	25	TAMMY GRAHAM/A Dozen Red Roses
25	25	25	25	25	VINCE GILL/A Little More Love
15	25	25	25	25	MILA MASON/Dark Horse
15	25	25	25	25	JOE DIFFIE/This Is Your Brain
12	25	25	25	25	PATTY LOVELESS/The Trouble With..
-	25	25	25	25	REBA MCKENTRE/Id Rather Ride
15	15	15	15	15	MINDY MCCREADY/A Girl's Gotta Do...
15	15	15	15	15	DEANA CARTER/Count Me In
15	15	15	15	15	RICK TREVINI/Only Get This..
12	12	12	12	12	SONS OF THE DESERT/Whatever Comes First
15	15	15	15	15	BILL ENGVAL/Here's Your Sign
15	15	15	15	15	KENNY CHESNEY/When I Close My Eyes
15	15	15	15	15	JOHN BERRY/Will, If You Will
12	15	15	15	15	TRACE ADKINS/Left Something
12	12	12	12	12	JAMES BONAMY/The Swing
12	12	12	12	12	JOE DIFFIE/This Is Your Brain
-	12	12	12	12	MARK CHESNUTT/Let It Rain
-	12	12	12	12	GARY ALLAN/From Where I'm..
-	12	12	12	12	TRAVIS TRITT/She's Going Home..
-	12	12	12	12	MARK WILLS/Places I've Never

**MARKET #24**  
**KWJJ**  
99.5 FM X 108.0 AM  
BETTER COUNTRY  
KWJJ/Portland, OR  
(503) 228-4393  
Mitchell/McCrae

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
38	50	50	50	50	GEORGE STRAIT/One Night At A Time
-	38	38	38	38	TRISHA YEARWOOD/Believe Me Baby...
25	38	38	38	38	TRACY LAWRENCE/Better Man
38	38	38	38	38	REBA MCKENTRE/How Was I To Know
-	38	38	38	38	MARK CHESNUTT/It's A Little Too
-	38	38	38	38	PATTY LOVELESS/Lonely Too Long
38	38	38	38	38	KEVIN SHARP/NoBODY Knows
25	38	38	38	38	COLLIN RAYE/On The Verge
45	38	38	38	38	CLAY WALKER/Rumor Has It
25	38	38	38	38	JOHN BERRY/She's Taken A Shine
18	38	38	38	38	DAVID KERSH/Another You
18	38	38	38	38	BUFFALO CLUB/If She Don't Love
25	25	25	25	25	VINCE GILL/A Little More Love
25	25	25	25	25	DARYLE SINGLETARY/Amen Kind Of Love
-	25	25	25	25	TRACY BYRD/Big Love
25	25	25	25	25	TERRI CLARK/Emotional Girl
25	25	25	25	25	TRACE ADKINS/Every Light In
38	25	25	25	25	ALAN JACKSON/Everything I Love
-	25	25	25	25	MARK WILLS/Jacob's Ladder
-	25	25	25	25	RICK TREVINI/Learning As You Go
25	25	25	25	25	TOBY KEITH/Me Too
-	25	25	25	25	TRAVIS TRITT/More Than You'll
25	25	25	25	25	BRYAN WHITE/Sittin' On Go
18	25	25	25	25	SAWYER BROWN/Six Days On The Road
38	25	25	25	25	BRYAN WHITE/So Much For..
18	25	25	25	25	LEANN RIMES/Unchained Melody
-	25	25	25	25	COLLIN RAYE/What If Jesus
38	25	25	25	25	KENNY CHESNEY/When I Close My Eyes
25	25	25	25	25	TAMMY GRAHAM/A Dozen Red Roses
18	18	25	25	25	BROOKS & DUNN/Why Would I Say
25	18	18	18	18	BIG HOUSE/Cold Outside
5	18	18	18	18	LORRIE MORGAN/Good As I Was To You
25	18	18	18	18	BILL ENGVAL/Here's Your Sign..
18	18	18	18	18	JOHN M. MONTGOMERY/ Miss You A Little
5	18	18	18	18	RANDY TRAVIS/King Of The Road
-	18	18	18	18	LEE ROY PARNELL/Lucky Me, Lucky You
18	18	18	18	18	ALABAMA/Sad Lookin' Moon
-	18	18	18	18	TRAVIS TRITT/She's Going Home
18	18	18	18	18	TRACE ADKINS/This Ain't) No
18	18	18	18	18	JOE DIFFIE/This Is Your Brain

**MARKET #25**  
**WUBE**  
Cincinnati  
(513) 721-1050  
Closson/Hamilton

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
35	35	35	35	35	LORRIE MORGAN/Good As I Was To You
25	35	35	35	35	BRYAN WHITE/Sittin' On Go
35	35	35	35	35	KENNY CHESNEY/When I Close My Eyes
25	25	25	25	25	ALAN JACKSON/Who's Cheatin' Who
25	25	25	25	25	ALABAMA/Sad Lookin' Moon
35	35	35	35	35	DAVID KERSH/Another You
35	35	35	35	35	CLAY WALKER/Rumor Has It
35	35	35	35	35	GEORGE STRAIT/One Night At A Time
35	35	35	35	35	TRACY BYRD/Don't Take Her...
25	25	25	25	25	JOHN M. MONTGOMERY/ Miss You A Little
25	25	25	25	25	BUFFALO CLUB/If She Don't Love..
25	25	25	25	25	LEE ANN WOMACK/Never Again, Again
25	25	25	25	25	SAWYER BROWN/Six Days On The Road
18	25	25	25	25	JOHN BERRY/Will, If You Will
18	25	25	25	25	COLLIN RAYE/On The Verge
25	25	25	25	25	TANYA TUCKER/Little Things
25	25	25	25	25	TRACY LAWRENCE/Better Man.
-	25	25	25	25	TIM MCGRAW/It's Your Love
18	18	25	25	25	KEVIN SHARP/She's Sure Taking..
18	18	25	25	25	VINCE GILL/A Little More Love
18	18	25	25	25	LEANN RIMES/The Light In Your
-	18	18	25	25	REBA MCKENTRE/Id Rather Ride
18	18	18	18	18	GARY ALLAN/From Where I'm..
-	18	18	18	18	PAM TILLIS/All The Good Ones..
18	18	18	18	18	PATTY LOVELESS/The Trouble With..
-	18	18	18	18	CLAY WALKER/One, Two, I Love You
25	25	25	25	25	KATHY MATTEA/455 Rocket
18	18	18	18	18	BROOKS & DUNN/Why Would I Say...
-	18	18	18	18	SAMMY KERSHAW/Fit To Be Tied Down
18	18	18	18	18	MINDY MCCREADY/A Girl's Gotta Do..
18	18	18	18	18	MARK CHESNUTT/Let It Rain
25	18	18	18	18	TERRI CLARK/Emotional Girl
-	18	18	18	18	LITTLE TEXAS/Your Mama Won't.
18	18	18	18	18	JOE DIFFIE/This Is Your Brain
18	18	18	18	18	DEANA CARTER/Count Me In
-	18	18	18	18	TRACE ADKINS/Left Something...
13	13	13	13	13	KEVIN SHARP/NoBODY Knows
13	13	13	13	13	DAVID KERSH/Goodnight Sweetheart
13	13	13	13	13	FAITH HILL/I Can't Do That.
13	13	13	13	13	LITTLE TEXAS/Kiss The Girl

**MARKET #26**  
**KFRG**  
Riverside  
(909) 825-9525  
Massie/Jeffrey

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
37	37	37	37	37	TRACE ADKINS/This Ain't) No.
24	37	37	37	37	TERRI CLARK/Emotional Girl
37	37	37	37	37	BILL ENGVAL/Here's Your Sign
37	37	37	37	37	DIAMOND RIO/Holdin'
24	24	24	24	24	CLAY WALKER/Rumor Has It
24	24	24	24	24	KENNY CHESNEY/When I Close My Eyes
37	37	37	37	37	TRACY BYRD/Don't Take Her
24	24	24	24	24	GEORGE STRAIT/One Night At A Time
24	24	24	24	24	ALABAMA/Sad Lookin' Moon
24	24	24	24	24	KIPPI BRANNON/Daddy's Little Girl
24	24	24	24	24	BUFFALO CLUB/If She Don't Love..
16	24	24	24	24	LORRIE MORGAN/Good As I Was To You
16	24	24	24	24	TRACY LAWRENCE/Better Man..
16	24	24	24	24	MARK WILLS/Places I've Never.
16	24	24	24	24	COLLIN RAYE/On The Verge
16	16	24	24	24	BRYAN WHITE/Sittin' On Go
16	16	16	16	16	KEVIN SHARP/She's Sure Taking
8	8	16	16	16	JOHN M. MONTGOMERY/ Miss You A Little
8	8	16	16	16	BROOKS & DUNN/Why Would I Say..
16	16	16	16	16	VINCE GILL/A Little More Love
16	16	16	16	16	TANYA TUCKER/Little Things
8	8	16	16	16	LEANN RIMES/The Light In Your
8	8	16	16	16	MINDY MCCREADY/A Girl's Gotta Do..
-	16	16	16	16	ALAN JACKSON/Who's Cheatin' Who
-	8	8	16	16	TY HERNDON/Loved Too Much
-	8	8	16	16	DAVID KERSH/Another You
-	8	8	16	16	RANDY TRAVIS/King Of The Road
-	8	8	16	16	MARK CHESNUTT/Let It Rain
-	8	8	16	16	JEFF CARSON/Do It Again
-	8	8	16	16	DEANA CARTER/Count Me In
-	8	8	16	16	TIM MCGRAW/It's Your Love
-	8	8	16	16	LEE ANN WOMACK/Never Again, Again

**MARKET #27**  
**KBEQ**  
Kansas City  
(816) 531-2635  
Kennedy/McEntire

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
29	35	44	44	44	BURNIN' DAYLIGHT/Say Yes
35	44	44	44	44	TIM MCGRAW/Didn't Ask And..
13	35	44	44	44	LORRIE MORGAN/Good As I Was To You
29	35	44	44	44	COLLIN RAYE/On The Verge
29	35	44	44	44	KEVIN SHARP/She's Sure Taking...
28	31	35	35	35	ALABAMA/Sad Lookin' Moon
28	31	35	35	35	TRACY LAWRENCE/Better Man..
29	35	35	35	35	MILA MASON/Dark Horse
28	31	35	35	35	GEORGE STRAIT/One Night At A Time
28	31	35	35	35	BRYAN WHITE/Sittin' On Go
24	31	30	31	31	BROOKS & DUNN/Why Would I Say...
18	24	30	31	31	SAMMY KERSHAW/Fit To Be Tied Down
24	30	31	31	31	LEANN RIMES/The Light In Your
28	30	31	31	31	SAWYER BROWN/Six Days On The Road
24	30	31	31	31	RICK TREVINI/Only Get This..
29	30	31	31	31	MARK WILLS/Places I've Never...
29	30	31	31	31	STEVE AZAR/I Go Crazy
24	31	30	30	30	BIG HOUSE/Cold Outside
18	24	30	30	30	JAMES BONAMY/The Swing
24	30	30	30	30	PAUL BRANDT/Take It From Me
24	30	30	30	30	DEANA CARTER/Count Me In
29	31	30	30	30	SONS OF THE DESERT/Whatever Comes First
28	31				

## A

**TRACE ADKINS** I Left Something Turned On At Home (*Capitol 10397*)  
 Prod: Scott Hendricks Wr: Billy Lawson, John Schweers Pub: Sony/ATV Tunes, LLC dba Cross Keys Publishing Co.(ASCAP)/Castle Street Music, Inc.(ASCAP)/Catch The Boat Music(ASCAP) Mgr: Borman Entertainment

**RHETT AKINS** Somebody Knew (*Decca 55322*)  
 Prod: Mark Wright Wr: Dean Dillon, Larry Bastian Pub: Buttonwillow Music/Acuff-Rose Music, Inc.(BMI) Mgr: Starstruck Entertainment

**ALABAMA** Sad Lookin' Moon (*RCA*)  
 Prod: Don Cook Wr: Randy Owen, Teddy Gentry and Greg Fowler Pub: Maypop Music(a div. of Wildcountry, Inc.)(BMI) Mgr: Dale Morris & Associates

**GARY ALLAN** From Where I'm Standing (*Decca 72003*)  
 Prod: Mark Wright, Byron Hill Wr: Garth Brooks, Kent Maxon Pub: Major Bob Music Co., Inc./WB Music Corp(ASCAP) Mgr:

## B

**JOHN BERRY** I Will, If You Will (*Capitol 10391*)  
 Prod: Chuck Howard Wr: John Barlow Jarvis, Randy Goodrum Pub: Zomba Enterprises Inc.(ASCAP)/Inspector Barlow Music(ASCAP)/Mighty Good Music(ASCAP)(both adm by Zomba Enterprises Inc.) Mgr: Corlew-O'Grady Management

**BIG HOUSE** Cold Outside (*MCA 55253*)  
 Prod: Peter Bunetta, Monty Byrom and David Neuhauser Wr: Monty Byrom, David Neuhauser, Dennis Knutson and Max Reese Pub: MCA Music Publishing, a div. of MCA Inc./Shinin' Stone Cold Publishing/Bik Haas Publishing(ASCAP)/Easy Landing L.L.C.(BMI)/Max Dog Music(ASCAP) Mgr: Al Bunetta Mgmt

**SUZIE BOGGUSS** She Said, He Heard (*Capitol 36460*)  
 Prod: Trey Bruce, Scott Hendricks Wr: Suzie Bogguss, Don Schlitz Pub: Loyal Duchess Music(ad. by Famous Music Corp.)(ASCAP)/Famous Music Corp.(ASCAP)/New Don Songs(ASCAP)/New Hayes Music(ASCAP)/Don Schlitz Music(ASCAP) Mgr: Ten Ten Management

**JAMES BONAMY** The Swing (*Epic 78532*)  
 Prod: Doug Johnson Wr: Robert Ellis Orrall, Bob Regan Pub: EMI April Music Inc.(ASCAP)/JKids Music(ASCAP)/AMR Publications, Inc.(ASCAP)/Sierra Home Music(ASCAP) Mgr: Hallmark Direction Company

**PAUL BRANDT** Take It From Me (*Reprise 8665*)  
 Prod: Josh Leo Wr: Roy Hurd, Paul Brandt Pub: Warner-Tamerlane Publishing Corp.(BMI)/Polywog Music SOCAN/BMI Mgr: Creative Trust

**KIPPI BRANNON** Daddy's Little Girl (*Curb/Universal 53092*)  
 Prod: Mark Bright Wr: Angela Kaset, Kenya Slaughter Walker and Stan Webb Pub: Purple Sun Music(adm. by Ten Ten Music Group, Inc.)/Real GirlFriends Music/Stam Webb Music(SESA) Mgr: Senior Management

**BROOKS & DUNN** Why Would I Say Goodbye (*Arista 3073*)  
 Prod: Don Cook, Kix Brooks and Ronnie Dunn Wr: Kix Brooks, Chris Waters Pub: Sony/ATV Songs LLC dba Tree Publishing Co./Buffalo Prairie Music, Chris Waters Music(BMI) Mgr: Tittle Spalding & Associates

**BUFFALO CLUB** If She Don't Love You (*Rising Tide 53044*)  
 Prod: Barry Beckett Wr: Trey Bruce, Marc Beeson Pub: WB Music Corp./Big Tractor Music, adm. by WB Music Corp. ASCAP/EMI April Music Inc./K-Town Music, adm. by EMI April Music Inc. ASCAP Mgr: Dan Goodman Management

**BURNIN' DAYLIGHT** Say Yes (*Curb 1320*)  
 Prod: Mark Bright Wr: Marc Beeson, Chuck Jones Pub: EMI April Music Inc./K-Town Music(ASCAP)/Hamstein Cumberland Music(BMI)/Fugue Music(BMI) Mgr: Avalon Entertainment

**TRACY BYRD** Don't Love Make A Diamond Shine (*MCA 72002*)  
 Prod: Tony Brown Wr: Craig Wiseman, Mike Dekle Pub: Almo Music Corp/Daddy Rabbit Music/Wayland Music(ASCAP) Mgr: Ritter Carter Management

## C

**MARY CHAPIN CARPENTER** The Better To Dream Of You (*Columbia 78488*)  
 Prod: John Jennings, Mary Chapin Carpenter Wr: Mary Chapin Carpenter Pub: Why Walk Music (ASCAP) Mgr: Studio One Artists

**JEFF CARSON** Do It Again (*MCG/Curb 1344*)  
 Prod: Chuck Howard Wr: Jess Brown, Brett James Pub: Almo Music Corp./Twin Creeks Music, Inc./Jess Brown Music(ASCAP)/Ensign Music Corp.(BMI) Mgr: Marv Dennis & Associates

**DEANA CARTER** Count Me In (*Capitol 10389*)  
 Prod: Chris Farren Wr: Deana Carter, Chuck Jones Pub: 1996 EMI Princeton Street Music(ASCAP)/Hamstein Cumberland Music(BMI)(All rights for EMI Princeton Street Music controlled and admin. by EMI April Music Inc.(ASCAP) Mgr: Left Bank Management

**KENNY CHESNEY** When I Close My Eyes (*BNA 64725*)  
 Prod: Barry Beckett Wr: Mark Alan Springer/Nettie Musick Pub: Tom Collins Music Corp./Murray Music Corp.(BMI) Mgr: Dale Morris & Associates

**MARK CHESNUTT** Let It Rain (*Decca 55295*)  
 Prod: Tony Brown Wr: Mark Chesnutt, Steve Leslie and Roger Springer Pub: EMI Blackwood Music Inc./Songs of Jasper(BMI)/EMI April Music Inc.(ASCAP) Mgr: BDM Management

**TERRI CLARK** Just The Same (*Mercury 160*)  
 Prod: Keith Stegall, Chris Waters and Terri Clark Wr: Tom Shapiro, Terri Clark and Chris Waters Pub: Hamstein Cumberland Music/Tom Shapiro Music/Mike Curb Music/Diamond Struck Music(adm. by Mike Curb Music)/Sony/ATV LLC dba Tree Pub.(BMI) Mgr: Woody Bowles Company

**ANITA COCHRAN** I Could Love A Man Like That (*Warner Bros. 8502*)  
 Prod: Jim Ed Norman, Anita Cochran Wr: Anita Cochran Pub: Warner-Tamerlane Publishing Corp./Chenoweth Music(BMI) Mgr: Dick Williams, Inc.

