

THE NETWORK

FORTY®

CONTEMPORARY RADIO'S MUSIC & NEWS RESOURCE



NOVEMBER 26, 1993 • Spotlight On WNOK • Interview With Joel Folger • Conference Call: Battling Howard Stern

27,000,000

WORLDWIDE, AND COUNTING...

GUNS N' ROSES

Estranged

THE CONSUMMATE SINGLE AND VIDEO

FOLLOWING UP THE TOP 5 SINGLES

"DON'T CRY" AND "NOVEMBER RAIN"

FROM THE MULTI-PLATINUM ALBUM

USE YOUR ILLUSION II



THE CHARTS

MAINSTREAM

COMBINING AIRPLAY, SALES AND REQUESTS

2W	LW	TW	ARTIST/SONG	LABEL
3	2	1	MARIAH CAREY, Hero	Columbia
1	1	2	JANET JACKSON, Again	Virgin
5	4	3	BRYAN ADAMS, Please Forgive Me	A&M
2	3	4	MEAT LOAF, I'd Do Anything For Love (But I Won't Do That)	MCA
9	7	5	TEVIN CAMPBELL, Can We Talk	Qwest/WB
4	6	6	ACE OF BASE, All That She Wants	Arista
14	10	7	TONI BRAXTON, Breathe Again	LaFace/Arista
15	9	8	MICHAEL BOLTON, Said I Loved You... But I Lied	Columbia
12	11	9	PHIL COLLINS, Both Sides Of The Story	Atlantic/AG
6	5	10	XSCAPE, Just Kickin' It	So So Def/Columbia
8	8	11	ZHANE', Hey Mr. D.J.	Flavor Unit/Epic
17	14	12	BILLY JOEL, All About Soul	Columbia
23	17	13	JIMMY CLIFF, I Can See Clearly Now	Chaos
18	16	14	SALT-N-PEPA, Shoop	Next Plateau/London/PLG
—	28	15	BRYAN ADAMS/STING/ROD STEWART, All For Love	A&M/Hollywood
22	18	16	JOSHUA KADISON, Jessie	SBK/ERG
20	19	17	HI-FIVE, Never Should've Let You Go	Jive
26	21	18	10,000 MANIACS, Because The Night (from MTV Unplugged)	Elektra
7	12	19	TONY TONI TONÉ, Anniversary	Wing/Mercury
28	24	20	THE CRANBERRIES, Linger	Island/PLG
27	22	21	CULTURE BEAT, Mr. Vain	550 Music
36	25	22	BOBBY BROWN w/WHITNEY HOUSTON, Something In Common	MCA
13	13	23	MR. BIG, Wild World	Atlantic/AG
11	15	24	HADDAWAY, What Is Love	Arista
33	26	25	DRS, Gangsta Lean	Capitol
30	27	26	SNOOP DOGGY DOG, What's My Name?	Death Row/Interscope/AG
35	29	27	COLOR ME BADD, Time And Chance	Giant/Reprise
10	20	28	BLIND MELON, No Rain	Capitol
39	33	29	UB40, Higher Ground	Virgin
38	32	30	GABRIELLE, Dreams	Gol Discs/London/PLG
—	36	31	BABYFACE, Never Keeping Secrets	Epic
29	31	32	EXPOSE, As Long As I Can Dream	Arista
16	23	33	R.E.M., Everybody Hurts	WB
◆ DEBUT	34	34	PEARL JAM, Daughter	Epic
◆ DEBUT	35	35	GIN BLOSSOMS, Found Out About You	A&M
40	38	36	2PAC, Keep Ya Head Up	Interscope/AG
◆ DEBUT	37	37	ELTON JOHN & KIKI DEE, True Love	MCA
◆ DEBUT	38	38	AEROSMITH, Amazing	Geffen
21	34	39	DEF LEPPARD, Two Steps Behind	Columbia
24	35	40	TONI BRAXTON, Another Sad Love Song	LaFace/Arista

