

TOP 40 ■ AIRPLAY Monitor

• We Listen To Radio •

July 26, 1996 \$ 4.95 Volume 4 • No. 31

TOP 40 HIGHLIGHTS

MAINSTREAM

#1

ALANIS MORISSETTE

You Learn (MAVERICK/REPRISE)

★★★ AIRPOWER ★★★

MAXI PRIEST FEATURING SHAGGY • *That Girl* (VIRGIN)

BONE THUGS-N-HARMONY • *Tha Crossroads* (RUTHLESS/RELATIVITY)

NEW RELEASES

GROOVE THEORY • *Baby Luv* (EPIC)

MARK KNOPFLER • *Darling Party* (WARNER BROS.)

LADAE! • *Baby Hold On* (MOTOWN)

BILLIE RAY MARTIN • *Running Around Town* (SIRE/EEG)

NADA SURF • *Popular* (ELEKTRA/EEG)

PEARL JAM • *Who You Are* (EPIC)

PATTI ROTHBERG • *Inside* (EMI)

KEITH SWEAT • *Twisted* (ELEKTRA/EEG)

RHYTHM CROSSOVER

#1

KEITH SWEAT

Twisted (ELEKTRA/EEG)

★★★ AIRPOWER ★★★

NAS • *If I Ruled The World* (COLUMBIA)

NEW EDITION • *Hit Me Off* (MCA)

LL COOL J • *Loungin* (DEF JAM/MERCURY)

NEW RELEASES

BRANDY, TAMIA, GLADYS KNIGHT & CHAKA KHAN • *Missing You* (EASTWEST/EEG)

DRU HILL • *Tell Me* (ISLAND)

ELISSA • *Show Me How You Love Me (Do You Love Me)* (METROPOLITAN)

GINUWINE • *Pony* (550 MUSIC)

MAD COBRA • *Big Long John* (EMI)

BILLIE RAY MARTIN • *Running Around Town* (SIRE/EEG)

MC LYTE • *Everyday* (ELEKTRA/EEG)

ADULT TOP 40

#1

TRACY CHAPMAN

Give Me One Reason (ELEKTRA/EEG)

★★★ AIRPOWER ★★★

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

ADULT CONTEMPORARY

#1

CELINE DION

Because You Loved Me (550 MUSIC)

★★★ AIRPOWER ★★★

WHITNEY HOUSTON • *Why Does It Hurt So Bad* (ARISTA)

ALL-4-ONE • *Someday* (WALT DISNEY/HOLLYWOOD)

NEW RELEASES

THE BLUE NILE • *Sentimental Man* (WARNER BROS.)

MARK KNOPFLER • *Darling Party* (WARNER BROS.)

ANNE MURRAY • *What Would It Take* (SBK/EMI)

As Rebuilding Continues, More Group Broadcasters Rediscover Top 40 Radio

by Kevin Carter

We're not talking Evergreen or Chancellor here. We're talking about other major broadcast companies not previously known for their love and support of the top 40 format. Until now. The loud splash you may have heard recently is the sound of Bonneville, Cox, NewCity, and other companies jumping head first into the deep end of the top 40 pool.

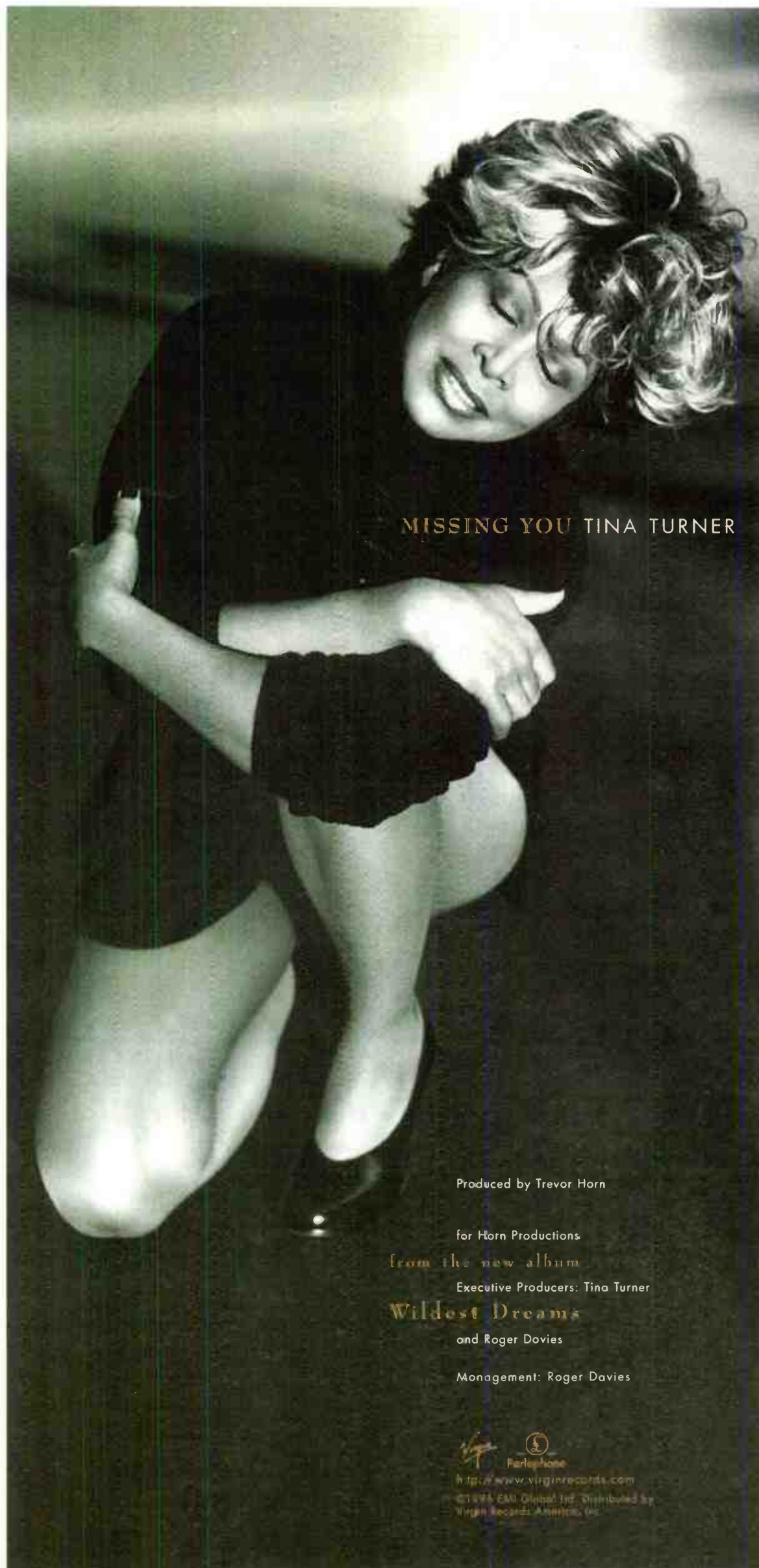
When we last looked at the major-group perspective on top 40 (Top 40 Airplay Monitor, April 19), a number of group operators had recently extended their holdings in the format or, at least, declared themselves more amenable to top 40. But even with top 40 stations continuing to turn on, some of the new converts are surprising.

Cox, which recently flipped WHEN-FM Syracuse, N.Y., to top 40 WWHT (Hot 107.9), hasn't done top 40 since WAGO (G106) Chicago became classic rock WCKG more than 10 years ago. Mormon-owned Bonneville, which just flipped WXTR/WXVR Washington, D.C., to top 40 Z104, is also making its first foray into top 40 since KAFM Dallas in the '80s. And Saga Communications, which very publicly flipped its top 40s, WLRW Champaign, Ill., and KRNQ Des Moines, Iowa, to hot AC several years ago, has bought back into the format through its duopoly purchase of WDBR Springfield, Ill.

THE BOYS FROM SYRACUSE

The WWHT scenario brings another

Continued on page 6



MISSING YOU TINA TURNER

Produced by Trevor Horn

for Horn Productions

from the new album

Executive Producers: Tina Turner

Wildest Dreams

and Roger Davies

Management: Roger Davies

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garbage



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DEBUT **(37)**
TOP 40/MAINSTREAM
CHART

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MORE THAN 900 SPINS INCLUDING:

Z100/New York	24X	WPRO/Providence	16X
KYSR/Los Angeles	31X	WKQB/St. Louis	12X
KRBE/Houston	28X	WTMX/Chicago	10X
KALC/Denver	12X	WRQX/Washington, DC	10X
WSHE/Miami	25X	KHTY/Santa Barbara	20X
KFMB/San Diego	20X	WNKS/Charlotte	18X
WPST/Philadelphia	38X	WZST/Chattanooga	25X
WNVZ/Norfolk	26X	KUTQ/Salt Lake City	18X
WZPL/Indianapolis	21X	WSSX/Charleston	15X
WZJM/Cleveland	19X	KHTT/Tulsa	23X



Buzz Clip/Heavy





RADI ACTIVE BY KEVIN CARTER

Wilbur Would Be So Proud, If He Were Here

K HKS (Kiss 106.1) Dallas APD/MD/midday jock **Mr. Ed Lambert** gets the official PD nod, replacing **John Cook**, now at KIIS Los Angeles.

Bill Edwards, GM of standards/AC combo **WALK-AM-FM** Long Island, N.Y., adds GM duties for Chancellor's newly acquired duopoly partners—top 40/adult **WBLI**, album **WBAB/WHFM**, and N/T **WGBB**—replacing **Paul Fleishman**. In other news stemming from the changes, expect **WALK** PD **Gene Michaels** to become VP of programming of Chancellor-Long Island. Also, **WBLI** is advertising for a new PD, although current **WBLI** PD **Stef Rybak** remained in-house at press time.

PD **Harry Valentine** exits top 40/adult **WEZB** (B97) New Orleans. New consultant **Randy Lane** will review PD candidates.

WYXR (Star 104.5) Philadelphia PD **Chuck Knight** returns to Saga Communications as PD of its AC **WSNY** (Sunny 95) Columbus, Ohio. Knight was previously PD of Saga's **KRNQ** (Q102) Des Moines, Iowa. . . Shortly after his arrival at modern/AC **KRQR** (Alice 97.3) San Francisco, OM **Steve Hoffman** returns to modern **KEDG** Las Vegas.

Brian Krysz exits the PD job at album/modern combo **WHCN/WMRQ** Hartford, Conn. **Jay Beau Jones**, PD of sister top 40 **WKSS**, adds PD stripes for **WMRQ**. **WPLR** New Haven, Conn., PD **John Griffin** takes over **WHCN**.

WHEN-FM (1107.9) Syracuse, N.Y., gets new calls, **WWHT**. . . **KHTO** (Hot 106.7) Springfield, Mo., which recently sold one of its duopoly partners, adds another adult standards **KZPD**, which flips to AC as **KQMO** (Star 104).

Former **KIOK** (OK95) Tri-Cities, Wash., PD **Paul Walker** is named PD of Comco Broadcasting's **KGOT** Anchorage, Alaska, as OM **Mark Murphy** concentrates on the company's six properties in Anchorage and Fairbanks, Alaska.

KZFM Corpus Christi, Texas, morning jock **Scotty Snipes** is named OM at hot AC/adult R&B combo **WAEV** (Mix 97.3)/**WLVH** Savannah, Ga., replacing **Burke Allen**. Snipes will also do mornings on **WAEV**. **KZFM** p.m. driver **Bart Allison** moves to mornings at that station. PD **Charlie Maxx** takes the vacant midday shift. MD/night jock **Tony Manero** moves to afternoons. P/T **Shannon Stokes** is upped to nights.