**BILLY RAY CYRUS** Three Little Words (*Mercury 314532*)  
 Prod: Terry Shelton, Billy Ray Cyrus Wr: Wayne Perkins, Jimmy Collins Pub: Reigning Music Co./Songs of Platinum Edge(ASCAP) Mgr: As is Management

## D

**DIAMOND RIO** Holdin' (*Arista 3067*)  
 Prod: Michael D. Clute, Tim DuBois and Diamond Rio Wr: Kelly Garrett, Craig Wiseman Pub: Irving Music, Inc./Kelly Garrett Music(BMI)/Almo Music Corp./Daddy Rabbit Music(ASCAP) Mgr: International Artist Mgmt.

**JOE DIFFIE** This Is Your Brain (*Epic 78521*)  
 Prod: Johnny Slate, Joe Diffie Wr: Craig Wiseman, Kelly Garrett Pub: Almo Music Corp.(ASCAP)/Daddy Rabbit Music(ASCAP)/Sony/ATV Songs LLC dba Tree Publishing Co., Inc.(BMI) Mgr: Image Management Group, Inc.

## E

**SARA EVANS** True Lies (*RCA 07863*)  
 Prod: Pete Anderson Wr: Sara Evans, Al Anderson and Sharon Rice Pub: Sony-ATV Songs LLC dba Tree Pub. Co./Al Andersons/Mighty Nice Music(BMI)/MCA Music Publishing(a div. of MCA Inc.)/Fire Feather Music(ASCAP) Mgr: FCC Mgmt and Brenner Mgmt

**SKIP EWING** Mary Go Round (*Word*)  
 Prod: Billy Joe Walker, Jr. Wr: Phil Vassar, Skip Ewing Pub: Acuff-Rose Music, Inc./EMI-Blackwood Music, Inc./Phil This Music(BMI) Mgr: Nu Vision

**VINCE GILL** A Little More Love (*MCA 55307*)  
 Prod: Tony Brown Wr: Vince Gill Pub: Benefit Music(BMI) Mgr: Fitzgerald Hartley Company

## G

**TAMMY GRAHAM** A Dozen Red Roses (*Career 3075*)  
 Prod: Barry Beckett Wr: John Greenbaum, Archie Jordan and Carrie Folks Pub: Major Bob Music Co., Inc.(ASCAP)/Poor Folks Music(BMI) Mgr: Stellar Entertainment

## H

**NOEL HAGGARD** One Lifetime (*Atlantic 8095*)  
 Prod: Barry Beckett Wr: Rick Williamson, Michael Huffman and Buddy Brock Pub: Acuff-Rose Music, Inc.(BMI)/Dixie Stars Music/Someplace Else Music(ASCAP) Mgr: Hallmark Direction

**TY HERNDON** Loved Too Much (*Epic 78539*)  
 Prod: Doug Johnson Wr: Don Schlitz, Billy Livsey Pub: New Don Songs(ASCAP)/New Hayes Music(ASCAP)/Irving Music, Inc.(BMI) Mgr: Image Management

## J

**ALAN JACKSON** Who's Cheatin' Who (*Arista*)  
 Prod: Keith Stegall Wr: Jerry Hayes Pub: Songs of Polygram Int'l, Inc./EMI Algee Music Corp(BMI) Mgr: Chip Peay Entertainment

## K

**KENTUCKY HEADHUNTERS** Singin' The Blues (*BNA 64781*)  
 Prod: Mitchell Fox, Kentucky Headhunters Wr: Melvin Endsley Pub: Acuff-Rose Music, Inc.(BMI) Mgr: Mitchell Fox

**DAVID KERSH** Another You (*Curb 1315*)  
 Prod: Pat McMakin Wr: Brad Paisley Pub: EMI April Music, Inc.(ASCAP) Mgr: Mark Hybner

**SAMMY KERSHAW** Fit To Be Tied Down (*Mercury 135*)  
 Prod: Keith Stegall Wr: Wynn Varble, Charles Victor Pub: Starstruck Angel Music, Inc./Music of Moo(adm. by Starstruck Angel Music, Inc.)(BMI) Mgr: Lucks Management Group

**ALISON KRAUSS & UNION STATION** Find My Way Back To My Heart (*Rounder 0365*)  
 Prod: AKUS Wr: Mark Simos Pub: Devachan Music(foreign adm. by Happy Valley Music)(BMI) Mgr: DSManagement

## L

**TRACY LAWRENCE** Better Man, Better Off (*Atlantic 7056*)  
 Prod: Flip Anderson, Tracy Lawrence Wr: Brett Jones, Stan Paul David Pub: Ensign Music Corp.(BMI)/Shoot Straight Music(ASCAP) Mgr: TLE Management, Inc.

**LITTLE TEXAS** Bad For Us (*Warner Bros. 8629*)  
 Prod: James Stroud, Christy Dinapoli and Doug Grau Wr: Porter Howell, Dwayne O'Brien and Tom Shapiro Pub: Swuge West Music/H D H Music/Foolish Hit Music/Howlin' Hits Music, Inc.)(ASCAP)/Hamstein Cumberland Music/Tom Shapiro Music(BMI) Mgr: Square West Entertainment

**LONESTAR** Come Cryin' To Me (*BNA 64840*)  
 Prod: Don Cook, Wally Wilson Wr: John Rich, Wally Wilson and Mark D. Sanders Pub: Sony/ATV Songs LLC Tree Publishing Co./Feed Them Kids Music(BMI)/Starstruck Writers Group, Inc./Mark D. Music(ASCAP) Mgr: William N. Carter Career Mgmt.

**PATTY LOVELESS** The Trouble With The Truth (*Epic 78549*)  
 Prod: Emory Gordy, Jr. Wr: Gary Nicholson Pub: Sony Cross Keys Publishing Co., Inc.(ASCAP)/Four Sons Music(ASCAP) Mgr: Fitzgerald Hartley Co.

## M

**MILA MASON** Dark Horse (*Atlantic 7052*)  
 Prod: Blake Mevis Wr: David Tyson, Dean McTaggart and Amanda Marshall Pub: EMI April Music(Canada)Ltd./Into Wishin' Music adm. by EMI April Music, Inc.(ASCAP)/Metatune, Inc./Down In Front Music/Dreaming In Public, SOCAN Mgr: Lapis Management

**KATHY MATTEA** 455 Rocket (*Mercury 144*)  
 Prod: Ben Wisch, Kathy Mattea Wr: Gillian Welch, David Rawlings Pub: Irving Music, Inc./Cracklin' Music(adm. by Bug Music)(BMI) Mgr: Tittle, Spalding & Associates

**MARTINA MCBRIDE** Cry On The Shoulder Of The Road (*RCA 07863*)  
 Prod: Martina McBride, Paul Worley and Ed Seay Wr: Matraca Berg, Tim Krekol Pub: Longitude Music Co./August Wind Music/Great Broad Music(adm. by Longitude Music Co./Mighty Nice Music(BMI) Mgr: Bruce Allen Talent

**MINDY MCCREADY** A Girl's Gotta Do (What A Girl's Gotta Do) (*BNA 647562*)  
 Prod: David Malloy, Norro Wilson Wr: Rick Bowles, Robert Byrne Pub: Maypop Music(a div. of Wildcountry, Inc.)/Makin' Chevys Music(adm. by Maypop Music)(BMI)/EMI Blackwood Music, Inc./Arbyrne Music(BMI)/all rights for Arbyrne Music controlled and adm. by EMI Blackwood Music, Inc./Mike Curb Music(BMI)/Diamond Storm Music(BMI) Mgr: Mores Nanas Entertainment

**RICH MCCREADY** That Just About Covers It (*Magnatone 1115*)  
 Prod: Tracy Lawrence, Flip Anderson Wr: Brett Beavers, Larry Boone Pub: Homesick Cowboy Music(BMI)/Sony/ATV Tunes LLC dba Cross Keys Pub. Co(ASCAP) Mgr: TLE Management

**REBA MCENTIRE** I'd Rather Ride Around With You (*MCA 72006*)  
 Prod: Reba McEntire, John Guess Wr: Mark D. Sanders, Tim Nichols Pub: Starstruck Writers Group, Inc./Mark D. Music/EMI Blackwood Music, Inc./Ty-Land Music(ASCAP/BMI) Mgr: Starstruck Entertainment

**TIM MCGRAW** It's Your Love (*Curb 1339*)  
 Prod: James Stroud, Byron Gallimore and Tim McGraw Wr: Stephony Smith Pub: EMI Blackwood Music Inc.(BMI) Mgr: TMR II

**JO OEE MESSINA** He'd Never Seen Julie Cry (*Curb 8046*)  
 Prod: Byron Gallimore, Tim McGraw Wr: Max T. Barnes, Leslie Winn Satcer Pub: Island Bound Music, Inc./Famous Music Corp(ASCAP)/Famous Music adm on behalf of Island Bound Music, Inc./Ocean Bound Music, Inc./Ensign Music Corp(BMI)/Ensign Music adm. on behalf of Ocean Bound Music, Inc.) Mgr: Starstruck Management

**LORRIE MORGAN** Good As I Was To You (*BNA 64680*)  
 Prod: James Stroud Wr: Don Schlitz, Billy Livsey Pub: New Don Songs/New Hayes Music(ASCAP)/Irving Music, Inc.(BMI)/For Lyric Reprint Add:Rondor Music(London)Ltd.,adm. in the US by Irving Music, Inc.(PRS/BMI) Mgr: Susan Nadler

## P

**LEE ROY PARNELL** Lucky Me, Lucky You (*Career 3078*)  
 Prod: Lee Roy Parnell & The Hot Links, Mike Bradley and John Kunz Wr: Gary Nicholson, Lee Roy Parnell Pub: Gary Nicholson Music(ASCAP)(Adm. by MRBI)/Songs of Polygram Int'l, Inc./Lee Roy Parnell Music(BMI) Mgr: Mike Robertson Management

**PERFECT STRANGER** Fire When Ready (*Curb 1311*)  
 Prod: Clyde Brooks Wr: Tom Shapiro, Tony Martin Pub: Hamstein Cumberland Music(BMI)/Tom Shapiro Music(BMI)/Baby Mae Music(BMI) Mgr: Pacific Music Group

**MICHAEL PETERSON** Drink, Swear, Steal & Lie (*Reprise 8680*)  
 Prod: Robert Ellis Orrall, Josh Leo Wr: Michael Peterson, Paula Carpenter Pub: Warner-Tamerlane Publishing Corp.(BMI)/BMG Songs, Inc./Above The Rim Music(adm. by BMG Songs, Inc.)(ASCAP) Mgr: Falcon Management

## R

**COLLIN RAYE** On The Verge (*Epic 78525*)  
 Prod: Paul Worley, John Hobbs & Ed Seay Wr: Hugh Preatwood Pub: Careers-BMG Music Publishing, Inc.(BMI)/Hugh Prestwood Music Mgr: Scott Dean Management

## R

**RIICOCHET** He Left A Lot To Be Desired (*Columbia 78550*)  
 Prod: Ron Chancey, Ed Seay Wr: Rick Bowles, Larry Boone Pub: Starstruck Angel Music, Inc.(BMI)/Dead Solid Perfect Music(BMI)/Sony/ATV Tunes LLC DBA Cross Keys Publishing Co.(ASCAP) Mgr: William Morris

**LEANN RIMES** The Light In Your Eyes (*MCG/Curb 1194*)  
 Prod: Chuck Howard, Wilbur Rimes Wr: Dan Tyler Pub: Mota Music(ASCAP) Mgr: LeAnn Rimes Entertainment

**RIVER ROAD** I Broke It, I'll Fix It (*Capitol 10396*)  
 Prod: Scott Hendricks, Gary Nicholson Wr: Byron Hill, Buzz Cason Pub: MCA Music Publishing(a div. of Univ. Studios, Inc.(ASCAP)/Sold For A Song(ASCAP)/Buzz Cason Publications, Inc.(adm by Southern Writers Group)(ASCAP) Mgr: Starstruck Entertainment

## S

**SAWYER BROWN** Six Days On The Road (*Curb 1325*)  
 Prod: Mark Miller, Mac McAnally Wr: Earl Greene, Carl Montgomery Pub: Southern Arts Music(BMI)/Tune Publishers Inc.(BMI) Mgr: TKO Artist Management

**KEVIN SHARP** She's Sure Taking It Well (*Asylum/EEG 9769*)  
 Prod: Chris Farren Wr: Tim Supper, Don Pfimner and George Terren Pub: Miss Betsy Music, LLC, Tiny Buckets O'Music/GID Music Inc.)(ASCAP)/Zomba Songs, Inc.(BMI) Mgr: Sound & Serenity

**VICTORIA SHAW** Different Drum (*Reprise 8678*)  
 Prod: Andy Byrd, Stuart Coleman and Jim Ed Norman Wr: Mike Nesmith Pub: Screen Gems-EMI Music, Inc.(BMI) Mgr: Bob Locknar

**DARYLE SINGLETARY** The Used To Be's (*Giant 8641*)  
 Prod: James Stroud, David Malloy Wr: Michael Huffman, Donnie Kees and Bob Morrison Pub: Dixie Stars Music/Southern Days Music(all rights adm. by CMI)(ASCAP)/Acuff-Rose Music, Inc.(BMI) Mgr: The Lib Hatcher Agency

**SKY KINGS** Fooled Around And Fell In Love (*Warner Bros. 8700*)  
 Prod: Michael D. Clute Wr: Elvin Bishop Pub: Crabshaw Music(ASCAP) Mgr: Mike Robertson Management

**SONS OF THE DESERT** Whatever Comes First (*Epic 78520*)  
 Prod: Johnny Slate, Doug Johnson Wr: Walt Aldridge, Brad Crisler and Drew Womack Pub: Rick Hall Music Inc.(ASCAP)/Watertown Music(ASCAP)/Emdar Music(ASCAP)/Texas Wedge Music(ASCAP)/Womaculate Conceptions(ASCAP)/all rights adm. by Full Keel Music Co.(ASCAP) Mgr: Image Management Group, Inc.

