

RISING FROM PD TO GM

Former WPGC/Washington PD Ben Hill is now the station's President/GM, overseeing Infinity's Detroit, Chicago, Atlanta, and Houston properties, too. How did he make the change?

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GET THE MOST FROM YOUR MORNING SHOW!

What are ACs doing to brighten up their weekend programming? KGBY/Sacramento solved the problem by plugging highlights of its Paul & Phil morning show into a Saturday 8-10am block.

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BUILD A BETTER MARKETING PLAN

Strategic goals. Product definition. Competition. Audience profiles. Research. Primary and secondary promotions. Advertising. Attracting new come. Tactical promotional planning. Consultant John Lund details how all these elements should be part of your station's marketing plan.

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ROCK RADIO RESPONDS TO COMMERCIAL BABBLE

Seven members of the Rock radio community voice their concerns about the proliferation of poorly conceived, cliché-ridden commercials.

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PEOPLE IN THE NEWS

- **Angie Handa** becomes PD at new NAC KOAZ/Phoenix
- **Norbert Nix** now VP/Nat'l Promo; **Pat Surnegie** named VP/West Coast Promo for Mercury/Nashville
- **Lisa Stephen Farmer** now Tapsan President/COO

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THIS #1 WEEK

CHR/POP

• CELINE DION Because You Loved Me (550 Music)

CHR/RHYTHMIC

• FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)

URBAN

• SWV You're The One (RCA)

URBAN AC

• ISLEY BROTHERS Let's Lay Together (Island)

COUNTRY

• GEORGE STRAIT Blue Clear Sky (MCA)

NAC

• HERBIE HANCOCK Thieves In The Temple (Verve)

HOT AC

• CELINE DION Because You Loved Me (550 Music)

AC

• CELINE DION Because You Loved Me (550 Music)

ACTIVE ROCK

• DISHWALLA Counting Blue Cars (A&M)

ROCK

• VAN HALEN Humans Being (Warner Sunset/WB)

ALTERNATIVE

• CRANBERRIES Salvation (Island)

ADULT ALTERNATIVE

• HODDIE & THE BLOWFISH Old Man & Me (Atlantic)

NEWSSTAND PRICE \$6.50



Orlando Transformed Into Consolidation City, USA

■ Two weeks of deals put nearly 75% of market's stations in the hands of three companies

By ROY FURCHGOTT
R&R WASHINGTON BUREAU

Orlando has suddenly become "Consolidation City, USA" as station sales and trades last week put nearly 75% of Orlando's radio stations in the hands of three companies: Chancellor Broadcasting, Cox Broadcasting, and Paxson Communications.

Why Orlando?

Happenstance, say experts. "The deals are not connected; one did not cause the other," said Bill Steding, Managing Director of Star Media Group, which handled the Chancellor transaction.

Steding said the market had looked resistant to consolidation. Although there were a lot of different owners, "everyone was making money," he said. But strategic opportunities drove consolidation.

Omni Cashes Out

Last week's first deal was put in motion about a month ago when OmniAmerica Chairman/CEO Carl Hirsch tried to buy an

Orlando station from Chancellor President Steve Dinetz. Two weeks and \$178 million later, Dinetz bought OmniAmerica's radio group, which consists of eight Florida stations.

Chancellor bought WAPE-FM & WFYV-FM/Jacksonville; WJHM-FM, WOMX-FM & WXXL-FM/Orlando; and

WEAT-AM & FM & WOLL-FM/West Palm Beach for \$163 million cash and \$15 million in Chancellor stock. The deal was sealed in a marathon negotiation that concluded at 3am on May 15.

Chancellor already owned one Orlando station, WOCL-FM. According to BIA

figures, the four stations will reap an estimated 36% of Orlando's radio revenue. Meanwhile, Hirsch will join Chancellor's board of directors. He also has a consulting contract with Nationwide Communications, which purchased WMJI-FM & WMMS-FM/Cleveland

ORLANDO/See Page 17

Stacking Shares

Based on the Winter '96 Arbitron ratings, Orlando's three dominant radio groups control the following 12+ shares of the market:

	# Stations	% 12+
Cox	7	29.3
Chancellor	4	26.5
Paxson	4	14.7

Transaction details:
Page 6

Pugh Becomes PD For WMVP/Chicago

All-Sports WMVP-AM/Chicago has tapped Bill Pugh as PD, effective May 27. The former WSHE-FM/Miami PD succeeds Greg Solk, who now has corporate duties for 'MVP owner Evergreen Media.

"Bill's history with personality-driven stations is ideal for phase two of WMVP's development," said 'MVP VP/GM Doug Sterne. "We're very excited about bringing him into the fold."

Pugh added, "There are very few times when something like this comes together. I feel very fortunate to have this opportunity and look forward to being a

PUGH/See Page 17

Entercom, NCI, Secret In \$100 Million Double Swap

And the swaps go on. This time, the deal involves two swaps, three groups, four stations, and is worth about \$100 million.

When the swaps are completed, Secret Communications will own Country WDSY-FM and Alternative WNRQ-FM/Pittsburgh; Nationwide Communications will own Alternative KTBZ-FM/Houston; and Entercom will get Rock KISW-

FM/Seattle, plus approximately \$25.5 million in cash.

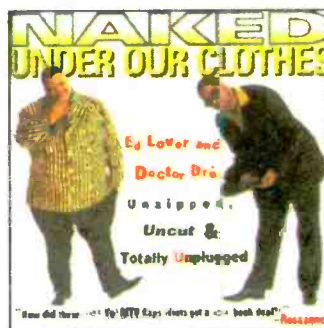
Secret is swapping KTBZ plus an estimated \$13 million to Entercom for the Pittsburgh stations; Secret already owns WDVE-FM & WXDX-FM/Pittsburgh.

Entercom is then trading the Houston property for Nationwide's KISW and \$12.5 million

SWAPS/See Page 17

WQHT/NY Morning Men Join Ranks Of Radio Stars-Turned-Authors!

In the noble tradition of Howard Stern, Rush Limbaugh, et al., Emmis CHR/Rhythmic WQHT (Hot 97)/New York morning masters Ed Lover and Doctor Dre are the latest radio stars to turn their air talents into literary gold, with the publication of "Naked Under Our Clothes" (Fireside/Simon & Schuster, \$11). Jam-packed with funny photos, the 187-page paperback is also available in a 60-minute audiocassette version.



More than living up to its "unzipped, uncut, and totally unplugged" subtitle, the book features the former cohosts of "Yo! MTV Raps" sharing their thoughts on life, love, money, fame, celebrities, and — of course — their radio show, which ranked fourth in the market, scoring a 4.8 in the Winter '96 Arbitron.

Hoffman Appointed PD For KRQR/SF

KEDG-FM/Las Vegas OM Steve Hoffman has been named PD at CBS Classic Rocker KRQR-FM/San Francisco. He replaces John McCrae, who became PD of WAQX/Syracuse last month.



Hoffman

"Steve's varied experience and capabilities will be tremendous assets to KRQR and our organization," commented station VP/GM Steve DiNardo. "We are committed to improving the performance

of this radio station, and Steve will play a big part in our efforts to achieve that goal."

Hoffman told R&R, "KRQR has been an underperformer for a while, and I'm looking forward to working with the team that can fix it. Steve Dinardo is the GM that I look up to, and it's a tremendous opportunity for me to work with Steve and CBS."

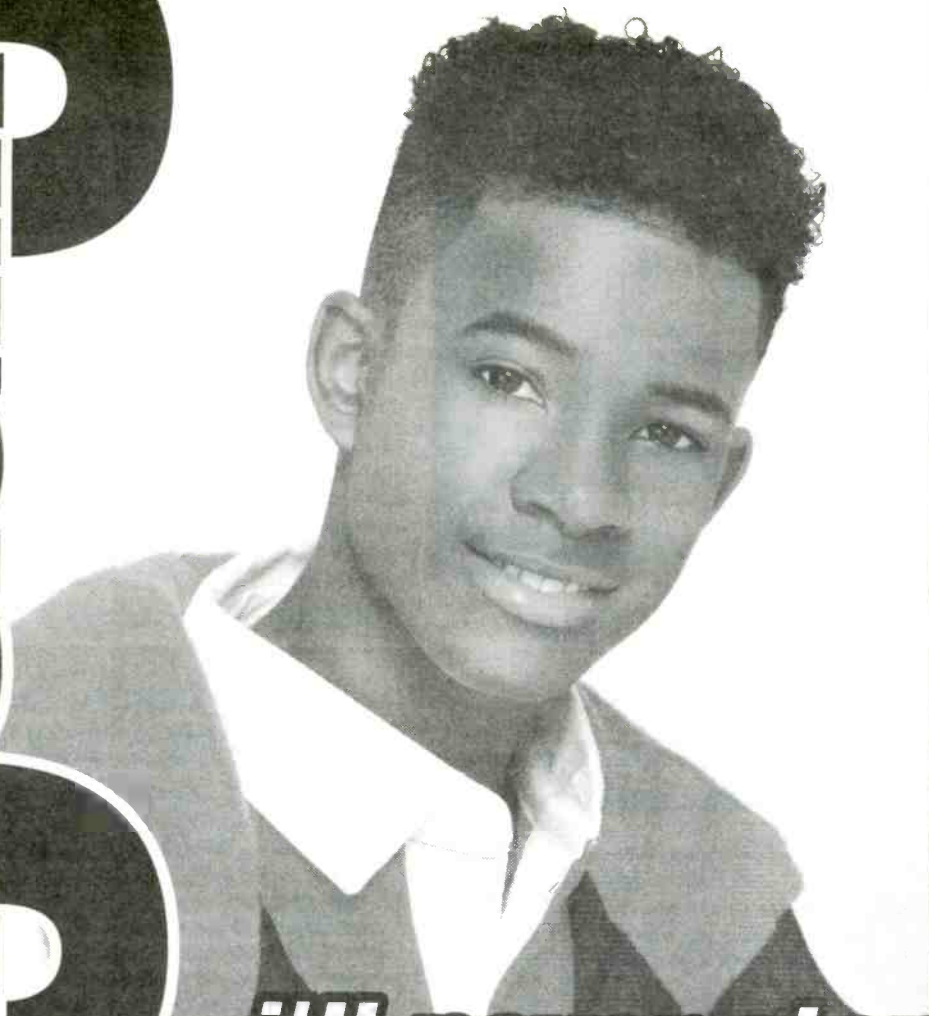
HOFFMAN/See Page 17



Sacramento's Cool Katz Told To Zip Lip

American Radio Systems Talker KSTE-AM/Sacramento's spring billboard campaign has left people wondering who's upsetting who in the Golden State's capital. The "tongue in cheek" message is from a "listener" who was allegedly so upset over morning host Jeff Katz's ranting that he sent a ransom note to the station. Although some in the city assumed it was a Unabomber tie-in, OM Ken Kohl admits it was a station collaboration with Sacramento's Serapheln-Beyn ad agency.

J'son




***i'll never stop
loving you***

Facts You Should Know About J'son:

***Between CHR/Pop, CHR/Rhythmic & Urban
we have over 1,200 plays this week!***

***"I'll Never Stop Loving You" is the Soundscan
#85 Most Selling Single...***

It is the #9 Most Requested Single at  ...

It is in Medium Rotation at  ...

It is the #8 Most Added at CHR this week including:

KMEL	KJ103	KQKQ	KHOM	and many
WNNK	Z104	WZEE	WRHT	more...

It Debuted at **46** on the Urban Chart...

It went from **34** to **29** on the CHR/Rhythmic Chart...

Ask yourself

DOES IT LOOK LIKE A HIT?

MAY 24, 1996

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Deeper Shade Of Joel



To mark the 25th anniversaries of both WPLJ/New York and Billy Joel's solo recording career, the station teamed with the Piano Man for a three-hour live broadcast from NYC's Town Hall. At "Billy Joel: An Evening Of Questions, Answers ... And A Little Music," the artist fielded queries from audience members and 'PLJ listeners and played a few selections from his extensive songbook. Posing for the big shot backstage are (standing, l-r) Jill Machay, "Scott & Todd" morning show producers John Machay and Diana Ferrito, morning men Todd Pettengill and PD Scott Shannon, air personality "Fast" Jimi Roberts, Joel, news anchor Naomi DiClemente, station President/GM Mitch Dolan, traffic reporter Joe Nolan, Research Director Marc Hilsenrath, and air personalities Tony Banks, Kristie McIntyre, and (kneeling) Kevin Seal.

Farmer Tapped As Tapscan Pres./COO

Tapscan Inc. has elevated Exec. VP Lisa Stephen Farmer to President/COO. In her new position,



Farmer

she will oversee the software company's accounting, administration, production, programming, sales, support, and technical departments. "This appointment reflects my complete confidence in Lisa and in her proven ability to manage and lead what has become a large and complex corporation," commented Tapscan Chairman/CEO Jim Christian. "This is a position for which Lisa is eminently qualified and an opportunity which she richly deserves. In the nine years since she joined Tapscan, our revenues have grown almost seven-fold."

Farmer joined the company in 1987 as Business Manager. Ten months later, she was promoted to VP.

R&R Observes Memorial Day

In observance of the Memorial Day holiday, R&R's Los Angeles, Nashville, and Washington, DC offices will be closed Monday, May 27.

Nix, Surnegie Gain Mercury VP Stripes

Mercury/Nashville has boosted Director/National Promotion & Artist Development Norbert Nix to VP/National Promotion & Artist Development. Additionally, Director/West Coast Regional Promotion Pat Surnegie has risen to VP/West Coast Promotion.

"Norbert and Pat are critical to the success of this promotion department," said VP/Promotion Larry Hughes. "Determination and can-do attitudes characterize their efforts. I feel fortunate to work with them."

Nix told R&R, "Being named a VP is very special, although it isn't something I expected. The 'team concept' has always been the key focus of this label's promotion effort. But it's really an honor to be considered valuable in the eyes of such great record and music people like [label President] Luke Lewis and [VP/A&R and Mercury artist] Keith Stegall. There's so much potential and energy at the label, it feels like we're just getting started — and it's great to be part of it."

Nix joined the label in 1990 as Promotion Manager for the Midwest and Northeast regions. He was upped to Director/Artist Development.

MERCURY/See Page 17

Handa PD As KTWC Flips To NAC 'Oasis'

MediaAmerica flipped Nostalgia outlets in the market, as well as KTWC/Phoenix to NAC last Friday afternoon (5/17), using new call letters KOAZ (The Oasis). The company also has tapped Angie Handa as the Oasis's PD.

"This city's beautiful, and the market's so exciting and competitive," Handa remarked. "Our signal is a monster that goes past the Mexican border and into California. NAC's don't go head-to-head very often, and we're excited by that challenge, too."

MediaAmerica also owns two TV



Handa

outlets in the market, as well as Phoenix Magazine. "We don't just share a building," Handa added, "we very much help one another out. The TV group and the magazine creative services department are excited about our debut and are very supportive of the radio group."

Previously, Handa worked at one of the nation's first NAC outlets, the now-defunct KLRS/Santa Cruz, CA. She also has served as MD and PD at WLDR/Northwest Michigan and WSUY/Charleston, SC.

Burning Bouche



La Bouche received gold plaques for their RCA debut album, "Sweet Dreams," during the opening of the Virgin Megastore at New York's Bertelsmann Building in Times Square. Savoring the moment are (l-r) RCA VP/Sales David Fitch, Manager/Dance & Crossover Promotion Carmen Cacciatore and VP/A&R Dave Novik, Exec. VP/GM Jack Rovner, Virgin Retail Group President/CEO Ian Duffell, the group's Lane McCray, BMG Distribution President Pete Jones, and the group's Melanie Thornton.

Spool Runnings



These Capitol pranksters orchestrated the draping of not only their offices but the entire exterior of the Capitol Tower and Hollywood's Tower Records with Butthole Surfers toilet paper. The proud occasion marked the release date of the new Surfers album, "Electriclarryland." Among the toilet caperers were (l-r) Sr. Dir./National Alternative Promotion Brian McDonald, VP/Marketing Rob Gordon, and Dir./Promotion & Marketing/Los Angeles Region Greg Seese.

HOW TO REACH US RADIO & RECORDS INC. / 10100 SANTA MONICA BLVD., 5TH FLOOR, LOS ANGELES, CA 90067 WEB SITE: <http://www.rronline.com>

	Phone	Fax	E-mail	Phone	Fax	E-mail	
CIRCULATION:	310-788-1625	310-203-8727	moreinfo@rronline.com	OPPORTUNITIES/MARKETPLACE:	310-788-1622	310-203-8727	aissa@rronline.com
NEWS DESK:	310-553-4330	310-203-9763	newsroom@rronline.com	EDITORIAL, OTHER DEPTS:	310-553-4330	310-203-9763	mailroom@rronline.com
R&R ONLINE SERVICES:	310-788-1675	310-553-4056	jill@rronline.com	WASHINGTON, DC BUREAU:	202-783-3826	202-783-0260	rnrdc@aol.com
ADVERTISING/SALES:	310-553-4330	310-203-8450	hmowry@rronline.com	NASHVILLE BUREAU:	615-244-8822	615-248-6655	mailroom@rronline.com

Radio Hesitant About Offering Free Airtime To Politicians

Radio will not be following the lead of the major TV networks, which last week announced they would offer free, unedited airtime to presidential candidates.

Music stations seem to believe that they're not the proper medium for political debate. And News/Talk stations say they are doing plenty for the pols as it is.

Equal-Time Exemption

Recent requests from the Fox-TV network and the Free TV For Straight Talk Coalition, a non-partisan group made up of broadcasters and U.S. senators, have prompted the FCC to consider including a wider range of political broadcasts under the definition of news — thus exempting those broadcasts from the equal-time rule. An FCC hearing on the networks' proposals is scheduled for June 18.

The Coalition's Exec. Director, former *Washington Post* reporter Paul Taylor, said the group's focus has been on television, but he saw no reason why radio shouldn't follow suit. "A number of radio stations offer free campaign airtime, but that's at the local and state level more than the national level. We're suggesting a new form of discourse where candidates go on television for a few minutes a night in the final stages of the campaign. We hope that radio stations would simultaneously broadcast them."

Two radio networks are doing just that. ABC Radio will simulcast the

network's television broadcasts during the final week of the campaign. CBS Radio said it either simulcast its political broadcasts or make them available to affiliates at a later time. In either case, affiliates may decide whether or not they will air them; neither network could estimate at this stage how many stations that would include.

No Company Policies

However, the rest of the industry is not making any moves in that direction. In fact, not one of the radio groups interviewed by R&R had formed a company policy on offering free airtime. Most of the groups said they would leave such programming decisions to individual stations. But even News/Talk stations, much of whose programming centers on political issues, are not jumping at the idea of giving away airtime.

"Our stations make airtime available according to federal rules, and we aren't really looking to expand that," said Greater Media President Tom Milewski, whose company owns Talk outlets WWRC/Washington and KLSX/Los Angeles.

Infinity Broadcasting, Jacor Communications, Chancellor Broadcasting, Triathlon Broadcast-

ing, Multi-Market Radio, and SFX Broadcasting gave similar responses.

Patterson Broadcasting Chairman/CEO Jim Wesley added that, for his group, "[this] is something we haven't dealt with yet. It's a little early for us. The networks have to do more advanced planning, but right now we don't know."

And while Commodore Media leaves political coverage decisions to its stations, a spokeswoman for the 32-station group said its stations will not offer free airtime this campaign season.

Many music stations see campaign coverage as the role of News/Talk stations. WIOQ-FM/Philadelphia GM Gil Rozzo said his station most likely would not even air a presidential debate if it were offered.

"You have to look at radio stations as if they were restaurants," Rozzo explained. "If you go to an Italian restaurant expecting Italian food, and they serve you Mexican, you're going to leave. People shop for radio stations in the same way."

But even though News/Talk stations cover the campaigns in their newscasts and invite candidates to appear on talk shows, many are not willing to take it a step further and give the candidates a free, unedited block of time.

WBAP-AM/Dallas OM Tyler
RADIO/See Page 17

BUSINESS BRIEFS

Commodore Issues IPO

Commodore Media Inc. has filed to go public, offering 4.3 million shares of Class A common stock. The company offered no estimate of the market price. However, some reports have pegged an estimated value of \$12.50 a share.

Despite the offering, a controlling interest in Commodore Media will be held by the estate of founder Carter Burden, who died January 23. The estate will hold \$2.3 million shares of Class B "super voting stock," which carries eight votes per share. Class B stock will not be available to the public.

The company will make 2.9 million Class A shares available to the public, while 1.2 million Class A shares will go to the Carter Burden estate and 200,000 shares will go to William A.M. Burden & Company. The Carter Burden estate will hold about 80% of the voting power and 28% of the company's equity.

Tauzin Takes Telecom Chair

Rep. Billy Tauzin (R-LA) is poised to replace Jack Fields (R-TX), the departing Chairman of the Telecommunications subcommittee.

Last week Commerce Committee Chairman Thomas Bliley (R-VA) said that "speculation concerning the likely chairmanship of the Telecommunications and Finance subcommittee in the 105th Congress has needlessly distracted this committee long enough." He announced that, with the blessing of Speaker Newt Gingrich, the committee would be split into separate Telecommunications and Finance subcommittees.

Tauzin and Mike Oxley (R-OH) also will serve as vice chairs on each other's committee, so each can remain a player on both.

Liberty Puts Money In Jukebox

Liberty Media Corporation, a division of Tele-Communications Inc., will purchase a controlling interest in the Video Jukebox Network Inc.

Liberty will purchase 5.6 million shares of VJN stock for \$2 per share from institutional investors. The firm will also have an option to buy an additional 5.7 million shares for \$2 per share from the investors.

VJN has asked its board of directors to issue options for Liberty to buy another 4.7 million shares at \$2 per share. The first step of the deal will give Liberty 28% of VJN's outstanding shares and 52% of the outstanding votes.

Sweet Deal For SFX Investors

SFX has sweetened its deal to buy back senior subordinated notes from investors, offering to buy back the \$1000 notes at an \$80 premium. SFX has upped the price to \$1083. In addition, the company will pay a \$30 consent payment for each \$1000 in principal notes.

Rules Waived; Deals Closed

The FCC has waived the one-to-a-market rule for Clear Channel Communications. Clear Channel may now acquire U.S. Radio's KDDK-FM & KMJX-FM/Little Rock and WDIA-AM & WHRK-FM/Memphis — markets where it already owns television outlets.

- Fairbanks Communications completed its \$23 million purchase of WIRA-AM & WCLB-FM/Ft. Pierce, FL from Ardman Broadcasting Corp.

- Triathlon Broadcasting finalized its \$8.75 million purchase of KAQQ-AM, KISC-FM & KNRF-FM/Spokane from Silverado Broadcasting Co.

- The merger of GulfStar Communications Inc. and Sonance Communications Inc. has also been completed. Control of GulfStar, the surviving corporation, was transferred from Steven Hicks to his brother, William Hicks.

- Bear Broadcasting Co. wrapped up its \$2 million purchase of WADK-AM & WOTB-FM/Newport, RI from Newport Broadcasting and Perry Communications of Rhode Island, respectively.

EARNINGS

Acquisitions Sap 1st-Quarter Revenue, Boost Cash Flow

Chancellor Broadcasting Company (Nasdaq: CBCA) posted increases exceeding the 90% mark in first-quarter revenue and cash flow because of its purchase of Shamrock Broadcasting.

The company reported a first-quarter loss of \$28.8 million (\$2.18 per share) on revenue of \$29 million, compared to a loss of \$3.4 million (39 cents) on revenue of \$14.8 million for the same period the previous year.

According to Chancellor President/CEO Steve Dinetz, "We anticipate outstanding potential in the Shamrock group and are on track in achieving the goals presented in our road show only three months ago."

The company also reported broadcast cash flow of \$9.1 million, an increase over last year's \$4.5 million.

Commodore Raises Sales

Commodore Media Inc.'s initial public offering disclosed first-quarter earnings for the company.

The IPO reported a first-quarter loss of \$1.4 million (36 cents) on revenue of \$8 million, an increase from last year's loss of \$793,000 (21 cents) on revenue of \$6.5 million for the same period the previous year.

Results for first-quarter 1996 were held down by expenses related to station acquisitions.

First-quarter broadcast cash flow increased to \$2 million compared to \$1.8 million for the same period the prior year.

All American Communications (Nasdaq: AACI & AACIB), a TV and music production and distribution company, registered a first-quarter revenue increase largely from the acquisition of Mark Goodson Productions and on sales of the recent "Weird Al" Yankovic album.

The company reported first-quarter earnings of \$2 million (16 cents) on revenue of \$48.1 million. This is in comparison to last year's loss of \$895,000 (11 cents) on revenue of \$36.9 million.



BMI 1996 POP AWARDS

Kenneth "Babyface" Edmonds
Songwriter Of The Year
Writer-Song Of The Year
"I'll Make Love To You"
ECAF Music • Sony /ATV Songs LLC

Most Performed Song
On College Radio

"What's The Frequency, Kenneth?"
R.E.M.

Bill Berry, Peter Buck,
Mike Mills, Michael Stipe
Night Garden Music

Publisher Of The Year
EMI Music Publishing

Visit us on the internet at <http://bmi.com/>



LON HELTON

NEST MARKETING

Nest Marketing: The Latest Database Weapon

■ Trademarked tool converts at-work listeners into station advocates

TV, billboards, bus sides, and bumper stickers are traditional marketing tools that get listeners to try your station. But now there's a new implement in the toolbox, one designed to build listener loyalty in a way never before attempted.



Michael Albl Exec. VP/Marketing
ing Michael Albl, Nest Marketing allows a station/company to tailor its marketing to the individuals who'll offer the greatest rewards.

'Maximedia' Faults

"Stations must stop spending a lot of money on maximedia that have little impact and start talking to people who will hang around the station longer than anybody," says Albl, who contends Nest Marketing is on the verge of replacing "branding" as

CRITICAL MASS MEDIA

a method of creating product loyalty. "Branding is fading because there's very little loyalty left for anything, particularly radio stations. As the number of choices increase, listeners regard radio more as a utility or commodity — resulting in disbelief of brand imaging. Like any other product, a radio station must go beyond branding itself as 'Oldies' or 'Today's Hot Country.' It must endear itself to listeners."

Albl says these endearment attempts often fail because most marketing is done in time of need.

“Stations must stop spending a lot of money on maximedia that have little impact and start talking to people who will hang around the station longer than anybody.”

"Managers then grab onto the latest hot marketing item for a quick fix. They usually run to TV — it's the easiest way to achieve universal awareness and great as a mass-appeal, top-of-mind come builder.

"Stay away from billboards and bus sides — the recall is low and effectiveness is difficult to measure. Consumers are bombarded by 20,000 messages a day, and only a few cut through the clutter. The average person must see a message eight times before achieving the 'Triple A': awareness, acceptance, and action.

"Broadcasters also throw a lot of money at people with contests. In an age when people can buy a \$1 lottery ticket that offers a chance to win millions, asking them to sit around and listen for hours for a chance to win \$100 just doesn't work anymore as a tool to build come or TSL."

Group Efforts

So why Nest Marketing? Albl responds, "It recognizes that individuals form collective groups that

[unite] based on interests, attitudes, and opinions. As a group, they tend to emulate or mirror one another and adopt similar behavior traits to fit into the group. They have a strong sense of loyalty to that group, which can be as small as a family unit or as large as a social club or company."

Albl says nests can be transient (short-term gatherings with no set location) or rooted (those with a foundation such as an office); rooted nests are much easier to track than either transient nests or individuals. "It's easier to market to 50 people at one location than 50 people at 50 different locations. You spend less and maximize every available limited marketing dollar.

"We market to offices and find people we call 'gatekeepers' — those who will advocate your station to others. We also seek referrals, asking them to recommend the station to friends. Gatekeepers act as entry

It's easier to market to 50 people at one location than 50 people at 50 different locations. You spend less and maximize every available limited marketing dollar.

points into that office. One listener becomes two, then four, and so on. We go back to them again and again, in a variety of ways, and sell the station to them. It's a pyramid, like Amway — they sell it to other folks."

The lasting effects of that loyalty is critical, says Albl. "Imagine a competing station trying to come into an office where we've recruited a number of gatekeepers. It's very difficult to get them to switch over."

Work Vs. Drive Times

CMM targets at-work listeners for ratings reasons. Albl explains, "The four prime hours of daily drive time — two AM and two PM — yield 80 available quarter hours. The hours from 8am-4pm offer 160 available quarter hours. No matter what you do in morning or afternoon drive, if you don't win those 160, you can't make it up with the 80 from the drives."

Nest Marketing targets people at specific times of day, aiming to maximize listening during those daytime quarter-hour availabilities. Notes Albl, "People treat the first 20 minutes in the morning and just after 1pm — right after lunch — as 'personal time.' They're preparing for the workday or planning the remainder of the afternoon. We try to reach them then because they're about to

Building The Perfect Nest

Critical Mass Media Exec. VP/Marketing Michael Albl offers a step-by-step guide to Nest Marketing:

- **Secure** business names, addresses, and phone and fax numbers.
- **Cultivate** the nest through interactivity to avoid a one-way relationship.
- **Implement** and maintain an ongoing impact, reach, and frequency program with the targeted at-work nests.
- **Use** gatekeepers to advocate the station.
- **Infiltrate** the nest through additional gatekeepers.
- **Recontact** the nests in order to cultivate further relationships.
- **Expand** the number of nests continually.

decide which radio station to turn on. It's important to reach them at these times, because once they become engrossed in their work, radio becomes secondary. At-work telemarketing is very effective in reaching these folks and affecting their decision."

Albl says marketing to the database is very efficient. "It allows you to approach gatekeepers as individuals. The most cost-effective marketing is done to an individual who wants or needs a product and is ready or able to buy it. Being able to isolate that individual enables you to maximize those limited marketing dollars."

"What's in it for me?" Says Albl, "How — and how often — does a station answer that question? It rarely answers in listener terms. Managers and programmers have a bad habit of not doing perceptual research to find out what listeners want. Instead, they go by what they read in the trades or do what their mentors taught them.

"If we can endear the station to listeners and make them dependent on it for entertainment, information, and other things of value, chances are they'll keep coming back. That's how we create co-dependency. We're their friends all the time, not just in times of need. We don't just stop by when we need something."

And when it comes to "stopping by," friends get a much warmer welcome than strangers. "When personalities visit a nest — whether to deliver lunch or say hello — they ask for gatekeepers by name and personally thank them for being part of the station's network. Asking for them by name creates a big impression on them and their co-workers." Gatekeepers also are rewarded with invitations to special station events by mail or fax — sent to the office, of course.

If we can endear the station to listeners and make them dependent on it for entertainment, information, and other things of value, chances are they'll keep coming back.

Albl adds that marketing to people at work is also highly efficient because they're "captured" there for more than 160 quarter hours a week. Because you know where and when they're at work — as opposed to guessing when they might be home — it's easier to reach them. In addition, he says there's a 25% turnover in residences, making it difficult to track individuals in their homes. Once you've made numerous contacts within a workplace, a 25% yearly database turnover won't drastically damage your efforts — there usually are a number of folks remaining to carry the message.

Create, Cultivate, Superserve

Albl outlines Nest Marketing's strategies:

1. To create and form a long-term integrated direct response marketing program designed to influence listener behavior at point of decision (when they get to work) and time of tune-in (when they decide what they're going to listen to).

2. To cultivate listeners in order to develop a mutually beneficial, co-dependent relationship.

3. To superserve the core, expand come, and convert present come to core and ratings to revenue.

These strategies are carried out to answer the listener's usual question:

Nest Marketing can also play a key role for a station's sales department. Albl suggests sales people use the database when targeting an advertiser to see if any key contacts are already in place within the business. "If a nest is active with listeners, the potential advertiser will be more inclined to accept the sales message — especially if the station has done something nice for the people in the business. Each potential advertiser not only is a possible revenue source, but also a potential diary-keeper."

CRITICAL MASS MEDIA

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DEAL OF THE WEEK

- **OmniAmerica Stations \$178 million**
- **WAPE-FM & WFYV-FM/Jacksonville**
- **WEAT-AM & FM & WOLL-FM/West Palm Beach**
- **WJHM-FM, WOMX-FM & WXXL-FM/Orlando**

1996 DEALS TO DATE

Dollars To Date: \$4,136,082,061
(Last Year: \$1,131,315,121)

This Week's Action: \$243,595,862
(Last Year: \$55,324,559)

Stations Traded This Year: 896
(Last Year: 471)

Stations Traded This Week: 73
(Last Year: 32)

TRANSACTIONS AT A GLANCE

- Cox-Infinity swap \$65 million
- WCKG-FM & WYSY-FM/Chicago
- WHOO-AM, WHTQ-FM & WMMO-FM/Orlando
- Entercom-Secret swap \$55 million
- KTBZ-FM/Houston
- WDSY-FM & WNRQ-FM/Pittsburgh
- Entercom-Nationwide Communications swap \$42 million
- KTBZ-FM/Houston
- KISW-FM/Seattle
- Multi-Market Radio Inc. No cash consideration for 53.58%
- WKBG-FM & WRXR-FM/Augusta, GA
- WKNN-FM & WMJY-FM/Biloxi, MS
- WGNE-FM/Daytona Beach
- KOLL-FM/Little Rock
- WYAK-FM/Myrtle Beach, SC
- WPLR-FM/New Haven
- WHMP-AM & FM & WPKX-FM/Springfield, MA
- WTLM-AM/Pepperell, AL \$5000
- KMBY-FM/Gonzales, CA \$525,000
- KHZL-FM/Shingletown, CA \$170,000
- KJAX-AM/Stockton, CA \$450,000
- KISZ-FM/Cortez, CO No cash consideration
- KIUP-AM, KIQX-FM & KRSJ-FM/Durango, CO \$1.1 million
- WZZS-FM/Zolfo Springs, FL \$375,000
- WJAD-FM/Leesburg & WEGC-FM/Sassar, GA \$804,000
- WBMQ-AM & WIXV-FM/Savannah, GA \$4.5 million
- WIBV-AM/Bellefonte, PA \$1,442,930
- WCRW-AM/Chicago \$564,375
- WIVR-FM/Eureka, IL \$1 million
- WFRL-AM/Freepport, IL \$245,000
- KZZQ-FM/Winterset, IA \$1
- WWKY-AM & WTFX-FM/Louisville \$6.9 million
- WVEZ-FM/Louisville \$12.6 million
- WADU-AM/Norco, LA \$700,000
- KMRV (FM CP)/Blair, NE \$18,000
- WBZA-AM/Glens Falls & WMJR-FM/Hudson Falls, NY \$550,000
- WUFM (FM CP)/Columbus \$95,000
- WCWA-AM & WIOT-FM/Toledo, OH \$13 million
- KSEO-AM & KLBC-FM/Durant, OK \$800,000 for 70%
- KCFM-FM/Okmulgee, OK \$1.8 million
- WTSS-AM/Scranton, PA \$10,000
- KNVR-FM/Harker Heights, TX \$1.1 million
- KFON-AM & KEYI-FM/San Marcos, TX \$3,166,556
- KCKR-FM/Waco, TX \$2.1 million
- KISX-FM/Whitehouse-Tyler, TX \$500,000
- WBFL-FM/Bellows Falls, VT \$250,000
- WODI-AM/Brookneal, VA \$47,000
- KZLN-FM/Othello, WA \$108,000
- WVKV-AM/Hurricane, WV \$20,000
- WXCE-AM/Amerly, WI \$150,000
- WOLX-FM/Baraboo, WI \$10.5 million

TRANSACTIONS

Chancellor Becomes Omni-Potent

□ **Sillerman takes over MMR, exits Louisville**

Deal Of The Week

OmniAmerica stations
PRICE: \$178 million
TERMS: Asset sale for \$163 million cash and \$15 million stock
BUYER: Chancellor Broadcasting Co., headed by President/CEO Steven Dinetz and Chairman Tom Hicks. It owns or operates 31 other stations.
SELLER: OmniAmerica Group, headed by Chairman/CEO Carl Hirsch
BROKER: Paul Leonard of Star Media Group

WAPE-FM & WFYV-FM/Jacksonville
FREQUENCY: 95.1 MHz; 104.5 MHz
POWER: 100kw at 984 feet; 99kw at 1014 feet
FORMAT: CHR; Rock

WEAT-AM & FM & WOLL-FM/West Palm Beach
FREQUENCY: 850 kHz; 104.3 MHz; 94.3 MHz
POWER: 5kw day/1kw night; 100kw at 1273 feet; 13kw at 453 feet
FORMAT: News; AC; Oldies

WJHM-FM, WOMX-FM & WXXL-FM/Orlando
FREQUENCY: 101.9 MHz; 105.1 MHz; 106.7 MHz
POWER: 61kw at 1585 feet; 100kw at 1598 feet; 100kw at 824 feet

FORMAT: Urban; Hot AC; CHR

Swap Deals

Cox-Infinity swap
EXCHANGE VALUE: \$65 million
TERMS: Cox Broadcasting Inc. is swapping the assets of WCKG-FM & WYSY-FM/Chicago for Infinity Broadcasting's WHOO-AM, WHTQ-FM & WMMO-FM/Orlando plus \$20 million cash.

WCKG-FM & WYSY-FM/Chicago
TRADED TO: Infinity, headed by President/CEO Mel Karmazin. It owns or has agreed to buy 46 other stations.
FREQUENCY: 105.9 MHz; 107.9 MHz
POWER: 4.1kw at 1581 feet; 21kw at 761 feet
FORMAT: Classic Rock; Oldies

WHOO-AM, WHTQ-FM & WMMO-FM/Orlando
TRADED TO: Cox, headed by Radio Group President Bob Nell. It owns or has agreed to buy 38 stations.
FREQUENCY: 990 kHz; 96.5 MHz; 98.9 MHz
POWER: 50kw day/5kw night; 100kw at 1598 feet; 38kw at 440 feet
FORMAT: Nostalgia; Classic Rock; AC

Entercom-Secret swap
EXCHANGE VALUE: \$55 million
TERMS: Secret Communications is

trading KTBZ-FM/Houston plus an estimated \$13 million cash for Entercom's WDSY-FM & WNRQ-FM/Pittsburgh.
BROKER: Gary Stevens
COMMENT: See next deal.

KTBZ-FM/Houston
TRADED TO: Entercom, headed by President Joseph Field. It owns 13 other stations.
FREQUENCY: 107.5 MHz
POWER: 95kw at 1972 feet
FORMAT: Alternative

WDSY-FM & WNRQ-FM/Pittsburgh
TRADED TO: Secret, headed by President/CEO Frank Wood. It owns 13 other stations, including WDVE-FM & WXDX-FM/Pittsburgh.
FREQUENCY: 107.9 MHz; 104.7 MHz
POWER: 50kw at 827 feet; 20kw at 781 feet
FORMAT: Country; Alternative

Entercom-Nationwide Communications swap
EXCHANGE VALUE: \$42 million
TERMS: Entercom is trading newly acquired KTBZ-FM/Houston for Nationwide Communications' KISW-FM/Seattle plus \$12.5 million cash.
BROKER: Gary Stevens

KTBZ-FM/Houston
TRADED TO: Nationwide, headed by President Steve Berger. It owns 14 other stations, including KHM-FM/Houston.
FREQUENCY: 107.5 MHz
POWER: 95kw at 1972 feet
FORMAT: Alternative

KISW-FM/Seattle
TRADED TO: Entercom, headed by President Joesph Field. It owns 13 other stations, including KBSG-AM & FM, KMTT-FM & KNDD-FM/Seattle.
FREQUENCY: 99.9 MHz
POWER: 100kw at 1148 feet
FORMAT: Rock

Group Deal

Multi-Market Radio Inc.
PRICE: No cash consideration for 53.58%
TERMS: Stock transfer
BUYER: Robert F.X. Sillerman, exchanging his non-voting stock in Multi-Market Radio Inc. for voting stock.
SELLER: Multi-Market Radio Inc. After the transfer, Multi-Market would be owned by Sillerman (53.58%), Bruce Morrow (13.98%), Michael

Ferrel (8.215%), and DH Blair Investment Corp. (less than 5%).

WKBG-FM & WRXR-FM/Augusta, GA
FREQUENCY: 107.7 MHz; 96.3 MHz
POWER: 24.5kw at 577 feet; 15kw at 889 feet
FORMAT: Country; Rock

WKNN-FM & WMJY-FM/Biloxi, MS
FREQUENCY: 99.1 MHz; 93.7 MHz
POWER: 95kw at 984 feet; 96kw at 984 feet
FORMAT: Country; AC

WGNE-FM/Daytona Beach
FREQUENCY: 98.1 MHz
POWER: 100kw at 468 feet
FORMAT: Country

KOLL-FM/Little Rock
FREQUENCY: 94.9 MHz
POWER: 96kw at 1844 feet
FORMAT: AC

WYAK-FM/Myrtle Beach, SC
FREQUENCY: 103.1 MHz
POWER: 12.5kw at 328 feet
FORMAT: Country

WPLR-FM/New Haven
FREQUENCY: 99.1 MHz

POWER: 14kw at 951 feet
FORMAT: Rock

WHMP-AM & FM & WPKX-FM/Springfield, MA
FREQUENCY: 1400 kHz; 99.3 MHz; 97.9 MHz
POWER: 1kw; 2kw at 407 feet; 2.2kw at 528 feet
FORMAT: Talk; Alternative; Country

Alabama

WTLM-AM/Pepperell
PRICE: \$5000
TERMS: Asset sale for cash
BUYER: Fuller Broadcasting Co. Inc., headed by President Gary Fuller. It owns three other stations. Phone: (205) 745-4656
SELLER: Glen Ward
FREQUENCY: 910 kHz
POWER: 1kw day/81 watts night
FORMAT: This station is dark.

California

KMBY-FM/Gonzales (Monterey-Salinas-Santa Cruz)
PRICE: \$525,000
TERMS: Asset sale for cash
BUYER: Monterey Bay Broadcasting Co., headed by principals Mikios Benedek and Terry Gillingham.

Continued on Page 8

Regent Broadcasting, Inc. Congratulates Melanie in the Morning!



Morning Show Host
KSNE, Sunny 106.5 in Las Vegas

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| SALT LAKE CITY: | KMXV-FM, KUDL-FM |
| CHARLESTON: | KKAT-FM, KALL-AM, KODJ-FM, **KBKK-FM |
| | WEZL-FM, WXLV-FM |

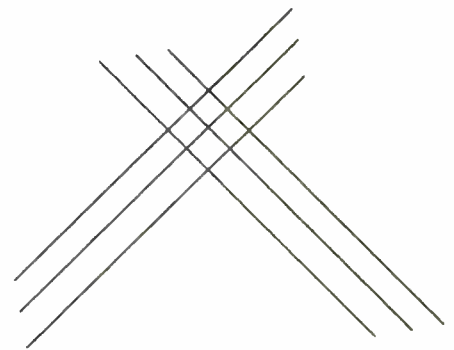
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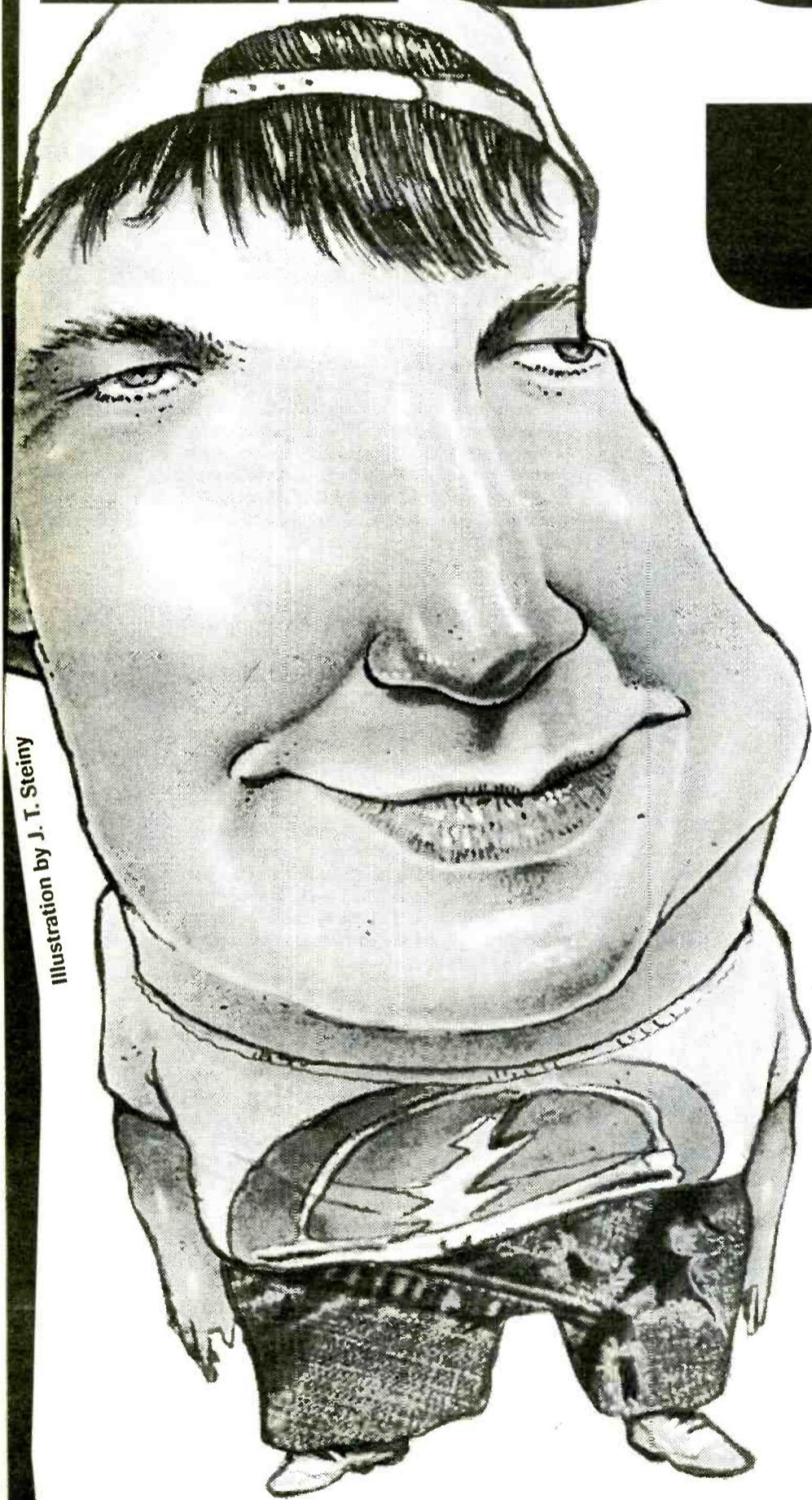


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Michael Moves To KCIY For PD Post

Two-year KOAI (The Oasis)/Dallas MD Bret Michael has been named PD at NAC KCIY-FM/Kansas City. He replaces Doug Gondek, who departed to program Infinity's News/Talk WXYT/Detroit (R&R 5/3).

"I wanted to do something that would take this station into the top three to five 25-54 right away," said KCFX-FM & KCIY GM Bill Newman. "Many NAC stations come on strong at sign-on, then drop off, and in time find a good, solid 25-54 level. I was hopeful of finding someone with significant success in the NAC format.

"The Oasis is easily one of the premier NAC stations in the country, and Bret has been one of the most consistent parts of their success since the outset. He has a comprehensive knowledge of the format and I feel fortunate to have secured him for this position."

Prior to his most recent post, Michael was KOAI's Production Director. He also hosted its "After Hours" show for three years.

Beggs Upped To Nat'l Promo At RCA/Nash.

RCA/Nashville Mid-Atlantic regional Eric Beggs has been elevated to Director/National Promotion. He succeeds Patti Olsen, who exited the label a few weeks ago.



Beggs

"This was a difficult decision because there were a lot of great people on my staff to choose from," VP/Promotion Mike Wilson told R&R. "Eric brings a lot to the table in the national position. He grew up in the Sony organization and spent almost three years with Capitol. He's covered three different regions — the Midwest, Southwest, and Southeast — so he certainly knows radio. He'll be a huge asset to this label and our artists."

Beggs began his promotion career at Columbia/Nashville in 1992 and left for the Midwest local promo post at Liberty in mid-'93. He moved to Dallas as Southwest regional when Liberty sister Patriot debuted in early '94. He shifted to the Southeast for Capitol (formerly Liberty) in mid-'95, then left Capitol in April of this year.

Pugh

Continued from Page 1 part of great things to come at WMVP."

Before joining Adult Alternative WSHE, Pugh was VP/Programming for TK Communications in Miami and PD at Rock WRXL-FM/Richmond.

Super 14



Super 8 celebrated the release of its self-titled Hollywood Records debut following a performance at L.A.'s Whisky. Captured on 35mm are (rear, l-r) Hollywood National Dir./Promotion Michael Motta, Midwest Regional Promotion Manager David Perl, L.A. Regional Promotion Manager Ann Eason, and Sr. VP/Promotion John Fagot; (front, l-r) VP/Sales Dutch Cramblitt, Super 8's John O'Brien, Hollywood Exec. VP Richard Leher, VP/Promotion Tim Burruss and President Bob Pfeifer, Super 8's Bronx Style Bob and Joel Shearer, and Bronx Style Bob's wife Claudia Diaz; (kneeling, l-r) Super 8's John Steward and Heming Borthne.

Daley Rises To Capitol Nat'l Rock Promo

Snow takes over college promotion post

Capitol Records has upped Tommy Daley from Associate Director/College Promotion to National Director/Rock Promotion.

"Tommy's got a ton to prove, and I'm scared shitless," said label Sr. VP/Promotion Phil Costello. "He even tried to sell me some bill of goods that he was related to [Chicago Mayor] Richard Daley."

Daley told R&R: "I'm looking forward to the challenge of keeping Phil's foot out of my ass and learning the tricks of the trade from the true master of rock, [VP/Rock Promotion] Dave Ross."

Moving up to Daley's former slot is college radio rep Mike Snow, who was MD at WUSO/Springfield, OH prior to joining Capitol.



Daley



Snow

Country KEYV/Las Vegas Goes 'Big Oldies'

White becomes PD; KBGO calls pending

Country KEYV/Las Vegas became "Big Oldies 93" at noon last Wednesday (5/15). Former WMAS-FM/Springfield, MA PD Brian White is now programming the station, which has applied for new calls KBGO.

White told R&R, "I don't like saying anything negative about a competitor, but crosstown Oldies KQOL is licensed to Boulder City and has an inferior Las Vegas signal. It's an okay-sounding station with a good signal in the southern portion of the metro, but they don't punch the northern part. KQOL also doesn't have the resources of Regent Broadcasting or our Class C signal capability.

"Las Vegas has really needed a full-fledged, full-market-signal Oldies station. Regent already owns Country KFMS and AC KSNE in this market, and Big Oldies will be a good fit. All three of us will perform very well 25-54."

White's other programming experience includes KFRC/San Francisco, XHTZ/San Diego, WBJW/Orlando (now WOMX), and WMXB/Richmond.



White

Riesen Returns To KBZN/SLC As PD

Capitol Broadcasting NAC KBZN/Salt Lake City has appointed Rob Riesen PD. Riesen — who is a former afternoon drive announcer at the station — replaces Dale Nelson, who departed several months ago.

"I've been a fan of this format for a long time," Riesen stated. "There's a lot of room for growth in this market, and I'm looking forward to being part of that growth."

A 15-year veteran of radio, Riesen previously held an airshift at former crosstown Country outlet KWJJ.

EXECUTIVE ACTION

WFAN/New York Welcomes Davis Back As GSM

Lee Davis has returned to his GSM slot at all-Sports WFAN-AM/New York. He had spent six weeks as President/GM of WIBF-FM/Philadelphia and WDRE-FM/Nassau-Suffolk.

"We are very happy to welcome Lee back," said WFAN GM Joel Hollander. "Since joining the station as a sales representative and rising through the ranks to GSM, Lee has been an integral part of WFAN's success."

Davis first joined WFAN in 1989.

Schock Shifts To RCA As VP/Media, Artist Dev.

Elaine Schock, former head of independent public relations firm Shock Ink, has been appointed VP/Media & Artist Development at RCA Records.

"I have worked closely with Elaine for many years, and my respect for her productivity, creativity, and understanding of the media and artist development process has only grown," said label Exec. VP/GM Jack Rovner. "She consistently demonstrates a keen sense of what is right for the individual artist and delivers the highest-quality media for them."

Schock also has worked as Director/Publicity at Chrysalis Records, Manager/Publicity at Casablanca Records, Director/Publicity for ABC Records, West Coast Manager/Publicity for MCA Records, AE at the Howard Bloom Organization, and Associate Director/Publicity at Columbia Records. Schock began her career in Island Records' London press office in 1975.



Schock

Carvello Says H.O.L.A. To VP/Promotion Post

Joey Carvello has been named VP/Promotion at H.O.L.A. (Home Of Latino Artists) Recordings. He formerly was VP/North America for Champion Records.

"Joey's track record is legendary," said H.O.L.A. GM/Exec. VP Ken Baumstein. "That and his enthusiasm for the H.O.L.A. vision will play crucial roles in our success."

Prior to Champion, Carvello was VP/Radio at tip-sheet Street Information Network. Under the SIN umbrella, he also acted as VP for Set 'Em Up Marketing. Carvello also was Sr. Director/Dance Music & Crossover Radio for Atlantic Records and its associated labels and founded the independent crossover company Joey Carvello Promotions.



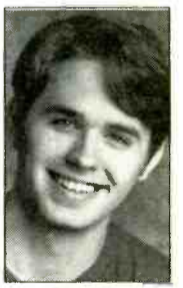
Carvello

Marion Takes 57 Promo & Special Projects Post

William Marion has been named National Director/Promotion & Special Projects for 57 Records. He previously served as National Director/Promotions for Vernon Yard Recordings.

"William's creativity and talent will be a tremendous asset to our artists and the company," said label founder/album producer Brendan O'Brien.

Marion began his career in 1992, serving as Station Manager for college outlet WPLS/Greenville, SC. He segued to Island Records as Marketing/Promotion Asst. two years later.



Marion

For Pete's Shake



Atlantic Group co-CEO/co-Chairman Val Azzoli (l) greets Pete Townshend backstage at New York's Supper Club. The Pinball Wizard had just wrapped a week of acoustic promotional concerts.

Radio

• **TRACY CASSIDY** is the new Director/Public Service for Triathlon Broadcasting's KFH-AM, KQAM-AM, KEYN-FM, KRBB-FM & KXLK-FM/Wichita. She will continue her duties as morning co-host on KRBB.

Records

Marketing, a company Omansky founded in 1990 following a stint as VP/Marketing Management with RCA. Additionally, **LUCY SABINI** and **GINA ORR** are appointed Directors/Publicity for RCA Records, while **TODD SCHENKENBERGER** becomes Associate Director/Publicity.

• **TAD SMITH** has been named VP/Corporate Development for BMG Entertainment North America. He previously served as a management consultant at McKinsey & Company Inc.

• **BRENT HIROKAWA** and **JILLIAN NEWMAN** have become VP/Controller and Manager/Artist Development & Artist Relations, respectively, at A&M Records. Hirokawa was previously Audit Sr. Manager/Media & Entertainment Division at Ernst & Young LLP; Newman was formerly a marketing intern with the label.

• **CHRIS POPPE** has been promoted to Sr. Director/Marketing for Epic Records. She most recently served as Associate Director/Marketing with the label. In related news, **J. DAVID WALDMAN** is elevated to VP/Business Affairs at Sony Music Special Products. He was formerly Director/Business Affairs with the Sony division.

• **CYNTHIA GRIMSON** has been named head of Marketing & Product Development for Almo Sounds/Nashville. She was previously Director/Product Management for A&M/Nashville.

• **CAROL SNEYD** has been promoted to Director/Advertising from Manager/Advertising at Warner Bros. Records.

• **JOHN CONDON** has assumed Director/A&R duties for Elektra Records. He will continue to serve as Director/A&R for Asylum Records. Additionally, former KCIN/Seattle PD **RAY RANDALL** is the new West Coast regional promotion head for Asylum and former RCA/Nashville VP/A&R **MARY MARTIN** joins Elektra and Asylum as a consultant.

• **DAVID DORN** and **DAVID GORMAN** have been promoted at Rhino Records. Dom, who will serve in Rhino's entertainment division, rises from Director/Media Relations to Sr. Director/Media Relations. Gorman ascends from Manager/Creative Marketing to the label's Creative Czar.

• **LAURA RINALDI** has become Director/A&R Administration for H.O.L.A. Recordings. Rinaldi previously served as Associate Director/A&R Administration at EMI Records.

National Radio

• **BOB CAREY** has joined ABC Radio Networks as Manager/Affiliate Marketing. He was formerly Director/Marketing for Premiere Radio Networks.

• **STEVEN "BUCKY" ALBRIGHT** has been named Director/Operations, Milwaukee for Metro Networks. He most recently served as a traffic anchor for the networks.

• Twelve-year-old **EVAN ROBERTS** is now host of "What's Up? With Evan Roberts," Thursdays from 8-9pm ET/5-6pm PT, on Radio AAHS. He was previously host of "Going Bzircus" and "Kids Sports Talk" on WGSN/Nassau-Suffolk. Additionally, WAHH-AM/Wilmington, NC becomes a Radio AAHS affiliate.

• **BARRY MINKOW** will become host of Business News Network's "Consumer Hotline," airing 7-9pm ET/4-6pm PT, starting June 3. He is currently host of "Fraud Biz," airing 8-10am on KWNK-AM/Simi Valley, CA.

• **KEYMARKET RADIO** has purchased the Interstate Radio Network from the Tribune Company. The overnight Coun-

try-based radio program is syndicated to 30 clear-channel affiliates throughout North America. As a result, **RUSS SCHELL** has been named VP/Network Operations and will oversee Keymarket's Road Gang Coast to Coast Network as well as newly acquired Interstate. Schell was formerly Director/Operations at Zimmer Broadcasting.

• **GLOBAL SATELLITE NETWORK** presents "A Very Special Evening With Crosby, Stills & Nash," to air live via satellite on Tuesday, May 28, from 11pm-12:30am ET/8-9:30pm PT. The rock group will perform live and take listener calls. Bob Coburn hosts; (818) 906-1888.

• **CBS RADIO NETWORKS** will broadcast "The Job Search," a special 10-part series designed to direct listeners to promising career opportunities. The one-minute reports will air the weekend of June 1 from 6:40am-10:40pm, at :40 past each hour. *Fortune* magazine columnist Marshall Loeb anchors; (212) 975-3771.

• **SJS ENTERTAINMENT** will launch "Overnight With Jeff Foxx," the first nationally syndicated overnight programming for Urban radio, on July 1 at midnight. The six-hour program, hosted by the former WRKS/New York air talent, will be aired live from New York; West Coast affiliates may broadcast the program's first three hours on tape delay between 3-6am. The show will feature urban music, live in-studio interviews, and audience interaction; (310) 358-8688.

• **CHAMPION PRODUCTIONS'** syndicated "Sports Byline USA" will add a daily two-minute feature, "The Business Of Sports," to its program on June 17. Noted sports attorney Leigh Steinberg will host the vignettes, covering such topics as licensing, endorsements, and marketing agreements; (800) 783-7529.

For The Record

In last week's issue (R&R, 5/17), a photo caption misidentified a **WPLJ/New York** benefit compilation CD. Information provided by **EMI Records** stated the album title as "Mighty Real—Dance Classics Vol. 1." The correct title is "Scott and Todd Present: Scam Dunk, A Comedy Album, Volume IV."

PROS ON THE LOOSE

Jason Bailey — Morning co-host WHKW-AM & FM/Louisville (502) 493-8875

Michael C. Bandy — OM/morning co-host WHKW-AM/Louisville (502) 499-6009

Coco Cortez — Late-nights WBBM-FM (B96)/Chicago (312) 243-2626

Michael Eads — MD/middays KWJZ/Seattle (206) 933-1336

Dave McKay — OM/mornings KWJZ/Seattle (206) 820-3488

Tony Salvatori — Nights/weekends WKKD/Aurora, IL (708) 752-1708

Industry

• **PAUL STUDEBAKER** has joined the Interep Radio Store as a Dallas-based radio marketing specialist. He had previously been Associate Marketing Manager with Dr. Pepper/Cadbury Beverages North America.

• **DAVID GRAUPNER** has been appointed Exec. VP/Operations at TM Century. He joins the company from Mid-continent Media, where he previously served as VP/GM.

• **RANDY PRICHARD** has launched RPM, a media, marketing, and management sales training and consultancy firm. The company's address is 8470 Corsica Drive, Jenison, MI 49428; phone (616) 667-2284.

• **DIMAC MARKETING CORP.**, a subsidiary of Heritage Media, has acquired MBS/Multimode Inc., a Long Island, NY-based database marketing firm. MBS will continue to operate under its own name as a subsidiary of DIMAC; no administrative restructuring has been announced.

• **ON-AIR PRODUCTIONS** has introduced a new service that allows for the conversion of analog-based cassette airchecks to digitally mastered CDs; (406) 582-0828.

National Radio Formats
See Page 17



Rumsey

Sautter

• **GENE RUMSEY** and **TERRY SAUTTER** have been appointed Sr. VP/Major Accounts Group and Sr. VP/Field Sales & Marketing, respectively, for EMI Music Distribution. Rumsey previously served as Sr. VP/National Accounts for Cema Distribution; Sautter was formerly Regional Director for Cema.



Gillon

Major

• **KATIE GILLON** has been promoted from VP/Production & Creative Services to Sr. VP/Production & Creative Services at MCA/Nashville. At MCA Records, **DOUG MAJOR** ascends from Director/Video Services to VP/Music Video Production.

• **MICHAEL OMANSKY** has returned to RCA Records to serve as its VP/Strategic Marketing. He most recently served as President of Worldwide Entertainment

CHRONICLE

BIRTHS

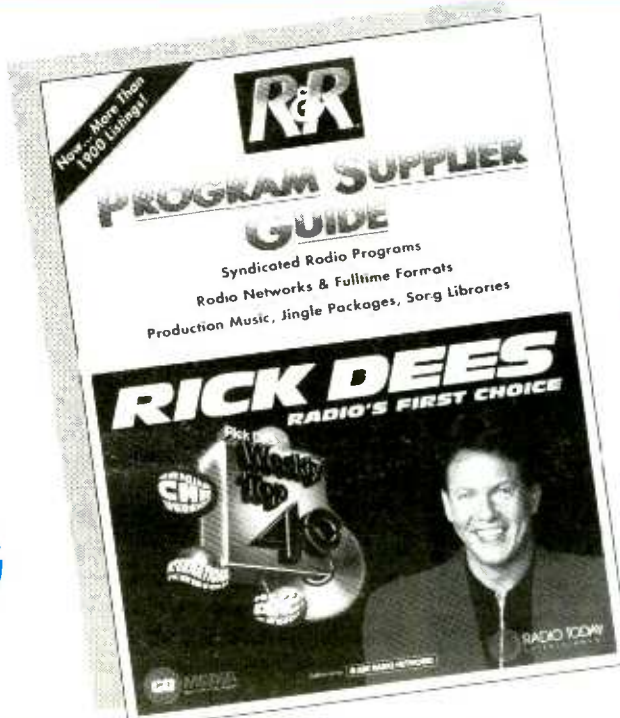
WLDE/Ft. Wayne morning news anchor **Julie Jordan**, husband crosstown **WBTV** morning host **T.J. McKay**, son Joseph John-Aaron, May 20.

SW Networks VP/Talk Programming **Dave Rimmer**, wife Jennifer, daughter **Caroline Ehrlich**, May 16.

Arista VP/Int'l **Eliza Diamond**, husband David, daughter **Rachel**, May 7.

With This Week's R&R

YOUR COMPLETE DIRECTORY OF PROGRAMMING SERVICES



BROUGHT TO YOU IN PART BY:



Are You Living (And Dying) In The Post-Arbitron Zone?

By George Burns

An increasing number of radio stations inhabit the Post-Arbitron Zone. This unhappy place is made up of competitors for whom the whole ratings game is probably a losing enterprise. A certain group of these stations see a glimmer of hope from time to time. They get a "kiss" in the book and show some encouraging position in a target demographic. But the next book comes along and back they slide down into the murk and mire of the Post-Arbitron Zone.

Take This Test

Here's a simple test. Take a recent Arbitron report. Go toward the back of the book and look at the cume duplication page. Make these calculations:

Starting at the left edge, go down the page until you reach your station's call letters. Add *ACROSS* the page along the row that designates your station. Skip over the 100 score you'll reach when you hit the column designating your station. Take the sum of all stations *ACROSS* the page and divide by the number of stations in the report (minus your own station). Write this down on a piece of paper and label it *TAKE*.

Now go across the top of the page and find your station's calls. Add *DOWN* the column under your station. Again skip over the 100 score when you get to the row for your station. Take the sum *DOWN* and divide that by the number of stations in the report (minus your own). Write this figure down next to the *TAKE* number and label it *GIVE*.

The *TAKE* number is the percentage of the average stations' cume that also tunes into your station. The *GIVE* score is the average percentage of your cume that tunes into each other station. Now subtract *GIVE* from *TAKE*. If the



For those few high-cume, strong-signal formats that can hack it, the system is great. But the niche stations are screwed.



result is a minus or less than plus one, you have my condolences — because your station inhabits the Post-Arbitron Zone.

Pluses & Minuses

Stations that are strong in Arbitron (or any other service) will score a strong plus number here. It could be as high as +13 or +14, depending on the size of the market. In a fragmented crazy place such as Los Angeles, the score could be around a +8.

Stations in the minus area simply don't do well. They don't normally get that elusive glimmer of hope. Those whose number falls between +2 and zero are the kinds of stations that get the feeling of a light at the end of the tunnel every few books. And when that glorious light does favor us, it usually

comes in the form of Time Spent Listening.

TSL Vs. AQH

But TSL is an unworthy and fickle lover. She cometh and goeth without regard to what you doeth. Many years ago, we learned that extending the time spent by heavy users *could* improve Average Quarter Hour. But only up to a point. Beyond that point, TSL damages cume and thus lowers Average Quarter Hour.

Remember: TSL is not the same thing as Average Quarter Hour. In market after market, the best indicator of Average Quarter Hour position is the relative size of your station's cume. Time Spent Listening does *not* correlate with Average Quarter Hour. The stations with the highest TSL are often at the bottom of that unhappy mob in the Post-Arbitron Zone.

Cume Counts!

Stations that do best in Arbitron are stations with large cume. They reach as many people as possible, and they do this across the whole range of zip codes. Broadly reaching stations — Full-Service, CHR (in the old-fashioned Top 40 sense), All-News, and the equivalent outlets for large "minorities" like *KLVE/Los Angeles* or *WJLB/Detroit* — are the folks who get the strong cumes and the big quarter hours.

Such a system can only accommodate so many stations. Over the



When you get down to basics, Arbitron and AccuRatings are just Hooper and Pulse dressed up for the '90s. This is not the fault of Arbitron or any other company. The whole idea is already dead. It's just too arrogant to lie down.



years, our kindly Uncle Sam has deemed it beneficial that radio should go forth and multiply. The number of stations now greatly exceeds the number of possible meaningful cume winners. Thus we have the Post-Arbitron Zone.

If you are one of these less broadly appealing stations (aka niche formats), you must undergo a constant promotional struggle. You keep hyping the book so that

DATELINE

• **June 4-5** — Third International Symposium on DAB. Montreux, Switzerland Convention Center; (213) 938-3228.

• **June 6-9** — Third Annual Radio Montreux International Symposium. Montreux, Switzerland Convention Center; (213) 938-3228.

• **June 10-16** — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville; (615) 244-2840.

• **June 12** — 1996 Radio Mercury Awards. Waldorf Astoria, New York City.

• **June 19-22** — PROMAX Convention. Los Angeles Convention Center; (310) 788-7600.

• **June 20-22** — 25th Silver Anniversary Convention & Bobby Poe Retirement. Sheraton Premiere, Tysons Corner, VA; (301) 951-1215.

• **June 26 (through September 18)** — Summer Arbitron.

• **June 27-29** — 45th Annual AWRT Convention. Ritz-Carlton, Naples, FL; (703) 506-3290.

• **July 9** — Major League Baseball All-Star Game. Veterans Stadium, Philadelphia.

• **July 10-12** — McVay Media Radio School. Stouffer's Renaissance, Cleveland; (216) 892-1910.

• **July 11-14** — Upper Midwest Conclave. Downtown Marriott, Minneapolis; (612) 927-4487.

• **August 8-10** — Talentmasters Morning Show Boot Camp. Westin Canal Place Hotel, New Orleans; (770) 926-7573.

• **August 22-25** — Jack The Rapper Convention & Expo. Georgia International Convention Center and Sheraton Gateway Hotel, Atlanta; (407) 290-2289.

• **September (Date TBA)** — 20th Annual NABOB Fall Broadcast Management Conference. Sheraton Washington Hotel, Washington, DC; (202) 463-8970.

• **September 9 (through December 11)** — Fall Arbitron.

• **October 2** — CMA Awards. Grand Ole Opry, Nashville.

• **October 4-6** — '96 Women In Communications Conference. Red Lion Jantzen Beach Hotel, Portland, OR; (703) 359-9000.

• **October 9-12** — NAB Radio Show. Los Angeles Convention Center; (202) 429-5420.

• **October 9-12** — RTNDA 51st International Conference & Exhibition. Los Angeles Convention Center; (202) 659-6510.

• **October 23-26** — *RAP SHEET's* Working Towards A Unified Hip Hop Nation III. Site TBA, Los Angeles; (213) 634-3528.

your *TAKE* minus *GIVE* number stays positive. The minute you let down, as soon as you decide to save a few bucks, back you skid to languish among the other losers.

Ratings Vs. Sales Needs

I call this the Post-Arbitron Zone because we have now entered a period where Arbitron (and every other rating service) no longer applies to the majority of operating stations. Ratings as we know them can not serve most stations' sales needs. This whole Reach & Frequency, Cost Per Point stuff is a bunch of crap for denizens of the Post-Arbitron Zone.

To sell under such a system is madness, a madness that has been going on since the 1940s. For those few high-cume, strong-signal formats that can hack it, the system is great. But the niche stations are screwed. They can turn out mobs for clients and ring cash registers off the wall within their realm of competence. But they can't compete in a traditional rating-oriented world.

The World Has Changed

Think of how much has changed since the 1940s. We have TV. We have cable TV. We have CD-ROMs, VCRs, digital TV via satellite, and we have the Internet. But we are still selling based on re-

search fundamentals that come from the '40s. We have bigger samples, new methods of data retrieval, and computers. But when you get down to basics, Arbitron and AccuRatings are just *Hooper and Pulse* dressed up for the '90s. This is not the fault of Arbitron or any other company. The whole idea is already dead. It's just too arrogant to lie down.

Most often I use this space to write about the relevance of new technologies and the Internet to today's commercial radio. It seems to me that these represent strong new audience and revenue possibilities. They cannot, however, be viewed from the perspective of the old ratings model.

The whole advertising industry is moving toward a more results-oriented, pinpoint-targeting mode. This can never be measured by ratings as we know them. These new technologies must be thought of as transforming devices. The Internet and whatever grows out of it will redefine the whole media business.

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

FIND WHAT YOU'RE LOOKING FOR FAST...



Every week in the RR MARKETPLACE

Radio & The Web: A Natural Alliance

By Gerry Boehme

More and more people are talking about the value of radio station web sites. While part of the interest stems from the lure of new technology, everyone seems to agree that radio home pages can provide a wealth of benefits to individual stations and their listeners.

We already see stations broadcasting over the 'Net, communicating directly with their listeners, and using their sites to assemble a station database.

Web Sites As A Revenue Source

Advertisers also can play an important role. One of the big questions still to be answered about radio home pages is this: How can stations make money from their sites? Any revenue generated from the Internet could be used to help support the cost of maintaining the home page. If the profits are large enough, they could be used to generate significant profit on their own.

For radio stations, the advertising possibilities presented by the Internet are huge. Even better, they relate directly to our traditional business: selling advertising time, or in this case, space on the web — only with a twist that takes advantage of the benefits that the World Wide Web has to offer.

