

# TOP 40 AIRPLAY

# Monitor

• We Listen To Radio •

October 3, 1997 \$4.95 Volume 5 • No. 40

## TOP 40 HIGHLIGHTS

### MAINSTREAM

#1

JEWEL

Foolish Games (ATLANTIC)

★★★ AIRPOWER ★★★

ALLURE FEATURING 112 • All Cried Out (TRACK MASTERS/CRAVE)

IMANI COPPOLA • Legend Of A Cowgirl (COLUMBIA)

GOING FOR AIRPLAY

LL COOL J Phenomenon (DEF JAM/MERCURY)

NO MERCY • Kiss You All Over (ARISTA)

NU FLAVOR • Heaven (REPRISE)

TAJA SEVILLE • I & I (550 MUSIC)

SPICE GIRLS • Spice Up Your Life (VIRGIN)

TONY TONI TONE • Boys And Girls (MERCURY)

RHYTHMIC TOP 40

#1

MARIAH CAREY

Honey (COLUMBIA)

★★★ AIRPOWER ★★★

SOMETHIN' FOR THE PEOPLE FEATURING TRINA & TAMARA • My Love Is The Shhh! (WARNER BROS.)

### CROSSOVER

#1

USHER

You Make Me Wanna (LAFACE/ARISTA)

★★★ AIRPOWER ★★★

LL COOL J • Phenomenon (DEF JAM/MERCURY)

GOING FOR AIRPLAY

BOBBY BROWN • Feelin' Inside (MCA)

NO MERCY • Kiss You All Over (ARISTA)

SPICE GIRLS • Spice Up Your Life (VIRGIN)

SWV (FEATURING REDMAN) • Lose My Cool (RCA)

TONY TONI TONE • Boys And Girls (MERCURY)

VERONICA • Rise (H.O.L.A./ISLAND)

ADULT TOP 40

#1

JEWEL

Foolish Games (ATLANTIC)

★★★ AIRPOWER ★★★

FLEETWOOD MAC • Silver Springs (REPRISE)

### ADULT CONTEMPORARY

#1

LEANN RIMES

How Do I Live (CURB)

★★★ AIRPOWER ★★★

GARY BARLOW • So Help Me Girl (ARISTA)

SISTER HAZEL • All For You (UNIVERSAL)

GOING FOR AIRPLAY

MICHAEL JOHNSON WITH ALISON KRAUSS • Whenever I Call You Friend (INTERSOUND)

NO MERCY • Kiss You All Over (ARISTA)

SAVAGE GARDEN • Truly, Madly, Deeply (COLUMBIA)

TAJA SEVILLE • I & I (550 MUSIC)

SPICE GIRLS • Spice Up Your Life (VIRGIN)

## Fewer Meetings, \$100k Savings Mark First Year Of 'Virtual Moose'

by Kevin Carter

The concept of automating a station with customized programming from a faraway market has gotten a lot of publicity lately, due to the Research Group's rollout of its Virtual Radio service. But the Syracuse, N.Y.-based Pilot Communications has been experimenting with the concept for more than a year, using the staff of its Syracuse, N.Y., stations, top 40 WNTQ (93Q) and album WAQX, to serve as the majority of the air talent for top 40 WMME (Moose 92) and country WEBB (B98.5) Augusta, Maine—400 miles away.

Pilot president/CEO Jim Leven says he developed the concept in 1995 and considered syndicating it himself before the Research Group's rollout (Pilot's

working name for the project, he says, was also Virtual Radio). Leven has an extensive programming résumé, including top 40s KWNZ Reno, Nev., WWFX (the Fox) Bangor, Maine, and album WAZU Dayton, Ohio ("[In 1988] we took it from a .6 to an 8 share in one book, then got fired; that's when I decided to become an owner," he says.)

WMME—the former radio home of 93Q PD Tom Mitchell—and WEBB were well-programmed stations with strong talent, says Leven, "but the scale and the expense was enormous for market No. 243." Even with the cost of leasing the computers, Leven estimates that he's saved about \$100,000 a year in Augusta alone, a considerable chunk of change in a market that only gener-