**JEFFREY STEELE** A Girl Like You (*MCG/Curb 8004*)  
 Prod: Chris Farren, Jeffrey Steele Wr: Jeffrey Steele, Chris Farren Pub: Mike Curb Music(BMI)/Curb Songs(ASCAP)/Longitude Music Co./Blue Desert Music(BMI)/Full Keel Music Co./Farrenuff Music(ASCAP)/(all rights obo Blue Desert adm. by Longitude Music Co.)(all rights obo Farrenuff Music adm. by Full Keel Music Co.) Mgr: Fitzgerald Hartley

**GEORGE STRAIT** One Night At A Time (*MCA 11584*)  
 Prod: Tony Brown, George Strait Wr: Earl Budd Lee, Eddie Kilgallon and Roger Cook Pub: EMI Blackwood Music Inc./Golly Roger Songs/Song Island Publishing(BMI)/Life's A Pitch Music(adm. by Split Publishing)(ASCAP)/Neon Sky Music(ASCAP) Mgr: Erv Woolsey Agency

## T

**RANDY TRAVIS** King Of The Road (*Asylum/EEG 9798*)  
 Prod: Seymour Stein, Andy Paley Wr: Roger Miller Pub: 1964 Tree Publishing Co., Inc.(BMI) Mgr: Lib Hatcher Agency

**PAM TILLIS** All The Good Ones Are Gone (*Arista 3084*)  
 Prod: Billy Joe Walker, Jr., Pam Tillis Wr: Dean Dillon, Bob McDill Pub: Acuff-Rose Music, Inc.(BMI)/Polygram International Publishing, Inc./Ranger Bob Music(ASCAP) Mgr: Mike Robertson Management

**AARON TIPPIN** A Door (*RCA 07863*)  
 Prod: Steve Gibson Wr: Mark D. Sanders, Tim Nichols Pub: Starstruck Writers Group Inc./Mark D. Music(ASCAP)/EMI Blackwood Music Inc./Ty Land Music(all rights for Ty Land Music controlled by EMI Blackwood Music, Inc.)(BMI) Mgr: Tip Top Management

**RICK TREVINO** I Only Get This Way With You (*Columbia 78489*)  
 Prod: Steve Buckingham, Doug Johnson Wr: Dave Loggins, Alan Ray Pub: MCA Music Publishing/A div. of MCA Inc.(ASCAP) Mgr: Dan Goodman Management

**TRAVIS TRITT** She's Going Home With Me (*Warner Bros. 8692*)  
 Prod: Don Was, Travis Tritt Wr: Travis Tritt Pub: Post Oak Publishing(BMI) Mgr: Kragen & Company in association with Falcon Management

**TANYA TUCKER** Little Things (*Capitol*)  
 Prod: Gregg Brown Wr: Michael Dulaney, Steven Dale Jones Pub: Ensign Music Corp.(BMI)/Island Bound Music(BMI)/Famous Music Corp.(ASCAP) Mgr: Tanya Tucker, Inc.

**KRIS TYLER** Keeping Your Kisses (*Rising Tide 1013*)  
 Prod: Tony Brown, Emory Gordy, Jr. Wr: Kris Tyler Pub: Atlantic Music Corp./Paint and Printer Music(BMI) Mgr: Mike Robertson Management

## V

**RAY VEGA** I Can Dream (*BNA 64810*)  
 Prod: Josh Leo Wr: Jamie O'Hara, Stacy Dean Campbell Pub: Sony ATV Songs LLC dba Tree Publishing Co./Magic Knees/SDC Music(BMI)(all rights asm. by Sony ATV Music Publishing) Mgr: Dale Morris & Associates

## W

**CLAY WALKER** One, Two I Love You (*Giant 8749*)  
 Prod: James Stroud, Clay Walker Wr: Bucky Jones, Ed Hill Pub: Songs of Polygram Int'l, Inc./Kiddier Hill Music/New Haven Music, Inc./Music Hill Music(adm. by New Haven Music, Inc.)(BMI) Mgr: Erv Woolsey

**BRYAN WHITE** Sittin' On Go (*Asylum/EEG 9752*)  
 Prod: Billy Joe Walker, Jr., Kyle Lehning Wr: Josh Leo, Rick Bowles Pub: Warner-Tamerlane Pub. Corp./Hellmaymen Music, Inc.(adm. by Warner-Tamerlane Pub. Corp.)/Maypop Music, Nineteenth Hole Music, (adm. by Maypop Music(BMI)/Mike Curb Music(BMI)/Diamond Storm Music(BMI) Mgr: GC Management

**JOHN & AUDREY WIGGINS** Somewhere In Love (*Mercury 154*)  
 Prod: Dann Huff Wr: Kerry Kurt Phillips, Chuck Leonard Pub: Emdar Music/Texas Wedge Music(adm. by Emdar Music)(ASCAP)/Wildlawn Music (a div. of Balmur Entertainment)(ASCAP) Mgr: Starstruck Entertainment

**MARK WILLS** Places I've Never Been (*Mercury 152*)  
 Prod: Carson Chamberlain, Keith Stegall Wr: Tony Martin, Reese Wilson and Aimee Mayo Pub: Hamstein Cumberland Music/Baby Mae Music, adm. by Hamstein Cumberland Music/New Haven Music, Inc.(BMI) Mgr: Star Ray Management

**JEFF WOOD** Use Mine (*Imprint 19016*)  
 Prod: Mark Bright, Kevin Beamish Wr: Lisa Drew, Steve Seskin Pub: EMI April Music Inc.(ASCAP)/Love This Town Music/David Aaron Music(ASCAP)(all rights for David Aaron Music adm. by Love This Town Music)(ASCAP) Mgr: DJ McLachlan

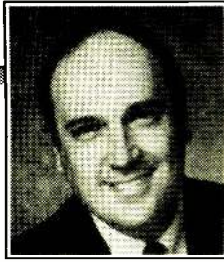
## Y

**BILLY YATES** I Smell Smoke (*Almo Sounds 8020*)  
 Prod: Garth Fundis, Billy Yates Wr: Billy Yates, Monty Criswell and Lee Thomas Miller Pub: Music Corp. of America, Inc./So Bizzzy Music/Hillbillion Music/Hamstein Cumberland Music/Cupit Music(BMI) Mgr: Ten Ten Management

**TRISHA YEARWOOD** I Need You (*MCA 11477*)  
 Prod: Garth Fundis Wr: Jess Brown, Wendell Mobley Pub: Almo Music Corp./Twin Creeks Music, Inc.(ASCAP)/Warner-Tamerlane Pub. Corp./New Works Music Co.(BMI) Mgr: Kragen & Company







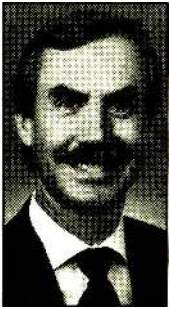
MIKE KINOSIAN

## ADULT CONTEMPORARY

# ARS's Gehron On Today's Hot AC: 'In Many Cases, It's Classic CHR'

John Gehron's illustrious career has included successful stints as OM/PD (including WCBS-FM/New York and WCAU/Philadelphia), Station Manager (a fabulous run at the legendary WLS/Chicago), and VP/GM (WODS/Boston). As co-COO of Boston-based American Radio Systems, he's further cemented his place as one of radio's most respected talents.

His company's conversions last month of NAC/Smooth Jazz WSJZ/Buffalo and WAQB/Rochester to Alternative-leaning Hot AC underscored ARS's role as a leading proponent of this new hybrid format. It's been just over one year (April '96) since Rhythmic CHR KJMZ/Las Vegas became KMXB.



John Gehron

"We felt there was a big opportunity for the format in Las Vegas, and KMXB was our first station to try it," recalls Gehron. "This format captures a real excitement in music today. It's a style of music that neither blends with the traditional Hot AC music of Mariah Carey and Celine Dion, nor mixes with grunge. We're finding there's a split in the Alternative format, which played both styles. This style is emerging as the real creative force of music."

**It's a current format that's very female-driven in both audience and the artists they want to hear. I find it very refreshing that it's a format that needs female performers.**

While ARS prefers taking a pure approach to the format, Gehron concedes, "There are some regional differences, and it comes down to a few records. Some of our stations play Celine Dion, while our 'edgier' stations [like KQPT/Sacramento] don't. There are different music mixes, but it's about establishing an attitude in the market and identifying with women 18-34. Our West Coast stations tend to have a little more of an edge. The music seems to break out of the West and has more acceptance there."

### Female & Current-Driven

Several things, Gehron explains, tend to run through ARS Hot ACs. "They're very current, and there's very little desire for '80s product. It's a cur-

rent format that's very female-driven in both audience and the artists they want to hear. I find it very refreshing that it's a format that needs female performers.

"In many cases, it's classic CHR — which was always 'today's hits,' a current-driven format. This music has a broad basis of support among women 18-34 and a very strong secondary following among men. Agencies love it because the buyers are young women, who are in the format's target. They've been very supportive."

One drawback, though, is that stations are pretty tight-listed. But Gehron opines, "There's been very little burn so far because people want to hear this music. A positive would be an increase in music coming to us, so the library can grow over time."

## Columbus's Lone AC Finds 'Sunny' Side's Up

It's extremely rare to find a Top 50 market that isn't home to at least two competitive metro players doing some AC flavor.

The search's first red flag doesn't appear until Riverside, Los Angeles shadow-market No. 26. Below-the-line signals from big-brother market L.A., however, cover just about every format base: Mainstream AC KOST; Hot AC KBIG; Alternative-leaning Hot AC KYSR; and Rhythmic-leaning Hot AC KIBB. Riverside metro ACs KXEZ and KATY aren't found in the top 15 of major female demos.

The format gets lonely — but extremely well-represented ratings-wise — in Columbus, as Saga's highly successful 14-year-old AC WSNY ("Sunny") is market No. 32's lone AC.

"Columbus is an under-radioed market," notes WSNY PD Chuck Knight. "There are six solid, full-market, Class B signals here. With the exception of the Rock arena, each of these six signals has its own exclusive turf — which makes for a good competitive environment. Columbus has one AC, WSNY; one CHR, WNCI; one Country, WCOL-FM; one Oldies, WBNS-FM; and two Rock stations, WBZX and WLWQ."

Citing ownership as an important factor, Knight reviews the key license holders. "Nationwide runs WCOL



Chuck Knight

and the Top 40 [WNCI]. I don't necessarily think 'Top 40' is a negative term in Columbus because WNCI's a well-programmed CHR that appeals to adults. [WLWQ parent] Jacor is a new player in the Rock arena. In addition to very proudly operating WBNS, the civic-minded Wolf family also owns the city's newspaper. WBZX is also a civic-minded, family-owned station."

### Re-evaluating The Format

AC's lack of glitz and glitter, Knight opines, could be why some owners favor other formats. "AC doesn't stroke their ego. That's another reason why there haven't been many competitive attacks into the AC arena here."

Those comments notwithstanding, Knight says some group heads may be rediscovering the format — especially on the softer side. "Instead of having a station become the second CHR or the third Country station in a market, some owners will take a long, hard look at that AC market position. They'll see it can be a very rewarding position in both ratings and revenue."

### Defending The Turf

There have, however, been direct shots aimed at WSNY. "In the late '80s, a station with a centrally located Class A signal [then WMMX, now WZAZ] came after Sunny with a 'Mix' format. They managed to stay on as an AC for a few years, but were unable to make any

## What's In A Hot AC Name?

These are the 10 American Radio Systems Hot ACs and their current one-word, on-air handles.

KAMX/Austin	"Mix"
WWMX/Baltimore	"Mix"
WBMX/Boston	"Mix"
WSJZ/Buffalo*	"Alice"
KVSR/Fresno	"Star"
WTIC-FM/Hartford	"Variety"
KMXB/Las Vegas	"Mix"
KBBT/Portland	"Beat"
WAQB/Rochester*	"Zone"
KQPT/Sacramento	"Zone"

\* Station may adopt new calls

there are no other choices. As you move forward it seems more and more women come from the Alternative arena, where they're not being served by the Alternative station that walks that fine line between grunge and pop/alternative."

Popular handles thus far have included "Alice," "Mix," "Planet," "Star," and "Zone" (see "What's In A Hot AC Name," upper right). As Gehron explains, "A name will sound right if you play the right music. 'The Zone,' for example, just sounded good to us in Sacramento."

Good radio basics, of course, don't change dramatically from format to format, and a strong PD and solid airstaff are extremely important in this format. "You have to understand how to rotate these records and what imaging is required for the listener. It's a very lifestyle-driven format and must match your audience's desires.

"It's not a hyped format; your an-

nouncers should have very natural and comfortable styles that open the door to a lot of different arenas. You'll find the talent is more important in positioning than liners and production."

### Fad Fears

One of the greatest fears to any emerging format is that it will be a fad and fizzle away. That, Gehron theorizes, won't be the case here. "It seems unlikely this format will quickly disappear because there's so much creativity. Disco was just a beat put to a lot of songs. But this music has its own very powerful lyrics, and the format features many singer-songwriters.

"If the labels find and develop more artists, the music's powerful and creative enough to support the format and move it forward. It reminds me of when Smooth Jazz first started out [Gehron was VP/GM of NAC WNUA/Chicago]. Ultimately, the labels got behind it and made it a format."

**WSNY's a heritage AC and spends a ton of money. We'd have to mess up this station big-time, and somebody else would have to spend 10 tons of money in order to unseat us.**

inroads and switched to Country. While other stations penetrate the market, they're really suburban, 'wannabe' Columbus stations."

Interestingly, WSNY's most recent challenge came a few years ago from WNCI. "They quit being Adult Top 40 — or whatever you'd like to label it — and decided to go straight after Sunny. WNCI's music and positioning changed. They toned down their morning zoo and became very much an AC station."

But WNCI's AC foray was short-lived. "It only lasted for about six months and was a failure. WNCI retreated back to its Top 40 posture, and Sunny saw some weaknesses. The thought was that WNCI was a wounded animal and Sunny decided to become hotter and go in for the kill. Needless to say, that was as much of a mistake as WNCI trying to be an AC because neither station lived up to listener expectations."

With WNCI reverting to CHR and WSNY shifting back to Mainstream AC, "both stations are more successful than ever before. WNCI and WSNY learned the lesson that you should be what you are perceived to be."

### Format Concerns

Sunny's morning team, featuring Dino Tripodis & Stacy McKay, has been in place for three years. After a brief stint in Cincinnati, midday personality Mike Motley recently returned to the market he'd worked in for nine years. Asst. PD/MD/afternoon driver Bob Nunnally has been with Sunny for 14 years, and John Symons is in his ninth year as Love Songs host. "Those long-term relationships are important to listener loyalty," remarks Knight.

Knight — who came aboard last August from Hot AC WYXR/Philadelphia — isn't particularly optimistic about his previous format. "Quite honestly, I'm concerned about Hot AC being a valid and legitimate radio station position. Listeners can neatly put in their minds what Mainstream ACs and CHRs stand for, but don't quite understand what Hot ACs represent. You have to own a position, and that position must be understood in a listener's mind."

A firm believer in marketing, Knight points out, "WSNY's a heritage AC and spends a ton of money. We'd have to mess up this station big-time, and somebody else would have to spend 10 tons of money in order to unseat us. It costs a lot to market to AC listeners because they have other things going on in their lives and aren't passionate about the format."

# Muhammad Ali

Dear Friends At Radio,

Twenty three years ago when I stepped into the ring with George Foreman in the jungles of Zaire, I never imagined that it would one day be immortalized with song. The first time I heard "When We Were Kings," I had goose bumps all over, my eyes welled with tears and my body began to tingle. Everything about the song moves me; the words, the powerful composition of notes and the beautiful and rich voices of Brian McKnight and Diana King. Every time I hear the song I feel enriched, empowered, and completely honored.

"When We Were Kings" speaks of dignity, self-respect and accomplishment. This is a message I have tried to communicate to all people, both young and old. Today, more than ever, music has the power to relay this message. At a time when my voice has quieted, this song, with your support, can help me reach out farther than I would have dreamed possible.

Thank you for all your support and I wish all of you the very best.

Warmest Regards,



Muhammad Ali

*P.O. Box 187 • Berrien Springs, MI 49103*





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R&R AC Chart: **26** Debut - **12** Breaker

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HOT AC PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL HOT AC REPORTERS ON R&R ONLINE

BUZZ 105.1 FM MARKET #1 WDBZ/New York (212) 704-1051 Weed/Silver

95.5 WPLJ NEW YORK MARKET #1 WPLJ/New York (212) 613-8900 Cuddy/Shannon/Mascaro

K-BIG 104 MARKET #2 KBIG/Los Angeles (213) 613-7700 Ervin/Verdery

STAR 98.7 MARKET #2 KYSR/Los Angeles (818) 955-7000 Perelli/Ebbott

LOOP MARKET #3 WLUP/Chicago (1312) 440-5270 Solk/Virgin

101.9 FM MARKET #3 WTMX/Chicago (312) 946-1019 James/Kartak

KIOI MARKET #4 KIOI/San Francisco (415) 538-1013 Nachlis

Alice @ 97.3 MARKET #4 KLLC/San Francisco (415) 765-4097 Kaplan/Stoeckel

STAR 104.3 MARKET #5 WYXR/Philadelphia (610) 668-0750 Alan/Davis

Q95 FM MARKET #6 WKQJ/Detroit (810) 967-3750 O'Brien/Buchalter

MIX 102.9 FM MARKET #7 KOMX/Dallas (214) 991-1029 Ashley/Thomas

MIX 102.3 FM MARKET #8 WRQX/Washington (202) 686-3100 James/Parker

MIX 102.5 FM MARKET #9 KHMV/Houston (713) 790-0965 Paxton/Anhorn

Mix 98.5 MARKET #10 WBMX/Boston (617) 236-6898 Strassel/Buczynski

103.5 MARKET #11 WPLM/Miami (305) 654-9494 Stewart

STAR 101.5 MARKET #13 KPLZ/Seattle (206) 223-5700 Phillips

STAR 100.7 FM MARKET #14 KFMB/San Diego (619) 292-7600 Johnson/Simms

K92.5 FM MARKET #16 KSTP/Minneapolis (612) 642-4141 Fisher/Peck

Y98 MARKET #17 KYKY/St. Louis (314) 531-0000 Rivers/Hewitt

KZZP 104.7 FM MARKET #18 KZZP/Phoenix (602) 964-4000 Persigh/Cooper





CAROL ARCHER

# At-Ease Office Interaction

□ A GM and MD discuss ways to encourage open communication

Whether managing staff members from above (as longtime KOAI (The Oasis)/Dallas GM Skip Schmidt does) or imparting a message from the middle to those both further up and down the food chain (as in WQCD(CD101.9)/NY MD Rick Laboy's case), communicating clearly and effectively is a requirement in any business. Both recently described how they constructively convey their messages.