MOST ADDED

1.	Def Leppard, Miss You In A Heartbeat	Mercury
2.	Cher w/Beavis And Butt-Head, I Got You Babe	Geffen
3.	Rozalla, I Love Music	Epic
4.	Prince, Peach	Paisley Park/WB
5.	Big Head Todd & The Monsters, Bittersweet	Giant/Reprise
5.	PM Dawn, You Got Me Floatin'	Gee Street/Island
7.	Babyface, Never Keeping Secrets	Epic
8.	Aerosmith, Amazing	Geffen
9.	The Cranberries, Linger	Island/PLG
9.	Fem 2 Fem, Obsession	Avenue Foch/Critique

PLAYS PER WEEK

COMPUTER GENERATED AIRPLAY REPORTS

2W	LW	TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
2	1	1	JANET JACKSON, Again	106	44.0	4668
1	2	2	ACE OF BASE, All That She Wants	101	44.9	4532
4	3	3	BRYAN ADAMS, Please Forgive Me	96	42.5	4084
6	5	4	MARIAH CAREY, Hero	103	37.3	3840
3	4	5	MEAT LOAF, I'd Do Anything For Love (But I Won't Do That)	94	38.2	3593
9	7	6	PHIL COLLINS, Both Sides Of The Story	90	33.0	2966
8	9	7	MR. BIG, Wild World	77	34.9	2684
12	10	8	TEVIN CAMPBELL, Can We Talk	85	31.5	2677
7	6	9	HADDAWAY, What Is Love	74	35.4	2619
16	13	10	BILLY JOEL, All About Soul	83	30.2	2506
5	8	11	BLIND MELON, No Rain	80	31.2	2497
18	12	12	MICHAEL BOLTON, Said I Loved You... But I Lied	84	29.6	2484
30	15	13	TONI BRAXTON, Breathe Again	85	29.1	2470
20	14	14	JIMMY CLIFF, I Can See Clearly Now	84	28.3	2376
24	21	15	10,000 MANIACS, Because The Night (from MTV Unplugged)	85	27.3	2324
26	16	16	BOBBY BROWN w/WHITNEY HOUSTON, Something In Common	83	27.3	2267
11	11	17	TONY TONI TONÉ, Anniversary	70	30.3	2124
23	19	18	ZHANE', Hey Mr. D.J.	65	30.4	1976
33	24	19	THE CRANBERRIES, Linger	71	27.2	1930
—	40	20	BRYAN ADAMS/STING/ROD STEWART, All For Love	81	23.6	1910
28	20	21	XSCAPE, Just Kickin' It	63	29.6	1866
29	23	22	JOSHUA KADISON, Jessie	69	25.3	1745
32	27	23	HI-FIVE, Never Should've Let You Go	59	27.7	1636
38	31	24	CULTURE BEAT, Mr. Vain	70	22.0	1539
—	36	25	UB40, Higher Ground	65	23.4	1522
36	33	26	COLOR ME BADD, Time And Chance	62	24.0	1490
15	25	27	DEF LEPPARD, Two Steps Behind	58	24.9	1442
10	17	28	R.E.M., Everybody Hurts	58	24.1	1400
14	22	29	TONI BRAXTON, Another Sad Love Song	48	28.4	1364
21	26	30	INNER CIRCLE, Sweat (A La La La La Long)	48	28.4	1361
13	18	31	MARIAH CAREY, Dreamlover	56	24.2	1354
—	37	32	GIN BLOSSOMS, Found Out About You	60	21.9	1311
35	34	33	GABRIELLE, Dreams	46	27.6	1268
25	32	34	LISA KEITH, Better Than You	44	27.3	1203
19	29	35	BILLY JOEL, The River Of Dreams	50	22.8	1140
17	28	36	JOHN MELLENCAMP, Human Wheels	39	28.9	1126
—	38	37	SALT-N-PEPA, Shoop	35	30.3	1062
22	30	38	SWV, Right Here/Human Nature	43	24.2	1041
◆ DEBUT	39	39	AEROSMITH, Amazing	53	18.9	1004
◆ DEBUT	40	40	CLIVE GRIFFIN, Commitment Of The Heart	42	22.2	933

TOTAL NETWORK REPORTING STATIONS

264

TOTAL REPORTS RECEIVED
DID NOT REPORT

264
0

FCC TOP DOG WILL HUNDT

Reed Hundt was confirmed by the U.S. Senate to be the Chairman of the FCC. The approval came after six weeks of stalemate between the White House and Senate Republicans, who wanted action taken on the Republican vacancy on the Commission. It's expected that telecommunications attorney **Rachelle Chong** will be named for that opening.