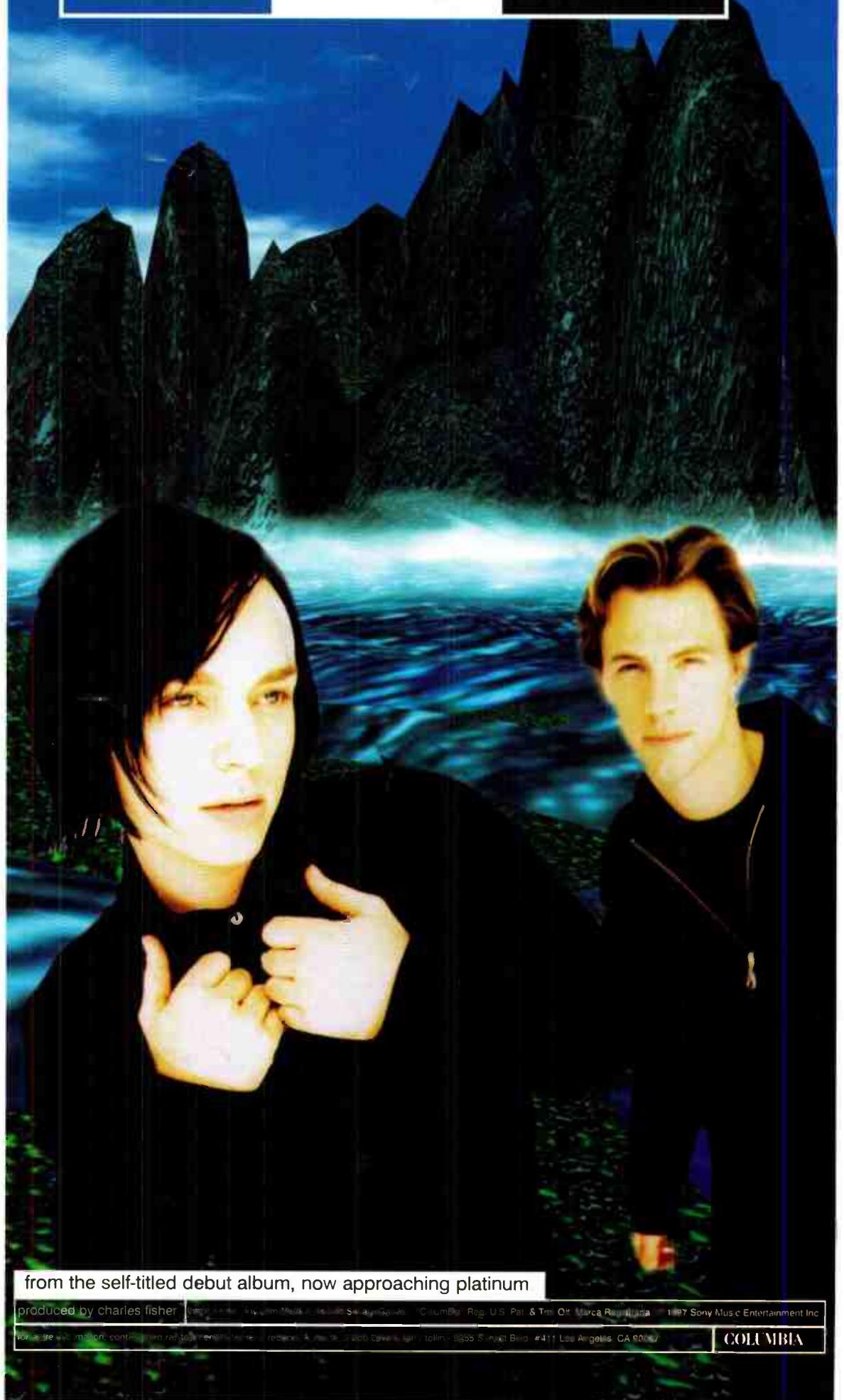
*Continued on page 6*

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the next single from

savage garden



from the self-titled debut album, now approaching platinum

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A close-up photograph of Mary J. Blige singing into a silver microphone. She has her eyes closed and is wearing a white headband with a large bow. Her hair is blonde and curly. The background is dark and out of focus.

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"EVERYTHING"

the new single from the

double platinum album

share my world

featuring the smash hit

"LOVE IS ALL WE NEED"

PRODUCED & ARRANGED: JIMMY JAM & TERRY LEWIS FOR LYNYRD SKYNYRD PRODUCTIONS, INC. MANAGEMENT: STEVE LUCAS AND ASSOC., INC.

MCA

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Mary J. Blige

# EVERYTHING EVERYTHING EVERYTHING EVERYTHING

## Chancellor Shows United Front On Acts

In a sneak preview of life post-consolidation, Chancellor Media flexed its corporate muscle last week in New York, where it held a record-label reception to secure artists for both the WHTZ (Z100) New York Jingle Ball (Dec. 9) and the WKSS-FM (Kiss 108) Boston Acoustic Kiss-mas (Dec. 10). Attendees were handed a specially prepared CD presentation that gently reminded labels that, between the two markets, they were dealing with 3.1 million record buyers.

Meanwhile, former Z100 GM Jeff Dinetz, who left with the station's ownership change, is named VP for Connoisseur Communications, owner of top 40s WZOK Rockford, Ill., WHOT Youngstown, Ohio, and WWCK Flint, Mich.

And with Chancellor taking possession of KBIG Los Angeles as of Oct. 1, look for Chancellor VP of AC programming Steve Streit to officially announce his transfer from the PD post at WASH Washington, D.C., to the vacant PD slot at KBIG, replacing Dave Ervin. Acting PD Dave Verdery will continue to act that way through the month of October. MD Charlie Rafols will continue as interim operations supervisor.

Finally, Jonathan Brandmeier's reported Sept. 22 start date at Chancellor's KYSR (Star 98.7) came and went with no sign of Jonny B., who appeared in several consumer publications shortly thereafter saying the deal was off. At press time, Chancellor senior VP of operations Larry Wert told Airplay Monitor, "As far as we're concerned, we have a deal with Jon, and we're hoping for a mutual resolve."

### CORPORATE: MILES TO GO

Clear Channel transfers Miles Chandler, GM of top 40 KJYQ (KJ103) and modern KNRX Oklahoma City, to GM at its top 40 KDON, rock KRQC, oldies KOCN, country KTOM-FM, and sports KTOM-AM Salinas, Calif. Current GM Allison Trumper is named director of sales for all the above properties. Meanwhile, John Mullen, GM of Clear Channel's OKC country properties KXXY/KTST is now overseeing KJYQ.

### PROGRAMMING: A NEW GROOVE

After seven whole days as a Hispanic female-targeted rhythmic top 40, KACD/KBCD (the Groove) Los Angeles returned to dance, jettisoning barely used consultant Bob Mitchell. Groove's new GM, Tom Bell, who joins from the GSM slot at El Dorado crosstown Hispanic outlet KRTO, says the new direction will be more structured than the old dance format.

Bruce Gilbert exits the PD post at adult top 40 WVTY (Variety 96) Pittsburgh for the PD job at sports talk KTCK Dallas.

Citadel's WBHT (Hot 97) Wilkes-Barre, Pa., is now simulcasting on recently LMA'd classic rock WEMR at 107.7, licensed to Tunkhannock, Pa., just outside of Scranton.

Loyola University's noncommercial top 40 outlet WLUW Chicago will segue to a more traditional college progressive format later this month, dropping its longtime Energy 88.7 nickname.

Top 40 veteran-turned-Spanish radio guru Bill Tanner renews his VP of programming deal with Heftel Broadcasting for three years. But Tanner will also get two weeks a month to work with his other clients, including rhythmic top 40 WPOW (Power 96) Miami.

KHOM New Orleans PD Bill Thorman

has exited and can be reached at 504-566-0696. APD/midday host Kandy Klutch is interim PD.

Modern adult KLLY Bakersfield, Calif., PD Russ Davidson exits.

AC KRBB Wichita, Kan., PD Robert Diaz exits to pursue a radio sales career.

### PEOPLE: McCOY TO NIGHTS

WNVZ (Z104) Norfolk, Va., morning co-host Paul McCoy moves to nights/production director, replacing Kevin Scott, now at KZQZ (Z95.7) San Francisco. Sean Sellers will solo in mornings.

KMXV (Mix 93.3) Kansas City morning jock Danny Douglas segues to wake-ups at album WMMS Cleveland, effective Oct. 27.

WKSS (Kiss 95.7) Hartford, Conn., night jock Michael Maze has left the building. Contact him at 860-659-3521. Former Kiss midday air personality Hollywood Joe, most recently in middays at WXRK (K-Rock) New York, replaces Maze.

WMBX West Palm Beach, Fla., PD Kevin Callahan tweaks the lineup again: The latest morning-show experiment has p.m. driver John Taylor moving to mornings, teaming with Taylor Morgan as Taylor and Taylor. Night jock Scott Davidson moves to afternoons; Chrissy Cavotta is upped from P/T to nights.