□

What better way to drive web browsers to a particular site than with a targeted on-air radio campaign, using the loyalty of the radio station audience to drive traffic in whatever direction the client desires?

□

Internet Budgets Up

Many questions still need to be answered regarding the effectiveness of ad spending on the Internet and how to measure audience size. However, it's already clear that radio web sites present a new opportunity for advertisers interested in reaching potential consumers.

We're already seeing Internet ad budgets being created by traditional broadcast sponsors. While some of this money may indeed be "new," it's far more likely that many — if not all — of the Internet dollars are being taken from traditional media, radio among them.

How do we keep radio budgets from being slashed? In fact, is it possible to transform the Internet from a potential threat — a competitive ad medium — into a benefit?

Let's look at the Internet side of the equation. While the concept of advertising on the web is still in

its infancy, people are already starting to investigate its possibilities. The potential benefits of web site ads include direct links to advertisers, impressive visual images, and unlimited detail.

What many home pages lack is the ability to drive targeted traffic to their sites. How can an audience be made aware of the ad (or the home page itself)? And how can a need be created for that audience to make the effort to go to the web site and receive the message?

Now let's look at radio. We all know the benefits to radio advertising: portability, targeted — and loyal — audiences, the "theater of the mind," and the like. What has held radio back in the minds of some advertisers? Justified or not, radio has been criticized for two arguable shortcomings: the lack of visual images, and the difficulty of providing detailed information.

Anyone see a pattern here?

Radio/Internet Synergy

Combining a radio on-air campaign with radio station web site advertising solves both dilemmas. What better way to drive web browsers to a particular site than with a targeted on-air radio campaign, using the loyalty of the radio station audience to drive traffic in whatever direction the client desires?

Radio stands as the medium best suited to partner with the Internet and provide effective advertising strategies to clients looking to merge the best qualities of both media. Loyal listeners already are saving their radio station's web site as one of their favorite places, so they're already likely to be exposed to client ads placed on those sites. Heavy Internet users are likely to be loyal listeners to at least one radio station.

The listener now will be able to hear a spot on the radio, go to the station's home page, and click on

Do You Have A Sales Story To Tell?

The challenges facing a radio sales department are growing more difficult each day.

- How are you staying ahead of the game?
- In what new ways are you compensating and motivating your sales staff?
- Is your department using computer technology? How?
- Are you exploiting all possible new business sources?
- Is radio's slice of the advertising pie in your market growing?

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

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

Mail: 10100 Santa Monica Blvd., 5th Floor,
Los Angeles, CA 90067-4004
Phone: (310) 788-1646 Fax: (310) 203-9763
E-mail: ronr@rronline.com

The Web: Competition Or Enhancement?

Like any new medium, the rise of the Internet introduces some audience competition to established media, including radio. A closer look makes it clear that radio stands to reap some benefits from the growing usage of the Web, while other media could be hurt from an audience standpoint.

Location, Location, Location

Much of the Internet's impact will be defined by its location, or rather, the location of the user. Computer usage is primarily concentrated in the home and at work. Logically speaking, the Internet poses little threat in the area of portability, where radio excels. Fixed locations are the norm — the computer rests in one place in the house — but radio is in every room.

Pictures & Screens

The Internet mixes visual and audio elements, but it's primarily visual. It's an active medium that demands full attention to a screen — just like TV. In fact, some studies suggest that much of Internet home usage is coming at the expense of television.

We've also seen the beginnings of mass distribution of publications through the 'Net. Will this affect the readership of traditional printed materials, along with their ad value? Perhaps.

Technology will make audio services available through the Internet as well. However, some users may prefer to listen to their radio. Others may listen to their favorite station, but through the Internet. A third group may tune to other sources, including radio stations from other places, or new audio services.

The Walkman (personal portable stereo) may help us draw some conclusions here. While the appearance of such devices certainly made tapes or CDs available in a portable environment, they also contributed to new radio listening. The Internet probably will work the same way, making radio available to people who choose to use their computers at the expense of either TV or print.

Radio web sites enhance a station's ability to communicate with the audience and provide more value. These benefits, combined with their revenue potential, will more than compensate for any audience erosion the Internet may exact on listenership.

the ad placed by the specific advertiser. This could include a direct link to the home page of the advertiser, where the possibilities for direct communication and detailed information are endless.

Want a coupon? Print it there through your PC. Want detailed lease information for the luxury car of your dreams? Read it and print it through the Internet, along with a picture of the car and an e-mail connection to the dealer in your area.

Joint radio and Internet advertising campaigns are a natural. What will be necessary to make this happen?

Making It Work

First, radio stations must have web sites (elementary, my dear Watson). Not only that, the station will have to treat its web site like it does its core on-air business. The site must be maintained, attractive, current, and exciting. Web browsers must be given consistent reasons to click on the site again and again. If they don't come, you cannot sell it.

Second, it will not be enough for only some stations to be on the web, at least for national advertisers. Radio web sites — and Internet coverage — will have to attain the critical mass that makes any medium effective.

Third, an easy and efficient

means of linking web sites must be made available to advertisers. Radio campaigns work because we know how to produce the spots, and we know how to get them on the air. The same mechanisms need to be established for the home pages and the links to other sites.

Fourth, worth will have to be established. Is the web site ad offered as "added value" or at an additional charge? Is there a flat fee, or will it be based on hits?

Radio survived the introduction of TV, cable TV, CDs, and the Walkman. The issue is not whether radio will survive the growth of the Internet. It's whether we'll be able to take advantage of a tremendous opportunity to combine the synergy of two exciting media for the benefit of advertisers and audiences alike.

Gerry Boehme is Sr. VP/Research Director for the Katz Radio Group. He can be reached at (212) 424-6784.



Salespeople On The Move

• Gabe Grimalt is now NSM at Spanish Broadcasting Systems' WXLX-AM, WPAT-FM & WSKQ-FM/New York.

• John Ford has been appointed GSM of Nassau Broadcasting's WJLK-AM & FM & WQNJ-FM/Monmouth-Ocean. He previously served as Mgr./Sales for North Shore-owned competitors WOBM-AM & FM.

• Lonnie Martin will join WIIS/Key West, FL as Dir./Promo & Sales, effective August 1.

• Bob Calandruccio has become Eastern Regional SM for CBS Radio Networks. He was formerly President of Vitt Media International.

• Rob Williams and Mario Del Pero become VP/Stations, Northeast Division and AE, respectively, at Katz Radio/New York. Additionally, Louise Kallechstein, Lisa Beth Napp, and Betina Lewin-Tames are named Regional Acct. Mgr., Mgr./Sales, and AE, respectively, at Katz's KRG Network Dimensions. Furthermore, Chris Drummond and Brian Benedik are now AE and Team Mgr., respectively, for Katz's Eastman Radio.

Creating A Successful Marketing Plan

By John Lund

A successful marketing plan is vital to the success of any radio station, regardless of market size or format. While the **Lund Consultants** customize a marketing plan and individual promotions for each client station in its respective market, all clients are assisted with the following marketing plan outline.

Assessing Your Goals

- What is the goal of the station's marketing on target (new cume, TSL, visibility, etc.)?
- Does advertising reflect the uniqueness and attraction of the station?
- Is there a set marketing plan for 1996?
- Why should new listeners change from their present listening habits and tune to your station?

The purpose of this planner is to assist in establishing station goals, collect and process data pertinent to the station's marketing plan, and identify promotional opportunities for the coming year.

The Station's Mission

The station's mission is to identify a target demographic to which it will market its programming product, and to develop a strategic plan that ascertains the radio needs of this target group, and then super-serve this group through exemplary programming.

Tactical planning takes the defined goals of the strategic plan and develops operational methods and activities to reach those goals.

As the spring rating period winds down, station management prepares for the summer and fall sweeps using a precise marketing guideline. The Lund Marketing Matrix benefits many radio stations. The process of describing format, market, audience, competition, obstacles, and objectives helps create effective, sharply focused marketing.

Identify Strategic Goals

1. Mission statement
2. Format & image
3. Primary & secondary demographics
4. Marketing objectives

Product Definition

1. Listener profile
2. "Stationality" that makes the station unique
3. How station "attitude" is projected on-air
4. Music & formatics
5. Personalities & their importance in mornings and other dayparts
6. Station history & service to market
7. Areas in metro/TSA not served due to signal
8. Positioning statement (Is it simple enough, easily understood, unique, credible, and beneficial?)
9. Phraseology used to describe station; other slogans and nicknames
10. Areas that differentiate morning show from other dayparts

Competition

1. Primary & secondary competitors
2. Competitive formats & positioning
3. Competitive advantages & weaknesses
4. Advertising themes & usage of key competitors

Audience Profile

1. Target demographic
2. Secondary demographics & fringe demos

3. Audience sharing with key competitors
4. How listeners "use" station in morning, "workday," afternoon, evening, weekends
5. Profile of active or passive listeners
6. What listeners respond to best and least

Research

1. Ratings trends & perceptual research
2. How do listeners describe the station (call letters, station name, dial position)
3. What language do listeners use to characterize station & format?
4. Attributes important to listeners; reasons for listening
5. Competitive flaws & opportunities

Primary & Secondary Promotions

Describe each promotion conducted over the past year. Did it accomplish one or more of the following?

- Cume builder
- Time Spent Listening growth
- Audience recycling
- Image enhancement
- Revenue generation

Now describe the:

- Promotional strengths
 - Promotional weaknesses
 - Recommended changes if promotion is conducted again
- Roster annual events in the market, and note those events the station sponsors or co-promotes. Of the events not covered by the station, which most closely match the station's target demos? List significant holiday promotions.

Advertising & Promotion

1. What specific media are used by the radio station:
 - TV
 - Cable TV
 - Newspaper
 - Outdoor
 - Transit
 - Direct mail
 - Telemarketing
 - Other advertising media
2. Describe length of advertising terms — consistently utilized media (all year) and flights/schedules
3. Recent creative advertising approaches for station (What is used in each medium? Is there a consistency in theme?)
4. Competitive creative ap-

Share Your Marketing Plan!

We hope you'll take part in the industry's newest weekly forum for marketing & promotion professionals.

- Just what did it take to pull off that remote?
- How much time went into that station concert?
- Who chose the colors for that outdoor campaign?
- Why did you use film — or video — for those TV spots?

R&R invites you to share your stories about any of the above topics — or just about anything marketing- or promotion-related — with our readers. Your comments will contribute to an ongoing forum designed to attract attention to the importance of strong marketing and promotion in the radio industry.

Please send your ideas, releases, and photographs to **Scott Slaven**, Director of Communications, **PROMAX International**, 2029 Century Park East, Suite 555, Los Angeles, CA 90067.

proaches, media, and usage

5. Complete a one-year calendar showing major and secondary contests, audience promotions, sales promotions, station events, appearances

6. Identify those promotions that only your station can do well, and events that would be out of character for the station

Attracting New Cume Trial

New promotions should be strategically designed to accomplish specific audience and sales goals. Promotions are a tactical device that should have a positive effect on one or more of the following:

- Cume building
- Quarter hour (TSL growth)
- Audience recycling
- Image enhancement
- Revenue generation

Tactical Promotional Planning

1. Primary reasons that listeners tune in to the station
2. The station's biggest asset
3. Does the morning show command habitual listening? Does its content consistently get talk in the market?
4. Obstacles that must be overcome to attract new cume trial
5. Primary advertising objective

(Roster the single-biggest benefit the campaign should communicate.)

6. Secondary objectives (List additional messages to reach marketing objectives. *Caution:* Multiple messages tend to get in the way of the main objective.)

7. Advertising & media budget (for year, per quarter)

The station's Marketing Assessment should be continuously updated. Complete promotional files should be kept for each station promotion.

John Lund is President of the **Lund Consultants To Broadcast Management Inc.** and **Lund Media Research**, a full-service radio programming, consulting, and research firm based in San Francisco. He may be reached by phone at (415) 692-7777 or by e-mail at TLC2RADIO@aol.com



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Pro:Motions

• Clarence "Catdaddy" Spurs is upped to Dir./Promotions at **KDKS/Shreveport, LA.**



ARROW TOUCHES HEARTS — Classic Hits **KCBS-FM/Los Angeles** recently presented the American Heart Assn. with a check for \$2500 on behalf of the CBS Foundation. The check represents Arrow 93FM's efforts to raise money for and create awareness of AHA services during a series of fundraising "Heartwalks" across Southern California. Posing with the check are (l-r) **KCBS-FM Community Affairs Dir. Cynthia Eichler**, **AHA/Orange Country Dir./Public Affairs Liz Linn**, station VP/GM **Dave Van Dyke**, and **AHAL.A. County Dir./Public Relations Dana Butler**.

MUSIC & MOVIES

CURRENT

- **TWISTER (Warner Sunset/WB)**
Singles: Humans Being/Van Halen
Long Way Down/Goo Goo Dolls (Metal Blade/WB)
Other Featured Artists: Shania Twain, Mark Knopler, Tori Amos
- **FLIPPER (MCA)**
Featured Artists: Matthew Sweet, Shaggy, Tom Jones
- **THE CRAFT (Columbia/CRG)**
Featured Artists: Spacehog, Jewel, Elastica
- **THE TRUTH ABOUT CATS & DOGS (A&M)**
Single: Caramel/Suzanne Vega
Other Featured Artists: Blues Traveler, Ben Folds Five, Sting
- **THE GREAT WHITE HYPE (Hudlin Bros./Epic Soundtrax)**
Featured Artists: Bone Thugs-N-Harmony, Method Man, Camp Lo
- **JAMES AND THE GIANT PEACH (Walt Disney)**
Featured Artist: Randy Newman
- **THE PALLBEARER**
Single: Love Is A Beautiful Thing/AI Green (Miramax/Hollywood)
- **A THIN LINE BETWEEN LOVE & HATE (Jac-Mac/WB)**
Single: A Thin Line Between Love & Hate/H-Town
Other Featured Artists: R. Kelly, L.B.C. Crew, Luniz
- **FLIRTING WITH DISASTER (DGC/Geffen)**
Single: Camel Walk/Southern Culture On The Skids
Other Featured Artists: Cake, Urge Overkill
- **THE SUBSTITUTE (Priority)**
Single: Hoo Bangin'/Mack 10
Other Featured Artists: Organized Konfusion, Intense Method
- **SUNSET PARK (Flavor Unit/EastWest/EEG)**
Singles: Elements I'm Among/Queen Latifah
Hoop In Yo Face/69 Boyz
Are You Ready/Aaliyah
Keep On Keepin' On/MC Lyte f/Xscape
- **BOYS (A&M)**
Featured Artists: Del Amitri, Cast, Sparklehorse

COMING

- **MISSION: IMPOSSIBLE (Mother/Island)**
Single: Mission: Impossible/A. Clayton & L. Mullen
Other Featured Artists: Pulp, Salt, Cranberries
- **THE CABLE GUY (Work/CRG)**
Singles: Leave Me Alone/Jerry Cantrell
Somebody To Love/Jim Carrey
Standing Outside .../Primitive Radio Gods
Other Featured Artists: Cracker, Filter, Silverchair
- **THE NUTTY PROFESSOR**
Single: Touch Me Tease Me/Case f/Foxy Brown (Def Jam/RAL/Mercury)
- **EDDIE**
Single: All The Way Live/Coolio (Tommy Boy/Island)

VIDEO

NEW THIS WEEK

- **CASINO (MCA/Universal)**
Starring Robert De Niro and Sharon Stone, this feature film spawned a two-CD MCA soundtrack showcasing a compilation of vintage tunes. Disc one spotlights 16 tracks, including the Staple Singers' "I'll Take You There," the Moody Blues' "Nights In White Satin," Nilsson's "Without You," Roxy Music's "Love Is The Drug," Fleetwood Mac's "Go Your Own Way," B.B. King's "The Thrill Is Gone," Mud- dy Waters's "Hoochie Coochie Man," and cuts by Louis Prima, Les Paul & Mary Ford, Clarence "Frogman" Henry, Brenda Lee, and more.
The second disc contains 15 songs, including Jeff Beck's "I Ain't Superstitious" (vocals by Rod Stewart), Otis Redding's "Fa-Fa-Fa-Fa-Fa (Sad Song)," Devo's version of "(I Can't Get No) Satisfaction," Dinah Washington's "What A Difference A Day Makes," Lee Dorsey's "Working In A Coalmine," Cream's "Those Were The Days," Tony Bennett's "Who Can I Turn To (When Nobody Needs Me)," Little Richard's "Slippin' And Slidin'," and material by the Velvetones, Eric Burdon, Dean Martin, Les McCann & Eddie Harris, Jimmy Smith, and others.

'ZINE SCENE

'Spin,' Pumpkins Time-Travel Trip!

When *Spin* asks cover stars Smashing Pumpkins what they were doing in 1979, guitarist James Iha makes the amazing claim that he'd "go to a friend's house during lunchtime and watch MTV and make fun of, like, Prince and Bruce Springsteen videos, just like Beavis and Butt-head." (Well, somebody's acting like some kind of butthead, 'cause apparently neither Iha or any of *Spin's* editors remember that MTV didn't debut until 1981.)

Photo Phunnies

The *National Enquirer* and the *Globe* print shots of Howard Stern playing a younger version of himself in his forthcoming film — wearing an Afro wig!

The *Globe* also runs a huge picture of Michael Jackson's nose rotting away.

And ... the *Globe* features a photo of actress Patsy Kensit kicking 'n' screaming at her boyfriend, Oasis singer Liam Gallagher, over his late-night hotel rendezvous with supermodel Kate Moss.

Meanwhile, the *Star* runs photos of Heather Locklear and Richie Sambora frolicking in the pool at a Laguna Niguel, CA getaway.

People's "prom nights of the stars" story includes a 1977 shot of Alan Jackson and his high school sweetheart/current wife, Denise, and a 1984 pic of Janet Jackson and her date, Darric Graham (son of bassist Larry).

Pablo Picasso

"I don't have [a computer] and don't plan on getting one — ever. The computer affects my life and art in the same manner the radio affected Picasso" — Paul Westerberg's message to AOL subscribers (*Entertainment Weekly*).

"People want to call me a 'female vocalist,' a 'punk goddess,' and I've often said 'Why do you have to genderize something? You wouldn't call Picasso a 'white heterosexual painter' would you? He's an artist" — Interview covergirl Patti Smith resists labelization.

More Jacksons Action

The *National Enquirer* reports that Michael Jackson and Lisa Marie Presley planned to secretly adopt a mixed-race baby before she ended their marriage. Now she's decided to adopt the child

without Jackson's help and he's heartbroken. Meanwhile, the *National Enquirer* and the *Star* note that Lisa Marie received \$5 million from Jackson in their divorce settlement.

And ... the *Star* reports that Janet Jackson got her bellybutton and tongue pierced.

Childhood Traumas

"I've never had head lice in my life" — Everclear frontman Art Alexakis, remembering when his friends' parents used to check their kids' noggins for critters after finding out that he lived in a Culver City housing project (*Time*).

"I couldn't even wear pants until I was 14" — Toni Braxton recounts her strict childhood (*Us*).

Family Values

Now that "Barb Wire" has proven to be a big bust, Pamela Anderson Lee fired her manager — and replaced him with hubby Tommy Lee (*National Enquirer*).

Gloria Estefan's disciplining her wayward 15-year-old son by putting him to work on a construction site for six weeks makes the *Globe* and the *National Enquirer*.

Courtney Love broke down on the set of the movie she's filming, wailing that authorities were trying to take her daughter away. She's also battled with co-star Woody Harrelson and been thrown out of a Memphis nitespot for heckling the strippers (*Globe*).

Mariah Carey's AIDS-infected, former heroin-addict sister claims to have paid for the limo that Mariah took to her first audition with the money she earned as a hooker (*Globe*).

I'm Your Fan!

"There isn't a day that goes by that I don't listen to the Beatles. I'm obsessed with everything they've done, from their clothes to their music. I just stop short at going out with Japanese artists" — Oasis guitarist Noel Gallagher on his obvious obsession (*Us*).

"He had me sign my name on his bicep, right under this tattoo of my face that he'd had done. My face was right where there was a big ol' muscle he could flex. He was gonna have my signature tattooed as well. What if he's now in love with Shania Twain? Maybe he put her body under my head. That might be smart" — Patty Loveless talks about her weirdest autograph request (*People*).

MUSIC DATEBOOK

MONDAY, JUNE 3

- 1957/The Isley Brothers release their first single, "Angels Cried."
- 1970/Kinks leader Ray Davies flies from New York to London to change two words in "Lola" for the BBC. "Coca-Cola" becomes "Cherry Cola."
- 1972/The Rolling Stones begin the "Exile On Main Street" tour. Stevie Wonder is the opening act.
- 1976/Queen's "Bohemian Rhapsody" goes gold.
- 1993/Island re-signs U2 to a six-album, \$60 million deal.
- Born: Curtis Mayfield 1942, Deniece Williams 1951, Dan Hill 1954

TUESDAY, JUNE 4

- 1942/Capitol Records opens.
- 1967/"The Monkees" TV show wins an Emmy Award for Outstanding Comedy Series.
- 1979/Chic releases "Good Times."
- 1984/Bruce Springsteen releases his "Born In The U.S.A." album.
- Born: Michelle Phillips (ex-Mamas & Papas) 1944, El DeBarge 1961, Stefan Lessard (Dave Matthews Band) 1963

WEDNESDAY, JUNE 5

- 1968/Robert F. Kennedy is assassinated. Stephen Stills writes "Lone Time Gone,"

and the Rolling Stones insert a reference to the murder into "Sympathy For The Devil," which they record the next day.

- 1977/Alice Cooper's boa constrictor is mortally bitten by a rat it was being fed. Cooper holds auditions to replace the snake for his act.
- 1995/Breeders guitarist Kelley Deal pleads guilty to drug possession charges and is sentenced to a stay in a rehab center.

THURSDAY, JUNE 6

- 1962/After failing a tryout with Decca Records, the Beatles audition for EMI producer George Martin.
- 1971/Gladys Knight & The Pips are the musical guests on the last "Ed Sullivan Show."
- 1990/Florida Federal Judge Jose Gonzalez rules 2 Live Crew's "As Nasty As They Wanna Be" is obscene, sparking a national controversy over free speech rights.
- 1993/The Who's Pete Townshend wins a Tony Award for Best Original Score for the stage production of "Tommy." The musical wins four other Tonys.
- 1994/Kiss member Paul Stanley and wife Pamela Bowen become parents to son Evan Shane.
- Born: Steve Vai 1960

FRIDAY, JUNE 7

- 1963/The Rolling Stones releases its first single, "Come On."
- 1991/Queen Latifah makes her acting debut as an abusive wait-

ress in Spike Lee's "Jungle Fever."

- 1993/Prince changes his name to an unpronounceable symbol. Also ... Groundbreaking ceremonies take place in Cleveland for the Rock & Roll Hall of Fame.
- Born: Tom Jones 1940, Prince (aka "AFKAP") 1958

SATURDAY, JUNE 8

- 1991/Bruce Springsteen marries girlfriend/backup singer Patti Scialfa.
- Born: Nancy Sinatra 1940, Chuck Negron (ex-Three Dog Night) 1942, Boz Skaggs 1944, Nick Rhodes (Duran Duran) 1962, Rob Pilatus (Milli Vanilli) 1965

SUNDAY, JUNE 9



TLC — burnin' down the house.

- 1972/Columbia Records signs Bruce Springsteen.
- 1994/TLC's Lisa "Left Eye" Lopes sets fire to boyfriend/Atlanta Falcons receiver Andre Rison's mansion.
- Born: Les Paul 1915, Jackie Wilson 1934

— Paul Colbert

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

Mercury

Continued from Page 3

opment in 1993 and Director/Promotion & Artist Development in 1994.

Surnegie — who joined Mercury/Nashville as Manager/West Coast Promotion in '91 and was elevated to his most recent post in '94 — told **R&R**, "What can I say? I've got the best gig in the country music business. I appreciate the vote of confidence from Luke and Larry and welcome all the challenges the future brings."

Prior to joining Mercury/Nashville, Surnegie was **MCA/Nashville's** Director/National Promotion.



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Swaps

Continued from Page 1

in cash. This swap gives Nationwide its second FM in Houston, where it owns Hot AC **KHMX-FM**.

The swaps give Entercom a virtual "lock on rock" in Seattle, where it owns Adult Alternative **KMTT-FM** and has agreed to purchase Oldies **KBSG-AM & FM** and Alternative **KNDD-FM**.

A source close to the deal estimated the value of the Seattle property at \$30 million and said the Houston and Pittsburgh properties are worth about \$42 million and \$55 million, respectively. The deals are expected to close sometime this fall.

All three groups in this deal are veterans of the swap game. In March, Entercom swapped **WAXQ-FM/New York** for **KBSG-AM & FM & KNDD**. Secret traded **KALC-FM & KIMN-FM/Denver** to **Chancellor Broadcasting** in April to get **KTBZ** and was part of another swap last week with **American Radio Systems**. And in late April, Nationwide swapped stations with **OmniAmerica**. For complete details of this week's swap, see Page 6.

Hoffman

Continued from Page 1

It's very hard for me to leave Las Vegas. [I've had] a great group of people here, and a great group of friends."

Hoffman, a 10-year radio programming veteran, became **KEDG's OM** in 1995. Prior to that, he served as **OM of KCKC-AM & KCXX-FM/Riverside-San Bernardino**; he was also **KCXX's** afternoon host between '94-'95.

Other experience includes stints as an air personality at **XHRM-FM (The Flash)/San Diego ('94)**, PD/afternoons at **KKBB-FM/Bakersfield ('91-'94)**, MD at **KQLZ (Pirate Radio)/Los Angeles ('89-'90)**, and Asst. Music & Research Director at **KLOS/L.A. ('85-'88)**. Hoffman was also an Asst. Editor at **R&R** between '88-'89 and spent three years at *Hitmakers*.

Orlando

Continued from Page 1

from **OmniAmerica**.

OmniAmerica will still exist to manage the Chancellor stock, which Hirsch terms a "\$15 million investment in Chancellor." He will remain partners with **Omni Sr.VP/CFO Tony Ocepek** and Exec. VP **Dean Thacker** in that venture.

The three partners will also back **WXXL GM Doug Brown** in a radio venture. "We already have some letters of intent," said Hirsch, who added that he wasn't out to assemble another group, but noted, "It's possible I would buy an existing group."

Later the same week, **Infinity Broadcasting** agreed to swap its Orlando acquisitions — **WHOO-AM, WHTQ-FM & WMMO-FM** — plus \$20 million cash to Cox Broadcasting in return for Cox's **WCKG-FM & WYSY-FM/Chicago**.

The deal puts both companies deeper in markets where they want to be. **Infinity** already has three stations in the Windy City: **WJJD-AM, WJMK-FM & WUSN-FM**. Cox, through its recently announced purchase of **NewCity Communications (R&R 5/17)**, has four stations in Orlando: **WDBO-AM, WZKD-AM, WCFB-FM & WWKA-FM**.

"It's very difficult leaving Chicago, but we feel the stations and their people are being placed in good hands with **Infinity**," said Cox Exec. VP/Radio **Bob Neil**.

Pending completion of the **Infinity** swap and the **NewCity** purchase, Cox will have more than doubled its size in

Orlando's Big Three

Consolidation has placed control of 15 Orlando stations — including 12 of the top 15 Arbitron-ranked outlets — in the hands of three companies:

Chancellor

WJHM-FM	Urban
WOCL-FM	Oldies
WOMX-FM	Hot AC
WXXL-FM	CHR

Cox

WDBO-AM	News/Talk
WHOO-AM	Nostalgia
WZKD-AM	Children's
WCFB-FM	Urban AC
WHTQ-FM	Classic Rock
WMMO-FM	Rock AC
WWKA-FM	Country

Paxon

WWNZ-AM	News/Talk
WWZN-AM	Spots
WJRR-FM	Alternative
WMGF-FM	AC

two weeks — from 17 stations to 38, with 25 FMs and 13 AMs.

Facing Chancellor and Cox's recent acquisitions are **Paxon's** four Orlando outlets: **WWNZ-AM, WWZN-AM, WJRR-FM & WMGF-FM**.

Paxon has long centralized its radio holdings in Florida. It also owns stations in Miami-Ft. Lauderdale, Tampa, and Jacksonville.

Radio

Continued from Page 4

Cox said that while there is a standing invitation for candidates to appear on his station's talk shows, he isn't planning to give them additional free airtime. **WFLA-AM/Tampa** has a similar policy. "We always extend the offer for major candidates to sit in on a talk show, and we're pretty flexible with letting them decide which talk show," said PD **Gabe Hobbs**. "But if they want to have complete control over what is said, they have to pay for it."

NewsTips



Want to share an opinion or a hot tip? Call **R&R's** News-Tips line: (310) 788-1699 or e-mail us at mailroom@ronline.com

TRANSACTIONS

Continued from Page 8

BROKER: Bob Maccini and Stephen Sloan of Media Services Group

Virginia

WODI-AM/Brookneal
PRICE: \$47,000

TERMS: Asset sale for cash
BUYER: D&M Communications Inc., headed by President **David Mart-house**. Phone: (809) 985-0114
SELLER: WODI Inc. Phone: (804) 376-2866

FREQUENCY: 1230 kHz
POWER: 1kw
FORMAT: Country

Washington

KZLN-FM/Othello
PRICE: \$108,000

TERMS: Asset sale for \$70,000 cash and a five-year, \$38,000 non-compete agreement

BUYER: Wheeler Broadcasting Inc., headed by President **Verl Wheeler**. It owns **KEYG-AM & FM/Grand Coulee, WA**. Phone: (509) 633-2020
SELLER: P-N-P Broadcasting Inc., headed by President **Duane Polich**. Phone: (509) 488-3299

FREQUENCY: 97.5 MHz
POWER: 4.6kw at 761 feet
FORMAT: Oldies

West Virginia

WVKV-AM/Hurricane (Charleston)
PRICE: \$20,000

TERMS: Asset sale for cash
BUYER: Big River Radio Inc., headed by President **Vernon Baker**. He has interests in 11 other stations. Phone: (540) 961-2377
SELLER: Milliken Investment Corp., headed by President **James Milliken**. Phone: (304) 765-7373
FREQUENCY: 1080 kHz
POWER: 5kw
FORMAT: Country

Wisconsin

WXCE-AM/Amery
PRICE: \$150,000
TERMS: Asset sale for cash
BUYER: Badger Broadcasting Corp., headed by President **Steven Moravec**. Phone: (612) 699-1776
SELLER: Morcom Broadcasting Inc., headed by President **Murray Ritland**. Phone: (715) 268-7185
FREQUENCY: 1260 kHz
POWER: 5kw
FORMAT: Country

WOLX-FM/Baraboo (Madison)
PRICE: \$10.5 million
TERMS: Asset sale for cash
BUYER: Woodward Communications Inc., headed by VP/Broadcast **Susan Knaack**. It owns seven other stations, including **WMMM-FM/Vernona, WI** and **WYZZ-FM/Waunakee, WI**. Phone: (608) 273-9774
SELLER: Shockley Communications Corp., headed by President **Terry Shockley**. It owns three other stations. Phone: (608) 273-0077
FREQUENCY: 94.9 MHz
POWER: 37kw at 1299 feet
FORMAT: Oldies

NATIONAL RADIO FORMATS



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GEORGE MICHAEL Fastlove

Hot AC — Robin Jones
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Touch — Monica Logan
HORACE BROWN One For The Money
GEORGE HOWARD Unwind
TOTAL KISSIN' You

Classic Rock — Chris Miller
DOG'S EYE VIEW The Prince's Favorite Son

ALTERNATIVE PROGRAMMING
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CHR/Rock
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SOUNDGARDEN Pretty Noose

Mainstream AC
BRYAN ADAMS The Only Thing That Looks ...
TINA ARENA Chains
HOOTIE & THE BLOWFISH Old Man & Me

Lite AC
ROBERT MILES Children
STING You Still Touch Me

UC
AFTER 7 How Do You Tell The One?
COOLIO 1,2,3,4 (Sumpin' New)
SHAL! Don't Wanna Be Alone

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Digital Soft AC — Mike Bettelli
MICHAEL ENGLISH You Love Me

Digital AC Mix — Mike Bettelli
JANE KELLY WILLIAMS Breaking Into The Past

Digital Hot AC — J.J. Cook
TONI BRAXTON You're Making Me High

Digital CHR — J.J. Cook
TONI BRAXTON You're Making Me High

Modern Rock — J.J. Cook
GREEN DAY Walking Contradiction
GARBAGE Stupid Girl
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GIN BLOSSOMS Follow You Down
STING You Still Touch Me

Soft AC — Andy Fuller
JANN ARDEN Insensitive

GOLDFINGER

"Here
In Your"
Bedroom

TOTAL BDS: 2,018 SPINS
TOTAL AUDIENCE: 14.8 MILLION
SOUNDCAN ALBUM: TW: 7,878 LW: 6,536 (20%)
BILLBOARD HEATSEEKERS 7°-4°
R&R ALTERNATIVE 9 - 8

MAJOR MARKET AIRPLAY

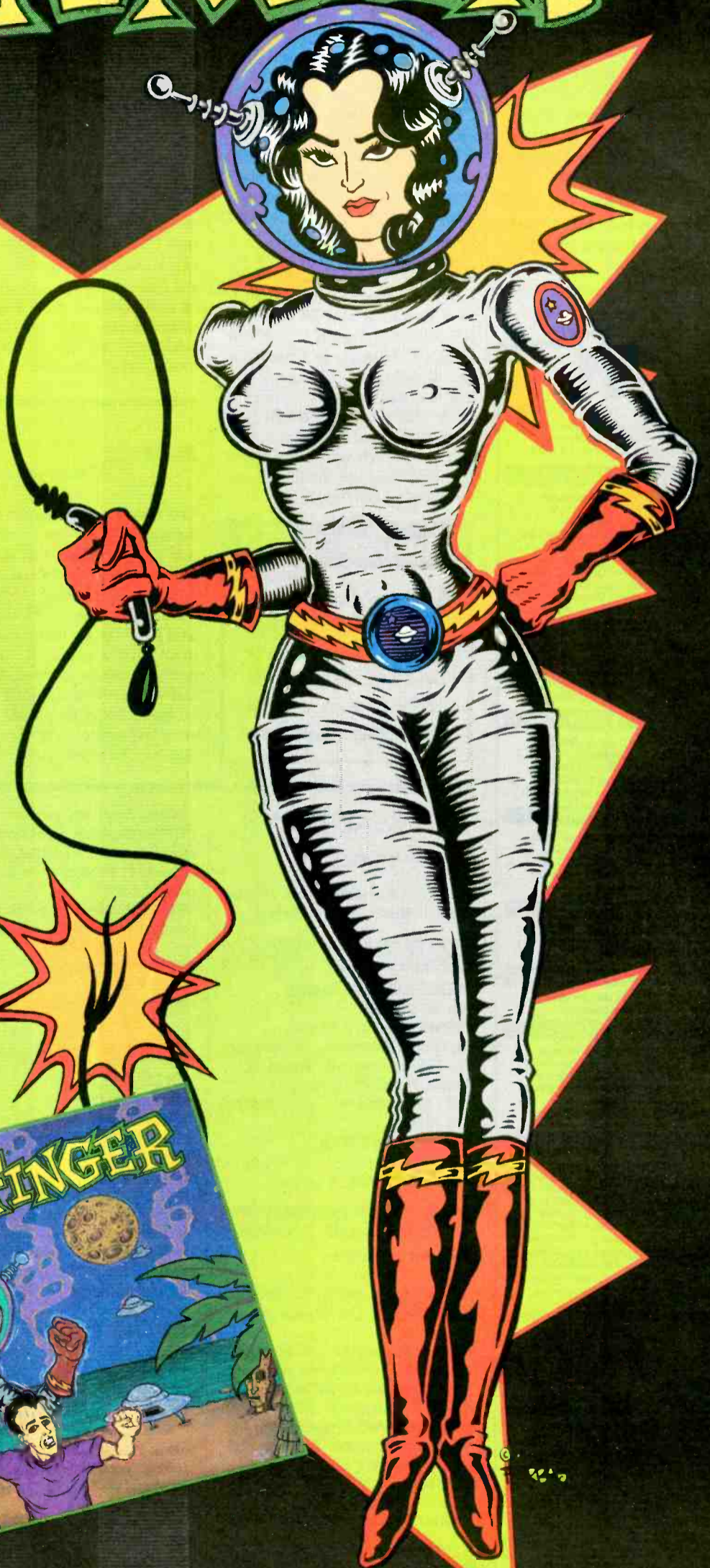
KROQ / LOS ANGELES - 17 SPINS
Z100 / NEW YORK - 21 SPINS
KRBE / HOUSTON - NEW
99X / ATLANTA 24 - SPINS
G105 / RALEIGH 11 - SPINS
WSSX / CHARLESTON - NEW
WPST / TRENTON 21 - SPINS
Y97 / SANTA BARBARA - 18 SPINS
KKDM / DES MOINES - 39 SPINS
WABB / MOBILE - NEW
Q99 / SALT LAKE CITY - 19 SPINS
KLRZ / NEW ORLEANS - 22 SPINS
WXTB / TAMPA - NEW
Q101 / CHICAGO - 10 SPINS
WWCK / FLINT - NEW
KOME / SAN JOSE - 25 SPINS
KSMB / LAFAYETTE - NEW
WHFS / WASHINGTON DC - 36 SPINS
KJ103 OKLAHOMA CITY - 22 SPINS
WJET / ERIE - NEW
LIVE105 / SAN FRANCISCO - 11 SPINS
K-ROCK / NEW YORK - 24 SPINS
KTBZ / HOUSTON - 39 SPINS
WVAQ / MORGANTOWN - NEW
KDGE / DALLAS - 26 SPINS
WHYT / DETROIT - 10 SPINS
WDJB / FT. WAYNE - NEW
WFNX / BOSTON - 35 SPINS
WRFY / READING - NEW
WBCN / BOSTON - 25 SPINS
WPLY / PHILADELPHIA - 11 SPINS
WMMS / CLEVELAND - 20 SPINS
XHRM / SAN DEIGO - NEW
91X / SAN DIEGO - 14 SPINS



STRESS
13 SPINS



GOLDFINGER





STREET TALK®

Cox Sells WIOD/Miami To Paxson!

While you're reading this sentence, Cox will be telling WIOD/Miami staffers the station is being sold to Paxson Communications for (a rumored) \$13 million.

ST hears WIOD went on the block because of its expensive talent lineup — and the Miami Dolphins broadcast rights renewal on the horizon. Market GMs pegged WIOD's yearly losses in the \$1 million range.

As ST went to press, WIOD was airing the sound of a heartbeat interspersed with occasional cryptic bits of conversation. *Hmmm.*

Is Paxson about to take WIOD all-Sports? Will morning drivers Rick & Suds head to Paxson's newly acquired WSHE/Miami? And ... will controversial WIOD middayer Neil Rogers shift to momings at Paxson's crosstown WZTA?

Those CBS-Evergreen Media merger talks aren't dead, as has been rumored. The discussions reportedly are going in fits and starts. And although there have been no due diligence proceedings or even any lawyers involved, ST hears the talks are more than casual.

WBRU/Providence PD Alexa Tobin joins WXRK/NY as APD/MD and KROQ/LA personality Sluggo becomes WXRK's afternoon driver.

And in other Zoo York City news ... WNEW PD Ted Edwards exits. Does this portend a future format shift? No, says VP/GM Kevin Smith, who adds the station intends to build on its Rock heritage.

Rumors

- Is Clear Channel's WMTX/Tampa PD/morning driver Mason Dixon headed to Gannett's crosstown WUSA? Did certain people overhear WUSA morning drivers Bob & Judd telling people at a recent remote that they'd be out by June's end? How will all this affect WUSA PD Pat McMahon? Has Dixon's current contract expired? What bearing — if any — would that have on the standard six-month non-compete clause? And if Dixon crosses the street, will many of his current staffers follow him?
- Are Long Island Railroad officials forcing WBAB/Long Island, NY to cover up racy billboards that feature morning drivers Bob Buchmann & Joe Taggart in a Demi Moore-like nude pregnancy pose? Will the dynamic duo's private parts soon be covered with blue dots?
- Are consultants Steve Davis and Tom Watson moving on as KHKS/Dallas continues its nationwide PD search? Is Watson about to announce his next PD move this week? Could it be Oldies KHTC/Phoenix? What's up with current KHTC PD Joel Grey? And will WRQX/Washington morning show sidekick/producer Burt be on a plane to KHKS/Dallas by the time you finish reading this sentence?

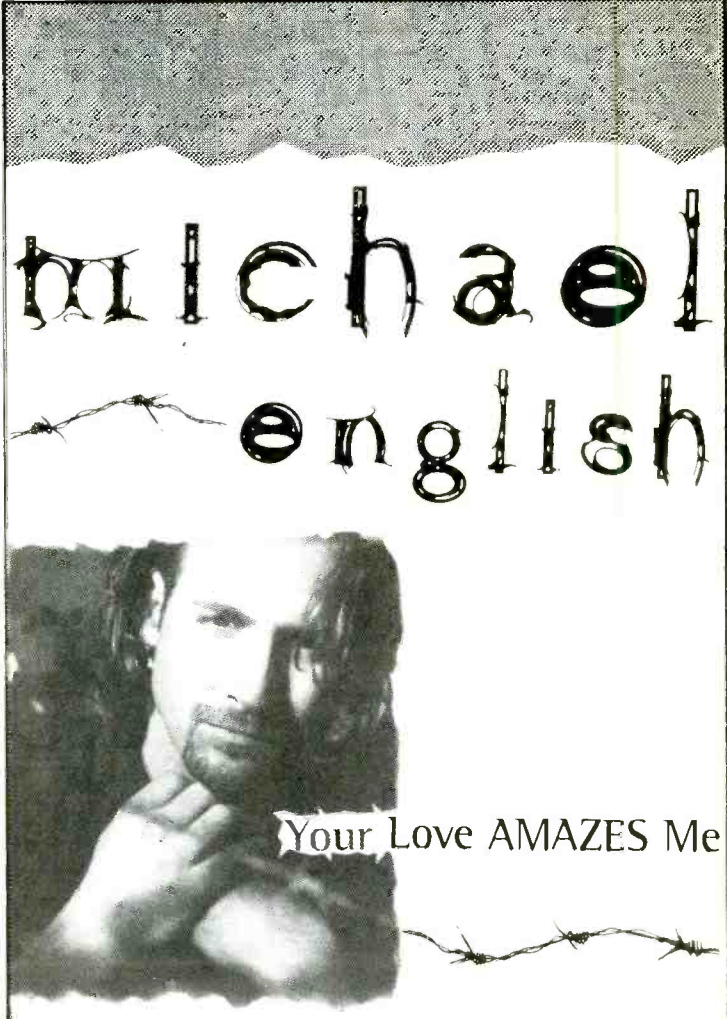
Rumbles

- WABC/NY night talker Jay Diamond, a Bob Grant prodigy, has parted ways with the station. According to WABC VF/Programming John McConnell, Diamond was released because the host couldn't tell the station when he planned to end a self-imposed leave of absence that had already lasted seven weeks. Former WABC morning star Curtis Sliwa takes Diamond's old 10pm-2am slot.
- WCBS-FM/NY welcomes longtime market veteran Dan Daniel for a Sunday morning airshift. Daniel, an original WMCA/NY "Good Guy," was most recently with crosstown WYNY.
- Veteran L.A. Rock air talent Bob Coburn resurfaces in weekends at Country KZLA/L.A. Longtime Country voice Jim Duncan rejoins KZLA for weekends, too. (M.G. Kelly, who recently joined KZLA for weekends, exits to become morning man at Regent's KBGO (Big Oldies)/Las Vegas. [See Page 10.]
- After months of speculation, WWDB/Philly morning driver Paul W. Smith has negotiated out of his contract. His last day at WWDB should be June 19; look for Smith to begin momings at WJR/Detroit on July 1.
- Expect Jimmy Barrett — who'd been filling in for (late WJR morning star) J.P. McCarthy since he passed away last August — to segue to weekends and swing when Smith arrives.
- KOUN/Little Rock flipped from Classic Rock to CHR under PD Tom Gallagher.
- NAC KWJZ/Seattle OM/morning personality Dave McKay and MD Michael Eads exit. (So do the station's overnight personality and ND.) Consultant Bob Kaake is overseeing the station — which is running via board ops — in the interim, amid rumors that the station will automate.
- The new nighttime team at KPWR/L.A. is (drum-roll, please ...) the Crazy Kids (aka Joey Boy and Johnny 5). Graduating from van 'n' street work, the Kids replace Richard Humpty Vission
- Detroit TV personality Bill Bonds crosses the street for momings at WXYT-AM, replacing Denny McLain. Look for ND Lisa Berry and sports anchor Mark Champion to have their duties expanded, too.
- KHTT/Tulsa drops the OM position. Tim Vanmaren will resume fulltime OM duties at sister KBEZ.
- KJUG/Tulare, CA APD/morning dude Dave Daniels is upped to PD.

In the wake of the Entercom-Nationwide-Secret swap (See Page 1), ST hears Secret will flip WNRQ/Pittsburgh's Alternative format to NAC, starting June 1.

Whole lotta shakin' goin' on up 'n' down the dial in Louisville. First, Regent Broadcasting sold the identity of WHKW and its Country format, which was on 107.7, to Clear Channel Communications. Look for Clear Channel to use the format and calls at 98.9, which currently airs a Religious format. Then look for Regent to move the '70s

Continued on Page 20



AC CHART 27 - 17
In Only 3 Weeks!

MOST ADDED
MOST INCREASED PLAY
+206 SPINS

HOT AC NEW & ACTIVE
New At:
WLTE WLEV WWNK
KJSN WENS WXKC
and many more

CHR IMPACT DATE MAY 28th



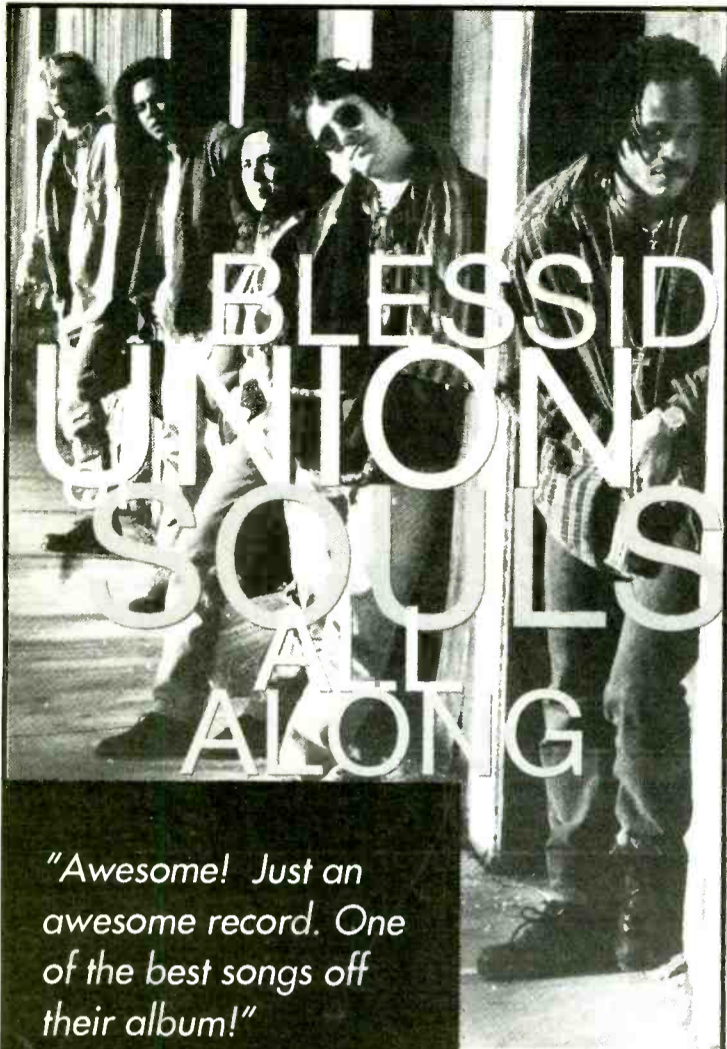
"ANGRY JOHNNY"

H.R. Ruff N Stuff

"If you're looking for the cutting edge Alternative track, and want to get reaction — Poe fits the spot!"

- NEW
- EDGE/MINN.
 - EDGE/LAS VEGAS
 - WGRD/GRAND RAPIDS
 - WEQW/ALBANY
 - WWBX/BANGOR
 - KXBS/VENTURA
 - WTGE/BATON ROUGE
 - WKZQ/MYRTLE BEACH





"Awesome! Just an awesome record. One of the best songs off their album!"

- TOM GJERDRUM/WZPL

"Another good single from a band that does very well for us."

- GRETCHEN CORBETH/WGTZ

"Oh man, this is going to be huge! What a fantastic record! This one just may push them over the top!"

- BILL MITCHELL/WNDU

THE NEW

SINGLE

FROM

THE GOLD

DEBUT

ALBUM

"HOME"

CHR/POP MOST ADDED!!

ADDS INCLUDE:

KHKS KMXV WXKS
KZJM WXXL WAPE
Q102 WNCI KHOM

...AND MANY MORE

EMI Records



STREET TALK®

Continued from Page 19

format that now airs on **WQLL** at 103.9 up to 107.7. Look for the new calls **WSRS** and the Star moniker, too.

Finally, an NAC format will be installed on the 103.9 frequency (which Regent operates under a joint venture with **Owen Broadcasting**). New calls there will be **WSJW**.

Personnel changes? **C.C. Matthews**, who's PD of Regent's **WDJX**, will now oversee programming for all of the Regent stations. **Brian Conn** will handle programming for **WSJW**, **Scott Fitzgerald** will move from **WQLL** to **WSRS** as PD, and **Don Cristi** — who'd had been overseeing programming for **WHKW** — will remain with Regent in some capacity.

On Monday (5/20), **KVI/Seattle** talker **Mike Siegel** was suspended "until further notice" for airing scandalous rumors about Seattle Mayor **Norman Rice** (ST 5/17).

Rice, who's running for governor, was particularly concerned about the broadcast because it was simulcast on **KGA/Spokane**, where he is not well-known to voters. In fact, the rumor was first raised by KGA yakker **Richard Clear**, who was co-hosting that simulcast with Siegel.

Siegel last week offered an on-air apology to Rice. Clear maintains he did nothing wrong.

SW Networks VP/Program Development **Paul Goldstein** has renewed his contract with the company for another year.

Condolences to the family and friends of all-Sports **XTRA-AM/San Diego** talk host **Chet Forte**, who passed away from a heart attack on May 18 at age 60. Forte also directed **ABC-TV's** "Monday Night Football" from 1970-87.

Records

- **American** VP/Promo **Cat Collins** segues to **EMI** as Assoc. Dir./Nat'l Promo, based in Atlanta, where **Peggy Miles** exits. Look for **EMI** local Detroit promo rep **Scott Gordon** to become the label's Southern California Regional Promo Mgr., and for ex-**WPLY/Philly** morning man **Chad Brueske** to take Gordon's Motor City slot, too.

With Collins's departure, **American** recruits former **WDRE/Long Island** PD/**Elektra** promo staffer **Jonathan Shapiro** as Regional Promo Mgr.

- In the wake of **RCA/Nashville's** elevation of **Eric Beggs** to Dir./National Promo (See Page 10), **BNA** promo coordinator **Tony Benken** takes Beggs's Mid-Atlantic regional slot and **WQBE/Charleston, WV** MD **R.G. Jones** assumes Benken's old duties.

In other **RCA/Nashville** news, look for Midwest Regional **Gussie Thomason** to change her operational base to the Music City.

- **Top 40 Airplay Monitor** Dir./Charts **Jerry McKenna** exits for the **RCA** Nat'l Dir./Crossover Promo gig.

- Look for **Mercury** VP/Media & Artist Relations **Howard Paar** to shift to the label's A&R/Soundtracks department on June 1.

- **Motown** Exec. VP/Mktg. **Lamont Boles** exits.
- **Island** Mgr./Chicago Field Promo **Billy Cox** joins **Roadrunner** as Southwest Regional Promo Mgr.

RADIO & RECORDS



1

- **Val DeLong** named **Lava Records** Sr. VP/Promo.
- **John Columbus** upped to **Liberty Group** Regional VP/Ops.
- **KOME/San Jose** promotes **Ron Nenni** to OM and **Jay Taylor** to PD.
- **Steve LaBeau** appointed **WLTF/Cleveland** PD.
- **Ron Harrell** becomes **KIMN/Denver** PD.

5

- **Burt Baumgartner** elevated to **Columbia Records** Sr. VP/Promo.
- **Chuck Rhodes** becomes **WLAC-AM & FM** Nashville OM.
- **Michael Hedges** named **KVIL-FM/Dallas** PD.
- **Ted Edwards** appointed **KLOL/Houston** PD.

10

- **Nancy Widmann** elevated to VP/CBS Owned AM Stations.
- **Rob Calarco** appointed **WCBS-FM/NY** VP/GM.
- **KIMN & KYGO/Denver** name **Wayne Phillips** VP/GM and **Bob Call** OM.
- **Charlie Van Dyke** becomes **Broadcast Group** Corporate VP.
- **Roger Barkley** joins **KJOI/L.A.** for mornings.

15

- **Mark Fowler** sworn in as FCC Chairman.
- **Bert Wahlen** promoted to **Group W** VP/FM Stations.
- **Bob Hattrick** upped to **Doubleday** VP/Programming.
- **Earnest James** named **KDIA/SF** GM.

20

- **Gary Stevens** promoted to **Doubleday** Broadcasting Sr. VP.
- **Robert W. Knight** named **WCOP/Boston** Ops Dir.
- Morning man **Charlie Cook** elevated to **WWVA/Wheeling, WV** PD.

Thanks to **Hollywood** recording artist **J'son**, who wowed the crowd with his performance at the world-famous **Club R&R** on Thursday (5/16).

Reprise VP/Singles Promo **Marc Ratner** has a great story for the grandkids. Several hikers got lost in the Santa Monica Mountains above Malibu last Sunday (5/19) and were forced to spend the night outdoors after search parties couldn't locate them. Local resident **Ratner** was recruited to join the search the next morning ... and voila ... not long after the sun came up the following day, the lost souls were located and rescued.

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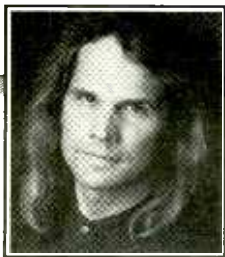
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STEVE WONSIEWICZ

SOUND DECISIONS

Alternative Is Jammin'! Fugees' 'Woman' Gaining Airplay

□ 'No Woman No Cry' crosses over as stations experiment with the Bob Marley cover

A strong mix of Alternative stations are bringing on the summer heat early with hip-hop trio the Fugees' hit remake of "No Woman No Cry," the Bob Marley classic. Early results are very promising, according to programmers at numerous Alternative outlets. This week the track is up to 229 plays with 20 stations. Among the impressive call letters: WXRK/New York, KROQ/Los Angeles, KITS/San Francisco, WPLY/Philadelphia, WIBF/Philadelphia, KDGE/Dallas, WHFS/Washington, and WFNX/Boston.

Given that summer's just around the bend and Marley and reggae have traditionally tested well with the alternative lifegroup (young and old), that shouldn't be too surprising. Combine that with rap and hip hop's popularity with 18-34s, and you wonder why this hasn't been successfully executed before.

Don't expect a stampede to add more reggae, hip hop, or rap flavors to the Alternative mix. But the encouraging vibe surrounding "No Woman No Cry," say programmers, shows that PDs need to venture outside today's alternative rock music confines to energize a format still dominated by grunge.

The Fugees aren't the first hip-hop or rap act to make an impact at Alternative. Bands such as Run-DM.C., Public Enemy, N.W.A., the Beastie Boys, De La Soul, and Arrested Development have all garnered airplay at the format. What's different this time, say programmers, is that those artists came along when the format was still finding its feet and wasn't taken too seriously by the competition. Music-sharing with Alternative stations wasn't a concern. That's all changed now.

'Go Beyond The Core'

The speed at which Alternative is embracing "No Woman No Cry" caught Columbia Records by surprise. "We haven't even had time to set an official add date," says VP/Alternative Promotion Jon Cohen. "We have been selling close to 200,000 units per week off airplay at CHR/Pop, CHR/Rhythmic, Urban, and MTV. We figured we would let the record have a full run at those formats with the current single, 'Killing Me Softly,' which we're not even through with.

"We had thrown around the idea of working a track at Alternative later this year, thinking nobody would be running out to play anything from the album. We wanted it to be somewhat of an experiment and see what would happen."

It turns out the "experiment" has

already begun, says Cohen, who worked in alternative promotion at EMI when Arrested Development was crossing over. "A lot of alternative kids listen to reggae and hip hop. The Fugees hopefully will be the first example of a group that breaks any format boundaries. After you've heard a particular grunge band for the 30th time, this song sounds fresh and different."

Cohen adds that the early success of "No Woman No Cry" opened his mind to working things beyond the core audience. "That's how you find unexpected hits and tap into new sales potential. That's something we all need to do in this format. The labels and programmers need to take a closer look at what's happening because there are a lot of great bands that deserve a shot."

Fellow Fugee Followers

One programmer who has been experimenting with "No Woman No Cry" (and who was perhaps the first to do so) is Alternative KNNC PD Mike Peer, who also is spinning Busta Rhymes' "Woo-hah!! Got You All In Check." "We don't have an Urban station in this market. There's a CHR which leans that way, where you can hear 2Pac into the Cure or R.E.M. They try to please everybody and do a good job at it. But it seems they don't like to have too much of a street edge, whereas we want more of a street sensibility."

Because of his dance background, Peer was familiar with the Fugees album and wanted to see if there was anything he could play. "I tested Marley's 'No Woman No Cry' and it came back very familiar and very positive. And since the album was a top five seller nationally, I decided to test the Fugees' version also." Peer says he spun the track at night

on "Catch Of The Day" and it came back "amazingly well. We then started playing it regularly at night and it started requesting, so we put it into regular rotation."

Peer realizes he can take more chances since KNNC is the No. 2 Alternative in the market. "We're a 25,000-watt station and they're (KROX) a 100,000-watt. If we played similar music I wouldn't have any listeners so I have to give them a reason to tune in. If done correctly and played at the right time, these records are not going to freak people out."

Another programmer playing the track is WBRU/Providence PD Alexa Tobin (now WXRK APD/MD): "When the record came out it was obviously a huge sales success. Even though the label didn't service Alternative, I bought the CD to find out what they were all about. Somewhat concurrent with that, I saw them at South By Southwest and was impressed by their performance."

Tobin put the project on hold for a while trying to figure out the best way to introduce it. Then with the first good spring day, says Tobin, the labels started working reggae records. "We thought if we are going to play a cool reggae record, why not put something on that is about as close to a guarantee as you can get? Marley's version always tests well and anytime we conducted auditorium tests, the college kids dug it. And every week, Marley's 'Legends' is one of the top-selling catalog albums."

Tobin says playing the song isn't a stretch because of the station's heritage. "We have a history of playing these kinds of records. In the late '80s we played De La Soul. More recently we supported G. Love & Special Sauce and Spearhead."

An Edge Against Sharing

Jacobs Media consultant Tom Calderone says he isn't surprised



Fugees

the Fugees track has found a home at some Alternative stations. "The race is on at the format to find special or secret-weapon records because a lot of the bands that are automatic for the format, like Alice In Chains, are eaten up quickly by the competition. If you can find records you can own for a couple of

weeks — which is almost an eternity these days because of the sharing of records — you are ahead of the game." However, Calderone says programmers need to be careful when moving out of the Alternative mainstream. "You shouldn't base music decisions on always trying to find something

of the tracks and it won 'Shriek Of The Week' and was a top five-requesting record for over two months. We took a chance and it worked."

Image Is Everything

The way CHR/Rhythmic KUBE/Seattle PD Mike Tierney sees it, exposing new music is directly related to the strength of the station's music image. Thus, he's not a bit concerned that crosstown Alternative KNDD (The End) is playing the Fugees' "No Woman No Cry."

He comments, "The End can step out because their music image is so strong. They are not in a turf battle for many of their core records. If they play one Fugees record, no one in their 400,000 cume is going to mistake them for KUBE.

"We're in the same position. We stepped out on Alanis Morissette's 'Ironic' and no one mistook us for the End. If both us of were in a position of trying to prove what we stood for, then it would be a riskier move and I probably wouldn't play 'Ironic.'"

While a certain percentage of the audience purchases rhythmic and alternative records, Tierney says most people "usually don't want to hear those artists on the same station. They have pre-sets in their car and know where to find those artists ... What's going on is not any format revelation. As a music fan, it's great what the End is doing. I love seeing programmers push the limits of their niche. It shows there's still room in any format to play different records."

Tierney says he has no problem sharing "No Woman No Cry," but adds that "if the Fugees showed up on the bill at the End's summer concert, then we would have a big problem. But that would be tantamount to Alanis appearing on our bill and that's probably not going to happen. The Fugees are our act. We did all the work breaking them, so we are not going to let go."

31 The Fugees hopefully will be the first example of a group that breaks any format boundaries. After you've heard a particular grunge band for the 30th time, this song sounds fresh and different.

—Jon Cohen



special. Nor should you have the view that 'I have one slot for that very special record.' You have to look at it from both sides."

As for the Fugees, Calderone says the band has "done a pretty interesting job in straddling the urban and alternative side of music.

They're participating in the Tibetan music festival in San Francisco, which is very alternative-leaning, and they're staying true to their urban roots as well. If you looked at the results Arrested Development had on Lollapalooza the year they performed, they probably had one of the biggest responses."

Interestingly, Calderone played Arrested Development when he was programming WDRE/Long Island. He adds, however, his decision was "a direct response to what was going on in New York. That album was a big seller. We tested one



Jon Cohen



Mike Peer



Alexa Tobin



Tom Calderone

TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues? Call me at (615) 244-8677 or e-mail: swonz@aol.com

31 We thought if we are going to play a cool reggae record, why not put something on that is about as close to a guarantee as you can get? Marley's version always tests well.

— Alexa Tobin



RR LAUNCHING PAD

Alternative Opens Door To Magnapop

Priority Records is on the verge of breaking its first alternative act with Georgia's **Magnapop**, whose single "Open The Door" is currently being played on 45 Alternative reporters.

To make sure the band didn't get



Magnapop

lost in the spring release crush, Sr. VP/Promotion **Nancy Levin** pushed back the add date to Alternative by two weeks. "We literally moved it at the last minute because there was too much superstar traffic at the time and we didn't want to get lost. I can't tell you how many programmers called to tell me how happy they were we did it because they wanted to make sure the song got a chance."

To set the project up at radio, Priority organized a full promotional tour focusing on club dates in seven major markets and invited Alternative programmers to the performances. The label also teamed with retailer **Urban Outfitters**, which gave the album in-store play.

This isn't the first time around for **Magnapop**. The band released a self-titled mini-LP in 1992 which featured tracks produced by **R.E.M.'s Michael Stipe**.

And Priority released a **Bob Mould**-produced album in 1994 called "Hot Boxing" to critical acclaim, with a couple of cuts receiving airplay at select Alternative stations. But the vibe from Alternative and the label is that this time is the real deal.

Levin says, "Although for some reason the group has never been fully embraced by commercial radio, there are **Magnapop** fans out there in programming and the indie-rock community who really believe in the band."

One such programmer is **WBZU/Richmond PD J.J. Quest**, who be-

came a fan while working in Cleveland. "I had heard 'Lay It Down' and loved it. It did well for us and I ended up taking it here. This new single was a late add for us. It was a gut feeling I had based on how much I like their sound."

WMMS/Cleveland APD/MD Doug Kubinski concurs. "We had a lot of luck on the last album and I wanted to give this one a shot since it really fits the sound of the station."

As for the song's serious message about death and dying, Kubinski comments, "We don't necessarily look for songs with a big statement about what's going on in the world. That doesn't mean we won't play them, but the tune tends to come first."

Quest adds, "Some records sound great and don't have a message. This has both, but it's not so blatant that it hits you in the face."

Magnapop's new album "Rubbing Doesn't Help" hit retail stores May 21.

'Water' Dripped To Rock

For **Way Cool Music** and **MCA**, slow and easy has been the strategy in working Indianapolis-based group the **Why Store**. The group's current single, "Lack Of Water," has been warmly embraced by Adult Alternative over the past month. And in the last few weeks, more Rock, Active Rock, and Alternative stations have come aboard.

For many Rock programmers, "Lack Of Water" is proving a great fit. Comments **WDVE/Pittsburgh OM Gene Romano**, "The texture of the song fits in with what we're trying to do. We're always looking for new and different sounds to give our station balance; and this one fits that role. It works nicely along with music from **Paul Westerberg**, the **Wallflowers**,



Why Store

and **Son Volt**. When a 30-35-year-old guy can get into it, then we want to play it."

According to **Mike Jacobs**, Head Dumb Ass of **Way Cool Music**, the progression from Adult Alternative to the other Rock-based formats is coming along nicely. "We saw the band as an absolute fit for Adult Alternative and knew we could build a story for other formats. We also knew that we

needed to be successful there first because we might not be able to go back. If they somehow got positioned as a rock band, the other formats might not have embraced it as easily.

"One of the key things you always look for is, 'Once a record is on the air can it sell strictly on airplay?' In Denver both Adult Alternatives are playing it and the recording is selling well, which shows us we're on track."

In setting up the band, **Way Cool** and **MCA** organized a concert in March that was attended by key programmers and **MCA** staffers. Another major push came during the **South By Southwest** convention. Yet **Jacobs** says he's kept a rein on the hype. "We wanted to avoid over-selling the band and let the record create its own momentum. I've even held back, although my fingers have twitched."

Urban Embracing Nesby

Perspective/A&M looks like it has another solo hit on its hands at Urban radio with former **Sounds Of**



Ann Nesby

Blackness vocalist **Ann Nesby's** "I'll Do Anything For You." The gospel-tinged track from the album "I'm Here For You" — on which **Jimmy "Jam" Harris**, **Terry Lewis**, **Steve "Silk" Hurley**, **Jimmy Wright**, and **Joe Powell** share production credits — is currently being played on 54 Urban reporters.

For **WPLZ/Richmond PD Phil Daniels**, the decision to add the single was simple. "She's a modern-day **Aretha Franklin**. And with the producers she's working with, you can't go wrong."

Daniels, who says he's seeing a glut of ballads being serviced to Urban radio, says this one should "make its way to the top. Her voice and the production give it a real R&B flavor, not like some cookie-cutter music coming out of a computer. It's a song that will initially appeal to the core 25-54 women. But after enough airplay the 21-30-year-olds will come aboard."

The album hit retail May 21.

MUSIC NEWS & VIEWS

Peppers Split Untrue, Says WB

Nix reports that **Warner Bros.** alterna-funksters the **Red Hot Chili Peppers** are breaking up. The label says a **New York Post** report — in which bassist **Flea** remarks that one of the reasons for the alleged split is he's tired of the road — is "absolutely untrue." According to the label, the **Chili Peppers** are set to tour Europe in June and July and then return to the U.S. in August for additional shows. **WB** also says the group has already made plans to begin writing material for a new album in mid-September and will begin recording in November.



Red Hot Chili Peppers

Cobain, Love Together On 'Asking'

A version of **Hole's** "Asking For It" featuring **Courtney Love** and the late **Kurt Cobain** has surfaced at **Alternative KNDD/Seattle**,

marking the first time the couple has appeared together on a recording. Previously, it had only been rumored that **Cobain** had anything to do with **Love's** songs. **Cobain** sings background on the tune, which was a hit for **Love** in '94. A source at **Love's** management firm, **Q-Prime**, told **R&R** that **Cobain's** tracks were not indicative of his participation in the songwriting but merely an added afterthought that was later erased.



Courtney Love



Kurt Cobain

Tour Updates: Look for the following artists to join the **Lollapalooza** lineup: **Waylon Jennings**, the **Wu-Tang Clan**, a newly reformed **Devo**, and **Rage Against The Machine** ... **Capitol's Everclear** will headline the **Summerland** Tour slated to begin June 26 in the band's hometown of **Portland, OR**. Supporting the group are **Spacehog**, **Tracy Bonham**, and **7 Year Bitch**. The tour will hit 26 cities, including most major markets ... The **Orb**, **Orbital**, **Chemical Brothers**, and **Meat Beat Manifesto** are scheduled to perform at a rave festival in **Big Bear** on June 21-22 ... **Columbia's Kenny Lattimore** will open the second leg of **Barry White's** **Icon Of Love** tour.

Studio Outtakes

Mercury is eyeing a July release for **John Mellencamp's** new album, tentatively titled "Mr. Happy Go Lucky" ... **Arista** has set June 18 as the street date for **Patti Smith's** long-awaited album, "The It Girl" ... **Mercury** will drop Texas rock-temative band **Jackopierce's** new album "Finest Hour" on June 18 ... **D Generation's** new **Columbia** album is slated for July 15 release ... **Capricorn** has scheduled September 17 as the issue date for alterna-rock band **Cake's** next album ... Word from the **PJ Harvey** camp says there'll be a new album by Christmas.

Odds-N-Ends: **Epic's** teenage Aussie rock trio **Silverchair** will begin work on their second album next month ... Former **Kyuss** guitarist/songwriter **Joshua Homme** has formed a new band called **Gamma Ray** ... **Young Dubliners** and **All American Recordings** have reportedly parted ways ... **X** and guitarist **Tony Gilkyson** have also called it splitsville. The band is advertising for a new guitarist.

Johnny 'Guitar' Watson Dies In Japan

Sad to note that legendary R&B performer **Johnny "Guitar" Watson** died last week (5/17) of heart failure during a performance at the **Blues Cafe** in **Yokohama**. He was 61. **Watson** was taking part in a series of blues shows called the "Japan Blues Carnival '96." **Houston-born Watson**, whose career spanned decades, penned such hit tunes as "The Gangster Of Love," "Hot Little Mama," "Ain't That A Bitch?," and "A Real Mother For Ya."



Johnny "Guitar" Watson



RANDALL BLOOMQUIST

Schlessinger, Statistically Speaking

□ Programmers discuss the reasons behind Dr. Laura's winning winter

These are glory days for Dr. Laura Schlessinger. She's got books on the bestseller list; she's been profiled by newspapers, magazines, and TV shows; and will be taping her very own PBS special next month. And her radio show is hotter than ever.

Here's a look at how Schlessinger's talkfest fared at some major-market affiliates — and some programmers' thoughts on why she's working so well.

Oh, Atlanta!

WSB-AM/Atlanta finished No. 1 both 12+ (10.2) and 25-54 (9.2) during Schlessinger's noon-2pm slot. Among the competition she beat during those hours was Rush Limbaugh, who is heard on WGST-AM & FM.



Dr. Laura Schlessinger

"She's hotter than a firecracker," observes WSB OM Greg Mocerri, who credits Schlessinger with drawing huge numbers of new listeners to his station.

Mocerri traces Schlessinger's success to her relatable subject matter. "It's classic water-cooler talk. Nobody in my office is standing around talking about Bob Dole. But everybody in my office has stress over work, daycare, relationships — whatever. That stress leads to conflicts and problems that people want

answered. Laura doesn't just sympathize and hand-hold — she gives people answers."

But if Dr. Laura is so great, why doesn't WSB air the *Radio Today*-distributed show a third hour? As Mocerri explains, he doesn't want to disturb an on-air schedule that has been in place for five books.

"One of the things that has helped WSB is the consistency of our lineup," he says. "No matter how successful a show has been, it's very disruptive to make that kind of change. We may consider expanding Laura's show one day, but it's going to take a lot of thought before we do it."

Heatin' Up Hartford

At WTIC-AM/Hartford, Dr. Laura finished No. 2 12+ during the 3-4pm hour with a 10.6 share. She was fourth 25-54 with 8.2 share.

WTIC PD Paul Douglas says Schlessinger lit up the market the minute she debuted in fall of 1994. Before her arrival, he says, WTIC usually ranked between seventh and ninth 25-54 during the 3-4pm hour. Since adding Dr. Laura, the station has regularly finished between second and fourth in that hour.