Top 40 veteran **Rich Stevens** has been named PD at country **WCTQ** (Q92) Sarasota, Fla., and sister station **WAMR**, which were recently acquired by Jacor Broadcasting. Stevens, most recently P/T at Jacor's **WFLZ** Tampa, Fla., replaces **Ed Couzens**.

Evergreen picks up hot AC **WPNT** (FM100) Chicago from Century Broadcasting for a reported \$68 million, giving it five FMs and a total of six stations in the market. This means that Evergreen has to spin off its young-end R&B outlet **WEJM-FM** (106 Jamz). No word yet on a format for FM100. Meanwhile, former **WHIZ** morning host **Steve Cochran** returns to Chicago in nights on **WLUP**'s new talk/rock format.

John Lodge, most recently with **WXTU** Philadelphia, gets the official PD nod at AC **WLEV** Allentown, Pa. Lodge replaced former PD **Tony Rogers** on an interim basis several weeks ago.

SFX Broadcasting officially names Greenville, S.C.-based **Buddy Scott** regional VP of programming, overseeing all SFX properties in the Carolinas, Nashville, Tucson, Ariz., and Jackson, Miss. In addition, Scott is consulting **WFME** Baton Rouge, La., following last week's hire of new **WFME/WJBO/WYNK** OM **Chuck Geiger**.

As first announced here several weeks ago, former **KYSR** (Star 98.7) Los Angeles afternoon afternoon drivers **Rick Stacy** and **Leah Brandon**—after ironing out some late-inning contractual complications with **KYSR** owner **Viacom**—are dragging the U-Haul to Denver for

mornings at Jefferson-Pilot's **KWMX** (Mix 107.5) and should hit town the same time as new PD **Dan Bowen**. Stacy will also serve as the station's creative director, in charge of all imaging, production elements, sweepers, and promos. Meanwhile, back at Star, P/T **Gary Spears** is filling afternoons for now, and PD **Dave Beasing** hires 14-year vet **Mona Lapidés** from crosstown **KIIS** as promotions director.

WBBM-FM (B96) Chicago morning co-host **George McFly** has given notice to accept the morning job at **WXTR** (Z104) Washington, D.C. No official PD announcement yet, but **WMXL** (Mix 94.5) Lexington, Ky., PD **Dale O'Brian** remains the most-heard name.

At **WHTZ** (Z100) New York, MD/night jock **Paul "Cubby" Bryant** moves to afternoon drive, the slot left vacant when **Elvis Duran** moved to mornings in May. Also, **Kim Farina**, producer of **Duran's** countdown, "The Hit List," is Z100's new entertainment reporter. Former Z100 morning co-host **Patty Steele** is now working P/T at crosstown all-news **WCBS-AM**.

KACD/KBCD (Groove Radio) Los Angeles announces its new lineup. Mornings: **Jim "The Poorman" Trenton**, who is promising the "original 'Loveline' [sex-talk] format." **Joe Servantez** and **Holly Adams** from **XHRM** San Diego will split middays. PD **Egil "Swedish Eagle" Aalvik** in afternoons. Former **KPWR** L.A. mixer **Tony B.** and "groovy transvestite" **Womina Wells** in nights. **Jeff K.** from **KEDG** Dallas in late-nights. **Mohamed Moretta** from **WPOW** Miami and **China Smith** will split overnights.

WJMN (Jam'n 94.5) Boston MD **Cat Collins** gets APD stripes. . . **WZPL** Indianapolis ups P/T **Dave Decker** (ex-**WMGI** Terre Haute, Ind.) to MD, replacing **Rob Blair**, who returns to college and will continue to do nights on 'ZPL.

KZHT Salt Lake City midday jock (and former PD) **Geronimo** crosses the street to re-team with **Brian DeGeus** for nights at top 40/adult **KQMB**, as **Kayvon** leaves the radio business.

KCAQ (Q105) Oxnard, Calif. ex-morning co-host **Hal "9000" Abrams** (who left in June), has been rehired by new owner **Carl Goldman** and will return when he takes over the station Aug. 2. **Juanita** has been doing the show solo.

At **WQSL** (All Hit 92.3) Wilmington, N.C., **Jeff "Schmokey" Daniels** joins for nights from afternoons at modern **WNTX** (Radio X) Kalamazoo, Mich. Midday jock **Tyler Richmond** swaps shifts with **Tia Austin** at country sister **WWQQ**. . . **WDJX** Louisville, Ky., welcomes **Jason Davis** for overnights from **WSTR** (Star 94) Atlanta, who replaces **Chris Goodman**, now at **WLKT** (the Cat) Lexington, Ky.

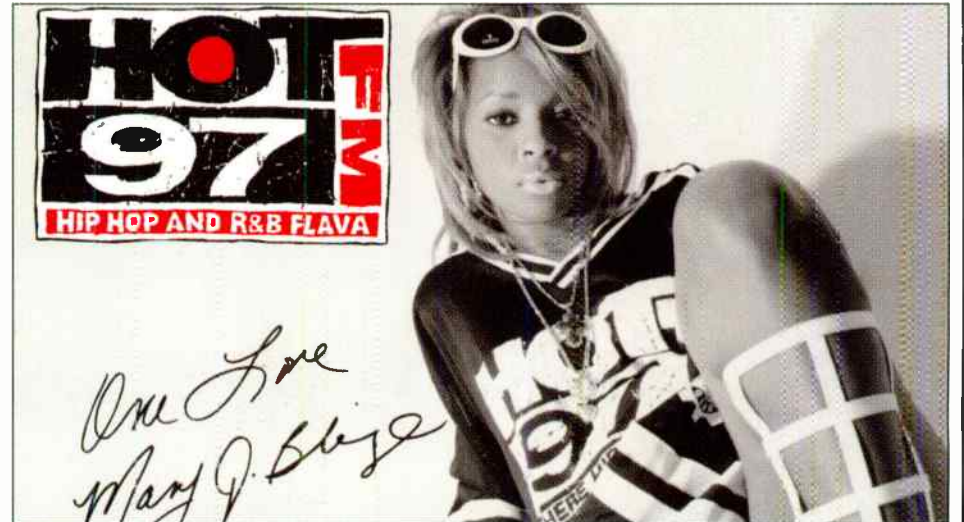
Ellis B. Feaster is the new morning host at AC **KBEE-FM** (B98.7) Salt Lake City, replacing **Alan Kabel**. Feaster hails from **KCIN** Seattle, now rhythmic AC **KBKS** (Kiss 106), where **Freddie Bueno** from **KYMX** Sacramento, Calif., joins for afternoons/production director.

WBMX (Mix 98.5) Boston promotions assistant **Jennifer Markham** transfers to ARS sister station **KMXB** (Mix 94.1) Las Vegas as promotions director. . . **WKTI** Milwaukee APD/promotions director **John Reynolds** exits after four years. Call him at 414-781-4277.

Rich Bryan exits MD/middays at **KILO** Colorado Springs, Colo., for afternoons at modern adult **WDIZ** Orlando, Fla. . . **Brandy** exits late nights at modern **WXSR** Tallahassee, Fla., for overnights at modern AC **WSHE** Miami, which gets the **WPLL** calls for Planet Radio.

Here's something you never thought would happen again: legendary top 40-turned-N/T outlet **WRKO** Boston playing the hits. **WRKO** spun the top 96 of 1968 during the July 4 weekend. Actually, **WRKO** wasn't the first of the RKO top 40s to revert temporarily to the music it made famous: **CKLW** Detroit ran the syndicated "Evolution Of Rock" again in '95.

This Year's Spokesmodel



Mary J. Blige strikes a pose on behalf of **WQHT** (Hot 97) New York. Blige is one of seven acts appearing in the station's latest series of attention-getting subway posters.



TOP 40 TOPICS BY SEAN ROSS

This Time, Please Don't Be A Dickhead!

M ommmm! Daaaaaad! He's starting again!" That's not just what you have to look forward to from the back seat during your summer vacation. It's may be what we have to expect from the top 40 revival.

Now that there are again two top 40s in some markets, the on-air sniping between rivals that defined the format during its decline in the late '80s and early '90s is staging a comeback, too.

In one market in which the incumbent top 40 plays a significant amount of '80s gold, its new rival is using the liner "the superstars of today, not the has-beens of yesterday." Another new station has been running jockless for several months, save for promos in which it says that everything it's doing on-air is on behalf of somebody named "Steve," which also happens to be the name of the rival station's consultant.

You'd expect some of this from the challengers, but there's even a market in which the incumbent top 40 is running promos attacking its new "imitators" and offering to program those stations, among other on-air attacks.

Wait a minute, folks. We've been through this before. And it didn't work.

All the on-air hardball of the '80s yielded exactly two successes—**WHTZ** (Z100) New York and **WFLZ** Tampa, Fla. And **WFLZ** spent five years apologizing for it. Otherwise, sniping left top 40 listeners with a bad taste for the format. And it didn't do such great things for country when that format adapted the same tactics.

On-air intramural squabbles are entertaining for radio junkies. But, as has been noted before, we don't get ratings diaries. There's no sign that anybody else found "don't be a dickhead" or any of those other '80s liners very amusing. There's no sign, in particular, that anybody else really gets it. Yet while many PDs tell you that they program for listeners, not one another, many of us spend a lot of on-air time firing shots

across the competitor's bow instead of entertaining our own audiences.

If today's hit music stations want to be aggressive, there are plenty of other ways to demonstrate their competitiveness. They can spend the amount of money it takes to do the format right. They can put jocks on the air right away, instead of waiting three months. They can hit the streets—and that doesn't mean just showing up at their competitors' remotes. Or they can fight the other formats in the market and at least wait until top 40 is back on its feet to start attacking one another.

The problem is that today's top 40s are usually part of a duopoly that is deploying them for a specific competitive purpose. The station referring to its rival's core artists as "has-beens" is co-owned with the market's hot AC. Its apparent purpose is to force the incumbent top 40 to compete head-up for teens, thus alienating the upper demos and allowing the hot AC to move in. Under those circumstances, how can there be any unity within the format or even a temporary armistice?

Two more observations about on-air sniping. One is that **WKTU** New York managed to galvanize its market without sniping at anybody on-air, save for a briefly used liner attacking rap that was pulled almost immediately. **WKTU's** positioning strategy, being the "feel-good" radio station, was sufficiently obvious that listeners got the point without it being spelled out further.

The other is that when kids fight in the back seat of the car, the typical reaction is not "this is outrageous, but it's kind of amusing, and it makes our car trips more interesting." It's not "well, at least they'll have the competitiveness needed to survive in the outside world." It's usually "why don't the two of you grow up, already!" If top 40 can't do that, let's just turn the car around and go home right now!

ON THE AIR

NEW STATIONS AND OTHER REPORTER CHANGES FROM BDS & AIRPLAY MONITOR

Effective this week, New Bern, N.C.'s **WRHT** (PD J.T. Bosch, APD/MD Gina Gray, 919-247-6404) and **WQSL** (PD Jake Edwards, MD James Gregory, 910-763-9977) are added to the top 40/mainstream panel. Also, **KMGA** Albuquerque, N.M. (PD/MD Mike Parsons, 505-767-6700), is added to the adult contemporary panel. There are now 83 top 40/mainstream and 43 adult contemporary reporting stations.

STEVE GRAYBOW

Sommer Is Named To Business Manager Post Of Billboard Music Group

Joellen Sommer is named business manager for the Billboard Music Group, the division of BPI Communications that oversees Airplay Monitor.