KPWR (Power 106) Los Angeles morning sidekick Angie Perrin exits ... WERQ (92Q) Baltimore overnighter Darren "Buttahman" Brin is named acting MD.

Clear Channel modern adult WMTX (Star 95.7) Tampa, Fla., unveils its new fall lineup: It's Carmen Connors and Chris White in mornings, (Connors joins from WMC-FM [FM100] Memphis; White, another FM100 alum, has been Star's promotions assistant). Frank Brinsley, yet another FM100 vet, moves from late nights to MD/middays; Kristy Knight moves up from nights to afternoons, Dave Mester joins for nights from WWSK (the Shark) Myrtle Beach, S.C., and Jay Daniels crosses from WAKS as news director.

Changes at KBEE (B98.7) Salt Lake City: APD Sean Michaels is named director of marketing and promotions and comes off middays, replaced by market vet Brandon Young, upped from P/T. Morning news/sidekick Teri Landreth exits to co-host mornings at sister country KTBL (K-Bull 93) Albuquerque, N.M. B98.7 morning guys Mick Mackey and Ellis B. Feaster will pick up the slack.

WWHT (Hot 107.9) Syracuse, N.Y., midday jock Blaire (aka Beth Hall) adds AMD stripes.

KFFM Yakima, Wash., APD/morning co-host "Scary" Jerry Kelly exits for weekends at KBKS Seattle.

### STICK THIS

Jacor's KHTS (Channel 933) San Diego became the most-talked-about station in town (and not exactly in glowing terms) after a three-week Bumper-Sticker Bounty contest netted it more than 2,000 stickers from other radio stations, most of them, strangely enough, already used. The lucky winner sent in more than 900 herself and received the grand prize of \$1,000. Needless to say, other radio stations (and several local newspapers) were not amused. "In no way were we suggesting that people actually take them off other people's cars," blubbered PD Todd Shannon between sobs.

## Bowie: The Man Who Fell To Earth-ling



Virgin recording artist David Bowie recently played three soldout shows in Los Angeles. Pictured basking in a cloud of backstage love, from left, are senior VP of promotion Michael Plen, Bowie, and new vice chairman of Virgin Records America and Virgin Music Group Nancy Berry.

**RADIO ACTIVE**


  
by Kevin Carter

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## TOP 40 TOPICS BY SEAN ROSS

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### Tech's Effect On Localism A Red Herring

In the '70s there was reel-to-reel automation. In the early '80s, there was the advent of satellite programming. By the early '90s, there was digital hard-drive automation, and by last year, Pilot Communications had come up with the idea of crossing digital automation with an ISDN line and getting what the Research Group is now marketing as Virtual Radio.

Airplay Monitor was, to my knowledge, alone in reporting the advent of multi-market digital automation at Pilot's Augusta, Maine, stations last year. We were first to report the Research Group's system earlier this year, and it went unreported for months by anybody else until The Wall Street Journal alluded to it in a recent article on Capstar, one of the first Virtual Radio clients. Afterward, the advent of the "virtual production room," which seemed more curious than threatening when Jacor's Randy Michaels alluded to it at last year's NAB Radio Show, only added to the ongoing hysteria over the state of the talent pool, the availability of jobs for aspiring broadcasters, and the future of localism.

As long as most of us have been in radio, there's been automation—it's always been an issue for job-seekers, but it's never been without aesthetic potential. I loved the big-city top 40 AMs of my youth that hired the seven best jocks in the market and paid accordingly. But I also liked the TM Stereo Rock automated top 40 format that popped up not only on smaller FMs (including WSTW Wilmington, Del., and WIXX Green Bay, Wis., which subsequently went live), but occasionally on a station like WCGY Boston, which found enough fans of its "no hype" positioning to compete with the legendary WRKO and WBF. The best automated top 40s, like WAQY Springfield, Mass., circa 1976, had as much character as any live outlet.

So, if there's always going to be some sort of automation, I'd settle for seeing operators learn to use it to its greatest potential. In theory, hard-drive digital automation isn't a bad idea. As the sort of part-timer who never got entirely comfortable having to relearn the control board every week, I'd have been perfectly happy using hard-drive to cut my breaks over and over until they were great. Assuming, that is, that you really could make them sound live. While it's certainly possible that

I've been fooled by an automated station and don't know it, I've definitely heard many that not only didn't stump me, but attempted so little that they may as well have been the reel-to-reel automated stations of 25 years ago. If PDs use any automation to assemble truly great radio stations, I won't begrudge them. But I'll believe it when I hear it.

That said, very few folks who can still hire a local staff are assembling the kind of stations that once inspired us. Long before digital automation, the type of jock we grew up with—equal parts creative psycho and skilled technician—was an object of contempt, usually from PDs who couldn't hit the post or come up with 20 ways to talk up the same record themselves. Now that "raw" is allegedly good, major-market jocks are encouraged to segue records into spots or stop the music to talk in the middle of a sweep. So while small-market radio as we know it could potentially disappear from small markets, thanks to digital automation, it often seems like major-market PDs are going out of their way to lovingly re-create it.

As for whether localism is threatened by this latest form of automation, it's almost a moot point. There have been few credible champions of localism among our broadcasters since syndicated-morning-show mania started almost a decade ago with the first Howard Stern affiliate. Then again, that hasn't stopped conventional broadcasters and the NAB from complaining about the threat of digital satellite radio to local broadcasting. Since the prospect of multi-market digital automation among mega-groups can be traced directly to NAB's tireless lobbying on behalf of megapoly, one wonders how much longer those broadcasters can honestly wave the localism banner against the threat of DARS.

I should add here that the top 40s that meant the most to me growing up in Washington, D.C., were from Detroit, Chicago, Buffalo, N.Y., and almost anywhere else. Much of their cachet for me was based on not being local. So I can't work up much honest outrage on the localism issue myself. And having accepted that CKLW-AM won't be Detroit's No. 1 hit music ever again, I'm now pretty open on the technological-change issue. In the end, the technology is largely a red herring. Better to worry about how people use the canvas they've got.



# WHAT'S NEWS

by Theda Sandiford-Waller

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## Epic Ups Massey; 550 Names Doelp GM

**M**USICAL CHAIRS: As part of last week's restructuring at Epic, David Massey is upped to executive VP/GM and John Doelp is named GM of 550 Music.