WTIC currently airs Dr. Laura's second two hours from 8-10pm. Why doesn't he air all three hours



There are a lot of people out there who find it appealing that somebody on the radio is talking about the decline in morality in our society. They believe some of the behaviors we've come to accept are wrong, but they're afraid to express those beliefs because it seems politically incorrect.

— Paul Douglas

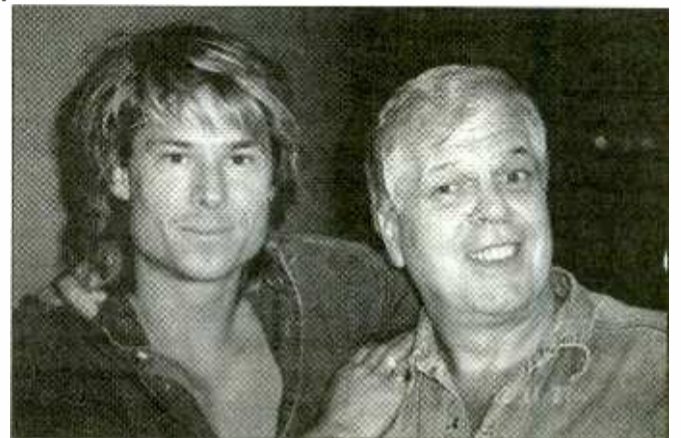


in daytime? Douglas's cryptic answer: "We're always looking at ways to spotlight our best talent."

In station research, WTIC listeners have identified Schlessinger as their second-favorite WTIC personality, behind morning man Ray Dunaway. Recent on-air promos teasing a Dr. Laura appearance in Hartford melted the box office phones at the theater where she is set to appear — even though tickets weren't on sale yet. "When they do



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HOUSEGUEST GUEST — Westwood One's "Guru of Gossip," Mike Walker, recently played host to celebrity witness/former talk host Kato Kaelin. When not dishin' on the radio, Walker is gossip editor of the *National Enquirer*.

go on sale, I expect we'll sell 2000 seats very quickly," says Douglas.

Douglas attributes Schlessinger's local appeal to the public's desire to share intimate secrets and problems. "She is rapidly becoming the listeners' best friend and confidant. She is like a rabbi or priest, only more accessible."

What's more, Douglas says, the show addresses topics and issues

that hit close to home. "She's talking about kids, family, and the importance of morals, which are important themes for the public. There are a lot of people who find it appealing that somebody on the radio is talking about the decline in morality in our society. They believe

Continued on Page 26

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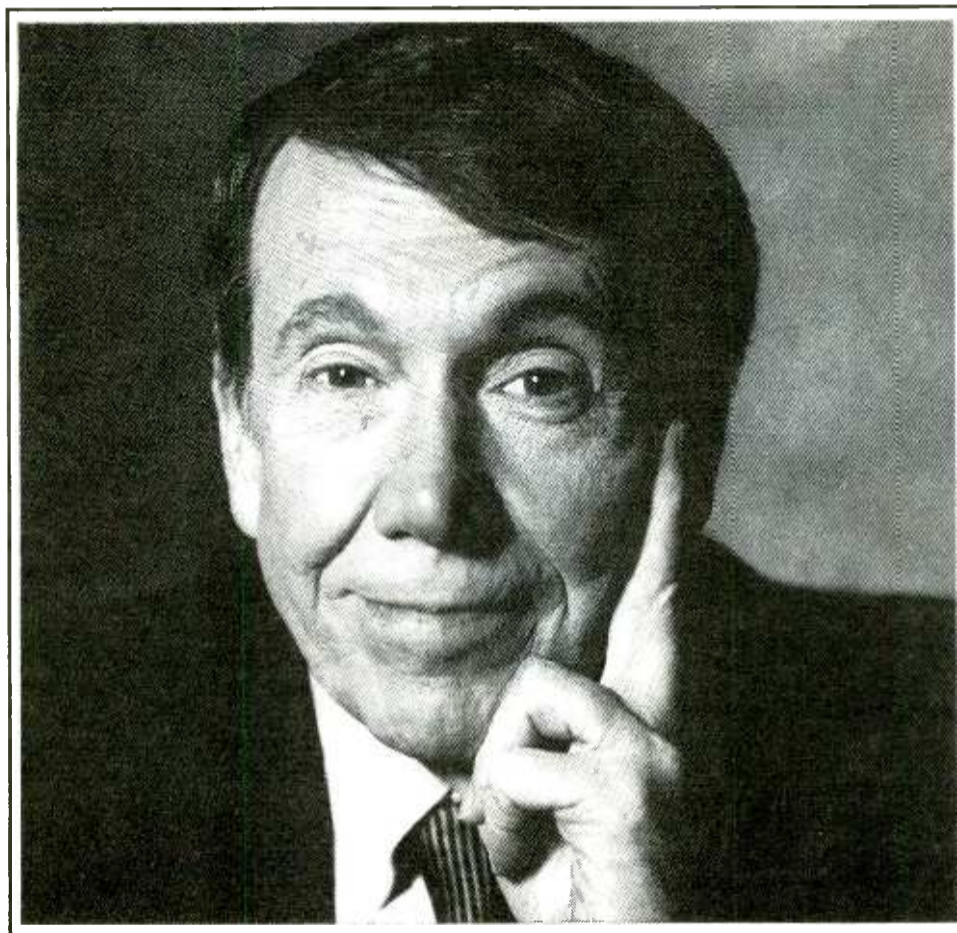
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WOR
RADIO NETWORK

Schlessinger, Statistically Speaking

Continued from Page 24

some of the behaviors we've come to accept are wrong, but they're afraid to express those beliefs because it seems politically incorrect."

☞

Dr. Laura has one thing that gives her a big advantage over a lot of her competitors — experience. She's done her homework; she knows radio.
— John Butler

☞

Drawing Distaff Demos

KCMO/Kansas City PD **John Butler** agrees that Schlessinger's message resonates with listeners. But she is particularly skilled in delivering that message, he adds, calling Schlessinger "a singular talent with tremendous knowledge of the medium."

"I remember listening to Dr. Laura when I was in college in L.A. and she was on with KGBS/Los Angeles with **Bill Balance**," he says. "She has one thing that gives her a big advantage over a lot of her competitors — experience. She's done her homework, and she knows radio."

Dr. Laura's share of the Kansas City 12+ audience has increased 74% in the past year while her 25-54 number has grown 125%, from 3.2 to 7.3. What's more, according to Butler, Schlessinger has "single-

☞

Nobody in my office is standing around talking about Bob Dole. But everybody in my office has stress over work, daycare, relationships — whatever. Laura doesn't just sympathize and hand-hold — she gives people answers.
— Greg Mocerri

☞

handedly turned the majority of KCMO's come from male to female." The station's come now runs about 55% female. Remarkably, she's achieved that growth without off-air promotion.

"This is the kind of show that

FOR THE RECORD



The incorrect photo of WSM-AM & FM/Nashville GM **Bob Meyer** was printed in last week's issue (R&R 5/17). The correct photo appears here.

We apologize for any inconvenience this error may have caused.



CHOO-CHOO PUFF-PUFF — More than 240 KSTP-AM/Minneapolis listeners turned out for the station's second cigar lovers' dinner. Attendees paid \$75 for a five-course gourmet meal, a sampler pack of fine smokes, and a chance to visit with KSTP personalities and staffers. Seen partaking of the victuals are (l-r) KSTP morning man **Jesse Ventura**, University of Minnesota hockey coach **Doug Woog**, and morning producer **Matt "The Rookie" Michalski**.

spreads by word of mouth," he says. "People listen, get hooked, and tell other people that they have to listen for themselves."

"We're planning to do some promotion for the show, but she'll be tough to promote because she's hard to explain. Besides, anything we say about her on a billboard or in an ad is nothing compared to what her fans say about her."

Seattle Potential

On the surface, **KIRO-FM/Seattle** appears to be one of Schlessinger's weakest performances. Her 3.4 Winter '96 12+ share placed her 17th in her noon-3pm time period. Her 3.9 25-54 landed her in 10th place in that demo. But **KIRO-AM & FM PD Tom Clendening** is actually quite pleased with those numbers. According to Clendening, Schlessinger is outperforming the station and outdrawing all other talk shows in her time slot.

And Clendening expects Schlessinger's numbers to continue to rise with the assistance of an upcoming television campaign that will tout the **KIRO-FM** morning team and Dr. Laura.

Tough Love, Big Growth

Of 29 affiliates sampled in **Radio Today's** survey, only four showed winter-winter ratings declines. And three of those four — **KPIX-AM & FM/San Francisco**, **WWNZ/Orlando**, and **WSMB/New Orleans** — carried the **O.J. Simpson** trial, which pumped their Winter '95 numbers to disproportionately high levels.

12+	WINTER '95	3.3%
	WINTER '96	4.4%
		(34.2% increase)
25-54	WINTER '95	2.8%
	WINTER '96	3.8%
		(36% increase)

Source: **Radio Today**, based on affiliates in the top 51 markets that carried Schlessinger's show through the entire Winter '96 **Arbitron** survey.



FROM BORSCHT TO DIVORCE — Comedian **Jackie Mason** (l) and celebrity divorce lawyer **Raoul Felder** mug with **SW Networks** President/CEO **Susan Solomon** in the web's NYC offices. The pair are among the many big names who have done satellite interviews with affiliates of **SW's Talk Programming Services**.



SW talk

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— Bill Wills, Program Director - WLW/Cincinnati
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TONY NOVIA

CONTEMPORARY HIT RADIO

How To Rise From PD To GM

□ The secret behind WPGC/Washington President/GM Ben Hill's success

If you're a PD dreaming of the leap to GM, your best advice will come from PDs who've already made the move. Next week we'll speak with WNCI/Columbus GM Dave Robbins. But a good place to start is the rags-to-riches saga of Ben Hill, the former WPGC/Washington PD who's now the station's President/GM and oversees Infinity's stations in Detroit, Chicago, Atlanta, and Houston.

In January 1987, Dan Mason (now CBS Radio President) hired Hill to program WPGC, which was struggling with a 1.7 share. Hill flipped the station from AC to what he calls a "contemporary dance/crossover format." Three months later Mason promoted him to GM. WPGC has now been No. 1 12+ for 23 consecutive weeks, and is the top-billing station in its market.

Think Like A GM

For PDs or anyone who wants to become a GM, Hill advises, "Find out what a GM does and decide if you want to do it. Ask your GM to spend time with you

dimentary sales principles. "I'm amazed at the number of programming people who don't understand basic sales elements like cost per point. Spending five minutes with a sales manager or GM could remedy that. It's a matter of understanding why the average quarter-hour rating is as important to sales as



Ben Hill

the average quarter-hour share is to the PD.

"Sales is a natural extension of programming. A PD who wants more responsibility is naturally going to thirst for some sales opportunities. I've never sold a day in my life. But then again, many PDs don't realize a good PD is constantly selling to listeners. The way radio is today, it'd be a rarity to find a PD who hasn't gone on sales calls, been a problem-solver with certain accounts, or conducted client presentations. Today's PDs are much better equipped to grow than when I was coming up. [WPGC PD] Jay Stevens has been on hundreds of sales calls."

Hill says it's essential for hopeful GMs to understand concepts such as sales expenses and cash flow. "It's easy to want to do a \$200,000 mailer to your database without realizing its impact. If PDs become more aware of the sales aspects and ask 'Can we throw a coupon in with it to cover some of the costs?', it makes the station more profitable, and our jobs become more stable."

Hill points out that "all too often formats have failed not because of programming, but because of lack of sales. Too many good programmers and jocks have lost their jobs because sales reps couldn't sell their good ratings. It's too bad programmers take the fall. But as a programmer, the more you're aware of sales aspects, the more valuable you are to the station and company. In this age of duopolies, there are going to be fewer jobs, but those jobs will be better. The good people will be

Find out what a GM does and decide if you want to do it. If you're not working with a GM who believes in nurturing and helping you grow, find one who does.

stronger than before, and the bad people will become veterinarians." (Refer to the April 5 R&R CHR column "Radio Ratings Jargon Made Easy" for easy-to-read sales and ratings information.)

Communicate Clearly

Hill's programming instincts, along with mentoring from superiors, helped him gain his staff's confidence after becoming GM. He says, "First-time GMs should go slowly, but establish control and leadership quickly. You have to have a vision. You can't run a station by committee. Go slow on people changes, but don't go slow on communicating the vision of what you want the station to be.

"I insist on a written mission statement. That's been part of 'PGC's success. We go over it with any new employee. It's the 'R squared' theory — ratings and revenue. People can accomplish things more effectively when they understand exactly what you're trying to do. You also have to be smart because there are so many decisions to be made. You have a very valuable license to protect, as well as EEOC, affirmative action, and FCC rules and regulations, and much, much more. Your mentality can't be 'Ready, Fire, Aim.'"

Hiring good people is another skill all great GMs share, and Hill is particularly good at it. When filling key staff positions, including PDs, he says he looks for "knowl-

edge, love of the product, and people skills. A PD isn't worth much if he can't surround himself with great performers. Infinity believes in the power of talent. For example, we just hired Dick Purtan in Detroit. We believe in franchises, whether they're morning shows or sports teams. The PD who wants to become a GM has to have the ability and vision to make things happen that wouldn't happen on their own."

Winning Attitude

Looking back on what propelled him along the way, Hill singles out the value of a winning attitude. "It's important to be visible, but it's more important to win. Your track record is all you have. The real high-quality jobs where you'll get mentoring, nurturing, and support are going to require ratings performance. In this business, effort doesn't get you far, but results do. Spend more time working on how the station sounds. A lot of people give good interviews by discussing everything they're doing, but when you listen to their station, you find they're not doing any of those things. A well-programmed station that gets good ratings will always get attention."

Hill believes that a winning vibe makes a winning radio station. "I want a station that appears to be out of control. I don't want an accounting firm, dress codes, or whispering in the halls. At a great radio station there's always something unpredictable going on. You can sit in a station's lobby for five minutes and know if its leading its demo, or if it's a dog. If it's winning, people are moving with a purpose. A great station is made up of fun, zany people with great leadership skills. I don't feel there's anything else more important. You have to overpay for people who make a difference and everything else falls into place."

'Never Doubted CHR'

"I've never doubted this format because I think CHR is a theory more than a format. The theory is: Research what the audience wants to hear and play it with exciting presentation and promotion. CHR went through a period where owners wanted 25-54 advertising num-

bers, and everyone tried to come up with a way to do that. Some version of Top 40 is always going to be popular. WPGC redefined what Top 40 is in Washington. We're one of those rare stations that always believed a contemporary station could always get adult numbers. In every market there's room for a hit radio station that's exciting in presentation and music."

He also believes that duopolies and the new telecom bill are good for radio. "With pressure to perform comes performance. It means getting more listeners and selling more advertising. In the top markets radio is going to be more competi-

In this business, effort doesn't get you far, but results do. Spend more time working on how the station sounds. A well-programmed station that gets good ratings will always get attention.

tive, demanding more talent and creativity. That will also inflate the price for proven talent.

"Companies will do things to increase their slice of the pie rather than just cannibalize each other. Newspapers and TV are already experiencing the fragmentation we've survived. The downside is that the marginal performers are going to bitch because there's no place for them in any department. Your weekend jocks have to be better; everyone has to be better. The people who can't cut it will be the ones saying this isn't good for radio."

CHR Asst. Editor Paul Colbert contributed to this column.

All too often formats have failed not because of programming, but because of lack of sales. It's too bad programmers take the fall. But as a programmer, the more you're aware of sales aspects, the more valuable you are to the station and company.

so you can learn the job. If you're not working with a GM who believes in nurturing and helping you grow, find one who does."

How does one think like a GM? Says Hill: "A PD might say, 'We have to get the premiere of Eddie Murphy's movie 'The Nutty Professor.'" A GM would say, 'Let's make sure we also get a buy.' A good GM won't take the premiere and let the agency buy another station. As a GM, you have a responsibility to owners and stockholders to turn a profit."

Hill says PDs who want to become GMs should bone up on ru-

TALK BACK TO R&R!

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

Call me at (310) 788-1663 or e-mail: tnovia@rronline.com

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES MAY 24, 1996

CALLOUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the airplay week of April 29-May 5.

CHR/POP

TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
ALANIS MORISSETTE <i>Ironic (Maverick/Reprise)</i>	4.18	4.14	4.19	4.29	95.5%	29.8%
CELINE DION <i>Because You Loved Me (550 Music)</i>	4.16	4.11	4.08	4.10	90.8%	20.0%
FUGEES <i>Killing Me Softly (Ruffhouse/Columbia/CRG)</i>	3.92	3.83	3.76	3.49	86.8%	18.0%
NO DOUBT <i>Just A Girl (Trauma/Interscope)</i>	3.85	3.82	3.76	3.69	58.3%	13.8%
WHITNEY HOUSTON & CECE WINANS <i>Count On Me (Arista)</i>	3.82	3.96	—	—	56.8%	10.3%
OASIS <i>Champagne Supernova (Epic)</i>	3.81	3.80	3.83	3.83	57.5%	16.0%
TONY RICH PROJECT <i>Nobody Knows (LaFace/Arista)</i>	3.81	3.77	3.57	3.73	87.8%	24.0%
MARIAH CAREY <i>Always Be My Baby (Columbia/CRG)</i>	3.80	3.86	3.90	3.87	89.5%	31.0%
COLOR ME BADD <i>The Earth, The Sun, The Rain (Giant)</i>	3.78	3.62	3.43	3.67	39.0%	5.5%
COOLIO <i>1,2,3,4 (Sumpin'New) (Tommy Boy)</i>	3.72	3.69	—	—	72.5%	17.8%
BRANDY <i>Sittin' Up In My Room (Arista)</i>	3.71	3.72	3.64	3.79	76.0%	22.8%
LOS DEL RIO <i>Macarena (RCA)</i>	3.71	—	—	—	70.5%	19.3%
BODEANS <i>Closer To Free (Slash/Reprise)</i>	3.65	3.64	3.53	3.54	79.5%	27.3%
TRACY CHAPMAN <i>Give Me One Reason (Elektra/EEG)</i>	3.57	3.53	3.58	3.52	69.5%	18.0%
GIN BLOSSOMS <i>Follow You Down (A&M)</i>	3.56	3.55	3.56	3.63	82.5%	29.3%
JANN ARDEN <i>Insensitive (A&M)</i>	3.55	3.61	3.54	3.60	53.3%	11.3%
DOG'S EYE VIEW <i>Everything Falls Apart (Columbia/CRG)</i>	3.50	3.54	3.45	3.51	61.8%	14.3%
JARS OF CLAY <i>Flood (Silvertone)</i>	3.47	3.49	3.43	—	38.5%	10.0%
FOO FIGHTERS <i>Big Me (Roswell/Capitol)</i>	3.44	3.43	3.32	3.44	72.5%	22.8%
RED HOT CHILI PEPPERS <i>Aeroplane (Warner Bros.)</i>	3.44	3.49	—	—	64.8%	22.8%
LENNY KRAVITZ <i>Can't Get You Off My Mind (Virgin)</i>	3.36	3.41	3.51	—	35.8%	10.3%
HOOTIE & THE BLOWFISH <i>Old Man & Me (Atlantic)</i>	3.34	3.39	3.26	3.32	73.3%	32.8%
LA BOUCHE <i>Sweet Dreams (RCA)</i>	3.34	3.39	3.25	3.21	72.8%	23.5%
CRANBERRIES <i>Salvation (Island)</i>	3.23	3.42	3.42	—	57.5%	22.8%
ROBERT MILES <i>Children (Arista)</i>	3.12	3.26	—	—	22.8%	6.3%
TINA ARENA <i>Chains (Epic)</i>	3.10	3.32	3.30	3.12	39.0%	12.3%
VOICE OF THE BEEHIVE <i>Scary Kisses (Discovery)</i>	3.07	3.13	—	—	20.8%	6.3%
BILLIE RAY MARTIN <i>Your Loving Arms (Sire/EEG)</i>	3.03	—	—	—	35.0%	11.5%
GEORGE MICHAEL <i>Fastlove (DreamWorks/Geffen)</i>	3.00	2.86	—	—	22.8%	7.5%

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

CALLOUT AMERICA® Hot Scores

By TONY NOVIA

No Doubt's "Just A Girl" (Trauma/Interscope) rises again 3.82-3.85. "Just" is fourth overall — and ties "Macarena" for fourth in the 18-24 demo. It is also tied for second in the West with a 4.18.

"The Earth, The Sun, The Rain" by Color Me Badd (Giant) moves 3.62-3.78 in total favorability this week. "Earth" gets its highest approval rate from women 25-34, where its 3.87 score is fourth in the demo.

"Champagne Supernova" by Oasis (Epic) remains a consistent Callout America performer. Its four-week trend is 3.83-3.80-3.81-3.81, and it ranks sixth overall.

"Macarena" by Los Del Rio (RCA) debuts on Callout America this week with a 3.71 total favorability score. "Macarena," which received significant airplay when released a year ago, enters with 70% familiarity. It ranks fourth among women 18-24 and in the East with 3.86 scores, and it's fifth in the South with a 3.88.

"Count On Me" by Whitney Houston & CeCe Winans (Arista), a song which has begun to slip in airplay, posts another solid week of Callout America scores. "Count" is second among women 25-34 with a 3.91. If it fits, you may want give this one another listen and think about using it as a secret weapon.

I would like to thank everyone for the positive feedback I've received regarding my two recent Callout America columns. I'd like to encourage you to continue using Callout America and share your thoughts and ideas on how we can make it even better. Please feel free to call me at (310) 788-1663, fax (310) 203-9763, or e-mail tnovia@rroonline.com.

los del rio
macarena



bayside boys mix

LOS DEL RIO

"macarena"

BAYSIDE BOYS MIX

Hot Callout America Scores

3.71 TOTAL FAVORABILITY

WOMEN 18-24 -- 3.86 (4th)

EAST REGION -- 3.86 (4th)

SOUTH REGION -- 3.88 (5th)

OVER 70% FAMILIARITY

"MACARENA"
A HIT LAST SUMMER...
AN EVEN BIGGER HIT
THIS SUMMER!





CHR/POP TOP 50

MAY 24, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	CELINE DION Because You Loved Me (550 Music) 5999 6099 6055 6217 118/0					
3	3	2	2	MARIAH CAREY Always Be My Baby (Columbia/CRG) 5641 5944 5839 5896 118/0					
2	2	3	3	ALANIS MORISSETTE Ironic (Maverick/Reprise) 5557 5768 5989 6129 123/0					
7	4	4	4	TRACY CHAPMAN Give Me One Reason (Elektra/EEG) 5227 4971 4482 3982 123/0					
8	6	5	5	HOOTIE & THE BLOWFISH Old Man & Me (Atlantic) 4748 4551 4256 3892 123/0					
23	11	7	6	FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG) 4599 3810 2902 2054 113/1					
4	5	6	7	TONY RICH PROJECT Nobody Knows (LaFace/Arista) 3792 4282 4450 4566 106/0					
9	9	9	8	DOG'S EYE VIEW Everything Falls Apart (Columbia/CRG) 3678 3616 3498 3383 111/1					
5	7	8	9	GIN BLOSSOMS Follow You Down (A&M) 3258 3713 4072 4240 97/0					
13	10	11	10	FOO FIGHTERS Big Me (Roswell/Capitol) 3176 3265 3065 2894 107/0					
17	14	13	11	COLOR ME BADD The Earth, The Sun, The Rain (Giant) 3164 3010 2840 2604 106/2					
21	17	12	12	GEORGE MICHAEL Fastlove (DreamWorks/Geffen) 3162 3072 2734 2371 113/2					
18	16	14	13	LA BOUCHE Sweet Dreams (RCA) 3084 2912 2736 2497 103/2					
6	8	10	14	BODEANS Closer To Free (Slash/Reprise) 2969 3435 3751 4021 92/0					
16	18	15	15	JANN ARDEN Insensitive (A&M) 2663 2662 2711 2611 98/2					
41	26	22	16	CLAYTON & MULLEN Mission: Impossible (Mother/Island) 2489 2094 1567 945 117/7					
11	13	17	17	BRANDY Sittin' Up In My Room (Arista) 2393 2594 2842 2993 66/0					
10	12	16	18	EVERYTHING BUT THE GIRL Missing (Atlantic) 2292 2627 2900 3074 86/0					
14	15	18	19	COLLECTIVE SOUL The World I Know (Atlantic) 2247 2408 2777 2880 79/0					
15	19	19	20	SMASHING PUMPKINS 1979 (Virgin) 2151 2328 2633 2793 77/1					
34	30	27	21	JARS OF CLAY Flood (Silvertone) 1874 1520 1282 1058 91/8					
25	24	24	22	NO DOUBT Just A Girl (Trauma/Interscope) 1833 1947 1920 1879 90/1					
20	22	21	23	NATALIE MERCHANT Wonder (Elektra/EEG) 1820 2100 2245 2397 68/0					
42	32	28	24	ROBERT MILES Children (Arista) 1790 1513 1196 916 85/4					
39	31	30	25	BILLIE RAY MARTIN Your Loving Arms (Sire/EEG) 1738 1459 1226 1001 77/3					
19	21	23	26	LA BOUCHE Be My Lover (RCA) 1720 1993 2259 2431 58/0					
—	44	34	27	OASIS Champagne Supernova (Epic) 1696 1273 894 641 93/7					
—	43	33	28	NATALIE MERCHANT Jealousy (Elektra/EEG) 1615 1368 918 240 89/6					
—	42	32	29	LOS DEL RIO/BAYSIDE BOYS MIX Macarena (RCA) 1598 1370 999 698 74/10					
27	27	29	30	VOICE OF THE BEEHIVE Scary Kisses (Discovery) 1523 1465 1436 1351 82/0					
22	23	25	31	GOO GOO DOLLS Name (Metal Blade/WB) 1509 1761 2034 2260 64/0					
DEBUT	32		32	ALANIS MORISSETTE You Learn (Maverick/Reprise) 1451 677 275 166 89/39					
24	25	26	33	BLUES TRAVELER Hook (A&M) 1442 1593 1857 2009 61/0					
12	20	20	34	TINA ARENA Chains (Epic) 1414 2231 2587 2948 55/0					
29	28	31	35	RED HOT CHILI PEPPERS Aeroplane (Warner Bros.) 1317 1409 1405 1222 78/1					
—	50	41	36	JEWEL Who Will Save Your Soul (Atlantic) 1306 962 750 482 80/12					
DEBUT	37		37	BRYAN ADAMS The Only Thing That Looks... (A&M) 1225 449 16 — 78/7					
44	39	38	38	CRANBERRIES Salvation (Island) 1218 1135 1021 892 85/1					
38	37	36	39	EVERCLEAR Santa Monica (Watch...) (Capitol) 1157 1191 1089 1027 66/2					
33	34	39	40	COOLIO 1,2,3,4 (Sumpin' New) (Tommy Boy) 1109 1130 1106 1087 49/1					
47	46	42	41	LENNY KRAVITZ Can't Get You Off My Mind (Virgin) 1023 937 857 821 50/0					
32	33	37	42	DEEP BLUE SOMETHING Halo (RainMaker/Interscope) 985 1148 1147 1103 63/0					
28	29	35	43	WHITNEY HOUSTON & CECE WINANS Count On Me (Arista) 977 1236 1348 1315 57/2					
DEBUT	44		44	PHILOSOPHER KINGS Charms (Columbia/CRG) 910 507 56 — 76/10					
—	—	45	45	STING You Still Touch Me (A&M) 909 848 498 86 70/2					
37	35	40	46	3T Anything (MJJ/550 Music) 857 1045 1105 1038 30/0					
DEBUT	47		47	EVERYTHING BUT THE GIRL Wrong (Atlantic) 856 572 179 21 49/6					
—	—	50	48	PUFF JOHNSON Forever More (Work/CRG) 836 738 592 268 57/3					
—	—	49	49	SWV You're The One (RCA) 823 750 654 574 47/0					
DEBUT	50		50	TONI BRAXTON You're Makin' Me High (LaFace/Arista) 816 165 — — 62/13					

This chart reflects airplay from May 13-19. Songs ranked by total plays. Highlighted songs indicate Breaker.

128 CHR/Pop reporters. 125 current playlists. © 1996, R&R Inc.

BREAKERS®

No Songs Qualified For Breaker Status This Week

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
TEVIN CAMPBELL Back To The World (Qwest/WB)	50
BLESSID UNION OF SOULS All Along (EMI)	45
ALANIS MORISSETTE You Learn (Maverick/Reprise)	39
BADLEES Angeline Is Coming Home (Polydor/A&M)	37
CHER One By One (Reprise)	21
TRACY BONHAM Mother Mother (Island)	18
DEF LEPPARD Work It Out (Mercury)	18
J'SON I'll Never Stop Loving You (Hollywood)	14
EDWIN MCCAIN Alive (Lava/Antarctic)	14
TONI BRAXTON You're Makin' Me High (LaFace/Arista)	13
JOAN OSBORNE St. Teresa (Blue Gorilla/Mercury)	13

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)	+789
BRYAN ADAMS The Only Thing That Looks Good... (A&M)	+776
ALANIS MORISSETTE You Learn (Maverick/Reprise)	+774
TONI BRAXTON You're Makin' Me High (LaFace/Arista)	+651
OASIS Champagne Supernova (Epic)	+423
PHILOSOPHER KINGS Charms (Columbia/CRG)	+403
CLAYTON & MULLEN Mission: Impossible (Mother/Island)	+395
JARS OF CLAY Flood (Silvertone)	+354
JEWEL Who Will Save Your Soul (Atlantic)	+344
EVERYTHING BUT THE GIRL Wrong (Atlantic)	+284

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
DEEP BLUE SOMETHING Breakfast At... (RainMaker/Interscope)
JOAN OSBORNE One Of Us (Blue Gorilla/Mercury)
HOOTIE & THE BLOWFISH Time (Atlantic)
BLUES TRAVELER Run-Around (A&M)
TLC Waterfalls (LaFace/Arista)
MARIAH CAREY One Sweet Day (Columbia/CRG)
SEAL Kiss From A Rose (ZTT/WB)
SOPHIE B. HAWKINS As I Lay Me Down (Columbia/CRG)
MARIAH CAREY Fantasy (Columbia/CRG)
NATALIE MERCHANT Carnival (Elektra/EEG)

Breakers: Songs registering 2000 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

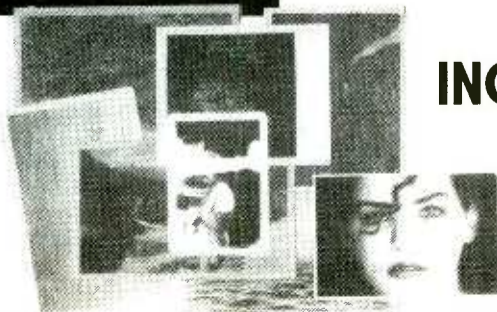
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MOST ADDED

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THE MIX/CHICAGO

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MEMORIAL DAY WEEKEND!



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POP/ALTERNATIVE TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	1	ALANIS MORISSETTE <i>Ironie (Maverick/Reprise)</i> 5910 6196 143/0			
2	2	TRACY CHAPMAN <i>Give Me One Reason (Elektra/EEG)</i> 5662 5383 139/0			
3	3	HOOTIE & THE BLOWFISH <i>Old Man & Me (Atlantic)</i> 5297 5156 148/0			
5	4	DOG'S EYE VIEW <i>Everything Falls Apart (Columbia/CRG)</i> 4194 4236 136/1			
6	5	CRANBERRIES <i>Salvation (Island)</i> 4079 4171 179/1			
4	6	FOO FIGHTERS <i>Big Me (Roswell/Capitol)</i> 3946 4271 154/0			
8	7	OASIS <i>Champagne Supernova (Epic)</i> 3566 3611 163/7			
7	8	GIN BLOSSOMS <i>Follow You Down (A&M)</i> 3433 3875 106/0			
20	9	ALANIS MORISSETTE <i>You Learn (Maverick/Reprise)</i> 3328 2362 166/42			
10	10	DISHWALLA <i>Counting Blue Cars (A&M)</i> 3173 3122 137/0			
14	11	CLAYTON & MULLEN <i>Mission: Impossible (Mother/Island)</i> 3155 2787 168/7			
9	12	BODEANS <i>Closer To Free (Slash/Reprise)</i> 3106 3583 98/0			
11	13	DAVE MATTHEWS BAND <i>Too Much (RCA)</i> 2978 2996 120/0			
12	14	TRACY BONHAM <i>Mother Mother (Island)</i> 2934 2853 118/18			
16	15	JARS OF CLAY <i>Flood (Silvertone)</i> 2763 2533 131/9			
—	16	JEWEL <i>Who Will Save Your Soul (Atlantic)</i> 2739 2282 153/17			
13	17	SMASHING PUMPKINS <i>1979 (Virgin)</i> 2464 2811 101/1			
19	18	SOUNDGARDEN <i>Pretty Noose (A&M)</i> 2440 2384 88/1			
—	19	VERVE PIPE <i>Photograph (RCA)</i> 2414 2312 109/3			
18	20	NO DOUBT <i>Just A Girl (Trauma/Interscope)</i> 2404 2505 123/1			

This chart reflects airplay from May 13-19. Songs ranked by total plays. 128 CHR/Pop reporters and 95 Alternative reporters combine from the custom chart function on R&R ONLINE. Alternative titles are manually extrapolated. For complete reporter lists refer to Pop and Alternative sections. © 1996, R&R Inc.

NEW & ACTIVE

BONE THUGS-N-HARMONY <i>Tra Crossroads (Ruthless/Relativity)</i> Total Plays: 690, Total Stations: 33, Adds: 7	JOAN OSBORNE <i>St. Teresa (Blue Gorilla/Mercury)</i> Total Plays: 248, Total Stations: 33, Adds: 13
DISHWALLA <i>Counting Blue Cars (A&M)</i> Total Plays: 637, Total Stations: 47, Adds: 0	LIVIN' JOY <i>Dreamer (MCA)</i> Total Plays: 247, Total Stations: 20, Adds: 7
NIXONS <i>Sister (MCA)</i> Total Plays: 627, Total Stations: 43, Adds: 2	COOLIO <i>All The Way Live (Tommy Boy/Island)</i> Total Plays: 234, Total Stations: 14, Adds: 2
DAVE MATTHEWS BAND <i>Too Much (RCA)</i> Total Plays: 605, Total Stations: 34, Adds: 0	BLESSID UNION OF SOULS <i>All Along (EMI)</i> Total Plays: 201, Total Stations: 45, Adds: 45
DONNA LEWIS <i>I Love You Always Forever (Atlantic)</i> Total Plays: 422, Total Stations: 28, Adds: 4	REAL MCCOY <i>Ooh Boy (Arista)</i> Total Plays: 194, Total Stations: 8, Adds: 0
M.T.S. <i>I'll Be Alright (Summit)</i> Total Plays: 410, Total Stations: 13, Adds: 0	VERVE PIPE <i>Photograph (RCA)</i> Total Plays: 183, Total Stations: 16, Adds: 2
SPIN DOCTORS <i>She Used To Be Mine (Epic)</i> Total Plays: 322, Total Stations: 36, Adds: 6	PAUL WESTERBERG <i>Love Untold (Reprise)</i> Total Plays: 178, Total Stations: 18, Adds: 5
R. KELLY <i>Down Low (Nobody Has To Know) (Jive)</i> Total Plays: 312, Total Stations: 9, Adds: 0	SHAGGY <i>In The Summertime (MCA)</i> Total Plays: 173, Total Stations: 15, Adds: 1
QUAD CITY DJS <i>Cmon N Ride... (Quadra Sound/Big Beat/Atlantic)</i> Total Plays: 280, Total Stations: 12, Adds: 1	VAN HALEN <i>Humans Being (Warner Sunset/WB)</i> Total Plays: 167, Total Stations: 13, Adds: 0
ANGELINA <i>Release Me (Upstairs)</i> Total Plays: 262, Total Stations: 11, Adds: 0	BUSH <i>Machinehead (Trauma/Interscope)</i> Total Plays: 166, Total Stations: 5, Adds: 0
	DEF LEPPARD <i>Work It Out (Mercury)</i> Total Plays: 166, Total Stations: 19, Adds: 18

Songs ranked by total plays

SELECTED NEW RELEASES

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

Adds MAY 28

- No Mercy** "Where Do You Go" (Arista)
- Joan Osborne** "St. Teresa" (Blue Gorilla/Mercury)



CALM, COOL, & COLLECTIVE — Two members of Collective Soul dropped by WXXL (XL 1067)/Orlando during a promotional swing. Schmoozing intensely are CS's Ross Childress, XL 1067 PD Adam Cook, CS's Dean Roland, and Atlantic's Rick Brown.



ADDING COLOR ON THE AIR — Color Me Badd's Mark Calderon (third from left) and Bryan Abrams (third from right) did the on-air interview thing at KGGI/Riverside. In off-the-air mode are (l-r) KGGI's PD Bob Lewis, Promotions Mgr. Lisa G., and morning talents Woody, Dr. George Brothers, and Samantha Santiago.



AND IT GOES LIKE THIS — WAYV/Atlantic City, NJ owner Gary Fisher (l) couldn't help playing a few original tunes for artists Jann Arden and Billy Mann during their visit. Negotiating the deal is WAYV PD Tommy Frank (r).

Stations and their adds listed alphabetically by market

Table listing radio stations across various markets (e.g., Albany, NY; Boise, ID; Elmira, NY) with their respective reporters and program adds.

128 Total Reporters
128 Current Reporters
125 Current Playlists

Did Not Report, Playlist Frozen (3):
WHY/Miami, FL
WRPQ/Providence, RI
WRVQ/Richmond, VA



CHR/RHYTHMIC TOP 50

MAY 24, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
				FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG) 2202 2257 2297 2300 37/0					
6	4	3	2	BONE THUGS-N-HARMONY Tha Crossroads (Ruthless/Relativity) 1750 1605 1487 1241 35/0					
2	2	2	3	MARIAH CAREY Always Be My Baby (Columbia/CRG) 1634 1756 1834 1928 30/0					
7	7	5	4	SWV You're The One (RCA) 1432 1346 1262 1116 32/2					
3	3	4	5	CELINE DION Because You Loved Me (550 Music) 1360 1389 1513 1514 26/0					
5	6	7	6	R. KELLY Down Low (Nobody Has To Know) (Jive) 1134 1184 1275 1274 29/1					
4	5	6	7	COOLIO 1,2,3,4 (Sumpin' New) (Tommy Boy) 1108 1212 1354 1450 25/0					
8	8	8	8	BRANDY Sittin' Up In My Room (Arista) 923 1010 1111 1103 19/0					
BREAKER	9			TONI BRAXTON You're Makin' Me High (LaFace/Arista) 888 372 — — 30/2					
12	10	9	10	LA BOUCHE Sweet Dreams (RCA) 808 960 877 907 19/0					
13	9	10	11	ANGELINA Release Me (Upstairs) 800 941 922 867 23/2					
31	24	16	12	QUAD CITY DJ'S C'mon 'N Ride... (Quadra Sound/Big Beat/Atlantic) 757 641 495 397 22/1					
17	13	14	13	COLOR ME BADD The Earth, The Sun, The Rain (Giant) 723 705 725 657 22/1					
—	25	20	14	MC LYTE I/XSCAPE Keep On Keepin' On (Flavor Unit/EastWest/EEG) 698 610 481 315 19/1					
19	14	12	15	PUFF JOHNSON Forever More (Work/CRG) 692 720 710 587 27/0					
10	11	11	16	MARY J. BLIGE Not Gon' Cry (Arista) 667 791 841 939 17/0					
35	20	17	17	GEORGE MICHAEL Fastlove (DreamWorks/Geffen) 640 632 532 367 21/1					
9	15	18	18	TONY RICH PROJECT Nobody Knows (LaFace/Arista) 623 631 705 1010 15/0					
20	18	22	19	MONICA Why I Love You So Much (Rowdy/Arista) 622 566 565 456 21/1					
37	26	24	20	TOTAL Kissin' You (Bad Boy/Arista) 617 540 478 331 18/1					
26	19	21	21	ALANIS MORISSETTE Ironic (Maverick/Reprise) 614 577 535 422 11/0					
11	12	13	22	JOE All The Things (Your Man Won't Do) (Island) 610 706 787 911 15/0					
BREAKER	23			JODECI Get On Up (Uptown/MCA) 538 489 452 329 18/1					
BREAKER	24			CASE I/FOXXY BROWN Touch Me Tease... (Def Jam/RAL/Mercury) 535 415 352 154 21/0					
BREAKER	25			DELINQUENT HABITS Tres Delinquents (Loud/RCA) 519 446 456 396 17/0					
23	22	23	26	SHAI I Don't Want To Be Alone (Gasoline Alley/MCA) 504 540 500 450 19/0					
14	17	15	27	EVERYTHING BUT THE GIRL Missing (Atlantic) 482 695 660 747 12/0					
28	31	26	28	BILLIE RAY MARTIN Your Loving Arms (Sire/EEG) 470 468 433 417 18/1					
42	37	34	29	J'SON I'll Never Stop Loving You (Hollywood) 467 380 325 291 19/1					
15	16	19	30	WHITNEY HOUSTON & CECE WINANS Count On Me (Arista) 428 611 688 728 14/0					
27	33	29	31	H-TOWN A Thin Line Between Love & Hate (Jac-Mac/WB) 422 436 411 419 14/0					
24	32	33	32	GROOVE THEORY Tell Me (Epic) 417 408 429 435 15/1					
16	21	30	33	2PAC I/DR. DRE California Love (Death Row/Interscope) 384 435 526 682 12/0					
22	30	31	34	L.L. COOL J Doin' It (Def Jam/Mercury) 367 419 433 450 14/0					
—	—	37	35	MICHAEL JACKSON They Don't Care About Us (Epic) 363 316 222 176 14/0					
45	41	44	36	ROBERT MILES Children (Arista) 360 264 293 275 19/3					
50	44	41	37	ARTIE THE 1 MAN PARTY Esa Nena... (Groove Nation/All American) 340 286 274 224 12/1					
18	23	27	38	D'ANGELO Lady (EMI) 316 451 499 590 9/0					
—	—	39	39	EVERYTHING BUT THE GIRL Wrong (Atlantic) 298 294 153 109 15/2					
DEBUT	40			IMMATURE Please Don't Go (MCA) 292 196 95 89 19/2					
40	38	38	41	NONCHALANT 5 O'Clock (MCA) 284 316 317 314 7/0					
DEBUT	42			R. KELLY I Can't Sleep Baby (If I) (Jive) 279 102 64 53 19/15					
—	—	50	43	BARRIO BOYZZ I Wish (SBK/EMI) 270 222 142 24 13/1					
—	—	45	44	LOS DEL RIO/BAYSIDE BOYS MIX Macarena (RCA) 270 256 210 155 10/1					
25	29	36	45	DEBORAH COX Who Do U Love (Arista) 268 331 437 434 8/0					
36	42	47	46	SILK Don't Rush (Elektra/EEG) 256 252 286 366 5/0					
34	40	42	47	LA BOUCHE Be My Lover (RCA) 244 286 295 379 8/0					
DEBUT	48			RHYTHMCENTRIC You Don't Have To Worry (Metropolitan) 231 209 165 134 8/1					
DEBUT	49			MONTELL JORDAN I Like (Def Jam/RAL/Mercury) 229 121 10 — 16/12					
DEBUT	50			TEVIN CAMPBELL Back To The World (Qwest/WB) 224 — — — 25/25					

This chart reflects airplay from May 13-19. Songs ranked by total plays. Highlighted songs indicate Breaker. 38 CHR/Rhythmic reporters, 37 current playlists. © 1996, R&R Inc.

BREAKERS®

TONI BRAXTON		CHART
You're Makin' Me High (LaFace/Arista)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
888/516	30/2	9

JODECI		CHART
Get On Up (Uptown/MCA)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
538/49	18/1	23

CASE I/FOXXY BROWN		CHART
Touch Me Tease Me (Def Jam/RAL/Mercury)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
535/120	21/0	24

DELINQUENT HABITS		CHART
Tres Delinquents (Loud/RCA)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
519/73	17/0	25

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
TEVIN CAMPBELL Back To The World (Qwest/WB)	25
R. KELLY I Can't Sleep Baby (If I) (Jive)	15
KEITH SWEAT Twisted (Elektra/EEG)	15
MONTELL JORDAN I Like (Def Jam/RAL/Mercury)	12
JORDAN HILL For The Love Of You (143/Atlantic)	9
MONA LISA You Said (Island)	5
COOLIO All The Way Live (Tommy Boy/Island)	4
2PAC How Do You Want It? (Death Row/Interscope)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TONI BRAXTON You're Makin' Me High (LaFace/Arista)	+516
TEVIN CAMPBELL Back To The World (Qwest/WB)	+224
R. KELLY I Can't Sleep Baby (If I) (Jive)	+177
BONE THUGS-N-HARMONY Tha... (Ruthless/Relativity)	+145
CASE I/FOXXY BROWN Touch Me Tease... (Def Jam/RAL/Mercury)	+120
QUAD CITY DJ'S C'mon... (Quadra Sound/Big Beat/Atlantic)	+116
KEITH SWEAT Twisted (Elektra/EEG)	+113
MONTELL JORDAN I Like (Def Jam/RAL/Mercury)	+108
JORDAN HILL For The Love Of You (143/Atlantic)	+103
IMMATURE Please Don't Go (MCA)	+96
ROBERT MILES Children (Arista)	+96

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MONICA Before You Walk Out Of My Life (Rowdy/Arista)	+177
3T Anything (MJJ/550 Music)	+145
LINA SANTIAGO Feels So Good... (Groove Nation/Universal)	+145
MARIAH CAREY Fantasy (Columbia/CRG)	+145
L.L. COOL J Hey Lover (Def Jam/Mercury)	+145
MARIAH CAREY One Sweet Day (Columbia/CRG)	+145
MONTELL JORDAN This Is How We Do It (PMP/RAL/Mercury)	+145
WHITNEY HOUSTON Exhale (Shoop Shoop) (Arista)	+145
SOUL FOR REAL Every Little Thing I Do (Uptown/MCA)	+145
ADINA HOWARD Freak Like Me (EastWest/EEG)	+145

Breakers: Songs registering 500 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. # two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



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HIP HOP TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS TW	LW	TOTAL STATIONS/ADDS
1	1	FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)	5017	4865	115/7
2	2	BONE THUGS-N-HARMONY Tha Crossroads (Ruthless/Relativity)	3844	3489	115/0
3	3	MC LYTE F/XSCAPE Keep On... (Flavor Unit/EastWest/EEG)	2442	2357	92/1
4	4	CASE F/FOXY BROWN Touch Me... (Def Jam/RAL/Mercury)	2163	1707	100/3
6	5	QUAD CITY DJ'S C'mon... (Quadra Sound/Big Beat/Atlantic)	1407	1255	62/1
5	6	COOLIO 1,2,3,4 (Sumpin' New) (Tommy Boy)	1362	1652	38/0
9	7	JUNIOR M.A.F.I.A. Gettin' Money (Big Beat/Atlantic)	934	863	58/4
-	8	MONTELL JORDAN I Like (Def Jam/RAL/Mercury)	861	204	86/75
7	9	L.L. COOL J Doin' It (Def Jam/Mercury)	849	1105	45/0
8	10	NONCHALANT 5 O'Clock (MCA)	812	1081	39/0
11	11	GETO BOYS The World Is A Ghetto (Rap-A-Lot/Noo Trybe)	777	799	61/1
14	12	LUKE Scarred (Luke)	600	545	38/0
10	13	BUSTA RHYMES Woo-hah!! Got You All In Check (Elektra/EEG)	571	808	33/0
12	14	2PAC F/DR. DRE California Love (Death Row/Interscope)	571	698	24/0
20	15	COOLIO All The Way Live (Tommy Boy/Island)	554	410	53/5
17	16	DELINQUENT HABITS Tres Delinquents (Loud/RCA)	519	446	17/0
13	17	MACK 10 Hoo-Bangin' (Priority)	515	564	39/0
16	18	QUEEN LATIFAH Elements I'm Among (Flavor Unit/EastWest/EEG)	484	472	48/0
15	19	LOST BOYZ Renee (Island)	475	528	26/0
19	20	FUGEES Ready Or Not (Ruffhouse/Columbia/CRG)	450	431	16/3

This chart reflects airplay from May 13-19. Songs ranked by total plays. 38 CHR/Rhythmic reporters and 81 Urban reporters combine from the Custom Chart function on R&R ONLINE. Rap titles are manually extrapolated. For complete reporter lists refer to Rhythmic and Urban sections. © 1996, R&R Inc.

NEW & ACTIVE

MACK 10 Hoo-Bangin' (Priority) Total Plays: 223, Total Stations: 9, Adds: 0	MONIFAH You (Uptown/Universal) Total Plays: 145, Total Stations: 11, Adds: 3
CLAYTON & MULLEN Mission: Impossible (Mother/Island) Total Plays: 222, Total Stations: 14, Adds: 3	112 Only You (Bad Boy/Arista) Total Plays: 139, Total Stations: 5, Adds: 0
3T Tease Me (MJJ/550 Music) Total Plays: 195, Total Stations: 16, Adds: 3	2PAC F/SNOOP DOGGY DOGG 2 Of Americas... (Death Row/Interscope) Total Plays: 138, Total Stations: 5, Adds: 1
TOO SHORT Gettin' It (Dangerous/Jive) Total Plays: 187, Total Stations: 9, Adds: 1	JUNIOR M.A.F.I.A. Gettin' Money (Big Beat/Atlantic) Total Plays: 133, Total Stations: 4, Adds: 0
PLANET SOUL Feel The Music (Strictly Rhythm) Total Plays: 182, Total Stations: 7, Adds: 1	KEITH SWEAT Twisted (Elektra/EEG) Total Plays: 123, Total Stations: 16, Adds: 15
COOLIO All The Way Live (Tommy Boy/Island) Total Plays: 170, Total Stations: 15, Adds: 4	2PAC How Do You Want It? (Death Row/Interscope) Total Plays: 109, Total Stations: 8, Adds: 4
LOST BOYZ Renee (Island) Total Plays: 161, Total Stations: 6, Adds: 0	AMBER This Is Your Night (Tommy Boy) Total Plays: 109, Total Stations: 6, Adds: 3
LADAE Party 2 Nite (Motown) Total Plays: 157, Total Stations: 12, Adds: 0	JAY Z W/FOXY BROWN Ain't No Nigga (Rockafeller/Priority) Total Plays: 108, Total Stations: 4, Adds: 1
LIL' SUZY When I Fall In Love (Metropolitan) Total Plays: 150, Total Stations: 9, Adds: 0	DJ KOOL Let Me Clear My Throat (CLR) Total Plays: 106, Total Stations: 4, Adds: 0
FUGEES No Woman, No Cry (Ruffhouse/Columbia/CRG) Total Plays: 150, Total Stations: 4, Adds: 1	JORDAN HILL For The Love Of You (143/Atlantic) Total Plays: 103, Total Stations: 10, Adds: 9

Songs ranked by total plays

SELECTED NEW RELEASES

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

ADDS MAY 28

Busta Rhymes	"It's A Party" (Elektra/EEG)
Domino	"So Fly" (Outburst/RAL/Mercury)
2Pac	"How Do U Want It?" (Death Row/Interscope)

Monalisa

you said

New This Week:
WJJS 41X
KCAQ ADD
WJBT ADD
KHTN ADD
WOCQ ADD

Already On:
HOT 97 25X
WWKX 12X

CHR/RHYTHMIC REPORTERS

Stations and their adds listed alphabetically by market

KKSS/Albuquerque, NM PD: Roy Jaynes MD: Jacque James R. KELLY "Sleep" KEITH SWEAT "Twisted" MONIFAH "You"	KJMN/Denver, CO PD: Mark Feather APD: Michael Hayes MD: John Dickinson 18 TEVIN CAMPBELL "World" 17 COLOR ME BADD "Earth" 15 IMMATURE "Please" R. KELLY "Sleep"	KIKI/Honolulu, HI PD: Alan Oda MD: James Coles 31 JORDAN HILL "Love" 30 TEVIN CAMPBELL "World"	KLUC/Las Vegas, NV PD: Jerry Dean MD: Cal Thomas 61 KEITH SWEAT "Twisted" 46 TONI BRAXTON "Makin" 22 2PAC "How" 16 3T "Tease" 15 TEVIN CAMPBELL "World" COOLIO "Way" HOOTIE & BLOWFISH "Old"	KDON/Monterey, CA PD: Michael Newman APD/MD: Jennifer Wiide KEITH SWEAT "Twisted" TEVIN CAMPBELL "World"	KWNZ/Reno, NV PD: Jeff Davis APD: Bill Shakespeare JORDAN HILL "Love" CLAYTON & MULLEN "Mission" LIVIN' JOY "Dreamer" TEVIN CAMPBELL "World"	KTFM/San Antonio, TX PD: Cliff Tredway MD: Charlie Huero 3T "Tease" KEITH SWEAT "Twisted" COOLIO "Way" CLAYTON & MULLEN "Mission" NO MERCY "Where" IMMATURE "Please"	KUBE/Seattle, WA PD: Mike Tierney MD: Lindsay Cipcic 19 TEVIN CAMPBELL "World" 11 R. KELLY "Sleep"
KKOK/Bakersfield, CA PD: Chris Squires MD: Tony Manos 7 STEVIE B "Waiting" 7 TEVIN CAMPBELL "World"	KQKS/Denver, CO PD: Cindy Rose APD: Alex Jordan TEVIN CAMPBELL "World" MONTELL JORDAN "Like" R. KELLY "Sleep"	KQMQ/Honolulu, HI PD: Jamie Hyatt MD: Mars Freshley 27 JORDAN HILL "Love" 24 R. KELLY "Low" 23 FUGEES "No" 20 RICKY MARTIN "Maria" KRISTINE W. "Try"	KPWR/Los Angeles, CA PD: Michelle Mercer APD/MD: Bruce St. James 45 EURYTHMICS "Sweet" 28 TOO SHORT "Gettin" 21 S'AIN'T JOHN "Aqua" 11 EL PRESIDENTE "Cafe" 9 GROOVE THEORY "Tall" SWV "You're" 2PAC "How"	WKTU/New York, NY PD: Frankie Blue MD: Andy Shane 9 AMBER "Night" 5 QUAD CITY OJ'S "Ride"	KGGI/Riverside, CA PD/MD: Bob Lewis TEVIN CAMPBELL "World"	XHTZ/San Diego, CA APD/MD: Lisa Vazquez MD: Jeff Nelson 15 R. KELLY "Sleep" 13 MONTELL JORDAN "Like" 6 GLORIA ESTEFAN "Reach" 4 KEITH SWEAT "Twisted" 4 MONIFAH "You" 2 JORDAN HILL "Love" 2 CLAYTON & MULLEN "Mission" RHYTHMICENTRIC "Worry" TEVIN CAMPBELL "World"	KWIN/Stockton, CA PD: Steve Wall MD: C.K. 21 JORDAN HILL "Love" 19 TEVIN CAMPBELL "World" 12 KEITH SWEAT "Twisted" 11 COOLIO "Way" 8 KRISTINE W. "Try" 8 LOUIE CORDERO "Woman" R. KELLY "Sleep"
WERQ/Baltimore, MD PD: Tom Calocacci MD: Camille Cashwell 18 TEVIN CAMPBELL "World" 14 MONTELL JORDAN "Like" 13 KEITH SWEAT "Twisted" 2 COOLIO "Way"	KPRR/EI Paso, TX PD: John Candelario 45 ROBERT MILES "Children" 29 TONI BRAXTON "Makin" 11 AMBER "Night" KEITH SWEAT "Twisted"	KBXX/Houston, TX PD: Rob Scorpio MD: Greg Head 17 TEVIN CAMPBELL "World" 13 BARRIO BOYZ "Wish"	WPWO/Miami, FL Interim PD: Kid Carry Interim MD: Phil Jones 19 ANGELINA "Release" 5 CATALINA "Girl" FUGEES "Ready" TEVIN CAMPBELL "World" CYPRESS HILL "Boom"	WQHT/New York, NY PD: Steve Smith APD/MD: Tracy Clothery 14 OE LA SOUL "Bizness"	WJJS/Roanoke, VA PD: David Lee Michaels 41 MONA LISA "Said" 16 MONTELL JORDAN "Like" 11 KEITH SWEAT "Twisted" 9 R. KELLY "Sleep" 5 AMBER "Night" 5 BILLIE RAY MARTIN "Loving" JORDAN HILL "Love" TEVIN CAMPBELL "World" BAHAMADIA "Confess"	WPGC/Washington, DC PD: Jay Stevens MD: G. Sharp 31 TOTAL "Kissin" 29 CRUCIAL CONFLICT "Hay" 23 MONTELL JORDAN "Like" 17 JAY Z W/FOXY BROWN, "	WPCG/Washington, DC PD: Jay Stevens MD: G. Sharp 31 TOTAL "Kissin" 29 CRUCIAL CONFLICT "Hay" 23 MONTELL JORDAN "Like" 17 JAY Z W/FOXY BROWN, "
WJMN/Boston, MA PD: Cadillac Jack McCartney MD: Cat Collins 19 TEVIN CAMPBELL "World" 19 LOS DEL RIO/BAYSIDE "Macarena" MONTELL JORDAN "Like"	KBOS/Fresno, CA PD/MD: Mark Adams 20 GEORGE MICHAEL "Fastlove" 5 EVERYTHING BUT... "Wrong" TEVIN CAMPBELL "World"	WHHH/Indianapolis, IN PD: Scott Wheeler MD: Carl Frye 23 R. KELLY "Sleep" 18 MONTELL JORDAN "Like" TEVIN SWEAT "Twisted" TEVIN CAMPBELL "World" MONIFAH "You"	WKHT/Modesto, CA PD/MD: Pete Jones R. KELLY "Sleep" MONA LISA "Said" KEITH SWEAT "Twisted" MONTELL JORDAN "Like" BAHAMADIA "Confess" KRISTINE W. "Try" TEVIN CAMPBELL "World" JORDAN HILL "Love"	KCAO/Oxnard, CA PD: Rooster Rhodes MD: Lucy B. TEVIN CAMPBELL "World" R. KELLY "Sleep" MONTELL JORDAN "Like" KEITH SWEAT "Twisted" MONA LISA "Said"	WOCO/Salisbury, MD PD: Wookiee MD: Marlowe 18 TEVIN CAMPBELL "World" 5 KEITH SWEAT "Twisted" R. KELLY "Sleep" MONTELL JORDAN "Like" JORDAN HILL "Love" MONA LISA "Said" 3T "Tease"	KMEL/San Francisco, CA PD: Michelle Santosuoso MD: Joey Arbogast 16 ARTIE THE 1 MAN... "Linda" 8 MESHELL NDEGECELLO "Livin'us" MONICA "Why" JASON "Stop"	KYLD/San Francisco, CA PD/MD: Michael Martin 30 SWV "You're" 16 EL PRESIDENTE "Cafe" 10 2PAC F/SNOOP... "Most" 8 MAC MALL "Right" JODECI "Up" R. KELLY "Sleep"
WBBM/Chicago, IL PD: Todd Cavanah MD: Erik Bradley 19 EVERYTHING BUT... "Wrong" 3 MC LYTE F/XSCAPE "Keep"	WJMH/Greensboro, NC PD: Brian Douglas MD: Mary Kay 15 GHOST TOWN DJ'S "Boo" 15 BUSTA RHYMES "Party" 14 2PAC "How" 12 TEVIN CAMPBELL "World"	WJBT/Jacksonville, FL PD: Paco Lopez Music Coord.: Jeff Leo 9 TEVIN CAMPBELL "World" 8 BUSTA RHYMES "Party" 7 R. KELLY "Sleep" KEITH SWEAT "Twisted" MONA LISA "Said"	WKHT/Salt Lake City, UT PD: Dr. Doug MD: Dr. Doug 23 TEVIN CAMPBELL "World" KEITH SWEAT "Twisted"				



WALT LOVE

WVAZ-FM/Chicago Soars To No. 1 25-54

□ Organization, teamwork, community involvement made the difference

Last week, WGCI-FM/Chicago's Winter '96 Arbitron ratings rise was detailed. In this column, crosstown Urban AC-formatted WVAZ (V-103) — and sister Urban simulcast combo WEJM-AM & FM — are spotlighted. To get the story of this trombo's ratings sweep, I talked with VP/GM Don Moore.

This ratings coup is even sweeter for Moore, who joined the stations a year and a half ago. This is his first venture in the radio industry, and he's done a fine job of taking over where consultant Barry Mayo left off.



Don Moore

Attracting Loyal Listeners

One important contribution to WVAZ's ratings accomplishment, says Moore, is Tom Joyner in morning drive. "He is such a strong and popular personality in Chicago. That really propelled us to the No. 1 spot (among persons 25-54). It drove listenership and came for the entire station. We are totally focused on dominating the 25-54 demo because that age cell is the most sought after by advertisers.

"Everyone knows that loyal listeners build frequency," Moore continues. He cites the following facts:

- WVAZ's listeners have an impressive TSL at 13 hours, 13 seconds per week.

- AQH (average quarter hours) for 25-54 listeners increased 28% across all dayparts, propelling 'VAZ to No. 1 overall.

- Men 25-54 AQH increased 83% overall, moving WVAZ from 14th to second place in the market. The station ranks No. 1 in AQH among women.

- In adults 18-49, WEJM and WVAZ rank No. 1 in the Chicago market.

Big Marketing Plan

Moore says WVAZ went all out with its marketing campaign. "Coming out in the winter book with a talent like Tom Joyner, we wanted to launch that aspect in a big way. So we brought Tom here for the first time in two years for a week-long kickoff. We went to television and outdoor in ways that we've never ever done in the station's eight-year history!

"I've always felt since I've been here that 'VAZ was one of the best-kept secrets in Chicago radio. The station has always done very well, but we needed to get more awareness of the kind of talent we have here and the kind of music we play.

"WVAZ has a really broad-based appeal among adults that transcends color," he continues. "We have found that to be true in the last year and we're trying to grow that particular sub-segment. Our station is very likable. We just have to do a better job of getting the awareness of the station up around all of Chicago and especially among the African-American community. That's been our problem ... really building the awareness of the station and making sure that our listeners are true loyal listeners."

Personalities Propel Ratings

"Since I've been here," Moore points out, "we've focused on two areas to improve on for WVAZ: getting a strong marketing and promotions group and strengthening our air talent and our sound. We have an excellent PD in Maxx Myrick and MD Jam Muhammad along with Connie Lee-Welsh from promo-

Take a look at some of the TSL numbers and AQH shares for adults 25-54 from WVAZ-FM/Chicago compared to other formats.

TSL - Mon-Sun, 6am-Mid.

	Ort. Hrs.	Hrs. & Mins.
WVAZ-FM	54	13:30
WGCI-FM	46	11:30
WXRT-FM	41	10:15
WLUP-FM	37	9:15
WLS-AM	36	9:00
WLIT-FM	36	9:00
WNUA-FM	36	9:00

AQH Share - Mon-Sun, 6am-Mid.

	Win. '96	Fall '95	% Change
WVAZ-FM	6.4	5.0	+28
WGCI-FM	5.8	5.8	-
WLIT-FM	5.1	4.4	+16
WXRT-FM	4.9	4.1	+19
WNUA-FM	4.6	4.3	+7

tions, are great. Myrick is the best PD in radio. He's creative, and understands the music and the format. Without Maxx, our consultant Tony Gray, and the original guidance of Barry Mayo, we wouldn't be here! This is a team effort for sure.

"And we have some of the best talent this station has ever had. We moved our morning show team of John Monds, Bonnie DeShung, and George Wilborn to afternoons, and they are now number one in their timeslot among adults. [With the addition of Joyner] it's really turned out great that we've been able to keep all of our people who were already here. The listeners get to continue to hear the personalities they know and love. Our 'Night Moods' host Mel Kilgore is number one in his time period. The same goes for legendary Radio Hall of Famer Herb Kent 'The Cool Gent' and all of our weekend personalities."



TRIUMPHANT RETURN — Celebrating WVAZ/Chicago morning man Tom Joyner's (r) return to the Windy City were comedian Sinbad (l) and producer/musician George Clinton.



SOUL FOOD ANYONE? — Posing for the camera at a recent event are (l-r) WVAZ-FM/Chicago weekender Herb Kent, recording artists Mavis Staples and Ramsey Lewis, and Tom Joyner.

Marketing Exceeds Expectations

Moore is enthusiastic about his marketing and promotions team. "With the four people on the staff, we've been coming up with some of the best marketing and promotional activities that this station has ever done. What we've all recognized is we are more than just radio and music to our listeners. We're a source of entertainment on and off the radio.

"We have to be involved in the community and we're doing more of that than we've ever done. They also make sure that we do the right thing for our listeners, i.e., offering concerts, parties, and remotes to meet our personalities. We also do our annual expo, which this year focused on 'Today's Black Women' and attracted approximately 60,000 during its three-day duration."

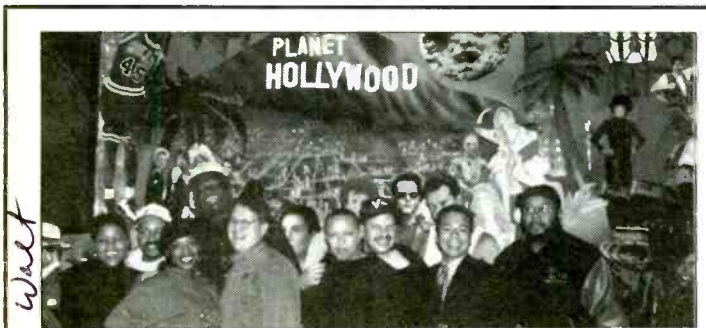
Hip-Hop Sister

Moore has not forgotten WVAZ's sister combo, WEJM-AM & FM. "It's Urban Contemporary, but it's really what we describe as Hip Hop. It's a station that is geared toward the 12-24 demo and its core is 12-17. In the year that I've been here it has done very well. Its ratings have doubled; revenues have quadrupled. The stations have one of the finest promotion groups around. That station is much more promotionally intensive than anywhere else. The

same strategy that applied with V-103, applies at WEJM: Focus on the on-air product and the promotion and marketing group. There is a completely different on-air staff from when I came here in December '94. Starting July 1, Doug Banks will become the PM driver. We also have a wonderful PD over there, Monica Starr, and we were very pleased this year when WEJM was Gavin's UC Station of the Year and Monica was UC PD of the Year."

Getting Ad Fair Share

With the extra push on promotion and personalities, does Moore feel his stations are getting the fair share of ad dollars? "Our 'Power Ratio' on V-103 has always been very good, and we've been extremely pleased with it. We still have encountered these 'No Urban Dictates', and advertisers who won't say no urban dictates, will instead say, 'I'm not going to advertise on your station'. We should be getting dollars from advertisers for a lot of products [whose representatives] won't even look in our direction, like car dealerships, some car manufacturers, computer software and hardware companies. We just had our first software advertiser (Microsoft) do a promotion with us and they have found it to be incredibly successful. We are extremely proud to have them as a client — but the battle still goes on."



WELCOME TO PLANET HOLLYWOOD — WVAZ/Chicago staffers had a ball at a recent party at Planet Hollywood. On hand for the festivities were (back, l-r) Dallas-based writers from Tom Joyner's morning show Sybil Wilkes and Kevin Woodson, and comedian George Wallace; (front, l-r) comedian Adele Givens, Planet Hollywood's manager, WVAZ morning show writer Myra Jaye, Joyner, 'VAZ VP/GM Don Moore and PD Maxx Myrick.



TEAM PLAYERS — The WVAZ-FM/Chicago football team squeezed together for a photo. While there are too many people to identify, on the left are members of the Chi-Lites and on the right are members of the Dells.

URBAN PLAYLISTS

URBAN AC PLAYLISTS

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

96.1 Adult Satisfaction MARKET #34 KSJL/San Antonio (210) 271-9600 Andrews/Olivarez

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for KSJL/San Antonio.

MARKET #36 WTLC/Indianapolis (317) 923-1456 Buchanan/Buchanan

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WTLC/Indianapolis.

RHYTHM 102.3 KJLH MARKET #2 KJLH/Los Angeles (310) 330-5550 Winston

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for RHYTHM 102.3 KJLH.

-103 MARKET #3 WVVA/Chicago (312) 360-9000 Myrick/Muhammad

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for -103 WVVA/Chicago.

KDIA MARKET #4 KDIA/San Francisco (510) 251-1400 Warren/Jones

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for KDIA/San Francisco.

WPEG 98.5 MARKET #37 WPEG/Charlotte (704) 333-0131 Carson/Quick

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WPEG 98.5/Charlotte.

Q93 MARKET #38 WQVE/New Orleans (504) 827-6000 Stevens

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for Q93 WQVE/New Orleans.

KSOL 98.9 MARKET #4 KSOL/San Francisco (415) 989-5765 Allen/Silva

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for KSOL 98.9/San Francisco.

WDAS 105.3 FM MARKET #5 WDAS/Philadelphia (215) 878-2000 Tamburro/Davis

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WDAS 105.3 FM/Philadelphia.

92.3 MARKET #6 WJXD/Detroit (313) 965-2000 Dillard

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for 92.3 WJXD/Detroit.

WJHM/Orlando MARKET #39 WJHM/Orlando (407) 333-0072 Lindsey/Hollywood

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WJHM/Orlando.

93.7 WBLK MARKET #40 WBLK/Buffalo (716) 852-5555 Faison/Sims

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for 93.7 WBLK/Buffalo.

V100 MARKET #7 KRBY/Dallas (214) 630-3011 Bacote/Solis

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for V100 KRBY/Dallas.

MAJIC102 MARKET #8 KMNJ/Houston (713) 623-2108 Conner/Boatner

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for MAJIC102 KMNJ/Houston.

WILD AM 1090 Stereo MARKET #10 WILD/Boston (617) 427-2222 Johnson/Hall

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WILD AM 1090 Stereo/Boston.

POWER 97.1 MARKET #42 WQMG/Greensboro (910) 275-1657 Brown

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for POWER 97.1/Wilmington.

KJMS MARKET #43 KJMS/Memphis (901) 323-0101 Base/St. James

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for KJMS/Memphis.

HOT 102 MARKET #11 WHQT/Miami (305) 759-4311 Kidd/Michaels

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for HOT 102 WHQT/Miami.

MIX 97.1 MARKET #17 KXOK/St. Louis (314) 991-7797 Love/Scott

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for MIX 97.1 KXOK/St. Louis.

MAJIC 95.9 MARKET #18 WJHM/Baltimore (410) 332-8200 Brown/Edwards

Table with 5 columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for MAJIC 95.9 WJHM/Baltimore.