Sommer, who has been assistant controller of BPI Communications since 1991, will oversee Airplay Monitor and Billboard's sales sup-

port staff as well as the Billboard directories, including the Billboard/Airplay Monitor radio directory, "The Power Book." She will also work with Billboard Music Group director of strategic development Ken Schlager on potential acquisitions and start-ups.

SEAN ROSS

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
July 20	KTFM San Antonio, Texas	Summer Jam	Angelina, Artie The One-Man Party, Color Me Badd, Delinquent Habits, Immature, DJ Laz, Li'l Suzy, Quad City DJ's, Tony Rich Project, Rhythmicentric, 3T
July 20	WZJM Cleveland	Bicentennial	Blessid Union Of Souls, Donna Lewis
July 21	WZJM	Bicentennial	3T, Jordan Hill
Aug. 2	WBZZ (B94) Pittsburgh	3 Rivers Regatta	Lisa Loeb, Tony Rich Project
Aug. 3	KMEL San Francisco	Summer Jam 10	TBA
Aug. 3	WKRQ Cincinnati	One Earth Party 2	Goo Goo Dolls, Lisa Loeb, Jars Of Clay, more
Aug. 8	WPXY Rochester, N.Y.	'70s Music Explosion	Gloria Gaynor, KC & the Sunshine Band, Kool & the Gang, Vickie Sue Robinson, Denny Terrio, the Trammps, Village People
Aug. 9	KUBE Seattle	Summer Jam	Immature, Quad City DJ's, Tony Rich Project, Lina Santiago, Total
Aug. 24	WNCI Columbus, Ohio	35th Birthday Party	TBA
Aug. 25	WBZZ	15th Birthday Blowout	Blessid Union Of Souls, dog's eye view, Gin Blossoms, Goo Goo Dolls, more Lush, Spin Doctors
Sept. 1	KKRZ Portland, Ore.	Last Chance Summer Dance	TBA
Sept. 1	WKBQ St. Louis	Steve & DC's 6th Anniversary	Badlees, Jars Of Clay, Tony Rich Project
Sept. 6	WZJM	Summer Extension Jam	TBA
Sept. 14	WKRQ Cincinnati	One Earth Party 3	TBA
Sept. 14	WERQ Baltimore	Harbor Jam	TBA

Let us monitor your event! Kevin Carter: 213-525-2303 or E-mail KCarter@billboardgroup.com

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PROMOTIONS BY KEVIN CARTER

Building Brand Loyalty Via Signature Events

This week's guest columnist is Von Freeman, marketing director of WKRQ (Q102) Cincinnati.

Lazy summer? Not if you're involved in marketing your station. 'Tis the season for stations across the country to stage huge events featuring big-name talent, usually for low ticket prices or free.

At Q102, we began our One Earth Parties four years ago. In 1992, we began to conceptualize a promotion that would be bigger than any other in the Cincinnati area. We wanted to create a signature concert or event that listeners and nonlisteners alike would know was produced and owned by Q102. Our One Earth Parties quickly began to generate street talk and, in fact, have been voted party and promotion of the year by Cincinnati magazine for three years in a row. These parties have become the most-talked-about events with listeners and advertisers each year.

Q102 PD Jimmy Steal and MD Brian Douglas work with record labels and booking agencies to secure the artists. GM Jim Bryant and I work on all the small details of the shows, [including] transportation, staging, sound, coordinating the live broadcast, security, design, outside advertising, banners, everything down to food stations, bathroom facilities, paper cups, beer, etc. Our GSM Mike Fredrick and the sales team have been able to nail down sponsorship dollars... Miller Lite beer and Gold Star Chili have sponsored the event all four years and have increased their budgets each year as the crowds get bigger. The size and success of these events have led us to develop a spinoff event-planning company called Party Party Productions, a separate division of Q102.

Our philosophy all along has been to use these events as a marketing tool, much like a billboard campaign or TV spot. We are able to bring thousands of listeners together on a monthly basis throughout the summer with these free concerts.

The first One Earth Party in 1993 featured Aaron Neville, the Romantics, and 4 Non Blondes. Within two years, we outgrew the venue we had been using and have since moved the parties to a park that holds 30,000 people.

On June 22, we held the first of three One Earth Parties scheduled for this year, featuring Deep Blue Something, the BoDeans, and Spin Doctors. Our next party is scheduled

for Aug. 3 and will feature Goo Goo Dolls, Lisa Loeb, and Jars Of Clay.

We've branched out and developed a series of local band parties every other Wednesday, an Art Museum party every winter, and Q102's annual Haunted Riverboat. Local concert promoters can spend an entire year preparing for the same thing that we're able to pull off in only months. Our advantage is we have the most powerful promotional tool at our disposal: Q102. Using the power of radio and the resources of our programming and sales departments, we have raised the bar for entertainment in Cincinnati.

The question most often asked: "Is it worth it?" On several levels, the answer is a resounding "Yes!" How many times has one of your advertiser or listeners commented to you about a billboard or TV campaign you ran three years ago or even three months ago? I consistently get feedback from people telling me they've attended every event and can't wait for the next one. Subsequent research has shown our Q102 events have added to our brand as the entertainment leader in the minds of Cincinnati residents. These parties have now become long-term image builders and enhancers.

We now have advertisers clamoring for the chance to sponsor these events. They hear the buzz on the radio; they see the press coverage the event generates, as well as the number of people in attendance and the resulting product exposure in a positive venue. I believe these events have led to advertisers spending more on the station because of the visible results they see. All that talk of cost-per-point and Arbitron ratings goes right out the window when you can demonstrate to an advertiser the number of bodies you can put in seats. We set up an elaborate VIP area during the event so clients (and potential clients) can see and feel the energy of Q102 right in their faces. We've found it's much easier to sell someone a schedule once they've experienced a One Earth Party.

From the corporate level on down, everyone wants increased revenue by gains in Arbitron, which are usually a direct result of radio brand loyalty. Brand loyalty is more than just a billboard campaign or a funny TV spot. Brand loyalty in radio is created by offering lifestyle imaging, which is accomplished through the development of signature, hand-molded events like the Q102 One Earth Parties.

Lazy summer? I don't think so, but this is the best kind of busy you can be when you're marketing your radio station.

Burt Gets To Work The White House



While in Washington, D.C., some industry types slipped into a White House press room but answered no questions from puzzled reporters. Shown, from left, are WGTZ (Z93) Dayton, Ohio, PD Louis Kaplan, the Work Group's Burt Baumgartner and Justin Fontaine, WWKX Providence, R.I., PD Joe Dawson, and WDCG (G105) Raleigh N.C., PD Brian Burns. Moments later, alert Secret Service agents wrestled the podium to the ground.

SOMETIMES YOU JUST HAVE TO
USE YOUR HEART



THE LATEST SINGLE FROM "NEW BEGINNING"

STATIONS WITH
HEART:

WJMH	24X
WERQ	20X
WPGC	18X
KBXX	10X
KMEL	
WWKX	



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As Rebuilding Continues, More Group Broadcasters Rediscover Top 40 Radio

Continued from page 1

er group not historically known for top 40 into the picture: Allan Furst, national program director of NewCity—a company that's now being absorbed into Cox—is overseeing Hot 107.9 until a PD is hired.

WWHT's change surprised the market, much of which was expecting WHEN to flip to modern rock, if only because, unlike Washington, D.C., there wasn't a gaping hole for top 40. Going after the market's biggest target, in this case top 40 WNTQ (93Q), might have been standard practice for a second country station, but it's been years since a new top 40 has used that rationale.

Like many of the group heads contacted for our previous story, Furst says the megapoly world has changed broadcasters' attitudes toward top 40: "There was a time when companies only had one AM and one FM, and we always tried to have that big, broad 25-54 format. But as we accumulated more radio stations, we had to look at other formats to complement our other stations.

"We already have two big 25-54 players [hot AC WYYY (Y94) and country WBBS], as well as our AM new/talk WHEN. We were looking for something different, not only for now, but something that would take us into the future."

Cox used to be known exclusively as a news/talk and AC company, according to Bob Neil, executive VP of radio for the group. Since his arrival in '92, the company has diversified into other formats, such as R&B adult, R&B oldies, jazz, oldies, etc.

"We don't have a prejudice against any format," says Neil. "Radio formats are cyclical. The format of the week always rotates in and out, depending how hot people think a given format is. Conditions in individual marketplaces don't necessarily match up with industry trends."

One question that hasn't been resolved is whether WWHT, which is currently jockless, will have jocks talking over intros, something that doesn't take place at most other Cox stations. Furst says that decision will be made once Hot 107.9 hires a PD, although, he notes, like many other stations that launch jockless, WWHT is getting calls from listeners who like not hearing DJs.

THE SAGA CONTINUES

Saga Communications hasn't owned a top 40 since KRNQ and WLRW flipped to hot AC. But with the purchase of WDBR, Saga has effectively married back into the family. WDBR is up 10.2-12.1 and is No. 4 25-54. "I can live with that very easily," says Saga's Steve Goldstein.

So why did Saga bail out before? "Champaign and Des Moines were demographic opportunities," says Goldstein. "WLRW is now No. 2 12-plus and No. 2 25-54 doing hot AC. There was nobody filling the AC demo hole, and that was the same in Des Moines, although the competitive situation there is very different than when we made that decision."

CAN THOSE GUYS REALLY DO TOP 40?

As for Bonneville, Z104 GM Allan Hotlen, who was programming soft AC KOIT San Francisco, says his company, despite its conservative reputation, "has no fixed corporate philosophy regarding top 40." The glaring opportunity for mainstream top 40 in D.C. "became apparent once we factored in demographic information, signal factors, and population placement," he says. While Hotlen claims that "other contemporary stations in D.C. are valdly serving the ethnic audience, we have found the Washington area has one of the highest per capita incomes nationally and one of the highest percentages of college graduates. It's a city full of young, affluent, single people, and our research has confirmed our confidence that we made the right decision."

Knowing Bonneville's history (as well as his own), Hotlen admits industry pundits probably armchair-quarterbacked 23 different format possibilities other than top 40. But Hotlen says that mainstream top 40 became the leading contender early on.

After Bonneville made the internal decision to change format, Hotlen started hearing rumblings that crosstown AC WEBR (Bright 99.5), acquired by Evergreen, would flip to top 40, beating Bon-

neville to the punch. When Evergreen flipped the station to soft AC WGAY, "it was one of happiest days of my recent life," Hotlen recalls.

Z104's format, according to Hotlen, is "a straight-ahead pop top 40 with a rhythmic slant, but it's still a work in progress. I don't consider this a niche or a splinter format."

"It was never an issue whether or not the top 40 format was viable. The supply of hit music is great right now," he says. "There may be confusion in the ranks of radio, but certainly not in the record community, judging by the amount of strong product available."

"Top 40 as a format has grown up," says Tom Watson, PD of classic hits sister station KHHC (K-Hits FM) Phoenix. "Sixty-year-old people are listening to Kidd Kraddick at KHKS in Dallas, while Ron Chapman's numbers at KVII are down. Today's 45-year-old male or female is very hip, not the same person your mom and dad was at that age. Today, if you don't want to age, you don't have to. . . . People want a radio station that reflects that philosophy."

Bonneville's top 40 journey is simply a business decision based on the aging of the baby boomers, in Watson's opinion. "The reason many of the softer ACs numbers are down is that they're now perceived as playing funeral home music," he says. "Adults are gravitating back to top 40, because it's once again family radio that's fun for both adults and 18-34s."