## No Hidden Agendas

Says Schmidt, "I keep coming back to the overriding concept of not having a hidden agenda. [Broadcast Architecture CEO] Frank Cody and I discuss this frequently, and we're in complete agreement that you *cannot* have a hidden agenda with the people you work with. People all really want the same thing: they don't want surprises and they want to feel important.



Skip Schmidt

The only way I know how to do that is to always be honest and upfront with them. "Some may interpret that as being brash. Others don't know how to handle it if they haven't been in that kind of open environment before. You should always attempt to create an environment of trust. Some people are inhibited talking to the general manager because they may not be a department head and have a lot of interaction [with him]. But if you create a position of trust and are seen a lot in meetings, then they know it's okay to talk openly and honestly.

"I try to provoke thought," he continues. "My position isn't to dictate, but to provoke thought. If you establish good standards and don't hire out of mediocrity, then the smart people you hire will get smarter. Everyone wants to succeed and win, and a GM's role is to get people into a position to win. And they'll win if they're given the right opportunity.

"They'll also win if they know the objectives and what's expected of them, so that's why specificity is so important, too. The GM is like an orchestra conductor: You can't play all the instruments, but you have to have a knowledge of them and how they should sound together. The bottom line is that communication builds loyalty and trust. That's what you have to do — and have to be — if you're going to be successful."

## Finding The Proper Fit

How would Schmidt handle the hypothetical employee who had difficulty incorporating and implementing direction? "First, the question you have to ask yourself is whether

person precisely what the problems are so they can become better for it and be more successful in their next endeavor. It doesn't mean they're a bad person, only that it didn't work within the framework of what your responsibilities for them were.

"That doesn't mean you can't find them a position with a friend. The good news about our industry is that it's pretty mobile, and there are some great operators out there. Getting into our business is difficult enough. We have a tendency to not educate our youth and not take care of them. We sometimes throw them away when we shouldn't, so we can always give them to someone else who can do a better job with them. Unfortunately, sometimes the chemistry just doesn't work."

Last year, the Oasis was sold by Granum Communications to Infinity Broadcasting, which was then acquired by CBS Radio. Today, the Oasis is one of eight CBS stations in the market. Three of them — KOAI, UAC KRBV-FM, and Gospel KHVN-AM — and 106 employees are under Schmidt's direct aegis. What impact have ownership changes meant on



**The GM is like an orchestra conductor: You can't play all the instruments, but you have to have a knowledge of them and how they sound together.**  
—Skip Schmidt



they have the skill to handle the position in which they're being cast. If they can't take direction, you have to work on that because that's a management situation. It's kind of like a marriage: if you don't love one another, you have to get a divorce. If the person is really miscast for the part, you have to change their role.

"That may take several forms. Either you can find a place for them where they do fit, or you can cut your losses and go on. You need to tell that



Rick Laboy

the station? "I really loved working for the company that was the predecessor to Infinity/CBS because I considered them friends of mine. But the strength of a duopoly or quadopoly (or whatever you want to call it) in this market is that we have a lot of awfully good, strong radio stations under the CBS banner.

"Where we were only three [before], we now have the strength of eight. That doesn't mean we do everything the same, but there is some commonality and the opportunity to share ideas and share in new business. There's tremendous synergy and benefits, even though we're very young at doing this in the sense we haven't been doing it together for very long. There are a lot of resources, including the opportunity to learn from other radio stations. This environment is different, and I really enjoy it!"

## Respect For Diversity

Three years ago, Laboy came to WQCD as an intern: He'd been a MD at college radio and done a jazz airshift, and now sought a position — any position — at his favorite station, CD101.9. Last January, after

having been the board op for Les Davis's Sunday night show and holding the responsibility of entering the station's entire music library into its new digital master control system, Laboy was appointed MD for one of the country's most prestigious Smooth Jazz outlets.

Communication with CD101.9 PD Steve Williams about music is painless, says Laboy. "We've always clicked. When I was Steve's intern, he'd often say, 'Listen to this,' and 95% of the time we were on the same page. Even if we disagree, I simply say what a song sounds like to me and how I feel about it for this station."

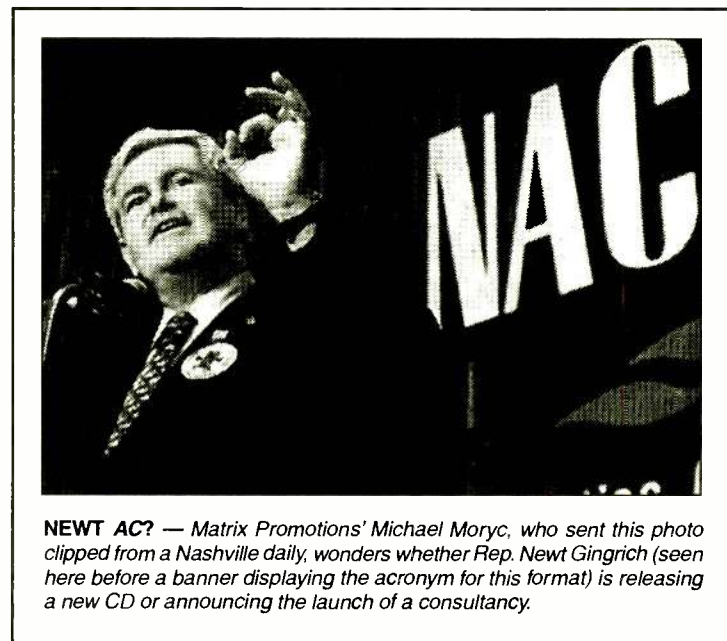


**One tends to overlook, or take for granted, the different kind of personalities we have to deal with on a daily basis....We all need different points of view if we're going to make it as a team.**  
—Rick Laboy



In the broader sense of interacting with staff members at every level, Laboy says. "I'm so fortunate to be in this position today, especially at a station that employs the group of people it does. Communication among anyone within CD101.9 isn't a problem at all. [GM] Bob Paquette may just come into my office to say what he thinks about something. And he's got an open door policy. I walk right over to his office, he'll wave me in, and we sit and talk. He's the kind of person who would rather hear you think he's wrong than have you patronize him."

Laboy recently attended a management workshop. When asked to highlight the most important message, he said, "Respect for diversity is the crucial element. One tends to overlook, or take for granted, the different kinds of personalities we have to deal with on a daily basis. We'll say, 'He's so this,' or 'She's so that,' without realizing that we all need different points of view if we're going to make it as a team. You need all the ingredients to make a wonderful dish."



**NEWT AC?** — Matrix Promotions' Michael Moryc, who sent this photo clipped from a Nashville daily, wonders whether Rep. Newt Gingrich (seen here before a banner displaying the acronym for this format) is releasing a new CD or announcing the launch of a consultancy.



**SMOOTH JAZZ PACKS RAFTERS IN PHILLY!** — When WJZZ/Philadelphia presented Kokopelli acts the Braxton Brothers (above) and Alfonso Blackwell at their most recent listener appreciation party, more than 2000 station loyalists showed up. PD Anne Gress says the club was packed to the rafters, but her "listeners were very, very happy."





## Stations and their adds by track listed alphabetically by market

<p><b>KNIK/Anchorage, AK</b> <b>OM/PD: Dean Williams</b> BOZ SCAGGS "Ask" HERB ALPERT "Passion" MARK PORTMANN "Slink" NORMAN CONNORS "Saturday" REGINA CARTER "Late" RON BROWN "Serenade" CRAIG T. COOPER "Somebody"</p>	<p><b>WZJZ/Columbus, OH</b> <b>PD: Bill Harmon</b> AL JARREAU "Impanema" KEN NAVARRO "Magic"</p>	<p><b>KCIY/Kansas City, MO</b> <b>PD: Bret Michael</b> <b>MD: Michelle Chase</b> JOSEPH VINCELLI "Midnight"</p>	<p><b>KXDC/Monterey, CA</b> <b>PD/MD: Scott O'Brien</b> ERIC MARIENTHAL "Easy" HERB ALPERT "Passion" OZZIE AHLERS "Finger" WALTER BEASLEY "Slowly" ORQUESTRA WAS "Never"</p>	<p><b>KKJZ/Portland, OR</b> <b>PD: Shaun Yu</b> <b>MD: Hal Murray</b> SPECIAL FX "Since" HERB ALPERT "Passion" ERIC MARIENTHAL "Easy" MARK PORTMANN "Slink" URBAN KNIGHTS "Promise"</p>	<p><b>KBLX/San Francisco, CA</b> <b>PD: Kevin Brown</b> <b>MD: Ron Cadet</b> ROGER SMITH "Stand" ERIC MARIENTHAL "Easy" WALTER BEASLEY "Name"</p>
<p><b>KAJZ/Austin, TX</b> <b>PD: Doc Burns</b> <b>MD: Candace Andrews</b> HERB ALPERT "Passion" JOHN TESH "L'Aquila"</p>	<p><b>KOAI/Dallas, TX</b> <b>PD: Michael Fischer</b> <b>MD: Ken Glaser</b> HERB ALPERT "Passion" KEN NAVARRO "Blue"</p>	<p><b>WEZV/Lafayette, IN</b> <b>PD/MD: Bob Miller</b> WALTER BEASLEY "Slowly" ERIC MARIENTHAL "Easy" DAVE GRUSIN "Peter" TIM BOWMAN "Give" MARK PORTMANN "Summer" JIM BRICKMAN "Picture"</p>	<p><b>WQCD/New York, NY</b> <b>PD: Steve Williams</b> <b>MD: Rick Laboy</b> ERIC MARIENTHAL "Easy"</p>	<p><b>WSMJ/Richmond, VA</b> <b>PD/MD: Tommy Fleming</b> ED HAMILTON "Yes" HERB ALPERT "Passion" ERIC MARIENTHAL "Easy"</p>	<p><b>KKSF/San Francisco, CA</b> <b>PD: Lee Hansen</b> <b>MD: Blake Lawrence</b> ERIC MARIENTHAL "Easy" 3RD FORCE "Real" DOWN TO THE BONE "Staten" KENNY G "Northern"</p>
<p><b>WOAZ/Boston, MA</b> <b>PD/MD: Bill George</b> MCKNIGHT &amp; KING "Kings" WALTER BEASLEY "Slowly"</p>	<p><b>JRN/Denver, CO</b> <b>PD: Steve Hibbard</b> <b>MD: Greg Allen</b> SPYRO GYRA "Unwritten" SOUNDSCAPE "Around" KEN NAVARRO "Kiss" ERIC MARIENTHAL "Easy" AKIRA JIMBO "Cactus"</p>	<p><b>KTWV/Los Angeles, CA</b> <b>PD: Chris Brodie</b> <b>APD/MD: Ralph Stewart</b> ERIC MARIENTHAL "Easy" WALTER BEASLEY "Slowly"</p>	<p><b>WJCD/Norfolk, VA</b> <b>OM: Maxine Todd</b> <b>PD: Terry Steele</b> <b>MD: Larry Hollowell</b> EL DEBARGE "Dindi" VAL GARDENA "Avalon"</p>	<p><b>KQBR/Sacramento, CA</b> <b>PD: Lawrence Tanter</b> GEORGE DUKE "How" WALTER BEASLEY "Stay" WALTER BEASLEY "Sweetness"</p>	<p><b>KJZY/Santa Rosa, CA</b> <b>PD: Gordon Zlot</b> <b>MD: Rob Singleton</b> ERIC MARIENTHAL "Easy" NELSON RANGELL "Turning" URBAN KNIGHTS "Step"</p>
<p><b>WJZK/Charleston, SC</b> <b>PD/MD: Tom Kennedy</b> ERIC MARIENTHAL "Easy" HERB ALPERT "Passion"</p>	<p><b>KHIH/Denver, CO</b> <b>PD: Becky Taylor</b> <b>MD: Cheri Marquart</b> No Adds</p>	<p><b>WSJW/Louisville, KY</b> <b>PD: Brian Conn</b> HERB ALPERT "Passion" ERIC MARIENTHAL "Easy"</p>	<p><b>KTNT/Oklahoma City, OK</b> <b>PD: Steve English</b> <b>MD: Stephanie Stewart</b> KEIKO MATSUI "Dream" HERB ALPERT "Passion"</p>	<p><b>KSSJ/Sacramento, CA</b> <b>PD: Don Langford</b> <b>MD: Keli Garrett</b> DIRK K "Smile" EL DEBARGE "Dindi" ERIC MARIENTHAL "Easy" BYRON MILLER "Show" HERB ALPERT "Passion" KEIKO MATSUI "Dream"</p>	<p><b>KWJZ/Seattle, WA</b> <b>PD: Carol Handley</b> ERIC MARIENTHAL "Easy" HERB ALPERT "Passion"</p>
<p><b>WCCJ/Charlotte, NC</b> <b>PD: James Alexander</b> <b>APD/MD: Greg Morgan</b> KEN NAVARRO "Smooth" GEORGE BENSON "Johnnie" JEFF KASHIWA "August"</p>	<p><b>WLMV/Miami, FL</b> <b>PD: Shirley Maldonado</b> <b>MD: Geoff Fischer</b> GEORGE DUKE "Sunday" SPYRO GYRA "Unwritten" EVERETTE HARP "Going"</p>	<p><b>WLOQ/Orlando, FL</b> <b>PD: Steve Huntington</b> KEB' MO' "Just" ERIC MARIENTHAL "Easy" DAVE GRUSIN "Peter" HERB ALPERT "Passion" SLIM MAN "Beat"</p>	<p><b>WJJZ/Philadelphia, PA</b> <b>PD: Ann Gress</b> <b>MD: Michael Tozzi</b> HERB ALPERT "Passion"</p>	<p><b>KCLC/St. Charles, MO</b> <b>PD: Rich Reigert</b> <b>MD: Scott Nenner</b> DAVE GRUSIN "Peter" DOC POWELL "Dance" ERIC MARIENTHAL "Easy" HERB ALPERT "Passion" SPYRO GYRA "Together" LEE OSKAR "Much" ROB EBERHARD YOUNG "Trance" WALTER BEASLEY "Slowly"</p>	<p><b>WJZT/Tallahassee, FL</b> WALTER BEASLEY "Slowly" ERIC MARIENTHAL "Easy" KEN NAVARRO "Smooth"</p>
<p><b>WNUA/Chicago, IL</b> <b>OM: Paul Goldstein</b> <b>MD: Steve Stiles</b> DANCING FANTASY "Dreams" KENNY G "Havana" VAL GARDENA "Avalon" FANTASY BAND "Could" NELSON RANGELL "Turning" HERB ALPERT "Passion" CHUCK LOEB "Cruzin" CHRIS BOTTI "Regroov"</p>	<p><b>WGUF/Ft. Myers, FL</b> <b>PD: Michael Bode</b> ERIC MARIENTHAL "Easy" HERB ALPERT "Passion" DAVE GRUSIN "Peter" KENNY LOGGINS "First" KEIKO MATSUI "Hope"</p>	<p><b>WJZI/Milwaukee, WI</b> <b>PD: Fred Heller</b> HERB ALPERT "Passion" MARK PORTMANN "First" EVERETTE HARP "Going" DANCING FANTASY "Dreams" T.D.F. "Angelica"</p>	<p><b>KMJJ/Minneapolis, MN</b> <b>PD: Rob Moore</b> DAVE GRUSIN "Peter" ERIC MARIENTHAL "Easy" HERB ALPERT "Passion" SPYRO GYRA "Unwritten" BYRON MILLER "Until"</p>	<p><b>KWJT/Tampa, FL</b> <b>PD/MD: Ross Block</b> No Adds</p>	<p><b>KOAS/Tulsa, OK</b> <b>PD/MD: Ron Allen</b> MCKNIGHT &amp; KING "Kings" BRIAN HUGHES "Pamela" KEN NAVARRO "Smooth" GEORGE BENSON "Johnnie"</p>
<p><b>WVAE/Cincinnati, OH</b> <b>PD: Rad Messick</b> EL DEBARGE "Dindi" ERIC MARIENTHAL "Easy" HERB ALPERT "Passion"</p>	<p><b>KEZL/Fresno, CA</b> <b>PD/MD: Mike Vasquez</b> ERIC MARIENTHAL "Easy" HERB ALPERT "Passion"</p>	<p><b>KSBR/Mission Viejo, CA</b> <b>PD/MD: Terry Wedel</b> NORMAN CONNORS "Mr. C" HERB ALPERT "Passion" ERIC MARIENTHAL "Easy" EDDIE DANIELS "Ninth"</p>	<p><b>KOAZ/Phoenix, AZ</b> <b>PD/MD: Angela Handa</b> OZZIE AHLERS "Finger" RICK BRAUN "Venice" EVERETTE HARP "Going" MARK PORTMANN "Come" DIANA KRALL "Frim" DIANA KRALL "Errand"</p>	<p><b>KBZN/Salt Lake City, UT</b> <b>PD: Rob Riesen</b> GEORGE BENSON "Johnnie" ERIC MARIENTHAL "Easy" HERB ALPERT "Passion"</p>	<p><b>WJSJ/Washington, DC</b> <b>PD/MD: Steve Kosbau</b> MARK PORTMANN "Slink" ERIC MARIENTHAL "Easy" HERB ALPERT "Passion"</p>
<p><b>WNWV/Cleveland, OH</b> <b>PD/MD: Bernie Kimble</b> ERIC MARIENTHAL "Easy" HERB ALPERT "Passion" GEORGE BENSON "Johnnie"</p>	<p><b>KUCD/Honolulu, HI</b> <b>PD/MD: Mahlon Moore</b> ZACHARY BREAUX "Cafe" HERB ALPERT "Passion"</p>	<p><b>KRVV/Modesto, CA</b> <b>PD: Jim Bryan</b> <b>MD: Doug Wulff</b> HERB ALPERT "Passion" ERIC MARIENTHAL "Easy" ERIC MARIENTHAL "Until" DOUG CAMERON "People" MICHEL CAMILO "Poinciana" JEFF CAMPBELL "Finding" ED HAMILTON "Yes" BOZ SCAGGS "Letters"</p>	<p><b>KYOT/Phoenix, AZ</b> <b>PD/MD: Nick Francis</b> OZZIE AHLERS "Finger" ERIC MARIENTHAL "Easy"</p>	<p><b>KCJZ/San Antonio, TX</b> <b>PD: Norm Miller</b> <b>MD: Maria Marinex</b> HERB ALPERT "Passion"</p>	<p><b>KIFM/San Diego, CA</b> <b>PD: Mike Shepard</b> <b>APD/MD: Kelly Cole</b> HERB ALPERT "Passion" ED HAMILTON "Beginning" REGINA CARTER "Late" FAREED HAQUE "Teach" RON BROWN "Serenade" ERIC MARIENTHAL "Easy" WALTER BEASLEY "Name"</p>