Joe D'Ambrosia joins N2K Encoded as director of operations . . . Atlantic ups 17-year vet Mary Conroy to VP of AC promotion . . . Ron Poore gets his VP of modern rock promotion stripes at RCA . . . Tina Paclebar, formerly of Roadrunner/Next Plateau, joins Promo Only in San Francisco, handling mix-show and crossover promotion . . . Columbia associate national director of promotion Cheryl Khaner exits. Call her with any leads at 212-752-0371; E-mail to [ckhaner@ibm.net](mailto:ckhaner@ibm.net).

L.A.-based dance indie Interhit Records inks a distribution deal with Priority.

Tommy Boy head of marketing and promotion Garry Wall exits after a brief stay; VP of international Martin Davies moves from the U.K. to New York to fill the gig.

Val Delong's new number at Universal is 212-373-0687 . . . Former KMEL San Francisco mixer Prince Ice joins Relativity Records in Los Angeles, handling national mix-show promotion . . . Former RCA regional sales director Bob Anderson jumps to Jive/Silvertone as senior director of national sales . . . MCA's Ed Frank moves from New York to Los Angeles as national director of sales . . . Virgin ups Peter Holden to VP of international commercial marketing and Vivian Gueller to director of international commercial marketing . . . Lorin W. Finkelstein joins RCA's creative services department as music video commissioner, supervising all aspects of video production . . . Atlantic staff writer Keith Lyle is named manager of media services.

Peter (Hollywood Records) and Hilary (550 Music) Shaev welcome Spencer Aaron, who was born Sept. 24. Hilary will be on maternity leave until January.

**ARTIST MONITOR:** Did you know that Imani Coppola is a sophomore at the State University of New York and she's obsessed with aliens? The title of her album is "Chupacabra," and, if you're a fan of "The X-Files," you'll know that's a reference to demons from outer space that suck the blood out of goats . . . Did you know that DreamWorks artist Kim Fox was the former administrative assistant to MCA VP of dance/crossover promotion Bobby Shaw?

The London Royal Philharmonic Orchestra releases an album of Led Zeppelin covers Oct. 21 . . . Dogg Pound rapper Kurupt has asked for Foxy Brown's hand in marriage. Apparently, Foxy has said yes, because she's been seen sporting a 4.5-carat emerald-cut diamond that he gave her.

Universal artist Samantha Cole will perform during halftime at some NFL games this season . . . Gibson Guitars is naming a six-string guitar after Oasis' Noel Gallagher. The guitar will be called the "Noel Gallagher Super Nova."

## WATCHING THE DETECTIONS

BY HESTON HOSTEN



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## Airplay Monitor, BDS On The Hot Seat

**G**OT QUESTIONS about Broadcast Data Systems or Airplay Monitor? We're ready to answer them at the Billboard/Airplay Monitor Radio Seminar and Awards, Oct. 16-18 at the Renaissance Orlando (Fla.) Resort. At 11 a.m. Oct. 18, you'll have a chance to ask us how BDS works, about chart issues, how we make reporter decisions, and more at the "Airplay Monitor/BDS Managers' Hot Seat" panel. Airplay Monitor's Sean Ross and Theda Sandiford-Waller and BDS' Joe Wallace, Lisa Moen, Nancy Wagner, and Mike Cohen will join me to discuss the many changes

we've made over the past five months and our plans for the future.

For registration info, call Maureen Ryan at 212-536-5002. For hotel and airline info, call Pepp Travel at 800-877-9770.



YOU'LL NOTICE a change at the back of Airplay Monitor this week. The chart that used to be known as The Big Picture is now known as the Top 40 Audience chart. The concept is similar—airplay for the entire top 40 universe ranked by total audience—but we've changed the name to give you a better idea of what the chart represents.

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## M Street Format Monitor

# Top 40 Is Off, Modern AC Is Up In September Station Count

RANK	FORMATS	The M Street	FORMAT MONITOR			
			STATION COUNT	SEPT. '97	AUGUST '97	NET GAIN OR LOSS
1	Country		2,505	2,504	1	
2	News/Talk		1,114	1,106	8	
3	Adult Contemporary		917	920	-3	
4	Oldies		745	740	5	
5	Religion (Music)		647	640	7	
6	Adult Standards		545	547	-2	
7	Spanish		474	476	-2	
8	Religion (Talk)		411	421	-10	
9	Classic Rock/Hits		405	397	8	
10	Soft AC/Easy Listening		394	393	1	
11	Top-40/Mainstream/Rhythm		355	357	-2	
12	Mainstream Rock		261	262	-1	
13	Top-40/Adult		253	253	0	
14	Sports		213	211	2	
15	R&B Adult/Oldies		182	181	1	
16	R&B		168	170	-2	
17	Miscellaneous		160	157	3	
18	Modern Rock		143	148	-5	
19	Triple-A		94	91	3	
20	Jazz		92	93	-1	
21	Modern AC		61	59	2	
22	Classical		44	45	-1	
Total commercial operating stations			10,183	10,171		
Stations off the air			150	160		

M Street Corp., is a Nashville-based provider of radio station information to the radio and music industries. Call 615-865-1525 for more information.

## RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
Oct. 3	KRQQ Tucson, Ariz.	20th Birthday	Diana King, Le Click, No Mercy, Nu Flavor, more
Oct. 11-12	WBMX (Mix 98.5) Boston	Fall Fest	10,000 Maniacs, Barenaked Ladies, Big Head Todd & the Monsters, Paula Cole, Lisa Loeb, Monkees, Sarah McLachlan, Duncan Sheik, Sister Hazel, more
Oct. 17	WXXL Orlando, Fla.	Seminar Kick-Off	Sister Hazel
Oct. 19	KBXX (the Box) Houston	Car Show	Little Ke Ke, Run-D.M.C., Timbaland & Magoo, more
Oct. 25	KRUZ Santa Barbara, Calif.	KRUZ Concert No. 1	Paula Cole, more
Oct. 27	KPWR (Power 106) L.A.	Powerhouse	Mac 10, more
Oct. 31	WZPL Indianapolis	Boo Bash	Blessid Union Of Souls
Dec. 9	WHTZ (Z100) New York	Jingle Ball	TBA

Let us monitor your event! Kevin Carter: 213-525-2303 or E-mail [KCarter@billboard.com](mailto:KCarter@billboard.com)