BONNEVILLE FAMILY VALUES

Even amid the upfront presentation of top 40 radio, Hotlen says, all Bonneville stations will continue to uphold the company's image. "You'll never hear Howard Stern or personalities of his type in this company," he says. "That's not intended to be a knock on Stern; it's just not our image."

Bonneville national PD Dave Ervin, who programs hot AC KBIG Los Angeles, agrees. "Our mission, first and foremost, is to be a values-driven company," he says. "There are certain programming elements we can't run. We won't do blue humor or play songs with questionable lyrics."

Despite this, Bonneville had made a few moves that surprised the industry in recent years, acquiring modern rocker KDGE Dallas and allowing WTMX Chicago and WMXV (Mix 105) New York to move to more modern rock-based AC formats. While the company used to be top-heavy with soft AC specialists, Ervin says, "today, we have a much broader base of PDs [such as KDGE's Joel Folger]. The whole company has evolved. . . . We simply moved to where the audience is. We'll do whatever format works."

THE MUSIC OF YOUR LIFE IS NOW

Many of the recent top 40 sign-ons are still the province of the smaller and medium-size operators who populated the format during the period when larger groups were most uncomfortable with it. KLSI (Star 102.5) Little Rock, Ark., is the non-group-owned duopoly partner of the market's R&B KIPR. WLKT (the Cat) Lexington, Ky., is the second station in a group built around WLRN Louisville. KJMN (Jammin' 92.3) Denver was a foray into English-language radio by EXCL Communications, which surprised many market observers by not taking the station Spanish.

Despite the encouragement from some group heads evidenced here, the jury is still out on top 40, according to Saga's Goldstein. "I'm still not sure top 40 is an easy format to do or the right answer in lots of markets," he says. "Today, there are more stations. . . . more viable signals, and more viable formats, each one of which is a niche, which makes a come-driven radio station more difficult to execute. Time and Newsweek are generalists and not as big as they used to be, because there are now 150 new magazines specifically targeted to peoples' interests."

Cox's Neil, however, sees a bright future for top 40. "The children of the baby boomers are now hitting their teen years, putting a larger population in top 40's target audience, and that spells success," says Neil. "Trends will come and go in music, but there will always be a place for a radio station that plays the music of your current life."

MONITOR PROFILE

Life Is Sweet As Mike Puts 'Steele' Wheels Back On The Wagon At KQKQ Omaha

Mike Steele follows famous footsteps every day when he walks through the front door of KQKQ (Sweet 98) Omaha, Neb.: those of Ken Benson, Tom Gjerdrum, Jerry Dean, Jay Taylor, John Ivey, and Dan Kieley, to name a few.

Steele, who previously programmed KZFM Corpus Christi, Texas, and KIXY San Angelo, Texas, was named OM of KQKQ and modern rock sister station KGDE (the Edge) a year ago, when Kieley was named PD of KDWB Minneapolis.

When Steele arrived, Sweet 98 was in great shape, "at least from the outside," he says. "It looked like the station needed no help, and Kieley had certainly left the place in good shape," but three months later, longtime morning host Rockett crossed the street to KESY. "That's when the wheels started spinning off the wagon," Steele says. Because KQKQ had had phenomenal numbers, including those in the 25-54 demo, during his tenure, "Rockett had been the poster boy for the station, and everything had revolved around him."

Steele and consultant Jeff Johnson "not only had to re-establish our morning identity but the

both X and Y."

Steele commissioned a new auditorium test to check the state of KQKQ's music, hired Sean Caldwell as the station's voice, and bought new jingles. These cosmetic touches helped complement the new morning show and the rest of the air staff: midday jock J.D. (aka Jeff Devereau), who worked for Steele at KIXY; afternoon jock Dave Swan, who was hired by Ken Benson four years ago; night jock Jimi Jamm, who is KQKQ's MD and Steele's right hand. "This is the third station we've worked together at," says Steele. In January, Steele hired former KESY PD Jerry Ballella as APD/research director.

Seven months into the project, Sweet 98 was trending up from 5.8 12-plus in the fall book (seventh overall); the winter book showed it at 7.9 (No. 5), and in the latest trend, KQKQ was at 9.6, No. 1 12-plus. "Before Rockett left, we were sitting at an 8.3," Steele notes.

Besides the usual street hits and cash giveaways, Sweet 98 has joined the Internet age with its own World Wide Web site. However, he cautions, "A Web site is great if you have your other ducks in a row. We have to remember that we are a radio station first, not an Internet provider. Whatever we do on the Web affects only a small portion of our audience, much like the actives who play our contests. . . . If you're considering doing a Web site just to be cool, you're better off not doing it at all. You're better served devoting that time and energy into improving your radio station."

As OM for Sweet 98 and the Edge, Steele's job is to maximize both stations without hurting each other, although he says the stations share about 32% of their cume. Sweet 98 has consciously left the modern rock franchise to the Edge, choosing to lean into the dance/R&B realm. Auditorium tests for Sweet 98 partisans have shown a cycle change away from the Modern English, New Order-type stuff in favor of such music as Steele's top two-testing auditorium cuts: Bobby Brown's "My Prerogative" and 2 Unlimited's "Get Ready For This." "I think about those listeners who were 10 to 12 years old when this music was new; these are the people we want as core listeners now," says Steele. "The music has been gone long enough so that it's cool to hear it again."

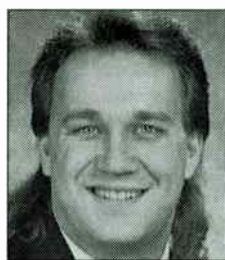
"Our current perceptual is phenomenal, and our cume is now the largest it's been in two years, over 160,000," says Steele. (The station just celebrated its 16th year as Sweet 98.)

Here is a recent 10 a.m. hour on KQKQ: Johnny Gill, "Rub You The Right Way"; Tina Arena, "Show Me Heaven"; Alanis Morissette, "Ironic"; Los Del Rio, "Macarena"; Fugees, "Killing Me Softly"; BoDeans, "Closer To Free"; Fun Factory, "I Wanna Be With You"; Eric Clapton, "Change The World"; Donna Lewis, "I Love You Always Forever"; En Vogue, "Hold On"; Jann Arden, "Insensitive"; Big Mountain, "Baby, I Love Your Way"; and Brandy, "Sittin' Up In My Room."

Steele recently signed a new two-year contract and is looking to buy a house. Mitchell Broadcasting now has eight stations and is looking to expand in Omaha.

Steele has discovered he's slowly become more administrative, "turning into a suit geek," he says. "In the old days, you ran one station that positioned itself to garner the most ratings," he says. "Many PDs now run four stations, many times with overlapping demos, so you must now look at the whole pie. What will make the most money may not be the niche where the biggest hole exists but the niche that best shores up your defense."

KEVIN CARTER



Mike Steele
Operations Manager
KQKQ Omaha, Neb.

Usually you ask for X and expect to get Y. . . . I asked for X and got both X and Y

station's overall identity," Steele says. Not to mention the extra time and energy the pair had to expend defending against Rockett. "When Rockett left," adds Steele, "my mission was to make people forget about him. It's like when you break up with a lover; they stay on your mind until you meet a new lover."

The intervening morning gap seriously dented Sweet 98's cume and time spent listening, says Steele, who saw his audience splinter to the AC, the rock station, and the Edge. "No one station benefited," he says. KQKQ slipped from P1 status in morning drive to P2 or P3. "They still came to us for the music, but they had no brand loyalty and didn't stick around very long."

At the end of the fall Arbitron book, after much legal wrangling, Steele hired Johnny Danger, Cheryl Kaye, and Dave Gray from WZEE (Z104) Madison, Wis. "I couldn't blame [Z104] for being upset at us for taking them," he says. "But this was a great opportunity for [the jocks] which Z104 couldn't match financially." So how irked was Z104? "Let's just say I was happy when they caught the Unabomber. . . . I had been afraid to open my mail," Steele quips. Danger and company finally hit the air in December '95, capping what Steele calls "the toughest year of my life."

As part of KQKQ's reinvention, Steele and Johnson perfected a marketing and promo plan, and owner John Mitchell and GM Marty Riemenschneider threw in a hefty budget to get it done. "It was scary because with the kind of money they were throwing around, we had no excuse to fail," Steele says. "Usually you ask for X and expect to get Y. . . . I asked for X and got

SPRING '96 ARBITRONS

12-plus overall average quarter hour shares (#) indicates Arbitron market rank. Copyright 1996, Arbitron Ratings Co. May not be quoted or reproduced without the prior written permission of Arbitron.

Table for San Francisco (4) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like KGO, KCBS, KBRB, etc.

Table for Dallas/Ft. Worth (7) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like KHKS, KSCD, KSDA-FM, etc.

Table for Washington, D.C. (8) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WMZQ-AM-FM, WHUR, WPGC-FM, etc.

Table for Houston (9) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like KBXX, KODA, KMJQ, etc.

Table for Boston (10) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WBZ, WXKS-FM, WRKO, etc.

Table for Sacramento, Calif. (29) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like KFBK, KSFM, KNCI, etc.

Table for San Jose, Calif. (30) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like KGO, KYLD, KBAY, etc.

Table for Providence, R.I. (31) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WWLI, WHYU, WPRO-FM, etc.

Table for Charlotte, N.C. (37) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WYRK, WBEW, WGRF, etc.

Table for Buffalo, N.Y. (40) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WYRK, WBEW, WGRF, etc.

Table for Hartford, Conn. (41) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WYRK, WBEW, WGRF, etc.

Table for Allentown, Pa. (64) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WAEB-FM, WLEW, WZOO, etc.

Table for Akron, Ohio (67) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WONE-FM, WJUI, WJMX, etc.

Table for Wilmington, Del. (74) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WJBR-FM, WSTW, WUSL, etc.

Table for Springfield, Mass. (76) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WPIX, WMAS-FM, WQAG-AM-FM, etc.

Table for Monterey, Calif. (78) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like KGO, KDON, KTDN-AM-FM, etc.

Table for Sarasota, Fla. (79) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WDUV, WFLZ, WYWF, etc.

Table for New Bedford, Mass. (83) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WHYU, WWLI, WCTK, etc.

Table for Stockton, Calif. (85) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like KATM, KWIN, KRWD, etc.

Table for Bakersfield, Calif. (86) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like KUZZ-FM, KRAB, WHYU-AM, etc.

Table for New Haven, Conn. (94) with columns: Call, Format, Sp '95, Su '95, Fa '95, W '96, Sp '96. Includes stations like WPLR, WKCI, WELJ, etc.

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POWER PLAYLISTS

For Week Ending July 21, 1996



Playlists supplied by Broadcast Data Systems. Radio Track service. Stations selected from panel of leading broadcasters in 125 radio markets, electronically monitored 24 hours a day, 7 days a week. Songs ranked by number of plays in monitored week.