51 Total Reporters  
51 Current Reporters  
51 Current Playlists

HEY MAN! OOPS!

This Zebra Made A Boney, errr  
I Mean Boner. (Congrats Boney!)  
Check Out Our New Add Date

LEE OSKAR

SO MUCH IN LOVE

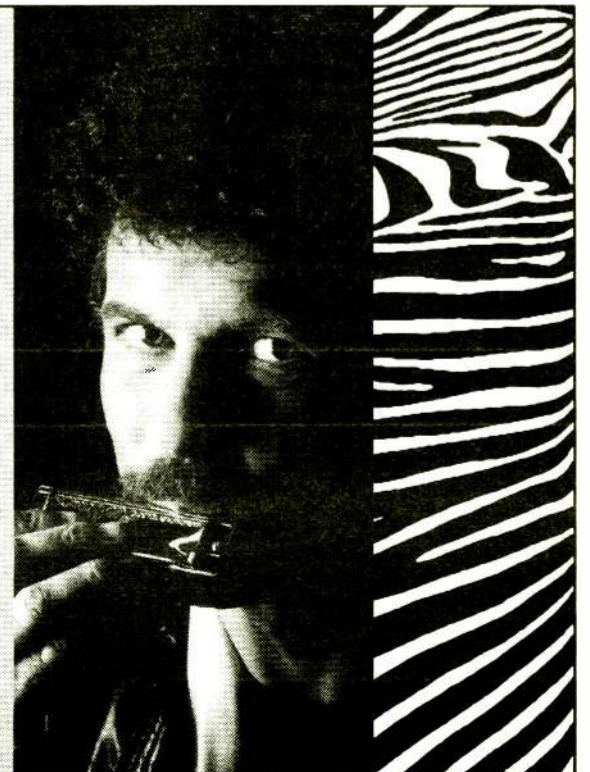
pssst! the sound of summer is officially here!

HEY MAN!  
It's Better To  
Make Love  
Than WAR!

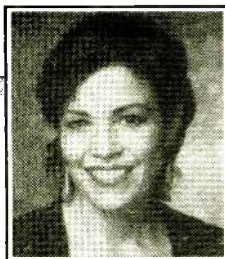
new music from a founding  
member of the band WAR

LEE OSKAR

"So Much In Love"  
NEW ADD DATE:  
MAY 8TH







CYNDEE MAXWELL

## Two Stations, One Frequency

□ **Rockers bucking traditional programming rules**

While I was out of the office playing radio, R&R Rock Asst. Editor **Frank Correia** found two programmers who are contesting conventional wisdom when it comes to the consistency rule in radio. Here's his story:

Rules are made to be broken, and when it comes to programming, **WSTZ/Jackson, MS** and **KZOZ/San Luis Obispo, CA** are definitely doing so. With these Rockers, the difference in playlists is, well, night and day.



Tiana Patterson

For WSTZ PD **Tiana Patterson**, the "Planet Z" specialty show evolved into a whole new world. "At 10 at night we go active, with just a hint of alternative," Patterson says. "It's a cool show. We do that from 10 until four in the morning. We've got a different voice guy, we use different liners — it's just like you changed your radio station."

For Patterson, such non-traditional programming is not an unchallenged path. "I fight with my consultant on a daily basis. I fight with my OM. I fight with everybody on it. **Jacobs** says it won't work. I've been fighting them on this, because the ratings show that it does work. I realize that, in theory, it shouldn't work. Theory is great, if you're a consultant. But as a programmer there's that gut, and I'm sorry, but I look at the numbers and the numbers say that Planet Z is viable for this market."

### Active Instinct

Putting faith in Planet Z required Patterson to put instinct in front of research. "There's no other AOR in the market, and there is no Alternative or Active station. Now all of our research says that this is a Classic market. We've done two separate tests with separate companies, and new music doesn't test here. We've tried it for the 25-54 audience, which is what I have to target. But I still know that there are a lot of people out there who want to hear the new music, and by looking at the numbers, Planet Z is number-one-rated at night with males 18-34 and even the 25-54 crowd.

"Anytime we've tried to put new music in the daytime, it bombs out for us, and we get beat by the Arrow [**WTYX**]. You can see it in the trends. With the daytime market, the males really want to hear their Classic Rock. But we really believed that new music could work with the nighttime audience because there is enough of a college market here. We've got six universities and we think there is a demand for it."

¶ **I realize that in theory, it shouldn't work. Theory is great, if you're a consultant. But as a programmer there's that gut ... I look at the numbers and the numbers say that Planet Z is viable for this market.**

—Tiana Patterson

So how do record companies work one record to a two-in-one station? "Some of the labels get a little huffy, because they don't realize we're programming two different stations on one frequency. For Planet Z, I follow the Active and Alternative charts. For the daytime, we play and report Rock. But most of them have been fairly receptive to it. Once they come to town and hear it, then they know it's something different."

Not only has Planet Z gained a new audience for WSTZ, it has also brought in advertising dollars at night. "It's been working for a year now. How many Classic Rock stations can actually sell commercials after 10 at night? Our show is always sponsored and is currently sponsored by **Pepsi**. We don't have any prob-

lem actually selling the spots. They're not giveaways."

With the help of marketing, Planet Z has turned itself into a different animal. "The show has its own entity. It's [APD/MD night host] **Kevin Keith's** show, that's the way we look at it. So he's got his hand on the music, Planet Z has its own logo, its own T-shirts. Kevin broadcasts live from different clubs in the area on certain nights."

Patterson has the ratings and revenue to validate her instinct. "This whole concept isn't supposed to work, but it does, just don't tell anybody."

### Z At Night

Like WSTZ, KZOZ becomes a new creature once the sun goes down. "During the day, we're a Rock-based radio station. You'll hear **Crosby, Stills & Nash**. **Boston**, **Kansas**, and some of the tamer new stuff like **Sister Hazel**, **Widespread Panic**, and the new **Aerosmith**."

says PD **Rich Creeger**. "But then at 7pm, the radio station changes completely. It's a separate entity. Basically, it is everything that the daytime is not. **Metallica**, **Alice In Chains**, **Porno For Pyros**, **Marilyn Manson** — it's very active at night."

The inspiration for "Z At Night" grew out of an opportunity to appeal to another audience. "We just took a look at some of the research for available audience. At nighttime, the available audience is not the same audience who listen to this radio sta-



Rich Creeger



**FISH CAKE** — Discovery's *Catfish* surprised **KDOT/Reno** with a "Viciously Delicious" cake and an on-air performance for the station's first birthday. Craving the sugar are (l-r) **KDOT's Kevin Smith and Chris Payne**, bandmembers **Kevin, Shock and Martin**, **'DOT PD Steve Funk**, **Radio Think-tank's Ken Anthony**, and **Discovery's Donna Geisinger**.

tion during the day. It's 18-24-year-old males. We wanted to take advantage of that because **CSN** wasn't bringing in nighttime numbers.

"We go by '93-3 KZOZ' during the day, and at night we just call ourselves 'Z At Night.' There's not much talk about it. We have a few mentions throughout the day like, 'We don't know what they're doing at night, but management's come up with this thing. It's not my thing but you may want to check it out.' So we never get into specifics during the day. And the same applies at night. At night, it's all about attitude."

That attitude is expressed through different production elements as well as music. "**WXDX/Pittsburgh** Creative Services Director **Steve Stone** has been doing the voice work and production for nighttime. Basically it's just quick little snippets. But the whole idea is about portraying an 18-24-year-old male attitude. For example, if we do something like 'Mandatory **Metallica**,' we don't presell that it's coming up at a set time. Instead, we say, 'We're going to do Mandatory **Metallica** tonight. I don't know when, whenever I get around to it. And if we don't, blow me.'

"In the morning during my show I'm still doing all my pre-set benchmarks with sports, weather, etc. at the same time every day. It's traditional radio, everybody's come to

expect something to be at a certain time. You don't want to throw the listener off because they get in their car at the same time and expect certain things. But at night it's, 'I'll get to it when I get to it. In the meantime here's some **Metallica**.'"

### Partners In Crime

Creeger's consultant, **Sandusky Phoenix (KUKQ-AM, KSLX-AM & FM, KDKB-FM & KUPD-FM)** OM **Tim Maranville**, is not only supportive of Z At Night, but along with Creeger, helped come up with the idea. "It almost runs along the lines of **KUPD**, which is a total attitude radio station," says Creeger. "I think he breaks a lot of the traditional bounds there, too."

¶ **We just took a look at some of the research for available audience. At nighttime, the available audience is not the same audience who listen to this radio station during the day.**

—Rich Creeger



**DRAIN IN MEMPHIS** — Opening act **Drain S.T.H.** stole the show and the logo from **WMFS/Memphis's** first birthday bash. Stopping traffic are (l-r) **Drain's Martina**, **WMFS MD Bob Bitchin'**, and band members **Maria and Anna**.

Unlike Planet Z, Creeger's Z At Night is a new exploration. "We came up with it in February and put it in place. As a matter of fact, Tim was here when we were brainstorming about we could do to take advantage of that available night audience."

Of course, Z At Night did go through some growing pains. "We got a lot of negativity at first, obviously from the older demo and people who are working at night," Creeger says. "They pretty much either weeded themselves out or have grown to like it because I really don't hear any more negatives. It's a lot of positive now — e-mail and good phones at night."

Is this break from traditional programming an early indicator of a future trend? Will it work in other markets? Let us know if you have any comments regarding this programming philosophy.



ACTIVE ROCK PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ACTIVE ROCK REPORTERS ON R&R ONLINE

ROCK 103.5 MARKET #3 WRXQ/Chicago (312) 861-8100 Richards/Robinson

PLAYLIST table for MARKET #3 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'OFFSPRING/Gone Away' and 'VERUCA SALT/Volcano Girls'.

101 WRIF MARKET #6 WRIF/Detroit (810) 547-0101 Podell/Wellington

PLAYLIST table for MARKET #6 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'AEROSMITH/Falling In Love...' and 'COLLECTIVE SOUL/Precious Declaration'.

EAGLE 97.1 MARKET #7 KEGL/Dallas (972) 869-9700 Doherty/Scull

PLAYLIST table for MARKET #7 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'MATCHBOX 20/Push' and 'AEROSMITH/Hole In My Soul'.

Q102 MARKET #7 KTXQ/Dallas (214) 528-5500 Lockridge/Redbeard

PLAYLIST table for MARKET #7 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'U2/Staring At The Sun' and 'WIDESPREAD PANIC/Hope In A Hopeless...'.

WAAF 107.3 FM MARKET #10 WAAF/Boston (617) 236-1073 Douglas/Osterlind

PLAYLIST table for MARKET #10 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'OFFSPRING/Gone Away' and 'VERUCA SALT/Volcano Girls'.

94.9 ZETA MARKET #11 WZTA/Miami (305) 654-9494 Steele

PLAYLIST table for MARKET #11 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'COOL FOR AUGUST/Don't Wanna Be Here' and 'OFFSPRING/Gone Away'.

KISW MARKET #13 KISW/Seattle (206) 285-7625 Ryan/Faulkner

PLAYLIST table for MARKET #13 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'METALLICA/King Nothing' and 'OFFSPRING/Gone Away'.

ROCK 105.3 MARKET #14 KIOZ/San Diego (619) 565-6006 Dukes/Leder

PLAYLIST table for MARKET #14 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'OFFSPRING/Gone Away' and 'METALLICA/King Nothing'.

102.9 FM WRCN MARKET #15 WRCN/Long Island (619) 565-6006 Tortora/Rodger

PLAYLIST table for MARKET #15 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'U2/Staring At The Sun' and 'OFFSPRING/Gone Away'.

98 KUPD MARKET #18 KUPD/Phoenix (602) 345-5921 Jeffries

PLAYLIST table for MARKET #18 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'AEROSMITH/Falling In Love...' and 'OFFSPRING/Gone Away'.

ROCK 98.5 MARKET #19 WIYY/Baltimore (410) 889-0098 Strauss/Heckman

PLAYLIST table for MARKET #19 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'OFFSPRING/Gone Away' and 'METALLICA/King Nothing'.

98 ROCK MARKET #21 WXTB/Tampa (813) 572-9808 Hardin/Medlin

PLAYLIST table for MARKET #21 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'TOOL/Shinkst' and 'METALLICA/King Nothing'.

Wmms 100.5 FM MARKET #22 Wmms/Cleveland (216) 781-9667 Neumann/Spaceman Scott

PLAYLIST table for MARKET #22 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'QUEENSRYCHE/Sign Of The Times' and 'COLLECTIVE SOUL/Precious Declaration'.

BFI 106.7 MARKET #23 KBPI/Denver (303) 899-4201 Richards

PLAYLIST table for MARKET #23 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'VERUCA SALT/Volcano Girls' and 'OFFSPRING/Gone Away'.

101 KUFO MARKET #24 KUFO/Portland, OR (503) 222-1011 Numme/Scott

PLAYLIST table for MARKET #24 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'BUSH/Cold Contagious' and 'OFFSPRING/Gone Away'.

The Rock! 98.5 MARKET #26 KRQC/Kansas City (913) 384-9900 Sorenson/Knight

PLAYLIST table for MARKET #26 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'OFFSPRING/Gone Away' and 'LIVE/Freaks'.

93 Rock MARKET #28 KRKQ/Sacramento (916) 334-7777 Johnson/Brooks

PLAYLIST table for MARKET #28 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'OFFSPRING/Gone Away' and 'WALLFLOWERS/One Headlight'.

LAZER 103 MARKET #29 WLZR/Milwaukee (414) 454-0900 Masters

PLAYLIST table for MARKET #29 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'OFFSPRING/Gone Away' and 'METALLICA/King Nothing'.

KSJO 92.3 MARKET #30 KSJO/San Jose (408) 453-5400 Jang/Free

PLAYLIST table for MARKET #30 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'OFFSPRING/Gone Away' and 'COLLECTIVE SOUL/Precious Declaration'.

Blitz 101.7 MARKET #32 WBZC/Columbus, OH (614) 481-7800 Fish/Hunter

PLAYLIST table for MARKET #32 with columns SW, ZW, LW, TW and ARTIST/TITLE. Includes tracks like 'OFFSPRING/Gone Away' and 'MATCHBOX 20/Push'.