URBAN AC TOP 30

MAY 24, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
7	6	4	1	ISLEY BROTHERS Let's Lay Together (<i>Island</i>)	613	541	553	519	27/2
4	4	1	2	LIONEL RICHIE Don't Wanna Lose You (<i>Mercury</i>)	598	624	612	578	25/0
1	1	2	3	WHITNEY HOUSTON & CECE WINANS Count On Me (<i>Arista</i>)	563	616	663	685	23/0
2	2	3	4	JOE All The Things (Your Man Won't Do) (<i>Island</i>)	529	605	624	658	20/0
6	5	6	5	QUINCY JONES Slow Jams (<i>Qwest/WB</i>)	495	528	577	567	22/0
3	3	5	6	MARIAH CAREY Always Be My Baby (<i>Columbia/CRG</i>)	452	531	619	645	21/1
—	—	21	7	TONI BRAXTON You're Makin' Me High (<i>LaFace/Arista</i>)	431	234	—	—	26/2
10	8	7	8	ART N' SOUL Ever Since You Went Away (<i>Big Beat/Atlantic</i>)	417	426	476	464	17/0
13	11	8	9	SWV You're The One (<i>RCA</i>)	398	411	380	380	16/0
16	13	11	10	FUGEES Killing Me Softly (<i>Ruffhouse/Columbia/CRG</i>)	392	368	335	262	15/0
8	9	9	11	D'ANGELO Lady (<i>EMI</i>)	335	403	441	496	17/0
14	14	13	12	MEN OF VIZION House Keeper (<i>MJJ/550 Music/Epic</i>)	331	358	313	272	20/1
9	10	12	13	CHANTAY SAVAGE I Will Survive (<i>RCA</i>)	325	364	422	469	16/0
—	25	17	14	R. KELLY I Can't Sleep Baby (If I) (<i>Jive</i>)	317	257	177	49	19/1
25	17	15	15	GERALD & EDDIE LEVERT SR. Get Your Thing Off (<i>EastWest/EEG</i>)	292	284	229	165	18/0
22	20	18	16	JODECI Get On Up (<i>Uptown/MCA</i>)	288	253	207	193	12/1
5	7	10	17	TONI BRAXTON Let It Flow (<i>Arista</i>)	270	383	550	570	14/0
23	18	20	18	RIPPINGTONS Caravan Of Love (<i>GRP</i>)	249	238	222	191	15/0
24	24	22	19	KENNY LATTIMORE Never Too Busy (<i>Columbia/CRG</i>)	245	230	181	167	17/3
BREAKER			20	MICHAEL JACKSON They Don't Care About Us (<i>Epic</i>)	236	192	158	140	13/0
BREAKER			21	SOLO He's Not Good Enough (<i>Perspective/A&M</i>)	234	196	161	134	16/1
20	21	23	22	PUFF JOHNSON Forever More (<i>Work/CRG</i>)	228	216	200	200	15/2
29	22	24	23	RANDY CRAWFORD Cajun Moon (<i>Bluemoon/Atlantic</i>)	225	207	186	146	12/1
11	15	16	24	R. KELLY Down Low (Nobody Has To Know) (<i>Jive</i>)	218	268	313	436	12/1
12	12	14	25	H-TOWN A Thin Line Between Love & Hate (<i>Jac-Mac/WB</i>)	217	305	375	422	11/0
27	29	28	26	TOTAL Kissin' You (<i>Bad Boy/Arista</i>)	196	188	163	155	9/0
DEBUT			27	KIRK FRANKLIN Melodies From Heaven (<i>Gospo Centric</i>)	183	151	120	98	11/0
30	28	29	28	KINO WATSON Bring It On (<i>Columbia/CRG</i>)	181	175	172	145	8/0
—	—	30	29	MAXWELL Til The Cops Come Knockin' (<i>Columbia/CRG</i>)	166	168	142	122	12/0
DEBUT			30	JORDAN HILL For The Love Of You (<i>143/Atlantic</i>)	156	135	117	42	11/1

This chart reflects airplay from May 13-19. Songs ranked by total plays. Highlighted songs indicate Breaker.

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

NEW & ACTIVE

- CASE I/FOXXY BROWN** Touch Me Tease Me (*Def Jam/RAL/Mercury*)
Total Plays: 154, Total Stations: 8, Adds: 0
- XSCAPE** Can't Hang (*So So Def/Columbia/CRG*)
Total Plays: 130, Total Stations: 7, Adds: 0
- GEORGE CLINTON** If Anybody Gets Funked... (*550 Music/Epic*)
Total Plays: 128, Total Stations: 7, Adds: 1
- ANN NESBY** I'll Do Anything For You (*Perspective/A&M*)
Total Plays: 119, Total Stations: 13, Adds: 4
- PHYLLIS HYMAN** I'm Truly Yours (*Philly/Zoo*)
Total Plays: 105, Total Stations: 9, Adds: 3
- BONEY JAMES** Seduction (*Warner Bros.*)
Total Plays: 102, Total Stations: 8, Adds: 0

- KEITH SWEAT** Twisted (*Elektra/EEG*)
Total Plays: 102, Total Stations: 12, Adds: 10
- MONICA** Why I Love You So Much (*Rowdy/Arista*)
Total Plays: 96, Total Stations: 6, Adds: 1
- AALIYAH** Are You Ready (*Flavor Unit/EastWest/EEG*)
Total Plays: 94, Total Stations: 5, Adds: 0
- RAW** Turn Off The Lights (*Toi Nik/WCG*)
Total Plays: 91, Total Stations: 7, Adds: 1

Songs ranked by total plays.

BREAKERS®

MICHAEL JACKSON

They Don't Care About Us (*Epic*)

TOTAL PLAYS/INCREASE: 236/44
TOTAL STATIONS/ADDS: 13/0
CHART: 20

SOLO

He's Not Good Enough (*Perspective/A&M*)

TOTAL PLAYS/INCREASE: 234/38
TOTAL STATIONS/ADDS: 16/1
CHART: 21

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
TEVIN CAMPBELL Back To The World (<i>Qwest/WB</i>)	18
KEITH SWEAT Twisted (<i>Elektra/EEG</i>)	10
DEBORAH COX Where Do We Go From Here (<i>Arista</i>)	4
ANN NESBY I'll Do Anything For You (<i>Perspective/A&M</i>)	4
ASANTE All About You (<i>Columbia/CRG</i>)	3
PHYLLIS HYMAN I'm Truly Yours (<i>Philly/Zoo</i>)	3
KENNY LATTIMORE Never Too Busy (<i>Columbia/CRG</i>)	3
CECE WINANS Every Time (<i>Sparrow</i>)	3
ZIAD Z-Jam (<i>JZR/WCG</i>)	3
TONI BRAXTON You're Makin' Me High (<i>LaFace/Arista</i>)	2
ISLEY BROTHERS Let's Lay Together (<i>Island</i>)	2
PUFF JOHNSON Forever More (<i>Work/CRG</i>)	2
MAREE' Nothin' But (The Dog) (<i>Gamma</i>)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TONI BRAXTON You're Makin' Me High (<i>LaFace/Arista</i>)	+197
KEITH SWEAT Twisted (<i>Elektra/EEG</i>)	+89
TEVIN CAMPBELL Back To The World (<i>Qwest/WB</i>)	+81
ANN NESBY I'll Do Anything For You (<i>Perspective/A&M</i>)	+74
ISLEY BROTHERS Let's Lay Together (<i>Island</i>)	+72
R. KELLY I Can't Sleep Baby (If I) (<i>Jive</i>)	+60
ASANTE All About You (<i>Columbia/CRG</i>)	+44
MICHAEL JACKSON They Don't Care About Us (<i>Epic</i>)	+44
MONA LISA You Said (<i>Island</i>)	+40
SOLO He's Not Good Enough (<i>Perspective/A&M</i>)	+38

HOTTEST RECURRENTS

- MARY J. BLIGE** Not Gon' Cry (*Arista*)
- SHAI** I Don't Want To Be Alone (*Gasoline Alley/MCA*)
- TONY RICH PROJECT** Nobody Knows (*LaFace/Arista*)
- BRANDY** Sittin' Up In My Room (*Arista*)
- SOLO** Where Do U Want Me To Put It (*Perspective/A&M*)
- JESSE POWELL** All I Need (*Silas/MCA*)
- GERALD & EDDIE LEVERT SR.** Wind Beneath... (*EastWest/EEG*)
- MARIAH CAREY** One Sweet Day (*Columbia/CRG*)
- GERALD & EDDIE LEVERT SR.** Already Missing... (*EastWest/EEG*)
- RANDY CRAWFORD** Give Me The Night (*Bluemoon/Atlantic*)

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

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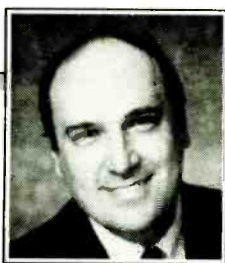
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MIKE KINOSHIAN

Getting The Most From Your Morning Show

□ **KGBY draws upon library of memorable 'Paul & Phil' bits for Saturdays, 8-10am**

Finding and incorporating the right programming elements into an AC/Hot AC's weekend lineup isn't quite as easy as it sounds. In addition to theme weekends and two syndicated features, Bright AC KGBY/Sacramento PD Bob Laurence takes advantage of one of his best local strengths.

In March, Laurence started plugging morning team Paul (Robbins) & Phil (Cowan) highlights into a Saturday, 8-10am block. But it's more than the "best of" from a particular week.

"They've been doing great stuff for years, and it's fun to go back and draw from some of those memorable moments. True personalities are hard to find, and I'm very fortunate to have Paul & Phil. We've put together a morning show that makes us look bigger than life in that daypart. They're good guys, easy to work with, and lend themselves well to this kind of thing. In addition to making good programming sense, offering highlights of a strong morning show on weekends is a good sales tool."

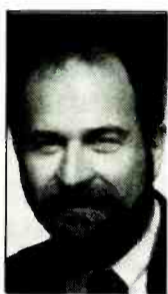
Morning show producer Mark ("The Roadster") Rhodes assembles the Saturday morning block, and as Laurence jokes, "Some weeks he's very diligent, and other weeks he leaves it until Thursday or Friday. When that happens, he's here working late, but the show is really easy to produce. I bought a DAT machine that has programming into it, so we don't get station compression. I have Paul & Phil voice-track the music. In each hour, we play 11 songs and take four breaks; bits end up being a couple of minutes long."

Longtime Team

Santa Rosa, CA's Paul & Phil have been together as a team since college, where they were on the debate team. "They've built a unique chemistry and have a special bond with the audience. They work hard and are out in the community, going to schools and doing charity events.

"Their chemistry and listener interaction make the show work. While many morning shows struggle to get a few benchmarks, Paul & Phil have about a dozen of them which people look forward to every week."

Explaining one such benchmark, "Car Phone Dating," Laurence notes, "A listener volunteers to go on a date, and we fund it. We pick them up in a limousine with signs on the windows that read 'Y92 Car Phone Dating.' The fun thing about it on the radio is to hear a person running all over town trying to pick up a date. It's very successful they usually have a 30-minute or 45-minute involved,



Bob Laurence

and as the clock ticks there's less money to win. It's great if the people just happen to hit it off."

Pushing The Envelope

Some Paul & Phil bits sound like they'd also be CHR-compatible. Laurence comments, "We do straddle that CHR line be-

cause the CHR here [KSFM] is very rhythmic and Latino-leaning. In terms of presentation, we end up being the market's mainstream CHR. You couldn't do this on a Soft AC, but on a station like Y92 it's almost mandatory. AC isn't a passion format like Oldies, Country, or Rock.

"We need a great morning show and familiar people the rest of the day. Afternoon driver Dana Hess has been here since 1988, [MD/Love Notes host] Vince Garcia since 1989, and midday talent Linda Clayton since 1992."

The measure of Y92's success with its two-hour Saturday morning feature won't come until the spring book, but Laurence indicates listen-

er feedback has been positive. "It's great for the audience to hear highlights on Saturday mornings, and I was looking for a great lead-in to Saturdays 10am-3pm."

Cheers For Barry, Leeza

Wanting to fill a 7-9pm Saturday programming hole, Laurence liked what he heard with Boston-based producer/host Barry Scott's "Lost 45s." "It's really different and not the kind of show normally found on an AC. The show plays songs that Top 40s played and have discarded. It's really neat to hear these songs again. [Barry] boasts having the world's largest record library — and I think he does."

Weekly count-downs have become programming staples because, as Laurence points out, "Everybody loves them. To my way of thinking, the one Leeza Gibbons does is the best one out there, and I was very happy to grab it [for Sundays 9am-noon]."

Jeers For Disco

Although seemingly popular elsewhere, a Saturday night disco show doesn't appear likely in Y92's future. "I asked about it in one of our research projects, and the response was very negative. My personal feeling is that disco is more popular on the East coast. It started in New York with people going from club to club, and that atmosphere just doesn't exist here."

In addition to making good programming sense, offering highlights of a strong morning show on weekends is a good sales tool.

Philly's Star Satisfies The Thirst For Consistency

While the overwhelming majority of HotACs we surveyed schedule some form of weekend special, WYXR/Philadelphia is among those opting to stick with regular programming.

PD Chuck Knight stresses that consistency is every station's goal. "Diet Coke strives for it in its formula, too. If it tasted different each time it came out of the machine, return sales would be terrible. We want to live up to our station's formula."

Building Process

Part of Knight's reasoning rests with the fact that Star 104.5's rhythmic-leaning Hot AC approach is still relatively new. "Down the road, as our formula becomes cemented in the minds of our



Chuck Knight

listeners, we could look at the issue of deviating a bit. Radio can be a little more energetic on weekends, and block programming can be a positive personality trait. We aren't now, however, at a point where we can do that. "We've taken significant steps forward [in some key female demos], and that's what this station is all about. We're happy with our progress, but not satisfied. There's still a lot more room to do an even better job. But instead of being fifth or sixth, we're second and third."

EXCLUSIVE SURVEY

What's On ACs This Weekend?

Curious how your station's weekend programming philosophy compares to other ACs/Hot ACs? Results from R&R's exclusive survey of approximately 150 stations should be especially interesting. Stations were asked, "Do you carry special weekend programming?" Here's how the responses were divided:

	AC	Hot AC	Combined
Yes	72.5%	87.2%	78.5%
No	27.5%	12.7%	21.4%

- Of ACs answering "Yes," the average number of special weekend shows carried is 2.1. Approximately 3% air five shows, and 10.3% feature four.
- Of Hot ACs answering "Yes," the average number of special weekend shows carried is 2.6. About 4% air five shows, 18.3% feature four, and 2% carry six.
- Representative responses from stations answering "No" included: "rather focus on overall sound"; "nothing worthwhile"; "want consistency"; "can't find anything better than what we're doing"; and "more music gives us good ratings."

Weekend Programming's Importance

The average response to the next question — "On a scale of 1 to 10, how important is weekend programming to you?" — broke out this way:

	AC	Hot AC	Combined
	6.5	7.7	7.0

- 27.7% of AC respondents scored it as "8," and a similar percentage declared "10."
- 41.5% of Hot AC respondents answered "10," and 20.7% noted "7."

Most Popular At AC

Although AC participants listed 30 different shows, here are the Top 10 most popular weekend features, accounting for about 73% of all responses:

Local '70s	13.2%
Casey Kasem	10.7
Leeza Gibbons	9.9
Local Jazz	8.2
Local Disco	7.4
Dick Clark	6.6
"Keepin' The '70s Alive"	5.7
Dave Koz's "Personal Notes"	4.9
Local '80s	3.3
"Lost 45s"	3.3

Most Popular At Hot AC

Hot AC participants listed 29 different shows. Following are their Top 10 most popular weekend features, accounting for about 76% of all responses:

"Backtrax USA"	13.3%
Leeza Gibbons	12.5
Casey Kasem	12.5
Local '80s	9.4
Local '70s	7.8
Rick Dees	6.2
Local Disco	4.7
Local Countdown	3.1
Fox "Kids Countdown"	3.1
"Yesterday Live"	3.1

Countdowns By The Numbers

Hot ACs are much more likely to run more than one countdown than their AC counterparts. In one of three cases (33%), Hot ACs run multiple countdowns (8.3% carry three). Only 17.2% of ACs that air countdowns run more than one.

Knight expects to see even more format fragmentation: "Markets will have rock-driven ACs and rhythmic-driven ACs. There are too many people playing rock 'n' roll right now — they all can't be successful."

Remaining In Control

An advocate of locally produced special programming, Knight remarks, "I'm surprised at the number of people who turn their radio stations over to national syndicators. Those shows usually have very little to do with what's happening locally. Someone recently sent a playlist for the show they were pitching to me. It turned out that we were playing eight of the 50 songs from that show. Something like that isn't compatible

with what we do and isn't us."

Knight recalls that Star once did a retro-type weekend offering. "We [aired] 'Superstar Sunday' and played all the stuff from the '80s. It ran its course on the station when we evolved to something else. It inhibited us from delivering our new formula on a consistent basis."

'Control Your Destiny'

Taking issue with those who contend they use syndicated product because it's an improvement from what can be done locally, Knight suggests, "If your parttime talent embarrasses you, produce the station in such a fantastic manner that part-timers have a minimal voice. Take control of your own destiny without turning it over to someone else."

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3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	CELINE DION Because You Loved Me (<i>550 Music</i>)	2517	2564	2573	2588	99/0
2	2	2	2	MARIAH CAREY Always Be My Baby (<i>Columbia/CRG</i>)	2331	2324	2298	2227	97/0
3	4	3	3	TONY RICH PROJECT Nobody Knows (<i>LaFace/Arista</i>)	2064	2080	2119	2171	91/1
5	5	5	4	LIONEL RICHIE Don't Wanna Lose You (<i>Mercury</i>)	1949	1972	1972	1937	88/0
4	3	4	5	WHITNEY HOUSTON & CECE WINANS Count On Me (<i>Arista</i>)	1892	2069	2138	2150	90/0
6	6	6	6	GLORIA ESTEFAN Reach (<i>Epic</i>)	1844	1777	1684	1578	89/1
9	8	7	7	JANN ARDEN Insensitive (<i>A&M</i>)	1482	1460	1383	1352	75/2
7	7	8	8	SEAL Don't Cry (<i>ZTT/WB</i>)	1378	1449	1498	1542	71/0
10	9	9	9	EVERYTHING BUT THE GIRL Missing (<i>Atlantic</i>)	1365	1284	1268	1193	63/1
19	12	11	10	GEORGE MICHAEL Fastlove (<i>DreamWorks/Geffen</i>)	1209	1103	934	677	70/3
18	16	12	11	TONI BRAXTON Let It Flow (<i>Arista</i>)	1180	1018	867	705	80/4
8	10	10	12	ROD STEWART So Far Away (<i>Lava/Atlantic</i>)	1139	1143	1227	1449	74/1
27	20	14	13	TRACY CHAPMAN Give Me One Reason (<i>Elektra/EEG</i>)	1109	843	672	465	60/14
15	15	13	14	SELENA I'm Getting Used To You (<i>EMI</i>)	946	929	908	816	61/2
BREAKER			15	SORAYA Suddenly (<i>Island</i>)	849	758	708	656	63/5
12	13	15	16	MARIAH CAREY One Sweet Day (<i>Columbia/CRG</i>)	760	812	932	985	56/0
—	—	27	17	MICHAEL ENGLISH Your Love Amazes Me (<i>Curb</i>)	632	426	251	—	54/12
14	17	19	18	ELTON JOHN Blessed (<i>Rocket/Island</i>)	612	690	744	834	44/0
—	29	26	19	STING You Still Touch Me (<i>A&M</i>)	610	467	310	219	43/5
11	11	16	20	JIM BRICKMAN By Heart (<i>Windham Hill</i>)	569	810	992	1186	41/0
28	23	23	21	HOOTIE & THE BLOWFISH Old Man & Me (<i>Atlantic</i>)	556	540	519	446	27/1
21	21	21	22	TINA ARENA Chains (<i>Epic</i>)	476	617	644	630	32/0
29	28	28	23	WYNONNA To Be Loved By You (<i>Curb/MCA</i>)	471	412	390	355	38/3
13	14	17	24	DIANA ROSS Voice Of The Heart (<i>Motown</i>)	443	799	920	904	33/0
26	26	25	25	NEIL DIAMOND Marry Me (<i>Columbia/CRG</i>)	440	488	489	470	34/0
24	22	22	26	ALL-4-ONE These Arms (<i>Blitz/Atlantic</i>)	425	550	551	548	33/0
—	—	30	27	JANE KELLY WILLIAMS Breaking In To... (<i>Parachute/Mercury</i>)	398	299	226	147	39/5
17	18	20	28	TRISHA YEARWOOD On A Bus To St. Cloud (<i>MCA</i>)	395	672	719	710	31/0
30	30	29	29	MICHAEL W. SMITH I'll Lead You Home (<i>Reunion/Arista</i>)	361	351	302	242	34/1
DEBUT			30	CHER One By One (<i>Reprise</i>)	344	—	—	—	38/38

This chart reflects airplay from May 20-26. Songs ranked by total plays. Highlighted songs indicate Breaker. 100 AC reporters. 91 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

NEW & ACTIVE

GIN BLOSSOMS Follow You Down (*A&M*)

Total Stations: 17, Adds: 5, Plays: 312, WLEV 10, WAFY 8 (19), WJLK 14, WALK 5 (28), WFLC 31 (31), WJDX 21 (14), WTFM 9 (9), WLAC 20 (20), KTYL 7, WENS 30 (30), WGLM 17, WIOG 16 (16), WMT 7, WQLR 18 (17), KCIX 39 (39), KBIG 28 (27), KRUZ 32 (32).

LINDA RONSTADT Dedicated To The One I Love (*Elektra/EEG*)

Total Stations: 24, Adds: 1, Plays: 205, WMJX 2 (2), WCOD 5 (5), WRCH 12 (7), WWLI 15 (10), WMAS 5 (5), WLIF 10 (10), WTVR 5 (5), WEAT 10 (5), WDEF 5 (5), WAHR 10 (10), KMXR 5 (5), KQXT 7 (7), WLIT 10 (10), WDOK 10 (10), WLQT 7 (7), WTPI 12 (10), WFMK 10, WGLM 7 (5), WMT 10 (10), KELO 8 (8), KCLI 13 (13), KJSN 5 (5), KWAV 5 (5), KKCW 17 (17).

FOURPLAY The Closer I Get To You (*Warner Bros.*)

Total Stations: 22, Adds: 2, Plays: 186, WCOD 5 (5), WRCH 7 (7), WWLI 19 (15), WLEV 5 (5), WARM 6 (6), WTVR 5 (5), WEAT 6 (5), WMJJ 8 (3), WDEF 10 (10), WOOF 15, WJXB 7 (7), KMXR 11 (5), KMGL 7, KQXT 7 (7), WDOK 11 (11), WLQT 7 (7), WAJI 5 (5), WTPI 18 (15), WGLM 7 (7), KELO 8 (8), KCLI 7 (13), KWAV 5 (5).

ROBERT MILES Children (*Arista*)

Total Stations: 15, Adds: 2, Plays: 136, WCOD 5 (5), WWLI 10 (10), WALK 5, WMGS 5 (5), WARM 6, WTCB 7 (7), WEAT 4 (5), WDEF 15 (15), KMXR 5 (5), KMXX 8 (9), KTYL 21 (21), WFMK 10 (10), WQLR 22 (19), KELO 8 (8), KWAV 5 (5).

AL GREEN Love Is A Beautiful Thing (*Miramax/Hollywood*)

Total Stations: 15, Adds: 0, Plays: 129, WCOD 5 (5), WAFY 12 (12), WLZW 7 (7), WKWK 10 (10), WTCB 7 (7), WOOF 15 (15), WAHR 10 (10), KMXR 5 (5), KQXT 5 (5), WAJI 5 (5), WFMK 10 (10), WGLM 7 (7), WMGN 17 (17), WQLR 7 (7), KCLI 7 (13).

NATALIE MERCHANT Jealousy (*Elektra/EEG*)

Total Stations: 14, Adds: 5, Plays: 128, WCOD 5 (5), WHYN 8 (8), WMAS 10 (10), WLZW 7, WTCB 7 (7), WRMF 6, WAHR 10 (5), WJDX 22, KHLA 5 (5), KMXR 3 (3), KTYL 7, WFMK 10 (10), WGLM 7, KRUZ 21 (20).

COLOR ME BADD The Earth, The Sun, The Rain (*Giant/Warner Bros.*)

Total Stations: 12, Adds: 4, Plays: 125, WAFY 19 (19), WALK 5 (10), WTCB 16 (16), WTVR 5, WDEF 10 (10), WAHR 10 (10), WLTS 5, WWNK 5 (5), WIKY 5 (5), WENS 10 (10), WQLR 15, KSSK 20.

INTRIGUE Dance With Me (*Universal*)

Total Stations: 15, Adds: 1, Plays: 113, WCOD 5 (5), WKWK 10 (10), WARM 6 (6), WTVR 5 (5), WEAT 6 (5), WDEF 5 (5), WOOF 15 (15), WTFM 9 (15), KMXR 11 (11), KQXT 7 (5), WLQT 7, WGLM 7 (5), WQLR 7 (7), KOSI 5 (5), KWAV 8 (8).

Songs ranked by total plays.

Station call letters followed by number of plays.

BREAKERS

SORAYA

Suddenly (*Island*)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
849/91	63/5	15

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
CHER One By One (<i>Reprise</i>)	38
TRACY CHAPMAN Give Me One Reason (<i>Elektra/EEG</i>)	14
MICHAEL ENGLISH Your Love Amazes Me (<i>Curb</i>)	12
ONCE BLUE Save Me (<i>EMI</i>)	7
PETER CETERA One Clear Voice (<i>River North</i>)	5
GIN BLOSSOMS Follow You Down (<i>A&M</i>)	5
NATALIE MERCHANT Jealousy (<i>Elektra/EEG</i>)	5
SORAYA Suddenly (<i>Island</i>)	5
STING You Still Touch Me (<i>A&M</i>)	5
JANE KELLY WILLIAMS Breaking In... (<i>Parachute/Mercury</i>)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CHER One By One (<i>Reprise</i>)	+344
TRACY CHAPMAN Give Me One Reason (<i>Elektra/EEG</i>)	+266
MICHAEL ENGLISH Your Love Amazes Me (<i>Curb</i>)	+206
TONI BRAXTON Let It Flow (<i>Arista</i>)	+162
STING You Still Touch Me (<i>A&M</i>)	+143
GEORGE MICHAEL Fastlove (<i>DreamWorks/Geffen</i>)	+106
JANE KELLY WILLIAMS Breaking In... (<i>Parachute/Mercury</i>)	+99
SORAYA Suddenly (<i>Island</i>)	+91
EVERYTHING BUT THE GIRL Missing (<i>Atlantic</i>)	+81
GLORIA ESTEFAN Reach (<i>Epic</i>)	+67

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
TAKE THAT Back For Good (<i>Arista</i>)
SEAL Kiss From A Rose (<i>ZTT/WB</i>)
PETER CETERA Faithfully (<i>River North</i>)
MARY CHAPIN CARPENTER Grow Old With Me (<i>Hollywood</i>)
WHITNEY HOUSTON Exhale (Shoop Shoop) (<i>Arista</i>)
MADONNA You'll See (<i>Maverick/WB</i>)
SOPHIE B. HAWKINS As I Lay Me Down (<i>Columbia/CRG</i>)
HOOTIE & THE BLOWFISH Time (<i>Atlantic</i>)
SELENA Dreaming Of You (<i>EMI</i>)
P. CETERA /C. BERNARD Forever Tonight (<i>River North</i>)

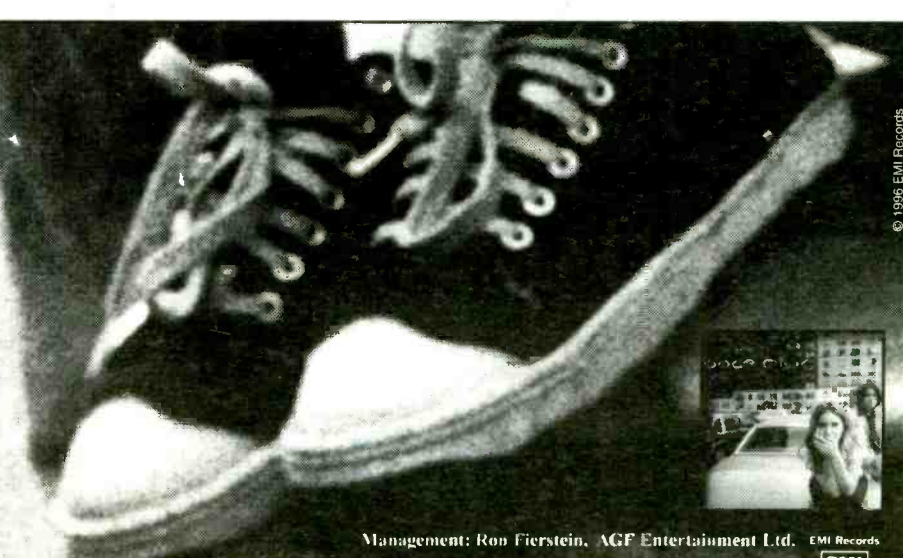
Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most increased Plays lists the songs with the greatest week-to-week increases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

once
blue
save me

The first track from their self-titled debut album.

Already On: KQXT, WEAT, KVLV, WDEF, WCOD, WAFY, WGLM

Produced by Steve Addabbo.

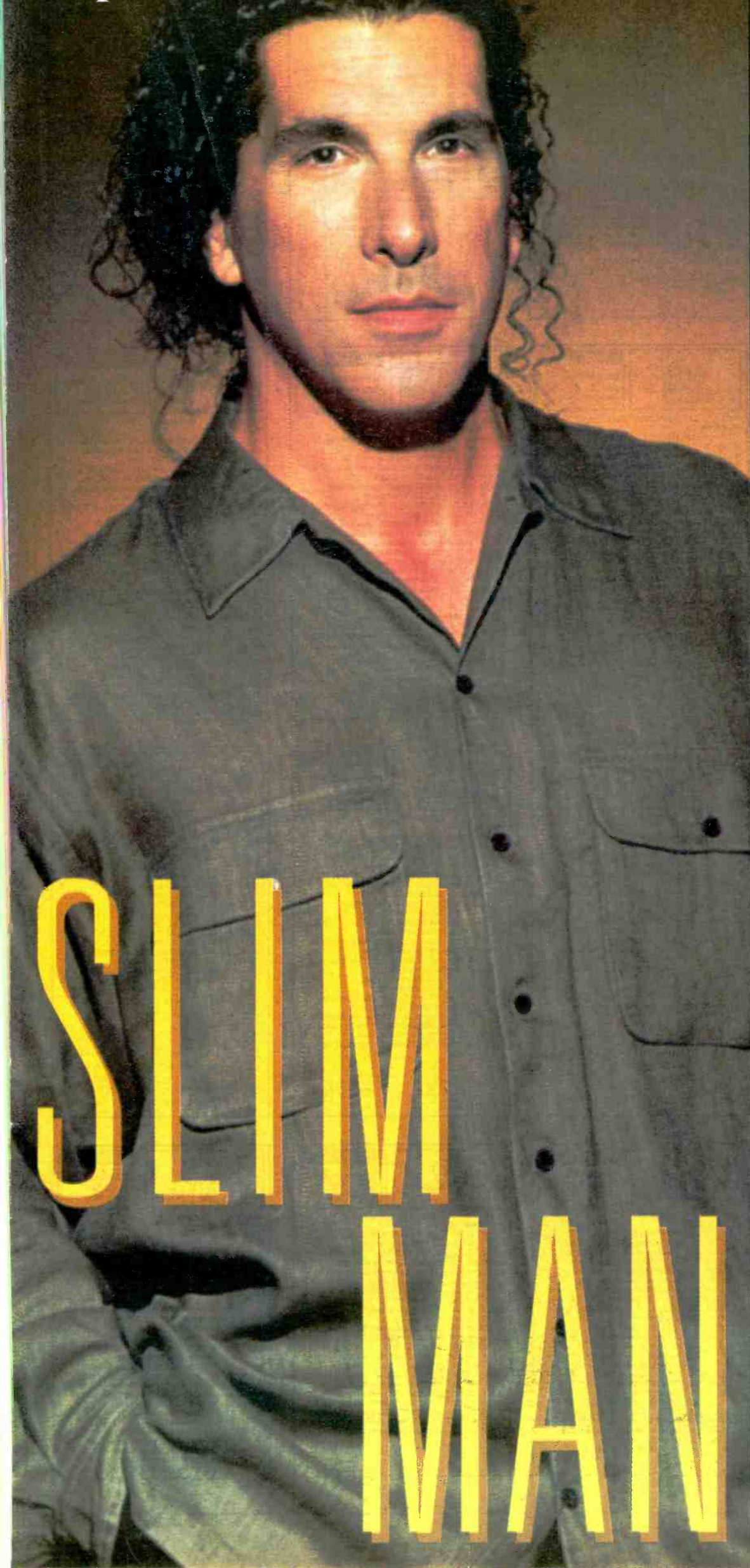


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WLIF Lite 102, Baltimore MD

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WLIF Lite 102, Baltimore MD

"Between its hypnotic bass line and graceful melody, this is a near perfect example of how jazz and soul can be combined as pop... Could probably be a Top-40 hit!"

J.D. Considine, Pop Music Critic
Rolling Stone Magazine and VH1 TV

"Slim Man's Sade / late-Marvin Gaye/ "Sexual Healing" ambiance...makes all the female listeners go wild with his smoldering, vulnerable approach...One haunting tune, "Faith In Us", is one of the finest male vocal songs to surface on radio all year."

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Tom Callahan

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Fax: (303) 545-0239

ARTIST AND LABEL CONTACT:

Gail Summer

GES Records
Phone (410) 750-0540
Fax: (410) 750-0010



MAY 24, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	CELINE DION Because You Loved Me (<i>550 Music</i>)	2323	2327	2275	2282	61/0
8	6	3	2	TRACY CHAPMAN Give Me One Reason (<i>Elektra/EEG</i>)	1986	1824	1619	1401	62/0
2	2	2	3	MARIAH CAREY Always Be My Baby (<i>Columbia/CRG</i>)	1920	1926	1981	1871	57/0
6	7	6	4	HOOTIE & THE BLOWFISH Old Man & Me (<i>Atlantic</i>)	1626	1596	1592	1470	59/0
5	5	5	5	GIN BLOSSOMS Follow You Down (<i>A&M</i>)	1553	1602	1638	1503	54/0
3	4	7	6	NATALIE MERCHANT Wonder (<i>Elektra/EEG</i>)	1494	1595	1670	1719	51/0
4	3	4	7	BODEANS Closer To Free (<i>Slash/Reprise</i>)	1443	1610	1670	1674	55/1
7	8	8	8	TONY RICH PROJECT Nobody Knows (<i>LaFace/Arista</i>)	1404	1456	1396	1449	51/0
12	10	10	9	JANN ARDEN Insensitive (<i>A&M</i>)	1397	1355	1261	1295	55/1
9	9	9	10	ALANIS MORISSETTE Ironic (<i>Maverick/Reprise</i>)	1359	1448	1364	1358	47/1
11	12	11	11	EVERYTHING BUT THE GIRL Missing (<i>Atlantic</i>)	1034	1064	1122	1325	43/0
17	16	14	12	GEORGE MICHAEL Fastlove (<i>DreamWorks/Geffen</i>)	982	912	825	762	47/0
13	13	13	13	MELISSA ETHERIDGE I Want To Come Over (<i>Island</i>)	937	1011	1071	1177	40/1
10	11	12	14	SEAL Don't Cry (<i>ZTT/WB</i>)	932	1061	1186	1350	39/0
14	14	15	15	GOO GOO DOLLS Name (<i>Metal Blade/WB</i>)	874	881	990	1058	36/0
BREAKER			16	STING You Still Touch Me (<i>A&M</i>)	871	741	568	394	46/4
20	18	18	17	DOG'S EYE VIEW Everything Falls Apart (<i>Columbia/CRG</i>)	718	703	714	649	35/0
22	20	20	18	FOO FIGHTERS Big Me (<i>Roswell/Capitol</i>)	664	623	612	592	33/4
15	15	16	19	TINA ARENA Chains (<i>Epic</i>)	578	797	941	886	28/0
19	19	19	20	WHITNEY HOUSTON & CECE WINANS Count On Me (<i>Arista</i>)	571	631	660	704	22/0
25	23	21	21	GLORIA ESTEFAN Reach (<i>Epic</i>)	540	512	459	449	24/0
—	30	25	22	NATALIE MERCHANT Jealousy (<i>Elektra/EEG</i>)	512	376	197	103	34/6
—	—	27	23	BRYAN ADAMS The Only Thing That Looks Good... (<i>A&M</i>)	511	356	103	—	30/8
27	25	23	24	ROBERT MILES Children (<i>Arista</i>)	483	428	344	313	24/1
29	27	26	25	JARS OF CLAY Flood (<i>Silvertone</i>)	436	370	301	249	23/4
—	—	30	26	CLAYTON & MULLEN Mission: Impossible (<i>Mother/Island</i>)	420	266	192	88	26/5
DEBUT			27	JEWEL Who Will Save Your Soul (<i>Atlantic</i>)	313	240	152	81	17/4
30	28	29	28	LENNY KRAVITZ Can't Get You Off My Mind (<i>Virgin</i>)	305	267	266	240	17/1
DEBUT			29	CHER One By One (<i>Reprise</i>)	279	23	24	25	18/16
DEBUT			30	ALANIS MORISSETTE You Learn (<i>Maverick/Reprise</i>)	278	172	120	101	12/3

This chart reflects airplay from May 20-26. Songs ranked by total plays. Highlighted songs indicate Breaker. 64 Hot AC reporters. 57 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

NEW & ACTIVE

SMASHING PUMPKINS 1979 (*Virgin*)

Total Stations: 11, Adds: 0, Plays: 258, WRTS 34, WKEE 31 (30), WRQX 28 (31), WMC 11 (11), WKDD 9, WTMX 11 (9), WMMX 10 (10), WAZY 16 (16), KALC 55 (35), KYSR 12 (18), KFMB 41 (48).

FUGEES Killing Me Softly (*Ruffhouse/Columbia/CRG*)

Total Stations: 9, Adds: 3, Plays: 205, WDAQ 29 (29), WRTS 25 (15), WBLI 17 (17), WYXR 38 (38), WQZM 15, KSII 25 (19), WKQI 18, KALC 15 (15), KBEE 23.

PHILOSOPHER KINGS Charms (*Columbia/CRG*)

Total Stations: 15, Adds: 2, Plays: 193, WKEE 24 (24), WBLI 11 (11), WQSM 10 (10), WKYE 7, WWDE 19 (13), WMTX 5 (5), KURB 25 (23), KKMV 18 (8), WKDD 14 (14), WROE 7 (7), WKQI 10 (10), KMAJ 14 (14), KBEE 14 (11), KOSO 5, KMGQ 10 (7).

TONI BRAXTON Let It Flow (*Arista*)

Total Stations: 12, Adds: 0, Plays: 162, WVAF 21 (11), WHUD 18 (16), WYYY 5 (5), WQSM 10 (7), WKYE 10 (10), WMC 8 (8), KKMV 18 (12), WROE 28 (28), WAZY 16 (17), WNSN 9 (9), KATF 5 (5), KMAJ 14 (14).

COLOR ME BADD The Earth, The Sun, The Rain (*Giant/WB*)

Total Stations: 10, Adds: 0, Plays: 161, WVAF 11 (11), WRTS 25 (24), WYXR 6 (6), WYYY 5 (5), WWSN 20 (19), WQSM 28 (20), KKMV 10 (8), KSII 42 (45), WROE 5 (5), KMAJ 9 (9).

LOS DEL RIO/BAYSIDE BOYS MIX Macarena (*RCA*)

Total Stations: 6, Adds: 1, Plays: 129, WMC 11 (5), KKMV 10 (8), WKTI 26 (30), KALC 35 (35), KMXS 30 (30), KFMB 17.

SORAYA Suddenly (*Island*)

Total Stations: 9, Adds: 0, Plays: 110, WVAF 5 (5), WHUD 15 (16), WQSM 10 (10), WMYI 10 (7), WMTX 5 (5), KKMV 25 (20), WROE 21 (21), KATF 5 (5), KMAJ 14 (14).

MICHAEL ENGLISH Your Love Amazes Me (*Curb*)

Total Stations: 6, Adds: 3, Plays: 52, WVAF 11, WHUD 5, WKYE 5, WMSX 14 (14), KKMV 10 (8), WROE 7 (7).

Songs ranked by total plays.
Station call letters followed by number of plays.

BREAKERS®

STING You Still Touch Me (*A&M*)

TOTAL PLAYS/INCREASE: 871/130
TOTAL STATIONS/ADDS: 46/4
CHART: 16

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
CHER One By One (<i>Reprise</i>)	16
BRYAN ADAMS The Only Thing That Looks Good... (<i>A&M</i>)	8
NATALIE MERCHANT Jealousy (<i>Elektra/EEG</i>)	6
CLAYTON & MULLEN Mission: Impossible (<i>Mother/Island</i>)	5
FOO FIGHTERS Big Me (<i>Roswell/Capitol</i>)	4
JARS OF CLAY Flood (<i>Silvertone</i>)	4
JEWEL Who Will Save Your Soul (<i>Atlantic</i>)	4
STING You Still Touch Me (<i>A&M</i>)	4
MICHAEL ENGLISH Your Love Amazes Me (<i>Curb</i>)	3
FUGEES Killing Me Softly (<i>Ruffhouse/Columbia/CRG</i>)	3
ALANIS MORISSETTE You Learn (<i>Maverick/Reprise</i>)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CHER One By One (<i>Reprise</i>)	+256
TRACY CHAPMAN Give Me One Reason (<i>Elektra/EEG</i>)	+162
BRYAN ADAMS The Only Thing That Looks Good... (<i>A&M</i>)	+155
CLAYTON & MULLEN Mission: Impossible (<i>Mother/Island</i>)	+154
NATALIE MERCHANT Jealousy (<i>Elektra/EEG</i>)	+136
STING You Still Touch Me (<i>A&M</i>)	+130
ALANIS MORISSETTE You Learn (<i>Maverick/Reprise</i>)	+106
JEWEL Who Will Save Your Soul (<i>Atlantic</i>)	+73
FUGEES Killing Me Softly (<i>Ruffhouse/Columbia/CRG</i>)	+72
GEORGE MICHAEL Fastlove (<i>DreamWorks/Geffen</i>)	+70

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
HOOTIE & THE BLOWFISH Time (<i>Atlantic</i>)
DEL AMITRI Roll To Me (<i>A&M</i>)
BLUES TRAVELER Run-Around (<i>A&M</i>)
ROD STEWART So Far Away (<i>Lava/Atlantic</i>)
DEEP BLUE SOMETHING Breakfast At... (<i>RainMaker/Interscope</i>)
MARIAH CAREY One Sweet Day (<i>Columbia/CRG</i>)
ELTON JOHN Blessed (<i>Rocket/Island</i>)
GIN BLOSSOMS Til I Hear It From You (<i>A&M</i>)
SOPHIE B. HAWKINS As I Lay Me Down (<i>Columbia/CRG</i>)
BLUES TRAVELER Hook (<i>A&M</i>)

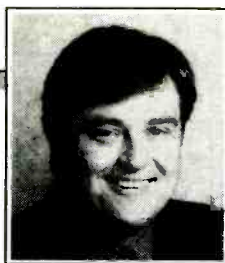
Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases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

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LON HELTON

Ol' Man Winter Unkind — Again

Country Ratings Index drops 24.1 points to five-year low

The Country Ratings Index has fallen to its lowest point in five years, as winter once again proved cruel to Country outlets. The Winter '96 CRI dipped almost 2.5%, dropping 24.1 points.

The previous low threshold was Winter '91, when the CRI was at 984.0.

On the flip side, it wasn't as bad as it could have been, considering most areas experienced some of the worst winter weather in ages. Also, Arbitron continued to fiddle with the sample by continuing its hot pursuit of 18-24 males and its quest for larger sample size.

Adult Ranks Improve

Perhaps the biggest bright spot in the data is the 25-54 market rankings. An analysis shows that from Fall '95-Winter '96, over half (51%) of the Country outlets studied improved their rank in Adults.

It's interesting to note the rank increases came at a time when we see 20 fewer Country stations ranking in their respective market's Top 5 than we did a year ago.

It's difficult to pinpoint a reason for the rank improvements over last fall. The constantly changing nature of markets due to new duopolies and shifting station targets could be one explanation. Another is stations and audiences growing accustomed to having two or more highly competitive Country stations flog the same hits.

Another possible explanation is that, despite some Country share slippage, other formatted stations are also seeing share shrinkage as Alternative and NAC continue to surge, with new formats continuing to fragment the audience into smaller and smaller pieces.

The Future

Tracking Country's shares through the CRI should prove especially interesting in the next few books, as the buying frenzy initiated by the passage of the telecom bill filters its way through intra-market format adjustments. We're already seeing the third Country outlet in many markets disappear under ownership consolidation. And who knows what lies ahead in the ratings in markets where two Country stations are under an owner who also owns a handful of others in the same city. It is, indeed, a brave new world.

Format Analysis

	Fa '95	Wi '96
Stations Surveyed	240	240
Continuously Measured Markets with Country Outlets	94	94
25-54 Rank		
Up	105 (45%)	121 (51%)
Down	95 (40%)	83 (35%)
Even	36 (15%)	33 (14%)
Stations Ranking Between:	1-5	6-10
Wi '96	90	56
Fa '95	96	43
Su '95	99	43
Sp '95	107	46
Wi '95	110	47
Wi '94	101	54
Wi '93	103	36
12+ Comparisons		
Up	107 (45%)	99 (42%)
Down	108 (46%)	124 (52%)
Even	21 (9%)	14 (6%)
Markets With Country #1, Adults 25-54	39	34
Markets With Country #1 12+	40	38

Winter '96 At A Glance

- 25-54: 39% up; 57% down
- 12+: 42% up; 52% down
- FM: 42% up; 54% down, 25-54
- AM: 41% up; 43% down, 25-54
- Rank: 51% improve 25-54 market rank, 35% decline

Radio Log

These current-based Country stations, which debuted between November 3, 1995 and February 16, 1996, are included in the CRI for the first time:

- WKXK-FM/Chicago
 - WHKW-AM/Louisville
 - WCLB-FM/West Palm Beach
- The following stations dropped Country during the applicable period and were not included in this CRI:
- KFRE-AM/Fresno
 - WCUZ-AM/Grand Rapids
 - WYNY/Nassau-Suffolk
 - WYNY/New York

TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues?
Call me at (615) 244-8822 or e-mail: mailroom@ronline.com

Country Ratings Index Data

Wi '96 CRI: 987.2, Down 24.1 points

Fa '95 CRI:	1011.3*	Wi '92 CRI:	1101.3
Su '95 CRI:	991.8	Wi '91 CRI:	984.0
Sp '95 CRI:	1038.6	Wi '90 CRI:	883.5
Wi '95 CRI:	1048.3	Wi '89 CRI:	871.7
Wi '94 CRI:	1124.1	Wi '88 CRI:	933.2
Wi '93 CRI:	1146.7	Wi '87 CRI:	938.5

Winter '96: 240 Stations

92	Up (39%) a total of 94.7 shares, Adults 25-54
136	Down (57%) a total of 123.5 shares, Adults 25-54
9	Even
3	Debut, 4.1 shares, Adults 25-54
4	Drops, 6.4 shares, Adults 25-54

Fall '95: 240 Stations

114	Up (48%) a total of 118.2 shares, Adults 25-54
101	Down (43%) a total of 105 shares, Adults 25-54
21	Even
4	Debuts, 9.5 shares, Adults 25-54
5	Drops, 7.5 shares, Adults 25-54

Winter '95: 245 Stations

110	Up (45%) a total of 127.8 shares, Adults 25-54
113	Down (47%) a total of 123.6 shares, Adults 25-54
20	Even
2	Debut, 2.2 shares, Adults 25-54
6	Drops, 7.2 shares, Adults 25-54

To compensate for the variation of Continuously Measured Markets in the CRI data base, the actual share totals for all the Country stations in those markets has been multiplied by a factor of .777 to keep the CRI relative to past indices. This will continue to be done, and the factor will fluctuate, as the number of markets continuously measured by Arbitron changes. Thus, the CRI is a relative — not an absolute — number, representing actual shares. The conversion factor is determined by additional markets, not stations. We are determining market, not station, audience levels. All information copyright 1996, Arbitron Ratings Company. May not be quoted or reproduced without Arbitron's prior written permission.

*Fall '95 CRI adjusted for the inadvertent omission of KITT-FM/Shreveport and WKJK/Louisville and the inclusion of Gold-based Country KBKK/Salt Lake City.

Breakouts: AM Vs. FM

Stations	AM	FM
Wi '96	45	195
Fa '95	46	194
Su '95	47	191
Sp '95	45	194
Wi '95	49	196
Wi '94	60	191
Wi '93	61	170
Wi '92	75	151

Wi '96 25-54 Share Totals (Shares in parentheses)

Up	18 (41%) (+6.7)	81 (42%) (+88.0)
Down	19 (43%) (-7.1)	105 (54%) (-116.4)
Even	7 (16%)	7 (4%)
Debut	1 (+.5)	2 (+3.6)
Drop	2 (-1.5)	2 (-4.9)
Total Wi '96 25-54 Shares	24.0 (2%)	1246.5 (98%)
Total Fa '95 25-54 Shares	25.4 (2%)	1276.2 (98%)
Net Gain/Loss	(-1.4)	(-29.7)

The Perils Of Artists On The Road

□ **Walter Hyatt dies in ValuJet crash; Chely Wright involved in two accidents**

The Nashville music industry is increasing its pace of social activities following the normal post-New Year. In the midst of the festivities, however, people are still remembering the dangers artists face simply traveling to work.

One of Nashville's most respected singer-songwriters was killed during the recent crash of a ValuJet flight in Florida. And a relative newcomer to life on the road escaped serious injury in two separate tour bus accidents.

Hyatt Remembered

Lyle Lovett and David Ball were among those performing in Nashville at a May 15 memorial service for Walter Hyatt, one of the 110 people killed May 11 when a ValuJet DC-9 crashed into the Everglades north of Miami. Hyatt, who had performed a weekend gig in Florida, was traveling to Washington, DC to attend his daughter's college graduation.

Although Hyatt's songs had been recorded by Jerry Jeff Walker, B.J. Thomas, and others, his eclectic style of western swing, country, jazz, folk, and pop placed him somewhat outside Nashville's commercial mainstream.

Ball and Lovett had close ties to Hyatt. Along with Champ Hood, Ball and Hyatt were members of Uncle Walt's Band, an Austin-based group that attracted a cult following in the '70s. After moving from Austin to Nashville in 1987, Hyatt performed on Lovett's Grammy-winning "Large Band" album. Hyatt went on the road as Lovett's opening act, and Lovett returned the favor by producing Hyatt's 1990 MCA album, "King Tears."

Hyatt, 46, later released "Music Town" for Sugar Hill Records and was working on a third album.

Others attending the memorial service included Hal Ketchum and Willis Alan Ramsey. Hyatt is survived by his wife, Heidi, and three children. A fund for the family has been established at Second Presbyterian Church, 3511 Belmont Blvd., Nashville, TN 37215.

Wright & Wrong Places

What are the odds of having two tour bus accidents in a span of just over 24 hours? That's exactly what happened to A&M recording artist

COUNTRY FLASHBACK

1 YEAR AGO

• No. 1: "Summer's Comin'" - Clint Black

5 YEARS AGO

• No. 1: "Blame It On Texas" - Mark Chesnutt

10 YEARS AGO

• No. 1: "Everything That Glitters" - Dan Seals

15 YEARS AGO

• No. 1: "Elvira" - Oak Ridge Boys (third week)

20 YEARS AGO

• No. 1: "One Piece At A Time" - Johnny Cash (second week)

Chely Wright and her band. Fortunately, their injuries consisted only of some minor bumps and bruises.

Wright's tour bus was traveling through Harrison, AR on May 10 when a pickup truck crossed the center line, slamming head-on into the bus. The pickup's driver — Jimmy D. House, 43, of Marshall, AR — died instantly.

Another bus was sent to transport Wright and her entourage, and on May 11 driver Walt Barden was traveling eastbound in heavy rain when he saw a car flipped over near Jackson, TN. An 18-wheeler hit the unoccupied car, knocking it into the bus.

Fortunately, Barden was able to drive the bus to Nashville. Wright and her band are now back on the road for more concert dates.

Gattis's Close Call

A leisurely drive on I-10 between Houston and Beaumont, TX turned

into a frightening moment for Keith Gattis and RCA Manager/Southwest Regional Promotion Suzette Tucker. They watched as an oncoming car jumped the highway median, veered into their lane, and crashed into a petroleum tanker truck directly in front of them.

After Tucker slammed on the brakes to avoid a collision, Gattis leaped out of the car and ran to check the vehicles' occupants; Tucker dialed 911. No one was seriously injured, and Gattis made it safely to KYKR/Beaumont for his scheduled on-air visit.

Bits 'N' Pieces

Daryle Singletary was forced to cancel three concert dates after breaking his leg in a May 8 all-terrain vehicle accident on his wife's family ranch in Texas. His leg is in a cast, but he resumed touring on May 18 with John Berry at the KPZM/Huntsville, AL "Birthday Festival."

• Congratulations to Frazier River lead vocalist Danny Frazier and wife, Tracy, on the birth of their first child. Daniel Lee Frazier was born May 6 at Good Samaritan Hospital in Cincinnati. Frazier has a daughter, Samantha, from a previous marriage.

• "The Jeff Foxworthy Show" will return next year on a different network. ABC-TV gave the show's producers a chance to move the program to another home. NBC-TV accepted the offer and will move Foxworthy into the Monday night slot previously held by "The Fresh Prince of Bel Air."

• Martina McBride is hosting "Nashville: Take Back Our Streets," the Metro Police Department's 20-minute anti-crime video.

• He's not seeking a record deal, but Sylvester Stallone was in town May 17 to call attention to the new Planet Hollywood still under construction on Broadway.

• Garth Brooks and Capitol Nashville celebrated sales of 60 million albums with a '60s-themed party at a local soundstage, while Vince Gill gave the industry a preview of his new MCA album, "High Lonesome Sound," during a listening party at Cummins Station.

— Calvin Gilbert

Paul Jefferson

NEW ARTIST FACT FILE

Current Single: "Check Please"
Current Album/Label: "Paul Jefferson"/Almo Sounds (release date July 16)
Management: Firststars Management
Influences: Willie Nelson, Waylon Jennings, Hank Williams Sr., Bob Willis

Background

Paul Jefferson is a native of Woodside, CA, a rural area dotted with ranches in the Santa Cruz Mountains north of San Francisco. His father gave guitar and voice lessons, and the Jefferson home was filled with folk and traditional country music.

As a fourth-grader, Jefferson was already playing guitar and writing songs. "I used to get in trouble because I'd change the songs my dad was teaching me," he says. "It just came naturally to me."

A major revelation came in the '70s. "I heard Willie Nelson sing, and it rocked my world. He sounded so new and different to me, it was like I had discovered new music that no one else had known about, especially in California."

Jefferson's admiration for Nelson led him to the classics of Waylon Jennings, Merle Haggard, Hank Williams Sr., and Bob Willis as well as '70s hitmakers Don Williams, John Conlee, and Earl Thomas Conley.

College Days, Country Nights

Jefferson continued writing songs and performing in clubs while attending the University of California at Berkeley. "I got a band together and played at some of those blood buckets in the Bay Area. In the Bay Area, people don't tell you to come to Nashville. They just didn't know. There was no way anybody could have discovered me in the Bay Area."

Jefferson traveled to Los Angeles to record the demos which eventually led him to Nashville. "I got a lot of interest in my songs. There was enough stuff going on to get me to move here."

After making the move four years ago, Jefferson began looking at songwriting from a different perspective. "I hope I haven't learned too much. One of the rules of songwriting is that there are no rules."

Tippin Hit

Jefferson's break as a songwriter came last year with Aaron Tippin's No. 1 hit "That's As Close As I'll Get To Loving You," which he co-wrote with Sally Dworsky and Jan Leyers during a songwriters' retreat in France.

Jefferson was surprised when he learned Tippin had recorded it. "I didn't know they had pitched it to him," he says. "I thought, 'This isn't Aaron Tippin. This isn't going to work for him.'"

"When they played me the cut, I thought, 'This is really great.' The subject matter is more romantic than I'd heard him sing before. It really worked for him, and he did a great job."

Management, Label

Jefferson is managed by Firststars Management/Nashville, operated by Anastasia Pruitt. Her partner in the company is Miles Copeland, who has worked with the Police and Sting.



Paul Jefferson

Jefferson became the company's first client after Pruitt saw him perform at a local showcase. She forwarded a tape to Copeland, and the management contract was signed a month later.

In seeking a record deal, Pruitt contacted producer Garth Fundis. Although Fundis was well-known for his production work with Trisha Yearwood and others, he had not divulged his plan to become head of the new Almo Sounds label.

"We had no idea there was even a new label," Jefferson recalls. "It was just a coincidence that Almo came about, and that Miles had a connection [with label owners Herb Alpert and Jerry Moss]. It just fit. The stars lined up."

Jefferson experienced some initial anxiety over Fundis's demeanor. "Garth is not one of these people who jumps on something. He never acts impulsively. He must have come to see me 10 times. I knew it was a good sign, but I thought, 'If he can't see it now, he probably doesn't really like it.'" Jefferson became Almo's first signing.

The Music

Jefferson's self-titled debut album demonstrates a strong lyrical substance. "I didn't want to get too deep. I wanted to make sure each song felt like it belonged there. They're not just 'one listen' songs."

Explaining how he wrote the first single, "Check Please," with Jon Michaels, Jefferson notes, "The first verse and chorus is exactly what happened to him. He was sitting at a restaurant, the waiter walked by, and his friend said, 'Check please.' He went home, wrote the chorus, and called me."

The Road Ahead

With plans for a concert tour later this year, Jefferson is finishing up his introduction to radio with station visits in California and Texas. As the first artist on a new label, his mission is unique.

"I'm not just selling myself," he explains. "I feel I'm also selling the label. They're working hard, too. They're going to give me the best chance they possibly can."

"The label's philosophy is that they don't sign many acts. They want to break one act at a time. Radio's response to that statement has been incredible."



NEW ADDITION TO OPRY FAMILY — Arista recording artist Steve Wariner is welcomed by other Grand Ole Opry members after his recent induction as the 73rd member of the show's cast. Bill Anderson, who wrote Wariner's hit "The Tips Of My Fingers," handled the onstage ceremony and joined him on the song. Pictured backstage are (l-r) Jeanne Pruett, Porter Wagoner, Wariner, Little Jimmy Dickens, and Jeannie Seely.

MAY 24, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	PLAY RANK	TOTAL PLAYS	+/- PLAYS	TOTAL POINTS	+/- POINTS
7	5	4	1	GEORGE STRAIT Blue Clear Sky (MCA)	183/0	1	6736	+326	36458	+1837
9	6	5	2	COLLIN RAYE I Think About You (Epic)	183/0	2	6613	+304	35804	+1873
2	1	1	3	BROOKS & DUNN My Maria (Arista)	183/0	3	6557	-146	35733	-526
8	7	6	4	BRYAN WHITE I'm Not Supposed To Love... (Asylum/EEG)	183/0	4	6481	+185	34842	+1193
14	10	7	5	TOBY KEITH Does That Blue Moon Ever Shine (A&M)	183/0	5	6376	+376	34176	+2210
15	12	8	6	TRACY LAWRENCE Time Marches On (Atlantic)	182/0	6	6095	+419	32627	+2288
5	3	2	7	BILLY DEAN It's What I Do (Capitol)	178/1	7	5977	-520	31841	-3147
13	14	10	8	TERRI CLARK If I Were You (Mercury)	183/0	8	5866	+662	31068	+3409
18	15	11	9	MINDY MCCREADY Ten Thousand Angels (BNA)	182/1	9	5740	+807	30674	+4208
20	17	12	10	ALAN JACKSON Home (Arista)	183/0	10	5178	+485	27892	+2760
21	19	13	11	DAVID LEE MURPHY Every Time I Get Around You (MCA)	183/1	11	4831	+386	25853	+2263
19	18	14	12	VINCE GILL High Lonesome Sound (MCA)	181/0	12	4527	+181	24003	+995
24	21	15	13	JEFF CARSON Holdin' Onto Something (MCG/Curb)	181/1	13	4459	+259	23816	+1312
23	20	17	14	REBA MCENTIRE Starting Over Again (MCA)	180/0	14	4391	+255	23652	+1465
25	23	18	15	WYNONNA Heaven Help My Heart (Curb/MCA)	182/0	15	4320	+332	22771	+1531
44	34	26	16	SHANIA TWAIN No One Needs To Know (Mercury)	181/7	18	4017	+845	21463	+4583
27	25	22	17	SAMMY KERSHAW Meant To Be (Mercury)	182/2	17	4029	+343	21385	+1974
26	24	21	18	SAWYER BROWN Treat Her Right (Curb)	178/3	16	4034	+291	21364	+1484
30	26	24	19	PAUL BRANDT My Heart Has A History (Reprise)	178/2	20	3838	+371	20335	+2182
28	27	25	20	PATTY LOVELESS A Thousand Times A Day (Epic)	181/7	19	3890	+389	20297	+2226
35	32	27	21	RICOCHE Daddy's Money (Columbia/CRG)	179/7	21	3755	+663	19833	+3835
3	2	3	22	FAITH HILL Someone Else's Dream (Warner Bros.)	139/0	22	3433	-3018	18611	-16222
32	29	28	23	MARTINA MCBRIDE Phones Are Ringin' All Over Town (RCA)	175/4	23	3329	+420	17640	+2453
34	33	30	24	RHETT AKINS Don't Get Me Started (Decca)	170/8	24	3224	+509	17133	+2796
11	8	9	25	BLACKHAWK Almost A Memory Now (Arista)	130/0	25	3198	-2543	17049	-13211
33	31	29	26	MARTY STUART & TRAVIS TRITT Honky Tonkin's... (MCA)	168/2	27	3053	+270	16119	+1460
37	36	31	27	DIAMOND RIO That's What I Get For Lovin'... (Arista)	169/10	26	3099	+551	16077	+2828
36	35	32	28	LORRIE MORGAN & JON RANDALL By My Side (BNA/RCA)	158/6	29	2845	+353	14803	+1702
45	40	33	29	WADE HAYES On A Good Night (DKC/Columbia/CRG)	166/15	30	2674	+612	13847	+3168
38	37	34	30	LINDA DAVIS A Love Story In The Making (Arista)	157/8	32	2291	+251	11944	+1518
42	41	38	31	NEAL MCCOY Then You Can Tell Me Goodbye (Atlantic)	143/20	33	2209	+541	11377	+2768
39	38	36	32	TRACE ADKINS There's A Girl In Texas (Capitol)	145/5	34	2159	+276	11240	+1448
BREAKER			33	CLAY WALKER Only On Days That End In "Y" (Giant)	150/65	35	2086	+944	11016	+5010
BREAKER			34	LEANN RIMES Blue (MCG/Curb)	120/85	39	1828	+1353	10167	+7514
	44	40	35	LEE ROY PARNELL Givin' Water To A Drowning Man (Career)	135/26	37	1872	+503	9779	+2744
46	43	39	36	ALABAMA Say I (RCA)	130/15	40	1740	+260	9416	+1307
40	39	37	37	KENNY CHESNEY Back In My Arms Again (BNA)	127/2	36	1903	+131	9374	+605
17	16	16	38	GARTH BROOKS The Change (Capitol)	59/0	48	1185	-2973	6945	-15503
		48	39	MARK CHESNUTT Wrong Place, Wrong Time (Decca)	102/31	43	1288	+543	6320	+2813
	49	44	40	JAMES BONAMY I Don't Think I Will (Epic)	102/23	46	1191	+336	6028	+1674
		49	41	TRACY BYRD 4 To 1 In Atlanta (MCA)	95/35	47	1188	+469	5694	+2451
41	42	41	42	RICKY SKAGGS Cat's In The Cradle (Atlantic)	80/1	51	1058	-168	5574	-660
50	45	45	43	DAVID BALL Circle Of Friends (Warner Bros.)	88/6	52	995	+129	5028	+687
DEBUT			44	LONESTAR Runnin' Away With My Heart (BNA)	87/71	54	925	+704	4588	+3477
	48	46	45	DARYLE SINGLETARY Workin' It Out (Giant)	79/11	53	952	+162	4496	+743
		50	46	CONFEDERATE RAILROAD See Ya (Atlantic)	72/16	59	741	+165	3919	+913
DEBUT			47	LARI WHITE Wild At Heart (RCA)	55/10	62	664	+119	3458	+654
	46	47	48	KEN MELLONS Stranger In Your Eyes (Epic)	55/1	60	713	-70	3342	-404
DEBUT			49	PAUL JEFFERSON Check Please (Almo Sounds)	58/11	66	582	+191	3230	+990
DEBUT			50	RICK TREVINO Learning As You Go (Columbia/CRG)	65/56	64	624	+528	3152	+2574

This chart reflects airplay from May 20-26. Songs ranked by total points. Highlighted songs indicate Breaker.

183 Country reporters. 182 current playlists. Songs that are down in points for three consecutive weeks are moved to recurrent. © 1996, R&R Inc.

BREAKERS®

CLAY WALKER
Only On Days That End In "Y" (Giant)
81% of our reporters on it (150 stations)
65 Adds • Moves 42-33

LEANN RIMES
Blue (MCG/Curb)
65% of our reporters on it (120 stations)
85 Adds • Debuts at 34

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
LEANN RIMES Blue (MCG/Curb)	85
LONESTAR Runnin' Away With My Heart (BNA)	71
CLAY WALKER Only On Days That End In "Y" (Giant)	65
MARK WILLS Jacob's Ladder (Mercury)	61
RICK TREVINO Learning As You Go (Columbia/CRG)	56
TRACY BYRD 4 To 1 In Atlanta (MCA)	35
MARK CHESNUTT Wrong Place, Wrong Time (Decca)	31
TAMMY GRAHAM Tell Me Again (Career)	28
LEE ROY PARNELL Givin' Water To A Drowning... (Career)	26
AARON TIPPIN Everything I Own (RCA)	26

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LEANN RIMES Blue (MCG/Curb)	+1353
CLAY WALKER Only On Days That End In "Y" (Giant)	+944
SHANIA TWAIN No One Needs To Know (Mercury)	+845
MINDY MCCREADY Ten Thousand Angels (BNA)	+807
LONESTAR Runnin' Away With My Heart (BNA)	+704
RICOCHE Daddy's Money (Columbia/CRG)	+663
TERRI CLARK If I Were You (Mercury)	+662
WADE HAYES On A Good Night (DKC/Columbia/CRG)	+612
DIAMOND RIO That's What I Get For Lovin' You (Arista)	+551
MARK CHESNUTT Wrong Place, Wrong Time (Decca)	+543

MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
LEANN RIMES Blue (MCG/Curb)	+7514
CLAY WALKER Only On Days That End In "Y" (Giant)	+5010
SHANIA TWAIN No One Needs To Know (Mercury)	+4583
MINDY MCCREADY Ten Thousand Angels (BNA)	+4208
RICOCHE Daddy's Money (Columbia/CRG)	+3835
LONESTAR Runnin' Away With My Heart (BNA)	+3477
TERRI CLARK If I Were You (Mercury)	+3409
WADE HAYES On A Good Night (DKC/Columbia/CRG)	+3168
DIAMOND RIO That's What I Get For Lovin' You (Arista)	+2828
MARK CHESNUTT Wrong Place, Wrong Time (Decca)	+2813

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
JOHN MICHAEL MONTGOMERY Long As I Live (Atlantic)
JO DEE MESSINA Heads Carolina, Tails California (Curb)
TIM MCGRAW All I Want Is A Life (Curb)
PAM TILLIS The River And The Highway (Arista)
SHANIA TWAIN You Win My Love (Mercury)
LEE ROY PARNELL Heart's Desire (Career)
LONESTAR No News (BNA)
CLAY WALKER Hypnotize The Moon (Giant)
MARK CHESNUTT It Wouldn't Hurt To Have Wings (Decca)
MAVERICKS All You Ever Do Is Bring Me Down (MCA)

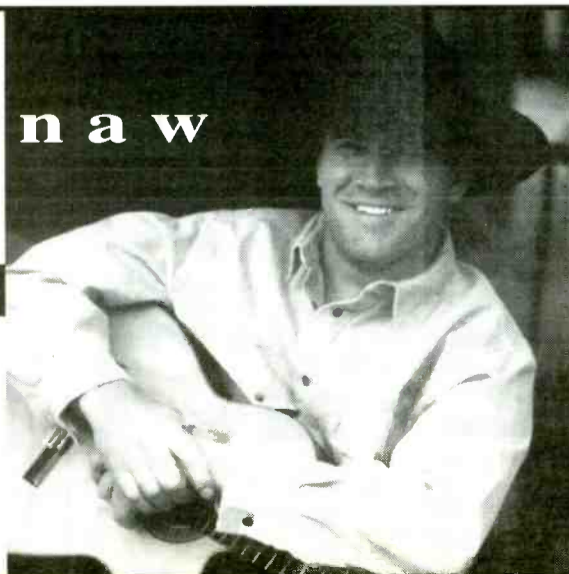
Breakers: Song has achieved airplay at 60% of our reporters for the first time. Bullets awarded to songs gaining points over the previous week. Total Points: The sum of each station's total plays of a song multiplied by the station's individual weight. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Play Rank: Ranks all charted songs by total plays. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays.

doug supernaw

when the world ain't all you thought it would be

"you still got me"

Add Date: June 3rd



*Greetings y'all.
And welcome all you dang foreigners from other nations.*

Redneck Games

JEFF FOXWORTHY
with special guest
ALAN JACKSON



Starter's Pistol Fires For **ADDS JUNE 3rd**

Produced by Scott Rouse



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www.americanradiohistory.com

COUNTRY PLAYLISTS

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

MARKET #2 KIKF/Los Angeles 94.3 KIZ FM. Playlist for Los Angeles market with 20 tracks.

MARKET #2 KZLA/Los Angeles. Playlist for Los Angeles market with 20 tracks.

MARKET #3 WUSN/Chicago 99.9 FM. Playlist for Chicago market with 20 tracks.

MARKET #4 KSAN/San Francisco 94.9 FM. Playlist for San Francisco market with 20 tracks.

MARKET #4 KYCY/San Francisco 93.3 FM. Playlist for San Francisco market with 20 tracks.

MARKET #5 WXTU/Philadelphia 92.5 FM. Playlist for Philadelphia market with 20 tracks.

MARKET #6 WWWW/Detroit 94.3 FM. Playlist for Detroit market with 20 tracks.

MARKET #6 WYCD/Detroit 99.5 FM. Playlist for Detroit market with 20 tracks.

MARKET #7 KPLX/Dallas 96.3 FM. Playlist for Dallas market with 20 tracks.

MARKET #7 KSCS/Dallas 96.3 FM. Playlist for Dallas market with 20 tracks.

MARKET #7 KYNG/Dallas 95.3 FM. Playlist for Dallas market with 20 tracks.

MARKET #8 WMZQ/Washington 95.7 FM. Playlist for Washington market with 20 tracks.

MARKET #9 KIKK/Houston 95.7 FM. Playlist for Houston market with 20 tracks.

MARKET #9 KILT/Houston 95.7 FM. Playlist for Houston market with 20 tracks.

MARKET #10 WBOS/Boston 96.9 FM. Playlist for Boston market with 20 tracks.



CAROL ARCHER

Enhanced CDs: Added Value For Consumers

□ 'Heads Up' CEO outlines process of putting music — and much more — on CD

Enhanced CDs, which can be played on standard CD players as well as personal computers with CD-ROM drives, are delivery applications that bring multimedia programs to consumers on a computer platform. Graphics, audio, and video are available in a variety of interactive forms, which allow users to control and navigate the sort of information they seek to find.

Within the past 12 months, enhanced CDs have begun to make an impact on music consumers. And considering its forward-thinking nature, it is no surprise that labels in the NAC/jazz genre are some of the pioneers in this emerging medium.



Dave Love



David Newsom



Robert Dietz

Among the most accessible enhanced releases geared to the NAC audience are Craig Chaquico's "A Thousand Pictures" (Higher Octave Music) and Mike Oldfield's "Songs Of The Distant Earth" (Reprise). Chaquico's contains his complete album, as well as a video of the track "Sweet Talk" (featuring a passionate solo by saxman Richard Elliot), and 28 interactive sites that include an exclusive interview, video footage of the music and video's creation, and how his line of signature guitars are made.

Oldfield's release offers not only 17 audio tracks, but the user has the opportunity to enter a virtual world in which he can access the seminal ambient/New Age classic, "Tubular Bells," see a mind-bending computer-generated video of the track "Let There Be Light," and even awaken the artist from an 800-year time travel cryo-hibernation for a conversation.

Heads Up International Ltd., manufacturer of many NAC enhanced CDs, has made a truly impressive commitment to CD-ROM. Beginning with Joe McBride's "Keys To Your Heart" — plus five additional titles in 1996 alone — Heads Up will henceforth *only* release enhanced CDs. To learn more about the label's decision to take this unprecedented technological leap, I spoke with label CEO/Pres. Dave Love, Newsom Productions Production Mgr. David Newsom, and Dietz Design Co. Creative Dir. Robert Dietz.