Z100 KKRZ Portland PD: Ken Benson APD/MD: Tommy Austin. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

ALICE 106 KALC Denver PD: Gregg Cassidy MD: Jim Lawson. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

THE RIVER WRWV Nashville PD: Charlie Quinn APD: Tom Peace MD: Scooter. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

JAMMIN' 92 WZJM Cleveland PD: Lisa Rodman MD: Dave Eubanks. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

XL106.7 WXXL Orlando PD/MD: Adam Cook APD: Pete deGraaf. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

KJ103 KIYO Oklahoma City PD: Mike McCoy MD: Joe Friday. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

KISS 98.5 WKSE Buffalo PD: Sue O'Neil MD: Dave Universal. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

WZPL Indianapolis PD: Tom Gjerdrum MD: Rob Blair. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

KISS 95.1 WNKS Charlotte PD: Brian Bridgman MD: Marcie Crescente. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

Z93 WGTJ Dayton PD: Louis Kaplan MD: Gretchen Corbett. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

FLY 92 WFLY Albany PD: Mike Morgan MD: Ron "Sugarbear" Williams. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

Z104 WNVZ Norfolk PD: Don London MD: Sean Sellers. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

MIX 93.3 KMXV Kansas City PD/MD: Jon Zellner. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

MIX 107.5 KWMX Denver PD: Dan Bowen APD: Steve Douglas MD: Lee Cagle. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

WIXX Green Bay PD: Dan Stone MD: David Burns. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

WKRZ Wilkes-Barre PD: Ken Medek MD: Jerry Padden. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

WVKS Toledo VP/Pgm: Mike Wheeler MD: Bill Michaels. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).

98PXY WPXY Rochester OM/PD: Clarke Ingram APD/MD: J.J. Rice. Playlist table with 40 rows and 3 columns (Rank, Song, Plays).



POWER PLAYLISTS

For Week Ending July 21, 1996

Playlists supplied by Broadcast Data Systems' Radio Track service...

WDJX

Table with 2 columns: Song Title, Rank. Station: WDJX Louisville. PD: C.C. Matthews. APD/MD: Karen Rite.

WAPE

Table with 2 columns: Song Title, Rank. Station: WAPE Jacksonville. PD: Cat Thomas. APD/MD: Tony Mann.

KHFI

Table with 2 columns: Song Title, Rank. Station: KHFI Alstln. PD: John Roberts. MD: Fernando Ventura.

93Q

Table with 2 columns: Song Title, Rank. Station: WNTQ Syracuse. PD: Tom Mitchell. MD: Jimmy Olsen.

B104

Table with 2 columns: Song Title, Rank. Station: KBFM McAllen. PD: Billy Santiago. MD: Jeff DeWitt.

SUNNY 104.5

Table with 2 columns: Song Title, Rank. Station: WSNX Grac Rapids. MD: Keith Curry.

B104

Table with 2 columns: Song Title, Rank. Station: WAEB Allentown. PD: Brian Check. MD: Chuck McGee.

WINK 104

Table with 2 columns: Song Title, Rank. Station: WNNK Harrisburg. PD: John O'Dea. MD: Scott Shaw.

Q94

Table with 2 columns: Song Title, Rank. Station: WVRQ Richmond. PD: Lisa McKay. APD/MD: Billy Surf.

WHOT

Table with 2 columns: Song Title, Rank. Station: WHOT Youngstown. PD/MD: Tom Pappas.

B93.7

Table with 2 columns: Song Title, Rank. Station: WFBC Greenville, S.C. PD: Rob Wagman. MD: Hawk Harrison.

WZYP

Table with 2 columns: Song Title, Rank. Station: WZYP Huntsville. PD: Marc Summers. MD: Kramer.

SWEET 98

Table with 2 columns: Song Title, Rank. Station: KQKQ Omaha. PD: Michael Steele. MD: Jimi Jamm.

MIX 104.1

Table with 2 columns: Song Title, Rank. Station: KHOM New Orleans. PD: Bill Thorman. MD: Tom Naylor.

Q99

Table with 2 columns: Song Title, Rank. Station: KUTQ Salt Lake City. PD: Ken Carr. APD: Shoe. MD: Woody.

MIX 94.5

Table with 2 columns: Song Title, Rank. Station: WMXQ Birmingham. PD: Jeff Tyson. MD: Gail O'Brien.

KRQ

Table with 2 columns: Song Title, Rank. Station: KRQQ Tucson. PD: Mark Todd. MD: Valerie Knight.

KC101

Table with 2 columns: Song Title, Rank. Station: WKIC New Haven. PD: Tony Bristol. MD: Jeff McCarty.



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BONE THUGS-N-HARMONY 1618/54

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Angeline Is Coming Home (Polydor/A&M)
LISA LOEB & NINE STORIES 810/11
Waiting For Wednesday (Geffen)

HOOTIE & THE BLOWFISH 1229/228
Tucker's Town (Atlantic)
THE CRANBERRIES 802/114
Free To Decide (Island)

QUAD CITY DJ'S 1223/141
C'mon 'n Ride It (The Train) (Quadrasound/Big Beat/Atlantic)
BLUES TRAVELER 727/120
But Anyway (A&M)

GARBAGE 708/113
Stupid Girl (Almo Sounds/Geffen)
BLESSID UNION OF SOULS 1064/14
All Along (EMI)

THE TONY RICH PROJECT 689/94
Like A Woman (LaFace/Arista)
NO MERCY 951/90
Where Do You Go (Arista)

THE NIXONS 663/8
Sister (MCA)

MOST NEW AIRPLAY THIS WEEK
NEW EDITION 17
GIN BLOSSOMS 17
MELISSA ETHERIDGE 17
TOM PETTY & THE HEARTBREAKERS 16
PRIMITIVE RADIO GODS 11

Medium (20-39): 7 KHTY, KJYO, WDDJ, WKBQ, WKRZ, WSSX, WXIS
Light (Under 20): 51
New Airplay This Week: 2 WDJX, WZYP

CHART BOUND
Total Plays/Gain
R. KELLY 655/123
I Can't Sleep Baby (If I) (Jive)

MTS 464/2
I'll Be Alright (Summit)
FUGEES 457/4
No Woman, No Cry (Ruffhouse/Columbia)

THE SMASHING PUMPKINS 647/30
Tonight, Tonight (Virgin)
DAVE MATTHEWS BAND 635/82
So Much To Say (RCA)

★ NEW EDITION 344/268
Hit Me Off (MCA)
NO DOUBT 558/122
Spiderwebs (Trauma/Interscope)

BUTTHOLE SURFERS 544/47
Pepper (Capitol)
PLANET SOUL 341/24
Set U Free (Strictly Rhythm)

GOO GOO DOLLS 323/23
Long Way Down (Metal Blade/Warner Bros.)
★ KEITH SWEAT 319/141
Twisted (Elektra/EEG)

TINA ARENA 483/43
Show Me Heaven (Epic)
★ CRUSH 211/91
Jellyhead (Robbins)

THE REFRESHMENTS 311/5
Banditos (Mercury)
Total Stations: 29
Heavy (40+): 1 KHTY
Medium (20-39): 4 KALC, KUTQ, WDDJ, WPST
Light (Under 20): 24

AMBER 310/38
This Is Your Night (Tommy Boy)
Total Stations: 31
Heavy (40+): 1 KIIS
Medium (20-39): 5 KHFI, KQKQ, WKSE, WPMY, WZJM
Light (Under 20): 25
New Airplay This Week: 1 KBFM
Light (Under 20): 24
New Airplay This Week: 3 WABB, WGTZ, WXXX

★ TOM PETTY & THE HEARTBREAKERS 286/254
Walls (Warner Bros.)
Total Stations: 38
Heavy (40+): 0
Medium (20-39): 1 WZST
Light (Under 20): 37
New Airplay This Week: 16 KHTO, KUTQ, WABB, WDDJ, WFBC, WHOT, WIXX, WKXJ, WMMX, WNTQ, WPRO, WPST, WWSX, WWCK, WXXS, WXXX, WZNY

★ MELISSA ETHERIDGE 279/231
Nowhere To Go (Island)
Total Stations: 33
Heavy (40+): 0
Medium (20-39): 2 WABB, WKXJ
Light (Under 20): 31
New Airplay This Week: 17 KQKQ, KRBE, KWMX, WAEB, WFLY, WIXX, WKCI, WKXJ, WNNK, WNTQ, WPRO, WPST, WSSX, WWCK, WXXX, WYCR, WZST

OASIS 269/22
Don't Look Back In Anger (Epic)
Total Stations: 25
Heavy (40+): 1 WPST
Medium (20-39): 4 KHTY, KKDM, WHTZ, WKRQ
Light (Under 20): 20
New Airplay This Week: 3 KJYO, KUTQ, WVKX

★ GIN BLOSSOMS 255/208
As Long As It Matters (A&M)
Total Stations: 35
Heavy (40+): 0
Medium (20-39): 1 WFBC
Light (Under 20): 34
New Airplay This Week: 17 KKDM, KUTQ, WZZZ, WDDJ, WDJX, WFBC, WKRZ, WKXJ, WNNK, WNOK, WPST, WTWB, WWCK, WXXS, WYCR, WZPL, WZST

ALANIS MORISSETTE 231/32
Head Over Feet (Maverick/Reprise)
Total Stations: 12
Heavy (40+): 1 WDCG
Medium (20-39): 5 KALC, KHTY, WHTZ, WPST, WPMY
Light (Under 20): 6
New Airplay This Week: 2 WNKX, WXXS

WHITNEY HOUSTON 231/78
Why Does It Hurt So Bad (Arista)
Total Stations: 27
Heavy (40+): 0
Medium (20-39): 0
Light (Under 20): 27
New Airplay This Week: 9 WFHN, WFMF, WGTZ, WIXX, WKXJ, WNNK, WRHT, WRVV, WZST

SING ACTIVITY REPORTS

For Week Ending July 21, 1996



Detailed song tracking information for the last 3 weeks for all songs showing increased play this week. Total plays and gain do not include video play. Markets listed in order of population.

JANN ARDEN 2307/77

Insensitive (A&M) Total Stations: 77 Chart Move: 9-9

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

TINA ARENA 483/43

Show Me Heaven (Epic) Total Stations: 41

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

THE BADLIES 889/98

Angeline Is Coming Home (Polydor/A&M) Total Stations: 77

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

BLESSID UNION OF SOULS 1064/14

All Along (EMI) Total Stations: 72

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

BLUES TRAVELER 727/120

But Anyway (A&M) Total Stations: 47

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

BONE THUGS-N-HARMONY 1618/54

Tha Crossroads (Ruthless/Relativity) Total Stations: 74

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

TONI BRAXTON 1856/166

You're Makin' Me High (LaFace/Arista) Total Stations: 73

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

BUTTHOLE SURFERS 544/47

Pepper (Capitol) Total Stations: 41

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

MARIAH CAREY 2037/194

Forever (Columbia) Total Stations: 74

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

ERIC CLAPTON 2295/138

Change The World (Reprise) Total Stations: 79

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

THE CRANBERRIES 802/114

Free To Decide (Island) Total Stations: 67

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

DISHWALLA 2015/263

Counting Blue Cars (A&M) Total Stations: 82

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

GARBAGE 708/113

Stupid Girl (Almo Sounds/Geffen) Total Stations: 53

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

HOOTIE & THE BLOWFISH 1259/228

Tucker's Town (Atlantic) Total Stations: 80

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

JEWEL 2842/225

Who Will Save Your Soul (Atlantic) Total Stations: 83

Table with columns: Market, Station, Rank, Change, Airplay, and Song Title. Includes markets like New York, L.A., Phila., Dallas, etc.

TOP 40 AIRPLAY MONITOR

SONG ACTIVITY REPORTS

For Week Ending July 21, 1996

AMM
Broadcast Data Systems
Detailed song tracking information for the last 3 weeks for all songs showing increased play. This week's total play and gain do not include video play. Markets listed in order of population.