Stations and their adds listed alphabetically by market

ACTIVE ROCK

Table listing Active Rock stations and their adds. Columns include station name, call letters, and a list of songs with their respective artists.

ROCK

Table listing Rock stations and their adds. Columns include station name, call letters, and a list of songs with their respective artists.

81 Total Reporters
81 Current Reporters
80 Current Playlists
Reported Frozen Playlist (1):
WKPE/Cape Cod, MA

83 Total Reporters
83 Current Reporters
82 Current Playlists
Did Not Report, Playlist Frozen (1):
KFRQ/McAllen-Brownsville, TX

MAY 2, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	3	3	1	U2 Staring At The Sun (Island)	1725	1696	1676	1765	80/0
2	1	1	2	COLLECTIVE SOUL Precious Declaration (Atlantic)	1567	1753	1772	1879	75/1
5	4	4	3	QUEENSRYCHE Sign Of The Times (EMI)	1515	1495	1397	1304	79/0
1	2	2	4	AEROSMITH Falling In Love... (Columbia)	1488	1745	1757	1903	77/0
6	6	5	5	JONNY LANG Lie To Me (A&M)	1219	1275	1229	1254	75/1
9	8	7	6	VERVE PIPE The Freshmen (RCA)	1187	1169	1041	957	67/3
13	9	9	7	OFFSPRING Gone Away (Columbia)	1149	1081	1003	842	67/0
19	12	10	8	TONIC If You Could Only See (Polydor/A&M)	1143	1016	829	615	78/6
12	10	8	9	MATCHBOX 20 Push (Lava/Atlantic)	1114	1091	977	885	74/0
4	5	6	10	WALLFLOWERS One Headlight (Interscope)	1114	1170	1280	1412	69/0
<b>BREAKER</b>			11	SAMMY HAGAR Little White Lie (Track Factory/MCA)	925	—	—	—	82/82
7	7	11	12	LIVE Lakini's Juice (Radioactive)	801	944	1107	1231	51/0
8	11	12	13	METALLICA King Nothing (Elektra/EEG)	772	821	897	963	57/0
44	30	17	14	COUNTING CROWS Daylight Fading (DGC/Geffen)	644	586	395	224	50/3
—	—	24	15	LIVE Freaks (Radioactive)	640	515	193	78	64/6
20	19	16	16	VERUCA SALT Volcano Girls (Outpost/Geffen)	636	649	614	599	49/0
32	23	19	17	SCREAMIN' CHEETAH WHEELIES Magnolia (Capricorn/Mercury)	624	558	467	331	57/3
<b>BREAKER</b>			18	LYNYRD SKYNYRD Travelin' Man (DMC)	595	477	95	—	48/4
28	26	18	19	CHEAP TRICK Say Goodbye (Red Ant)	592	559	455	410	47/3
—	33	23	20	COREY STEVENS One More Time (Eureka/Discovery)	557	519	342	170	51/3
11	14	13	21	BUSH Greedy Fly (Trauma/Interscope)	547	704	771	887	47/0
10	13	14	22	WIDESPREAD PANIC Hope In A Hopeless World (Capricorn/Mercury)	540	696	814	941	42/0
27	27	21	23	ZZ TOP Rhythmeen (RCA)	520	529	451	418	41/1
14	15	15	24	RUSH Driven (Atlantic)	510	676	739	784	36/0
<b>BREAKER</b>			25	AEROSMITH Hole In My Soul (Columbia)	508	250	90	57	61/16
<b>BREAKER</b>			26	SWEET VINE Mountainside (Columbia)	500	416	385	191	41/2
26	24	28	27	INXS Elegantly Wasted (Mercury)	440	468	466	449	36/0
31	32	31	28	AEROSMITH Pink (Columbia)	439	420	375	355	27/2
46	35	34	29	NAKED Mann's Chinese (Red Ant)	430	399	330	210	41/3
23	22	25	30	MATTHEW SWEET Where You Get Love (Volcano)	429	486	507	482	36/2
29	28	30	31	STIR Stale (Aware/Capitol)	423	445	438	408	41/1
25	25	29	32	CHALK FARM Live Tomorrow (Columbia)	421	454	456	450	39/0
15	16	20	33	SILVERCHAIR Abuse Me (Epic)	418	536	679	783	38/1
16	18	22	34	BIG HEAD TODD & THE MONSTERS Resignation... (Revolution)	382	525	657	759	30/0
18	21	33	35	COUNTING CROWS A Long December (DGC/Geffen)	378	413	516	641	42/0
—	40	37	36	BUSH Cold Contagious (Trauma/Interscope)	374	325	249	163	36/2
—	—	47	37	TOAD THE WET SPROCKET Come Down (Columbia)	351	209	31	1	37/6
39	34	36	38	GEORGE THOROGOOD & DESTROYERS Rocking My Life Away (EMI)	350	349	335	251	31/0
17	17	27	39	STONE TEMPLE PILOTS Tumble In The Rough (Atlantic)	342	476	674	749	32/1
<b>DEBUT</b>			40	SEVEN MARY THREE Rock Crown (Mammoth/Atlantic)	302	65	—	—	43/10
21	20	35	41	WILCO Outtasite (Outta Mind) (Reprise)	292	387	544	551	26/0
—	—	45	42	COOL FOR AUGUST Don't Wanna Be Here (Warner Bros.)	283	220	179	99	40/7
22	29	38	43	JOHN MELLENCAMP Just Another Day (Mercury)	275	319	404	530	37/0
—	49	43	44	BETTER THAN EZRA Long Lost (Swell/Elektra/EEG)	259	247	198	118	29/1
—	45	41	45	SOUNDGARDEN Rhinosaur (A&M)	247	250	220	167	20/1
35	37	42	46	BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG)	241	249	283	321	20/0
—	47	44	47	ORBIT Medicine (Baby Come Back) (A&M)	232	232	205	167	24/0
<b>DEBUT</b>			48	FOO FIGHTERS Monkey Wrench (Roswell/Capitol)	228	42	—	—	37/10
<b>DEBUT</b>			49	WALLFLOWERS The Difference (Interscope)	218	78	55	23	34/17
<b>DEBUT</b>			50	HELMET Exactly What You Wanted (Interscope)	207	183	176	162	23/1

This chart reflects airplay from April 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker. 83 Rock reporters. 82 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

### NEW & ACTIVE

**SILVERCHAIR** Freak (Epic)  
Total Plays: 185, Total Stations: 17, Adds: 1

**THIRD EYE BLIND** Semi-Charmed Life (Elektra/EEG)  
Total Plays: 179, Total Stations: 21, Adds: 1

**OUTHOUSE** Welcome (Mercury)  
Total Plays: 175, Total Stations: 23, Adds: 2

**DRAIN S.T.H.** I Don't Mind (Enclave)  
Total Plays: 172, Total Stations: 24, Adds: 3

**SISTER HAZEL** All For You (Universal)  
Total Plays: 169, Total Stations: 19, Adds: 1

**COWBOY MOUTH** Jenny Says (MCA)  
Total Plays: 168, Total Stations: 20, Adds: 3

**DARLAHOOD** Big Fine Thing (Reprise)  
Total Plays: 154, Total Stations: 21, Adds: 1

**COLLECTIVE SOUL** Listen (Atlantic)  
Total Plays: 148, Total Stations: 12, Adds: 2

**TOOL** "H" (Volcano)  
Total Plays: 143, Total Stations: 16, Adds: 1

**DAVE MATTHEWS BAND** Tripping Billies (RCA)  
Total Plays: 139, Total Stations: 18, Adds: 7

Songs ranked by total plays.

## BREAKERS

### SAMMY HAGAR

Little White Lie (Track Factory/MCA)

TOTAL PLAYS/INCREASE: 925/925 | TOTAL STATIONS/ADDS: 82/82 | CHART: 11

### LYNYRD SKYNYRD

Travelin' Man (DMC)

TOTAL PLAYS/INCREASE: 595/118 | TOTAL STATIONS/ADDS: 48/4 | CHART: 18

### AEROSMITH

Hole In My Soul (Columbia)

TOTAL PLAYS/INCREASE: 508/258 | TOTAL STATIONS/ADDS: 61/16 | CHART: 25

### SWEET VINE

Mountainside (Columbia)

TOTAL PLAYS/INCREASE: 500/84 | TOTAL STATIONS/ADDS: 41/2 | CHART: 26

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
SAMMY HAGAR Little White Lie (Track Factory/MCA)	82
PAUL MCCARTNEY The World Tonight (Capitol)	23
WALLFLOWERS The Difference (Interscope)	17
AEROSMITH Hole In My Soul (Columbia)	16
FOO FIGHTERS Monkey Wrench (Roswell/Capitol)	10
JOHN MELLENCAMP The Full Catastrophe (Mercury)	10
SEVEN MARY THREE Rock Crown (Mammoth/Atlantic)	10
COOL FOR AUGUST Don't Wanna Be Here (Warner Bros.)	7
DAVE MATTHEWS BAND Tripping Billies (RCA)	7

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SAMMY HAGAR Little White Lie (Track Factory/MCA)	+925
AEROSMITH Hole In My Soul (Columbia)	+258
SEVEN MARY THREE Rock Crown (Mammoth/Atlantic)	+237
FOO FIGHTERS Monkey Wrench (Roswell/Capitol)	+186
TOAD THE WET SPROCKET Come Down (Columbia)	+142
WALLFLOWERS The Difference (Interscope)	+140
TONIC If You Could Only See (Polydor/A&M)	+127
LIVE Freaks (Radioactive)	+125
PAUL MCCARTNEY The World Tonight (Capitol)	+124
LYNYRD SKYNYRD Travelin' Man (DMC)	+118

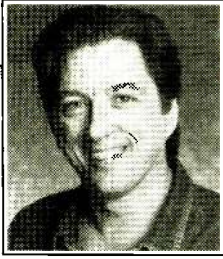
## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
TONIC Open Up Your Eyes (Polydor/A&M)
STONE TEMPLE PILOTS Lady Picture Show (Atlantic)
SOUNDGARDEN Blow Up The Outside World (A&M)
SOUNDGARDEN Burden In My Hand (A&M)
SPONGE Have You Seen Mary (Columbia)
VAN HALEN Me Wise Magic (Warner Bros.)
MATCHBOX 20 Long Day (Lava/Atlantic)
STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic)
METALLICA Until It Sleeps (Elektra/EEG)
TOM PETTY & THE HEARTBREAKERS Climb... (Warner Bros.)

Breakers: Songs registering 500 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.







SKY DANIELS

## Time For Independent Thinking

□ Searching for Alternative through the eyes and ears of independent retailers

It's time for a little mental **Rorschach** test. Compare your reactions to the following pairings: street/conference room; air studio/club floor; best-testing/new artist; alternative/mainstream. Which one seems the most similar?

It's easy to see we're in a period of regrouping at Alternative. The issue remains: Where is the proverbial drawing board and who's holding the chalk?

I've always found it's best to get away from the machinations of the industry whenever I do a little conscious introspection. This business has gotten far too adroit at promoting self-fulfilling prophecies for me to listen to spin doctors. 'Tis better to seek out those who come in direct contact with "real people" on a regular basis.

For that reason, with the help of **R&R** Director/Music Marketing Services **Mark Cope**, I'm doing a three-part series on all things independent, beginning with a look at the world of independent retail. This week, I talk to three members of the **Coalition of Independent Music Stores (CIMS)** for their perspective on the state of Alternative.

### The Individual's Power

CIMS President **Don Van Cleve** also operates **Magic Platter**, an independent record store in Birmingham. When asked if Alternative is still driving consumer's tastes at his store, he replied, "I think the consumer is a little confused about what radio considers Alternative. As the Alternative radio format evolved, you had the attendant tightening of playlists and a more homogenized exposure of larger artists. The minute active consumers sense predictability, it creates a lack of faith."

In an effort to avoid predictability, while still being cognizant of what listeners really want, Van Cleve suggests communication. "When individual store owners profess a belief in something — a trend or an emerging artist



Don Van Cleve

— do major labels really hear it? There's been a lot of talk about micro-marketing, but then people like to talk about world hunger, too. You have to ask whether the local sales reps have the power to make the crucial timely decisions. Records tend to develop on a local, then regional, basis. Can the representatives be responsive?

"We know the troubles the individual store managers at bigger chains have getting product in. It's part of the top-down notion of major-label to major-chain marketing. Do they connect with emerging trends? Coincidentally, is there a connection to be made between independent retail's 18% gain at a time when chains are flat in sales revenues?"

Ask Van Cleve if there is the proper connection between radio and retail and he states, "There is very little dialogue between radio and retail. We have one local programmer, [WRAX/Birmingham PD] **Dave Rossi**, who interacts at a productive level. We have worked with him and seen the successful connection between radio, retail, the label branch distribution systems, and concert promoters. When you have the complete regional package assembled, Alternative, in particular, can still drive sales. **Matchbox 20** is an example of a record where everybody regionally got in-

involved and it sold extraordinarily."

### Trend At An End

Alternative's ability to drive sales has been held in question recently. Yet CIMS VP **Terry Currier** — who operates **Music Millenium** in Portland, OR — believes people mistakenly question Alternative. "Alternative music benefitted from, and now suffers the slings of, having been responsible for a musical phenomenon in grunge. That movement, started by **Nirvana**,

created a sales explosion that began in 1992, when record sales totaled about \$4 billion to a peak of about \$11 billion. It was an inflated run that typically caused the industry to become over-retailed. Now that the run subsides, there has to be a reason, right? After over-extending its own efforts, the record industry would like to see Alternative manufacture another movement."

Currier believes he's seeing that occur with electronica. "For a while, we have seen a genuine segment of consumers buying electronic music. They typically bought collections of songs, but there weren't any superstars. Now we are starting to see a few breakout artists. The **Chemical Brothers** have been our No. 1 seller. We've had significant sales on **DJ Shadow** and **DJ Spooky**. Of course, everyone is waiting for the big bang to happen with **Prodigy**."

Does Currier believe electronica will be the galvanizing movement the industry is yearning for? "Not really. I think it will become a stronger trend and more people will be interested. I contend the real issue is that the most active music consumers don't want to limit their support to any *one* movement. These people tend to have broad, inclusionary tastes. They want to keep up with what's happening in music overall. There are people who know that Tuesday is our new-release day and line up waiting to get records every week. They tell our employees things about artists that we didn't even know. They are informed."

Is Alternative radio the source of their information? Currier believes, "It's just one source. People get and share a lot of information these days. There is a lot of talk about radio's competition for the consumer's attention and discretionary dollars from video games, cable, and the Internet. As far as Alternative is concerned, the more directing of information it does, the better. Radio can either have the consumer's attention diverted or direct it themselves. Right now, I sense it would rather appeal to a broader number of docile listeners than motivate the most involved consumers with eclectic tastes."

Currier doesn't fault Alternative



**When individual store owners profess a belief in a trend or an emerging artist, do major labels really hear it? There's been a lot of talk about micro-marketing, but then people like to talk about world hunger, too.**

—Don Van Cleve



radio, but rather sees a trend playing out. "As the grunge trend played out, Alternative sought to regroup. The format got bigger and more mainstreamed. Meanwhile, music loyalists are searching constantly for great new acts: they don't wait to be told by radio. Radio could probably benefit now from having its programmers simply stand in a record store like ours and watch consumers intently. PDs tend to heed national consensus with greater regard than their own individual marketplace.

"Ironically, just before the grunge movement exploded in 1991, I remember having a Northwest PD tell me the music coming out of Seattle 'wasn't up to snuff' of the national acts. You don't always see radio seek out success stories unaided. There are always a number of acts we traditionally see sell that radio doesn't respond to. We're now seeing consistent strong sales from artists like **Sleater-Kinney**, **Built To Spill**, and **Pavement** that have yet to be recognized by radio."

Ironically, Currier feels perhaps there is an upside to radio's unwillingness to be immediately responsive to emerging acts. "The

best and most lasting growth comes on an organic basis — bands that are given the opportunity to develop loyal audience bases through touring and word-of-mouth. You look at **Capricorn** and could say, 'Wow, aren't they hot!' with their success with **311**, **Cake**, and **Wide-spread Panic**. What most people

didn't notice was how diligent they were in developing these artists and how long and expensive that process was.

"At stores like this, we witness the methodical growth. We have our own subjective means of measuring acceptance of artists. You can see a consistent growth curve on artists through two or three months, well past any fan base spikes. When those numbers continue to grow, there's a point when you know positive word-of-mouth is taking hold. Imagine what would happen if radio augmented that process at precisely the right point."