COMING & GOING

KLBQ El Dorado PD Kevin "Crash" Davis will take the PD/morning gig at **AOR WHSY-FM** Hattisburg at the beginning of the year. He'll stay in El Dorado until Christmas to help find his successor. Interested spectators can call him at (501) 863-5121 until December 23... **James Baker** was named MD/afternoons at **KZIO** Duluth. Previously, Baker was Production Director/nights at **WNVZ** Norfolk. More information about goings-on at **KZIO** to follow... **WWCK** Flint PD **Lee St. Michaels** will head off to Las Vegas from December 5-9, where he will get married at the Mirage Hotel.

DUOP/BUY-OUT FEVER

Duop fever finally hit the Duluth/Superior market, as **KZIO/WDSM, Inc.** will tie the knot, so to speak, with **Stereo Broadcasting's WAKX/KXTP**. The licenses of the latter two stations will be transferred to a new corporation run by **KZIO/WDSM** owners **Patricia McNulty** and **Kenneth Buehler**. Also, **Jefferson-Pilot**, owners of **WSTR "Star 94"** Atlanta and **KWMX** Denver, to name just a few, has bought — er, brought **WMXJ** Pompano Beach into the fold.

Z100 Chooses John Lander To Man The Morning Zoo

Shamrock Top 40 Hopes He Can Match His Philly, Houston Success

After what station management describes as an "extensive nationwide talent search," **WHTZ "Z100"** New York chose **John Lander** to host its Morning Zoo program. The renowned air personality will be going up against, among others, market leader **Howard Stern**, **Don Imus** and Morning Zoo originator **Scott Shannon**.

Station officials claim that Lander is a perfect front man to reflect Z100's new direction. "This is a project we have been working on since October of 1992," claims Z100 VP/GM **Alan Goodman**. "With the changes we've made in redefining this format, John Lander's fit with Z100 is even greater.

We were looking for constituency and compatibility... and this is it!"

He may not have hatched the concept of The Morning Zoo, but the Metuchen, NJ native has taken it to the top in more than one market. Besides his **WEGX** success, Lander's Zoo also dominated morning drive at **KKBQ** Houston.

"John's brand of morning show is a perfect for the new sound of Z100," states VP/Director of Operations & Programming **Steve Kingston**. "He is most compatible with the new musical direction of the station and epitomizes the best of what was great about the Zoo over the past 10 years. Lander brings to the '90s the successful

concepts of the Zoo in a fresh, modern, friendly, real package. It was this show that drove former sister station **WEGX** in Philadelphia to the #1 morning-drive slot in the past few years. We are now ready for John to repeat his past successes here at Z100."

Ironically, Lander almost wasn't available to Z100. After the demise of **WEGX**, Lander was engaged in serious discussion to take over a morning show in San Diego, but that fell through. His name was invariably mentioned for every prestigious major-market morning opening, but the lure of going into the #1 market in America apparently proved to be irresistible.

In Brief

FCC FINES KKLQ

KKLQ "Q106" San Diego" was just fined \$18,850 as an Equal Employment Opportunity fine. What's more, they have been granted a short-term renewal and EEO reporting conditions.

In 1990, the NAACP and the National Black Media Coalition challenged the Edens' station renewal on the grounds of employment discrimination. A settlement was reached the next year and the FCC found no evidence of discrimination. However, it did find fault with its recruitment efforts of Hispanics, they were offered only one-third of the available full-time openings.

PAXTON REPLACES VAN STONE AT KHMIX

KHMIX "Mix 96.5" Houston named **Pat Paxton** to succeed **Dave Van Stone** as Program Director. Van Stone left to become GM at Nationwide's new Columbus outlet, **WCOL-FM**.