R. KELLY		655/123		DONNA LEWIS		2697/538		LISA LOEB & NINE STORIES		810/11		LOS DEL RIO		2629/58		DAVE MATTHEWS BAND		635/82			
<i>I Can't Sleep Baby (If I) (Jive)</i>		Chart Move: 11-5		<i>I Love You Always Forever (Atlantic)</i>		Chart Move: 11-5		<i>Waiting For Wednesday (Geffen)</i>		Chart Move: 38-33		<i>Macarena (Bayside Boys Mix) (RCA)</i>		Chart Move: 6-6		<i>So Much To Say (RCA)</i>		Chart Move: 49			
Total Stations: 62	TW LW 2W IP	Total Stations: 79	TW LW 2W IP	Total Stations: 68	TW LW 2W IP	Total Stations: 78	TW LW 2W IP	Total Stations: 49	TW LW 2W IP												
New York	MTV 7 9 9 1	Scranton	WBHT 7 9 9 1	Scranton	WBHT 7 9 9 1	Scranton	WBHT 7 9 9 1	Scranton	WBHT 7 9 9 1	Scranton	WBHT 7 9 9 1	Scranton	WBHT 7 9 9 1	Scranton	WBHT 7 9 9 1	Scranton	WBHT 7 9 9 1	Scranton	WBHT 7 9 9 1	Scranton	WBHT 7 9 9 1

NATALIE MERCHANT		2428/113		ALANIS MORISSETTE		4177/76		THE NIXONS		663/8		NO DOUBT		558/122		NO MERCY		951/90	
<i>Jealousy (Elektra/EEG)</i>		Chart Move: 8-8		<i>You Learn (Maverick/Reprise)</i>		Chart Move: 1-1		<i>Sister (MCA)</i>		Chart Move: Re-Entry 40		<i>Spiderwebs (Trauma/Interscope)</i>		Chart Move: 558-122		<i>Where Do You Go (Arista)</i>		Chart Move: 36-30	
Total Stations: 82	TW LW 2W IP	Total Stations: 83	TW LW 2W IP	Total Stations: 62	TW LW 2W IP	Total Stations: 39	TW LW 2W IP	Total Stations: 71	TW LW 2W IP										
New York	MTV 21 11 19 176	Scranton	WBHT 44 41 43 452	New York	MTV 29 28 29 250	Scranton	WBHT 58 60 58 569	New York	MTV 52 45 42 456	Scranton	WBHT 17 27 35 217	New York	MTV 35 39 38 259	Scranton	WBHT 15 10 9 58	New York	MTV 27 25 20 211	Scranton	WBHT 10 11 10 35

MAXI PRIEST FEATURING SHAGGY		1618/80		PRIMITIVE RADIO GODS		1319/276		QUAD CITY DJ'S		1223/141		THE TONY RICH PROJECT		689/94		THE SMASHING PUMPKINS		647/30	
<i>That Girl (Virgin)</i>		Chart Move: 22-19		<i>Standing Outside A Broken Phone Booth... (Ergo/Columbia)</i>		Chart Move: 28-23		<i>C'mon N' Ride It (The Train) (Quadrasound/Big Beat/Atlantic)</i>		Chart Move: 30-26		<i>Like A Woman (LaFace/Arista)</i>		Chart Move: Debut 39		<i>Tonight, Tonight (Virgin)</i>		Chart Move: 41	
Total Stations: 77	TW LW 2W IP	Total Stations: 67	TW LW 2W IP	Total Stations: 70	TW LW 2W IP	Total Stations: 47	TW LW 2W IP	Total Stations: 41	TW LW 2W IP										
New York	MTV 8 8 15 44	Scranton	WBHT 16 18 21 103	New York	MTV 17 16 17 97	Scranton	WBHT 22 23 22 121	New York	MTV 2 3 4 22	Scranton	WBHT 20 17 20 63	New York	MTV 2 3 4 22	Scranton	WBHT 17 20 17 20	New York	MTV 27 25 20 211	Scranton	WBHT 39 39 41 248

POWER PLAYLISTS



For Week Ending July 21, 1996

Playlists supplied by Broadcast Data Systems... Track service... Broadcasters in 125+ cities... monitored 24 hours a day, 7 days a week...

HOT 97 WQHT New York PD: Steve Smith APD/MD: Tracy Cloherty MD: Deneen Womack. Top 40 list including Nas, Gina Thompson, Toni Braxton, etc.

POWER 106 KPWR Los Angeles PD: Michelle Mercer APD/MD: Bruce St. James AMD: Pete Manriquez. Top 40 list including Saint John, 2Pac, Too Short, etc.

B96 WBBM Chicago PD: Todd Cavanah MD: Erik Bradley. Top 40 list including Bone Thugs-N-Harmony, Toni Braxton, etc.

WKTU New York PD: Frankie Blue MD: Ancy Shane. Top 40 list including La Bouche, Billie Ray Martin, etc.

JAM'N 94.5 WJMN Boston PD: Cadillac Jack MD: Cat Collins. Top 40 list including LL Cool J, Toni Braxton, etc.

KMEL San Francisco PD: Michele Santosuosso MD: Joey Arbagey. Top 40 list including Nas, Toni Braxton, etc.

WILD 107 KYLD San Francisco PD: Michael Martin AMD: Jose Mein. Top 40 list including Quad City D.J.'s, Nas, etc.

WPGC Washington, DC PD: Jay Stevens APD: Bob Holmcraens MD: G. Sharp. Top 40 list including Toni Braxton, R. Kelly, etc.

THE BOX KBXX Houston PD: Rob Scorpio MD: Greg Head. Top 40 list including Toni Braxton, Ghost Town D.J.'s, etc.

Jump on it. Sony. Top 5 Phones: KUBE/Seattle - 58x !! KZZU/Spokane - 53x !! ginu wine. the debut single from apured groove. Produced by Timbaland for Timbaland Productions Inc. Executive Producer: Robert Reives. Management: Robert Reives. http://www.sony.com



SONG ACTIVITY REPORTS



For Week Ending July 21, 1996

Detailed song tracking information for the last 3 weeks for all songs showing increased play this week. Total plays and gains do not include video plays. Markets listed in order of population.

112 FEAT. THE NOTORIOUS B.I.G. 322/29 Only You (Bad Boy/Arista)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

AMBER 282/41 This Is Your Night (Tommy Boy)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

TONI BRAXTON 1475/34 You're Makin' Me High (LaFace/Arista)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

MARIAH CAREY 409/103 Forever (Columbia)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

CRUCIAL CONFLICT 296/27 Hay (Pallas/Universal)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

JOCELYN ENRIQUEZ 264/26 Do You Miss Me (Classified)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

FUGEES 289/24 Ready Or Not (Ruffhouse/Columbia)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

FUGEES 242/26 No Woman, No Cry (Ruffhouse/Columbia)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

GHOST TOWN DJ'S 1208/65 My Boo (So So Def/Columbia)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

GROOVE THEORY 585/55 Baby Luv (Epic)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

JONNY Z 170/25 Latin Swing (Quality)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

MONTELL JORDAN FEAT. SLICK RICK 450/50 I Like (Def Jam/Mercury)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

R. KELLY 1442/126 I Can't Sleep Baby (If I) (Jive)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

DONNA LEWIS 405/120 I Love You Always Forever (Atlantic)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

LL COOL J 613/134 Loungin' (Def Jam/Mercury)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

LOS DEL RIO 749/90 Macarena (Bayside Boys Mix) (RCA)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

MISTA 203/5 Blackberry Molasses (EastWest/EEG)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

MONICA 729/24 Why I Love You So Much (Rowdy/Arista)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

ALANIS MORISSETTE 273/12 You Learn (Maverick/Reprise)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

NATHAN MORRIS 252/21 Wishes (Perspective/A&M)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

NAS 712/140 If I Ruled The World (Columbia)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

NEW EDITION 630/179 Hit Me Off (MCA)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

NO MERCY 414/73 Where Do You Go (Arista)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

MAXI PRIEST FEAT. SHAGGY 607/31 That Girl (Virgin)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

QUAD CITY DJ'S 1073/13 C'mon N' Ride It (The Train) (Quadrasound/Big Beat/Atlantic)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

THOMAS 383/33 Li'l Bo (Arista)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

LINA SANTIAGO 198/73 Just Because I Love (Groove Nation/Universal)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

SHADES 181/55 Tell Me (I'll Be Around) (Motown)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

KEITH SWEAT 1522/86 Twisted (Elektra/EEG)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.

T-BOZ 162/58 Touch Myself (Rowdy/LaFace/Arista)

Table with columns for station, week 1, week 2, week 3, and total plays. Includes stations like BET, MTV, WKUT, etc.



POWER PLAYLISTS

For Week Ending July 21, 1996

Playlists supplied by Broadcast Data Systems... Radio Track service. Stations selected from panel of leading broadcasters...

Main table containing 40 columns of radio station playlists (e.g., WPLJ, MIX 105, STAR 98.7, STAR 104.5, MIX 101.9, WPNT, MIX 107.3, Q95.5, MIX 98.5, MIX 96.5, KS95, Q104, MIX 102.9, KYKY, WTIC, STAR 101.5, MIX 105.1, Q106, MIX 106.5, MIX 96, VARIETY 96, WBLI, WTKI, WSHL) with columns for station name, PD, APD/MD, and a list of songs with their respective play counts.

BDS IMPACT

AIRPOWER (Minimum 600 detections for the first time)

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

AIRPOWER BOUND

Total Plays/Gain

HOOTIE & THE BLOWFISH 550/77 Tucker's Town (Atlantic)

Total Stations: 31/Chart Move: 25-23 Heavy (30+ plays): 5 KKLO, WQLH, WSHE, WTIC, WTMX

Medium (15-29): 12 KFMB, KHM, KYKY, WDIZ, WKDD, WKQI, WMXS, WMCV, WPLJ, WRQX, WWSN, WZPK

Light (Under 15): 14 New Airplay This Week: 3 KMXB, KRRK, WPLJ

DISHWALLA 536/79 Counting Blue Cars (A&M)

Total Stations: 32/Chart Move: 27-24 Heavy (30+): 4 KKLO, KMXB, KYSR, WSHE

Medium (15-29): 14 KHM, KPLZ, KRRK, KSTZ, WBMX, WDIZ, WKTI, WMC, WMXV, WPLJ, WRQX, WTIC, WWMX, WWSN

Light (Under 15): 14 New Airplay This Week: 4 KKOB, KMXB, KPLZ, WZPK

MARIAH CAREY 490/13 Forever (Columbia)

Total Stations: 34/Chart Move: 24-26 Heavy (30+): 2 WQAL, WVAF

Medium (15-29): 15 KBKS, KISN, KSII, KYKY, WBLI, WKDD, WKQI, WMCV, WML, WMXS, WPLJ, WQLH, WWDE, WWSN, WZPK

Light (Under 15): 17 New Airplay This Week: 2 WIVY, WVTV

LOS DEL RIO 480/9 Macarena (Bayside Boys Mix) (RCA)

Total Stations: 30/Chart Move: 26-27 Heavy (30+): 4 KFMB, WBLI, WKQI, WZPK

Medium (15-29): 11 KKLO, KKB, KYSR, WBMX, WKDD, WMTX, WPLJ, WPNT, WUSA, WWMX, WYXR

Light (Under 15): 15 New Airplay This Week: 1 WWMX

COLOR ME BADD 389/18 The Earth, The Sun, The Rain (Giant)

Total Stations: 20/Chart Move: 28-28 Heavy (30+): 5 KSII, WQAL, WUSA, WWSN, WZPK

Medium (15-29): 8 KKOB, WAEV, WKDD, WKTI, WML, WQLH, WVAF, WYXR

Light (Under 15): 7 New Airplay This Week: 1 WAEV

THE BADLEES 357/44 Angeline Is Coming Home (Polydor/A&M)