Heads Up International is an offshoot of Heads Up Productions, a Dallas-based multifaceted production company that encompassed a recording studio, production facility, and management company focused on contemporary jazz. In 1989, when the company signed an agreement with a West Coast distributor, Love decided to special-

ize on the recording side of the business, sell the other holdings, and move to the Seattle area. Since then, the label has carved out a niche in contemporary jazz with an Urban/Latin slant and an artist roster that includes Roberto Perera and Carlos Guedes. More recent signings include McBride, Gerald Veasley, Henry Johnson, Tony Gable and 206, Pamela Williams, Stefan Dickerson, Bochinche, Richie Cole, and the Caribbean Jazz Project.

Says Love, "We feel that enhanced CDs are the wave of the future for music lovers. As you can see and hear, with this new format we are able to simultaneously and dramatically increase the diversity, nature, and volume of information and entertainment value we provide. Perhaps most astounding of all is we're able to do this at no additional cost to consumers. Basically, it's an added value to the musical portion of the CD."

Cutting-Edge NAC

The McBride project includes the full 11-track CD (with guest artists Phillip Bailey, Grover Washington Jr., and Larry Carlton), a video artist bio, and four full music videos. Additionally, a viewer can browse through the entire label catalog, which contains lead artist and supporting player information. Samples of songs from each release are also available. "One of the very cutting-edge things about this enhanced CD versus the others that are on the market is that we've struck a deal with San Jose-based Netcom Company, which is an Internet browser provider. They've given us their browser provider for PC-only usage to burn onto our multisession CD. Any person who comes in contact with this enhanced CD — consumer, radio programmer, or press person — is able to get 30 days free Internet access through Netcom. This is the first time that we've taken someone else's program and added it to our multisession CD. Once the consumer signs on to Netcom, the Netcom home page is the Heads Up World Wide Web page."

What is the process involved in creating an enhanced CD? Dietz explains, "First you identify the goal and then create a schematic — a flow chart of how the information will be previewed by the end user. We use a Macromedia Company software program called Director. We digitize the audio tracks from CD using our computer system and scan in graphics to create amusing



QUICK! CALL CARL SAGAN — Some of the "billions and billions" of stars attending Higher Octave Music's recent 10th anniversary party include (top, l-r): Warner Bros. artist Boney James, Higher Octave Chair Dan Selene, artist Doug Cameron, producer Paul Brown, Columbia artist Peter White, and artist Joe Reyes; (front, l-r) the label's Dir./Product Mgt. Tami Levy, artists Chris Camozzi and Sergio Lara, KTWV/L.A. personality Talaya, and Higher Octave Pres. Matt Marshall.

programs, like Adobe's Photo Shots, and we import them into Director, which we use almost like a page layout program, to combine all the different elements. Then we take the two sessions — the audio plus the multisession that includes the graphical video content — and marry them together. In this particular case, we used a 'pre-gap' or 'track zero' in our mastering."

"At this time," Newsom interjects, "this mastering technique is available from Sony or Phillips and is expected to be the norm in the future for putting the two sessions together. There are other standards, but they have inherent problems."

"Our CD is Macintosh and PC-compatible," Love adds. "When you're dealing with new technology like this, you'll find that it won't work

hardware. Basically, these computers are coming with x-number of programs — like Quicken '95 and Windows '95 — and our CDs allow them to show their consumers every aspect of the product they sell, including video."

Does this shift in marketing strategy mean that traditional music retailers, such as Tower Records, will become less important in the label's big picture? "In our national effort to promote Joe's release, we'll obviously let everyone know that it's an enhanced CD. At accounts that carry both hardware and software, there will be pre-planned promotions where copies are given to the hardware salespeople so they can demo the software [and refer the customer to the area of the store where the CD can be purchased]."

☞

With this new format, we are able to simultaneously and dramatically increase the diversity, nature, and volume of information and entertainment value we provide. Perhaps most astounding of all is we're able to do this at no additional cost to consumers. Basically, it's an added value to the musical portion of the CD.

— Dave Love

☞

on every CD-ROM. But we're confident we've chosen the way that is most compatible with what most people have. There are some hardware companies that are upgrading their CD-ROMs to read the disc as a multisession disc and not audio-only."

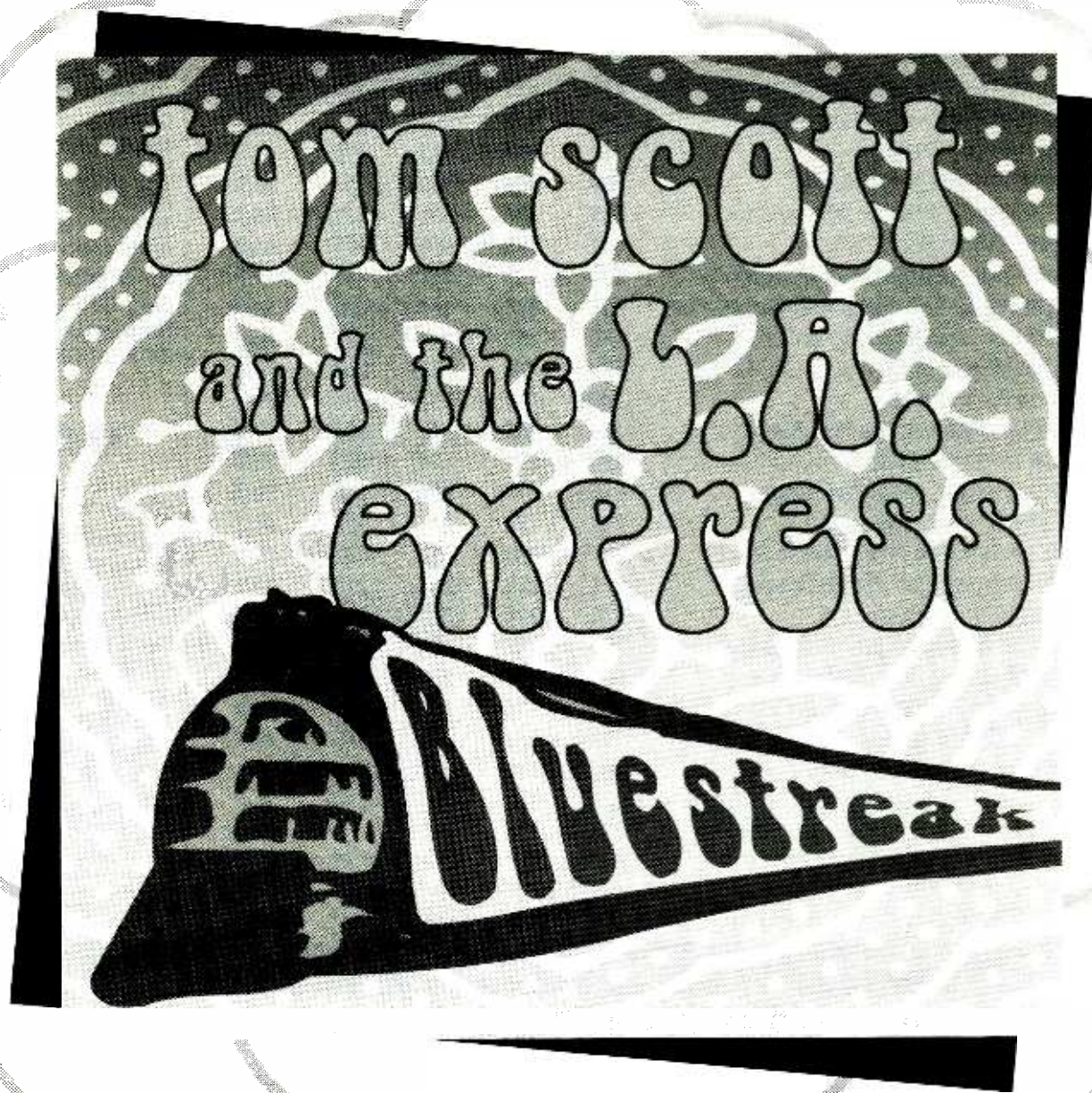
On The Retail Front

Heads Up's expansion into the realm of enhanced CDs has changed the focus of the label's marketing efforts in significant ways, Love explains. "We are going to concentrate on those retail accounts that sell hardware and that also sell music software [or compact discs], like Circuit City or Best Buy. We'll make sure that they have promotional copies so they can demo their computers. There is a real desire on their behalf to obtain these enhanced CDs because they help them demo their

"Because enhanced CDs [are so new], we are also going to be contacting various print media, such as *Mac World* and other computer publications, to let their people know this is available. [The CDs are a] promotional vehicle for the rest of our catalog, where more in-depth information is available. We're hoping that the end user will pop the CD into his computer and learn what Heads Up is all about. If a consumer has the choice of buying a regular CD by another artist, or one by Joe McBride that has 11 great songs along with a full multisession that he can play on his computer with 30 minutes of video and two hours of other content at the same price, which do you think he'll choose? We're betting that our added value product will be more appealing."



NEW PLACES, OLD FACES — Warner Bros. artist Joe Sample (c) recently paid a visit to SW Networks' Smooth FM studios. He's seen here in the fond grip of Smooth FM personality Jim Fitzgerald (l) and Production Coordinator Van Washington.



Featuring:

Tom Scott, Joe Sample,

Ralph MacDonald, Larry Kimpel,

Steve Gadd, Robben Ford

ADD DATE 5/30!!!



MAY 24, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	3	1	1	HERBIE HANCOCK Thieves In The Temple (Verve) 547	541	520	490	53/1	
4	2	2	2	DOC POWELL Sunday Mornin' (Discovery) 534	528	524	477	48/0	
5	4	4	3	RIPPINGTONS Hideaway (GRP) 494	504	490	459	46/0	
8	6	5	4	GEORGE JINDA Just My Imagination (Shanachie) 486	489	422	391	45/0	
1	1	3	5	COUNT BASIC Joy And Pain (Instinct) 485	514	538	556	48/0	
15	10	7	6	HERB ALPERT My Funny Valentine (Almo Sounds/Geffen) 416	413	371	335	42/0	
2	5	6	7	VIBRAPHONIC Can't Get Enough (Hollywood) 409	438	483	513	42/0	
10	7	8	8	ED HAMILTON Gray Day (Telarc) 385	400	403	372	47/0	
12	11	9	9	PETE ESCOVEDO All This Love (Concord) 369	369	362	353	39/0	
21	17	13	10	JOE SAMPLE Hippies On A Corner (Warner Bros.) 355	335	324	301	46/0	
18	12	14	11	JOHN TESH PROJECT Fragile (GTSP) 351	335	358	331	35/0	
19	20	15	12	ED CALLE Me And Mrs. Jones (Sony Latin Jazz) 338	332	311	311	37/0	
6	13	11	13	GEORGE MICHAEL Jesus To A Child (DreamWorks/Geffen) 334	343	357	401	41/0	
16	16	12	14	EARL KLUGH Maybe Tonight (Warner Bros.) 330	338	344	334	46/2	
13	15	17	15	BOB MAMET Morningside (Atlantic) 306	325	345	346	31/0	
23	19	19	16	SLIM MAN There For You (GES) 290	298	313	283	36/0	
14	14	20	17	LIONEL RICHIE Don't Wanna Lose You (Mercury) 289	296	347	338	37/0	
20	22	21	18	TONI BRAXTON Let It Flow (Arista) 286	291	278	307	33/0	
29	24	22	19	RICK BRAUN Club Harlem (Mesa/Bluemoon) 276	277	267	236	29/0	
25	28	24	20	PAMELA WILLIAMS Castine (Heads Up) 270	273	257	269	43/2	
17	18	18	21	AVENUE BLUE Conversation (Mesa/Bluemoon) 268	308	314	332	38/0	
—	—	25	22	DOUG CAMERON Rendezvous (Higher Octave) 264	264	227	214	44/2	
9	8	16	23	STRANGE CARGO El Ninjo (Discovery) 259	328	389	387	39/0	
—	30	26	24	OLETA ADAMS We Will Meet Again (Fontana/Mercury) 259	262	233	199	36/0	
—	—	29	25	CRAIG CHAQUICO Autumn Blue (Higher Octave) 255	245	221	184	42/2	
7	9	10	26	BONEY JAMES Ain't No Sunshine (Warner Bros.) 254	355	377	397	30/0	
DEBUT			27	BRYAN SAVAGE Cat Food (Elation) 246	212	173	46	46/4	
DEBUT			28	SPYRO GYRA Heart Of The Night (GRP) 239	196	172	108	39/2	
28	25	28	29	TONY RICH PROJECT Nobody Knows (LaFace/Arista) 236	251	263	256	30/0	
DEBUT			30	MARILYN SCOTT I'm Calling You (Warner Bros.) 210	112	80	2	38/12	

This chart reflects airplay from May 8-14. Songs ranked by total plays. Highlighted songs indicate Breaker.
55 NAC reporters. 52 current playlists. © 1996, R&R Inc.

BREAKERS®

No Songs Qualified For Breaker Status This Week

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
BONEY JAMES Lights Down Low (Warner Bros.)	13
JOE MCBRIDE Highland Park (Heads Up)	13
DARYLE CHINN My Summer Love (MoJAZZ/Motown)	12
MARILYN SCOTT I'm Calling You (Warner Bros.)	12
BILL EVANS The Sunday After (Escapade)	11
RAMSEY LEWIS Between The Keys (GRP)	6
RAMSEY LEWIS Les Fleur (GRP)	6
CHRIS CAMOZZI Ring Of Gold (Higher Octave)	5
JOE MCBRIDE After Sunset (Heads Up)	5
DAVE CAMP Tinman (Blue Orchid)	4
RAMSEY LEWIS Sun Goddess 2000 (GRP)	4
BRYAN SAVAGE Cat Food (Elation)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JOE MCBRIDE Highland Park (Heads Up)	+136
MARILYN SCOTT I'm Calling You (Warner Bros.)	+98
BRIAN CULBERTSON Close To You (Mesa/Bluemoon)	+46
SPYRO GYRA Heart Of The Night (GRP)	+43
CHRIS CAMOZZI Ring Of Gold (Higher Octave)	+34
BRYAN SAVAGE Cat Food (Elation)	+34
JOE MCBRIDE After Sunset (Heads Up)	+32
MIKE POST Enchanted Evening (American Gramophone)	+26
J MICHAEL VERTA Time Line (Brainchild)	+25
HERB ALPERT Second Wind (Almo Sounds/Geffen)	+21

Breakers: Songs registering 275 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

NEW & ACTIVE

MICHAEL ROSS Last Love Letter (Mihi)
Total Plays: 196, Total Stations: 35, Adds: 2

J MICHAEL VERTA Time Line (Brainchild)
Total Plays: 194, Total Stations: 29, Adds: 0

RICHARD ELLIOT I'll Make Love To You (Blue Note)
Total Plays: 190, Total Stations: 33, Adds: 2

FREDDIE RAVEL Sailaway (Navegando...) (Verve)
Total Plays: 175, Total Stations: 34, Adds: 2

BRIAN CULBERTSON Close To You (Mesa/Bluemoon)
Total Plays: 174, Total Stations: 32, Adds: 3

ANGELA BOFILL All She Wants (Is Love) (Shanachie/Cachet)
Total Plays: 172, Total Stations: 26, Adds: 2

RIPPINGTONS First Time I Saw Her (GRP)
Total Plays: 161, Total Stations: 19, Adds: 0

RICHARD ELLIOT City Speak (Blue Note)
Total Plays: 153, Total Stations: 19, Adds: 0

JOE MCBRIDE Highland Park (Heads Up)
Total Plays: 146, Total Stations: 38, Adds: 13

HERB ALPERT Second Wind (Almo Sounds/Geffen)
Total Plays: 118, Total Stations: 19, Adds: 3

COUNT BASIC On The Move (Instinct)
Total Plays: 115, Total Stations: 18, Adds: 2

PAUL TAYLOR Set Me Free (Countdown/Unity)
Total Plays: 110, Total Stations: 24, Adds: 3

J MICHAEL VERTA Night Of Orion (Brainchild)
Total Plays: 110, Total Stations: 20, Adds: 2

GEORGE JINDA Between Dreams (Shanachie)
Total Plays: 94, Total Stations: 13, Adds: 1

DOC POWELL Laid Back (Discovery)
Total Plays: 91, Total Stations: 14, Adds: 1

RICARDO SCALES Mujer Latina (Bay Sound)
Total Plays: 85, Total Stations: 14, Adds: 0

RICHARD ELLIOT When The Lights Go Out (Blue Note)
Total Plays: 85, Total Stations: 14, Adds: 1

BRIAN CULBERTSON After Hours (Mesa/Bluemoon)
Total Plays: 80, Total Stations: 11, Adds: 1

CHRIS CAMOZZI Ring Of Gold (Higher Octave)
Total Plays: 66, Total Stations: 15, Adds: 5

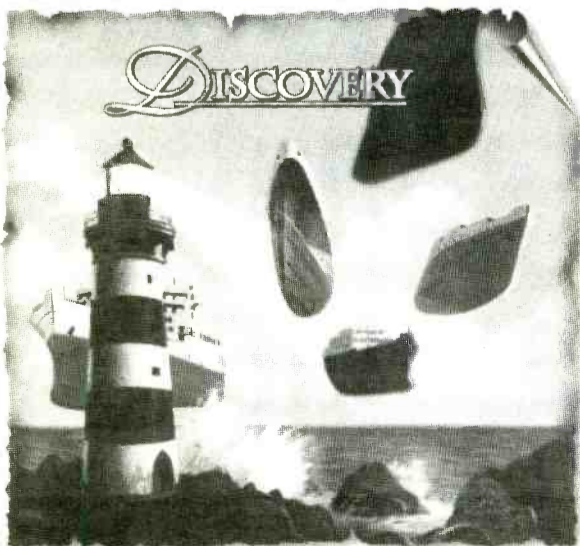
BILLY MANN In The Rain (DV8/A&M)
Total Plays: 62, Total Stations: 9, Adds: 0

BILL EVANS Escape (Escapade)
Total Plays: 53, Total Stations: 5, Adds: 1

JOE MCBRIDE After Sunset (Heads Up)
Total Plays: 48, Total Stations: 11, Adds: 5

Songs ranked by total plays

THE JOHN TESH PROJECT



JOHN TESH PROJECT "DISCOVERY"

NAC Albums 14 - 13

"Fragile" jumps from 14 to 11!

GOING FOR ADDS AT AC ON "YOU BREAK IT" MAY 24th!

60 CITY GMC JOHN TESH LIVE

UNDISCOVERED AMERICA TOUR BEGINS JUNE 1st!



MAY 24, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	± PLAYS	EMPHASIS TRACKS (PLAYS)
1	1	1	1	RIPPINGTONS Brave New World (GRP)	752	-12	"Hideaway" (494) "First" (161) "Brave" (41)
4	2	2	2	DOC POWELL Laid Back (Discovery)	702	+21	"Sunday" (534) "Laid" (91) "Dance" (23)
2	3	3	3	COUNT BASIC Movin' In The Right Direction (Instinct)	619	-34	"Joy" (485) "Move" (115) "Got" (19)
10	11	5	4	GEORGE JINDA Between Dreams (Shanachie)	596	+12	"Just" (486) "Dreams" (94) "Brokenhearted" (8)
12	9	6	5	HERB ALPERT Second Wind (Almo Sounds/Geffen)	592	+31	"Valentine" (416) "Second" (118) "Wherever" (26)
7	6	7	6	HERBIE HANCOCK The New Standard (Verve)	555	+5	"Thieves" (547) "When" (5) "Stronger" (2)
8	7	8	7	EARL KLUGH Sudden Burst Of Energy (Warner Bros.)	531	-4	"Maybe" (330) "Happy" (55) "Wiggle" (50)
17	10	11	8	RICHARD ELLIOT City Speak (Blue Note)	518	+32	"Make" (190) "City" (153) "Lights" (85)
16	13	12	9	ED HAMILTON Planet Jazz (Telarc)	476	+5	"Gray" (385) "Planet" (33) "Better" (33)
6	8	9	10	AVENUE BLUE Naked City (Mesa/Bluemoon)	465	-54	"Conversation" (268) "Naked" (106) "Baby" (52)
3	4	4	11	BONEY JAMES Seduction (Warner Bros.)	461	-128	"Sunshine" (254) "Lights" (124) "Camouflage" (27)
5	5	10	12	VIBRAPHONIC Vibraphonic 2 (Hollywood)	444	-46	"Enough" (409) "Vibes" (19) "Strolling" (8)
11	12	14	13	JOHN TESH PROJECT Discovery (GTSP)	431	+8	"Fragile" (351) "Follow" (43) "Let" (19)
28	19	18	14	FREDDIE RAVEL Sol To Soul (Verve)	415	+22	"Sailaway" (175) "Erotika" (160) "Sol" (46)
20	15	13	15	SLIM MAN Closer To Paradise (GES)	406	-18	"There" (290) "Language" (35) "Another" (20)
27	25	21	16	JOE SAMPLE Old Places Old Faces (Warner Bros.)	401	+22	"Hippies" (355) "Places" (35) "Miles" (6)
21	17	19	17	LIONEL RICHIE Louder Than Words (Mercury)	397	+9	"Lose" (289) "Piece" (47) "Matters" (27)
13	14	15	18	BOB MAMET Day Into Night (Atlantic)	387	-30	"Morningside" (306) "Calabay" (52) "Greenstreet" (13)
26	20	24	19	CRAIG CHAQUICO A Thousand Pictures (Higher Octave)	385	+9	"Autumn" (255) "Friends" (48) "Sweet" (35)
—	—	27	20	SPYRO GYRA Heart Of The Night (GRP)	377	+27	"Night" (239) "Westwood" (74) "Surrender" (19)
23	26	16	21	PETE ESCOVEDO Flying South (Concord)	377	-28	"Love" (369) "Flying" (8)
18	24	23	22	GEORGE MICHAEL Older (DreamWorks/Geffen)	367	-11	"Jesus" (334) "Fastlove" (18) "Older" (15)
24	27	22	23	ED CALLE DoubleTalk (Sony Latin Jazz)	365	-14	"Jones" (338) "Autumn" (20) "You" (7)
19	23	20	24	SOUNDTRACK Waiting To Exhale (Arista)	365	-15	"Flow" (286) "Dancin'" (29) "Exhale" (28)
29	28	25	25	PAMELA WILLIAMS Saxtress (Heads Up)	351	-23	"Castine" (270) "Slow" (16) "Saxtress" (15)
DEBUT	DEBUT	DEBUT	26	J MICHAEL VERTA Time Line (Brainchild)	350	+38	"Time" (194) "Orion" (110) "Maybe" (15)
DEBUT	DEBUT	DEBUT	27	BRIAN CULBERTSON After Hours (Mesa/Bluemoon)	333	+90	"Close" (174) "After" (80) "Take" (40)
—	30	—	28	RICK BRAUN Beat Street (Mesa/Bluemoon)	331	-5	"Harlem" (276) "Philadelphia" (17) "Papa" (13)
—	—	29	29	OLETA ADAMS Moving On (Fontana/Mercury)	325	-21	"Meet" (259) "Motion" (35) "Moving" (31)
9	16	17	30	PAUL TAYLOR On The Horn (Countdown/Unity)	324	-70	"Meet" (192) "Free" (110) "True" (10)

This chart reflects airplay from May 8-14. Albums ranked by total plays, with plays from all cuts from an album combined.
55 NAC reporters. 52 current playlists. © 1996, R&R Inc.

NAC NOTES By Carol Archer

Joe McBride's "Highland Park" (Heads Up) is performing so exceptionally well for stations playing it, it earned top Most Increased this week with +136 plays. **WNUA/Chicago** and **WJZF/Atlanta** both debuted the track with nine plays after one week, and **KKJZ/Portland** increased McBride from one to eight plays.

When **Marilyn Scott** teamed up in the studio with producer **George Duke**, a recommendation from **Broadcast Architecture** on the track "I'm Calling You" (Warner Bros.) was probably the last thing on their minds. But Scott's sinuous entry received BA's kudos as it earned #2 Most Added and #2 Most Increased honors with +98 plays this week. Thirteen new adds include **KOAI/Dallas**, **WJZW/Wash-**

ington, and **WSJZ/Buffalo**. Significant increases also appear at these significant stations: **WQCD/New York** (10 plays), **WJZF** (11), **WNUA** and **KHHH/Denver** (with the latter two both giving Scott 7 plays).

Bill Evans never seems to disappoint. His latest, "The Sunday After," (Escapade) from the CD "Escape" got a nod from BA and new adds at 11 of our reporters. Many other reporters, such as **KKSF/SF**, **KIFM/San Diego**, **WJZF**, **SW Networks' Smooth FM**, and **WLOQ/Orlando** have already been playing it for weeks.

Don't overlook **Ramsey Lewis's** brilliant album "Between The Keys" (GRP). The quality of this offering is so high that three tracks — the title cut, "Les Fleurs" (heart, be

still!), and "Sun Goddess 2000" — were among our Most Added. Early believers in this project include **WNUA**, **KBLX/SF**, **WJZF**, and **WLOQ**, among others.

Craig Chaquico's musical homage to his father, "Autumn Blue" (Higher Octave) moved to 25* by picking up steam at many reporters, including **KTWV/L.A.**, where it's getting a good rotation with 12 plays.

For many years under the guidance of former PD **Bill Gray**, **WOTB/Providence** championed diversity and the creative edges of this format. Now, they are forsaking NAC for Alternative. Gray's contribution to NAC — and the life of R&R's NAC panel — is incalculable. Thank you, Bill.

BRIAN CULBERTSON

BRIAN CULBERTSON

"Close To You"

**NEW & ACTIVE
MOST INCREASED**

from the album **AFTER HOURS**
NAC ALBUMS DEBUT 27

BLUEMOON

© 1996 Mesa/Bluemoon Recordings, Inc.

NAC REPORTERS

Stations and their adds by track listed alphabetically by market

"A power-packed engine blast with first class musical p pes, Ms. Scott is a turbo-charged gem."

—JazzTimes Magazine

MARILYN SCOTT

"I'm Calling You"

R&R Tracks Debut **30!**

From the album Take Me With You

Featuring an all-star cast of producers/players from across musical (and global) hemispheres including Dori Caymmi, George Duke, Russell Ferrante and Jimmy Haslip (Yellowjackets), Bob James, Boney James, and Joe Sample.

www.wbjazz.com

Dori Caymmi appears courtesy of Qwest Records.

© 1996 Warner Bros. Records Inc.



<p>KRZN/Albuquerque, NM PD/MD: Mark McGuire PAMELA WILLIAMS "Castine" BRYAN SAVAGE "Cat" ANGELA BOFILL "All" BILLY MANN "Once" EARL KLUGH "Maybe" J MICHAEL VERTA "Orion"</p>	<p>WJZZ/Detroit, MI PD: O'Neal Stevens MD: Rosetta Hines YULARA "Connecting" DOUG CAMERON "Town" BOBBY MCFERRIN "Remembrance" JOE MCBRIDE "Chit-Chat" RAMSEY LEWIS "Goddess" JOE MCBRIDE "Spend" JOE MCBRIDE "Sunset" RAMSEY LEWIS "Between" ZIAD "Share" PALOMINO DUCK "Remember" PALOMINO DUCK "Liquidity" NATIVE VIBE "Y.S.T." JOE MCBRIDE "People" DAVE CAMP "Torrid" DAVE CAMP "Highroller" JOE MCBRIDE "Lady" MISHA "Smooth" MISHA "Rain" DAVE CAMP "Bow" BOBBY MCFERRIN "Kids"</p>	<p>KSBR/Mission Viejo, CA PD/MD: Terry Wedel RICHARD ELLIOT "Make" JOE SAMPLE "Places" DOUG CAMERON "Town" DOC POWELL "Laid" HERB ALPERT "Second" BREWER & MCCANDLESS "Secret" RAMSEY LEWIS "Fleur" JEFF & JOAN BEAL "Pitter"</p>	<p>WTCR/Raleigh, NC PD: Don Brookshire MD: John Horan BILL EVANS "Sunday" JOE MCBRIDE "Highland" JOE MCBRIDE "Sunset"</p>
<p>KNIK/Anchorage, AK PD/MD: Dean Williams RAMSEY LEWIS "World" RAMSEY LEWIS "Always" DAVE CAMP "Saxrap"</p>	<p>WJZF/Atlanta, GA PD/MD: Mark Edwards RAMSEY LEWIS "Between"</p>	<p>KRVR/Modesto, CA PD: Jim Bryan MD: Doug Wulff DAVE CAMP "Tinman" DAVE CAMP "Torrid" CHECKFIELD "Calyso" JOE MCBRIDE "Sunset" JOE MCBRIDE "Chit-Chat" JOE MCBRIDE "Highland" CHECKFIELD "Serengeti" DAVE CAMP "Ladies"</p>	<p>KQBR/Sacramento, CA PD: Lawrence Tanter RAMSEY LEWIS "Goddess" RAMSEY LEWIS "Fleur"</p>
<p>KAJZ/Austin, TX PD: Doc Burns MD: Jay Kendal HERB ALPERT "Second" CHRIS CAMOZZI "Ring" JOE MCBRIDE "Highland" KEN NAVARRO "Time" DAVE VALENTIN "Old" RAMSEY LEWIS "Between" PHIL UPCHURCH "Blues" IMAGES "Colita"</p>	<p>WJZ/Atlanta, GA PD/MD: Mark Edwards RAMSEY LEWIS "Between"</p>	<p>KXDC/Monterey, CA PD/MD: Scott O'Brien RAMSEY LEWIS "Fleur" COUNT BASIC "Move" ANGELA BOFILL "Sail"</p>	<p>KCLC/St. Charles, MO PD: Rich Reighard MD: Scott Nenninger JAMES TAYLOR QUARTET "Freedom" DOUGLAS SPOTTED... "Native"</p>
<p>WVAZ/Boston, MA PD/MD: Bill George JOE MCBRIDE "Highland" BILL EVANS "Sunday"</p>	<p>WVMV/Detroit, MI GM/MD: Jeff "Ozzie" Sattler MARILYN SCOTT "Calling" BONEY JAMES "Lights" DARYLE CHINN "Summer" BILL EVANS "Sunday"</p>	<p>KLJZ/New Orleans, LA PD/MD: Michael Grayson GEORGIE FAME "Yeah" MARILYN SCOTT "Calling" BONEY JAMES "Lights" DARYLE CHINN "Summer" BILL EVANS "Sunday"</p>	<p>KBZN/Salt Lake City, UT PD: Rob Riesen JOE MCBRIDE "Highland" BILL EVANS "Sunday" DARYLE CHINN "Summer" BONEY JAMES "Lights" MARILYN SCOTT "Calling"</p>
<p>WSJZ/Buffalo, NY PD: Steve Wiersman MD: Chris Wittingham MARILYN SCOTT "Calling" BONEY JAMES "Lights" DARYLE CHINN "Summer" BILL EVANS "Sunday"</p>	<p>WGUJ/Ft. Myers, FL PD: Michael Bode MD: Greg Hammonds BONEY JAMES "Lights" DARYLE CHINN "Summer"</p>	<p>KXJC/San Antonio, TX PD: Norm Miller MD: Diane Travis BILL EVANS "Sunday" BONEY JAMES "Lights" DARYLE CHINN "Summer" MARILYN SCOTT "Calling"</p>	<p>KQJZ/San Antonio, TX PD: Norm Miller MD: Diane Travis BILL EVANS "Sunday" BONEY JAMES "Lights" DARYLE CHINN "Summer" MARILYN SCOTT "Calling"</p>
<p>WFAE/Charlotte, NC PD: Paul Stribling MD: Tena Simmons JOE MCBRIDE "Highland" BRYAN SAVAGE "Cat" ANGELA BOFILL "All"</p>	<p>KEZL/Fresno, CA PD/MD: Mike Vasquez BONEY JAMES "Lights" MAYSA "Change" DARYLE CHINN "Summer"</p>	<p>SW/New York, NY APD/MD: Haneen Hunter MICHAEL ROSS "Letter" MARC ANTOINE "Matador"</p>	<p>KIFM/San Diego, CA PD: Bob O'Connor MD: Kelly Cole NANDO LAURIA "Fell" CHRIS CAMOZZI "Beat" DAVE CAMP "Saxrap" DAVE CAMP "Siamdunk" DAVID PAUL "Late" DAVE CAMP "Tinman" DAVE CAMP "Highroller" JOE MCBRIDE "Can" STRANGE CARGO "Million" RAMSEY LEWIS "Goddess" JEFF & JOAN BEAL "Pitter" JAN GARBAREK "Pygmy" DOUGLAS SPOTTED... "Native" DIANE SCHUUR "Walked"</p>
<p>WNUA/Chicago, IL PD: Lee Hansen APD/MD: Tom Miller RAMSEY LEWIS "Fleur"</p>	<p>WFSJ/Jacksonville, FL PD: Hank Dole MD: Craig Williams DOUG CAMERON "Rendezvous" JOE MCBRIDE "Highland" CRAIG CHAQUICO "Autumn"</p>	<p>WQCD/New York, NY PD: Fleetwood Gruver APD/MD: Steve Williams BRIAN CULBERTSON "After" HERB ALPERT "Second" BILL EVANS "Escape" ED HAMILTON "Planet" GEORGE JINDA "Dreams" SPYRO GYRA "Night" WILL DOWNING "Wait" BONEY JAMES "Seduction" JERALD DAEMYON "Madness" MARC DORSEY "People"</p>	<p>KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadet EARL KLUGH "Maybe" RICHARD ELLIOT "Unspoken" RAMSEY LEWIS "Between" RAMSEY LEWIS "Fleur" BRIAN CULBERTSON "Close" JOE MCBRIDE "Sunset"</p>
<p>WVAE/Cincinnati, OH PD: Rich McMillan BONEY JAMES "Lights" BILL EVANS "Sunday" DARYLE CHINN "Summer"</p>	<p>KCIY/Kansas City, MO MD: Michelle Chase No Adds</p>	<p>WJCD/Norfolk, VA PD: Maxine Todd MD: Larry Hollowell JOE MCBRIDE "Highland" PAUL TAYLOR "Free" MARILYN SCOTT "Calling"</p>	<p>KKSF/San Francisco, CA PD: Steve Feinstein No Adds</p>
<p>WNUA/Chicago, IL PD: Lee Hansen APD/MD: Tom Miller RAMSEY LEWIS "Fleur"</p>	<p>WEZV/Lafayette, IN PD/MD: Bob Miller PAMELA WILLIAMS "Slow" CHRIS CAMOZZI "Lullaby" DOUG CAMERON "Rendezvous" RAMSEY LEWIS "Between" HERB ALPERT "Bridge"</p>	<p>KTNT/Oklahoma City, OK MD: Stephanie Stewart J MICHAEL VERTA "Orion" FREDDIE RAVEL "Sailaway" BRYAN SAVAGE "Cat"</p>	<p>KJZY/Santa Rosa, CA PD: Gordon Zlot MD: Rob Singleton FREDDIE RAVEL "Sol" MARILYN SCOTT "Calling" MARC ANTOINE "Quarter" BRIAN CULBERTSON "Take" PIECES OF A DREAM "Cool" BRYAN SAVAGE "Cat" PAUL TAYLOR "Free"</p>
<p>WVAE/Cincinnati, OH PD: Rich McMillan BONEY JAMES "Lights" BILL EVANS "Sunday" DARYLE CHINN "Summer"</p>	<p>KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart AVENUE BLUE "Naked" COUNT BASIC "Move"</p>	<p>WLOQ/Orlando, FL PD: Steve Huntington MD: Bob Church EVERYTHING BUT... "Wrong" RAMSEY LEWIS "Goddess" BOBBY CALDWELL "Give" RAMSEY LEWIS "Fleur" DAVE CAMP "Tinman" DAVID LANZ "Road" DAVE CAMP "Torrid" DAVID PAUL "Late" DAVID PAUL "Joyce" DEUCE "WindJammer" ROYCE CAMPBELL "Pink"</p>	<p>WSJT/Tampa, FL PD/MD: Ross Block KEN NAVARRO "Morning" JOE MCBRIDE "Highland" GEORGE MICHAEL "Fastlove" SOVORY "Right"</p>
<p>WZJZ/Columbus, OH PD: Bill Harman BOBBY CALDWELL "Walk" MARILYN SCOTT "Calling" JOE MCBRIDE "Highland" CHRIS CAMOZZI "Ring" KEN NAVARRO "Morning"</p>	<p>WALJ/Macon, GA DM/MD: Bob Davis DAVE CAMP "Tinman" JOE MCBRIDE "Highland" JOE MCBRIDE "Sunset" CHRIS CAMOZZI "Ring" ANGELA BOFILL "Real" FREDDIE RAVEL "Sailaway"</p>	<p>WEBZ/Panama City, FL MD: Terry James DEUCE "WindJammer" MICHAEL ROSS "Letter" BREWER & MCCANDLESS "Valentine" JAMES TAYLOR QUARTET "Lotta" STRANGE CARGO "Million"</p>	<p>KDAS/Tulsa, OK No Adds</p>
<p>KDAI/Dallas, TX PD: Michael Fischer CHRIS CAMOZZI "Ring" JOE MCBRIDE "Highland" RICHARD ELLIOT "Lights" KENNY G "Champions" MARILYN SCOTT "Calling" AARON NEVILLE "Imagine" BRIAN CULBERTSON "Close" SPYRO GYRA "Surrender" FREDDIE RAVEL "Erotika"</p>	<p>WLVF/Miami, FL PD: Shirley Maldonado MD: Geoff Fischer BONEY JAMES "Lights" DARYLE CHINN "Summer" BILL EVANS "Sunday" MARILYN SCOTT "Calling"</p>	<p>WJZ/Philadelphia, PA PD: Ann Gress MD: Michael Tozzi BONEY JAMES "Lights"</p>	<p>WJZW/Washington, DC PD/MD: Steve Kosbau BONEY JAMES "Lights" MARILYN SCOTT "Calling" DARYLE CHINN "Summer" PAUL TAYLOR "Free"</p>
<p>KHHH/Denver, CO PD: Chris Conley MD: Becky Taylor BONEY JAMES "Lights" JOE MCBRIDE "Highland" DARYLE CHINN "Summer" BILL EVANS "Sunday"</p>	<p>WQFM/Milwaukee, WI PD: Fred Heller MD: Kathryn Vaughn RICHARD ELLIOT "Make" ENYA "Home" CHRIS CAMOZZI "Ring" HERBIE HANCOCK "Thieves"</p>	<p>KYOT/Phoenix, AZ PD/MD: Nick Francis CRAIG CHAQUICO "Autumn"</p>	<p>55 Total Reporters 54 Current Reporters 52 Current Playlists</p>
<p>WQFM/Milwaukee, WI PD: Fred Heller MD: Kathryn Vaughn RICHARD ELLIOT "Make" ENYA "Home" CHRIS CAMOZZI "Ring" HERBIE HANCOCK "Thieves"</p>	<p>KMJJ/Minneapolis, MN PD/MD: Tom Sleeker PAMELA WILLIAMS "Castine" BRIAN CULBERTSON "Close"</p>	<p>KKJZ/Portland, OR PD/MD: Shaun Yu SPYRO GYRA "Night" DAVID LANZ "Friends"</p>	<p>Reported Frozen Playlist (1): KWJZ/Seattle, WA</p>
<p>WOTB/Providence, RI RAMSEY LEWIS "Between" MIKE POST "Evening" RAY CHEW "Time" RAY CHEW "BRC" MICHAEL PEDICIN JR. "Some" JOHN MICKIE "Tell" JAMES TAYLOR QUARTET "Thing" BREWER & MCCANDLESS "Steppin'"</p>	<p>Did Not Report, Playlist Frozen (1): KSSJ/Sacramento, CA WJZE/Toledo, OH</p>	<p>Note: WNNR/Raleigh, NC has changed its call letters to WTCR.</p>	

NAC PLAYLISTS

FIND CURRENT PLAYLISTS FOR ALL NAC REPORTERS ON R&R ONLINE

MARKET #1
WQCD/New York
 (212) 210-2769
 Gruver/Williams

CD 101.9
Smooth Jazz

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	-	12	11	11	BRIAN CULBERTSON/After Hours
11	11	11	12	11	GEORGE MICHAEL/Jesus To A Child
11	11	11	12	11	RICHARD ELLIOT/City Speak
-	-	11	11	11	HERB ALPERT/Second Wind
-	-	11	11	11	BILL EVANS/Escapes
-	-	11	11	11	ED HAMILTON/Planet Jazz
-	-	11	11	11	GEORGE JINDA/Between Dreams
10	10	11	11	11	BOBBY CALDWELL/Don't Ask My...
-	-	11	11	11	SPYRO GYRA/Heart Of The Night
10	10	10	11	11	JOHN TESH PROJECT/Fragile
9	9	7	11	11	MC DONALD/INGRAM/PACK/Maria
-	-	11	11	11	JOE MC BRIDE/After Sunset
11	11	11	11	11	TOLEDO/Bahia
12	12	11	11	11	NAJEE/Knocks Me Off My...
12	12	11	11	11	QUINCY JONES/F/TAMIA/You Put A Move On...
-	-	11	12	10	TONI BRAXTON/Let It Flow
-	-	10	11	11	WILL DOWNING/Don't Wait For Love
10	10	10	10	10	EARL KLUGH/Maybe Tonight
11	11	12	10	10	TONY RICH PROJECT/Nobody Knows
9	9	12	10	10	SPECIAL EPX/Seduction
-	-	3	10	10	MARILYN SCOTT/I'm Calling You
-	-	11	10	10	LIONEL RICHIE/Piece Of Love
5	5	5	9	9	JOE SAMPLE/Hippies On A Corner
8	8	8	9	9	RIPPINGTONS/Hideaway
11	11	8	9	9	WHITNEY HOUSTON/Dancin' On...
-	-	9	9	9	BOB DYLAN/Seduction
9	9	10	8	8	MARC ANTONIO/Inner Changes
-	-	8	9	9	BRYAN SAVAGE/Cat Food
6	6	4	6	6	PAMELA WILLIAMS/Castine
-	-	6	6	6	DARYLE CHINN/La Casaba

MARKET #2
KTWV/Los Angeles
 (213) 466-9283
 Brodie/Stewart

THE WAVE
 94.7 KTWV

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
8	8	9	10	14	DOC POWELL/Sunday Mornin'
12	11	11	13	13	ED HAMILTON/Gray Day
11	12	12	12	12	AVENUE BLUE/Conversation
10	11	13	13	12	THOM ROTELLA/Talk 2 Me
9	10	11	12	12	CRAIG CHAQUICO/Autumn Blue
8	7	12	12	12	HERBIE HANCOCK/Thieves In...
11	12	10	12	12	BLUE KNIGHTS/Missing You
11	12	10	11	11	ADRIAN GURVITZ/Images
10	9	13	11	11	RIPPINGTONS/Hideaway
10	10	7	11	11	BONEY JAMES/Ain't No Sunshine
7	7	11	11	11	GEORGE JINDA/Just My Imagination
6	6	9	11	11	HERB ALPERT/My Funny Valentine
11	10	11	11	11	PETE ESCOVEDO/All This Love
8	8	8	9	9	VIBRAPHONIC/Can't Get Enough
11	9	9	9	9	BOBBY MCFERRIN/Friends
9	9	10	9	9	STING/... Was Brought To...
7	8	9	9	9	RICHARD ELLIOT/When The Lights...
5	10	8	9	9	LIONEL RICHIE/Paradise
-	3	9	9	9	BRYAN SAVAGE/Cat Food
-	3	9	9	9	SIMPLY RED/So Many People
10	8	9	9	9	GEORGE MICHAEL/Jesus To A Child
-	3	9	9	9	JOE MC BRIDE/Highland Park
9	8	8	8	8	MARC ANTOINE/EI Matador
9	9	10	8	8	WHITNEY HOUSTON/Exhale (Shoop Shoop)
9	8	9	8	8	GEORGE MICHAEL/Jesus To A Child
9	7	8	8	8	STEVE LAURY/Gloria Ann
9	7	8	8	8	JOHN TESH PROJECT/Fragile
7	7	8	8	8	J MICHAEL VERTA/Night Of Orion
7	7	9	8	8	DOUG CAMERON/Reverendous
8	8	8	8	8	OLETA ADAMS/We Will Meet Again

MARKET #3
WNJU/Chicago
 (312) 645-9550
 Hansen/Miller

WNJU 95.5
Smooth Jazz

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
11	11	11	12	12	DOC POWELL/Sunday Mornin'
20	10	11	11	11	THOM ROTELLA/Don'tchou Worry
-	-	6	11	11	BRIAN CULBERTSON/Close To You
11	8	10	11	11	ED CALLE/Me And Mrs. Jones
10	9	10	10	10	RIPPINGTONS/Hideaway
-	-	7	10	10	FREDDIE RAVEL/Sailaway...
10	11	9	10	10	PIECES OF A DREAM/For You
6	9	7	10	10	MAYSA/Can We Change...
8	9	10	9	9	GEORGE JINDA/Just My Imagination
8	9	10	9	9	HERBIE HANCOCK/Thieves In...
9	9	9	10	10	ED HAMILTON/Gray Day
9	9	10	9	9	RICK BRAUN/Club Harlem
-	-	9	10	10	BLUE KNIGHTS/Venice Beach
9	11	9	9	9	AVENUE BLUE/Conversation
11	9	11	9	9	PAMELA WILLIAMS/Castine
9	11	10	9	9	BOB THOMPSON/Sometimes I Feel...
10	10	10	9	9	JOHN TESH PROJECT/Love Will Follow
-	-	1	9	9	SPYRO GYRA/Heart Of The Night
-	-	8	9	9	BRYAN SAVAGE/Cat Food
8	8	9	9	9	LIONEL RICHIE/Don't Wanna Lose You
10	9	9	9	9	GEORGE MICHAEL/Jesus To A Child
-	-	9	9	9	JOE MC BRIDE/Highland Park
11	10	10	9	9	EARL KLUGH/Maybe Tonight
9	9	10	9	9	RICHARD ELLIOT/I'll Make Love To...
7	10	9	9	9	RICHARD ELLIOT/When The Lights...
11	8	6	9	9	COUNT BASIC/Joy And Pain
10	11	11	11	11	HERB ALPERT/My Funny Valentine
10	9	9	9	9	DOUG CAMERON/Reverendous
-	-	7	9	9	BOBBY CALDWELL/Walk On By
10	11	11	9	9	HERB ALPERT/My Funny Valentine

MARKET #4
KBLX/San Francisco
 (415) 284-1029
 Brown/Cadet

KBLX 102.9 FM
The Best Jazz

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
13	14	14	14	14	AVENUE BLUE/Baby I'm Yours
14	14	14	14	14	TONI BRAXTON/Let It Flow
11	12	14	14	14	HERBIE HANCOCK/Thieves In...
13	13	13	13	13	BONEY JAMES/Ain't No Sunshine
12	13	13	13	13	QUINCY JONES/Moody's Mood For...
12	11	11	12	12	QUINCY JONES/F/TAMIA/You Put A Move On...
12	12	12	12	12	WILL DOWNING/Inseparable
8	8	8	12	12	LIONEL RICHIE/Don't Wanna Lose You
13	13	12	12	12	COUNT BASIC/Joy And Pain
7	8	10	11	11	DOC POWELL/Tropical Love
7	10	10	11	11	ED HAMILTON/Gray Day
7	7	10	10	10	PAMELA WILLIAMS/Slow Burn
7	10	10	10	10	PAMELA WILLIAMS/Angels Among Us
10	10	10	10	10	EARL KLUGH/Happy Song
10	10	10	10	10	GEORGE MICHAEL/Jesus To A Child
10	10	10	10	10	RIPPINGTONS/First Time I Saw Her
3	6	8	10	10	JOSEPH VINCELL/Stars Of Africa
9	9	9	9	9	QUINCY JONES/Do Nothin' Till...
14	14	14	14	14	EARL KLUGH/Maybe Tonight
-	-	8	8	8	FREDDIE RAVEL/So To Soul
6	6	8	8	8	FREDDIE RAVEL/Erotika
8	8	8	8	8	GEORGE JINDA/Broken Dreams
-	-	8	8	8	GEORGE JINDA/Broken Dreams
8	8	8	8	8	RICHARD ELLIOT/When The Lights...
-	-	3	8	8	SPYRO GYRA/We Sleep
8	8	8	8	8	JOE SAMPLE/Hippies On A Corner
-	-	8	8	8	ANGELA BOFILL/All She Wants...
3	6	8	8	8	HERB ALPERT/My Funny Valentine
12	12	7	7	7	ED HAMILTON/Gray Day

MARKET #4
KKSF/103.7 FM
 Smooth Jazz

KKSF/San Francisco
 (415) 975-5555
 Feinstein

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
7	7	7	7	7	DOC POWELL/Laid Back
7	7	7	7	7	RIPPINGTONS/Hideaway
8	7	8	8	8	SLIM MAN/There For You
10	7	8	8	8	STING/La Belle Dame...
8	8	8	8	8	PAUL TAYLOR/Til We Meet Again
8	8	8	8	8	VIBRAPHONIC/Can't Get Enough
10	8	8	8	8	GEORGE MICHAEL/Jesus To A Child
10	8	7	7	7	DOUG CAMERON/Reverendous
7	7	7	7	7	DOUG CAMERON/On The Town
5	7	7	7	7	COUNT BASIC/On The Move
5	7	7	7	7	COUNT BASIC/On The Move
7	7	7	7	7	RICHARD ELLIOT/You I Need
3	7	7	7	7	BONEY JAMES/Lights Down Low
7	7	7	7	7	BONEY JAMES/Ain't No Sunshine
5	7	7	7	7	FREDDIE RAVEL/So To Soul
7	7	7	7	7	JOE SAMPLE/Hippies On A Corner
7	7	7	7	7	MARC ANTONIO/EI Matador
5	6	6	6	6	BLUE KNIGHTS/Venice Beach
7	7	7	7	7	ALEX BIGNON/Harlem On My Mind
7	7	7	7	7	CRAIG CHAQUICO/Just Friends
-	5	5	5	5	BRIAN CULBERTSON/Take Your Time
7	7	7	7	7	BILL EVANS/The Sunday After
-	7	7	7	7	EVERYTHING BUT... The Heart Remains...
1	1	2	7	7	HERBIE HANCOCK/Thieves In...
5	7	7	7	7	BRIAN CULBERTSON/Thieves In...
7	7	7	7	7	EARL KLUGH/Sunny Island
5	5	5	5	5	TORCUATO MARIANO/Piccan Way
6	7	7	7	7	MARC ANTONIO/Inner Changes
5	7	7	7	7	LIONEL RICHIE/Piece Of Love
7	7	7	7	7	MICHAEL ROSS/Last Love Letter

MARKET #5
WJZZ/Philadelphia
 (610) 667-3939
 Gress/Tozzi

WJZZ 106.1
Smooth Jazz

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
11	12	12	12	12	GEORGE JINDA/Just My Imagination
13	13	14	14	14	RICK BRAUN/Philadelphia
12	12	13	13	13	VIBRAPHONIC/Can't Get Enough
13	13	13	13	13	HERBIE HANCOCK/Thieves In...
11	12	13	13	13	JAZZMASTERS/Inner Changes
12	11	11	11	11	HERB ALPERT/My Funny Valentine
14	13	13	13	13	COUNT BASIC/Joy And Pain
14	13	13	13	13	THOM ROTELLA/Talk 2 Me
12	13	13	13	13	SPECIAL EPX/Seduction
13	14	12	12	12	NAJEE/ Wish
6	7	12	12	12	EARL KLUGH/Maybe Tonight
12	13	12	12	12	PAUL TAYLOR/Til We Meet Again
6	6	12	12	12	ED CALLE/Me And Mrs. Jones
6	12	11	11	11	DOC POWELL/Sunday Mornin'
9	10	10	10	10	TONY RICH PROJECT/Nobody Knows
10	9	10	10	10	TONI BRAXTON/Let It Flow
9	10	10	10	10	QUINCY JONES/Do Nothin' Till...
8	9	10	10	10	PETE ESCOVEDO/Don't Wanna Lose You
7	9	9	9	9	MAYSA/Can We Change...
8	6	9	9	9	STRANGE CARGO/EI Ninjo
10	7	9	9	9	SLIM MAN/There For You
10	7	9	9	9	CELINE DION/Because You Loved Me
9	10	8	8	8	WHITNEY HOUSTON/Exhale (Shoop Shoop)
-	7	6	8	8	J MICHAEL VERTA/Night Of Orion
8	9	8	8	8	PAMELA WILLIAMS/Castine
6	6	7	8	8	GEORGE MICHAEL/Jesus To A Child
4	11	10	7	7	ANGELA BOFILL/All She Wants...
-	5	6	6	6	BILL EVANS/The Sunday After
7	6	6	6	6	BRYAN SAVAGE/Cat Food
4	5	5	5	5	PIECES OF A DREAM/My Love

MARKET #6
WJZZ/Detroit
 (313) 871-0590
 Stevens/Hines

WJZZ
Smooth Jazz

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
8	8	9	12	12	HERB ALPERT/Second Wind
10	8	8	12	12	SPECIAL EPX/Night Rhythm
7	7	7	12	12	HERBIE HANCOCK/Thieves In...
10	9	12	12	12	THOM ROTELLA/Presque
9	8	8	12	12	PAMELA WILLIAMS/Tha Matador...
5	8	8	11	11	CHRIS CAMOZZI/Ring Of Gold
8	9	11	11	11	RANDY CRAWFORD/Give Me The Night
9	9	11	11	11	MICHAEL DAVIS/Fish Talk
-	8	11	11	11	PIECES OF A DREAM/Let's Get Smooth
5	9	11	11	11	RICHARD ELLIOT/City Speak
10	9	11	11	11	SPYRO GYRA/Westwood Moon
9	10	11	11	11	VITAL INFORMATION/Rio-Lize
11	11	11	11	11	EARL KLUGH/The Wiggle
3	10	10	11	11	KEN NAVARRO/When Night Falls
10	10	11	11	11	RIPPINGTONS/Brave New World
7	7	7	11	11	PHILLIPPE SAISSIE/Madison Rose
9	8	8	11	11	LIONEL RICHIE/Don't Wanna Lose You
10	11	11	11	11	TOLEDO/Can You Tell
7	7	7	11	11	J MICHAEL VERTA/Night Of Orion
7	7	7	11	11	YELLOW JACKET'S/Summer Song
7	8	10	10	10	DARYLE CHINN/La Casaba
7	8	10	10	10	FOURPLAY/Play Lady Play
10	8	8	10	10	BONEY JAMES/Sacred Nature
9	8	8	10	10	WIND MACHINE/Conjuring
9	9	10	10	10	BOBBY MCFERRIN/Heaven's Design
11	8	10	10	10	METRO/The Journey
9	9	10	10	10	DOC POWELL/Laid Back
7	8	10	10	10	RIPPINGTONS/Hideaway
8	5	10	10	10	THOM ROTELLA/Pappa Shuffin'

MARKET #6
WVM/Detroit
 (810) 855-5100
 Sattler

V 98.7 FM
Smooth Jazz

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
4	10	12	12	12	HERBIE HANCOCK/Thieves In...
11	11	11	12	12	ED HAMILTON/Gray Day
11	11	11	12	12	PETE ESCOVEDO/All This Love
10	11	11	12	12	VIBR



CYNDEE MAXWELL

ROCK

Big Response To Useless Commercial Babble

"How To Kill Your Commercials," an article that excerpted portions of Dan O'Day's related audio seminar (R&R 3/29), generated a lot of feedback from our readers. This week's column features a cross section of these comments, as well as O'Day's comments (in italics).

AC KLSY/Seattle Production Director John Nixon's many radio ad pet peeves include:

- **Word Association** — "Warm weather means summer, summer means barbecues, barbecues mean charcoal, and charcoal means the big summer sale at A&S."

- **Listener Inquisition** — Inquisitive announcers also get Nixon's thumbs down: "Thinking about buying a new car? Have you thought about how much to spend? Did you know Joe's Ford is having a sale? And the prices are the lowest they've ever been? Then what are you waiting for?"

Are you worried about constantly hearing voices inside your head? Ever wonder who the heck I am and why I keep hounding you with my incessant questions?

Among Nixon's other grouses are pointless catch phrases such as:

- **What Better** — "It seems like everyone's using this dumb lead-in these days. And it's even worse than 'when it comes to...' 'What better way to save money' would sound a bit more realistic if you said, 'It's a great way to save money.'"

- **Quality Perishables** — "I heard this one on a national grocery store spot: 'On my way home I'd better head to Safeway for some quality perishables, and I'll pick up a few dry goods while I'm there. I can choose from their wide array. Oh, and I understand they have ample free parking!'"

You really heard a spot touting 'quality perishables' and 'dry goods'? The end of the world is closer than I thought.

- **Experience the magic**
- **Nestled in a rustic and serene country setting**

Then, adds Nixon, "There are the commercials that, come to think of it, really make no sense at all:

- **How many times** — "How many times will I have to produce spots that go something like this: (clock ticking/dog barking/distant

train whistle) 'How many times has this happened to you?'

"Where do these spots come from? There must be a secret school where salespeople go to learn this technique."

When I read the list of commercial clichés, I laughed so hard I pulled a groin muscle (not my own). Two that steam my fleckmans are: 'You owe it to yourself' and the ever popular 'Do yourself a favor!'

—Jonathon Doll

The radio comedy team of Ron Stevens & Joy Grdnic wrote a fake spot that began: 'How many times has this happened to you? You're driving down the street, listening to the radio, and the announcer on the radio says, 'How many times has this happened to you?'

Nixon stresses that commercials should reflect the pride and effort one puts into an on-air spot. "On clearing spots with the client, salespeople will leave the store brimming with confidence about the gross rating points, reach and frequency, cost per point, and other specifics about what has just been purchased. Later, when they call the guy back to play the spot, they very sheepishly ask, 'Do you like it? Are you sure?' There should be as much pride in the people at the station who produce as there is in the statistics that the station produces. Perhaps the best way is for the person who produced the spot to clear it with the client and show the pride you have in your work."

A salesperson should never ask, "Do you like it?" Instead, before the spot is created the salesperson should gain agreement from the client regarding what absolutely has to be included in the commercial, as well as what the single core message of the commercial should be. Then the salesperson can play the finished spot for the client — after first handing the client the agreed-upon list of goals and saying, "Please check this list as you listen to make sure we covered everything we agreed should be covered."

Copywriters And Clichés

Oldies WCOF/Tampa morning co-host Kara Bauer points out that clichés actually work with many listeners. "Hey Dan, you are absolutely correct. But you forgot one important piece of the commercial-ese — how listeners listen. They respond to trite phrases. Even worse, the people who pay for commercials — yes, the clients — actually ask for them by name.

"Then there's the other broadcast copy evil — salespeople on the radio side. Many stations allow them to write the copy, usually with the help of the client. Not that sales folks are naturally cre-

atively bankrupt; it's just not their strong suit. It's not always the poor copywriters' fault — many times they don't get the chance to do their creative magic."

The problem with what I call 'commercial clichés' is not that they are trite. The reason commercial clichés are harmful to the sales message is that they are empty. They contain nothing of meaning or value to the target audience.

If you were to say, 'If you're not completely satisfied, just tell us and we'll give you an immediate, 100% refund,' that would continue to have meaning to a listener even if it were commonly heard in commercials. But 'it's our people who make the difference' is completely worthless — whether it's the first or the thousandth time a listener hears it.

It's true that clients ask for certain wording. But a professional radio salesperson or copywriter does not reply with a meek, 'Whatever you say, boss!' To do so does not give the client his money's worth. The professional radio salesperson or copywriter's primary concern is to produce results for the client. That is not done simply by selling commercials and putting them on the air. It is done by crafting a campaign that actually succeeds in selling to the target audience.

The sad fact is the majority of radio stations have no respect for their own commercial product. All of their focus is on getting the sale, not on getting results for the advertiser.

☞

I was engineering a remote when the air talent — who wasn't prepared for the break — said, 'Words just can't describe all the things they have here.' After the break I approached the talent and said, 'Words better describe what you're seeing here or we aren't getting paid.' He got the hint.

— George Nicholas

☞

More Pet Peeves

Others who had comments to share about corny commercials include Classic Rock KSEG/Sacramento OM Jeff McMurray. "The piece on commercial babble hit several desks around the building this morning. We all are very good at what we do, but when we get busy we sometimes get sloppy. What a great reminder."

Adult Alternative KUPR/San Diego MD Clark Novak's grumbles include: "It's a party and you're invited!"; "Your one-stop... shop!"; "Save like never before!"; "Hurry for best selection!"; and "See you there!". "My all-time peeve... 'You heard me right!' I also hate the word 'receive' — 'Hey Bob, if you buy the beer tonight, you'll receive the pizza on me!'"

KCWD/Harrison, AR afternoon host David O'Neal provides a few more radio clichés... some that were used by the station's former copywriter ad nauseam: "You just can't do better than ..."; "You just can't beat ..."; "No matter what you're hungry for..."; "Don't miss the fun at..."; "The car dealer that makes a difference..."; "The best (food, service, etc.) in town..."

When Classic Rock KKRW/Houston morning man Jonathon Doll read the list of commercial clichés, "I laughed so hard I pulled a groin muscle (not my own). Two that steam my fleckmans are: 'You owe it to yourself' and the ever popular 'Do yourself a favor!'"

KDAT-AM & KHAK-FM/Cedar Rapids, IA Chief Engineer George Nicholas comments, "'Save, save, save' reminds me of 'location, location, location,' which also gets on my nerves. Another one is 'Call 555-1234. That's 555-1234' — like anybody's going to remember the phone number."

That's due to salespeople not explaining to the local retail client that phone numbers do not sell, and clients not understanding that just because it's in their newspaper ad doesn't necessarily mean it should be in a radio commercial.

Nicholas also hates those whispered, mile-a-minute "Invoice does not reflect actual dealer price. Includes tax title and 12.9 percent APR. Dealer retains all rebates" auto dis-

claimers often used in radio spots. "It sounds like the announcer collapsed after reading it. I know they're required, but why can't the information be incorporated in the spot and not whispered?"

He also detests unprepared jocks ad-libbing breaks on live remotes. "I was engineering a remote when the air talent — who wasn't prepared for the break — said, 'Words just can't describe all the things they have here.' After the break I approached the talent and said, 'Words better describe what you're seeing here or we aren't getting paid.' He got the hint."

Another reader disagreed with O'Day's remarks: "A radio person saying which phrases should never be in a commercial is no more useful than a radio person saying what songs should never be played on the radio again ('Stairway to Heaven,' 'Unchained Melody,' etc). That's because you've heard them a million times, but the general public likes to turn on the radio and hear those songs."

I don't believe the two are analogous. To a Classic Rock listener, "Stairway to Heaven" does have value and meaning regardless of how many times a jock might have played that song. [The listeners] still respond to ads that have your least favorite catch phrases in them.

The single most common objection radio salespeople receive from potential advertisers is, "I tried radio and it didn't work." Those people are being truthful. Ninety percent of radio advertising is wasted and the primary cause is that the people writing the commercials (DJs, station copywriters, sales people, production people, agency copywriters) have not been taught the ways in which radio communicates most effectively, how to craft a commercial sales message for radio; how to focus on the listener's desires, not the advertiser's needs; or to identify and present a single core message

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ACTIVE ROCK TOP 50

MAY 24, 1996

	3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
						TW	LW	2W	3W	
	3	1	1	1	DISHWALLA Counting Blue Cars (A&M)	2079	2097	1908	1742	78/0
	6	4	3	2	VAN HALEN Humans Being (Warner Sunset/WB)	1862	1874	1677	1437	65/0
	1	3	2	3	BUSH Machinehead (Trauma/Interscope)	1837	1906	1862	1931	70/1
	5	5	5	4	SOUNDGARDEN Pretty Noose (A&M)	1801	1787	1635	1460	78/1
	4	2	4	5	COLLECTIVE SOUL Where The River Flows (Atlantic)	1769	1846	1864	1642	66/0
	14	11	8	6	ALICE IN CHAINS Again (Columbia/CRG)	1416	1299	1218	1024	72/0
	10	7	6	7	OASIS Champagne Supernova (Epic)	1399	1457	1389	1321	56/2
	BREAKER			8	METALLICA Until It Sleeps (Elektra/EEG)	1339	—	—	—	73/73
	18	16	12	9	TRACY BONHAM Mother Mother (Island)	1336	1199	1008	918	59/0
	33	14	10	10	DEF LEPPARD Work It Out (Mercury)	1290	1252	1057	524	60/0
	30	24	18	11	STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic)	1183	978	756	587	66/6
	19	18	15	12	VERVE PIPE Photograph (RCA)	1130	1057	973	874	61/1
	8	8	9	13	SEVEN MARY THREE Water's Edge (Mammoth/Antastic)	1119	1269	1373	1384	56/2
	13	13	14	14	DAVE MATTHEWS BAND Too Much (RCA)	1095	1074	1086	1028	47/1
	17	17	16	15	CRANBERRIES Salvation (Island)	1054	1053	991	921	47/0
	2	6	7	16	STONE TEMPLE PILOTS Big Bang Baby (Atlantic)	1009	1305	1569	1759	52/0
	26	22	19	17	REFRESHMENTS Banditos (Mercury)	1007	976	844	721	59/1
	7	10	13	18	STABBING WESTWARD What Do I Have To Do? (Columbia/CRG)	922	1133	1292	1413	54/0
	9	9	11	19	SMASHING PUMPKINS Zero (Virgin)	914	1199	1296	1366	51/0
	25	21	21	20	MARILYN MANSON Sweet Dreams... (Nothing/Interscope)	857	887	845	743	63/0
	—	—	29	21	JERRY CANTRELL Leave Me Alone (Work/CRG)	850	682	177	12	62/3
	11	12	17	22	SPACEHOG In The Meantime (HiFi/Sire/EEG)	843	1006	1128	1214	48/0
	22	23	22	23	HOWLIN' MAGGIE Alcohol (Columbia/CRG)	829	886	831	784	59/0
	41	30	24	24	EVERCLEAR Heartspark Dollarsign (Capitol)	798	788	599	447	56/4
	37	28	26	25	HUNGER Vanishing Cream (Universal)	768	736	614	481	54/4
	31	27	28	26	JARS OF CLAY Flood (Silvertone)	748	683	646	558	38/1
	12	15	20	27	EVERCLEAR Santa Monica (Watch The World Die) (Capitol)	735	922	1057	1121	44/0
	35	32	30	28	OZZY OSBOURNE I Just Want You (Epic)	698	676	581	506	41/0
	15	20	25	29	NIXONS Sister (MCA)	697	762	860	995	42/0
	16	19	23	30	HOOTIE & THE BLOWFISH Old Man & Me (Atlantic)	633	840	963	991	32/0
	29	29	31	31	BADLEES Angeline Is Coming Home (Polydor/A&M)	630	613	613	590	35/1
	BREAKER			32	GOO GOO DOLLS Long Way Down (Metal Blade/WB)	629	463	225	59	42/4
	BREAKER			33	HAZIES Skin & Bones (EMI)	610	552	514	439	48/3
	BREAKER			34	GRAVITY KILLS Guilty (TVT)	610	525	521	449	46/3
	BREAKER			35	SCORPIONS Wild Child (Atlantic)	604	539	109	—	43/2
	44	36	32	36	SCREAMIN' CHEETAH WHEELIES Hello From Venus (Atlantic)	570	564	483	424	38/0
	—	41	37	37	GIN BLOSSOMS Day Job (A&M)	569	497	420	320	33/1
	46	38	38	38	RAGE AGAINST THE MACHINE Bulls On Parade (Epic)	558	496	466	380	52/2
	24	25	27	39	GREEN DAY Brain Stew (Reprise)	543	728	745	761	32/0
	—	—	42	40	DADA I Get High (IRS)	482	440	314	292	34/2
	—	49	41	41	IMPERIAL DRAG Boy Or A Girl (Work/CRG)	471	443	341	257	41/4
	—	42	43	42	PAUL WESTERBERG Love Untold (Reprise)	446	421	391	314	28/0
	—	48	48	43	MY HEAD Humbugger (Capitol)	427	395	344	326	39/1
	36	39	44	44	SEVEN MARY THREE Cumbersome (Mammoth/Antastic)	416	409	438	484	29/0
	—	44	47	45	PANTERA Drag The Waters (EastWest/EEG)	412	398	377	310	46/2
	27	33	39	46	ALICE IN CHAINS Heaven Beside You (Columbia/CRG)	407	481	581	715	35/0
	DEBUT			47	PORNO FOR PYROS Tahitian Moon (Warner Bros.)	393	311	94	—	29/4
	—	—	49	48	HOLY BARBARIANS Brother Fights (Beggars Banquet/Reprise)	381	354	296	238	30/0
	50	46	46	49	SELF So Low (Spongebath/Zoo)	369	399	356	327	31/2
	DEBUT			50	GOLDFINGER Here In Your Bedroom (Mojo/Universal)	351	298	246	181	24/3

This chart reflects airplay from May 13-19. Songs ranked by total plays. Highlighted songs indicate Breaker.
78 Active Rock reporters. 77 current playlists. © 1996, R&R Inc.

NEW & ACTIVE

WHITE ZOMBIE Blood, Milk And Sky (Geffen)
Total Plays: 332, Total Stations: 34, Adds: 1

SEMISONIC Down In Flames (MCA)
Total Plays: 323, Total Stations: 29, Adds: 1

GIGANTIC Disenchanted (Columbia/CRG)
Total Plays: 323, Total Stations: 32, Adds: 0

SUPER 8 King Of The World (Hollywood)
Total Plays: 292, Total Stations: 28, Adds: 2

PATTI ROTHBERG Inside (EMI)
Total Plays: 283, Total Stations: 20, Adds: 1

ALANIS MORISSETTE You Learn (Maverick/Reprise)
Total Plays: 262, Total Stations: 15, Adds: 3

BRYAN ADAMS The Only Thing That Looks... (A&M)
Total Plays: 258, Total Stations: 14, Adds: 0

SPOT Moon June Spoon (Ardent/Interscope)
Total Plays: 248, Total Stations: 24, Adds: 7

SMASHING PUMPKINS Tonight, Tonight (Virgin)
Total Plays: 220, Total Stations: 17, Adds: 6

WALLFLOWERS 6th Avenue Heartache (Interscope)
Total Plays: 213, Total Stations: 21, Adds: 4

Songs ranked by total plays.

BREAKERS

METALLICA			CHART
Until It Sleeps (Elektra/EEG)			8
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		
1339/1339	73/73		

GOO GOO DOLLS			CHART
Long Way Down (Metal Blade/WB)			32
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		
629/166	42/4		

HAZIES			CHART
Skin & Bones (EMI)			33
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		
610/58	48/3		

GRAVITY KILLS			CHART
Guilty (TVT)			34
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		
610/85	46/3		

SCORPIONS			CHART
Wild Child (Atlantic)			35
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		
604/65	43/2		

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
METALLICA Until It Sleeps (Elektra/EEG)	73
SPACEHOG Cruel To Be Kind (HiFi/Sire/EEG)	21
GREEN DAY Walking Contradiction (Reprise)	16
SOUNDGARDEN Burden In My Hand (A&M)	15
ZACK WYLDE Somewhere Between Heaven... (DGC/Geffen)	14
DOG'S EYE VIEW The Prince's Favorite Son (Columbia/CRG)	8
FOO FIGHTERS Alone & Easy Target (Roswell/Capitol)	8
\$10,000 GOLD CHAIN Oh! Sweet Nuthin' (Work/CRG)	7
PRONG Rude Awakening (Epic)	7
RED HOT CHILI PEPPERS Coffee Shop (Warner Bros.)	7
SPOT Moon June Spoon (Ardent/Interscope)	7



MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
METALLICA Until It Sleeps (Elektra/EEG)	+1339
STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic)	+205
SOUNDGARDEN Burden In My Hand (A&M)	+175
JERRY CANTRELL Leave Me Alone (Work/CRG)	+168
GOO GOO DOLLS Long Way Down (Metal Blade/WB)	+166
TRACY BONHAM Mother Mother (Island)	+137
RED HOT CHILI PEPPERS Coffee Shop (Warner Bros.)	+135
ALANIS MORISSETTE You Learn (Maverick/Reprise)	+131
ALICE IN CHAINS Again (Columbia/CRG)	+117
CRACKER Nothing To Believe In (Virgin)	+112

Breakers: Songs registering 600 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

ACTIVE ROCK 37
MAINSTREAM ROCK 15
ALTERNATIVE 20
OVER 2700 SPINS!