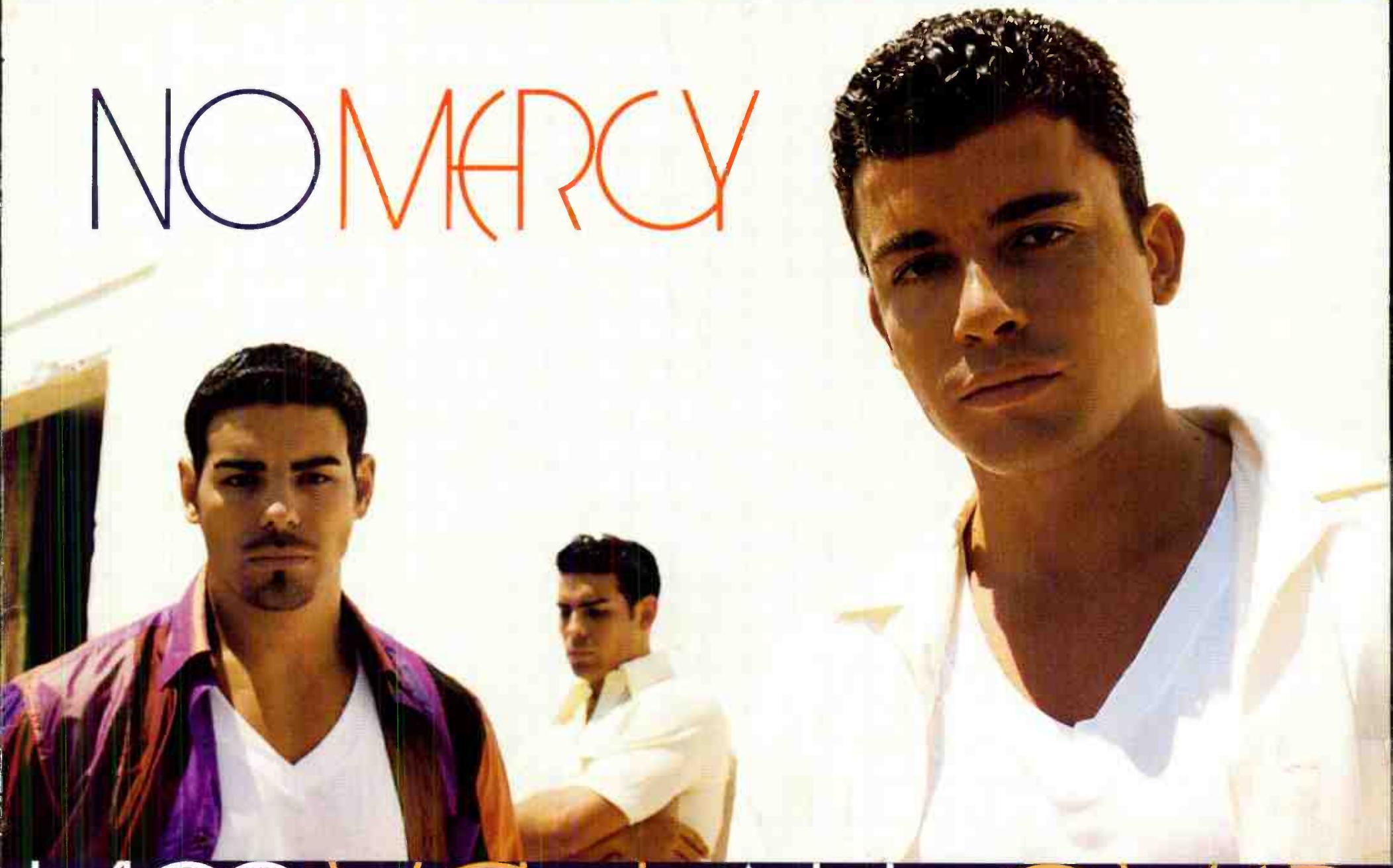
## No Jive: Backstreet Boys Now Worldwide



Jive Records execs ship 2.5 million pieces of Backstreet Boys product, and boy, are their arms tired. Pictured in the back row, from left, are Jive GM Tom Carrabba, senior VP of promotion Jack Satter, national promo manager Karen McLellan, and Jive president Barry Weiss. In the front row, from left, are Backstreet Boys Kevin Richardson, AJ McLean, Nick Carter, Brian Littrell, and Howie-D.

"BEEN THERE, DONE THAT – IT'S A HIT! #2 CALLOUT: 18-24 WOMEN,  
#3 CALLOUT: 25-32 WOMEN, #2 CALLOUT: WABB P-1'S, AND TOP 10  
REQUESTS FOR OVER 2 MONTHS." WAYNE COY, P.D., WABB, MOBILE

# NO MERCY



# KISS YOU ALL OVER

THE EXPLOSIVE NEW SINGLE  
FROM THEIR ALBUM NO MERCY.

"Top 5 phones, 381 spins..." WLSS, BATON ROUGE

IMPACT DATE: 10/6

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## Fewer Meetings, \$100k Savings Mark First Year Of 'Virtual Moose'

Continued from page 1

ates \$4 million in total annual revenue. In the spring Arbitron, WMME was No. 1 12-plus, up 11.3-13.6. WEBB was off 15.7-10.0.

Like Capstar's Steve Hicks, another champion of ISDN automation, Mitchell notes that those stations are more local than their satellite competition. "Moose's programming, although not technically originating from Augusta itself, is tailored for the local market," he says. "Unlike most mass-produced satellite programming, Moose jocks are talking about the station and delivering local weather. There's virtually no difference between Moose now and Moose before, except that the content is stated better."

Leven adds, "We're just taking advantage of the available technology and using it to our benefit. We're also saving money, while maintaining, if not improving, the product quality." Mitchell says, "We're no longer wasting money paying someone to stuff carts in a machine or cue up a record. That time is now better spent on the show-business aspect, creating a radio station for several markets in the same time it took a jock to watch a record spin around at one radio station."

### HOW IT WORKS

Using ISDN lines to carry all of the intelligence, the Scott Studios system digitizes all the breaks and downloads them from the Scott Studios box in Syracuse to a corresponding box in Augusta. It takes 93Q p.m. driver Big Jim Donovan 20 minutes to cut a four-hour show, says Mitchell. "They fax or E-mail the music logs, promos, liners, and current weather . . . to us ahead of time.

"Each break is coded with a number and letter, which are entered into the system. Each break is recorded digitally and stored as a file," Mitchell adds. When a "show" is finished, the file is sent from 93Q's "gateway" computer over ISDN to a corresponding gateway in Maine. The program sequences those breaks into the Scott Studios computer, which contains all of the recorded promos, music—everything but the breaks. "We write those digital breaks as 'break notes' in Selector," says Mitchell. "When we feed the music log into the system, it then waits for each event to come up, then picks them up out of the production bank."