Total Stations: 29/Chart Move: 31-30 Heavy (30+): 0

Medium (15-29): 12 KKLO, KRRK, KSTP, KSTZ, KYSR, WKTI, WMCV, WOMX, WPLJ, WQLH, WTMX, WWSN

Light (Under 15): 17 New Airplay This Week: 3 KSTP, KSTZ, WAEV

THE CRANBERRIES 301/81 Free To Decide (Island)

Total Stations: 23/Chart Move: 40-32 Heavy (30+): 2 KKLO, WDIZ

Medium (15-29): 6 KFMB, KHM, KRRK, WMCV, WQLH, WSHE

Light (Under 15): 15 New Airplay This Week: 3 WCSO, WMCV, WSHE

PRIMITIVE RADIO GODS 276/44 Standing Outside A Broken Phone Booth... (Ergo/Columbia)

Total Stations: 15/Chart Move: 37-33 Heavy (30+): 4 KFMB, KKLO, KMXB, WSHE

Medium (15-29): 2 KRRK, WDIZ

Light (Under 15): 9 New Airplay This Week: 5 KRRK, WBLI, WKTI, WMTX, WZPK

MELISSA ETHERIDGE 274/186 Nowhere To Go (Island)

Total Stations: 22/Chart Move: Debut 34 Heavy (30+): 1 WDIZ

Medium (15-29): 7 KDMX, KHM, KKLO, WMCV, WPLJ, WRQX, WTIC

Light (Under 15): 14 New Airplay This Week: 11 KHM, KKLO, KPLZ, WCSO, WDIZ, WKDD, WKQI, WTIC, WTMX, WWSN, WZPK

MAXI PRIEST FEAT. SHAGGY 218/15 That Girl (Virgin)

Total Stations: 8/Chart Move: Debut 39 Heavy (30+): 3 KKLO, WDIZ, WQLH

Medium (15-29): 3 WKDD, WKTI, WZPK

Light (Under 15): 2 New Airplay This Week: 1 WBLI

CHART BOUND

Total Plays/Gain

LISA LOEB & NINE STORIES 201/26 Waiting For Wednesday (Geffen)

Total Stations: 11 Heavy (30+): 2 WDIZ, WQLH

Medium (15-29): 5 KKLO, KRRK, WTIC, WTMX, WZPK

Light (Under 15): 4

TONI BRAXTON 166/14 You're Makin' Me High (LaFace/Arista)

Total Stations: 14 Heavy (30+): 3 KKLO, KSII, WZPK

Medium (15-29): 1 KBKS

Light (Under 15): 10 New Airplay This Week: 1 WBLI

MOST NEW AIRPLAY THIS WEEK

MELISSA ETHERIDGE 11 Nowhere To Go (Island)

TOM PETTY & THE HEARTBREAKERS 9 Walls (Warner Bros.)

PRIMITIVE RADIO GODS 5 Standing Outside A Broken Phone Booth... (Ergo/Columbia)

DISHWALLA 4 Counting Blue Cars (A&M)

THE CRANBERRIES 3 Free To Decide (Island)

HOOTIE & THE BLOWFISH 3 Tucker's Town (Atlantic)

THE BADLEES 3 Angeline Is Coming Home (Polydor/A&M)

GIN BLOSSOMS 153/67 As Long As It Matters (A&M)

Total Stations: 6 Heavy (30+): 3 KFMB, KKLO, WDIZ

Medium (15-29): 1 KHM

Light (Under 15): 2 New Airplay This Week: 1 WZPK

TOM PETTY & THE HEARTBREAKERS 151/118 Walls (Warner Bros.)

Total Stations: 14 Heavy (30+): 0

Medium (15-29): 3 KHM, WKTI, WSHE

Light (Under 15): 11 New Airplay This Week: 9 KDMX, WBMX, WKTI, WMTX, WML, WMCV, WRQX, WTMX, WZPK

GARBAGE 104/23 Stupid Girl (Almo Sounds/Geffen)

Total Stations: 8 Heavy (30+): 1 KYSR

Medium (15-29): 2 KFMB, WSHE

Light (Under 15): 5 New Airplay This Week: 2 WQLH, WTMX

HARRY CONNICK, JR. 103/5 Hear Me In The Harmony (Columbia)

Total Stations: 11 Heavy (30+): 0

Medium (15-29): 3 WKTI, WMC, WMXS

Light (Under 15): 8

BLUES TRAVELER 87/13 But Anyway (A&M)

Total Stations: 5 Heavy (30+): 0

Medium (15-29): 3 KRRK, KSTZ, KYSR

Light (Under 15): 2

MERRIL BAINBRIDGE 80/58 Mouth (Universal)

Total Stations: 4 Heavy (30+): 1 KFMB

Medium (15-29): 1 KKLO

Light (Under 15): 2 New Airplay This Week: 1 KKLO

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON, TITLE/LABEL, ARTIST, TW, LW, DETECTIONS. It lists the top 40 records with their chart movements and detection counts.

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections. Airpower awarded to those records which attain 600 detections for the first time. If two records are tied in number of plays, the record being played on more stations is placed first. Records below the top 20 are removed from the chart after 26 weeks. © 1996, Billboard/BPI Communications.

Advertisement for 'Just Listen...' featuring a quote from Danny Clayton, PD, WKTI/Milwaukee about the AIR Adult Top 40 Competition. Includes the text 'Jus Listen...' and 'ADULT TOP 40 COMPETITION'.

BDS IMPACT

AIRPOWER (Minimum 300 detections for the first time) Total Plays/Gain. Whitney Houston 398/154, All-4-One 326/41.

AIRPOWER BOUND

Natalie Merchant 285/54 Jealousy (Elektra/EEG) Total Stations: 23/Chart Move: Debut 24

Peter Cetera 211/76 One Clear Voice (River North) Total Stations: 23/Chart Move: Debut 24

Jane Kelly Williams 166/17 Breaking In To The Past (Parachute/Mercury) Total Stations: 22/Chart Move: 30-27

Donna Lewis 165/51 I Love You Always Forever (Atlantic) Total Stations: 15/Chart Move: Debut 28

CHART BOUND

Fugees 147/5 Killing Me Softly (Ruffhouse/Columbia) Total Stations: 13

Harry Connick, Jr. 126/23 Hear Me In The Harmony (Columbia) Total Stations: 12

Jim Brickman 122/12 Hero's Dream (Renegade/Windham Hill) Total Stations: 23

Blessid Union of Souls 117/10 All Along (EMI) Total Stations: 17

Robert Miles 105/14 Children (Arista) Total Stations: 12

MOST NEW AIRPLAY THIS WEEK. Whitney Houston 8, Peter Cetera 5, Bette Midler 3, Harry Connick, Jr. 3, All-4-One 3, Hootie & The Blowfish 3, Donna Lewis 3, Natalie Merchant 3.

Jewel 96/43 Who Will Save Your Soul (Atlantic) Total Stations: 11

Los Del Rio 90/39 Macarena (Bayside Boys Mix) (RCA) Total Stations: 6

Alanis Morissette 86/16 You Learn (Maverick/Reprise) Total Stations: 9

Dan Hill 77/11 Wrapped Around Your Finger (Spontaneous) Total Stations: 13

Main chart table with columns: THIS WEEK, LAST WEEK, WEEKS ON, TITLE/LABEL, ARTIST, TW, LW. Includes entries like 'BECAUSE YOU LOVED ME' by Celine Dion and 'CHANGE THE WORLD' by Eric Clapton.

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on the chart for more than 20 weeks will not receive a bullet...

ADULT CONTEMPORARY POWER PLAYLISTS

KBIG Los Angeles PD: Dave Ervin MD: Dave Verdery. Playlist of 20 songs including 'Gin Blossoms, I'll Hear It From You'.

WLIT Chicago PD/MD: Mark Edwards. Playlist of 20 songs including 'Mariah Carey, Forever'.

B101 Philadelphia PD: Jim Ryan. Playlist of 20 songs including 'Celine Dion, Because You Loved Me'.

K101 San Francisco PD: Casey Keating MD: Jay Nachin. Playlist of 20 songs including 'Celine Dion, Because You Loved Me'.

SOFT ROCK 97.1 Washington, DC PD: Steve Streit MD: Randi Martin. Playlist of 20 songs including 'Eric Clapton, Change The World'.

WDOK Cleveland PD: Sue Wilson MD: Scott Miller. Playlist of 20 songs including 'Vanessa Williams, Where Do We Go From Here'.

WLTW Minneapolis PD: Gary Nolan. Playlist of 20 songs including 'Cher, One By One'.

WALK Long Island PD: Gene Michaels MD: Charlie Lombardo. Playlist of 20 songs including 'Cher, One By One'.

LITE ROCK 106-1/2 Cleveland PD: Steve LaBeau MD: Jay Hudson. Playlist of 20 songs including 'Whitney Houston & Cece Winans, Count On'.

LITE 102 Baltimore PD: Gary Balaban MD: Mark Thoner. Playlist of 20 songs including 'Celine Dion, Because You Loved Me'.

WISH 99.7 Pittsburgh Acting PD: Dom Piazza. Playlist of 20 songs including 'Mariah Carey, Forever'.

KEZ 99.9 Phoenix PD/MD: Mike Del Rosso. Playlist of 20 songs including 'Tracy Chapman, Give Me One Reason'.

300 detections for the first time. New airplay lists those stations registering six or more detections per week on a record for the first time.

POWER PLAYLISTS™

WXRK

Table with 3 columns: Song Title, TW, LW. Station: WXRK, PD: Sam Milkman, APD: Andre Gardner.

KROQ

Table with 3 columns: Song Title, TW, LW. Station: KROQ, PD: Kevin Weatherly, APD: Gene Sandbloom.

WKQX

Table with 3 columns: Song Title, TW, LW. Station: WKQX, PD: Bill Gamble, APD: Mary Shurminas.

WPLY

Table with 3 columns: Song Title, TW, LW. Station: WPLY, PD: Chuck Tisa.

WBCN

Table with 3 columns: Song Title, TW, LW. Station: WBCN, VP/Prgrm: Oedipus, MD: Carter Alan.

WHFS

Table with 3 columns: Song Title, TW, LW. Station: WHFS, PD: Robert Benjamin, APD: Bob Waugh.

KITS

Table with 3 columns: Song Title, TW, LW. Station: KITS, VP/Prgrm: Richard Sands, MD: Roland West.

KDGE

Table with 3 columns: Song Title, TW, LW. Station: KDGE, PE: Joel Folger, MD: Mike Peer.

WNNX

Table with 3 columns: Song Title, TW, LW. Station: WNNX, PD: Brian Philips, APD: Leslie Fram.

Main chart table with columns: THIS WEEK, LAST WEEK, WKS. ON CHART, TITLE/LABEL/DISTRIBUTING LABEL, ARTIST, TW, LW. Includes No. 1 record: STANDBY COME A BROTHER PHONED BOOTH...

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections.

KITS

Table with 3 columns: Song Title, TW, LW. Station: KITS, VP/Prgrm: Richard Sands, MD: Roland West.

KDGE

Table with 3 columns: Song Title, TW, LW. Station: KDGE, PE: Joel Folger, MD: Mike Peer.

WNNX

Table with 3 columns: Song Title, TW, LW. Station: WNNX, PD: Brian Philips, APD: Leslie Fram.