GIN BLOSSOMS
DAY JOB
the new single
http://www.amrecords.com
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ACTIVE ROCK PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ACTIVE ROCK REPORTERS ON R&R ONLINE

MARKET #2			
KLOS 95.5	KLOS/Los Angeles (310) 840-4836 Curelop/Wilde		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
31	27	32	28
22	18	26	
33	29	25	
25	29	27	
23	23	24	
22	23	21	
17	24	22	
18	17	20	
18	19	19	
17	15	19	
15	12	15	
7	20	18	
16	19	18	
24	21	15	
27	20	14	
14	11	13	
11	14	12	
10	13	11	
9	11	9	
13	10	11	

MARKET #3			
WRCK/Chicago (312) 861-8100 Richards/Robinson	ROCK 103.5		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
46	43	47	42
43	40	44	41
18	18	34	40
19	20	38	39
23	24	35	36
23	21	23	22
46	23	23	22
20	21	19	21
38	39	43	21
17	15	19	20
17	12	20	20
9	16	20	20
22	20	21	19
8	9	14	19
13	20	20	19
10	20	18	19
14	12	15	18
20	16	18	18
15	17	14	18
15	17	14	18
17	15	14	16
17	16	15	15
12	20	15	15
22	23	18	15
18	18	14	15
23	20	14	15
14	14	11	14
18	14	11	12
10	11	13	12

MARKET #6			
102.7 WDRR (810) 589-7900 Bevilacqua	102.7 WDRR		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
29	26	29	28
27	29	28	28
29	28	28	28
16	16	27	28
29	27	28	28
21	22	28	28
28	28	28	26
17	17	16	17
18	14	16	17
18	19	16	16
17	17	16	16
16	15	16	16
15	16	16	16
12	13	13	13
15	12	15	15
12	14	14	14
19	14	14	14
26	23	23	23
9	9	13	13
10	13	13	13
9	11	11	11
5	12	12	12
11	14	12	12

MARKET #6			
101 WRIF	WRIF/Detroit (810) 547-0101 Podell/Welington		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
26	28	32	32
29	29	32	32
29	30	31	31
22	25	27	31
25	24	24	30
22	24	24	24
7	20	23	24
22	24	22	24
25	24	25	23
25	23	22	22
9	11	14	20
24	25	18	18
11	8	9	12
10	7	6	12
30	29	11	11
10	8	11	11
5	9	10	11
6	6	10	11
13	4	7	10
11	10	9	10
10	10	8	10
7	11	8	10
6	8	7	8
-	5	8	8

MARKET #7			
EAGLE 97.1 PURE ROCK	KEGL/Dallas (214) 869-9700 Doherty/Scull		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
36	38	37	38
15	23	37	37
37	38	37	37
35	37	35	36
36	36	35	35
16	22	34	34
36	37	34	34
-	-	16	21
38	24	25	21
20	23	25	20
16	14	20	20
-	-	19	19
-	-	18	18
14	14	15	15
21	12	11	11
15	12	16	16
24	25	15	15
13	13	14	14
-	-	4	4
-	-	4	4
-	-	9	9
-	-	13	13
-	-	14	14
-	-	16	16
-	-	10	10
-	-	13	13
-	-	4	4
-	-	11	11
-	-	11	11
-	-	11	11

MARKET #7			
Q102 REAL HOT ROCK	KTXQ/Dallas (214) 528-5500 Lockridge/Redbeard		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
39	40	41	41
39	42	40	40
15	40	40	40
38	37	39	39
40	41	36	36
40	24	36	36
23	38	42	33
21	24	29	25
17	18	25	25
22	24	21	25
24	24	25	22
24	24	25	22
24	24	22	22
25	25	22	22
16	17	22	22
17	15	22	22
21	24	22	21
17	16	21	21
25	28	26	21
2	16	20	23
11	11	20	19
-	21	19	19
-	22	18	18
17	14	18	18
11	13	10	18
6	5	20	18
12	13	17	17
11	13	17	17
16	16	17	17
2	4	7	16

MARKET #9			
ROCK 101 KLOL	KLDL/Houston (713) 526-6855 Beaubien/Bennett		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
23	26	24	34
32	34	34	34
25	26	32	34
34	34	34	34
22	23	24	24
-	21	24	24
13	15	24	24
22	20	24	24
12	14	23	24
-	12	24	24
-	15	16	16
5	13	15	15
18	14	14	14
17	16	14	14
20	20	21	21
17	16	16	16
20	20	23	23
12	12	9	9
10	12	12	12
-	14	12	12
-	12	12	12
32	34	31	31
17	14	12	11
21	12	11	11
15	13	11	11
-	10	11	11

MARKET #10			
WAAF 107.3 FM	WAAF/Boston (617) 236-1073 Douglas/Osterlind		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
35	38	35	40
35	36	38	38
27	27	37	38
38	38	37	37
-	18	24	25
23	34	35	35
-	38	40	35
13	34	32	35
34	39	41	34
5	17	21	34
28	29	33	33
12	16	19	23
35	32	22	22
19	18	13	22
-	17	21	21
20	20	21	21
-	22	34	34
17	21	18	18
36	37	37	37
39	37	26	26
36	30	34	35
13	10	17	15
-	11	14	13
-	13	13	13
8	14	13	12
10	13	11	12

MARKET #11			
WZTA/Miami (305) 654-9494 Steele/Hess	WZTA/Miami		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
19	34	39	37
23	29	19	34
39	35	36	33
36	33	33	33
16	33	23	21
24	18	34	28
36	33	38	27
-	14	26	26
31	30	32	26
18	20	21	25
14	14	19	25
9	9	13	21
13	22	20	21
5	8	17	20
15	12	14	14
4	15	8	18
16	15	15	15
-	17	14	13
25	33	34	32
25	36	15	12
11	12	13	13
11	8	11	11
7	6	11	10
12	6	11	10

MARKET #13			
KISW 99.9 FM	KISW/Seattle (206) 285-7625 Young/Faulkner		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
26	28	27	27
23	26	26	26
23	26	26	26
24	26	26	26
29	28	25	25
-	-	25	25
-	-	20	20
26	22	22	22
19	19	19	19
15	16	19	19
19	22	18	18
18	21	18	18
13	17	17	17
16	20	17	17
14	20	17	17
12	10	15	16
16	20	14	14
15	14	14	14
-	13	13	13
-	13	13	13
-	10	12	12
-	10	12	12
12	14	12	12
9	12	14	12
8	10	11	11
10	14	13	11
8	11	7	10
10	13	14	10
11	11	10	10

MARKET #15			
KIDZ 105.3	KIDZ/San Diego (619) 560-5464 Stevens/Leder		
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
32	31	33	33
29	30	32	

Stations and their adds listed alphabetically by market

ACTIVE ROCK

KEYJ/Abilene, TX OMPD: Randy Jones MD: Dave Andrews 10 METALLICA "Sleeps" MUSTARD SEEDS "Cats" THERMADORE "Three" SPACEDOG "Crue" ZACK WYLDE "Between" DOG'S EYE VIEW "Princes" GOODS CHILD "Female"	KILO/Colorado Springs, CO PD: Rich Hawk APD/MD: Chopper Harrison 32 METALLICA "Sleeps" 16 SOUNDGARDEN "Burden" 8 WHITE ZOMBIE "Blood"	KQWB/Fargo, ND PD: Guy Dark MD: Mike Simmons 29 METALLICA "Sleeps" JARS OF CLAY "Flood" RED HOT CHILLI "Coffee" FOO FIGHTERS "Aone"	KHOP/Modesto, CA PD: Dave Taylor APD: Chris Lloyd 33 METALLICA "Sleeps" 5 SOUNDGARDEN "Burden" 4 SOUNDGARDEN "Rhinosaur" 4 SOUNDGARDEN "Dusty" 3 SOUNDGARDEN "Sweet" SPACEDOG "Crue" EVERCLEAR "Heartsark" SOLUTION A.D. "Fearless" GOLDFINGER "Bedroom" SPOT "Moon"	KBER/Salt Lake City, UT PD: Randy Ford APD: Evan Lake MD: Chris Haggin 17 METALLICA "Sleeps" OASIS "Champagne"	KISS/San Antonio, TX OM: Nigel Thompson APD: Kevin Vargas 17 METALLICA "Sleeps" RED HOT CHILLI "Coffee" STONE TEMPLE PILOTS "Trippin" DADA "Get"	KIOZ/San Diego, CA PD: Greg Stevens MD: Sharon Leder 23 METALLICA "Sleeps" METALLICA "Sleeps" GREEN DAY "Walking" FOO FIGHTERS "Aone" PRONG "Rude"	KJOT/Boise, ID PD: Jeff Henley OM/MD: Paul Cavanagh 4 PRIMITIVE RADIO GOODS "Standing" 1 GOLDFINGER "Bedroom" SPOT "Moon" NEWSBOYS "Take"	KJTB/Santa Barbara, CA PD: Dave Young MD: Cathy Faulstich 25 METALLICA "Sleeps" GOODS CHILD "Female" \$10,000 GOLD CHAIN "Sweet"	KJUX/Shreveport, LA PD: Bobby Cook APD/MD: Mojo Mason 20 METALLICA "Sleeps" WHITE ZOMBIE "Blood" ALANIS MORISSETTE "Learn" IMPERIAL DRAG "Boy" GREAT WHITE "Word"	KJWF/Champaign, IL PD: Shurgie MD: Stacy Conner 5 METALLICA "Sleeps"	KJZZ/Wichita, KS PD: Ron Eric Taylor MD: Sherry McKinnon 10 METALLICA "Sleeps" SMASHING PUMPKINS "Tonight" CRACKER "Nothing" MAGNAPOP "Open" GARBARGE "Slupd" PRIMITIVE RADIO GOODS "Standing" 100 GOOD DOLLS "Long"	KKGG/Des Moines, IA PD: Phil Wilson MD: Jack Emerson METALLICA "Sleeps" OASIS "Champagne"	KKDS/Duluth, MN PD: Paul St. Andrew APD/MD: Bill Jones 9 EVERCLEAR "Heartsark" 8 SOUNDGARDEN "Prety" 6 METALLICA "Sleeps" JERRY CANTRELL "Leave" IMPERIAL DRAG "Boy"	KKQO/Lexington, KY PD: Tony Tilford MD: Dennis Dillon 11 METALLICA "Sleeps" 5 TDADES "Yler" 4 WALLFLOWERS "Heartache"	KKRR/Sioux Falls, SD PD: John Ford MD: Brian Wheeler 7 METALLICA "Sleeps" ZACK WYLDE "Between" SUPERS "King"	KKWB/Columbia, SC PD: Austin Keyes MD: Susan Groves 14 GREEN DAY "Walking" 10 METALLICA "Sleeps" SELF "Low"	KKRZ/Fresno, CA PD/MD: E. Curtis Johnson 12 METALLICA "Sleeps" MY HEAD "Humbucker" ZACK WYLDE "Between" \$10,000 GOLD CHAIN "Sweet" PRONG "Rude" SPACEDOG "Crue" GREEN DAY "Walking"	KKWB/Binghamton, NY PD: Buzz Casey APD/MD: Don Buettnor 12 METALLICA "Sleeps" 6 EVERCLEAR "Heartsark" 6 JERRY CANTRELL "Leave"	KKWB/Columbus, OH PD: Hal Fish APD/MD: Ronni Hunter 27 METALLICA "Sleeps" HUNGER "Vanishing" GREEN DAY "Walking"	KKWB/Boston, MA PD: Dave Douglas MD: John Ostroind 21 METALLICA "Sleeps" GREEN DAY "Walking" RED HOT CHILLI "Coffee" IMPERIAL DRAG "Boy" SPACEDOG "Crue"	KKWB/Fargo, ND PD: Guy Dark MD: Mike Simmons 29 METALLICA "Sleeps" JARS OF CLAY "Flood" RED HOT CHILLI "Coffee" FOO FIGHTERS "Aone"	KKWB/Chicago, IL PD: Dave Richards APD/MD: Jo Robinson 53 METALLICA "Sleeps" 20 SOUNDGARDEN "Burden" SPACEDOG "Crue"	KKWB/Memphis, TN PD: Jim Fox MD: Zalk Tyler 14 METALLICA "Sleeps" HAZIES "Skin"	KKWB/Miami, FL PD: Gregg Steele MD: Heidi Heas 24 METALLICA "Sleeps" 7 SMASHING PUMPKINS "Tonight" CRACKER "Nothing"	KKWB/Sacramento, CA PD: Curtis Johnson APD: Pat Martin 33 METALLICA "Sleeps" 1 \$10,000 GOLD CHAIN "Sweet" 10 GRAVITY KILLS "Guilty" 9 SEVEN MARY THREE "Waters" 7 SOUNDGARDEN "Burden" 7 SOUNDGARDEN "Dusty" 7 SOUNDGARDEN "Blow" 7 OASIS "Champagne" 4 SPACEDOG "Crue"	KKWB/Salt Lake City, UT PD: Randy Ford APD: Evan Lake MD: Chris Haggin 17 METALLICA "Sleeps" RED HOT CHILLI "Coffee" STONE TEMPLE PILOTS "Trippin" DADA "Get"	KKWB/San Diego, CA PD: Greg Stevens MD: Sharon Leder 23 METALLICA "Sleeps" METALLICA "Sleeps" GREEN DAY "Walking" FOO FIGHTERS "Aone" PRONG "Rude"	KKWB/Santa Barbara, CA PD: Dave Young MD: Cathy Faulstich 25 METALLICA "Sleeps" GOODS CHILD "Female" \$10,000 GOLD CHAIN "Sweet"	KKWB/Shreveport, LA PD: Bobby Cook APD/MD: Mojo Mason 20 METALLICA "Sleeps" WHITE ZOMBIE "Blood" ALANIS MORISSETTE "Learn" IMPERIAL DRAG "Boy" GREAT WHITE "Word"	KKWB/Champaign, IL PD: Shurgie MD: Stacy Conner 5 METALLICA "Sleeps"	KKWB/Wichita, KS PD: Ron Eric Taylor MD: Sherry McKinnon 10 METALLICA "Sleeps" SMASHING PUMPKINS "Tonight" CRACKER "Nothing" MAGNAPOP "Open" GARBARGE "Slupd" PRIMITIVE RADIO GOODS "Standing" 100 GOOD DOLLS "Long"	KKWB/Chicago, IL PD: Dave Richards APD/MD: Jo Robinson 53 METALLICA "Sleeps" 20 SOUNDGARDEN "Burden" SPACEDOG "Crue"	KKWB/Memphis, TN PD: Jim Fox MD: Zalk Tyler 14 METALLICA "Sleeps" HAZIES "Skin"	KKWB/Miami, FL PD: Gregg Steele MD: Heidi Heas 24 METALLICA "Sleeps" 7 SMASHING PUMPKINS "Tonight" CRACKER "Nothing"	KKWB/Sacramento, CA PD: Curtis Johnson APD: Pat Martin 33 METALLICA "Sleeps" 1 \$10,000 GOLD CHAIN "Sweet" 10 GRAVITY KILLS "Guilty" 9 SEVEN MARY THREE "Waters" 7 SOUNDGARDEN "Burden" 7 SOUNDGARDEN "Dusty" 7 SOUNDGARDEN "Blow" 7 OASIS "Champagne" 4 SPACEDOG "Crue"
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ROCK

WPLY/Albany, NY OMPD: Fred Horton MD: John Cooper 2 METALLICA "Sleeps" 1 ALANIS MORISSETTE "Learn" JARS OF CLAY "Flood" STONE TEMPLE PILOTS "Trippin" ZACK WYLDE "Between" BRIAN SETZER ORCH "Brighton"	WZXL/Atlantic City, NJ PD: Steve Raymond MD: Rich DeStato 15 METALLICA "Sleeps" 5 OZZY OSBOURNE "Just" 5 RED HOT CHILLI "Coffee" 5 SUPER 8 "King"	WRXR/Augusta, GA PD: Chuck Williams MD: Jay Sisson 33 METALLICA "Sleeps" EVERCLEAR "Heartsark"	WRKT/Erie, PA VPP/Programming: Ron Klime MD: Tim Stephens 6 METALLICA "Sleeps"	WZXR/Burlington, VT PD: Steve Coomer MD: Mike Luoma 4 METALLICA "Sleeps" JOAN OSBORNE "Teresa" ALANIS MORISSETTE "Learn" OZZY OSBOURNE "Just"	WYKE/Ft. Wayne, IN PD: Rick West MD: Buzz Maxwell 20 METALLICA "Sleeps" GIN BLOSSOMS "Job" WHITE ZOMBIE "Blood"	WZNF/Champaign, IL PD: Shurgie MD: Stacy Conner 5 METALLICA "Sleeps"	WZXR/Charleston, WV PD: Mike Rappaport MD: Tami Alexander 9 METALLICA "Sleeps" 3 JARS OF CLAY "Flood" 1 KISS "Domino"	WZXR/Charleston, WV PD: Mike Rappaport MD: Tami Alexander 9 METALLICA "Sleeps" 3 JARS OF CLAY "Flood" 1 KISS "Domino"	WZXR/Cincinnati, OH PD: Brad Hardin MD: Scott "Rhino" Reinhardt 19 SEVEN MARY THREE "Waters" 16 METALLICA "Sleeps" 9 SOUNDGARDEN "Burden" 8 SOUNDGARDEN "Blow" 7 MARILYN MANSON "Sweet"	WZXR/Columbus, GA VPP/Prog: Mark Stevens MD: Bob Olson 9 METALLICA "Sleeps" 2 JERRY CANTRELL "Leave"	WZXR/Lansing, MI VPP/Prog: Mark Stevens MD: Bob Olson 9 METALLICA "Sleeps" 2 JERRY CANTRELL "Leave"	WZXR/Las Vegas, NV PD: Mike Colotta MD: Big Marty 6 DEF LEPPARD "Flesh" 6 DEF LEPPARD "Tighter" 5 SOUNDGARDEN "Burden" DEF LEPPARD "Dust"	WZXR/Danbury, CT PD: Lou Rizzo 26 METALLICA "Sleeps" 5 GREEN DAY "Walking" 2 CRACKER "Nothing"	WZXR/Albany, NY OMPD: Fred Horton MD: John Cooper 2 METALLICA "Sleeps" 1 ALANIS MORISSETTE "Learn" JARS OF CLAY "Flood" STONE TEMPLE PILOTS "Trippin" ZACK WYLDE "Between" BRIAN SETZER ORCH "Brighton"	WZXR/Atlantic City, NJ PD: Steve Raymond MD: Rich DeStato 15 METALLICA "Sleeps" 5 OZZY OSBOURNE "Just" 5 RED HOT CHILLI "Coffee" 5 SUPER 8 "King"	WZXR/Augusta, GA PD: Chuck Williams MD: Jay Sisson 33 METALLICA "Sleeps" EVERCLEAR "Heartsark"	WZXR/Erie, PA VPP/Programming: Ron Klime MD: Tim Stephens 6 METALLICA "Sleeps"	WZXR/Burlington, VT PD: Steve Coomer MD: Mike Luoma 4 METALLICA "Sleeps" JOAN OSBORNE "Teresa" ALANIS MORISSETTE "Learn" OZZY OSBOURNE "Just"	WZXR/Champaign, IL PD: Shurgie MD: Stacy Conner 5 METALLICA "Sleeps"	WZXR/Charleston, WV PD: Mike Rappaport MD: Tami Alexander 9 METALLICA "Sleeps" 3 JARS OF CLAY "Flood" 1 KISS "Domino"	WZXR/Cincinnati, OH PD: Brad Hardin MD: Scott "Rhino" Reinhardt 19 SEVEN MARY THREE "Waters" 16 METALLICA "Sleeps" 9 SOUNDGARDEN "Burden" 8 SOUNDGARDEN "Blow" 7 MARILYN MANSON "Sweet"	WZXR/Columbus, GA VPP/Prog: Mark Stevens MD: Bob Olson 9 METALLICA "Sleeps" 2 JERRY CANTRELL "Leave"	WZXR/Lansing, MI VPP/Prog: Mark Stevens MD: Bob Olson 9 METALLICA "Sleeps" 2 JERRY CANTRELL "Leave"	WZXR/Las Vegas, NV PD: Mike Colotta MD: Big Marty 6 DEF LEPPARD "Flesh" 6 DEF LEPPARD "Tighter" 5 SOUNDGARDEN "Burden" DEF LEPPARD "Dust"	WZXR/Danbury, CT PD: Lou Rizzo 26 METALLICA "Sleeps" 5 GREEN DAY "Walking" 2 CRACKER "Nothing"	WZXR/Albany, NY OMPD: Fred Horton MD: John Cooper 2 METALLICA "Sleeps" 1 ALANIS MORISSETTE "Learn" JARS OF CLAY "Flood" STONE TEMPLE PILOTS "Trippin" ZACK WYLDE "Between" BRIAN SETZER ORCH "Brighton"	WZXR/Atlantic City, NJ PD: Steve Raymond MD: Rich DeStato 15 METALLICA "Sleeps" 5 OZZY OSBOURNE "Just" 5 RED HOT CHILLI "Coffee" 5 SUPER 8 "King"	WZXR/Augusta, GA PD: Chuck Williams MD: Jay Sisson 33 METALLICA "Sleeps" EVERCLEAR "Heartsark"	WZXR/Erie, PA VPP/Programming: Ron Klime MD: Tim Stephens 6 METALLICA "Sleeps"	WZXR/Burlington, VT PD: Steve Coomer MD: Mike Luoma 4 METALLICA "Sleeps" JOAN OSBORNE "Teresa" ALANIS MORISSETTE "Learn" OZZY OSBOURNE "Just"	WZXR/Champaign, IL PD: Shurgie MD: Stacy Conner 5 METALLICA "Sleeps"	WZXR/Charleston, WV PD: Mike Rappaport MD: Tami Alexander 9 METALLICA "Sleeps" 3 JARS OF CLAY "Flood" 1 KISS "Domino"	WZXR/Cincinnati, OH PD: Brad Hardin MD: Scott "Rhino" Reinhardt 19 SEVEN MARY THREE "Waters" 16 METALLICA "Sleeps" 9 SOUNDGARDEN "Burden" 8 SOUNDGARDEN "Blow" 7 MARILYN MANSON "Sweet"	WZXR/Columbus, GA VPP/Prog: Mark Stevens MD: Bob Olson 9 METALLICA "Sleeps" 2 JERRY CANTRELL "Leave"	WZXR/Lansing, MI VPP/Prog: Mark Stevens MD: Bob Olson 9 METALLICA "Sleeps" 2 JERRY CANTRELL "Leave"	WZXR/Las Vegas, NV PD: Mike Colotta MD: Big Marty 6 DEF LEPPARD "Flesh" 6 DEF LEPPARD "Tighter" 5 SOUNDGARDEN "Burden" DEF LEPPARD "Dust"	WZXR/Danbury, CT PD: Lou Rizzo 26 METALLICA "Sleeps" 5 GREEN DAY "Walking" 2 CRACKER "Nothing"
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84 Total Reporters
84 Current Reporters
80 Current Playlists

Did Not Report, Playlist Frozen (4):
WZXR/Atlanta, GA
WZXR/Peoria, IL
WZXR/Phoenix, AZ
WZXR/Richmond, VA

No Longer A Reporter (1):
WZXR/Philadelphia, PA

MAY 24, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	2	1	1	VAN HALEN Humans Being (Warner Sunset/WB)	1904	1844	1745	1577	84/0
1	1	2	2	HOOTIE & THE BLOWFISH Old Man & Me (Atlantic)	1505	1572	1753	1757	70/0
4	3	3	3	COLLECTIVE SOUL Where The River Flows (Atlantic)	1498	1508	1529	1465	73/0
10	6	5	4	DISHWALLA Counting Blue Cars (A&M)	1479	1333	1318	1127	77/1
9	5	4	5	DAVE MATTHEWS BAND Too Much (RCA)	1382	1348	1368	1202	72/0
22	12	6	6	DEF LEPPARD Work It Out (Mercury)	1370	1234	1022	524	82/0
12	9	7	7	BADLEES Angeline Is Coming Home (Polydor/A&M)	1214	1154	1132	998	71/0
14	13	11	8	BUSH Machinehead (Trauma/Interscope)	1066	1015	1000	896	58/0
15	15	13	9	OASIS Champagne Supernova (Epic)	1025	916	932	785	54/2
3	4	9	10	SPACEHOG In The Meantime (HiFi/Sire/EEG)	996	1092	1380	1537	62/0
5	7	10	11	EVERCLEAR Santa Monica (Watch The World Die) (Capitol)	983	1083	1273	1381	60/1
16	14	12	12	SOUNDGARDEN Pretty Noose (A&M)	928	928	935	762	75/3
6	8	8	13	STONE TEMPLE PILOTS Big Bang Baby (Atlantic)	836	1119	1268	1274	54/0
BREAKER	11	11	11	METALLICA Until It Sleeps (Elektra/EEG)	656	—	—	—	71/70
—	30	18	15	GIN BLOSSOMS Day Job (A&M)	648	550	408	247	53/5
46	26	20	16	OZZY OSBOURNE I Just Want You (Epic)	642	524	471	281	51/5
13	17	17	17	SEVEN MARY THREE Water's Edge (Mammoth/Atlantic)	614	707	860	947	47/0
11	16	16	18	KENNY WAYNE SHEPHERD Born With A Broken Heart (Revolution)	601	738	921	1050	48/0
BREAKER	19	19	19	SCREAMIN' CHEETAH WHEELIES Hello From Venus (Atlantic)	590	490	490	393	57/2
7	11	14	20	SON VOLT Drown (Warner Bros.)	588	829	1121	1217	44/0
8	10	15	21	KISS Rock And Roll All Nite (Mercury)	578	806	1125	1214	46/0
26	23	24	22	VERVE PIPE Photograph (RCA)	551	498	529	465	51/1
BREAKER	23	23	23	SCORPIONS Wild Child (Atlantic)	539	396	81	—	48/5
BREAKER	24	24	24	WALLFLOWERS 6th Avenue Heartache (Interscope)	522	441	338	218	53/5
BREAKER	25	25	25	JARS OF CLAY Flood (Silvertone)	522	492	420	430	39/3
20	21	19	26	ALICE IN CHAINS Heaven Beside You (Columbia/CRG)	485	537	594	693	42/0
—	—	37	27	BRYAN ADAMS The Only Thing That Looks... (A&M)	477	326	29	—	35/0
19	19	22	28	NIXONS Sister (MCA)	455	509	639	705	36/0
24	24	23	29	SEVEN MARY THREE Cumbersome (Mammoth/Atlantic)	446	499	510	495	45/0
18	18	21	30	DOG'S EYE VIEW Everything Falls Apart (Columbia/CRG)	437	510	671	744	29/0
39	32	31	31	REFRESHMENTS Banditos (Mercury)	434	381	390	307	42/0
—	45	39	32	STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic)	416	305	277	234	45/9
34	31	29	33	ALICE IN CHAINS Again (Columbia/CRG)	414	410	390	348	45/3
17	20	25	34	ALANIS MORISSETTE Ironic (Maverick/Reprise)	409	493	631	747	28/0
49	46	40	35	WHY STORE Lack Of Water (Way Cool Music/MCA)	395	300	269	260	40/4
36	35	32	36	MARK KNOPFLER Don't You Get It (Warner Bros.)	374	375	362	330	27/0
23	27	33	37	SMASHING PUMPKINS 1979 (Virgin)	356	370	437	516	38/0
37	37	38	38	GREEN DAY Brain Stew (Reprise)	315	312	340	329	21/0
40	34	36	39	HOWLIN' MAGGIE Alcohol (Columbia/CRG)	291	341	367	305	38/1
21	22	34	40	STABBING WESTWARD What Do I Have To Do? (Columbia/CRG)	288	361	565	634	27/0
25	28	35	41	COLLECTIVE SOUL The World I Know (Atlantic)	281	349	432	468	41/0
DEBUT	12	12	12	JERRY CANTRELL Leave Me Alone (Work/CRG)	268	139	10	—	34/7
48	44	41	43	PATTI ROTHBERG Inside (EMI)	261	277	285	261	28/0
—	—	48	44	TRACY BONHAM Mother Mother (Island)	257	215	180	152	29/3
—	—	50	45	COREY STEVENS & TEXAS FLOOD Gone Too Long (Eureka)	242	204	223	193	21/1
DEBUT	46	46	46	HUNGER Vanishing Cream (Universal)	236	181	174	141	28/4
28	33	42	47	FOO FIGHTERS Big Me (Roswell/Capitol)	235	274	382	420	18/0
DEBUT	48	48	48	GOO GOO DOLLS Long Way Down (Metal Blade/WB)	232	179	98	3	26/4
29	39	44	49	OASIS Wonderwall (Epic)	226	252	327	395	27/0
50	49	46	50	KENNY WAYNE SHEPHERD Deja Voodoo (Revolution)	214	231	255	257	28/0

This chart reflects airplay from May 13-19. Songs ranked by total plays. Highlighted songs indicate Breaker.
84 Rock reporters. 80 current playlists. © 1996, R&R Inc.

NEW & ACTIVE**PAUL WESTERBERG Love Untold (Reprise)**

Total Plays: 191, Total Stations: 23, Adds: 0

HAZIES Skin & Bones (EMI)

Total Plays: 188, Total Stations: 27, Adds: 5

PETER WOLF Long Line (Reprise)

Total Plays: 183, Total Stations: 15, Adds: 0

EVERCLEAR Heartspark Dollarsign (Capitol)

Total Plays: 154, Total Stations: 21, Adds: 5

SMASHING PUMPKINS Tonight, Tonight (Virgin)

Total Plays: 134, Total Stations: 12, Adds: 2

IMPERIAL DRAG Boy Or A Girl (Work/CRG)

Total Plays: 123, Total Stations: 22, Adds: 5

DADA I Get High (IRS)

Total Plays: 112, Total Stations: 14, Adds: 1

STEVE EARLE Feel Alright (Warner Bros.)

Total Plays: 111, Total Stations: 9, Adds: 0

SUPER 8 King Of The World (Hollywood)

Total Plays: 109, Total Stations: 20, Adds: 5

MARILYN MANSON Sweet Dreams (Are Made Of This) (Nothing/Interscope)

Total Plays: 106, Total Stations: 13, Adds: 2

Songs ranked by total plays.

BREAKERS**METALLICA**

Until It Sleeps (Elektra/EEG)

TOTAL PLAYS/INCREASE
656/656TOTAL STATIONS/ADDS
71/70CHART
11**SCREAMIN' CHEETAH WHEELIES**

Hello From Venus (Atlantic)

TOTAL PLAYS/INCREASE
590/100TOTAL STATIONS/ADDS
57/2CHART
19**SCORPIONS**

Wild Child (Atlantic)

TOTAL PLAYS/INCREASE
539/143TOTAL STATIONS/ADDS
48/5CHART
23**WALLFLOWERS**

6th Avenue Heartache (Interscope)

TOTAL PLAYS/INCREASE
522/81TOTAL STATIONS/ADDS
53/5CHART
24**JARS OF CLAY**

Flood (Silvertone)

TOTAL PLAYS/INCREASE
522/30TOTAL STATIONS/ADDS
39/3CHART
25**MOST ADDED**

ARTIST TITLE LABEL(S)	ADDS
METALLICA Until It Sleeps (Elektra/EEG)	70
ZAKK WYLDE Somewhere Between Heaven... (DGC/Geffen)	15
SPACEHOG Cruel To Be Kind (HiFi/Sire/EEG)	10
SOUNDGARDEN Burden In My Hand (A&M)	9
STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic)	9
JERRY CANTRELL Leave Me Alone (Work/CRG)	7
GREEN DAY Walking Contradiction (Reprise)	6
EVERCLEAR Heartspark Dollarsign (Capitol)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
METALLICA Until It Sleeps (Elektra/EEG)	+656
BRYAN ADAMS The Only Thing That Looks... (A&M)	+151
DISHWALLA Counting Blue Cars (A&M)	+146
SCORPIONS Wild Child (Atlantic)	+143
DEF LEPPARD Work It Out (Mercury)	+136
JERRY CANTRELL Leave Me Alone (Work/CRG)	+129
OZZY OSBOURNE I Just Want You (Epic)	+118
STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic)	+111
OASIS Champagne Supernova (Epic)	+109
SCREAMIN' CHEETAH WHEELIES Hello From... (Atlantic)	+100

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
GOO GOO DOLLS Name (Metal Blade/WB)
BUSH Glycerine (Trauma/Interscope)
RED HOT CHILI PEPPERS Aeroplane (Warner Bros.)
GIN BLOSSOMS Follow You Down (A&M)
PEARL JAM I Got Id (Epic)
DON HENLEY You Don't Know Me At All (Geffen)
ZZ TOP She's Just Killing Me (Los Hooligans/Epic)
GOO GOO DOLLS Naked (Metal Blade/WB)
OZZY OSBOURNE See You On The Other Side (Epic)
BUSH Comedown (Trauma/Interscope)

Breakers: Songs registering 500 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

THE CABLE GUY SOUNDTRACK**JERRY CANTRELL
"Leave Me Alone"**

WYSP, KCAL, WCKW, KOMP, KATT,
KMOD, KLAQ, WYNF, WNCB, WBYP,
WJXQ, WZZR, WRKR, WTAO, KQDS,
AND MANY MORE!

**\$10,000 GOLD CHAIN
"Oh, Sweet Nuthin'"**

KSJO, KISW, KRXQ, KRZR,
WGLF, KWBR, WDRK

WORK**JIM CARREY
"Somebody To Love"**

ON MORNING SHOWS
EVERYWHERE!

**PLUS: TOADIES, SILVERCHAIR**

ROCK PLAYLISTS

May 24, 1996 **R&R** • 73

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

MARKET #5
WYSP/Philadelphia
(610) 668-9460
Sabean/Thompson

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
11	30	33	34	STONE TEMPLE PILOTS/Big Bang Baby
31	32	33	34	COLLECTIVE SOUL/Where The River...
24	23	32	33	VAN HALEN/Humans Being
30	32	33	34	BUSH/Machinehead
20	23	26	27	DISHWALLA/Counting Blue Cars
24	23	26	27	SMASHING PUMPKINS/Tonight, Tonight
22	23	25	26	DEF LEPPARD/Work It Out
19	23	24	25	OZZY OSBOURNE/Just Want You
17	24	25	26	SEVEN MARY THREE/Water's Edge
21	23	25	26	SOUNDGARDEN/Pretty Noose
23	24	25	26	HUNGER/Vanishing Cream
22	23	24	25	METALLICA/Until It Sleeps
23	23	26	27	STABBING WESTWARD/What Do I Have To...
20	23	26	27	KING'S X/Sometime
12	19	21	22	STONE TEMPLE PILOTS/Trippin' On A...
-	-	-	-	TOADIES/Possum Kingdom
-	-	-	-	SEVEN MARY THREE/Cumbersome
21	-	-	-	SPACEHOG/In The Meantime
4	3	12	13	ALICE IN CHAINS/Again
6	4	13	14	PRONG/Rude Awakening
6	4	13	14	SMASHING PUMPKINS/Bullet Withi...
5	21	16	17	ALICE IN CHAINS/Over Now
12	-	-	-	SON VOLT/Down
12	-	-	-	EVERCLEAR/Santa Monica...
3	3	3	3	WHITE ZOMBIE/Blood, Milk And Sky
-	-	-	-	GREEN DAY/Brain Stew
32	-	-	-	ALICE IN CHAINS/Heaven Beside You
-	-	-	-	BUSH/Glycerine
3	5	4	8	HAZIES/Skin & Bones
5	7	7	8	IMPERIAL DRAG/Boy Or A Girl

MARKET #14
WBAB/Long Island
(516) 587-1023
Levin/Tortora

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
25	26	23	25	DON HENLEY/You Don't Know Me...
26	27	27	25	DOGS EYE VIEW/Everything Falls...
25	27	24	24	HOOTIE & BLOWFISH/Old Man & Me
25	27	24	24	COLLECTIVE SOUL/Where The River...
15	20	24	24	TRACY CHAPMAN/Give Me One Reason
28	26	22	21	NATALIE MERCHANT/Wonder
23	16	19	19	FOO FIGHTERS/Big Me
-	-	-	-	STING/You Still Touch Me
-	-	-	-	BAOLES/Angeles Is...
-	-	-	-	BRYAN ADAMS/The Only Thing...
10	14	10	15	GIN BLOSSOMS/Follow You Down
17	16	10	14	WALLFLOWERS/6th Avenue Heartache
7	11	10	13	MARK KNOPFLER/Don't You Get It
11	10	10	13	VAN HALEN/Humans Being
-	-	-	-	PETER WOLF/Long Line
7	6	10	10	BADLEES/Fear Of Falling
11	7	10	10	BOB SEGER/Hands In The Air
7	5	6	10	MARY MAHEW/Amelia
-	-	-	-	DEF LEPPARD/Work It Out
8	5	5	7	HOOTIE & BLOWFISH/Tucker's Town
-	-	-	-	KENNY WAYNE SHEPHERD/Born With A Broken...
7	7	7	7	CLAYTON & MULLEN/Mission Impossible
15	14	15	15	BROTHER CANE/And Fools Shine On
6	5	7	7	HOOTIE & BLOWFISH/Sad Capers
6	5	5	5	JOHN HIATT/Shredding
-	-	-	-	KENNY WAYNE SHEPHERD/Deja Voodoo
5	5	5	5	KILLING JOKE/Democracy
5	5	5	5	PAUL WESTERBERG/Love Untold
6	5	5	5	SCREAMIN' CHEETAH.../Hello From Venus

MARKET #14
WRGN/Long Island
(516) 423-6740
Sheehan/Thompson

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
29	31	31	29	HOOTIE & BLOWFISH/Old Man & Me
20	21	22	29	COLLECTIVE SOUL/Where The River...
28	31	30	28	VAN HALEN/Humans Being
26	26	27	27	DOGS EYE VIEW/Everything Falls...
27	27	26	26	SPACEHOG/In The Meantime
-	-	-	-	OZZY OSBOURNE/Just Want You
21	21	21	20	DEF LEPPARD/Work It Out
-	-	-	-	BADLEES/Angeles Is...
-	-	-	-	WALLFLOWERS/6th Avenue Heartache
-	-	-	-	DISHWALLA/Counting Blue Cars
20	19	20	19	SON VOLT/Down
18	19	19	19	DAVE MATTHEWS BAND/Too Much
27	26	27	27	EVERCLEAR/Santa Monica...
17	14	15	15	BUSH/Machinehead
-	-	-	-	METALLICA/Until It Sleeps
14	11	12	12	SCORPIONS/Wild Child
-	-	-	-	STABBING WESTWARD/What Do I Have To...
10	11	11	11	SCREAMIN' CHEETAH.../Hello From Venus
-	-	-	-	VERVE PIPE/Photograph
-	-	-	-	COREY STEVENS.../Gone Too Long
21	20	21	21	KENNY WAYNE SHEPHERD/Born With A Broken...
15	14	9	9	SEVEN MARY THREE/Water's Edge
7	7	7	7	GOO GOD DOLLS/Name
6	7	7	7	SMASHING PUMPKINS/1979
6	7	7	7	COLLECTIVE SOUL/The World I Know
-	-	-	-	BUSH/Glycerine
8	8	7	7	AC/DC/Hard As A Rock
7	7	7	7	SEVEN MARY THREE/Cumbersome
8	7	7	7	DON HENLEY/You Don't Know Me...

MARKET #19
WDVE/Pittsburgh
(412) 937-1441
Romano/Winter

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
-	-	-	-	REFRESHMENTS/Banditos
21	25	27	25	JARS OF CLAY/Flood
24	27	24	24	DISHWALLA/Counting Blue Cars
19	21	20	23	SEVEN MARY THREE/Cumbersome
13	18	18	23	CLARKS/Caroline
24	22	21	21	EVERCLEAR/Santa Monica
19	19	19	19	NIXONS/Sister
-	-	-	-	OZZY OSBOURNE/Just Want You
19	12	18	18	ALICE IN CHAINS/Heaven Beside You
-	-	-	-	DEF LEPPARD/Work It Out
11	13	16	16	VAN HALEN/Humans Being
-	-	-	-	VERVE PIPE/Photograph
11	15	15	16	PAUL WESTERBERG/Love Untold
16	14	19	15	GOO GOD DOLLS/Name
8	14	12	15	BADLEES/Angeles Is...
17	19	13	13	BONEPONNY/Where The Water's...
16	14	13	13	WHY STORE/Lack Of Water
14	14	12	12	GREEN DAY/Brain Stew
19	25	17	12	SON VOLT/Down
9	14	12	11	GATHERING FIELDS/Are You An Angel
6	8	10	11	HOOTIE & BLOWFISH/Old Man & Me
9	10	8	11	BUSH/Machinehead
-	-	-	-	STONE TEMPLE PILOTS/Trippin' On A...
6	4	6	10	WALLFLOWERS/6th Avenue Heartache
15	20	11	10	OZZY OSBOURNE/Just Want You
15	13	10	9	KENNY WAYNE SHEPHERD/Born With A Broken...
9	7	7	7	SEVEN MARY THREE/Water's Edge
13	9	8	8	BADLEES/Fear Of Falling
13	14	9	8	COLLECTIVE SOUL/Where The River...
22	10	5	6	SPACEHOG/In The Meantime

MARKET #25
WBNN/Cincinnati
(513) 621-9326
Hardin/Reinhart

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
23	25	34	32	BUSH/Machinehead
27	31	33	31	STONE TEMPLE PILOTS/Trippin' On A...
32	33	27	27	GREEN DAY/Brain Stew
23	15	26	26	STONE TEMPLE PILOTS/Big Bang Baby
31	32	23	23	SEVEN MARY THREE/Water's Edge
23	15	25	21	SPACEHOG/In The Meantime
12	16	20	19	DISHWALLA/Counting Blue Cars
22	21	20	19	SOUNDGARDEN/Pretty Noose
-	-	-	-	SEVEN MARY THREE/My
19	19	19	18	VAN HALEN/Humans Being
33	24	17	17	SEVEN MARY THREE/Cumbersome
23	16	16	16	EVERCLEAR/Santa Monica...
-	-	-	-	METALLICA/Until It Sleeps
12	13	17	15	ALICE IN CHAINS/Again
19	13	17	15	ALICE IN CHAINS/Heaven Beside You
14	14	14	14	NIXONS/Sister
20	14	14	14	KENNY WAYNE SHEPHERD/Deja Voodoo
15	17	17	14	SEVEN MARY THREE/Devi Boy
-	-	-	-	LIVE!/Alive
15	14	15	14	TOADIES/Possum Kingdom
19	15	15	14	BUSH/Comedown
13	16	13	13	COLLECTIVE SOUL/Where The River...
10	9	9	10	VERVE PIPE/Photograph
9	9	9	9	DAVE MATTHEWS BAND/In My Hand
-	-	-	-	SOUNDGARDEN/Burden In My Hand
-	-	-	-	DAVE MATTHEWS BAND/Too Much
-	-	-	-	SOUNDGARDEN/Blow Up
-	-	-	-	MARILYN MANSON/Sweet Dreams...
-	-	-	-	SEVEN MARY THREE/Water's Edge
11	11	13	7	DEF LEPPARD/Work It Out
-	-	-	-	DEF LEPPARD/Work It Out
8	12	5	7	WALLFLOWERS/6th Avenue Heartache

MARKET #27
KCAL/Riverside
(909) 793-3554
Shaw/Matthews

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
14	13	24	27	KENNY WAYNE SHEPHERD/Born With A Broken...
10	17	26	26	BUSH/Machinehead
30	27	26	26	VAN HALEN/Humans Being
21	27	28	24	SOUNDGARDEN/Pretty Noose
17	19	20	23	GOO GOD DOLLS/Name
20	18	22	23	DISHWALLA/Counting Blue Cars
-	-	-	-	SCORPIONS/Wild Child
4	13	21	21	COLLECTIVE SOUL/Where The River...
6	24	21	19	DEF LEPPARD/Work It Out
7	9	15	19	OZZY OSBOURNE/Just Want You
16	16	19	19	ALICE IN CHAINS/Again
4	7	14	15	KISS/Rock Bottom
14	10	14	14	SEVEN MARY THREE/Water's Edge
9	9	12	12	BAD RELIGION/A Walk
17	12	11	11	STONE TEMPLE PILOTS/Big Bang Baby
-	-	-	-	GIN BLOSSOMS/Day Job
-	-	-	-	BRYAN ADAMS/The Only Thing...
9	9	11	11	TOADIES/Possum Kingdom
18	23	14	11	EVERCLEAR/Santa Monica...
15	11	12	10	SEVEN MARY THREE/Cumbersome
-	-	-	-	SPACEHOG/Cruel To Be Kind
-	-	-	-	GREEN L.../Walking
29	27	14	9	GREAT WH.../My World
-	-	-	-	SPACEHOG/In The Meantime
-	-	-	-	STONE TEMPLE PILOTS/Trippin' On A...
-	-	-	-	CRACKER/Nothing To Believe...
-	-	-	-	PETER WOLF/Long Line
-	-	-	-	REFRESHMENTS/Banditos
26	25	12	8	COLLECTIVE SOUL/The World I Know
6	6	5	8	REO HOTT CHILL.../Aeroplane

MARKET #31
WHJY/Providence
(401) 438-6110
Weston/Schilino

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
15	23	25	27	BUSH/Machinehead
12	23	26	24	ALANIS MORISSETTE/Ironic
24	25	29	24	SPACEHOG/In The Meantime
23	27	28	24	VAN HALEN/Humans Being
13	13	14	20	OASIS/Champagne Supernova
24	26	26	26	SMASHING PUMPKINS/1979
23	20	18	18	RED HOT CHILL.../Aeroplane
-	-	-	-	PETER WOLF/Long Line
-	-	-	-	DEF LEPPARD/Work It Out
-	-	-	-	DOGS EYE VIEW/Everything Falls...
-	-	-	-	DEF LEPPARD/Work It Out
-	-	-	-	PRESIDENTS OF.../Peaches
12	17	15	15	DAVE MATTHEWS BAND/Too Much
13	9	17	15	PEARL JAM/Better Man
14	14	15	14	JEWEL/Who Will Save...
5	7	16	14	SPIN DOCTORS/She Used To Be Mine
14	15	15	14	HOOTIE & BLOWFISH/Old Man & Me
-	-	-	-	JOAN OSBORNE/S... Teresa
-	-	-	-	METALLICA/Until It Sleeps
14	11	16	12	DISHWALLA/Counting Blue Cars
10	9	16	12	KISS/Rock And Roll All...
13	12	14	11	COLLECTIVE SOUL/Where The River...
6	9	14	11	BADLEES/Angeles Is...
3	5	6	7	UNIVERSAL HOME.../Printh You
5	7	8	7	INTO ANOTHER.../T.A.L.L.
-	-	-	-	TRACY BONHAM/Mother Mother
5	6	7	7	RAGE AGAINST.../Bulls On Parade
-	-	-	-	GOO GOD DOLLS/Long Way Down
-	-	-	-	SMASHING PUMPKINS/Tonight, Tonight
6	6	7	6	STABBING WESTWARD/What Do I Have To...

MARKET #38
WCKW/New Orleans
(504) 831-8811
Level

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
17	15	30	32	OASIS/Champagne Supernova
31	31	30	32	ALICE IN CHAINS/Heaven Beside You
27	31	32	31	COLLECTIVE SOUL/Where The River...
13	15	17	27	DISHWALLA/Counting Blue Cars
28	29	26	27	BUSH/Machinehead
16	16	22	24	VAN HALEN/Humans Being
20	18	19	19	SOUNDGARDEN/Pretty Noose
9	12	19	19	OZZY OSBOURNE/Just Want You
12	18	13	18	GOO GOD DOLLS/Long Way Down
-	-	-	-	SCORPIONS/Wild Child
11	15	16	16	BADLEES/Angeles Is...
31	32	16	16	SPACEHOG/In The Meantime
15	14	15	15	NIXONS/Sister
12	18	14	15	DEF LEPPARD/Work It Out
16	11	15	15	KISS/Rock And Roll All...
7	10	9	14	STABBING WESTWARD/What Do I Have To...
19	16	14	14	HOOTIE & BLOWFISH/Old Man & Me
11	18	13	13	SON VOLT/Down
12	12	9	12	MARILYN MANSON/Sweet Dreams...
15	16	12	12	ALANIS MORISSETTE/Ironic
13	14	10	10	KENNY WAYNE SHEPHERD/Born With A Broken...
13	14	10	10	METALLICA/Until It Sleeps
10	11	8	10	AC/DC/Batbreaker
10	11	8	10	DOGS EYE VIEW/Everything Falls...
10	9	9	9	TOADIES/Possum Kingdom
9	7	9	9	BUSH/Comedown
9	9	9	9	BROTHER CANE/And Fools Shine On
-	-	-	-	GOO GOD DOLLS/Long Way Down
10	10	9	9	SILVERCHAIR/Tomorrow
11	9	10	9	KENNY WAYNE SHEPHERD/Deja Voodoo

MARKET #41
WCCC/Hartford
(860) 233-4426
Karoly/Lich

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
32	29	25	34	HOOTIE & BLOWFISH/Old Man & Me
32	31	27	33	DAVE MATTHEWS BAND/Too Much
11	23	27	33	COLLECTIVE SOUL/Where The River...
10	20	32	33	VAN HALEN/Humans Being
11	12	9	26	BADLEES/Angeles Is...



SKY DANIELS

Giving Listeners A Voice And A Choice

□ Rock The Vote seeks to empower the Alternative constituency

"You don't let other people choose your music. Why let them choose your Future?" That's the tag line of **Rock The Vote's** latest campaign. The non-profit organization, although headquartered in Santa Monica, CA, does not intend to "watch the world die."

Rock The Vote successfully made its presence felt in the 1992 elections by appealing to an increasingly apathetic 18-34 core group through effective alliances with major artists and labels using MTV as a medium. This election year, Rock The Vote has targeted another medium to inspire would-be voters: Alternative Radio.

In 1992, an estimated 2 million additional young Americans voted as a result of Rock The Vote's efforts, according to Director/Special Projects **Sharon Fratello-Trager**. Fratello-Trager is enthusiastic about involving radio as its medium of choice, having spent many years in marketing for the **Pollack Media Group**. "Our purpose is to motivate the different branches of the industry to involve young people in the political process. In 1992 we were very successful in connecting labels and artists with retail through NARM and with television through MTV. Mobilizing radio to involve young people is our goal this year."

Fratello-Trager notes that the involvement of such artists as **Joan Osborne**, **Melissa Etheridge**, **Seal**, **Presidents Of The United**

States Of America, and **Goo Goo Dolls** is just the beginning of an intense campaign using the force of Alternative radio. "So many of the station festivals and summer events offer a synergistic opportunity to reach the young would-be voter. It's a natural evolution for Rock The Vote.

"Rather than relying on the mundane recorded PSAs and providing a booth for a station event, we wanted to entice Alternative stations to really get involved with campaigns this summer. In order to motivate them, we created a market-exclusive licensing agreement with stations in the top 50 markets." Fratello-Trager states that the organization's goal is to secure involvement in 80% of those markets.

Chicago Voters Q Up

In Chicago, **WKQX (Q101)** has chosen to carry the Rock The Vote torch. The station recently held a kickoff event, a live broadcast from Chicago's **Hard Rock Cafe**. (The **Hard Rock Cafe** is acting as a national corporate sponsor for events.) According to Q101 Marketing Director **Ray Mena**, of the 800 people attending the event, 134 registered. "We were elated at the success at that event. Likewise, we've been sending a dedicated van to area high schools, with some schools showing 50% of the seniors registering on the spot."

Q101 PD **Bill Gamble** attempts to

put the figures in perspective: "In a handful of targeted events, we've managed to register 1000 voters. Rock The Vote typically is happy with getting 200 people registered at a major stadium concert. Cook County voter registration officials are excited by the numbers."

Gamble feels the only way to achieve those results is by making a major commitment to the project. "We are out every single day, right up to November, registering young voters. Our major festival — the **Q101 Jamboree**, which attracts 30,000 people — is highlighting our Rock The Vote efforts. We will make donations from the proceeds of that and other events. We are going to all the major events ... **Lollapalooza**, the **Cure** concert, the **Cranberries** show. This isn't being relegated to public-service hours on Sunday mornings."



Bill Gamble

Mena notes, "We have a dedicated van and team of staffers whose entire mission is to impact Rock The Vote this summer. We are going to events big and small, from high school auditoriums to concert clubs. We will really work the Chicago street festivals — **Taste of Chicago** and the like — to reach big numbers."

Making It Happen

Q101 isn't the only station excited about rocking the vote. Alternative radio's response has been tremendous, says Fratello-Trager (see "Stand Up, You're Rockin' The Vote"). "The response really is unprecedented in the non-profit world. Part of the reason is that we are an industry group that understands the medium. We don't tell stations how to market the campaign, and we don't require a minimum spot commitment. We seek stations that want to make voter registration and educating their audience a priority. We train the station's staff in establishing voter registration. The stations then do the bulk of the work."

That work includes creating correlated materials like bumper stickers, flyers, and postcards. "They have full use of our recognized logo. We've given them the opportunity to involve community advertisers in cross-marketing — on bumper stickers, having retail stores as registration sites, or tagging them on recorded messages. Our success is reliant upon their dedication to community involvement."

With many stations already enthusiastically joining the cause, Fratello-Trager muses about what prompts their involvement. "Does social con-

Stand Up, You're Rockin' The Vote

Here's a list of the Alternative stations already committed to helping **Rock The Vote** launch its '96 efforts. If your station wants to join in, contact **Sharon Fratello-Trager** at (310) 656-2464.

WXRK/New York
KROQ/Los Angeles
WKQX/Chicago
WIBF/Philadelphia
KDGE/Dallas
WHFS/Washington
KTBS/Houston
WBCN/Boston
KOME/San Jose
WNNX/Atlanta
XTRA/San Diego
WOXY/Cincinnati
WPLA/Jacksonville
WNRQ/Pittsburgh
WMMS/Cleveland
KNRK/Portland
KEGE/Minneapolis
KWOD/Sacramento



WEDG/Buffalo
WRLG/Nashville
WRXQ/Memphis
WEND/Charlotte
WPBZ/West Palm Beach
WXNU/Louisville
WNRV/Rochester
WXEG/Dayton
WEJE/Ft. Wayne
WCHZ/Augusta

scious inspire media coverage? Or does media coverage create social consciousness? I've been involved in a lot of worthy causes and never saw the response this campaign is getting. I believe it's because there's no perceptible downside compared to many issues. What controversy is there to people utilizing their due right to vote?"

You Oughta Know

Rock The Vote's 1992 success paved the way for acceptance of this year's efforts, says Fratello-Trager. Targeting Alternative stations was an organic notion springing from the organization's national research. "We've done extensive focus groups regarding our target demo



Do you regard your listeners as part of your community? Then you have a definite responsibility as broadcasters to encourage them to vote.

— Ray Mena

and found a tremendous sense of disenfranchisement in the 18-34 cell. Young people feel that government doesn't care about them. Secondly, they don't see how government directly affects their lives. They also don't feel educated enough about issues to walk into a voting booth. Many of them wouldn't know how to use a voting booth. Our job is to touch those people by providing insight, facts, and entertainment to inspire them.

"A lot of our target demo are students. Do they realize that university policies and funding are a result of the political process? Some are beginning workers. Again, wage structures stem from the political realm."

Young people are correct in their contention that candidates don't usually address their needs, says Fratello-Trager. "Until 18-34-year-olds show up at the ballot booth, candidates will not address their concerns."

1992 showed the power of mobilization, with the now-familiar image of a candidate in sunglasses

playing the saxophone. "We actively pursued politicians to get them to recognize this potential constituency. In 1992 Rock The Vote extended invitations to the major-party candidates to address the young in our MTV events. One candidate chose to respond to the challenge: **Bill Clinton**. **George Bush** was invited and declined. At the **WKQX** kickoff broadcast, [White House Sr. Advisor] **George Stephanopolous** said young people were the deciding vote for **Bill Clinton**."

'A Definite Responsibility'

Q101's **Gamble** knows that it's hard enough to get 18-34s to fill out ratings diaries. So how hard will it be to get them registered? He re-

sponds, "The real test is in November. There is so much slighting of this 'apathetic slacker' generation. If properly informed — in an entertaining way — these people will respond. Bringing the relevant issues to light is important. This audience is facing choices for the first time in their lives. We have to let them know they are empowered to make change."

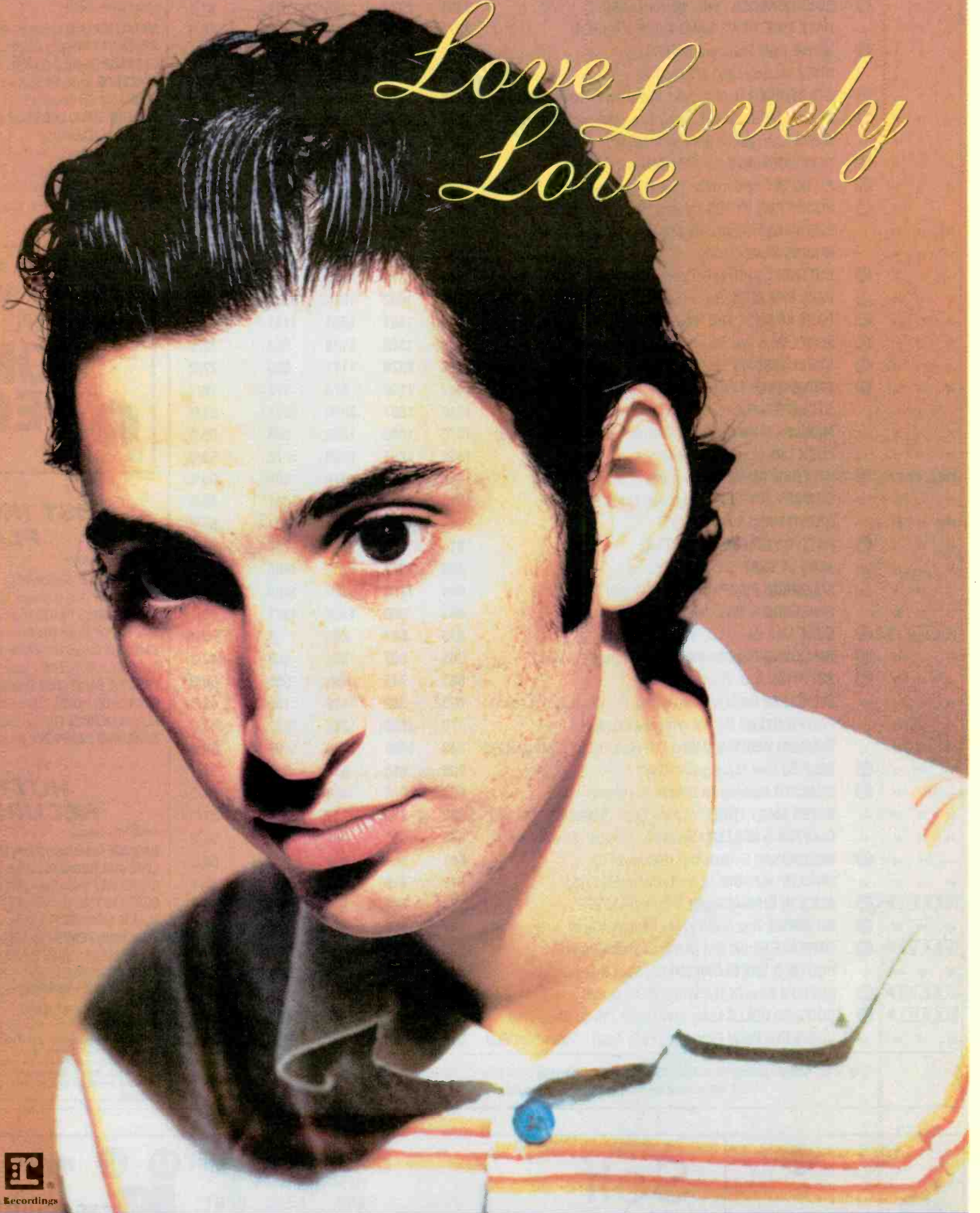
Rock The Vote, **Gamble** adds, "is using music and music figures to represent the agenda. Music throughout recent history has tended to effect social change. Rock The Vote represents the notion of the most fundamental change: one vote — your vote — makes a difference."

"Do you regard your listeners as part of your community?" **Mena** inquires. "Then you have a definite responsibility as broadcasters to encourage them to vote. Rock The Vote has been successful at getting young people to believe that they are empowered."

"GUILTY"
Alternative Chart 30 - 27
On tour with the **Nixons** in June
up to stress rotation
Contact **John Perrone** or **Gary Jay** at **TVT Records**
(212) 979-6410 FAX (212) 979-6489
e-mail: gary2tvrecords.com johnp@tvtrcords.com

JONNY POLONSKY

*Love
Lovely
Love*



The album: HI MY NAME IS JONNY

See JONNY POLONSKY *on* LOLLA-PALONSKY '96.

Recorded and performed by Jonny Polonsky

MAY 24, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	CRANBERRIES Salvation (Island) 2861 3036 3107 3058 94/0	2861	3036	3107	3058	94/0
5	3	2	2	TRACY BONHAM Mother Mother (Island) 2789 2725 2641 2459 92/0	2789	2725	2641	2459	92/0
7	6	3	3	DISHWALLA Counting Blue Cars (A&M) 2536 2492 2310 2077 90/0	2536	2492	2310	2077	90/0
8	7	6	4	SOUNDGARDEN Pretty Noose (A&M) 2431 2373 2193 2072 87/1	2431	2373	2193	2072	87/1
6	5	4	5	DAVE MATTHEWS BAND Too Much (RCA) 2373 2408 2421 2426 86/0	2373	2408	2421	2426	86/0
9	8	8	6	VERVE PIPE Photograph (RCA) 2231 2174 2103 2026 93/1	2231	2174	2103	2026	93/1
3	4	5	7	BUSH Machinehead (Trauma/Interscope) 2230 2384 2436 2581 74/0	2230	2384	2436	2581	74/0
13	10	9	8	GOLDFINGER Here In Your Bedroom (Mojo/Universal) 2078 1960 1836 1657 90/0	2078	1960	1836	1657	90/0
—	25	11	9	ALANIS MORISSETTE You Learn (Maverick/Reprise) 1877 1685 1141 441 77/3	1877	1685	1141	441	77/3
2	2	7	10	OASIS Champagne Supernova (Epic) 1870 2338 2710 2962 70/0	1870	2338	2710	2962	70/0
20	16	14	11	REFRESHMENTS Banditos (Mercury) 1649 1560 1371 1280 75/2	1649	1560	1371	1280	75/2
26	18	15	12	NO DOUBT Spiderwebs (Trauma/Interscope) 1601 1488 1313 1143 76/7	1601	1488	1313	1143	76/7
—	—	17	13	PORNO FOR PYROS Tahitian Moon (Warner Bros.) 1585 1392 408 — 82/4	1585	1392	408	—	82/4
23	12	13	14	EVERCLEAR Heartspark Dollarsign (Capitol) 1541 1589 1421 1202 81/3	1541	1589	1421	1202	81/3
12	11	10	15	NIXONS Sister (MCA) 1533 1686 1651 1721 67/1	1533	1686	1651	1721	67/1
—	31	22	16	BUTTHOLE SURFERS Pepper (Capitol) 1505 1279 950 514 71/3	1505	1279	950	514	71/3
22	15	16	17	PAUL WESTERBERG Love Untold (Reprise) 1494 1462 1375 1236 78/2	1494	1462	1375	1236	78/2
25	21	18	18	RAGE AGAINST THE MACHINE Bulls On Parade (Epic) 1443 1361 1253 1143 81/1	1443	1361	1253	1143	81/1
29	26	20	19	JEWEL Who Will Save Your Soul (Atlantic) 1433 1320 1140 994 73/5	1433	1320	1140	994	73/5
34	28	19	20	GIN BLOSSOMS Day Job (A&M) 1422 1328 1111 860 77/2	1422	1328	1111	860	77/2
47	33	25	21	STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic) 1407 1100 878 572 70/7	1407	1100	878	572	70/7
4	9	12	22	STONE TEMPLE PILOTS Big Bang Baby (Atlantic) 1349 1657 2056 2577 61/0	1349	1657	2056	2577	61/0
31	29	26	23	MARILYN MANSON Sweet Dreams... (Nothing/Interscope) 1072 1093 1069 968 69/0	1072	1093	1069	968	69/0
21	20	21	24	LUSH Ladykillers (4AD/Reprise) 1062 1287 1265 1272 58/0	1062	1287	1265	1272	58/0
BREAKER	25	—	25	IMPERIAL DRAG Boy Or A Girl (Work/CRG) 1040 885 818 592 68/4	1040	885	818	592	68/4
17	13	23	26	COWBOY JUNKIES A Common Disaster (Geffen) 1013 1257 1401 1411 48/0	1013	1257	1401	1411	48/0
36	32	31	27	GRAVITY KILLS Guilty (TVT) 980 983 932 821 55/0	980	983	932	821	55/0
41	37	32	28	PATTI ROTHBERG Inside (EMI) 914 899 779 732 54/3	914	899	779	732	54/3
18	24	28	29	JARS OF CLAY Flood (Silvertone) 889 1013 1165 1405 40/1	889	1013	1165	1405	40/1
15	17	24	30	SMASHING PUMPKINS Zero (Virgin) 889 1103 1339 1489 37/1	889	1103	1339	1489	37/1
19	22	30	31	SPACEHOG In The Meantime (HiFi/Sire/EEG) 887 996 1168 1341 48/1	887	996	1168	1341	48/1
DEBUT	32	—	32	CURE Mint Car (Fiction/EEG) 876 527 206 1 64/14	876	527	206	1	64/14
—	—	40	33	SMASHING PUMPKINS Tonight, Tonight (Virgin) 866 697 501 460 43/3	866	697	501	460	43/3
48	43	37	34	SOLUTION A.D. Fearless (TAG) 863 745 680 553 60/5	863	745	680	553	60/5
24	27	34	35	EVERCLEAR Santa Monica (Watch The World Die) (Capitol) 826 882 1140 1189 43/0	826	882	1140	1189	43/0
11	14	29	36	FOO FIGHTERS Big Me (Roswell/Capitol) 770 1006 1382 1727 47/0	770	1006	1382	1727	47/0
14	23	27	37	STABBING WESTWARD What Do I Have To Do? (Columbia/CRG) 743 1061 1168 1495 38/0	743	1061	1168	1495	38/0
46	47	43	38	SELF So Low (Spongebath/Zoo) 708 683 631 587 53/7	708	683	631	587	53/7
—	—	45	39	CRACKER Nothing To Believe In (Virgin) 684 606 489 386 41/2	684	606	489	386	41/2
37	38	36	40	SEVEN MARY THREE Water's Edge (Mammoth/Atlantic) 680 754 747 807 37/1	680	754	747	807	37/1
49	46	41	41	CLAYTON & MULLEN Mission: Impossible (Mother/Island) 666 693 645 537 51/0	666	693	645	537	51/0
—	—	48	42	SUPERDRAG Sucked Out (Elektra/EEG) 661 564 436 276 50/2	661	564	436	276	50/2
44	45	42	43	HOWLIN' MAGGIE Alcohol (Columbia/CRG) 578 685 649 620 45/1	578	685	649	620	45/1
DEBUT	44	—	44	ALICE IN CHAINS Again (Columbia/CRG) 574 521 457 395 40/4	574	521	457	395	40/4
42	48	50	45	NO DOUBT Just A Girl (Trauma/Interscope) 571 558 595 676 33/0	571	558	595	676	33/0
DEBUT	46	—	46	GARBAGE Stupid Girl (Almo Sounds/Geffen) 563 317 215 171 54/25	563	317	215	171	54/25
30	40	46	47	HOOTIE & THE BLOWFISH Old Man & Me (Atlantic) 549 605 738 984 25/0	549	605	738	984	25/0
DEBUT	48	—	48	SUPER 8 King Of The World (Hollywood) 527 457 255 79 47/4	527	457	255	79	47/4
DEBUT	49	—	49	GOO GOO DOLLS Long Way Down (Metal Blade/WB) 525 449 233 44 39/2	525	449	233	44	39/2
27	36	44	50	DOG'S EYE VIEW Everything Falls Apart (Columbia/CRG) 516 620 781 1054 25/0	516	620	781	1054	25/0

This chart reflects airplay from May 13-19. Songs ranked by total plays. Highlighted songs indicate Breaker. 95 Alternative reporters. 92 current playlists. © 1996, R&R Inc.

BREAKERS®

IMPERIAL DRAG
Boy Or A Girl (Work/CRG)

TOTAL PLAYS/INCREASE: 1040/155
TOTAL STATIONS/ADDS: 68/4
CHART: 25

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
METALLICA Until It Sleeps (Elektra/EEG)	38
GREEN DAY Walking Contradiction (Reprise)	33
GARBAGE Stupid Girl (Almo Sounds/Geffen)	25
SPACEHOG Cruel To Be Kind (HiFi/Sire/EEG)	16
CURE Mint Car (Fiction/EEG)	14
PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)	13
311 Down (Capricorn)	12
MAGNAPOP Open The Door (Priority)	12
FUGEES No Woman, No Cry (Ruffhouse/Columbia/CRG)	11
NADA SURF Popular (Elektra/EEG)	10
SOUNDGARDEN Burden In My Hand (A&M)	10

BILL GAMBLE & MARY SHUMINAS
STAND UP FOR THE COMMON PEOPLE **PULP**
"COMMON PEOPLE"
ISLAND Q101 ADD

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CURE Mint Car (Fiction/EEG)	+349
METALLICA Until It Sleeps (Elektra/EEG)	+337
STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic)	+307
MAGNAPOP Open The Door (Priority)	+259
GARBAGE Stupid Girl (Almo Sounds/Geffen)	+246
BUTTHOLE SURFERS Pepper (Capitol)	+226
PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)	+202
PORNO FOR PYROS Tahitian Moon (Warner Bros.)	+193
ALANIS MORISSETTE You Learn (Maverick/Reprise)	+192
SMASHING PUMPKINS Tonight, Tonight (Virgin)	+169

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
GARBAGE Only Happy When It Rains (Almo Sounds/Geffen)
LOVE AND ROCKETS Sweet Lover... (American/Reprise)
GREEN DAY Brain Stew (Reprise)
CURE The 13th (Fiction/EEG)
ALANIS MORISSETTE Ironic (Maverick/Reprise)
SMASHING PUMPKINS 1979 (Virgin)
SEVEN MARY THREE Cumbersome (Mammoth/Atlantic)
ALICE IN CHAINS Heaven Beside You (Columbia/CRG)
RED HOT CHILI PEPPERS Aeroplane (Warner Bros.)
OASIS Wonderwall (Epic)

Breakers: Songs registering 1000 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

SO LOW



Self
"SO LOW"

From The Album Subliminal Plastic Motives
Produced By Matt Mahaffey



ALTERNATIVE CHART 43 - 38 708 SPINS!

New This Week:
99X KEGE KPNT
WEDG KORB WXZZ
WPGU



120 MINUTES

ON TOUR WITH CAST

WXRK WRXQ WENZ WEQX KLZR KRRK WZRH and SOOO
KREV WBZU KISF KGDE WEND WFNX WRAX many more!
WAQZ WNFZ WDGE KTBZ WXNU KNRK KFMA
WLUM LIVE105 WRLG KBBT WQBK KCXX



Stations and their adds listed alphabetically by market

Table listing radio stations and their adds across various markets including Albany, NY; Charlotte, NC; Ft. Wayne, IN; Lexington, KY; New York, NY; Poughkeepsie, NY; San Francisco, CA; etc.