WAQX PD John McCrae pulls down afternoons on his heritage rock outlet while doubling as "Cactus Jack" on WEBB. Morning producer Shawn Michaels also does air work on Moose, as does 93Q MD/night jock Jimmy Olsen. On occasion, even Leven straps on the cans, doing a shift on Moose as "Richard Cranium."

As for the Augusta perspective on life under ISDN: "It's a lot easier to fill shifts," says WEBB PD Lisa Allen. "I don't get any more calls at five before midnight from the night jock telling me that the overnight jock is nowhere to be found, 'What do I do?'" If necessary, she adds, she could send someone down to the station, where in 20-30 minutes, a whole show could be cut.

Between WEBB and WMME, there are now just five full-time air personalities. "We have a lot fewer jock meetings now," Allen says. "I'm also doing more production now than before, and we're all carrying more responsibilities, because there are fewer people to delegate to." The station now enjoys greater quality control, and "there's no more marginal voices doing production, thanks to the core group of people left here," adds Allen, who is getting accustomed to hearing her voice on the air sometimes seven days a week.

The staff includes several part-timers who do occasional voice work, run syndicated programming, and board-op during remotes. In an effort to bolster the station's market presence, Leven is flying Donovan and McCrae in his own plane to Augusta in a few weeks for remote broadcasts. "We'll let the listeners see them, touch them, and then I'll buy the guys a nice lobster dinner and fly them back," he says.

### WHEN NOT TO AUTOMATE

"Right now, I don't recommend this approach for mornings," says Mitchell. Moose morning jock John James is a 10-year market vet, and B98.5 morning man Randy McCoy has been there for four. In one virtual concession, both

shows share a newswoman—she's "Susie" on Moose and "Rene" on B98.5.

B98.5's other live shift is middays with Allen, who worked with McCoy at WIRK West Palm Beach, Fla., where she was MD/middays. Allen voice-tracks about half of her 10 a.m.-4 p.m. shift, then switches to McCrae until 10 p.m., when, because the market tends to fold up relatively early, she can safely run sweepers until 5 a.m.

Acknowledging the differing nature of the two formats, Moose PD Jay Kramer still does nights live, thus keeping up with the format's traditional after-dinner quota of dedications and guest DJs. "The equipment is easy to run, and it gives me more prep time and more time to work the phones at night," says Kramer. "There's no need to shut the system down, because all my dedication music beds and intros are already loaded on the hard drive," he says. Occasionally, Kramer says, he'll dump the computer out of auto to manual to fit in a short bit, but he runs most of his phone bits, recorded on old-fashioned reel-to-reel tape, over song intros.

Spontaneity is always an issue when cutting voice tracks, but Allen says it's just a matter of getting used to talking into a tape machine. Another ISDN advantage: Just like in the movies, you get retakes. "If you say something stupid, you have a built-in safety net." And Mitchell encourages jocks not to work too far ahead when cutting their Augusta breaks, especially weather forecasts, so they're usually done the same day. In a pinch, he says, a jock could conceivably cut breaks before going on vacation.

Allen says most local listeners don't notice any difference from a traditionally programmed station. "There's been no negative response at all, except from other stations in adjacent markets, like Bangor, who try to use that to sell against us," says Allen. "I just tell our salesperson to tell that client, 'So what?' Just because there may not be a live body in the studio at that moment, does that affect the average listener's life? We have DJs on the air, talking about the music, talking about local events, unlike those satellite jockeys across the street."

### THE HUMAN COST

None of those involved with the Pilot experiment deny that it means a loss of jobs. "Yes, it will certainly decrease the number of entry-level jobs in many markets, but, at the risk of sounding harsh, many of these people were probably never going to do any better than minimum-wage overnights in a small market," Allen says. "There are those people in every business who should be doing something else."

As for those who do break through, "I feel many newcomers will come from the ranks of college radio, rather than broadcast schools, who are sometimes guilty of turning out people with little or no natural talent and full of false hope," she says. "I feel that those who study communications in college have a more realistic view of what this business is all about."

Leven adds, "The people who are involved in the process have grown and improved in their craft. And yes, I'll admit I agonized and cried over the people who left, but with Pilot acting as an outplacement organization, everyone was employed within a month." Looking at the possibility of similar cuts on a national scale, he says, "As a former jock, that breaks my heart, but in reality, radio has become a business, and my investors demand a return on that investment . . . And yes, it's stifling the ability for many to succeed or even think about entering a business that I consider to be the most creative that has ever existed."

Leven and Mitchell say they still see room for local talent. While Syracuse's soft AC outlet uses some digital automation (and runs syndicated nighttime personality Delilah), "I don't foresee this system happening on 93Q anytime soon," says Mitchell. "In most cases, I think you'll still see a local morning show, a local PD, and a local promotions director, at the very least . . . The medium must remain a local one, and there will still be a need for real air talent who understand that."

## MONITOR PROFILE

### George Flinn Runs 'Ultrasound' Radio Empire From His Medical Practice

**F**or nearly 20 years, George Flinn was perceived in Memphis as an ultrasound doctor who, in his own words, "dabbled in radio." The handful of radio stations his Flinn Broadcasting owned in that market and Little Rock, Ark., went through frequent format changes and were often thought of more as Flinn's personal jukeboxes than "real" broadcast outlets. Rival broadcasters would talk about how much potential Flinn's stations had, if only they were in the hands of a major owner. And by this spring, Flinn himself was, like many entrepreneur broadcasters, finally ready to sell.

That was before May 3, when Flinn's KANG, a class-A blues FM whose audience was so small that nobody called to complain when it was flooded off the air for nearly a month, became young-end R&B outlet KXHT (Hot 107) under consultant Steve Smith. Four months later, KXHT is No. 2 in the market with a 7.6 share 12-plus in the second summer Arbitrend, it trails only longtime R&B powerhouse WHRK (K97). In early September, Flinn launched a second FM, WJQI (107.5 Kiss FM), under consultant Dan Vallie, giving Memphis its first main-

mat that, at that time, seemed like a stretch for Memphis. In 1993, Flinn's WNWZ-AM flipped to modern, using hard-drive automation at a time when that technology was less ubiquitous than now. Several days later, crosstown WRXQ-FM signed on with modern. When Flinn bought Memphis R&B outlet KFTH, he moved the modern format to FM. By that time, however, WRXQ was entrenched, and KFTH, later KMNZ, languished in near-total obscurity before switching to the blues format that Flinn was already running on AM and switching calls again to KANG.