### The Numbers Game

**John Kuntz**, the avowed "Spiritual Leader" of CIMS and owner of **Waterloo Records** in Austin, agrees with Currier that organic development usually spells more enduring results. He states, "This can be a business of 'too much, too soon.' Artists get signed, put out one song, and radio pounds it relentlessly. Before bands even know how to play live, their record is over. We tend to see things that operate just below radio's radar. We're celebrating our 15th anniversary,

and our motto has always been 'Where The Music Still Matters.' We've always believed in creating a culture with our store."

One culture Kuntz sees in Austin is what he calls "the Alt-country, 'No Depression' movement. Long ago, we did everything we could to support **Uncle Tupelo**, which later splintered into **Son Volt** and **Wilco**. We aggressively reached out to their label and told them something was happening. Recently, there's been a resurgence of this type of music. Austin has traditionally been a home for these artists."

Kuntz feels the home analogy applies to his store as well. "Independent retail stores tend to have employees that get passionately involved with artists. We sit every day and witness first-hand the buying habits and tastes of the consumers. We engage in the process face to face. Radio tends to appeal to listeners on a much broader, mass basis. They don't physically witness a listener's reaction to in-store play. The radio environment isn't as immediate nor intimate as being in a record store."

Still, Kuntz feels Alternative radio

remains a vital part of music's success in 1997. "There's always been detractors of any successful movement in music. Alternative is a convenient scapegoat for a lot of deeper issues. The retail sales for music increased overall by 1%-2%, while the square footage of retail space increased in the same time

frame by 50%. You had huge mega-stores utilizing loss-leader pricing in a business with already low profit margins. The spike created by Alternative in the early '90s led to the industry building a pipeline to deliver more product when the demand wasn't really there."

Kuntz senses that more level-headed thinking, not charges leveled at Alternative, will provide the solutions the industry seeks. "We've seen things start to regain balance, and sales for the first part of the year are up about 8%. By regaining its focus, the industry — including Alternative — can regain its stride. Don't blame Alternative for not selling the 29,800 records released last year. You don't have to be a math expert to see radio couldn't properly expose all those records if it tried. That's about 80 records released a day, averaging 45 minutes in length. All Alternative would need is 60 hours a day to cover it."

Next week, I'll talk to leading independent promotion executives on how small independent labels effectively can compete with the majors in 1997.

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3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	2	2	1	<b>VERVE PIPE</b> The Freshmen (RCA)	3060	3112	3127	3066	90/0
1	1	1	2	<b>U2</b> Staring At The Sun (Island)	2850	3138	3261	3257	97/0
9	4	3	<b>3</b>	<b>THIRD EYE BLIND</b> Semi-Charmed Life (Elektra/EEG)	2836	2688	2490	2271	98/0
7	6	5	<b>4</b>	<b>OFFSPRING</b> Gone Away (Columbia)	2443	2428	2436	2290	85/1
14	14	11	<b>5</b>	<b>SMASHING PUMPKINS</b> Eye (Interscope)	2354	2196	2022	1843	87/2
13	12	8	<b>6</b>	<b>MIGHTY MIGHTY BOSSTONES</b> The Impression That I Get (Mercury)	2317	2230	2076	2062	90/1
17	13	7	<b>7</b>	<b>MEREDITH BROOKS</b> Bitch (Capitol)	2287	2240	2036	1648	88/2
5	3	4	8	<b>WHITE TOWN</b> Your Woman (Chrysalis/EMI)	2264	2460	2530	2417	72/1
15	15	13	<b>9</b>	<b>TONIC</b> If You Could Only See (Polydor/A&M)	2243	2116	1950	1814	89/5
3	5	6	10	<b>SUBLIME</b> Santeria (Gasoline Alley/MCA)	2119	2272	2489	2610	69/0
6	7	9	11	<b>VERUCA SALT</b> Volcano Girls (Outpost/Geffen)	2115	2212	2308	2407	80/0
12	9	10	12	<b>MATTHEW SWEET</b> Where You Get Love (Volcano)	2058	2200	2177	2126	90/0
11	8	12	13	<b>BECK</b> The New Pollution (DGC/Geffen)	2010	2194	2250	2237	84/0
21	18	17	<b>14</b>	<b>DEPECHE MODE</b> It's No Good (Mute/Reprise)	1996	1757	1627	1252	92/6
45	27	19	<b>15</b>	<b>LIVE</b> Freaks (Radioactive)	1938	1608	999	552	89/0
16	16	14	16	<b>INXS</b> Elegantly Wasted (Mercury)	1875	1984	1892	1814	74/0
19	19	18	<b>17</b>	<b>K'S CHOICE</b> Not An Addict (550 Music)	1758	1634	1575	1374	77/2
27	20	20	<b>18</b>	<b>BLUR</b> Song 2 (Virgin)	1647	1559	1347	1096	82/2
<b>BREAKER</b>			<b>19</b>	<b>FOO FIGHTERS</b> Monkey Wrench (Roswell/Capitol)	1594	870	37	—	88/11
4	10	15	20	<b>WALLFLOWERS</b> One Headlight (Interscope)	1582	1957	2176	2497	59/0
30	24	21	<b>21</b>	<b>SQUIRREL NUT ZIPPERS</b> Hell (Mammoth)	1464	1336	1142	950	74/5
8	11	16	22	<b>COLLECTIVE SOUL</b> Precious Declaration (Atlantic)	1454	1795	2170	2280	58/0
31	25	23	<b>23</b>	<b>BUSH</b> Cold Contagious (Trauma/Interscope)	1425	1289	1103	911	81/1
<b>BREAKER</b>			<b>24</b>	<b>TOAD THE WET SPROCKET</b> Come Down (Columbia)	1362	987	438	16	78/8
—	37	26	<b>25</b>	<b>COUNTING CROWS</b> Daylight Fading (DGC/Geffen)	1360	1193	776	230	76/3
41	33	27	<b>26</b>	<b>MATCHBOX 20</b> Push (Lava/Atlantic)	1340	1093	883	659	74/12
25	23	25	<b>27</b>	<b>ORBIT</b> Medicine (Baby Come Back) (A&M)	1272	1206	1169	1131	72/2
20	21	24	28	<b>BEN FOLDS FIVE</b> Battle Of Who Could Care Less (550 Music)	1199	1276	1284	1276	67/4
46	32	28	29	<b>SILVERCHAIR</b> Freak (Epic)	1051	1059	886	535	68/5
22	26	30	<b>30</b>	<b>DAVE MATTHEWS BAND</b> Crash Into Me (RCA)	1026	1008	1075	1225	46/2
<b>BREAKER</b>			<b>31</b>	<b>SNEAKER PIMPS</b> 6 Underground (Virgin)	1025	999	931	866	53/3
<b>BREAKER</b>			<b>32</b>	<b>FIONA APPLE</b> Sleep To Dream (Work)	1025	929	906	889	52/3
32	28	34	33	<b>PAULA COLE</b> Where Have All The Cowboys... (Imago/WB)	904	921	951	897	48/2
10	17	22	34	<b>LIVE</b> Lakini's Juice (Radioactive)	842	1309	1738	2249	41/0
42	40	37	<b>35</b>	<b>COWBOY MOUTH</b> Jenny Says (MCA)	809	787	730	658	54/6
36	36	36	36	<b>MORPHINE</b> Early To Bed (DreamWorks/Rykodisc)	798	841	818	776	49/0
49	44	39	<b>37</b>	<b>JAMIROQUAI</b> Virtual Insanity (Work)	719	701	621	490	37/2
18	22	29	38	<b>BUSH</b> Greedy Fly (Trauma/Interscope)	698	1019	1258	1644	32/0
—	49	44	<b>39</b>	<b>REEL BIG FISH</b> Sell Out (Mojo/Universal)	672	583	511	427	43/3
—	48	40	<b>40</b>	<b>BETTER THAN EZRA</b> Long Lost (Swell/Elektra/EEG)	666	633	553	419	46/2
28	31	38	41	<b>JEWEL</b> You Were Meant For Me (Atlantic)	616	703	901	1074	29/0
47	47	46	42	<b>LUSCIOUS JACKSON</b> Naked Eye (Grand Royal/Capitol)	536	565	558	522	28/0
—	50	49	43	<b>BLOODHOUND GANG</b> Why's Everybody Always... (Republic/Geffen)	529	542	507	414	36/2
<b>DEBUT</b>			<b>44</b>	<b>NAKED</b> Mann's Chinese (Red Ant)	507	498	486	444	32/1
<b>DEBUT</b>			<b>45</b>	<b>NO DOUBT</b> Sunday Morning (Trauma/Interscope)	505	351	194	73	36/4
35	42	41	46	<b>STONE TEMPLE PILOTS</b> Tumble In The Rough (Atlantic)	497	630	654	799	26/0
<b>DEBUT</b>			<b>47</b>	<b>WALLFLOWERS</b> The Difference (Interscope)	484	296	196	163	44/22
<b>DEBUT</b>			<b>48</b>	<b>INDIGO GIRLS</b> Shame On You (Epic)	473	428	345	132	39/5
38	39	48	49	<b>BETTER THAN EZRA</b> Desperately Wanting (Swell/Elektra/EEG)	460	553	738	744	27/0
44	43	42	50	<b>FOUNTAINS OF WAYNE</b> Sink To The Bottom (Tag/Atlantic)	459	622	637	567	34/0

This chart reflects airplay from April 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker.

100 Alternative reporters. 100 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

## BREAKERS

### FOO FIGHTERS Monkey Wrench (Roswell/Capitol)

TOTAL PLAYS/INCREASE: 1594/724 | TOTAL STATIONS/ADDS: 88/11 | CHART: 19

### TOAD THE WET SPROCKET Come Down (Columbia)

TOTAL PLAYS/INCREASE: 1362/375 | TOTAL STATIONS/ADDS: 78/8 | CHART: 24

### SNEAKER PIMPS 6 Underground (Virgin)

TOTAL PLAYS/INCREASE: 1025/26 | TOTAL STATIONS/ADDS: 53/3 | CHART: 31

### FIONA APPLE Sleep To Dream (Work)

TOTAL PLAYS/INCREASE: 1025/96 | TOTAL STATIONS/ADDS: 52/3 | CHART: 32

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
DAVE MATTHEWS BAND Tripping Billies (RCA)	25
WALLFLOWERS The Difference (Interscope)	22
THAT DOG Never Say Never (DGC/Geffen)	16
MATCHBOX 20 Push (Lava/Atlantic)	12
OUR LADY PEACE Superman's Dead (Columbia)	12
PULSARS Tunnel Song (Almo Sounds/Geffen)	12
FOO FIGHTERS Monkey Wrench (Roswell/Capitol)	11
ABRA MOORE Four Leaf Clover (Arista Austin/Arista)	11
VIBROLUSH Bridge Over Me (Iguana/Interscope)	11
LUSCIOUS JACKSON Under Your Skin (Grand Royal/Capitol)	10

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FOO FIGHTERS Monkey Wrench (Roswell/Capitol)	+724
TOAD THE WET SPROCKET Come Down (Columbia)	+375
LIVE Freaks (Radioactive)	+330
MATCHBOX 20 Push (Lava/Atlantic)	+247
DEPECHE MODE It's No Good (Mute/Reprise)	+239
SEVEN MARY THREE Rock Crown (Mammoth/Atlantic)	+209
WALLFLOWERS The Difference (Interscope)	+188
THAT DOG Never Say Never (DGC/Geffen)	+185
ABRA MOORE Four Leaf Clover (Arista Austin/Arista)	+168
COUNTING CROWS Daylight Fading (DGC/Geffen)	+167

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.

# DEPECHE MODE

# IT'S NO GOOD

R&R 14 from 17, 1996 plays +239  
 Monitor: 12\* from 14\*, 1622x+219  
 Soundscan Debut @ 5\*!  
 91,000 Units Scanned Last Week!

WHFS 31x	WPLY 27x	KROQ 22x	KITS 33x	KNDD 26x	KOME 28x
WXRK 24x	KDGE 27x	KTBB 30x	WNNX 23x	XHRM 35x	KXRK 31x
KTCL 30x	KXPB 30x	WBCN 20x	Q101 20x	WENZ 24x	WFNX 31x



FROM THE ALBUM

# ULTRA

Produced by Tim Simonon Management-Jonathan Kessler for Baron Inc.  
 www.RepriseRec.com © 1997 Reprise Records







ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE

MARKET #18 KZON/Phoenix (602) 258-8181. Playlist for 101.5FM featuring artists like VERVE PIPE/The Freshmen, DISHWALLA/Give, and INXS/Elegantly Wasted.

MARKET #20 WXDX/Pittsburgh (412) 937-1441. Playlist for 105.9 featuring artists like VERVE PIPE/The Freshmen, MIGHTY MIGHTY BT/The Impression, and LIVE/Mexico.

MARKET #22 WENZ/Cleveland (216) 851-0100. Playlist for 107.9FM featuring artists like MIGHTY MIGHTY BT/The Impression, FIONA APPLE/Sleep To Dream, and K'S CHOICE/Not An Addict.

MARKET #23 KTCL/Denver (303) 623-9330. Playlist for 93.3 featuring artists like WHITE TOWN/Your Woman, U2/Staring At The Sun, and THIRD EYE BLIND/Semi-Charmed Life.

MARKET #24 KNKR/Portland, OR (503) 223-1441. Playlist for 94.7NBR featuring artists like BECK/The New Pollution, BLUR/Song 2, and MEREIDITH BROOKS/Bitch.

MARKET #25 WAQZ/Cincinnati (513) 621-9326. Playlist for 107.1 featuring artists like WALLFLOWERS/One Headlight, VERVE PIPE/The Freshmen, and SUBLIME/Santeria.

MARKET #25 WOXY/Cincinnati (513) 523-4114. Playlist for 97.1 featuring artists like TOAD THE WET.../Come Down, INDIGO GIRLS/Shame On You, and MATTHEW SWEET/Where You Get Love.

MARKET #26 KCXX/Riverside (909) 384-1039. Playlist for 103.9 featuring artists like WHITE TOWN/Your Woman, VERVE PIPE/The Freshmen, and DEPECHE MODE/It's No Good.

MARKET #27 KCHZ/Kansas City (913) 696-3700. Playlist for 95.5 featuring artists like SISTER HAZE/All For You, MATCHBOX 20/Push, and VERVE PIPE/The Freshmen.

MARKET #27 KISF/Kansas City (816) 254-1073. Playlist for 107.3 FM featuring artists like VERVE PIPE/The Freshmen, U2/Staring At The Sun, and SUBLIME/Santeria.

MARKET #27 KLZR/Kansas City (913) 843-1320. Playlist for 103.3 featuring artists like MIGHTY MIGHTY BT/The Impression, THIRD EYE BLIND/Semi-Charmed Life, and FOOD FIGHTERS/Monkey Wrench.

MARKET #28 KWDD/Sacramento (916) 448-5000. Playlist for 108.5 featuring artists like VERVE PIPE/The Freshmen, THIRD EYE BLIND/Semi-Charmed Life, and SMASHING PUMPKINS/Eye.

MARKET #29 WLUM/Milwaukee (414) 771-1021. Playlist for new rock 102.1 featuring artists like WALLFLOWERS/One Headlight, VERVE PIPE/The Freshmen, and THIRD EYE BLIND/Semi-Charmed Life.

MARKET #30 KOMO/San Jose (408) 985-9800. Playlist for 95.7 featuring artists like SMASHING PUMPKINS/Eye, WALLFLOWERS/One Headlight, and THIRD EYE BLIND/Semi-Charmed Life.

MARKET #31 WBRU/Providence (401) 272-9550. Playlist for 95.5 featuring artists like COUNTING CROWS/Daylight Fading, U2/Staring At The Sun, and OFFSPRING/Gone Away.

MARKET #31 WDGE/Providence (401) 823-3343. Playlist for 99.7 featuring artists like WALLFLOWERS/One Headlight, VERVE PIPE/The Freshmen, and WHITE TOWN/Your Woman.

MARKET #32 WWCD/Columbus, OH (614) 221-9923. Playlist for 101.1 featuring artists like THIRD EYE BLIND/Semi-Charmed Life, WHITE TOWN/Your Woman, and VERVE PIPE/The Freshmen.

MARKET #32 WZAZ/Columbus, OH (614) 442-2000. Playlist for 96.3 featuring artists like SNEAKER PIMPS/6 Underground, TONIC/You Could Only, and U2/Staring At The Sun.

MARKET #33 WROX/Norfolk (757) 640-8500. Playlist for 96X featuring artists like BECK/The New Pollution, BLUR/Song 2, and OFFSPRING/Gone Away.

Look Who Moved Into The 'NEIGHBOURHOOD' Early: XHRM WWDX KTOZ WFNX. Includes a SPACE logo and UNIVERSAL logo.



# Break Through

## Artist:

### COOL FOR AUGUST

TRACK: "DON'T WANNA BE HERE"  
 LP: "GRAND WORLD"  
 PRODUCER: MATT SERLETIC  
 LABEL: WARNER BROS.