NEW & ACTIVE

Table listing new and active songs with details like artist, title, total plays, and stations. Includes entries for DADA I Get High (IRS), METALLICA Until It Sleeps (Elektra/EEG), GREEN DAY Walking Contradiction (Reprise), etc.

Advertisement for TAG RECORDINGS featuring the song 'fearless' by DADA. Includes text: 'A solid Alternative hook-filled Rock song that is perfect for any guitar-driven radio station' and 'ADD WXRK/NYC OVER 1000 COMBINED SPINS IN ITS FIRST MONTH!'.

ALTERNATIVE PLAYLISTS

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

92.3 KROQ
MARKET #1
WXRK/New York
 (212) 750-0550
 Kingston/Milkman/Tobin

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	23	32	40	40	STONE TEMPLE PILOTS/Big Bang Baby
35	33	39	40	40	SOUNDGARDEN/Pretty Noose
34	40	40	40	40	RAGE AGAINST.../Bulls On Parade
41	40	41	39	38	TRACY BONHAM/Mother Mother
32	32	39	38	38	SMASHING PUMPKINS/Zero
39	36	35	37	37	NIRVANA/Margid
35	34	35	35	35	TRACY BONHAM/Mother Mother
14	19	41	32	32	NO DOUBT/Spiderwebs
5	26	32	32	32	PORNO FOR PYROS/Tahitian Moon
36	34	27	27	27	MARILYN MANSON/Sweet Dreams...
35	23	24	26	26	CRANBERRIES/Salvation
5	22	26	26	26	GARBAGE/Stupid Girl
41	27	24	26	26	GOLDFINGER/Here In Your Bedroom
32	40	32	25	25	STONE TEMPLE PILOTS/Trippin' On A...
22	20	23	24	24	SMASHING PUMPKINS/Tonight, Tonight
22	25	21	24	24	NIXONS/Sister
14	18	24	23	23	OASIS/Don't Look Back...
33	31	25	23	23	VERVE PIPE/Photograph
4	17	23	23	23	ALICE IN CHAINS/Again
14	29	23	23	23	FUGEES/No Woman, No Cry
15	19	21	21	21	EVERCLEAR/Heartspark...
22	23	21	21	21	JEWEL/Who Will Save...
19	19	21	21	21	RADIOHEAD/Street Spirit
28	32	18	19	19	NO DOUBT/Just A Girl
43	15	19	19	19	SELFIN/So Low
24	26	24	24	24	PRIMITIVE RADIO GODS/Standing Outside...
13	15	18	18	18	BUTTHOLE SURFERS/Pepper
12	21	17	17	17	JARS OF CLAY/Flood
12	13	24	17	17	GRAVITY KILLS/Guilty

WORLD FAMOUS KROQ
MARKET #2
KROQ/Los Angeles
 (818) 567-1067
 Weatherly/Sandblom/Worden

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	21	31	39	39	STONE TEMPLE PILOTS/Big Bang Baby
22	32	30	36	36	SOUNDGARDEN/Pretty Noose
34	38	42	36	36	RAGE AGAINST.../Bulls On Parade
34	32	38	33	33	TRACY BONHAM/Mother Mother
19	38	33	30	30	JEWEL/Who Will Save...
19	19	20	30	30	NIRVANA/Margid
39	37	35	27	27	BUSH/Machinehead
27	37	35	27	27	SMASHING PUMPKINS/Zero
34	23	36	26	26	LUSH/Ladykillers
39	38	26	26	26	NO DOUBT/Spiderwebs
10	27	24	24	24	GARBAGE/Stupid Girl
1	24	24	24	24	PRIMITIVE RADIO GODS/Standing Outside...
31	25	24	24	24	MARILYN MANSON/Sweet Dreams...
15	15	13	23	23	SMASHING PUMPKINS/Tonight, Tonight
27	21	20	23	23	CRANBERRIES/Salvation
27	21	20	20	20	PORNO FOR PYROS/Tahitian Moon
13	20	21	20	20	OASIS/Don't Look Back...
13	22	20	20	20	FUGEES/No Woman, No Cry
22	18	19	19	19	GOLDFINGER/Here In Your Bedroom
20	14	21	19	19	JARS OF CLAY/Flood
34	39	27	19	19	STONE TEMPLE PILOTS/Trippin' On A...
18	25	25	18	18	METALLICA/Until It Sleeps
6	25	17	17	17	MAGNAPOP/Open The Door
21	22	12	16	16	EVERCLEAR/Santa Monica...
25	21	14	16	16	VERVE PIPE/Photograph
11	11	15	14	14	DAVE MATTHEWS BAND/Too Much
11	10	12	15	15	BUTTHOLE SURFERS/Pepper
1	12	15	15	15	METALLICA/Until It Sleeps
13	13	12	13	13	NIXONS/Sister
12	13	12	13	13	NIXONS/Sister

Q101
MARKET #3
WKQX/Chicago
 (312) 527-8348
 Gambler/Shuminas

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
55	61	59	58	58	BUSH/Machinehead
39	38	35	42	42	CRANBERRIES/Salvation
14	12	27	42	42	SMASHING PUMPKINS/Tonight, Tonight
35	30	39	39	39	EVERCLEAR/Santa Monica...
38	41	38	36	36	RAGE AGAINST.../Bulls On Parade
29	25	36	36	36	NO DOUBT/Spiderwebs
19	36	38	35	35	STONE TEMPLE PILOTS/Trippin' On A...
24	35	33	34	34	STABBING WESTWARD/What Do I Have To...
10	13	33	31	31	ALANIS MORISSETTE/You Learn
31	31	31	31	31	NIRVANA/Margid
28	32	31	31	31	SEVEN MARY THREE/Cumbersome
38	35	24	28	28	OASIS/Champagne Supernova
36	34	34	27	27	NIXONS/Sister
35	34	34	27	27	TRACY BONHAM/Mother Mother
20	26	27	27	27	GRAVITY KILLS/Guilty
10	18	15	26	26	DAVE MATTHEWS BAND/Too Much
10	18	15	26	26	OASIS/Don't Look Back...
6	18	20	24	24	SMASHING PUMPKINS/Zero
6	18	20	24	24	GOLDFINGER/Here In Your Bedroom
43	23	25	22	22	SPACEHOG/In The Meantime
10	20	20	20	20	METALLICA/Until It Sleeps
10	20	20	20	20	BUTTHOLE SURFERS/Pepper
31	12	23	20	20	JEWEL/Who Will Save...
4	22	20	20	20	PORNO FOR PYROS/Tahitian Moon
36	35	31	18	18	ALICE IN CHAINS/Again
1	18	18	18	18	PRIMITIVE RADIO GODS/Standing Outside...
1	15	18	18	18	GARBAGE/Stupid Girl
1	15	18	18	18	SOUNDGARDEN/Blow Up...
34	30	15	15	15	STONE TEMPLE PILOTS/Big Bang Baby

LIVE 105
MARKET #4
KITS/San Francisco
 (415) 512-1053
 Sands/West

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
21	20	25	32	32	TRACY BONHAM/Mother Mother
12	18	14	29	29	STONE TEMPLE PILOTS/Trippin' On A...
13	18	26	28	28	PRIMITIVE RADIO GODS/Standing Outside...
26	27	28	26	26	BUTTHOLE SURFERS/Pepper
11	13	22	26	26	RAGE AGAINST.../Bulls On Parade
14	17	16	25	25	NO DOUBT/Spiderwebs
11	9	6	24	24	DASIS/Champagne Supernova
5	24	24	24	24	NADA SURF/Poplar
10	23	23	23	23	CURE/Mint Car
20	29	20	20	20	PORNO FOR PYROS/Tahitian Moon
15	17	22	19	19	MARILYN MANSON/Sweet Dreams...
11	18	19	19	19	GARBAGE/Stupid Girl
29	17	18	18	18	NO DOUBT/Spiderwebs
28	27	22	17	17	BUSH/Machinehead
17	17	17	17	17	MAGNAPOP/Open The Door
8	18	20	17	17	SAMMY NEPTUNE/Ave...
16	11	12	16	16	LUSH/Ladykillers
8	16	15	15	15	FUGEES/No Woman, No Cry
6	15	15	16	16	TRIPLE FAST ACTION/Reved Up
1	16	15	16	16	YUM YUM/Apiary
1	16	15	16	16	DISHWALLA/Counting Blue Cars
28	27	16	12	12	SMASHING PUMPKINS/Tonight, Tonight
15	17	18	12	12	CRACKER/Nothing To Believe...
7	15	18	12	12	SUPERDRAG/Sucked Out
11	15	14	12	12	CARDIGANS/Carnival
26	18	15	12	12	HOWLIN' MAGGIE/Alcohol
26	18	15	12	12	GOLDFINGER/Here In Your Bedroom
17	18	10	10	10	PAUL WESTERBERG/Love Untold
6	9	5	10	10	AFGHAN WHIGS/Going To Town
6	9	5	10	10	DANCE HALL CRASHERS/Queen For A Day

103.9 FM WDRE
MARKET #5
WIBF/Philadelphia
 (215) 884-9400
 McGuinn

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
36	38	37	42	42	STONE TEMPLE PILOTS/Big Bang Baby
23	26	25	39	39	NO DOUBT/Spiderwebs
39	39	40	39	39	CRANBERRIES/Salvation
28	33	40	39	39	TRACY BONHAM/Mother Mother
36	31	39	38	38	DISHWALLA/Counting Blue Cars
26	41	39	38	38	GOLDFINGER/Here In Your Bedroom
38	38	40	38	38	DAVE MATTHEWS BAND/Too Much
42	37	37	37	37	BUSH/Machinehead
18	21	30	37	37	REFRESHMENTS/Banditos
25	25	28	27	27	TRIPLE FAST ACTION/Reved Up
9	27	27	27	27	PORNO FOR PYROS/Tahitian Moon
17	16	26	26	26	SPIN DOCTORS/She Used To Be Mine
15	17	26	26	26	JOAN OSBORNE/Right Hand Man
17	17	29	26	26	NO DOUBT/Spiderwebs
7	15	26	26	26	CURE/Mint Car
16	16	25	25	25	CAST/Alright
18	24	24	24	24	EVERCLEAR/Heartspark...
24	21	24	24	24	NIRVANA/Margid
17	18	24	24	24	COWBOY JUNKIES/A Common Disaster
18	22	21	23	23	SMASHING PUMPKINS/Tonight, Tonight
18	22	21	20	20	SOUNDGARDEN/Pretty Noose
15	17	20	20	20	GIN BLOSSOMS/Day Job
18	19	19	18	18	DADAJ/Get High
16	19	18	18	18	PAUL WESTERBERG/Love Untold
16	19	18	18	18	VERVE PIPE/Photograph
3	18	17	17	17	NIXONS/Wire
3	18	17	17	17	ALANIS MORISSETTE/You Learn
1	17	17	17	17	RED HOT CHILI.../Coffee Shop
7	9	8	17	17	SOUTHERN CULTURE.../Came Walk
16	15	18	17	17	SOLUTION A.D./Fearless

Y100
MARKET #5
WPLY/Philadelphia
 (610) 565-8900
 Knapp/Tisa

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
13	42	46	47	47	ALANIS MORISSETTE/You Learn
42	46	45	45	45	DOG'S EYE VIEW/Everything Falls...
45	46	44	44	44	EVERCLEAR/Santa Monica...
47	44	46	44	44	OASIS/Champagne Supernova
32	32	44	44	44	NO DOUBT/Just A Girl
30	32	31	43	43	JEWEL/Who Will Save...
36	16	25	42	42	SPACEHOG/In The Meantime
46	48	46	42	42	GOD GOOD DOLLS/Naked
16	37	41	41	41	DISHWALLA/Counting Blue Cars
46	48	46	42	42	FOO FIGHTERS/Big Me
30	27	25	42	42	DAVE MATTHEWS BAND/Too Much
14	14	30	41	41	JARS OF CLAY/Flood
30	31	29	30	30	LENNY KRAVITZ/Can't Get You Off...
15	13	25	30	30	GARBAGE/Only Happy When...
31	29	30	30	30	TORI AMOS/Caught A Lite Sneeze
6	12	29	30	30	BODEANS/Closer To Free
10	12	29	30	30	NIXONS/Sister
40	47	34	28	28	DAVE MATTHEWS BAND/Satellite
26	29	30	27	27	TRACY CHAPMAN/Give Me One Reason
32	13	25	25	25	ALICE IN CHAINS/Heaven Beside You
47	29	27	24	24	ALANIS MORISSETTE/Ironic
9	16	29	27	27	RED HOT CHILI.../Aeroplane
27	24	28	28	28	OASIS/Wonderwall
1	12	15	28	28	BUSH/Machinehead
1	14	14	28	28	PAUL WESTERBERG/Love Untold
30	30	16	14	14	STONE TEMPLE PILOTS/Big Bang Baby
14	16	11	14	14	TRACY BONHAM/Mother Mother
1	14	16	14	14	SOUNDGARDEN/Pretty Noose
10	13	12	13	13	COWBOY JUNKIES/A Common Disaster
30	16	13	13	13	HOOTIE & BLOWFISH/Old Man & Me

89X
MARKET #6
CIMX/Detroit
 (313) 961-9811
 Brookshaw/Cannova

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
46	55	63	64	64	SOUNDGARDEN/Pretty Noose
44	52	57	59	59	OASIS/Champagne Supernova
38	51	54	54	54	CRANBERRIES/Salvation
48	53	60	54	54	BUSH/Machinehead
48	51	50	54	54	STONE TEMPLE PILOTS/Big Bang Baby
20	44	42	42	42	PORNO FOR PYROS/Tahitian Moon
39	46	45	42	42	RAGE AGAINST.../Bulls On Parade
17	41	40	41	41	TRACY BONHAM/Mother Mother
33	40	41	41	41	BUTTHOLE SURFERS/Pepper
6	29	31	38	38	JEWEL/Who Will Save...
19	20	27	38	38	VERVE PIPE/Photograph
49	39	38	37	37	SMASHING PUMPKINS/Zero
20	23	25	35	35	EVERCLEAR/Heartspark...
1	15	34	35	35	STONE TEMPLE PILOTS/Trippin' On A...
12	28	33	33	33	MARILYN MANSON/Sweet Dreams...
19	31	24	32	32	NIXONS/Sister
25	24	25	29	29	SUICIDE MACHINE/No Face
21	24	25	29	29	TRAGICALLY HEROES/Lead By A Century
9	27	30	28	28	ALICE IN CHAINS/Again
45	42	34	27	27	ALANIS MORISSETTE/You Learn
23	20	24	25	25	GOLDFINGER/Here In Your Bedroom
24	20	24	25	25	HAYDEN/Bad As They Seem
24	28	25	24	24	SPACEHOG/In The Meantime
18	15	22	22	22	SMASHING PUMPKINS/Tonight, Tonight
18	22	25	22	22	COWBOY JUNKIES/A Common Disaster
24	24	21	21	21	RUSTY/California
10	21	22	21	21	JALE/Ali
6	15	14	14	14	GIRLS AGAINST BOYS/Super-Fire
12	10	12	12	12	IMPERIAL DRAG/Boy Or A Girl
36	16	10	10	10	OASIS/Don't Look Back...

WHYY
MARKET #6
WH

ALTERNATIVE PLAYLISTS

May 24, 1996 R&R • 79

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

MARKET #19
WXDX/Pittsburgh
(412) 846-4100
Winter/Frankenberry

PLAYS

3W	2W	1W	TW	ARTIST/TITLE
21	25	27	29	DAVE MATTHEWS BAND/Too Much
27	26	27	27	SALT/Buster
26	24	27	27	GRAVITY KILLS/Guilty
26	29	28	27	DISHWALLA/Counting Blue Cars
26	24	26	27	VERVE PIPE/Photograph
26	24	26	27	SOUNDGARDEN/Pretty Noose
26	28	27	27	TRACY BONHAM/Mother Mother
26	27	27	26	LOVE AND ROCKETS/Sweet Lover Hangover
23	23	27	26	GOLDFINGER/Here In Your Bedroom
25	26	26	26	SEVEN MARY THREE/Water's Edge
10	24	26	25	MARILYN MANSON/Sweet Dreams...
23	23	24	26	STONE TEMPLE PILOTS/Trippin' On A...
26	26	26	26	BUSH/Machinehead
27	27	28	26	STABBING WESTWARD/What Do I Have To...
27	28	26	26	CRANBERRIES/Salvation
23	28	25	26	JARS OF CLAY/Flood
17	25	25	25	REFRESHMENTS/Banditos
22	25	26	25	GREEN DAY/Walking...
18	26	24	25	GOO GOO DOLLS/Long Way Down
25	27	26	24	STONE TEMPLE PILOTS/Big Bang Baby
26	24	28	23	COLLECTIVE SOUL/Where The River...
22	21	21	23	EVERCLEAR/Heartspark...
11	13	20	23	PAUL WESTERBERG/Love Untold
18	21	21	21	HUNGER/Vanishing Cream
13	20	21	21	SUPER 8/King Of The World
9	19	21	21	IMPERIAL DRAG/Boy Or A Girl
20	15	17	19	TOBI AMOS/Talula
20	15	17	19	CRACKER/Hot Me Generation
19	19	18	19	ALANIS MORISSETTE/Right Through You
18	18	18	18	BUTTHOLE SURFERS/Pepper

MARKET #20
KEDJ/Phoenix
(602) 266-1360
Hart/Patyk

PLAYS

3W	2W	1W	TW	ARTIST/TITLE
27	27	27	26	VERVE PIPE/Photograph
29	26	26	26	RAGE AGAINST.../Bulls On Parade
28	24	13	54	JEWEL/Who Will Save...
15	13	13	52	SMASHING PUMPKINS/Bullet Withh...
36	23	22	49	SMASHING PUMPKINS/Zero
41	48	55	48	TRACY BONHAM/Mother Mother
39	42	51	48	BUSH/Machinehead
34	34	31	32	SOUNDGARDEN/Pretty Noose
23	27	33	31	BUTTHOLE SURFERS/Pepper
42	41	49	27	EVERCLEAR/Santa Monica...
21	21	24	26	ALICE IN CHAINS/Again
21	21	24	26	MAGNAPOP/Open The Door
26	21	21	25	CRANBERRIES/Salvation
41	46	56	24	MARILYN MANSON/Sweet Dreams...
27	26	26	24	GOLDFINGER/Here In Your Bedroom
23	26	24	23	PORNO FOR PYROS/Tahitian Moon
40	22	20	21	STONE TEMPLE PILOTS/Big Bang Baby
19	18	21	20	REFRESHMENTS/Banditos
35	27	26	20	NO DOUBT/Spiderwebs
33	25	27	20	DISHWALLA/Counting Blue Cars
5	17	20	20	IMPERIAL DRAG/Boy Or A Girl
19	14	19	19	ALANIS MORISSETTE/You Learn
27	30	14	19	JERRY CANTRELL/Leave Me Alone
27	30	14	19	GRAVITY KILLS/Guilty
27	30	14	19	STONE TEMPLE PILOTS/Trippin' On A...
23	21	24	26	LUSH/Ladykillers
23	21	24	26	CLAYTON & MULLEN/Mission: Impossible
14	18	12	8	GIN BLOSSOMS/Day Job
6	6	6	6	PATTI ROTHBERG/Inside
5	5	5	5	NIXONS/Sister

MARKET #20
KZON/Phoenix
(602) 258-8181
Ebbott/Smith

PLAYS

3W	2W	1W	TW	ARTIST/TITLE
7	19	27	29	ALANIS MORISSETTE/You Learn
28	25	27	28	DASH/Champagne Supernova
28	27	27	27	DISHWALLA/Counting Blue Cars
28	27	26	27	DOG'S EYE VIEW/Everything Falls...
21	27	26	27	REFRESHMENTS/Banditos
27	27	27	26	CRANBERRIES/Salvation
26	28	27	26	DAVE MATTHEWS BAND/Too Much
26	26	26	26	GIN BLOSSOMS/Follow You Down
26	28	27	26	RED HOT CHILLI.../Aeroplane
19	14	14	16	BIDEANS/Closer To Free
12	13	14	16	GOO GOO DOLLS/Naked
13	14	15	15	HOOTIE & BLOWFISH/Old Man & Me
15	14	17	15	MARRY ME JANE/TwentyOne
9	11	13	15	NIRVANA/Margold
10	16	15	15	NIXONS/Sister
14	12	11	11	EVERCLEAR/Santa Monica...
16	18	15	14	LOVE AND ROCKETS/Sweet Lover Hangover
14	12	11	14	NO DOUBT/Just A Girl
13	14	12	14	PEARL JAM/ Got It
13	12	15	14	SATCHEL/Suffering
16	15	11	13	GARBAGE/Stupid Girl
9	7	12	13	STONE TEMPLE PILOTS/Lady Picture Show
12	13	13	13	VERVE PIPE/Photograph
10	12	12	12	LUSH/Ladykillers
15	16	14	12	RUST/Not Today
11	14	12	11	ALICE IN CHAINS/Heaven Beside You
16	14	12	11	CURE/Mint Car
12	13	12	11	GIN BLOSSOMS/Day Job
8	9	10	10	PAUL WESTERBERG/Love Untold

MARKET #22
107.9END
CLEVELAND'S MODERN ROCK

WENZ/Cleveland
(216) 861-0100
Bennett/Robertson

PLAYS

3W	2W	1W	TW	ARTIST/TITLE
18	20	45	45	GRAVITY KILLS/Guilty
22	44	42	44	DISHWALLA/Counting Blue Cars
23	44	43	43	JEWEL/Who Will Save...
22	21	42	43	VERVE PIPE/Photograph
46	45	43	42	ALANIS MORISSETTE/You Learn
43	46	43	41	TRACY BONHAM/Mother Mother
43	46	43	41	BUSH/Machinehead
46	43	41	41	DAVE MATTHEWS BAND/Too Much
19	44	40	40	SOUNDGARDEN/Pretty Noose
22	22	22	25	LUSH/Ladykillers
21	24	24	24	EVERCLEAR/Heartspark...
22	24	24	24	PRIMITIVE RADIO GODS/Standing Outside...
24	23	21	24	CAST/Air/High
20	20	24	24	TORI AMOS/Talula
21	22	21	24	PAUL WESTERBERG/Love Untold
12	15	24	24	SUPER 8/King Of The World
13	16	12	24	BUTTHOLE SURFERS/Pepper
20	26	21	22	PORNO FOR PYROS/Tahitian Moon
18	20	19	22	HOWLIN' MAGGIE/Alcohol
22	24	19	22	SOUTHERN CULTURE.../Came! Walk
22	24	19	22	SUPERDRAG/Sucked Out
19	23	18	22	MYSTERIES OF LIFE/Going Through...
19	23	18	22	COLLECTIVE SOUL/Where The River...
46	48	47	47	CRANBERRIES/Salvation
21	21	22	21	IMPERIAL DRAG/Boy Or A Girl
19	19	21	21	WHY STORE/Lack Of Water
18	18	21	21	CRANBERIE/Salvation
20	22	21	21	GIN BLOSSOMS/Day Job
22	21	20	20	FOR SQUIRRELS/02 PM
21	24	19	20	CLARKS/Courtney

MARKET #22
WMMS/Cleveland
(216) 781-9667
Gorman/Kubinski

PLAYS

3W	2W	1W	TW	ARTIST/TITLE
28	38	40	45	SEVEN MARY THREE/Water's Edge
34	38	43	42	NIXONS/Sister
25	32	40	42	POE/Angry Johnny
37	43	42	42	STONE TEMPLE PILOTS/Big Bang Baby
30	38	45	40	JEWEL/Who Will Save...
35	34	39	40	BUSH/Machinehead
26	25	39	36	LUSH/Ladykillers
14	30	34	34	IMPERIAL DRAG/Boy Or A Girl
9	34	34	34	ADAM SANDLER/Ode To My Car
26	30	33	34	DISHWALLA/Counting Blue Cars
15	22	31	33	GIN BLOSSOMS/Day Job
34	34	35	35	CRANBERRIES/Salvation
25	30	35	33	TRACY BONHAM/Mother Mother
32	29	32	32	PATTI ROTHBERG/Inside
13	30	31	31	ALANIS MORISSETTE/You Learn
44	45	33	30	JARS OF CLAY/Flood
41	45	32	30	SPACEHOG/In The Meantime
19	22	29	29	REFRESHMENTS/Banditos
23	29	29	29	SOUNDGARDEN/Pretty Noose
44	37	25	25	DAVE MATTHEWS BAND/Too Much
27	30	25	25	EVERCLEAR/Santa Monica...
20	25	25	25	OASIS/Don't Look Back...
19	24	24	24	EVERCLEAR/Heartspark...
38	27	21	21	LENNY KRAVITZ/Can't Get You Off...
30	23	21	21	HOWL'N MAGGIE/Alcohol
5	24	26	23	GOLDFINGER/Here In Your Bedroom
20	24	26	23	COLLECTIVE SOUL/Where The River...
14	19	18	18	GOO GOO DOLLS/Long Way Down

MARKET #23
KTCL/Denver
(303) 571-1232
Hayes

PLAYS

3W	2W	1W	TW	ARTIST/TITLE
30	38	30	31	CRANBERRIES/Salvation
33	35	30	31	REFRESHMENTS/Banditos
34	33	31	29	DAVE MATTHEWS BAND/Too Much
10	28	28	28	PORNO FOR PYROS/Tahitian Moon
15	9	21	28	NO DOUBT/Spiderwebs
6	6	27	27	GIN BLOSSOMS/Day Job
20	21	20	21	SMASHING PUMPKINS/Tonight, Tonight
24	23	24	24	DISHWALLA/Counting Blue Cars
19	23	24	24	PATTI ROTHBERG/Inside
32	31	29	23	OASIS/Champagne Supernova
25	24	23	23	SPECIALS/A Little Bit Me...
19	20	21	23	LOVE AND ROCKETS/Sweet Lover Hangover
19	20	21	23	LUSH/Ladykillers
19	22	21	23	VERVE PIPE/Photograph
24	25	24	22	IMPERIAL DRAG/Boy Or A Girl
25	22	20	22	ALANIS MORISSETTE/You Learn
22	24	25	25	CURE/Mint Car
24	25	24	25	TORI AMOS/Talula
34	33	28	20	COLLECTIVE SOUL/Where The River...
33	32	28	20	GARBAGE/Stupid Girl
31	27	24	21	JEWEL/Who Will Save...
10	14	17	17	PRIMITIVE RADIO GODS/Standing Outside...
34	32	25	16	FOO FIGHTERS/Big Me
8	6	6	6	MAGNAPOP/Open The Door
14	12	9	13	CAST/Air/High
10	14	12	12	CLAYTON & MULLEN/Mission: Impossible
22	23	18	12	JARS OF CLAY/Flood
17	9	6	12	POE/Angry Johnny
10	6	10	10	YUM YUM/Apiary
20	21	19	19	PAUL WESTERBERG/Love Untold

MARKET #24
KBBT/Portland, OR
(503) 222-1011
Numme/Scott

PLAYS

3W	2W	1W	TW	ARTIST/TITLE
42	42	38	48	BUSH/Machinehead
17	17	33	48	JEWEL/Who Will Save...
33	33	37	37	STONE TEMPLE PILOTS/Trippin' On A...
23	23	32	32	LUSH/Ladykillers
36	36	39	34	TRACY BONHAM/Mother Mother
20	20	37	34	NO DOUBT/Spiderwebs
25	25	31	34	RAGE AGAINST.../Bulls On Parade
21	21	23	24	ALANIS MORISSETTE/You Learn
21	21	23	24	POE/Angry Johnny
19	19	25	23	SUPER DELUXE/She Came On
10	10	21	23	GIN BLOSSOMS/Day Job
19	19	21	23	DISHWALLA/Counting Blue Cars
21	21	28	23	SOUNDGARDEN/Pretty Noose
21	21	28	23	BUTTHOLE SURFERS/Pepper
20	20	21	22	SUPERDRAG/Sucked Out
19	19	22	22	COWBOY JUNKIES/A Common Disaster
35	35	26	22	GOLDFINGER/Here In Your Bedroom
17	17	18	21	OASIS/Champagne Supernova
17	17	18	21	SELF/So Low
21	21	20	21	CAST/Air/High
19	19	20	21	PORNO FOR PYROS/Tahitian Moon
28	28	21	20	PAUL WESTERBERG/Love Untold
44	44	26	20	CRANBERRIES/Salvation
21	21	22	20	ALICE IN CHAINS/Again
17	17	20	20	SEVEN MARY THREE/Water's Edge
19	19	24	20	MY HEAD/Humbucker
11	11	19	19	CLAYTON & MULLEN/Mission: Impossible
11	11	19	19	REACHAROUND/Big Chair

MARKET #24
KNRK/Portland, OR
(503) 223-1441
Hamilton/Souther

PLAYS

3W	2W	1W	TW	ARTIST/TITLE
21	25	37	38	BUTTHOLE SURFERS/Pepper
13	37	38	38	PORNO FOR PYROS/Tahitian Moon
37	13	14	38	REFRESHMENTS/Banditos
37	38	31	38	TRACY BONHAM/Mother Mother
36	37	35	37	BUSH/Machinehead
36	37	37	37	ALANIS MORISSETTE/You Learn
17	19	35	31	JEWEL/Who Will Save...
12	18	5	28	COWBOY JUNKIES/A Common Disaster
21	21	23	24	CURE/Mint Car
14	22	25	25	SELF/So Low
21	21	23	24	GIN BLOSSOMS/Day Job
6	21	25	24	GOLDFINGER/Here In Your Bedroom
21	21	25	24	IMPERIAL DRAG/Boy Or A Girl
22	20	25	24	GOLDFINGER/Sucked Out
38	37	36	23	SOUNDGARDEN/Pretty Noose
6	6	24	23	SUPER 8/King Of The World
36	34	11	22	EVERCLEAR/Heartspark...
18	22	22	22	REFRESHMENTS/Banditos
21	21	22	22	POE/Angry Johnny
21	21	22	22	PATTI ROTHBERG/Inside
19	19	38	20	STONE TEMPLE PILOTS/Trippin' On A...
5	16	17	17	RAGE AGAINST.../Bulls On Parade
14	13	14	13	SUPER DELUXE/She Came On
21	21	12	12	DISHWALLA/Counting Blue Cars
19	19	12	12	FOO FIGHTERS/Big Me
13	19	24	12	LUSH/Ladykillers
24	18	18	12	LENNY KRAVITZ/Can't Get You Off...
21	20	13	12	VERVE PIPE/Photograph
19	23	35	11	CRANBERRIES/Salvation
16	10	11	11	GRAVITY KILLS/Guilty

MARKET #25
WAQZ/Cincinnati
(513) 621-9326
Harris/Schiessler

PLAYS

3W	2W	1W	TW	ARTIST/TITLE
29	27	36	44	JARS OF CLAY/Flood
22	27	31	44	TRACY BONHAM/Mother Mother
33	47	39	43	OASIS/Champagne Supernova
13	9	27	41	BUSH/Machinehead
28	42	40	41	CRANBERRIES/Salvation
31	27	32	39	NO DOUBT/Just A Girl
47	43	45	39	TRACY CHAPMAN/Give Me One Reason
36	48	42	38	COWBOY JUNKIES/A Common Disaster
21	25	24	26	DISHWALLA/Counting Blue Cars
17	13	22	25	LOVE AND ROCKETS/Sweet Lover Hangover
3				

NEW MUSIC SPECIALTY SHOWS

Posies 'Return' To The Top

The Posies' "Please Return It" was the winner in this week's Specialty Show panel derby. KXKR/Salt Lake City, WVGO/Richmond, and KTBZ/Houston were among those who were pleased by "Please." The Primitive Radio Gods "Standing Outside A Broken Phone Booth With Money In My Hand" might be the buzz record of the moment. Tastemakers are citing it as their largest fave. Panelists concurring include KPNT/St. Louis, WFNX/Boston, and KREV/Minneapolis. Ani DiFranco came on to WLUM/Milwaukee, KCXX/Riverside, and WDST/Poughkeepsie, NY with "Outta Me, Onto You" to follow closely behind.

SIGNIFICANT ACTION

Here is a look at the top artists from R&R's exclusive panel of specialty reporters:

- POSIES (DGC/Geffen)
- PRIMITIVE RADIO GODS (Ergo/Columbia/CRG)
- ANI DIFRANCO (Righteous Babe)
- BUTTHOLE SURFERS (Capitol)
- COCTEAU TWINS (Capitol)
- JAWBOX (Tag)
- VERUCA SALT (DGC/Geffen)
- MAGNAPOP (Priority)
- SPECIALS (Virgin)
- APPLES IN STEREO (Spinart)

GAINING MOMENTUM

- BOB MOULD (Rykodisc)
Airplay Includes: KJEE, KPNT, WZRH
- PORNO FOR PYROS (Warner Bros.)
Airplay Includes: KTBZ, WRLG, XHRM
- SCHEER (4AD/WB)
Airplay Includes: KUKQ, WBCN, WQXA
- ELVIS COSTELLO (Warner Bros.)
Airplay Includes: KDGE, KPNT, WBCN
- DUBSTAR (Virgin)
Airplay Includes: KXKR, WZRH, XHRM
- STEREOLAB (Elektra/EEG)
Airplay Includes: WRLG, WQXA, XHRM
- JOHNNY BRAVO (Arista)
Airplay Includes: KREV, KXKR, WQXA
- NADA SURF (Elektra/EEG)
Airplay Includes: KNDD, KXKR, WBCN
- ASH (Infectious)
Airplay Includes: KFMA, KISF, WCHZ
- GUIDED BY VOICES (Mataador)
Airplay Includes: KCXX, KDGE, WOXY

WBCN/Boston
NOCTURNAL EMISSIONS
Sunday, May 12



- ELEVATOR DROPS Car II (Time Bomb)
- HEATHER NOVA Truth And Bone (Work/CRG)
- WILD STRAWBERRIES I Don't Want To Think... (Network)
- MAGNAPOP Open The Door (Priority)
- NADA SURF Popular (Elektra/EEG)
- SCHEER Wish You Were Dead (4AD/WB)
- LUSH Single Girl (4AD/Reprise)
- TRACY BONHAM The One (Island)
- PATTI SMITH Summer Cannibals (Arista)
- ELVIS COSTELLO Distorted Angel (Warner Bros.)
- AIMEE MANN You Could Make A Killing (DGC/Geffen)
- LEONARD COHEN Democracy (Mercury)
- MOJAVE 3 Love Songs On The Radio (4AD/WB)

NEW MUSIC SCENE

- Artist: Super 8
- Track: "King Of The World"
- LP: "Super 8"
- Producer: Rick Parashar
- Label: Hollywood



• Essentials: Multiethnic, multicultural, multitiered, Super 8 is New York beat forged by L.A. heat. Bronx Style Bob (vocals) formed Super 8 with encouragement from friends in Red Hot Chili Peppers and Ministry. Bob had been working the L.A. punk-funk scene since 1990, first in Trulio Disgracias, a unit comprised of members of the Peppers, Fishbone, and the Brand New Heavies. He hooked up with John O'Brien (guitars) and the two began writing, later rounding out the working band of Heming Borthene (bass), Joel Shearer (guitars), and John Steward (drums).

Working in a London studio with producer Rick Parashar, Super 8 sought to blend the diversified elements each band

member brought to the mix, while retaining the raw power of their performances live.

Super 8 is the sound of hammers building bridges across the great divide of musical genres, cultures, and people. Make that jackhammers.

• Influences: Ice-T, Bad Brains, Red Hot Chili Peppers

• Artist POV: "Our songs reflect who we are — our love, anger, happiness, sorrow, intelligence, stupidity, morality, and lust," says Bob. "We would like to reach those who might be a bit desensitized from reality and bring them back home to the human spirit."

— Sky Daniels

New Music Scene highlights breaking artists charting for the first time.

SPECIALTY SHOW REPORTERS

Shows and their Top 5 songs listed alphabetically by market

<p>WCHZ/Augusta, GA Renegade Radio Sunday 9pm-10:30pm Steve Bingham</p> <ul style="list-style-type: none"> Pink Noise Test "All The Same To Me" Luna "No Regrets" Cannanes "Marching Song" State Of Grace "Teardrop" Pietasters "Girl Take It Easy" 	<p>KDGE/Dallas, TX The Adventure Club Sunday 7-10pm Josh & Kevin</p> <ul style="list-style-type: none"> Tortoise "Compone Brunch" Thinking Fellers Union... "A Lamb's Lullaby" Eggman "Idenikil" Pet Shop Boys "Before" Ronnie Dawson "Rockin And Rollin" 	<p>KROQ/Los Angeles, CA Rodney Dn The ROO Sunday 10pm-1am Rodney Bingenheimer</p> <ul style="list-style-type: none"> Sleeper "Sale Of The Century" Bis "Kandy Pop" Nylon Bomber "Super Star" Extra Fancy "Center Man" Træ "Led Me In" 	<p>WRLG/Nashville, TN Thunderground Radio Sunday 6-8pm Jason Moon</p> <ul style="list-style-type: none"> Richard Davies "Sign Up Maybe For Being" Porno For Pyros "Tahitian Moon" Neutral Milk Hotel "Song Against Sex" Les Homewreckers "Feeling Weird" Moog Cookbook "Black Hole Sun" 	<p>WVGO/Richmond, VA Outer Limits Sundays 9-11pm Mad Dog</p> <ul style="list-style-type: none"> Ape Hangers "You Don't Know What It Takes" Dads "Rhythm Master" Posies "Please Return It" Magnapop "Open The Door" Triplestaction "All Revved Up" 	<p>XHRM/San Diego, CA The Flash Zone Saturday 9pm-2am Greg Pearson</p> <ul style="list-style-type: none"> Bomb The Bass "One To One Religion" Pet Shop Boys "Before" Veruca Salt "Shimmer Like A Girl" Letters To Cleo "Dangerous Type" Prodigy "Firestarter"
<p>WBCN/Boston, MA Nocturnal Emissions Sunday 8-10pm Oedipus</p> <ul style="list-style-type: none"> Wild Strawberries "I Don't Want To Think About It" Magnapop "Open The Door" Nada Surf "Popular" Primitive Radio Gods "Standing Outside..." Cocteau Twins "Serpentskirt" 	<p>WQXA/Harrisburg, PA The Sunday Morning News Sunday 8-10am Bill Hanson</p> <ul style="list-style-type: none"> Clanissa "Sail Away" Scheer "Wish You Were Dead" Loveinreverse "I'm A Contradiction" Knapsack "Effortless" Dada "I Get High" 	<p>WXNU/Louisville, KY Out Of The Box Sunday 11pm-midnight Rick Jamie</p> <ul style="list-style-type: none"> Sugarplastic "Sleep" Tommy Keen "If You're Getting Married Tonight" Scud Mountain Boys "Kenelvel" Pavement "Give It A Day" Guided By Voices "Your Name Wild" 	<p>WZRH/New Orleans, LA Beyond The Charts Sunday 8-11pm Trey Blossman</p> <ul style="list-style-type: none"> Joan Jet And The Blackhearts "Love Is All Around" Paul Westerberg "Ain't Got Me" Chance The Gardener "The Sky Is Big Here" Waterdog "Jessica" HIFI "Oh" 	<p>KCXX/Riverside, CA X103.9 Sunday Night Music Meeting Sunday 10pm-midnight Dwight Arnold</p> <ul style="list-style-type: none"> Buck-O-Nine "Water In My Head" Skeletones "Razorback" Stubborn Austars "Tin Spam" Poe "Trigger Happy Jack" (Acoustic) Din Pedals "Waterfall" 	<p>KJEE/Santa Barbara, CA Dissonate Tendrils Sunday 10:20pm-midnight John Schroeter</p> <ul style="list-style-type: none"> Pavement "Painted Soldiers" Soul Coughing "Soundtrack To Mary" Mr. T Experience "Ba Ba Ba Ba" Customers "Drinkin' Again" Boys Against Girls "Superfire"
<p>WFNX/Boston, MA Moods For Moderns Sunday 8-10pm Jason Steeves</p> <ul style="list-style-type: none"> Prolapse "TCR" Jawbox "Mirrorful" Primitive Radio Gods "Standing Outside" Hippopotamus "A Jingle" McAlmont And Butler "What's The Excuse" 	<p>KTBZ/Houston, TX Lunar Rotation Sunday 7-9:30pm David Sadof</p> <ul style="list-style-type: none"> Ani DiFranco "Outta Me, Onto You" Butthole Surfers "Birds" Cocteau Twins "Tishbite" King's X "Sometime" Veruca Salt "Shimmer Like A Girl" 	<p>WLUM/Milwaukee, WI Sunday Night Music Revolution Sunday 7-11pm Terry Havel</p> <ul style="list-style-type: none"> Grant Lee Buffalo "Homespun" Ani DiFranco "Outta Me, Onto You" Buck-O-Nine "Water On My Head" Specials "A Little Bit Me, A Little Bit You" Arcwelder "Snake Oil" 	<p>KUKQ/Phoenix, AZ Generation U Sunday 7-9pm Larry Mac</p> <ul style="list-style-type: none"> Jesus Lizard "Good Riddance" Fred Schneider "Buildozer" Iggy Pop "Pussy Walk" Alghan Whigs "My Enemy" Hi Standard "Growing Up" 	<p>KPNT/St. Louis, MO New Music Sunday Sunday 7-9:30pm Les Aaron</p> <ul style="list-style-type: none"> Cure "Want" His Name Is Alive "This World Is Not For Me" Fuzzy "Girl Don't Tell Me" Roc "Hey You Chick" Primitive Radio Gods "Standing Outside..." 	<p>KNDD/Seattle, WA Loudspeaker Sunday 10-11pm Bill Reid or Marco Collins</p> <ul style="list-style-type: none"> Sammy "Neptune Avenue" Veruca Salt "Shimmer Like A Girl" Nada Surf "Telescope" NDFX "Vincent" Starfish "Rockcetera"
<p>WOXY/Cincinnati, OH Gridloxx Sunday 11pm-1am Rob Ervin & Dan Cromer</p> <ul style="list-style-type: none"> Guided By Voices "Cut-Out Witch" My Bloody Valentine "Map Ref 41 N 93 W" Mecca Normal "Cave-In" Man...Or Astro-Man? "Television Man" Scud Mountain Boys "Lift Me Up" 	<p>KISF/Kansas City, MO Living Room Sunday 8-10pm Stan & Joel</p> <ul style="list-style-type: none"> Action Man "Union Suit" Lobton "Blind For Now" Cracker "Nothing To Believe In" Ash "Goldfinger" Grant Lee Buffalo "Homespun" 	<p>KREV & WREV/Minneapolis, MN Counter Revolution Wednesday 10-11pm Christine Kass</p> <ul style="list-style-type: none"> Rage Against The Machine "Revolver" Lobton "Blind For Now" Ani DiFranco "Outta Me, Onto You" Jack Drag "Velour" Boyracer "Small Consolation" 	<p>WDST/Poughkeepsie, NY Indie Flux Thursdays 10pm Nic Harcourt</p> <ul style="list-style-type: none"> My Blood Valentine "Map Ref 41N 93W" Fierce Nipples "Hot Pipes" Mavis Piggot "TR" Jack Drag "Velour" Ani DiFranco "Shameless" 	<p>KFMA/Tucson, AZ Test Department Sunday 5-8pm Suzie Dunn & Chuck Roast</p> <ul style="list-style-type: none"> Brian Setzer Orchestra "Hoodoo Voodoo Doit" Prom "Rude Awakening" Primitive Radio Gods "Standing Outside..." Alice Donut/Modozer "Aquarius/Let The Sunshine In" White Chrome Splendor "99" 	



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Alternative AC: Friend Or Foe?

□ Adult Alternative luminaries discuss the impact of the newest format

Is the new hybrid "Alternative AC" going to present yet another Rock Alternative choice for listeners? Or will its formation substantiate the philosophy behind Adult Alternative? **KSCA/Los Angeles PD Mike Morrison**, **Columbia Records VP/Album Promotion Kid Leo**, and **SBR consultant John Bradley** discuss Alternative AC's impact on the format.

Healthy Competition

Morrison first received a taste of the emergence of a potential new competitor with the development of cross-town Hot AC **KYSR**. Subsequently, his thoughts on the station and the format have evolved. "At first I was taken aback that a Hot AC station would begin to utilize this approach. I couldn't help but think, 'Where did this come from?' Suddenly, there was an entity that was going to begin to use my music."



Mike Morrison

"I had been through a similar situation in Philadelphia with **WXPN**. When I programmed **WXPN**, **WDRE** signed on as an Alternative station. Prior to that, **WXPN** had owned the Alternative



I learned from that lesson that what's important is you clarify your strengths and sell them to the listener. You don't change to compete.

—Mike Morrison



franchise with an Adult Alternative approach. I learned from that lesson that what's important is you clarify your strengths and sell them to the listener. You don't change to compete. **WDRE** made inroads, but we didn't lose anything. Then, like now, we had to accept that we didn't have as broad a hole as we had before."

Morrison feels that both experiences forced him to take a hard look at his efforts. "You really ask yourself all the tough questions. Is our position solid? Are we doing the best job we can? Do we retain our uniqueness? One of Adult Alternative's appeals is its lifestyle alignment with listeners. A hit-based station doesn't replicate that. We create an artist-friendly envi-

ron with our features like "Music Hall," where we allow eclectic artists ranging from **Elvis Costello** to **Alejandro Escovedo** to play acoustic sets. Is a hit-based station going to support Alejandro Escovedo?"

Morrison acknowledges that, with Alternative AC being hit-based, the age-old bugaboo comes to play: label politics. "We know that it's typical of situations where Adult Alternative starts a project, then the act builds and the hit-based stations then begin to play it. That's when the politics become a problem. Suddenly concerts become neutral on acts that you broke the ground for. We will point to our commitment to artist development and hope labels honor theirs."

Morrison appeals to the audience more directly. "We're L.A.'s finest rock. We want them to recognize our variety and the depth of our library. 'Star' turns its gold over three times a day. We give people a much deeper commitment to artists. There's a limit to how many artists an Alternative AC will expose, not to mention heritage artists. Can 'Star' play a classic track from **Eric Clapton** or the **Rolling Stones**? No, but we can. Our library represents a total spectrum from Rock heritage to Alternative to intelligent singer-songwriters. Discerning listeners recognize that. I know there are similarities between the two formats; it's my job to make people aware of just how much more they can expect from **KSCA**."

Adult Alternative Hits

Kid Leo sees a definite connection between Adult Alternative and Alternative AC. "I feel that these stations should fall under the banner of Adult Alternative by the very definition of their formatic target. If a station plays music that, in the mainstream vernacular, is called 'alternative,' and they target an adult demographic, then the result is obvious. There have been many blurry lines amongst format approaches in the past; this is another one. These stations are evolving into a permutation of Adult Alternative."

Stationality, not music, is the key issue to consider at this point in the evolution, says Leo. "This format is in the incubation period. The stations are still defining their approaches. The models that exist now, for example **KYSR**, are

'Adult Alternative Hits' in their approach musically. The presentation now leans pop and uptempo. I don't think taking a low-key approach is necessarily the right thing for Adult Alternative to do anyway."

This new approach offers positive elements for Adult Alternative to consider. The rotations allow for cume audiences to recognize material. The Alternative AC stations could be considered a version of current-intensive Adult Alternative, much like 'Rock Alternative' is. There are certain artists who aren't shared by Alternative AC and Rock Alternatives, like **Spacehog**, **Bush**, etc. These remain fine points, not defining factors."



Kid Leo

One area where there remains a strong distinction is Adult Alternative's commitment to artist development, observes Leo. "Adult Alternative stations have been the foundation for **Counting Crows**, **Melissa Etheridge**, **Sheryl Crow**, and our own **Dog's Eye View**. The stations recognize the importance of artist development. It remains to be seen if Alternative AC stations concern themselves with developing core artists and sticking with them."

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The typical 25-34 doesn't define things as specifically as the industry does. They relate to the similarities of these formats, not the differences.

—Kid Leo



Leo believes that the adult targeting and the heritage of much of Alternative AC's gold base further aligns the two formats. "These formats share a lot of '80s artists in their gold base, such as **Psychedelic Furs**, **R.E.M.**, and the like. Those groups that had huge hits in the '80s are now considered heritage, and as a result, appeal to a 25-34 adult. The typical 25-34 doesn't define things as specifically as the industry does. They relate to the similarities of these formats, not the differences."

By Sky Daniels



'RADICAL' PARTY—Recently, **Guardian/EMI** artist **Catie Curtis** touched the hearts and minds of the usually-jaded **Club R&R** denizens with her performance of material like her song "Radical." Making their own impression were (l-r) **R&R's** **Cydee Maxwell** and **Jeff Gelb**, **Guardian's** **Susanne White** and **Chris Hensley**, **R&R's** **Sky Daniels**, and **Curtis** bandmate **Jimmy Ryan**.

Don't Take Format Lightly

At the recent **SBR** Radio convention, one panel was titled "AC Stations Aren't Wimpy Anymore!" That title proclaimed what a lot of Adult Alternatives might contend with in future months. **Bradley** states flatly, "There's no difference between Alternative AC and 'Rock Alternative.' When we were developing 'the Peak' (**KXPK/Denver**) that relied on '80s music and the compatible current base, internally we called it Alternative AC. We didn't define it on-air in those terms, thinking 'Rock Alternative' was a better handle. The listeners wouldn't relate to Alternative AC as a term; the industry acknowledges it more."



John Bradley

Bradley says there is a distinct difference between the new notion and traditional Hot AC. "Hot AC will rely on **Mariah Carey** and **Celine Dion**, while Alternative AC might dabble on a **Sophie B. Hawkins**, but really won't use it heavily. There are two stations approximating the format in Denver aside from the Peak, **KALC**, and **KWMX**. 'Alice' (**KALC**) is coming at it from a CHR mentality and the Peak is coming at it from a Rock approach."

Bradley warns Adult Alternative programmers to not take emerging Alternative AC competitors lightly. "At our recent client's convention, we had the seminar that focused on this approach, citing that these stations were eliminating the **Michael Boltons** and **Phil Collins** and replacing them with the **Gin Blossoms** and **Cranberries**. They are making it hard for Adult Alternative stations to make inroads on exclusivity of certain artists. On the other hand, they will help validate Adult Al-

ternative artists to the masses."

Adult Alternative has spent the last few years earning another sort of validation, notes **Bradley**. "Imagine what record labels would have done for '80s bands like **Squeeze**, **Crowded House**, or **Marshall Crenshaw** had they had this kind of multifaceted interest. In those days bands like that fell through the cracks. Now they have not one, but a number of homes in a market. Do you think **Deep Blue Something** would have gotten played five years ago?"

Bradley allows that having so much play will eventually reposition certain acts deemed "Alternative" today. "It doesn't happen overnight, but after a few years of prolonged exposure acts move out of acceptance by genres. **Phil Collins** once was a core AOR artist, now he has moved to a Soft AC position. "Dismissing artists immediately because they gain broader acceptance is very reactionary. You have to constantly re-evaluate artists over time to deter-



There's no difference between 'Alternative AC' and 'Rock Alternative'.

—John Bradley



mine their relevance to your audience. The last few years have provided us a wealth of new artists who can be utilized by Adult Alternative and, subsequently, Alternative AC. **Dog's Eye View**, **Jars of Clay**, **Hootie** — they all fit both worlds now. I've seen programmers approach market research and not even consider the impact of this AC evolution. My advice is don't dismiss these stations."

MAY 24, 1996

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	HOOTIE & THE BLOWFISH Old Man & Me (<i>Atlantic</i>)	764	707	710	780	38/0
			2	DAVE MATTHEWS BAND Too Much (<i>RCA</i>)	709	701	710	710	39/0
			3	STING You Still Touch Me (<i>A&M</i>)	587	520	460	422	32/0
			4	JEWEL Who Will Save Your Soul (<i>Atlantic</i>)	463	374	273	224	30/1
			5	MARK KNOPFLER Don't You Get It (<i>Warner Bros.</i>)	439	434	394	328	33/0
			6	PATTI ROTHBERG Inside (<i>EMI</i>)	431	366	312	300	35/1
			7	JARS OF CLAY Flood (<i>Silvertone</i>)	403	399	461	535	24/0
			8	DOG'S EYE VIEW Everything Falls Apart (<i>Columbia/CRG</i>)	401	447	435	551	24/0
			9	WHY STORE Lack Of Water (<i>Way Cool Music/MCA</i>)	362	333	275	233	28/0
			10	COWBOY JUNKIES A Common Disaster (<i>Geffen</i>)	353	441	579	619	27/1
			11	BADLEES Angeline Is Coming Home (<i>Polydor/A&M</i>)	344	317	259	224	30/1
			12	PAUL WESTERBERG Love Untold (<i>Reprise</i>)	343	296	264	253	29/2
			13	ALANIS MORISSETTE You Learn (<i>Maverick/Reprise</i>)	328	289	239	159	24/0
			14	FOO FIGHTERS Big Me (<i>Roswell/Capitol</i>)	308	346	347	442	19/0
			15	JACKSON BROWNE Looking East (<i>Elektra/EEG</i>)	306	324	303	275	26/0
			16	LOS LOBOS Can't Stop The Rain (<i>Slash/WB</i>)	298	255	210	160	25/0
			17	GIN BLOSSOMS Follow You Down (<i>A&M</i>)	283	279	355	411	19/0
			18	OASIS Champagne Supernova (<i>Epic</i>)	275	328	312	297	17/1
BREAKER			19	ELVIS COSTELLO You Bowed Down (<i>Warner Bros.</i>)	273	102	5	—	30/4
BREAKER			20	DISHWALLA Counting Blue Cars (<i>A&M</i>)	271	229	210	201	15/1
BREAKER			21	WALLFLOWERS 6th Avenue Heartache (<i>Interscope</i>)	259	218	177	122	28/3
			22	TRACY CHAPMAN Give Me One Reason (<i>Elektra/EEG</i>)	243	231	266	309	15/0
			23	NATALIE MERCHANT Jealousy (<i>Elektra/EEG</i>)	215	220	222	237	15/0
			24	SUBDUDES All The Time In The World (<i>High Street</i>)	201	238	254	236	16/1
			25	JOAN OSBORNE Ladder (<i>Blue Gorilla/Mercury</i>)	189	251	305	309	15/0
			26	DAVE MATTHEWS BAND So Much To Say (<i>RCA</i>)	184	153	83	27	25/2
DEBUT			27	CRANBERRIES Free To Decide (<i>Island</i>)	183	106	57	—	21/5
			28	CRANBERRIES Salvation (<i>Island</i>)	181	200	221	232	14/0
			29	TODD SNIDER I Believe You (<i>Margaritaville/MCA</i>)	162	158	150	150	18/0
			30	CURE Mint Car (<i>Fiction/EEG</i>)	153	139	69	—	17/2

This chart reflects airplay from May 13-19. Songs ranked by total plays. Highlighted songs indicate Breaker.
44 Adult Alternative reporters. 43 current playlists. © 1996, R&R Inc.

NEW & ACTIVE

GIN BLOSSOMS Not Only Numb (*A&M*)
Total Plays: 152, Total Stations: 18, Adds: 2

TRACY CHAPMAN Smoke And Ashes (*Elektra/EEG*)
Total Plays: 148, Total Stations: 16, Adds: 1

TORI AMOS Talula (*Atlantic*)
Total Plays: 145, Total Stations: 16, Adds: 1

PHILOSOPHER KINGS Charms (*Columbia/CRG*)
Total Plays: 143, Total Stations: 18, Adds: 1

ERIC CLAPTON Cryin' (*Polydor/A&M*)
Total Plays: 120, Total Stations: 17, Adds: 4

SUZANNE VEGA Caramel (*A&M*)
Total Plays: 116, Total Stations: 16, Adds: 1

ADAM CLAYTON & LARRY MULLEN Mission: Impossible (*Mother/Island*)
Total Plays: 107, Total Stations: 11, Adds: 1

DOG'S EYE VIEW The Prince's Favorite Son (*Columbia/CRG*)
Total Plays: 102, Total Stations: 14, Adds: 3

JOAN OSBORNE St. Teresa (*Blue Gorilla/Mercury*)
Total Plays: 97, Total Stations: 10, Adds: 1

SYD STRAW Love And The Lack Of It (*Capricorn*)
Total Plays: 92, Total Stations: 15, Adds: 2

Songs ranked by total plays.

BREAKERS

ELVIS COSTELLO

You Bowed Down (*Warner Bros.*)

TOTAL PLAYS/INCREASE: 273/171
TOTAL STATIONS/ADDS: 30/4
CHART: 19

DISHWALLA

Counting Blue Cars (*A&M*)

TOTAL PLAYS/INCREASE: 271/42
TOTAL STATIONS/ADDS: 15/1
CHART: 20

WALLFLOWERS

6th Avenue Heartache (*Interscope*)

TOTAL PLAYS/INCREASE: 259/41
TOTAL STATIONS/ADDS: 28/3
CHART: 21

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
CRANBERRIES Free To Decide (<i>Island</i>)	5
BRIAN SETZER ORCHESTRA Hoodoo... (<i>Interscope</i>)	4
ERIC CLAPTON Cryin' (<i>Polydor/A&M</i>)	4
ELVIS COSTELLO You Bowed Down (<i>Warner Bros.</i>)	4
NEVILLE BROTHERS Fire On The Mountain (<i>A&M</i>)	4
DOG'S EYE VIEW The Prince's Favorite... (<i>Columbia/CRG</i>)	3
EVERYTHING BUT THE GIRL The Heart... (<i>Atlantic</i>)	3
EDWIN MCCAIN Alive (<i>Lava/Atlantic</i>)	3
WALLFLOWERS 6th Avenue Heartache (<i>Interscope</i>)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ELVIS COSTELLO You Bowed Down (<i>Warner Bros.</i>)	+171
DOG'S EYE VIEW The Prince's Favorite... (<i>Columbia/CRG</i>)	+90
JEWEL Who Will Save Your Soul (<i>Atlantic</i>)	+89
CRANBERRIES Free To Decide (<i>Island</i>)	+77
STING You Still Touch Me (<i>A&M</i>)	+67
PATTI ROTHBERG Inside (<i>EMI</i>)	+65
HOOTIE & THE BLOWFISH Old Man & Me (<i>Atlantic</i>)	+57
BRYAN ADAMS The Only Thing That Looks... (<i>A&M</i>)	+49
PAUL WESTERBERG Love Untold (<i>Reprise</i>)	+47
OASIS Wonderwall (<i>Epic</i>)	+44

Breakers: Songs registering 250 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

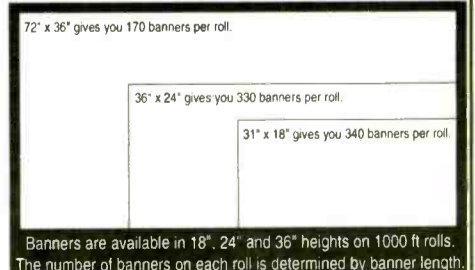
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713/507-4200
713/507-4295 FAX

MAY 24, 1996

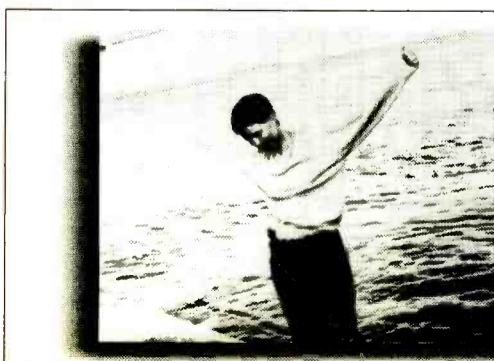
3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	TOTAL PLAYS	+/- PLAYS	EMPHASIS TRACKS (PLAYS)
1	1	1	1	HOOTIE & THE BLOWFISH Fairweather Johnson (<i>Atlantic</i>)	42/0	1069	+107	"Old" (764) "Be" (93) "Town" (87)
3	2	2	2	DAVE MATTHEWS BAND Crash (<i>RCA</i>)	41/0	965	+51	"Much" (709) "Say" (184) "Tripping" (25)
2	3	3	3	STING Mercury Falling (<i>A&M</i>)	39/0	854	+78	"Touch" (587) "Hung" (54) "Soul" (47)
4	4	5	4	GIN BLOSSOMS Congratulations, I'm Sorry (<i>A&M</i>)	35/0	623	-8	"Follow" (283) "Numb" (152) "Job" (115)
10	6	4	5	MARK KNOPFLER Golden Heart (<i>Warner Bros.</i>)	36/0	622	-19	"Get" (439) "Imelda" (63) "Darling" (30)
6	9	7	6	DOG'S EYE VIEW Happy Nowhere (<i>Columbia/CRG</i>)	33/1	549	+31	"Falls" (401) "Prince's" (102) "Small" (46)
5	5	6	7	COWBOY JUNKIES Lay It Down (<i>Geffen</i>)	33/1	514	-48	"Disaster" (353) "Angel" (44) "Calling" (36)
14	15	13	8	ALANIS MORISSETTE Jagged Little Pill (<i>Maverick/Reprise</i>)	28/0	495	+79	"Learn" (328) "Ironic" (116) "Oughta" (17)
24	24	17	9	JEWEL Pieces Of You (<i>Atlantic</i>)	30/1	470	+90	"Save" (463) "You" (7)
20	17	16	10	PATTI ROTHBERG Between The 1 & The 9 (<i>EMI</i>)	35/1	453	+63	"Inside" (431) "Flicker" (8) "Ways" (7)
7	8	9	11	JARS OF CLAY Jars Of Clay (<i>Silvertone</i>)	25/0	441	-2	"Flood" (403) "Liquid" (17) "Sinking" (11)
8	7	8	12	JACKSON BROWNE Looking East (<i>Elektra/EEG</i>)	28/0	430	-42	"Looking" (306) "Bridges" (38) "Barricades" (19)
16	12	12	13	LOS LOBOS Colossal Head (<i>Slash/WB</i>)	29/0	416	-14	"Rain" (298) "Revolution" (50) "Mas" (28)
11	13	14	14	TRACY CHAPMAN New Beginning (<i>Elektra/EEG</i>)	27/1	411	+9	"Reason" (243) "Smoke" (148) "Beginning" (8)
26	20	18	15	CRANBERRIES To The Faithful Departed (<i>Island</i>)	31/1	404	+52	"Decide" (183) "Salvation" (181) "Bosnia" (19)
13	11	10	16	SUBDUDES Primitive Streak (<i>High Street</i>)	29/0	397	-42	"Time" (201) "Favor" (135) "Soon" (15)
15	14	15	17	OASIS (What's The Story) Morning Glory (<i>Epic</i>)	23/1	389	-7	"Champagne" (275) "Wonderwall" (81) "Anger" (33)
21	19	21	18	PAUL WESTERBERG Eventually (<i>Reprise</i>)	32/3	386	+42	"Untold" (343) "These" (13) "Century" (13)
23	22	19	19	WHY STORE Why Store (<i>MCA</i>)	29/0	373	+27	"Water" (362) "Broken" (6) "When" (5)
9	10	11	20	JOAN OSBORNE Relish (<i>Blue Gorilla/Mercury</i>)	23/0	359	-74	"Ladder" (189) "Teresa" (97) "Spider" (29)
22	25	22	21	BADLEES River Songs (<i>Polydor/A&M</i>)	30/1	356	+29	"Angeline" (344) "Fear" (6) "Ore" (6)
DEBUT			22	ELVIS COSTELLO All This Useless Beauty (<i>Warner Bros.</i>)	33/4	325	+201	"Bowed" (273) "Shallow" (18) "Shadows" (16)
12	16	20	23	FOO FIGHTERS Foo Fighters (<i>Roswell/Capitol</i>)	19/0	309	-37	"Big" (308) "Call" (1)
—	—	27	24	WALLFLOWERS Bringing Down The Horse (<i>Interscope</i>)	30/3	280	+46	"Heartache" (259) "Headlight" (15) "Laughing" (3)
30	28	28	25	DISHWALLA Pet Your Friends (<i>A&M</i>)	15/1	272	+43	"Cars" (271) "Haze" (1)
—	27	26	26	CURE Wild Mood Swings (<i>Fiction/EEG</i>)	22/1	263	+26	"Mint" (153) "13th" (82) "Want" (21)
17	18	24	27	NATALIE MERCHANT Tigerlily (<i>Elektra/EEG</i>)	15/0	259	-15	"Jealousy" (215) "Camival" (20) "Wonder" (15)
19	23	23	28	TORI AMOS Boys For Pele (<i>Atlantic</i>)	23/2	252	-32	"Talula" (145) "Sneeze" (99) "Muhammad" (8)
28	29	29	29	COLLECTIVE SOUL Collective Soul (<i>Atlantic</i>)	10/1	219	+13	"World" (92) "River" (56) "Water" (50)
18	21	25	30	STEVE EARLE I Feel Alright (<i>Warner Bros.</i>)	23/1	213	-36	"More" (114) "Alright" (68) "Still" (13)

This chart reflects airplay from May 6-12. Albums ranked by total plays, with plays from an album combined. 44 Adult Alternative reporters. 43 current playlists. © 1996, R&R Inc.