Like modern rock, the new format was, Flinn says, a labor of love. "With blues, I figured I'd at least do something enjoyable to a certain demo. Memphis was the home of the blues. I figured we'd do well. Then I learned that there were 4,000 people who loved it, and the rest of the million people in town couldn't care less."

By this time, Flinn says, he'd made another discovery. He needed experienced people in his operation. ("It sounds so trite, but it's so true. The staff is everything.") The first key hire was former Sheridan Broadcasting honcho Chuck Woodson as KANG's GM. The next was Smith, who sent him a solicitation letter at a time "when I was within a month of selling the station. I'd just figured out that I couldn't do it. I didn't have enough time. I didn't have enough of whatever it was I needed." Three weeks later, Hot 107 was on.

Some operators might have been scared to sell young-end R&B on a stand-alone. But after years with virtually no ratings, KXHT could only do better. "I was expecting extreme resistance," says Flinn. "I was expecting to have to apologize for it. I was expecting every possible negative. Instead, it's been a success like I've never dreamed of."

As for being a small owner/operator in the megapolis world, Flinn says he can still keep his rates "attractive to the middle-range advertiser." As for competing with Clear Channel, which owns the market's other three major R&B outlets, "There are certain people who want to buy from them and certain people who want to buy from us, and we don't step on each other's toes." Despite this, Clear Channel tried to enforce a non-compete that kept intended KXHT GM Jerry Bafford from joining up. (Flinn says the issue has since been dropped and Bafford will probably join shortly in a position to be determined.)

Besides KXHT and the new Kiss, Flinn Broadcasting owns two Memphis AMs, a TV station, and two LPTVs. Its KDRE Memphis is being LMA'd, but it has another CP in that market due on in several months and a CP in the Reno, Nev., market and a TV station in New Orleans. Even before the success of KXHT, Flinn says, he received weekly calls from prospective buyers, but, he adds, "I'm in the business because I like radio."

Flinn's day begins at 7 a.m. with an hour of broadcast-related meetings. He then turns his attention to the medical practice. Radio gets his lunch hour and the hours after 6 p.m. (In keeping with his interest in technology, Flinn's four clinics are linked by ISDN lines in roughly the same way that stations are now being connected by ISDN.) "I deal with the major daily things that come up. Otherwise, I hire good managers and give them total authority to do their jobs. I found that the more I leave a station alone in capable hands, the better it does."

SEAN ROSS



*I'm in the  
business because  
I like radio'*

**George Flinn**  
Owner  
**KXHT/WJQI Memphis**

stream top 40 in nearly a decade. Suddenly, Flinn's instincts seem, well, ultrasound.

The 54-year-old Memphis native grew up listening to Wolfman Jack on Mexican XERF and Dewey Phillips on local WHBQ at a time when that jock was responsible for launching Elvis Presley. (Hearing Elvis live on WHBQ "was a very common occurrence. We didn't think anything about it. Everybody in Memphis would go to the movie on Friday night, and Elvis would come by the theater and cause a semi-stir.") "I always wanted to work at a radio station, but I never dreamed of owning one," he says.

Flinn almost made it to broadcasting through a direct route, studying electrical engineering in college. Instead, "I did research on the X-rays produced from TV sets and became interested in the medical aspects of X-ray and radiology. After that, I went to medical school and became a radiologist but never lost my interest in radio."

In 1973, spurred by his interest in technology, Flinn chose the then-nascent ultrasound field as his specialty, eventually opening four clinics. By 1978, he'd bought suburban oldies outlet WGSF. In 1988, when the legendary RKO Radio chain was broken up, Flinn sold WGSF to his younger brother and bought WHBQ. Over the next few years, that AM would try numerous formats, including hard rock, top 40, country, and oldies and occasionally a block-programmed mix of the above. One time, Flinn took to the airwaves himself to apologize for the station's inconsistency.

Eventually, WHBQ ended up as the market's all-sports outlet on the receiving end of an LMA with Barnstable Broadcasting; it's since reverted to Flinn. In the meantime, Flinn became increasingly fascinated with modern rock, a for-





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WJBQ	WTWR	WXIS

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Hot 97/New York 28x  
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Major Spins At:

KMEL/San Francisco	33x	790/San Diego	32x
KBXX/Houston	43x	WIBH/Indianapolis	37x
KQKS/Denver	32x	WWKX/Providence	92x
KKFR/Phoenix	24x	KOQS/Wichita	39x
KCAQ	23x	WJJS	44x
WERQ	29x		