**e**ssentials: Cool For August used passion and guitar in equal measure to create interest in this, their debut single. The decision to use Matt Serletic as producer makes ample sense, given CFA's balanced Rock/Alternative



direction. Serletic is proving to be one of the most adroit producers today at honing material for radio acceptance without

sterilizing the output.

With their affiliations with such avant entities as **American Music Club**, it's ironic that Cool For August quickly gained a foothold at Active Rock, then began its assault on Alternative. The band members, **Gordon Vaughn** (vocals), **Trevor Kustiak** (guitar), **Andrew Shives** (bass), and **Shane Hills** (drums) clearly seek authenticity in their development over trend-seeker's approval. After all, they made the conscious decision to move from Los Angeles to Atlanta in the hopes of fostering an artistic environment devoid of pretense.

As the multiformat development of this track methodically grows, and as Alternative continues to seek songs that represent a vital and meaningful middle-ground, look for things to heat up for Cool for August

• **Influences:** Roxy Music, David Bowie, U2, Joy Division

• **Artist POV:** Says Kustiak, "Cool For August doesn't issue proclamations. We prefer to let people define our music. We just try to provide uplifting messages meant to charge them emotionally.

"Live, we try to give everything we can to the audience. The past few years there have been a lot of 'Prozac bands' staring at their feet. We think people miss forceful entertainment on stage."

— Sky Daniels

Breakthrough Artist highlights breaking artists charting for the first time.

Our Lady Peace  
 "Superman's Dead"/Columbia  
 CIMX/Detroit PD Vince Cannova



"Superman's Dead" is an impressive introduction to Our Lady Peace's forthcoming release, "Clumsy." What connects with the listener immediately is the pure passion and conviction in which lead singer Raine Maida delivers the songs. Our Lady Peace isn't breaking any new ground here with wacked arrangements or innovative

instrumentation, but they don't have to. They simply rely on their powerful melodies to reach out to the audience and capture one's imagination. ■ On this one, Our Lady Peace does so with an intensity that stands out on the airwaves. "Superman's Dead" has consistently copped Top 5 phones at 89X for *three months!* One hit wonder? Not even... "Clumsy," the album's title track, is now grabbing the same Top 5 phone reaction. Wary of turntable hits? "Clumsy" debuted at No. 24 on the Detroit Soundscan chart on 89X's play alone! ■ Our Lady Peace is real. If Alternative radio and MTV were to commit to this band in the same way they committed to Live three years ago, there will be nothing "Clumsy" about Our Lady Peace's ability to maneuver the charts.

**Vince Cannova**

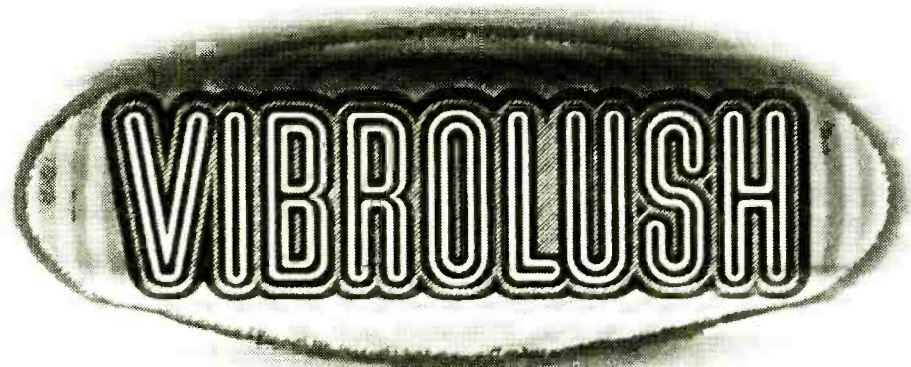
ON THE RECORD

89X

Traditionalist acts that earned their place rule the roost as **Dave Matthews Band** and the **Wallflowers** continue their populist power over Alternative with huge add weeks. Look for **Sheryl Crow** to continue the trend next week. In coming weeks, **World Party**, **Michael Penn**, and **Del Amitri** will undoubtedly reap similar successes ... **Our Lady Peace** extends its Canadian success to the U.S. with a strong first-week showing for "Superman." The finesse of OLP's handlers, **Principle Management (U2)**, broke through to a number of tastemaker's consciousness ... Hearty Congratulations to **RCA** for bringing **Verve Pipe** home to No. 1. The re-recording of the song and the attendant re-dedication of promotion in January pays off ... Having long-ago touted **Shawn Colvin's** viability to Alternative in this column, those eye-popping adds at **KROQ** and **WHFS** come as no surprise ... The next multiformat females look to be **Abra Moore** and **Chantal Kreviazuk** ... There is a lot of earnest searching for balance tracks with rock power. As a result, **Summertime**, **Cool For August**, and **Coward** are gathering believers ... Meanwhile, both **Tonic** and **Matchbox 20** continue to use their respective rock platforms to propel both records upward ... There's almost a frenzy surrounding the forthcoming **Smashing Pumpkins** track from the "Batman And Robin" soundtrack. **Arnold's** in the hospital, and this threatens to put **WB's Grover** there as well ...

ON THE RADIO

With Sky Daniels



"BRIDGE OVER ME"

The new single and video from the forthcoming debut album

Top Ten Most Added!

New Adds:

- |      |      |         |
|------|------|---------|
| KICT | WEQX | WJSE    |
| WNFZ | WRAX | WXPS    |
| WEJE | WNTX | WHMP    |
| KKDM | KQXR | WBZF    |
| KQRX | KFGX | & more! |



NEW MUSIC SPECIALTY SHOWS

Supergrass Mows Down The Panel

With a growing legacy, great set-up, and a legendary show-case at SXSW, Supergrass leapt to the top spot on the R&R Specialty Show Panel this week. Support included play at WPLY/Philadelphia, WLUM/Milwaukee, and KKND/New Orleans. The Chemical Brothers showed last week's sales totals were no fluke by blowing out another 35K this week. Daft Punk continues to build its buzz with friends at WXRK/NY, KPNT/St. Louis, and others. Our Lady Peace had a very strong surge. Camus is becoming one of the most talked about artists, with no one sure how to peg him, other than sensing that "Who U" may be a hit. Record To Watch: Polara.

KTCL/Denver

Adventure University

Bret Saunders

Saturday, 10pm-Midnight



RADISH Simple Sincerity (Mercury)

BAD RELIGION American Jesus (Atlantic)

PAVEMENT Westie Can Drum (Matador/Capitol)

DANCE HALL CRASHERS Don't Want To Behave (510)

OP8 Lost In Space (Thirsty Ear)

LONGPIGS She Said (Island)

REVEREND HORTON HEAT Baddest Of The Bad (Interscope)

LAGWAGON 27 (Fat Wreck Chord)

L7 Drama (Reprise)

SPARKLER Discover (Revolution)

PANSY DIVISION Can't Make Love (Lookout)

DINOSAUR JR Mick (Reprise)

TOP 20 ARTISTS

Ranked by total number of shows reporting artist.

- 1 SUPERGRASS (Capitol)
2 CHEMICAL BROTHERS (Astralwerks/Caroline)
3 DAFT PUNK (Virgin)
4 GUS GUS (Warner Bros.)
5 OUR LADY PEACE (Columbia)
6 FOLK IMPLOSION (Communion)
7 BUG (Is)
8 ABRA MOORE (Arista)
9 CAMUS (Atlantic)
10 SPACE (Gut/Universal)
11 PENNYWISE (Epitaph) Airplay Includes: KNDD, WBRU, WHFS
12 DEPECHE MODE (Reprise) Airplay Includes: KPNT, WEDG, WRXQ
13 DINOSAUR JR (Reprise) Airplay Includes: KNRX, KTBZ, WQXA
14 SUICIDE MACHINES (Hollywood) Airplay Includes: KJEE, WRLG, WXSX
15 BENNET (Roadrunner) Airplay Includes: KNRK, KOME, WEJE
16 AUTOUR DE LUCIE (Nettwerk) Airplay Includes: KFMA, WHTG, WROX
17 LUSCIOUS JACKSON (Grand Royal/Capitol) Airplay Includes: WAQZ, WEQX, WXEG
18 POLARA (Interscope) Airplay Includes: KISF, KROX, WLUM
19 MANSUN (Epic) Airplay Includes: WQXA, WDXD, XHRM
20 RADISH (Mercury) Airplay Includes: KTCL, WDGE, WKRO



Supergrass

Compiled by Lynn Beaudoin

SPECIALTY SHOW REPORTERS

Shows and their Top 5 songs listed alphabetically by market

Grid of radio market reports for stations like WEQX, WQXA, WZRH, KXRK, etc., listing show names and top 5 songs.

43 Total Reporters

Already on: KWOD WLUM KKND KNRX KMYZ WKAL WXZZ KRZO WJSE KNRO WGRG WXSX KQXK KFGX KFMZ

COWARD

I DON'T CARE

The premiere single and video from their self-titled debut album.

Produced by Jerry Finn and COWARD Management: All Access

On Elektra compact discs and cassettes. www.elektra.com © 1997 Elektra Entertainment Group, a division of Warner Communications Inc. A Time Warner Company.





MAY 2, 1997

Table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL STATIONS/ADDS, TOTAL PLAYS, +/- PLAYS, EMPHASIS TRACKS (PLAYS). Lists top 30 albums including U2 Pop, Wallflowers, Verve Pipe, Inxs, etc.

This chart reflects airplay from April 21-27. Albums ranked by total plays, with plays from all cuts from an album combined. 40 Adult Alternative reporters, 40 current playlists. © 1997. R&R Inc.

REPORTERS section containing a grid of market reports for stations like WXLE/Albany, NY; WBOS/Boston, MA; WXRC/Charlotte, NC, etc., listing PDs and add lists.

Weather Vane advertisement featuring a blue car in a field, with text 'ROLL LIKE THUNDER' and station call letters: KFXD, KBZD, KFAN, WEBX, KTMN.



# OPPORTUNITIES

### OPENINGS

## NATIONAL

### WHAT CHANCE DO YOU HAVE

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\*Stations, call 717-627-1926 weekdays 9-3 ET to speak with us about your talent needs, place listings or to hear demos. Confidentiality assured, if desired. Superior customer service guaranteed. Shenny Enterprises

## EAST

**AAA midday talent.** T&R: Dept BR c/o WXPN, 3905 Spruce St., Philadelphia, PA 19104-6005. EOE (5/2)

**Nocturnal animal classic rock nites.** Great town! T&R: WCPV 410 Shelburne Rd., South Burlington, VT 05403. EOE (5/2)

**Hot AC seeks future full and parttime AT.** WKEE-FM, Jim Davis, PO Box 2288, Huntington, WV 25724. Females/minorities encouraged. EOE (5/2)

**AAA assistant MD/on-air.** T&R, scheduling sample by 5/19: WXPN, Dept BLR, 3905 Spruce St., Philadelphia, PA 19104-6005. EOE (5/2)

**Afternoon driver needed for Hot AC in New Hampshire!** T&R: Chris Garrett, WGXL, 31 Hanover St #4, Lebanon, NH 03766. EOE (5/2)

**Bring attitude to nights on central New York modern rocker.** WTKW, Fatman, Box 100, Syracuse, NY 13217 Females encouraged. EOE (5/2)

### MORNING NEWS ANCHOR

Clear Channel's WHYN NewsTalk 560 in Springfield, MA needs experienced morning news anchor. T&R to: Denise Vozella, News Director, WHYN, 1331 Main St., Springfield, MA 01101. EOE. Minorities and Females encouraged to apply.

FT air talent & news positions available in New York's beautiful Finger Lakes region. Digital production skills preferable. Great benefits. No beginners. No calls. T&R to: Souhan Radio LLC, 5102 Rt. 89, Rourmulus, NY 14541



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### OPENINGS

### OPENINGS

HOT AC in New Hampshire! WGXL is seeking FT Afternoon Drive announcer! Upbeat, professional, hard-working team player! Great production skills and personal appearances are a must! T&R, with production samples to: Chris Garrett, WGXL, 31 Hanover St., Suite 4, Lebanon, New Hampshire 03766. EOE



### EXPERIENCED ROCK PD NEEDED

Last PD shaved head, put on black Nikes and joined a cult. Send your philosophies & station tape to: Gene Romano, WDVE, 200 Fleet St., Pitts, PA 15220

### PROGRAM DIRECTOR

Dominating 50,000 watt Northeast News/Talker seeks creative, organized PD who understands '90s Talk w/Fox-TV attitude and CHR presentation. Strong computer and production skills a plus. Highly competitive market, great place to live. Radio & Records, 10100 Santa Monica Bl., #282, 5th Floor, Los Angeles, CA 90067. EOE

### PROGRAM DIRECTOR

Heritage CHR station in New London, CT has an immediate opening for an aggressive, hands-on Program Director. At least one year of experience in a programming management capacity preferred. Send tape, resume and programming philosophy to: Greg Delmonaco, General Manager, WQGN-FM, 100 Fort Hill Road, Suite 1, Groton, CT 06340. WQGN-FM is an Equal Opportunity Employer.

### PROGRAM DIRECTOR

Northeast station group seeks strong/experienced Program Director for Top AM/FM Country and Oldies AM/FM stations. SFX offers a competitive salary, medical, dental, 401k and other great benefits. Send resume to: Bob Ausfeld, Vice President & General Manager, SFX Broadcasting, Inc., WGNA-AM/FM - WTRY-AM/FM, 800 New Loudon Road, Suite 4200, Latham, NY 12110 EOE

### PROGRAM DIRECTOR

Northeast station group seeks strong/experienced Program Director for Top Rated AOR station. SFX offers a competitive salary, medical, dental, 401k and other great benefits. Send resume to: Bob Ausfeld, Vice President & General Manager, SFX Broadcasting, Inc., WGNA-AM/FM - WTRY-AM/FM, 800 New Loudon Road, Suite 4200, Latham, NY 12110 EOE

News person — Respected central PA AM/FM has rare opening in News Dept. T&R to: Robert Etter, WLBR/WQIC, P.O. Box 1270, Lebanon, PA 17042 EOE

### OPENINGS

## SOUTH

**Needed yesterday - full and parttime talent for top-rated classic rocker.** WYAV, 1571 Trade St., Myrtle Beach, SC 29577. EOE (5/2)

**WGAC-FM seeks morning news anchor/co-host.** T&R: Don MacNeil, PO Box 211045, Augusta, GA 30917. EOE (5/2)

**Wheels 92.5 WHLZ wants you!** Knowledge of Scott system, enthusiastic team player. T&R: Betty Roper, Box 400, Manning, SC 29102. EOE (5/2)

**WAVH/Mobile Oldies seeks female morning sidekick.** T&R: PD, 3725 Airport Blvd #199, Mobile, AL 36608 EOE (5/2)

KEGL Dallas is looking for America's best production/imaging pro! Must kick digital ass, have an ear for powerful imaging, and creative writing is paramount! If you "get it," overnight T&R to: Duane Doherty, KEGL, The Millennium Center, 222 W. Las Colinas Blvd., Suite 1400, Irving, TX 75039. Please, no calls.

### PROFESSIONAL

Immediate on-air positions available at Metro Networks' Atlanta studio. Openings include studio traffic reporters, airborne traffic reporters, news reporters and producers. Candidates should possess related knowledge and experience in a medium to major broadcasting market. Looking for team-oriented individuals who want to be part of a rapidly growing team. Please send tape and resume to: Chris Monroe, DO, Metro Traffic Control, 3300 Buckeye Rd., Suite 750, Atlanta, GA 30341. No Calls Please.

KAJZ-FM is looking for a talented Program Director to lead K-Jazz 93.3, the Jazz Station to a top 5 rank 25-54 in one of the nation's fastest-growing, vibrant and exciting music markets—Austin, TX. Interested individuals should have at least 1 year of experience programming in the NAC format, and 3 or more years experience programming or broadcast management experience regardless of format. Experience with Selector, RCS, DCS also required. Passion for this format, and exceptional leadership and interpersonal communication skills a must. Interested individuals send resume and airchecks by Monday, May 12 to: EOE Coordinator, KAJZ Program Director Position, 8309 N IH 35, Austin, TX 78753. The LBJ Broadcasting Co. is an Equal Opportunity Employer.

**WANT TO MOVE TO FLORIDA?** Here's your chance. Seeking experienced news Anchor at statewide radio network. Strong on-air performance and writing a must. Tape and resume to: Larry Spilman, Florida's Radio Networks, 2500 Maitland Center Parkway, Suite 407, Maitland, FL 32751. EOE

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A promotional poster for the Austin Powers movie. It features Mike Myers as Austin Powers in the center, wearing his signature black suit, white shirt, and black glasses. He is surrounded by four blonde women with large bouffant hairstyles and pink bows in their hair, dressed in white and pink outfits. The background is a soft, pinkish-purple color.

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