REPORTERS

Stations and their adds by track listed alphabetically by market

KGSR/Austin, TX PD: Jody Denberg MD: Susan Castle EVERYTHING BUT... "Heart" NEVILLE BROTHERS "Sunshine" COCTEAU TWINS "Fishbite" JUNIOR BROWN "Semi-Crazy" JUNIOR BROWN "Gotta"	WBOS/Boston, MA PD/MD: Jim Herron 3 ZACK WYLOE "Between" JARS OF CLAY "Sinking" GIN BLOSSOMS "Virginia" NIL LARA "Bleeding"	WXRT/Chicago, IL VP/Programming: Norm Weiner MD: Paty Martin 3 GIN BLOSSOMS "Numb" 2 TRACY CHAPMAN "Smoke" 1 DAVE MATTHEWS BAND "Say" 1 BRIAN SETZER ORCH. "Louie"	CIDR/Detroit, MI PD: Murray Brookshaw MD: Ann Delisi 3 GIN BLOSSOMS "Numb" 2 TRACY CHAPMAN "Smoke" 1 DAVE MATTHEWS BAND "Say" 1 BRIAN SETZER ORCH. "Louie"	KSCA/Los Angeles, CA PD: Michael Morrison MD: Marilee Kelly No Adds	KPIG/Monterey, CA (cont.) 4 BRIAN SETZER ORCH. "Voodoo" 4 COCO MONTIYA "Monkey" 3 J.J. CALE "Guitar" 3 ALISON KRAUSS... "Moments" 2 BRIAN SETZER ORCH. "Pity" 2 NEIL YOUNG "Dead"	KTHX/Reno, NV (cont.) SAM BUSH "Radio" SYD STRAW "Toughest" SAM BUSH "Watson" TODD SMIDER "Late" DOG'S EYE VIEW "Prince's"	KUPR/San Diego, CA PD: Sherman Cohen MD: Clark Novak 3 HOOTIE & BLOWFISH "Town" ELVIS COSTELLO "Bowed" DAVE MATTHEWS BAND "Say"	KMTT/Seattle, WA PD: Chris Mays MD: Deane Carlson NEVILLE BROTHERS "Fire" PAUL WESTERBERG "ManaCrazy"
WRNR/Baltimore, MD PD: Sean O'Meara co-MD: Damien Etstein co-MD: Phil Harrill 4 J.J. CALE "Hard" 3 J.J. CALE "Days" 3 J.J. CALE "Guitar" 3 IGUANAS "Cadillac" 2 LOW ROAD "Mean" 2 IGUANAS "Moved" 1 LOW ROAD "Gigantic" LOW ROAD "Jealous" IGUANAS "Lupita" IGUANAS "Rock" J.J. CALE "Doctor" J.J. CALE "Low"	WXRV/Boston, MA PD: Joanne Doody MD: Mike Mullane 5 HOOTIE & BLOWFISH "Sad" 5 ERIC CLAPTON "Cryin" 3 NO DOUBT "Speak" 2 THANKS TO GRAVITY "Sheete" 2 TRAGICALLY HIP "Century" 1 WALLING SOULS "Casey" 1 BARENAKED LADIES "Apartment" 1 DISHWALLA "Haze" 1 ALANIS MORISSETTE "Doctor"	KBXR/Columbia, MO DM: Michael Parry PD/MD: Dave "Keeler" Fulgham PETER WOLF "Line" WALLFLOWERS "Heartache"	KLRJ/Eugene, OR PD: Patric Miller MD: Tom Krumm BRIAN SETZER ORCH. "Voodoo" MARTIN SEXTON "Black"	WSHE/Miami, FL PD: Dave Stewart No Adds	WJBT/Ft. Myers, FL PD: Buczynski MD: Chad Chumly PRIMITIVE RADIO GOOS "Standing"	WMAX/Rochester, NY Co-PD: Jennifer Vanderslice GIN BLOSSOMS "Numb" WALLFLOWERS "Heartache" ELVIS COSTELLO "Bowed" CURE "Mint" TRAGICALLY HIP "Century"	KFOP/San Francisco, CA PD: Paul Marzalek MD: Bill Evans SUZANNE VEGA "Caramel" WALLFLOWERS "Heartache" BRIAN SETZER ORCH. "Voodoo" NEVILLE BROTHERS "Spoken"	KAEP/Spokane, WA PD: Scott Soderstrom MD: Allison Strong No Adds
WNCB/Burlington, VT PD: Glean Roberts MD: Jody Peterson 4 STEVE EARLE "Alright" GRANT LEE BUFFALO "Homespun" DISHWALLA "Cars"	WMVY/Cape Cod, MA PD/MD: Barbara Dacey 1 NEVILLE BROTHERS "Fire" 1 EVERYTHING BUT... "Heart" 1 SYD STRAW "Lack"	KBCO/Denver, CO MD: Mike D'Conor MD: Scott Arbough 8 BADLEES "Angeline" 7 NIL LARA "Free" 6 CRANBERRIES "Decide" 5 SUBDUDES "Time" DOG'S EYE VIEW "Prince's"	WJXX/Denver, CO PD: Doug Clifton MD: Gary Schoonewetter 5 HOOTIE & BLOWFISH "Be" 5 ZAMBONIE "Zambonie" 4 ALANIS MORISSETTE "Doctor" SPECIALS "Little" SMASHING PUMPKINS "Tonight"	WNEW/New York, NY MD: Amy Winslow 8 MOUNTAIN "Man's" BRIAN SETZER ORCH. "Brighton"	WTTW/Indianapolis, IN PD/MD: Rich Anton 1 ELVIS COSTELLO "Bowed" 1 ROBBERN FORD "Running"	KQPT/Sacramento, CA OM/MD: Jim Trapp APD/MD: Carrie Owens 11 PAUL WESTERBERG "Untold" 10 WILD STRAWBERRIES "Want" CRANBERRIES "Decide"	KOTR/San Luis Obispo, CA PD: Drew Ross MD: Dean Kattari 4 WEBB WILCOX "Shakes" 3 DAVID WILCOX "Away" 3 TISH HINJOSA "Rains" 3 POISON IVY "Peter" 3 ELVIS COSTELLO "Distorted" 3 TINA AND THE B-SIDE "Matter" 2 WALLFLOWERS "Headlight"	WRNX/Springfield, MA PD: Jim Peter MD: Bruce Siebbins 7 JAKKSON BROWNE "Nino" 7 IGUANAS "Moved"
KFXD/Boise, ID PD: Greg Roberts MD: Kevin Welch DUNCAN SHEIK "Barely" NIL LARA "Bleeding" LODGE "Legs" COCTEAU TWINS "Fishbite" CHIMERAS "Nitesong" BADLEES "Mercy" JIMMY BUFFETT "Time" JIMMY BUFFETT "Jamaica" JIMMY BUFFETT "Cultural"	WXRC/Charlotte, NC PD: Anthony Michaels EDWIN MCCAIN "Alive" PHILOSOPHER KINGS "Charms" ERIC CLAPTON "Cryin"	WTTT/Indianapolis, IN PD/MD: Rich Anton 1 ELVIS COSTELLO "Bowed" 1 ROBBERN FORD "Running"	KXPT/Las Vegas, NV PD: Richard Reed MD: J.D. Davis JOAN OSBORNE "Teresa" OASIS "Champagne"	KINX/Portland, OR PD: Carl Wieding APD: Anita Garlock FREDDY JONES BAND "Daydream"	KPIG/Monterey, CA PD/MD: Laura Hopper 9 J.J. CALE "Days" 8 KENNEDYS "Large" 7 COCO MONTIYA "Gear" 6 JUNIOR BROWN "Surf" 5 DICK DALE & HIS... "Nitrus" 5 IGUANAS "Cadillac"	KQPS/Salt Lake City, UT PD: Bruce Jones MD: Dom Casual PATTI ROTHBERG "Inside" VERVE PIPE "Photograph"	KTMN/Santa Fe, NM PD/MD: Rich Robinson 7 JEWEL "Save" STONE TEMPLE PILOTS "Lady" MARK KNOPFLER "Darling" AMANDA MARSHALL "Birmingham" CRACKER "Nothing" JEWEL "Superman" NIL LARA "Baby" GRANT LEE BUFFALO "Homespun" STEEL PULSE "Franklin's" CURE "Jupiter"	WHPT/Tampa, FL PD: Chast Beck APD/MD: Chris Taylor 5 ELVIS COSTELLO "Bowed" TORI AMOS "Talula" CURE "Mint"
KRSH/Santa Rosa, CA PD: Zoe Zuest MD: Bill Bowker 4 ELVIS COSTELLO "End" 4 ELVIS COSTELLO "Starting" ERIC CLAPTON "Cryin" EVERYTHING BUT... "Heart" WALLING SOULS "Casey" CLAYTON & MULLEN "Mission"	44 Total Reporters 44 Current Reporters 43 Current Playlists	Did Not Report, Playlist Frozen (1): WXLE/Albany, NY						



catie curtis

Truth from Lies

An ocean of honesty

"RADICAL"

WRNR	KTHX	KLRF
WXLE	KUMT	WOXY
WMMM	KFXD	WDST
CIDR	KINK	
WRLT	KRSH	
KFMG		

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ADULT ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ADULT ALTERNATIVE REPORTERS ON R&R ONLINE

MARKET #1

102.7 FM WNEW
WNEW/New York
(212) 489-1027
Winslow

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
6	9	15	18	16	FOO FIGHTERS/Big Me
18	15	18	16	16	DAVE MATTHEWS BAND/Too Much
17	14	17	14	17	COWBOY JUNKIES/A Common Disaster
7	6	13	17	17	PATTI ROTHBERG/Inside
15	17	15	16	16	HOOTIE & BLOWFISH/Old Man & Me
6	10	14	15	15	MARK KNOPFLER/Don't You Get It
5	17	15	15	15	STINGS/You Still Touch Me
11	13	15	15	15	ELVIS COSTELLO/You Bowed Down
11	13	15	15	15	PETER WOLF/Long Line
7	8	10	11	11	SPIN DOCTORS/She Used To Be Mine
7	9	15	8	8	JOAN OSBORNE/Ladder
8	10	11	11	11	MOUNTAIN/Man's World
16	18	13	7	7	DOG'S EYE VIEW/Everything Falls...
7	8	4	6	6	SUBDUDES/All The Time...
7	8	4	6	6	BRIAN SETZER ORCH./Rumble In Brighton

MARKET #2

fm 101.9
KSCA/Los Angeles
(213) 845-1600
Morrison/Kelly

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
21	22	21	23	23	DAVE MATTHEWS BAND/Too Much
21	24	23	23	23	JARS OF CLAY/Flood
23	13	12	22	22	HOOTIE & BLOWFISH/Old Man & Me
11	21	24	22	22	STINGS/You Still Touch Me
10	11	21	19	19	LOS LOBOS/Can't Stop The Rain
-	-	-	-	-	ELVIS COSTELLO/You Bowed Down
10	9	12	14	14	PATTI ROTHBERG/Inside
8	9	10	13	13	WALLFLOWERS/6th Avenue Heartache
8	9	10	13	13	PAUL WESTERBERG/Love Untold
12	11	14	13	13	JOAN OSBORNE/Spider Web
12	14	11	12	12	BADELES/Angeline Is...
10	12	12	12	12	DISHWALLA/Counting Blue Cars
12	11	12	12	12	KENNY WAYNE SHEPHERD/Born With A Broken
9	12	9	12	12	DAVIS/Don't Look Back...
12	22	21	12	12	JEWEL/Who Will Save...
8	13	13	12	12	SUBDUDES/All The Time...
11	11	12	12	12	TRACY CHAPMAN/Give Me One Reason
-	-	-	-	-	MARK KNOPFLER/Imedia
-	-	-	-	-	PRIMITIVE RADIO GODS/Standing Outside...
23	12	13	12	12	COWBOY JUNKIES/A Common Disaster
-	-	-	-	-	CRANBERRIES/Free To Decide
9	5	10	11	11	JACKSON BROWNE/Looking East
11	13	11	11	11	MARK KNOPFLER/Don't You Get It
12	13	11	11	11	CURE/The 13th
8	5	7	11	11	SUZANNE VEGA/Caramel
-	-	-	-	-	EVERYTHING BUT.../The Heart Remains...
11	11	9	10	10	ERIC CLAPTON/Cryin'
11	10	8	10	10	ALANIS MORISSETTE/You Learn
12	12	10	10	10	PHILOSOPHER KINGS/Charms
12	11	11	10	10	LENNY KRAVITZ/Can't Get You Off

MARKET #3

93 R
RADIO CHICAGO
WXRT/Chicago
(312) 777-1700
Winer/Martin

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
12	10	11	13	13	DAVE MATTHEWS BAND/Too Much
12	11	14	12	12	STEVE EARLE/Feel Alright
10	11	11	11	11	FOO FIGHTERS/Big Me
9	11	10	11	11	JOAN OSBORNE/Ladder
-	-	-	-	-	ANDERS OSBORNE/Burning On...
-	-	-	-	-	PAUL WESTERBERG/Century
7	8	10	10	10	GIN BLOSSOMS/Day Job
7	8	10	10	10	MARK KNOPFLER/Imedia
8	9	8	10	10	NATALIE MERCHANT/Jelousy
9	9	10	10	10	GIN BLOSSOMS/Not Only Numb
12	12	11	10	10	LOVE AND ROCKETS/Sweet Lover Hangover
7	7	8	10	10	STINGS/You Still Touch Me
11	10	12	9	9	SUBDUDES/All The Time...
-	-	-	-	-	WALLFLOWERS/One Headlight
7	7	7	9	9	CRACKER/How Can I Live...
7	7	10	8	8	PAUL WESTERBERG/Am I Got Me
10	10	8	8	8	SOUL ASYLUM/Back Gold
10	8	9	8	8	LOS LOBOS/Can't Stop The Rain
-	-	-	-	-	ELVIS COSTELLO/Complicated Shadows
7	7	8	10	10	HOOTIE & BLOWFISH/Earth Stopped
7	6	8	10	10	HOOTIE & BLOWFISH/Honeyscrew
14	8	7	8	8	PAUL WESTERBERG/Love Untold
6	8	9	8	8	HOOTIE & BLOWFISH/Old Man & Me
6	8	9	8	8	SMASHING PUMPKINS/Rocket
-	-	-	-	-	JOHN HIATT/Shredding
3	10	8	8	8	DAVE MATTHEWS BAND/So Much To Say
7	7	4	8	8	CURE/The 13th
5	3	4	8	8	JAYHAWKS/Waiting For The Sun
-	-	-	-	-	TRAGICALLY HIP/Ahead By A Century
5	3	7	7	7	BLUES TRAVELER/But Anyway

MARKET #4

KFOG 104.5 97.7
KFOG/San Francisco
(415) 543-1045
Marszalek/Evans

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
6	13	18	19	19	LOS LOBOS/Can't Stop The Rain
7	6	14	19	19	PATTI ROTHBERG/Inside
-	-	-	-	-	ELVIS COSTELLO/You Bowed Down
18	16	18	18	18	ERIC CLAPTON/Cryin'
19	18	18	18	18	GIN BLOSSOMS/Not Only Numb
17	16	16	17	17	HOOTIE & BLOWFISH/Old Man & Me
18	19	18	18	18	JACKSON BROWNE/Looking East
6	14	16	17	17	MARK KNOPFLER/Don't You Get It
17	14	17	17	17	STINGS/You Still Touch Me
17	17	17	17	17	SUBDUDES/Do Me A Favor
16	19	16	16	16	ODDS/Satisfied
18	17	16	16	16	DAVE MATTHEWS BAND/Too Much
-	-	-	-	-	DAVE MATTHEWS BAND/So Much To Say
8	6	13	13	13	JOHN WESLEY HARDING/Kiss Me Miss Liberty
11	7	16	10	10	DOG'S EYE VIEW/Everything Falls...
-	-	-	-	-	COWBOY JUNKIES/Coming Calling (His...)
17	19	19	9	9	PIE DOGRS/Beautiful Girl
-	-	-	-	-	LOS STRAWL/Love And The Lark
-	-	-	-	-	WALLFLOWERS/6th Avenue Heartache
-	-	-	-	-	WHY STORE/Lack Of Water
8	6	7	7	7	CRACKER/How Can I Live...
7	6	7	7	7	SON VOL/Drown
3	5	3	3	3	BADELES/Angeline Is...
-	-	-	-	-	CRANBERRIES/Free To Decide
-	-	-	-	-	FOO FIGHTERS/Big Me
8	6	7	7	7	PAUL WESTERBERG/Love Untold
32	25	16	16	16	TRAGICALLY HIP/Ahead By A Century
5	4	5	5	5	JOSH CLAYTON/Felt Window
5	6	5	5	5	KENNY WAYNE SHEPHERD/Deja Voodoo
8	5	6	5	5	PAUL CEBAR/Don't Leave Me

MARKET #6

THE RIVER 93.9 FM
CIDR/Detroit
(313) 258-8888
Brookshaw/Delisi

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	32	31	32	32	DAVE MATTHEWS BAND/Too Much
23	31	32	32	32	PATTI ROTHBERG/Inside
28	29	32	32	32	COWBOY JUNKIES/A Common Disaster
24	31	31	31	31	JOAN OSBORNE/Ladder
31	31	31	31	31	HOOTIE & BLOWFISH/Old Man & Me
22	25	25	25	25	TODD SNIDER/I Believe You
22	25	25	25	25	WALLFLOWERS/6th Avenue Heartache
22	24	24	24	24	JACKSON BROWNE/Looking East
21	25	24	24	24	WALLFLOWERS/6th Avenue Heartache
22	24	24	24	24	NATALIE MERCHANT/Jelousy
-	-	-	-	-	JEWEL/Who Will Save...
23	24	24	24	24	LOS LOBOS/Revolution
-	-	-	-	-	DOG'S EYE VIEW/The Prince's...
21	22	18	18	18	DAR WILLIAMS/As Cool As I Am
-	-	-	-	-	ELVIS COSTELLO/You Bowed Down
19	23	23	23	23	STEVE EARLE/More Than I Can Do
9	12	20	20	20	CATIE CURTIS/Radical
20	24	19	19	19	SUBDUDES/All The Time...
21	23	21	21	21	PAUL WESTERBERG/Love Untold
20	23	20	20	20	JARS OF CLAY/Flood
-	-	-	-	-	WHY STORE/Lack Of Water
9	10	13	10	10	WHY STORE/Lack Of Water
20	17	17	17	17	SOUL ATTORNEYS/These Are The Days
25	21	17	17	17	TORI AMOS/Caught A Lite Sneeze
18	16	17	17	17	TRAGICALLY HIP/Ahead By A Century
17	16	17	17	17	K.D. LANG/You're OK
16	17	13	13	13	PHILOSOPHER KINGS/Charms
32	25	16	16	16	GIN BLOSSOMS/Not Only Numb
18	20	13	13	13	WILD STRAWBERRIES/Don't Want To...
14	16	14	14	14	JANN ARDEN/Inesive
14	16	14	14	14	BARNEKED LADIES/Snoe Box

MARKET #10

WBOS 92.9 FM
Soft Album Rock
WBOS/Boston
(617) 254-9267
Herron

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
33	33	33	33	33	DAVE MATTHEWS BAND/Too Much
33	33	33	33	33	HOOTIE & BLOWFISH/Old Man & Me
33	33	33	33	33	JARS OF CLAY/Flood
14	14	14	14	14	DISHWALLA/Counting Blue Cars
-	-	-	-	-	ALANIS MORISSETTE/You Learn
33	33	33	33	33	GIN BLOSSOMS/Not Only Numb
33	33	33	33	33	DOG'S EYE VIEW/Everything Falls...
-	-	-	-	-	BRYAN ADAMS/The Only Thing...
-	-	-	-	-	PETER WOLF/Long Line
-	-	-	-	-	JEWEL/Who Will Save...
-	-	-	-	-	ELVIS COSTELLO/You Bowed Down
24	24	24	24	24	STINGS/You Still Touch Me
24	24	24	24	24	NATALIE MERCHANT/Jelousy
-	-	-	-	-	DOG'S EYE VIEW/The Prince's...
-	-	-	-	-	GARBAGE/Stupid Girl
-	-	-	-	-	EDWY MCCAIN/Alive
14	14	14	14	14	NEWSBOYS/You Take Me To You...
14	14	14	14	14	CRANBERRIES/Salvation
14	14	14	14	14	ODDS/Satisfied
24	24	24	24	24	JOAN OSBORNE/SL Teresa
8	28	-	-	-	LOS LOBOS/Can't Stop The Rain
-	-	-	-	-	WHY STORE/Lack Of Water
8	8	8	8	8	PATTI ROTHBERG/Inside
8	8	8	8	8	MARK KNOPFLER/Don't You Get It
8	8	8	8	8	BILLY MANN/Turn Down The World
-	-	-	-	-	ZACK WYLDE/Somewhere Between...
-	-	-	-	-	DUNCAN SHEIK/Barely Breathing
-	-	-	-	-	LOUNGE FLOUNDER/From Porch Dog
-	-	-	-	-	CRACKER/How Can I Live...
-	-	-	-	-	CURE/Mint Car

MARKET #10

THE RIVER 92.5 FM
WXRV/Boston
(508) 374-4733
Doody/Mullaney

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
10	9	12	23	23	DADA/No One
-	-	-	-	-	STING/All Four Seasons
20	24	20	20	20	WHY STORE/Lack Of Water
19	20	19	17	17	DISHWALLA/Counting Blue Cars
6	9	8	16	16	JEWEL/Who Will Save...
11	8	10	15	15	BARNEKED LADIES/Shoe Box
16	19	15	15	15	DAVE MATTHEWS BAND/Too Much
-	-	-	-	-	DOG'S EYE VIEW/The Prince's...
11	9	14	15	15	NIELDS/Best Back Dress
23	16	16	14	14	DOG'S EYE VIEW/Everything Falls...
8	12	14	14	14	WALLFLOWERS/6th Avenue Heartache
-	-	-	-	-	EVERYTHING BUT.../The Heart Remains...
17	12	15	14	14	HOOTIE & BLOWFISH/Old Man & Me
12	6	11	13	13	BARNEKED LADIES/This Is Where It...
8	13	10	13	13	GIN BLOSSOMS/As Long As It...
11	11	8	13	13	GIN BLOSSOMS/Follow You Down
5	8	12	13	13	JAY ASKEW/Caroline
3	6	14	13	13	GOD STREET WINE/Ru4 Real?
9	13	8	13	13	LETTERS TO CLEO/Dangerous Type
8	10	10	13	13	BOB MOULD/Next Time That...
10	11	10	13	13	STAN RIDGWAY/Big Dumb Town
8	7	9	12	12	COWBOY JUNKIES/A Common Disaster
11	15	10	12	12	COWBOY JUNKIES/Coming Calling (His...)
10	9	10	12	12	PAUL WESTERBERG/Love Untold
10	14	10	12	12	RICHARD THOMPSON/Dark Hand Over My...
-	-	-	-	-	LOS LOBOS/Can't Stop The Rain
16	18	8	11	11	LOS LOBOS/Mas Y Mas
11	12	11	11	11	ODDS/Don't Look Back...
12	8	9	11	11	CAROLINE LAVELLE/Dream Di Picasso
12	9	12	11	11	MYSTERIES OF LIFE/Going Through...

MARKET #11

WSHE
WSHE/Miami
(305) 587-1035
Stewart

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-	-	-	OASIS/Wonderwall
22	-	-	-	-	HOOTIE & BLOWFISH/Old Man & Me
-	-	-	-	-	BODEANS/Closer To Free
-	-	-	-	-	MELISSA ETHERIDGE/I Want To Come Over
-	-	-	-	-	GIN BLOSSOMS/Follow You Down
18	-	-	-	-	ALANIS MORISSETTE/Tronic
-	-	-	-	-	COLLECTIVE SOUL/The World I Know
25	-	-	-	-	JARS OF CLAY/Flood
16	-	-	-	-	STING/You Still Touch Me
17	-	-	-	-	JEWEL/Who Will Save...
-	-	-	-	-	RADIOHEAD/High & Dry
26	-	-	-	-	TRACY CHAPMAN/Give Me One Reason
-	-	-	-	-	NATALIE MERCHANT/Jelousy
-	-	-	-	-	JANN ARDEN/Inesive
24	-	-	-	-	FOO FIGHTERS/Big Me

MARKET #13

The Mountain 102.5 FM
KMTT/Seattle
(206) 233-1037
Mays/Carlson

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
16	18	18	19	19	MARK KNOPFLER/Don't You Get It
18	17	1			

OPENINGS

OPENINGS

OPENINGS

OPENINGS

NATIONAL

FEMALES-FEMALES-FEMALES!

We just can't seem to fill the constant job orders we receive from radio stations for female talent. NATIONAL, the acknowledged leader in radio personnel placement since 1981, receives an average of three calls per day just for female talent... news... announcers... production. Where are you? We need you. For complete registration information, if you are seriously looking call:

NATIONAL BROADCAST TALENT

(205) 608-0294

Stations... Call for Talent Today



Job Tip Sheet



We're the largest, most complete job listing service in radio offering over 400 of the hottest jobs weekly for air talent, P.D., M.D., news, talk, sports, production, promo & more, in all markets/all formats. 22 years of on-air experience helps me understand your needs. Whatever level of your experience... we can help. Call now to subscribe. You have the talent... We have the jobs!!

800-231-7940

937 WILD GINGER TRAIL, WEST CHICAGO, IL 60185

(Stations: List jobs for free/cover EEO responsibility)

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NETWORK

(407) 679 8090

EAST

Seeking on-air talent. Join a growing company. T&R: WENU, Jay Scott, 251 Quaker Road, Queensbury, NY 12804 (5/24) EOE

Middays/MD (Country). Working knowledge of Selector a must. T&R: WDSD, Sky Phillips, PO Drawer "B", Dover, DE 19901 (5/24) EOE

Accepting T&Rs for parttime air talent and board ops. on HAC and Country station. T&R: WDSD, Sky Phillips, PO Drawer "B", Dover, DE 19901 (5/24) EOE

Can you do it all? On air, remotes, production? If so, we need you! Benefits, 401k and more! T&R: WDSD, Sky Phillips, PO Drawer "B", Dover, DE 19901 (5/24) EOE

50,000 watt AAA/Oldies duopoly has immediate fulltime News director. T&R: Will, Dave Ashton, Center Ithaca, Ithaca, NY 14850 (5/24) EOE

HAC nights. Two years' fulltime experience, seamless board, upbeat presentation. T&R: WSNE, Jack Casey, APD, 100 Boyd Ave, Providence, RI 02914 (5/24) EOE

Morning co-host needed - upstate NY CHR. Bright, not bubbly. T&R: WMRV, Bill Sheridan, 3301 Country Club Rd. #2218, Endwell, NY 13760 (5/24) EOE

FM97 WLAN is looking for a midday/production director! Digital production skills a plus! Min. 3 years' exp. Send T&R ASAP to Jordan Walsh, WLAN 252 N. Queen St., Lancaster, PA 17603 EOE

MORNING PERSONALITY

Springfield's Rock/AC, WRNX is looking for a morning show host. Witty (not goofy), self-effacing (not egotistical), bright (not condescending) and balanced (not crude but not too bubbly), and team player and community involved. No morning zoos please. This is a great opportunity with a fast growing company. Tape, letter and resume to WRNX, P.O. Box 1009, Springfield, MA 01101.

WPDH CLASSIC ROCK

fulltime & parttime AT's send T&R to: Scott Carlin, P.O. Box 416 Poughkeepsie, NY 12602 No Calls! EOE

VP OF PROGRAMMING AND PRODUCTION ENTERTAINMENT BROADCAST CO.

Manage all operations required to support specialized programs for radio broadcasters: news and entertainment services, special events and remotes. Oversee creative and production staff of 25.

We seek outstanding leadership and communication skills, tech savvy, and demonstrated commitment to quality content and staff development; 12-20 years of progressive responsibility, including station or network programming, on-air news production, broadcast journalism, or publishing operations.

Competitive compensation package and unparalleled opportunity in fast-growing industry leader.

Fax resume and salary history, in confidence VPA @212-586-1024



PRODUCTION POSITION IN BOSTON, MA!

WBMX-FM/WEGQ-FM in Boston are interviewing for the production job of a lifetime. Applicants must have at least three years of production and on-air experience. You'll work extensively with account executives to develop advertising campaigns and creative production. Additional responsibilities include swing airshifts on market leader MIX 98.5 (WBMX) and stationarity production. If you possess the creative and organizational skills of a pro, it may be time to play in the major league. Send package including tape and resume to:

Willie Bl, Production Director
WBMX/WEGQ
116 Huntington Ave.
10th Floor
Boston, MA 02116

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PROGRAM MANAGER

Springfield's Rock/AC, WRNX is the fastest growing station in the market. Join our management team and help shape the sound between the records, lead our excellent airstaff, and be an integral part of our creative promotions and customer driven presentation. Airshift required (not morning drive). Send tape, cover letter, and resume to: WRNX, P.O. 1009, Springfield, MA 01101

SOUTH

WUSA, Tampa fulltime nights. Phones, production & appearances. No beginners. T&R: WUSA, Pat McMahon, 504 Reo Street, Tampa, FL 33609 (5/24) EOE

Seeking fulltime and parttime Alternative air talent for top 100 market. T&R: WEJE, Sean Smyth, 2000 Lower Huntington, FT. Wayne, IN 46819. (5/24) EOE

EVENINGS

WMJJ/Birmingham, AL is looking for evening personality, 2 years' large market exp. Good pay/benefits. No Calls T&R to: John Stuart, 530 Beacon Pkwy., West Birmingham, AL 35209. EOE

- Hot Country station in the southeast
- lookin' for our next morning show!
- Now!!! If you have the U-Haul already packed, drop a tape and resume in the mail immediately. Please no drop kings/queens. Lots of phones, develop local bits on the fly, and have lots of fun a must. Radio & Records, 10100 Santa Monica Bl., #934, 5th Floor, Los Angeles, CA 90067. EOE

Talk Powerhouse looking for night talker who has something to say. We don't want a clone of every other talk show out there. Ability to mix it up with guests and callers critical... but the focus is on the host. We want someone who the audience will want to tune in to hear.. but who can say it without being a "shock talker" relying on innuendo. If you fill the bill... send T&R to: Radio & Records, 10100 Santa Monica Bl., #933, 5th Floor, Los Angeles, CA 90067. EOE

BROADCAST OPERATIONS MANAGER

The Westwood One companies has an immediate opening for an Operations Manager in our Arlington, VA facility. Individual must have 3-5 years' experience in operations of broadcast facility, with at least one year supervisory experience. Must have understanding of technical operations; computerized switching; traffic; production and satellite distribution. Must have ability to work all shifts including weekends, holidays, evenings, and have valid drivers' permit.

Qualified candidates should submit a cover letter with resume and salary requirement to: Westwood One Companies, 1755 S. Jefferson Davis Highway, Arlington, VA 22202, Attn: Personnel Department. EOE MF

ARE YOU READY FOR TOP 3?

Looking for the next great morning talent(s) for a Top 3 market! If you can superserve an 18-34, mostly female audience with topical, relatable humor with an attitude, combined with a nearly absolute reliance on the phones, can still get in some tunes, and you wanna work for a major that's buying, not selling, rush us your stuff: P.O. Box 20146, New York, NY 10001-0002

Hot Country FM just outside Charlotte needs female personality. Rush a tape & resume, along with a photo to Greg Ryan, PD, Kicks 103.3, P.O. Box 1678, Lenoir, NC 28645

PROGRAM DIRECTOR

Are you a born leader... creative and energetic, with good writing, production, and on-air skills? Are you a team player looking for a winning team? Top-rated small market country combo looking for a PD to help us grow into a dominate regional market contender. Send T&R to: Radio & Records, 10100 Santa Monica Bl., #936, 5th Floor, Los Angeles, CA 90067. EOE

98ROCK, sunny Tampa Bay's rock station, has an immediate opening for a Producer for our morning show. Duties include voice work for bits, production, scheduling guests, researching topics, and gathering information for both news and live conversation and occasional on-air presence. If you're up for the challenge of getting up early and working HARD at the coolest radio station in the nation, please send 250 words or less with YOUR THOUGHTS on what makes a morning show great and how you would contribute, along with a tape or your voice work and a resume with references to: "Morning Show Producer Search", WXTB, 13577 Feather Sound Drive, Suite 550, Clearwater, FL 34622. IF YOU CALL WE WILL THROW AWAY YOUR STUFF! WXTB and Citicasters are Equal Opportunity Employers.

MORNING: If you have a great voice, quick wit, solid boardwork, and production, and are capable of functioning as part of a team, we need to hear from you right away. Our ensemble morning show needs an organized in-studio conductor. You'll make a lot of personal appearances where you'll interact with our adult listeners. Great facility, great staff, in a very desirable top-25 market. Radio & Records, 10100 Santa Monica Bl., #926, 5th Floor, Los Angeles, CA 90067. EOE

OPPORTUNITIES

OPENINGS



PROMOTION MANAGER

North Carolina's legendary AOR
 10 hour days. 6 days a week.
 Over 200 appearances a year
 Answers to three masters: GM, PD,
 and GSM (And we'll even pay you)
 If you recognize the connection between creativity, hard work, and winning, rush your package to Phil Zachary, VP/GM, 106.1 RDU, 3100 Smoketree Ct., Raleigh, NC 27604 EOE

LOCAL SALES MANAGER

Texas Riviera medium market is building a dynasty! Currently two FMs, one AM. Need a smart, creative, aggressive street fighter to take winning stations to next level. No desk jockeys — carry list, control inventory, train & motivate. This is a real career opportunity. FAX resumes to: General Manager, (512) 289-5836. EOE

PAXSON COMMUNICATIONS

Join Florida's fastest growing broadcaster. We are searching for: HIGH PROFILE PERSONALITY MORNING SHOWS with proven Arbitron track records and AIR TALENT in the areas of:

- NAC
- Country
- AC
- Modern Rock/Alternative
- AOR
- Sports/Talk
- News
- Talk

Tape, resume, and things to grab our attention to: Mary Franco, Paxson Communications, 601 Clearwater Park Road, West Palm Beach, FL 33401 No calls at this time please. We will contact you when we receive your package Women and minorities encouraged. EOE/MHF

OPENINGS

DALLAS MD

KOAI-FM/NAC is searching for killer, music fanatic MD. Minimum 2 yrs' major market experience as a PD/MD, Selector. Fax: 214/688-7760

99.7 WDJX

Today's BEST Music!

After 10 years our midday talent/MD is going to be a PD. We need someone to take over the airchair and win! Can you communicate effectively to 18-34 adults in a tight, bright way? Send tape and resume to: C.C. Matthews, Program Director, WDJX, 612 4th Avenue, Suite 100, Louisville, KY 40202. EOE.

MIDWEST

Highly successful Springfield station seeks parttime personalities. T&R: WKSX, PD, 2963 Derr Road, Springfield, OH 45503 (5/24) EOE

Richmond, Indiana combo seeks experienced account executive. Established list. High earnings potential. Call JEFF HANCOCK: (317)962-6533 (5/24) EOE

KXIA Country seeks AT/Program Director with proven track record. Call John Reardon, GM, (515)753-3361 (5/24) EOE

Seeking News Director/OPS manager. Experience and working with sales required. T&R: WKBH, Tim Scott, Box 1624, LaCrosse, WI 54602 (5/24) EOE

Adult CHR in Green Bay, WI seeks overnight announcer. T&R: WDUZ/WQLH, John Thomas, 810 Victoria Street, Green Bay, WI 54302 (5/24) EOE

On-air position opening. T&R, Letter: WVMV, Jeff Ozzie Sattler, 31555 W. 14 Mile Rd., Suite 102 Farmington Hills, MI 48334 (5/24) EOE

Top-rated Country station is looking for a hot new night talent to move us to the next level. You must be a team player and be able to handle appearances, production, and phones. Send T&R to Radio & Records, 10100 Santa Monica Bl., #935, 5th Floor, Los Angeles, CA 90067. EOE. Women and Minorities are encouraged to apply.

OPENINGS

NEEDED IMMEDIATELY: MORNING DRIVE AT/TEAM

Qualifications:
 - UDS/DCS experience
 - Can be entertaining in :30 or less
 - Phone god
 - Loves to hit the streets
 - Must know the music and relate to lifestyle

Send tape, resume, and salary requirements to:
 Chris Keyzer, Program Director
 KRKQ 98 Rock
 5161 Maple Dr.
 Des Moines, IA 50317

Radio Ingstad of Iowa, Inc. is an Equal Opportunity Employer
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 Fuller-Jeffrey Broadcasting

KRKQ 98 Rock
Des Moines' Only All Classic Rock

We're in an NFL city and we're goin' sports!!! Looking for a top-notch sports director, play by play announcer and a talk show host immediately. Creativity and a winning attitude a must. Send tape and resume ASAP. Radio & Records, 10100 Santa Monica Bl., #937, 5th Floor, Los Angeles, CA 90067. EOE

KFOR 1240 needs a fun, energetic team player who can work the phones and relate to an ADULT FAMILY audience on a 3-hour midday show and write copy. T&R and copy sample to: Coby Mack, KFOR, Box 80209, Lincoln, NE 68501

Announcer/Operations Assistant — Qualified candidates will be responsible for producing and hosting programs on WGEM Radio. Applicant must have pleasant voice, and excellent communication skills. Computer experience a plus. Previous radio experience preferred. High school diploma or better. Must work flexible hours. Send tape and resume to Rich Cain, Operations Director, Quincy Broadcasting Company, P.O. Box 80, Quincy, IL 62306. **NO PHONE CALLS, PLEASE** EOE M/F

OPENINGS

PARLEZ-VOUS FRANCAIS?

PD for new American group-owned bilingual Montreal FM flamethrower. Top-15 market. No format competition. Seeking a proven, creative programming/promotional genius with motivational skills. If you have documented Arbitron/BBM successes in CHR/Country, send T&R: Marti Laddish, MCG Inc., 5595 Liberty Road, Cleveland, OH 44022. EOE

Michigan radio group seeks morning talent for all formats including Country, CHR and Oldies. Send T&R: Radio & Records, 10100 Santa Monica Bl., #932, 5th Floor, Los Angeles, CA 90067. EOE

WEST

Central CA Classic Rocker seeks AM News/Sidekick. T&R: KVRQ, Todd Martin, 514 E. Bellevue Rd., Atwater, CA 95301 (5/24) EOE

Seeking fulltime and parttime air talent. T&R: KVNA, Paul Lancaster, 2690 E. Huntington Dr., Flagstaff, AZ 86004 (5/24) EOE

Seeking weekend talent for full-service AC in the desert. T&R: KHWY, Lance Todd, Box 1668, Barstow CA 92313 (5/24) EOE

Can you work phones? Seeking night talent for #1 rated KORD. T&R: KORD, Rick Stewart, 2621 W. "A" Street, Pasco, WA 99301 (5/24) EOE

Major market, west coast Active Rock radio station seeking part and fulltime air talent for music shifts. Must have minimum three years' experience. If you're good, apply no matter what format you're working. Radio & Records, 10100 Santa Monica Bl., #938, 5th Floor, Los Angeles, CA 90067. EOE



THE LUND CONSULTANTS
TO BROADCAST MANAGEMENT, INC.

Our clients need dynamic talents who entertain on the air and at personal appearances. Presently seeking News/Talk morning host, plus talents for Country, Rock and Oldies formats. Midwest medium and small markets. T&R to The Lund Consultants, 1330 Millbrae Avenue, Millbrae, CA 94030. No Phone Calls Please. EOE/MF

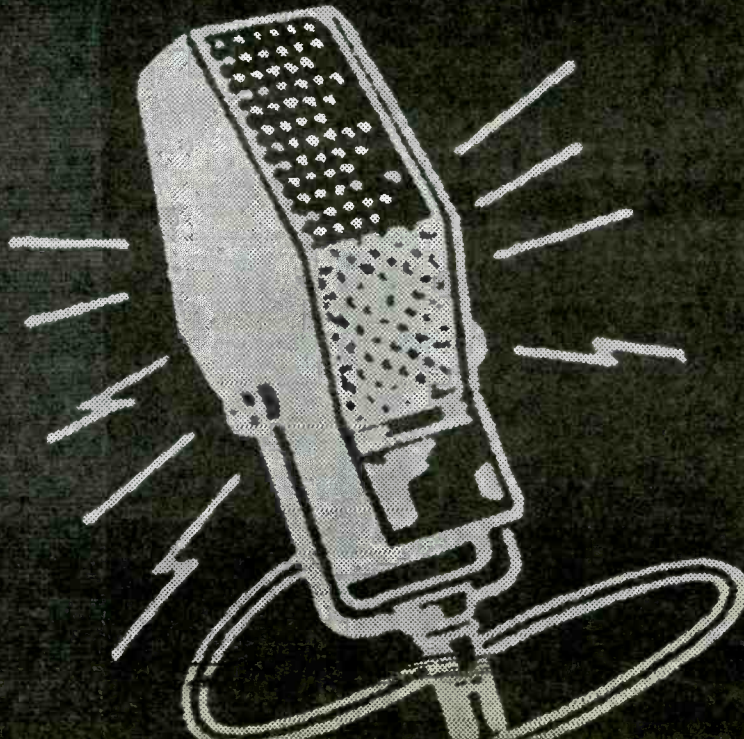
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R&R MARKETPLACE

THE INDUSTRY'S NEWSPAPER



OPENINGS

SEX!

Not a factor.

Z100 Portland morning show needs producer. Know multitrack. Digital even better. Some guest booking, but mostly production. Not an on-air position. Overnight a production demo to Dan Clark, Z100 4949 SW Macadam, Portland, OR 97201

Regent Broadcasting of Las Vegas is seeking tapes and resumes for future positions of all on-air daypart positions, including news. If you are a team player, have the ability and strong desire to win, and would like to live and work in the nation's best and fastest-growing markets, and work with a great company filled with dedicated people, send T&R to: Jay Phillips, Regent Broadcasting of Las Vegas, 1130 E. Desert Inn Road, Las Vegas, NV 89109. No phone calls please. EOE

ARE YOU EXPERIENCED??

KSLX Phoenix is looking for a morning show ready for a new "trip". Quality of life. Quality digs. Quality ownership. But if you're not timely or hungry, save the stamp. Tape, resume and references to: Classic Rock KSLX 4343 E. Camelback RD. #200 Phoenix, AZ 85018 Citicasters is an Equal Opportunity Employer

9 out of 10 air personalities surveyed want to work for this company. (Of course, 9 of them already work for us!) One of our major market radio stations is about to change formats and we are looking for an entire airstaff. Your current format does not matter — Your experience and desire to win does! If you have a minimum of 3 years' experience winning in a Top-20 market, send your T&R now! Radio & Records, 10100 Santa Monica Bl., #931, 5th Floor, Los Angeles, CA 90067. EOE

NEED A JOB? NEED A JOCK?

Put it in Opportunities.... and get results!

Call (310) 553-4330

OPENINGS

Medium-market Central Calif. AC on the move is seeking a driven, positive team player with strong writing & show prep skills for morning or afternoon drive. Must be able to mix humor, warmth, entertainment & music, be great at appearances, active in the community, and desire long-term commitment. Opportunity for programming advancement for someone who can work well with and lead others and is obsessed with winning. Rush T&R, Attn: Station Mgr., P.O. Box 201075, Stockton, CA 95201

POSITIONS SOUGHT

Living in Florida. 15-year veteran. Worked Daytona/West Palm. CHR, AC, Oldies, 70's. Fulltime or parttime. J.J. SHANNON: (407) 997-2131(5/24)

I'm a 35 year old male who has worked in healthcare all his life...I WANT OUT. Prefer Mississippi or Memphis area. ALLEN: wolffman@teclink.net (5/24)

PD/MD/Production god! Seeks next challenge! Proven six-year track record in 12-40 range females-Country/AC/CHR. JOE: (573) 368-4187 (5/24)

If you want an "announcer", call them! If you want a "personality" call me! All shifts and formats! Will relocate. RONANTHONY: (407)952-9320 (5/24)

Soon to play Kathie Lee in an upcoming TV movie! Check local listings. Boomer. CHR Jock Deluxe. Call now! ROB MATTHEWS: (314)845-6602 (5/24)

Dennis Rodman's head isn't as colorful as Matthew in the morning. Great ratings, references, and press. MATTHEW: (415)675-5616 (5/24)

Former GM, GSM, OM, News and Sports reporter seeks position of responsibility. Track record of success. TRISTAN: (414)327-7872 or tricha8568@gnn.com (5/24)

Mornings/West. I finally made it over the Rockies (at 20mph in a Ryder) now all I need is a gig. CHRIS JOKER: (702)363-9560 (5/24)

A production director who will just do it! Better than anyone! 24 years' experience/Top 30 markets. MIKE GREEN: (916)921-1471 (5/24)

Talk show host. Local issues and news-driven, strong opinions and humor. Medium & major market experience. MARK WILLIAMS: (513) 435-7072 (5/24)

St. Louis area - 12 years, 3 major markets. MD, jock, traffic reporter, and news. Looking for parttime or fulltime work. BLAINE BROOKS: (314) 205-0305 (5/24)

Have voice will travel! 2 years' fulltime experience in top 50 market, production, killer phones, will consider all. CRAIG: (405) 949-2030 (5/24)

I want to win...do you? Experienced personality will relocate anywhere regardless of format. JEFF ALLEN: (815) 965-3408 (5/24)

Don't want a job, need a challenge? 20 years' OM, PD, AM-PM drive. Last gig sold to satellite, help! Any format. Will relocate! BILL: (414)738-6894 (5/24)

POSITIONS SOUGHT

Jazz stations' attention! Very experienced broadcaster with programming background seeks job with jazz station. LEE: (219)456-7096 (5/24)

Results oriented AT offering fresh, creative ideas and no threat of taking your gig, unless of course you're looking for an MD. DAVE: (813)265-8212 (5/24)

Enthusiastic graduate ready to use his skills and training to bring new light to your station. GREG: (405)964-5169 (5/24)

Veteran sportscaster/PBP man available. MIKE: (910) 835-4996 (5/24)

AC/CR/Top40/Jazz/Oldies/Urban/Alt: multi-market veteran seeks major market airshift. MIKE: (910)230-1172 (5/24)

Great voice, production. Team player, seeking same with advancement in future. High energy, versatile. Multi-formats. CHRIS: (214) 528-1064 (5/24)

Attention Phoenix: veteran on-air talent residing in the valley seeks weekends/fill-in. All formats. DEREK: (602)892-7001 (5/24)

Veteran CHR nightcritter. Phones? Intense! Attitude? Fun! Liners? No way! The numbers? They speak for themselves! Record? Successful! ACE: (810)695-9691 (5/24)

Female pro with 11 years' experience seeks major market on-air position with AC/AOR/CR. CHRISTY: (517)625-3347 (5/24)

Will broadcast for food! But regular paychecks would probably be cheaper for you. Oldies/70's experienced. JIM: (312)866-2135 (5/24)

Bring on 3AM! 15 year morning pro available now! On-air fun, great phones and bathes daily. KEVIN HILLEY: (717)944-7673 (5/24)

If you're looking...experienced pro available now...great production! Ready to roll. Call for T&R. LARRY: (918)481-1405 (5/24)

Creative personality and ready to start ASAP. Looking to get into Sports in Northwest Kansas area. JAY: (405)787-5736 (5/24)

Liberal talk host/PD with more than 15 years' experience in major and larger medium markets seeks position. JOHN: (954)561-1792 (5/24)

Talk show host described as "witty" in July '95's ELLE magazine, I am available for you! PETER: (612)486-8335 (5/24)

Two-time sportscaster of the year looking for Division 1 PBP. Talk show, sales background as well. RANDY: (915)942-0589 (5/24)

10 year Country drive time AT, PD, MD experienced. Seeks opportunity in medium or larger TX market. Message: (618)632-3086 (5/24)

R&R Opportunities Free Advertising

Radio & Records provides free (20 words or 3 lines) listings to radio stations and record companies ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST), eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2"x 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

Online Job Listings

To post your ad on R&R's website (<http://www.rronline.com>), add 20% to your weekly ad rate. Listings will include your logo if it appears in your R&R Opportunities Ad.

R&R Opportunities Advertising

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Blind Box: add \$50

The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling.

Positions Sought: \$50/inch

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RADIO & RECORDS

10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067

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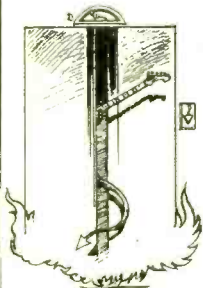
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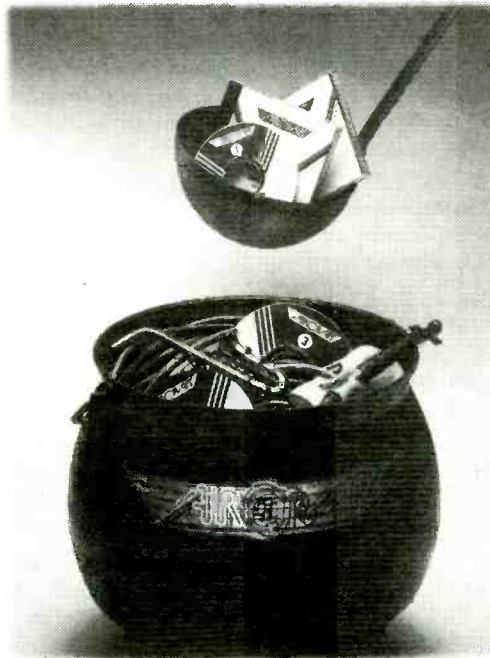
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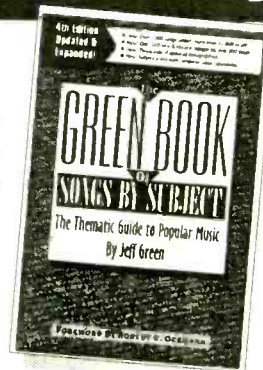
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CHR/POP

LW	TW	ARTIST	SON	Label
1	1	CELINE DION	Because You Loved Me (550 Music)	
2	2	MARIAH CAREY	Always Be My Baby (Columbia/CRG)	
3	3	ALANIS MORISSETTE	Ironic (Maverick/Reprise)	
4	4	TRACY CHAPMAN	Give Me One Reason (Elektra/EEG)	
5	5	HOOTIE & THE BLOWFISH	Old Man & Me (Atlantic)	
7	6	FUGEES	Killing Me Softly (Ruffhouse/Columbia/CRG)	
6	7	TONY RICH PROJECT	Nobody Knows (LaFace/Arista)	
9	8	DOG'S EYE VIEW	Everything Falls Apart (Columbia/CRG)	
8	9	GIN BLOSSOMS	Follow You Down (A&M)	
11	10	FOO FIGHTERS	Big Me (Roswell/Capitol)	
13	11	COLOR ME BADD	The Earth, The Sun, The Rain (Giant)	
12	12	GEORGE MICHAEL	Fastlove (DreamWorks/Geffen)	
14	13	LA BOUCHE	Sweet Dreams (RCA)	
10	14	BODEANS	Closer To Free (Slash/Reprise)	
15	15	JANN ARDEN	Insensitive (A&M)	
22	16	A. CLAYTON & L. MULLEN	Mission: Impossible (Mother/Island)	
17	17	BRANDY	Sittin' Up In My Room (Arista)	
16	18	EVERYTHING BUT THE GIRL	Missing (Atlantic)	
18	19	COLLECTIVE SOUL	The World I Know (Atlantic)	
19	20	SMASHING PUMPKINS	1979 (Virgin)	
27	21	JARS OF CLAY	Flood (Silvertone)	
24	22	NO DOUBT	Just A Girl (Trauma/Interscope)	
21	23	NATALIE MERCHANT	Wonder (Elektra/EEG)	
28	24	ROBERT MILES	Children (Arista)	
30	25	BILLIE RAY MARTIN	Your Loving Arms (Sire/EEG)	
23	26	LA BOUCHE	Be My Lover (RCA)	
34	27	OASIS	Champagne Supernova (Epic)	
33	28	NATALIE MERCHANT	Jealousy (Elektra/EEG)	
32	29	LOS DEL RIO/BAYSIDE BOYS MIX	Macarena (RCA)	
29	30	VOICE OF THE BEEHIVE	Scary Kisses (Discovery)	

No Songs Qualified For Breaker Status This Week

CHR begins on Page 27.

HOT AC

LW	TW	ARTIST	SON	Label
1	1	CELINE DION	Because You Loved Me (550 Music)	
3	2	TRACY CHAPMAN	Give Me One Reason (Elektra/EEG)	
2	3	MARIAH CAREY	Always Be My Baby (Columbia/CRG)	
6	4	HOOTIE & THE BLOWFISH	Old Man & Me (Atlantic)	
5	5	GIN BLOSSOMS	Follow You Down (A&M)	
7	6	NATALIE MERCHANT	Wonder (Elektra/EEG)	
4	7	BODEANS	Closer To Free (Slash/Reprise)	
8	8	TONY RICH PROJECT	Nobody Knows (LaFace/Arista)	
10	9	JANN ARDEN	Insensitive (A&M)	
9	10	ALANIS MORISSETTE	Ironic (Maverick/Reprise)	
11	11	EVERYTHING BUT THE GIRL	Missing (Atlantic)	
14	12	GEORGE MICHAEL	Fastlove (DreamWorks/Geffen)	
13	13	MELISSA ETHERIDGE	I Want To Come Over (Island)	
12	14	SEAL	Don't Cry (ZTT/WB)	
15	15	GOO GOO DOLLS	Name (Metal Blade/WB)	
17	16	STING	You Still Touch Me (A&M)	
18	17	DOG'S EYE VIEW	Everything Falls Apart (Columbia/CRG)	
20	18	FOO FIGHTERS	Big Me (Roswell/Capitol)	
16	19	TINA ARENA	Chains (Epic)	
19	20	WHITNEY HOUSTON & CECE WINANS	Count On Me (Arista)	
21	21	GLORIA ESTEFAN	Reach (Epic)	
25	22	NATALIE MERCHANT	Jealousy (Elektra/EEG)	
27	23	BRYAN ADAMS	The Only Thing That Looks... (A&M)	
23	24	ROBERT MILES	Children (Arista)	
26	25	JARS OF CLAY	Flood (Silvertone)	
30	26	A. CLAYTON & L. MULLEN	Mission: Impossible (Mother/Island)	
—	27	JEWEL	Who Will Save Your Soul (Atlantic)	
29	28	LENNY KRAVITZ	Can't Get You Off My Mind (Virgin)	
—	29	CHER	One By One (Reprise)	
—	30	ALANIS MORISSETTE	You Learn (Maverick/Reprise)	

AC begins on Page 44.

CHR/RHYTHMIC

LW	TW	ARTIST	SON	Label
1	1	FUGEES	Killing Me Softly (Ruffhouse/Columbia/CRG)	
3	2	BONE THUGS-N-HARMONY	Tha Crossroads (Ruthless/Relativity)	
2	3	MARIAH CAREY	Always Be My Baby (Columbia/CRG)	
5	4	SWV	You're The One (RCA)	
4	5	CELINE DION	Because You Loved Me (550 Music)	
7	6	R. KELLY	Down Low (Nobody Has To Know) (Jive)	
6	7	COOLIO	1,2,3,4 (Sumpin' New) (Tommy Boy)	
8	8	BRANDY	Sittin' Up In My Room (Arista)	
35	9	TONI BRAXTON	You're Makin' Me High (LaFace/Arista)	
9	10	LA BOUCHE	Sweet Dreams (RCA)	
10	11	ANGELINA	Release Me (Upstairs)	
16	12	QUAD CITY DJ'S	com 'N Ride It... (Quadra Sound/Big Beat/Atlantic)	
14	13	COLOR ME BADD	The Earth, The Sun, The Rain (Giant)	
20	14	MC LYTE I/XSCAPE	Keep On Keepin' On (Flavor Unit/EastWest/EEG)	
12	15	PUFF JOHNSON	Forever More (Work/CRG)	
11	16	MARY J. BLIGE	Not Gon' Cry (Arista)	
17	17	GEORGE MICHAEL	Fastlove (DreamWorks/Geffen)	
18	18	TONY RICH PROJECT	Nobody Knows (LaFace/Arista)	
22	19	MONICA	Why I Love You So Much (Rowdy/Arista)	
24	20	TOTAL KISSIN' YOU	(Bad Boy/Arista)	
21	21	ALANIS MORISSETTE	Ironic (Maverick/Reprise)	
13	22	JOE	All The Things (Your Man Won't Do) (Island)	
25	23	JODECI	Get On Up (Uptown/MCA)	
32	24	CASE I/FOXXY BROWN	Touch Me Tease Me (Def Jam/RAL/Mercury)	
28	25	DELINQUENT HABITS	Tres Delinquents (Loud/RCA)	
23	26	SHAI	I Don't Want To Be Alone (Gasoline Alley/MCA)	
15	27	EVERYTHING BUT THE GIRL	Missing (Atlantic)	
26	28	BILLIE RAY MARTIN	Your Loving Arms (Sire/EEG)	
34	29	J'SON	I'll Never Stop Loving You (Hollywood)	
19	30	WHITNEY HOUSTON & CECE WINANS	Count On Me (Arista)	

CHR begins on Page 27.

AC

LW	TW	ARTIST	SON	Label
1	1	CELINE DION	Because You Loved Me (550 Music)	
2	2	MARIAH CAREY	Always Be My Baby (Columbia/CRG)	
3	3	TONY RICH PROJECT	Nobody Knows (LaFace/Arista)	
5	4	LIONEL RICHIE	Don't Wanna Lose You (Mercury)	
4	5	WHITNEY HOUSTON & CECE WINANS	Count On Me (Arista)	
6	6	GLORIA ESTEFAN	Reach (Epic)	
7	7	JANN ARDEN	Insensitive (A&M)	
8	8	SEAL	Don't Cry (ZTT/WB)	
9	9	EVERYTHING BUT THE GIRL	Missing (Atlantic)	
11	10	GEORGE MICHAEL	Fastlove (DreamWorks/Geffen)	
12	11	TONI BRAXTON	Let It Flow (Arista)	
10	12	ROD STEWART	So Far Away (Lava/Atlantic)	
14	13	TRACY CHAPMAN	Give Me One Reason (Elektra/EEG)	
13	14	SELENA	I'm Getting Used To You (EMI)	
18	15	SORAYA	Suddenly (Island)	
15	16	MARIAH CAREY	One Sweet Day (Columbia/CRG)	
27	17	MICHAEL ENGLISH	Your Love Amazes Me (Curb)	
19	18	ELTON JOHN	Blessed (Rocket/Island)	
26	19	STING	You Still Touch Me (A&M)	
16	20	JIM BRICKMAN	By Heart (Windham Hill)	
23	21	HOOTIE & THE BLOWFISH	Old Man & Me (Atlantic)	
21	22	TINA ARENA	Chains (Epic)	
28	23	WYNONNA	To Be Loved By You (Curb/MCA)	
17	24	DIANA ROSS	Voice Of The Heart (Motown)	
25	25	NEIL DIAMOND	Marry Me (Columbia/CRG)	
22	26	ALL-4-ONE	These Arms (Blitz/Atlantic)	
30	27	JANE KELLY WILLIAMS	Breaking In To The Past (Parachute/Mercury)	
20	28	TRISHA YEARWOOD	On A Bus To St. Cloud (MCA)	
29	29	MICHAEL W. SMITH	I'll Lead You Home (Reunion/Arista)	
—	30	CHER	One By One (Reprise)	

AC begins on Page 44.

URBAN

LW	TW	ARTIST	SON	Label
1	1	SWV	You're The One (RCA)	
3	2	MONICA	Why I Love You So Much (Rowdy/Arista)	
2	3	FUGEES	Killing Me Softly (Ruffhouse/Columbia/CRG)	
4	4	JODECI	Get On Up (Uptown/MCA)	
8	5	TOTAL	Kissin' You (Bad Boy/Arista)	
5	6	HORACE BROWN	One For The Money (Motown)	
12	7	BONE THUGS-N-HARMONY	Tha Crossroads (Ruthless/Relativity)	
10	8	FAITH EVANS	Ain't Nobody (Who Could...) (Bad Boy/Arista)	
6	9	ISLEY BROTHERS	Let's Lay Together (Island)	
16	10	R. KELLY	I Can't Sleep Baby (If I) (Jive)	
15	11	MEN OF VIZION	House Keeper (MJJ/550 Music/Epic)	
7	12	QUINCY JONES	Slow Jams (Qwest/WB)	
18	13	MICHAEL JACKSON	They Don't Care About Us (Epic)	
14	14	MC LYTE I/XSCAPE	Keep On Keepin' On (Flavor Unit/EastWest/EEG)	
17	15	IMMATURE	Please Don't Go (MCA)	
39	16	TONI BRAXTON	You're Makin' Me High (LaFace/Arista)	
23	17	CASE I/FOXXY BROWN	Touch Me Tease Me (Def Jam/RAL/Mercury)	
13	18	MARIAH CAREY	Always Be My Baby (Columbia/CRG)	
11	19	H-TOWN	A Thin Line Between Love & Hate (Jac-Mac/WB)	
9	20	WHITNEY HOUSTON & CECE WINANS	Count On Me (Arista)	
19	21	JOE	All The Things (Your Man Won't Do) (Island)	
21	22	XSCAPE	Can't Hang (So So Def/Columbia/CRG)	
25	23	KINO WATSON	Bring It On (Columbia/CRG)	
27	24	QUINDON	It's You That's On My Mind (Virgin)	
32	25	PUFF JOHNSON	Forever More (Work/CRG)	
31	26	KENNY LATTIMORE	Never Too Busy (Columbia/CRG)	
35	27	MONIFAH	You (Uptown/Universal)	
33	28	GERALD & EDDIE LEVERT SR.	Get Your Thing Off (EastWest/EEG)	
29	29	AALIYAH	Are You Ready (Flavor Unit/EastWest/EEG)	
42	30	112	Only You (Bad Boy/Arista)	
40	34	LADAE	Party 2 Nite (Motown)	
—	37	KEITH SWEAT	Twisted (Elektra/EEG)	
43	38	JUNIOR M.A.F.I.A.	Gettin' Money (Big Beat/Atlantic)	

URBAN begins on Page 38.

ACTIVE ROCK

LW	TW	ARTIST	SON	Label
1	1	DISHWALLA	Counting Blue Cars (A&M)	
3	2	VAN HALEN	Humans Being (Warner Sunset/WB)	
2	3	BUSH	Machinehead (Trauma/Interscope)	
5	4	SOUNDGARDEN	Pretty Noose (A&M)	
4	5	COLLECTIVE SOUL	Where The River Flows (Atlantic)	
8	6	ALICE IN CHAINS	Again (Columbia/CRG)	
6	7	OASIS	Champagne Supernova (Epic)	
—	8	METALLICA	Until It Sleeps (Elektra/EEG)	
12	9	TRACY BONHAM	Mother Mother (Island)	
10	10	DEF LEPPARD	Work It Out (Mercury)	
18	11	STONE TEMPLE PILOTS	Trippin' On A Hole... (Atlantic)	
15	12	VERVE PIPE	Photograph (RCA)	
9	13	SEVEN MARY THREE	Water's Edge (Mammoth/Atlantic)	
14	14	DAVE MATTHEWS BAND	Too Much (RCA)	
16	15	CRANBERRIES	Salvation (Island)	
7	16	STONE TEMPLE PILOTS	Big Bang Baby (Atlantic)	
19	17	REFRESHMENTS	Banditos (Mercury)	
13	18	STABBING WESTWARD	What Do I Have To Do? (Columbia/CRG)	
11	19	SMASHING PUMPKINS	Zero (Virgin)	
21	20	MARILYN MANSON	Sweet Dreams (Are...) (Nothing/Interscope)	
29	21	JERRY CANTRELL	Leave Me Alone (Work/CRG)	
17	22	SPACEHOG	In The Meantime (HiFi/Sire/EEG)	
22	23	HOWLIN' MAGGIE	Alcohol (Columbia/CRG)	
24	24	EVERCLEAR	Heartspark Dollarsign (Capitol)	
26	25	HUNGER	Vanishing Cream (Universal)	
28	26	JARS OF CLAY	Flood (Silvertone)	
20	27	EVERCLEAR	Santa Monica (Watch The World Die) (Capitol)	
30	28	OZZY OSBOURNE	I Just Want You (Epic)	
25	29	NIXONS	Sister (MCA)	
23	30	HOOTIE & THE BLOWFISH	Old Man & Me (Atlantic)	
40	32	GOO GOO DOLLS	Long Way Down (Metal Blade/WB)	
33	33	HAZIES	Skin & Bones (EMI)	
35	34	GRAVITY KILLS	Guilty (TVT)	
34	35	SCORPIONS	Wild Child (Atlantic)	

ROCK begins on Page 68.

Long after
great Czech
hits number
look good.



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

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U.S. TAPE & LABEL

Breakers in Blue

NATIONAL AIRPLAY OVERVIEW MAY 24, 1996

URBAN AC

LW	TW	ARTIST	SONG	Label
4	1	ISLEY BROTHERS	Let's Lay Together	(Island)
1	2	LIONEL RICHIE	Don't Wanna Lose You	(Mercury)
2	3	WHITNEY HOUSTON & CECE WINANS	Count On Me	(Arista)
3	4	JOE	All The Things (Your Man Won't Do)	(Island)
6	5	QUINCY JONES	Slow Jams	(Qwest/WB)
5	6	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
21	7	TONI BRAXTON	You're Makin' Me High	(LaFace/Arista)
7	8	ART N' SOUL	Ever Since You Went Away	(Big Beat/Atlantic)
8	9	SWV	You're The One	(RCA)
11	10	FUGEES	Killing Me Softly	(Ruffhouse/Columbia/CRG)
9	11	D'ANGELO	Lady	(EMI)
13	12	MEN OF VIZION	House Keeper	(MJJ/550 Music/Epic)
12	13	CHANTAY SAVAGE	I Will Survive	(RCA)
17	14	R. KELLY	I Can't Sleep Baby (If I)	(Jive)
15	15	GERALD & EDDIE LEVERT SR.	Get Your Thing Off	(EastWest/EEG)
18	16	JOCELI	Get On Up	(Uptown/MCA)
10	17	TONI BRAXTON	Let It Flow	(Arista)
20	18	RIPPINGTONS	Caravan Of Love	(GRP)
22	19	KENNY LATTIMORE	Never Too Busy	(Columbia/CRG)
27	20	MICHAEL JACKSON	They Don't Care About Us	(Epic)
26	21	SOLO	He's Not Good Enough	(Perspective/A&M)
23	22	PUFF JOHNSON	Forever More	(Work/CRG)
24	23	RANDY CRAWFORD	Cajun Moon	(Bluemoon/Atlantic)
16	24	R. KELLY	Down Low (Nobody Has To Know)	(Jive)
14	25	H-TOWN	A Thin Line Between Love & Hate	(Jac-Mac/WB)
28	26	TOTAL	Kissin' You	(Bad Boy/Arista)
—	27	KIRK FRANKLIN	Melodies From Heaven	(Gospeo Centric)
29	28	KINO WATSON	Bring It On	(Columbia/CRG)
30	29	MAXWELL	Til The Cops Come Knockin'	(Columbia/CRG)
—	30	JORDAN HILL	For The Love Of You	(143/Atlantic)

URBAN begins on Page 38.

COUNTRY

LW	TW	ARTIST	SONG	Label
4	1	GEORGE STRAIT	Blue Clear Sky	(MCA)
5	2	COLLIN RAYE	I Think About You	(Epic)
1	3	BROOKS & DUNN	My Maria	(Arista)
6	4	BRYAN WHITE	I'm Not Supposed To Love...	(Asylum/EEG)
7	5	TOBY KEITH	Does That Blue Moon Ever Shine	(A&M)
8	6	TRACY LAWRENCE	Time Marches On	(Atlantic)
2	7	BILLY DEAN	It's What I Do	(Capitol)
10	8	TERRI CLARK	If I Were You	(Mercury)
11	9	MINDY MCCREADY	Ten Thousand Angels	(BNA)
12	10	ALAN JACKSON	Home	(Arista)
13	11	DAVID LEE MURPHY	Every Time I Get Around You	(MCA)
14	12	VINCE GILL	High Lonesome Sound	(MCA)
15	13	JEFF CARSON	Holdin' Onto Something	(MCG/Curb)
17	14	REBA McENTIRE	Starting Over Again	(MCA)
18	15	WYONNNA	Heaven Help My Heart	(Curb/MCA)
26	16	SHANIA TWAIN	No One Needs To Know	(Mercury)
22	17	SAMMY KERSHAW	Meant To Be	(Mercury)
21	18	SAWYER BROWN	Treat Her Right	(Curb)
24	19	PAUL BRANDT	My Heart Has A History	(Reprise)
25	20	PATTY LOVELESS	A Thousand Times A Day	(Epic)
27	21	RICOCHE	Daddy's Money	(Columbia/CRG)
3	22	FAITH HILL	Someone Else's Dream	(Warner Bros.)
28	23	MARTINA MCBRIDE	Phones Are Ringin' All Over...	(RCA)
30	24	RHETT AKINS	Don't Get Me Started	(Decca)
9	25	BLACKHAWK	Almost A Memory Now	(Arista)
29	26	M. STUART & T. TRITT	Honky Tonkin's What I Do Best	(MCA)
31	27	DIAMOND RIO	That's What I Get For...	(Arista)
32	28	LORRIE MORGAN & JON RANDALL	By My Side	(BNA/RCA)
33	29	WADE HAYES	On A Good Night	(DKC/Columbia/CRG)
34	30	LINDA DAVIS	A Love Story In The Making	(Arista)
42	31	CLAY WALKER	Only On Days That End In "Y"	(Giant)
—	32	LEANN RIMES	Blue	(MCG/Curb)

COUNTRY begins on Page 52.

NAC

LW	TW	ARTIST	SONG	Label
1	1	HERBIE HANCOCK	Thieves In The Temple	(Verve)
2	2	DOC POWELL	Sunday Momin'	(Discovery)
4	3	RIPPINGTONS	Hideaway	(GRP)
5	4	GEORGE JINDA	Just My Imagination	(Shanachie)
3	5	COUNT BASIC	Joy And Pain	(Instinct)
7	6	HERB ALPERT	My Funny Valentine	(Almo Sounds/Geffen)
6	7	VIBRAPHONIC	Can't Get Enough	(Hollywood)
8	8	ED HAMILTON	Gray Day	(Telarc)
9	9	PETE ESCOVEDO	All This Love	(Concord)
13	10	JOE SAMPLE	Hippies On A Corner	(Warner Bros.)
14	11	JOHN TESH PROJECT	Fragile	(GTSP)
15	12	ED CALLE	Me And Mrs. Jones	(Sony Latin Jazz)
11	13	GEORGE MICHAEL	Jesus To A Child	(DreamWorks/Geffen)
12	14	EARL KLUGH	Maybe Tonight	(Warner Bros.)
17	15	BOB MAMET	Morningside	(Atlantic)
19	16	SLIM MAN	There For You	(GES)
20	17	LIONEL RICHIE	Don't Wanna Lose You	(Mercury)
21	18	TONI BRAXTON	Let It Flow	(Arista)
22	19	RICK BRAUN	Club Harlem	(Mesa/Bluemoon)
24	20	PAMELA WILLIAMS	Castine	(Heads Up)
18	21	AVENUE BLUE	Conversation	(Mesa/Bluemoon)
25	22	DOUG CAMERON	Rendezvous	(Higher Octave)
16	23	STRANGE CARGO	Ei Ninjo	(Discovery)
26	24	OLETA ADAMS	We Will Meet Again	(Fontana/Mercury)
29	25	CRAIG CHAQUICO	Autumn Blue	(Higher Octave)
10	26	BONEY JAMES	Ain't No Sunshine	(Warner Bros.)
—	27	BRYAN SAVAGE	Cat Food	(Elation)
—	28	SPYRO GYRA	Heart Of The Night	(GRP)
28	29	TONY RICH PROJECT	Nobody Knows	(LaFace/Arista)
—	30	MARILYN SCOTT	I'm Calling You	(Warner Bros.)

No Songs Qualified For Breaker Status This Week

NAC begins on Page 62.

ROCK

LW	TW	ARTIST	SONG	Label
1	1	VAN HALEN	Humans Being	(Warner Sunset/WB)
2	2	HOOTIE & THE BLOWFISH	Old Man & Me	(Atlantic)
3	3	COLLECTIVE SOUL	Where The River Flows	(Atlantic)
5	4	DISHWALLA	Counting Blue Cars	(A&M)
4	5	DAVE MATTHEWS BAND	Too Much	(RCA)
6	6	DEF LEPPARD	Work It Out	(Mercury)
7	7	BADLEES	Angeline Is Coming Home	(Polydor/A&M)
11	8	BUSH	Machinehead	(Trauma/Interscope)
13	9	OASIS	Champagne Supernova	(Epic)
9	10	SPACEHOG	In The Meantime	(HiFi/Sire/EEG)
10	11	EVERCLEAR	Santa Monica (Watch The World Die)	(Capitol)
12	12	SOUNDGARDEN	Pretty Noose	(A&M)
8	13	STONE TEMPLE PILOTS	Big Bang Baby	(Atlantic)
—	14	METALLICA	Until It Sleeps	(Elektra/EEG)
18	15	GIN BLOSSOMS	Day Job	(A&M)
20	16	OZZY OSBOURNE	I Just Want You	(Epic)
17	17	SEVEN MARY THREE	Water's Edge	(Mammoth/Atlantic)
16	18	KENNY WAYNE SHEPHERD	Born With A Broken Heart	(Revolution)
27	19	SCREAMIN' CHEETAH WHEELIES	Hello From Venus	(Atlantic)
14	20	SON VOLT	Drown	(Warner Bros.)
15	21	KISS	Rock And Roll All Nite	(Mercury)
24	22	VERVE PIPE	Photograph	(RCA)
30	23	SCORPIONS	Wild Child	(Atlantic)
28	24	WALLFLOWERS	6th Avenue Heartache	(Interscope)
26	25	JARS OF CLAY	Flood	(Silvertone)
19	26	ALICE IN CHAINS	Heaven Beside You	(Columbia/CRG)
37	27	BRYAN ADAMS	The Only Thing That Looks...	(A&M)
22	28	NIXONS	Sister	(MCA)
23	29	SEVEN MARY THREE	Cumbersome	(Mammoth/Atlantic)
21	30	DOG'S EYE VIEW	Everything Falls Apart	(Columbia/CRG)

ROCK begins on Page 68.

ALTERNATIVE

LW	TW	ARTIST	SONG	Label
1	1	CRANBERRIES	Salvation	(Island)
2	2	TRACY BONHAM	Mother Mother	(Island)
3	3	DISHWALLA	Counting Blue Cars	(A&M)
6	4	SOUNDGARDEN	Pretty Noose	(A&M)
4	5	DAVE MATTHEWS BAND	Too Much	(RCA)
8	6	VERVE PIPE	Photograph	(RCA)
5	7	BUSH	Machinehead	(Trauma/Interscope)
9	8	GOLDFINGER	Here In Your Bedroom	(Mojo/Universal)
11	9	ALANIS MORISSETTE	You Learn	(Maverick/Reprise)
7	10	OASIS	Champagne Supernova	(Epic)
14	11	REFRESHMENTS	Banditos	(Mercury)
15	12	NO DOUBT	Spiderwebs	(Trauma/Interscope)
17	13	PORNO FOR PYROS	Tahitian Moon	(Warner Bros.)
13	14	EVERCLEAR	Heartspark Dollarsign	(Capitol)
10	15	NIXONS	Sister	(MCA)
22	16	BUTTHOLE SURFERS	Pepper	(Capitol)
16	17	PAUL WESTERBERG	Love Untold	(Reprise)
18	18	RAGE AGAINST THE MACHINE	Bulls On Parade	(Epic)
20	19	JEWEL	Who Will Save Your Soul	(Atlantic)
19	20	GIN BLOSSOMS	Day Job	(A&M)
25	21	STONE TEMPLE PILOTS	Trippin' On A Hole In A...	(Atlantic)
12	22	STONE TEMPLE PILOTS	Big Bang Baby	(Atlantic)
26	23	MARILYN MANSON	Sweet Dreams (Are...)	(Nothing/Interscope)
21	24	LUSH	Ladykillers	(4AD/Reprise)
33	25	IMPERIAL DRAG	Boy Or A Girl	(Work/CRG)
23	26	COWBOY JUNKIES	A Common Disaster	(Geffen)
31	27	GRAVITY KILLS	Guilty	(TVT)
32	28	PATTI ROTHBERG	Inside	(EMI)
28	29	JARS OF CLAY	Flood	(Silvertone)
24	30	SMASHING PUMPKINS	Zero	(Virgin)

ALTERNATIVE begins on Page 74.

ADULT ALTERNATIVE

LW	TW	ARTIST	SONG	Label
1	1	HOOTIE & THE BLOWFISH	Old Man & Me	(Atlantic)
2	2	DAVE MATTHEWS BAND	Too Much	(RCA)
3	3	STING	You Still Touch Me	(A&M)
8	4	JEWEL	Who Will Save Your Soul	(Atlantic)
6	5	MARK KNOPFLER	Don't You Get It	(Warner Bros.)
9	6	PATTI ROTHBERG	Inside	(EMI)
7	7	JARS OF CLAY	Flood	(Silvertone)
4	8	DOG'S EYE VIEW	Everything Falls Apart	(Columbia/CRG)
11	9	WHY STORE	Lack Of Water	(Way Cool Music/MCA)
5	10	COWBOY JUNKIES	A Common Disaster	(Geffen)
14	11	BADLEES	Angeline Is Coming Home	(Polydor/A&M)
15	12	PAUL WESTERBERG	Love Untold	(Reprise)
16	13	ALANIS MORISSETTE	You Learn	(Maverick/Reprise)
10	14	FOO FIGHTERS	Big Me	(Roswell/Capitol)
13	15	JACKSON BROWNE	Looking East	(Elektra/EEG)
18	16	LOS LOBOS	Can't Stop The Rain	(Slash/WB)
17	17	GIN BLOSSOMS	Follow You Down	(A&M)
12	18	OASIS	Champagne Supernova	(Epic)
—	19	ELVIS COSTELLO	You Bowed Down	(Warner Bros.)
22	20	DISHWALLA	Counting Blue Cars	(A&M)
24	21	WALLFLOWERS	6th Avenue Heartache	(Interscope)
21	22	TRACY CHAPMAN	Give Me One Reason	(Elektra/EEG)
23	23	NATALIE MERCHANT	Jealousy	(Elektra/EEG)
20	24	SUBDUDES	All The Time In The World	(High Street)
19	25	JOAN OSBORNE	Ladder	(Blue Gorilla/Mercury)
27	26	DAVE MATTHEWS BAND	So Much To Say	(RCA)
—	27	CRANBERRIES	Free To Decide	(Island)
25	28	CRANBERRIES	Salvation	(Island)
26	29	TODD SNIDER	I Believe You	(Margaretville/MCA)
30	30	CURE	Mint Car	(Fiction/EEG)

ADULT ALTERNATIVE begins on Page 81.

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