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**MAINSTREAM**

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
<b>★★★ No. 1 ★★★</b>						
(1)	1	11	FOOLISH GAMES ATLANTIC	JEWEL	4714	4507
(2)	5	7	FLY LAVA/ATLANTIC	SUGAR RAY	4357	3802
(3)	4	13	PUSH LAVA/ATLANTIC	MATCHBOX 20	4054	3836
4	2	21	SEMI-CHARMED LIFE ELEKTRA/EEG	THIRD EYE BLIND	3980	4114
5	3	19	QUIT PLAYING GAMES (WITH MY HEART) JIVE	BACKSTREET BOYS	3798	3856
(6)	10	9	HOW DO I LIVE CURB	LEANN RIMES	3286	2900
7	6	14	2 BECOME 1 VIRGIN	SPICE GIRLS	3191	3490
8	7	16	MEN IN BLACK COLUMBIA	WILL SMITH	3118	3255
9	9	23	ALL FOR YOU UNIVERSAL	SISTER HAZEL	2929	2982
10	8	27	HOW BIZARRE HUH/MERCURY	OMC	2791	3033
11	11	22	DO YOU KNOW (WHAT IT TAKES) RCA	ROBYN	2446	2557
(12)	13	12	INVISIBLE MAN MOTOWN	98 DEGREES	2441	2436
(13)	15	10	I DON'T WANT TO WAIT IMAGO/WARNER BROS.	PAULA COLE	2337	2154
14	12	9	HONEY COLUMBIA	MARIAH CAREY	2334	2538
(15)	18	5	4 SEASONS OF LONELINESS MOTOWN	BOYZ II MEN	2244	1939
16	14	15	I'LL BE MISSING YOU BAD BOY/ARISTA	PUFF DADDY & FAITH EVANS (FEAT. 112)	2226	2320
(17)	17	11	IF YOU COULD ONLY SEE POLYDOR/A&M	TONIC	2206	2080
(18)	27	3	SHOW ME LOVE RCA	ROBYN	2092	1515
(19)	20	8	BUILDING A MYSTERY NETTWERK/ARISTA	SARAH MCLACHLAN	2021	1914
20	16	22	BITCH CAPITOL	MEREDITH BROOKS	1996	2148
(21)	19	6	ON MY OWN MUTE/EPIC	PEACH UNION	1932	1915
(22)	23	9	THE IMPRESSION THAT I GET BIG RIG/MERCURY	THE MIGHTY MIGHTY BOSSTONES	1802	1684
<b>★★★ AIRPOWER ★★★</b>						
(23)	29	6	ALL CRIED OUT TRACK MASTERS/CRAVE	ALLURE FEATURING 112	1595	1347
24	24	24	THE FRESHMEN RCA	THE VERVE PIPE	1515	1648
25	21	8	BARBIE GIRL MCA	AQUA	1504	1881
(26)	31	4	LEGEND OF A COWGIRL COLUMBIA	IMANI COPPOLA	1500	1326
(27)	30	5	TOO GONE, TOO LONG EASTWEST/EEG	EN VOGUE	1407	1345
(28)	39	2	WALKIN' ON THE SUN INTERSCOPE	SMASH MOUTH	1285	925
29	26	16	CRASH INTO ME RCA	DAVE MATTHEWS BAND	1270	1518
(30)	NEW▶		TUBTHUMPING REPUBLIC/UNIVERSAL	CHUMBAWAMBA	1180	603
31	25	12	THE DIFFERENCE INTERSCOPE	THE WALLFLOWERS	1179	1600
(32)	38	3	CANDLE IN THE WIND 1997 ROCKET/A&M	ELTON JOHN	1175	941
33	28	12	WHERE'S THE LOVE MERCURY	HANSON	1174	1472
(34)	35	6	TAKES A LITTLE TIME A&M	AMY GRANT	1129	1064
(35)	34	2	MO MONEY MO PROBLEMS BAD BOY/ARISTA	THE NOTORIOUS B.I.G. (FEAT. PUFF DADDY & MASE)	1123	1066
36	33	26	HARD TO SAY I'M SORRY LAFACE/ARISTA	AZ YET FEATURING PETER CETERA	995	1140
37	32	13	COCO JAMBOO WARNER BROS.	MR. PRESIDENT	985	1146
38	36	23	I WANNA BE THERE EMI/CAPITOL	BLESSID UNION OF SOULS	903	1054
39	40	19	A CHANGE WOULD DO YOU GOOD A&M	SHERYL CROW	863	872
(40)	NEW▶		LOVE YOU DOWN SO SO DEF/COLUMBIA	INOJ	763	619

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on either 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 1500 detections (mainstream) or 500 detections (rhythm) 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.

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KMEL	KYLD	Z90	POWER 96
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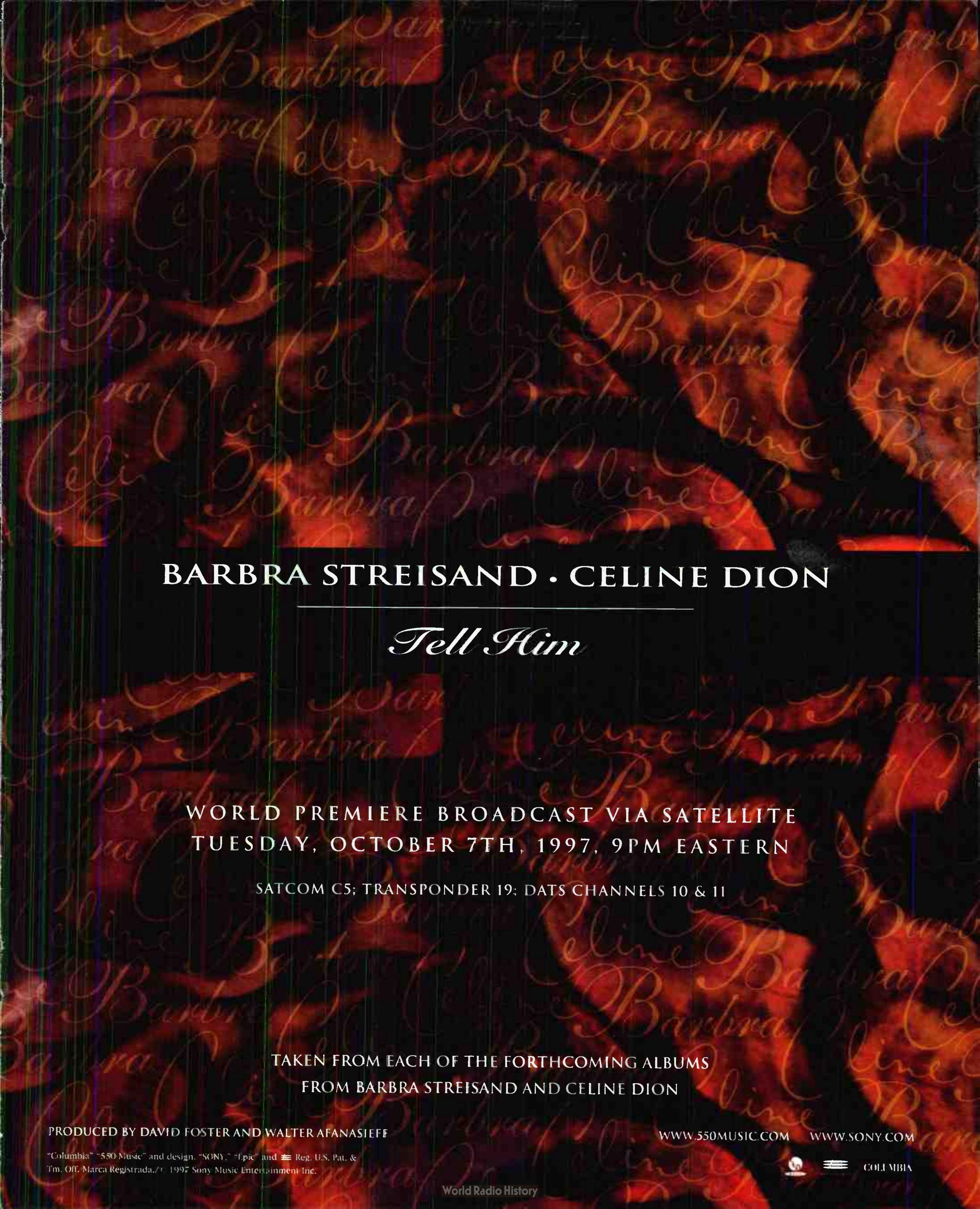
WNVZ	WXYV	WIOQ	KDWB	KIIS
KRBE	WFLZ		KHOM	VVFLY

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