WMMS

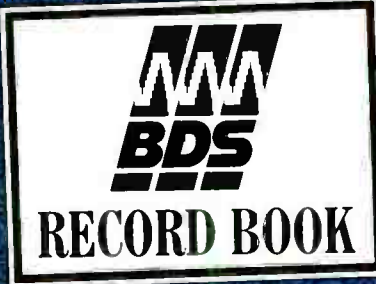
Table with 3 columns: Song Title, TW, LW. Station: WMMS, APD/MD: Doug Kubinski.

WHYT

Table with 3 columns: Song Title, TW, LW. Station: WHYT, PD: Garrett Michaels, MD: Alex Tear.

KEGE

Table with 3 columns: Song Title, TW, LW. Station: KEGE, PD: Jann Lassman, MD: Wade Linder.



For The Week Ending July 21, 1996
Most weeks at No. 1 on the Adult Contemporary Chart: "Because You Came" by Celine Dion at 19 weeks.

Rhythm Radio Impact Date: July 29

DRU HILL

ALREADY ON
92Q 11X
TOP 10
FEMALE PHONES

ON OVER
60 R&B STATIONS
INCLUDING:

WGCI #3 PHONES
WJLB #8 PHONES
WXYV PHONES
WEDR PHONES
WILD PHONES



TELL ME

Dru Hill are four teens from Baltimore that have the industry buzzing after their performance at the '96 IMPACT convention

"TELL ME" is featured on the EDDIE motion picture soundtrack as well as their upcoming debut album.

Executive Producer: Miriam Hicks

Produced by Stanley Brown

Co-Produced by Benjamin Love

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smpany

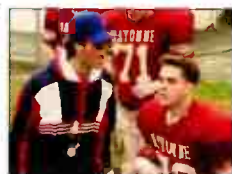
THIS WEEK	LAST WEEK	WKS. ON CHART	MAINSTREAM		DETECTIONS		
			TITLE/LABEL/DISTRIBUTING LABEL	ARTIST	TW	LW	
			*** No. 1 ***				
1		11	YOU LEARN MAVERICK/REPRISE 4 weeks at No. 1	ALANIS MORISSETTE	4177	4101	
2	3	19	GIVE ME ONE REASON ELEKTRA/EEG	TRACY CHAPMAN	3315	3440	
3	2	14	KILLING ME SOFTLY RUFFHOUSE/COLUMBIA	FUGEES	3255	3569	
4	5	10	WHO WILL SAVE YOUR SOUL ATLANTIC	JEWEL	2842	2617	
5	11	5	I LOVE YOU ALWAYS FOREVER ATLANTIC	DONNA LEWIS	2697	2159	
6	6	13	MACARENA (BAYSIDE BOYS MIX) RCA	LOS DEL RIO	2629	2571	
7	4	16	SWEET DREAMS RCA	LA BOUCHE	2563	2578	
8	8	10	JEALOUSY ELEKTRA/EEG	NATALIE MERCHANT	2428	2315	
9	9	20	INSENSITIVE A&M	JANN ARDEN	2307	2300	
10	12	7	CHANGE THE WORLD REPRISE	ERIC CLAPTON	2295	2157	
11	10	16	THE EARTH, THE SUN, THE RAIN GIANT	COLOR ME BADD	2196	2351	
12	7	22	BECAUSE YOU LOVED ME 550 MUSIC	CELINE DION	2162	2510	
13	16	6	FOREVER COLUMBIA	MARIAH CAREY	2037	1843	
14	17	5	COUNTING BLUE CARS A&M	DISHWALLA	2015	1752	
15	21	8	YOU'RE MAKIN' ME HIGH LAFACE/ARISTA	TONI BRAXTON	1856	1690	
16	13	12	CHAMPAGNE SUPERNOVA EPIC	OASIS	1837	2112	
17	15	23	ALWAYS BE MY BABY COLUMBIA	MARIAH CAREY	1805	2003	
18	14	25	IRONIC MAVERICK/REPRISE	ALANIS MORISSETTE	1766	1976	
19	22	5	THAT GIRL VIRGIN *** AIRPOWER *** MAXI PRIEST FEATURING SHAGGY		1618	1538	
20	23	8	THA CROSSROADS RUTHLESS/RELATIVITY *** AIRPOWER *** BONE THUGS-N-HARMONY		1618	1564	
21	20	21	EVERYTHING FALLS APART COLUMBIA	DOG'S EYE VIEW	1499	1648	
22	19	11	CHILDREN ARISTA	ROBERT MILES	1398	1668	
23	28	3	STANDING OUTSIDE A BROKEN PHONE BOOTH... COLUMBIA	PRIMITIVE RADIO GODS	1319	1043	
24	24	16	OLD MAN & ME (WHEN I GET TO HEAVEN) ATLANTIC	HOOTIE & THE BLOWFISH	1258	1387	
25	31	3	TUCKER'S TOWN ATLANTIC	HOOTIE & THE BLOWFISH	1229	1001	
26	30	4	C'MON N' RIDE IT (THE TRAIN) QUADRASOUND/BIG BEAT/ATLANTIC	QUAD CITY DJ'S	1223	1082	
27	25	25	FOLLOW YOU DOWN A&M	GIN BLOSSOMS	1102	1204	
28	29	6	ALL ALONG EMI	BLESSID UNION OF SOULS	1064	1050	
29	27	25	SITTIN' UP IN MY ROOM ARISTA	BRANDY	997	1070	
30	36	4	WHERE DO YOU GO ARISTA	NO MERCY	951	861	
31	34	14	1, 2, 3, 4 (SUMPIN' NEW) TOMMY BOY	COOLIO	910	967	
32	37	2	ANGELINE IS COMING HOME POLYDOR/A&M	THE BADLEES	889	791	
33	38	4	WAITING FOR WEDNESDAY GEFLEN	LISA LOEB & NINE STORIES	810	799	
34	40	2	FREE TO DECIDE ISLAND	THE CRANBERRIES	802	688	
35	32	11	YOUR LOVING ARMS SIRE/EEG	BILLIE RAY MARTIN	797	971	
36	NEW		BUT ANYWAY A&M	BLUES TRAVELER	727	607	
37	NEW		STUPID GIRL ALMO SOUNDS/GEFFEN	GARBAGE	708	595	
38	35	13	FLOOD ESSENTIAL/SILVERTONE/JIVE	JARS OF CLAY	702	894	
39	NEW		LIKE A WOMAN LAFACE/ARISTA	THE TONY RICH PROJECT	689	595	
40	RE-ENTRY		SISTER MCA	THE NIXONS	663	655	

THIS WEEK	LAST WEEK	WKS. ON CHART	RHYTHM-CROSSOVER		DETECTIONS		
			TITLE/LABEL/DISTRIBUTING LABEL	ARTIST	TW	LW	
			*** No. 1 ***				
1	3	9	TWISTED ELEKTRA/EEG 1 week at No. 1	KEITH SWEAT	1522	1436	
2	2	11	YOU'RE MAKIN' ME HIGH LAFACE/ARISTA	TONI BRAXTON	1475	1441	
3	4	9	I CAN'T SLEEP BABY (IF I) JIVE	R. KELLY	1442	1316	
4	1	17	THA CROSSROADS RUTHLESS/RELATIVITY	BONE THUGS-N-HARMONY	1423	1555	
5	5	6	MY BOO SO SO DEF/COLUMBIA	GHOST TOWN DJ'S	1208	1143	
6	6	16	C'MON N' RIDE IT (THE TRAIN) QUADRASOUND/BIG BEAT/ATLANTIC	QUAD CITY DJ'S	1073	1060	
7	7	22	KILLING ME SOFTLY RUFFHOUSE/COLUMBIA	FUGEES	984	1018	
8	8	13	KISSIN' YOU BAD BOY/ARISTA	TOTAL	920	947	
9	10	12	TOUCH ME TEASE ME SPOILED ROTTEN/DEF JAM/MERCURY	CASE FEAT. FOXY BROWN	763	781	
10	13	25	MACARENA (BAYSIDE BOYS MIX) RCA	LOS DEL RIO	749	659	
11	12	14	WHY I LOVE YOU SO MUCH ROWDY/ARISTA	MONICA	729	705	
12	9	19	YOU'RE THE ONE RCA	SWV	728	810	
13	17	7	IF I RULED THE WORLD COLUMBIA *** AIRPOWER ***	NAS	712	572	
14	11	27	ALWAYS BE MY BABY COLUMBIA	MARIAH CAREY	705	728	
15	22	3	HIT ME OFF MCA *** AIRPOWER ***	NEW EDITION	630	451	
16	20	5	LOUNGIN DEF JAM/MERCURY *** AIRPOWER ***	LL COOL J	613	479	
17	16	6	THAT GIRL VIRGIN	MAXI PRIEST FEATURING SHAGGY	607	576	
18	15	34	SITTIN' UP IN MY ROOM ARISTA	BRANDY	587	627	
19	19	4	BABY LUV EPIC	GROOVE THEORY	585	530	
20	14	19	BECAUSE YOU LOVED ME 550 MUSIC	CELINE DION	576	629	
21	18	12	GET ON UP MCA	JODECI	521	548	
22	28	6	I LIKE DEF JAM/MERCURY	MONTELL JORDAN FEATURING SLICK RICK	450	400	
23	23	6	HOW DO U WANT IT DEATH ROW/INTERSCOPE	2PAC (FEATURING KC AND JOJO)	420	432	
24	32	3	WHERE DO YOU GO ARISTA	NO MERCY	414	341	
25	35	4	FOREVER COLUMBIA	MARIAH CAREY	409	306	
26	21	17	THE EARTH, THE SUN, THE RAIN GIANT	COLOR ME BADD	408	452	
27	37	2	I LOVE YOU ALWAYS FOREVER ATLANTIC	DONNA LEWIS	405	285	
28	30	21	1, 2, 3, 4 (SUMPIN' NEW) TOMMY BOY	COOLIO	394	381	
29	25	19	SWEET DREAMS RCA	LA BOUCHE	393	417	
30	24	15	IRONIC MAVERICK/REPRISE	ALANIS MORISSETTE	393	426	
31	31	3	LIKE A WOMAN LAFACE/ARISTA	THE TONY RICH PROJECT	383	350	
32	26	13	FASTLOVE DREAMWORKS/GEFFEN	GEORGE MICHAEL	371	412	
33	29	20	RELEASE ME UPSTAIRS	ANGELINA	351	381	
34	27	9	IT'S ALL THE WAY LIVE (NOW) TOMMY BOY/ISLAND	COOLIO	335	401	
35	36	3	ONLY YOU BAD BOY/ARISTA	112 FEATURING THE NOTORIOUS B.I.G.	322	293	
36	38	2	HAY PALLAS/UNIVERSAL	CRUCIAL CONFLICT	296	269	
37	40	7	READY OR NOT RUFFHOUSE/COLUMBIA	FUGEES	289	265	
38	NEW		THIS IS YOUR NIGHT TOMMY BOY	AMBER	282	241	
39	33	24	ALL THE THINGS (YOUR MAN WON'T DO) ISLAND	JOE	278	326	
40	RE-ENTRY		YOU LEARN MAVERICK/REPRISE	ALANIS MORISSETTE	273	261	

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nada surf

DEBUTS AT TOP 40 THIS WEEK!!



#1 PLAYED AND REQUESTED VIDEO ON MTV!!!

popular

the premiere single and video from the debut album **high/low**

produced by ric ocasek management: warren entner mgmt.

WE WERE GETTING PHONES EVEN **BEFORE** WE PLAYED IT." - SCOTT THOMAS, WDJB

On Elektra compact discs, cassettes and records

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