Paxton is also a Nationwide vet, having served as PD at sister station **WOMX** Orlando for two-and-a-half years. He was at the controls

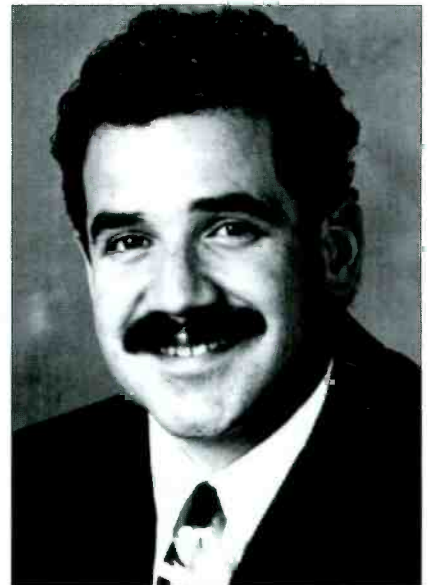
when the station flipped from Top 40 to the AC Mix format in 1991. "Pat has done a tremendous job for our Orlando station," states **KHMIX** GM **Don Peterson**. "Now he's ready for the challenge to continue **Mix 96.5's** growth and maintain our market dominance." He added that Paxton will have group programming responsibilities with Nationwide as well.

Also at **KHMIX**, **John Brejot** was promoted to General Sales Manager. The 17-year radio vet most recently was **KHMIX's** National Sales Manager.

LAST-SECOND CROSSOVER

Due to strong radio interest, **Warner Bros. Records** decided at presstime to ship **Ultra Nate's** new single, "Show Me," to **Mainstream Top 40**. In the short time it has been available to Crossover stations, "Show Me" has already charted on major-market outlets like **WERQ** Baltimore, **Power Pig** Tampa, **Z90** San Diego, **KKFR** Phoenix and **KSFM** Sacramento.

Ultra Nate is a female singer who established a strong foothold in the clubs before attracting Crossover radio interest. "Show Me" is a House-driven Dance single that's complemented with remixes by **Masters At Work** ("Little" **Louie Vega** and **Kenny "Dope" Gonzalez**) and the **Basement Boys**.



PAT PAXTON

Atlantic Makes Velasquez a New VP

Crossover/Pop Promotion Post Created

Lisa Velasquez was promoted to the newly-created position of VP Crossover/Pop Promotion at Atlantic Records. Previously, she was VP Pop/Special Projects.

Atlantic's Sr. VP Andrea Ganis describes the need for the new position: "As the '90s progress, crossing records over from the Alternative, R&B and Dance formats has become increasingly critical in the developing and breaking of new artists. With her extensive experi-

ence in Pop promotion as well as in working a variety of other radio markets, Lisa is the ideal candidate to fill this important position."

Prior to the two years she spent as VP Pop/Special Projects, Velasquez served as Sr. Director of National Pop Promotion at EastWest Records America. She began her music industry career at Atlantic in 1978 in promotion, before taking on a three-year stint at RCA and a two-year gig at Island Records.



LISA VELAZQUEZ

EastWest Gets A Taste of Delicious Vinyl

Indie Rap/Dance Label Gets New Atlantic Group Distributor

Delicious Vinyl's year-long relationship with The Atlantic Group will continue, except that EastWest Records America will now handle distribution of the small label.

Delicious Vinyl began in 1987 and joined forces the following year with Island Records. Its early hits included Young MC and the huge success of Tone Loc. Its roster has expanded and in 1982, they linked up with The Atlantic Group for distribution.

"From their earliest releases, De-

licious Vinyl has been a visionary, artist-oriented label," comments EastWest Chairman/CEO Sylvia Rhone. "Boasting such outstanding groups as The Brand New Heavies and The Pharcyde, Delicious Vinyl's current roster possesses total street credibility with a powerful Crossover potential."

"Under the leadership of Sylvia Rhone, EastWest has earned the respect and admiration of the entire industry," declares Delicious Vinyl head Michael Ross. "They're talent-

ed at both breaking new artists and building on the careers of established acts. I am pleased to be joining forces with such a streetwise major."

The first release under the new relationship is the Born Jamerican single, "Boom Shak A-Tak." Major upcoming releases include the Born Jamericans' debut album and The Brand New Heavies' next album, *Brother Sista*. Both discs are scheduled to be released on March 22.

Janet Jackson Rules "Again"

Tops Requests And PPWs; Bryan Adams On The Rise

Janet Jackson's "Again" continued to rule the top of *The Network Forty's* PPW and Most Requested charts. However, Bryan Adams' "Please Forgive Me" is coming up fast and could challenge her for the top spot next week.

According to our Regional Breakouts, Jackson garnered the most spins in the Great Lakes, Midwest and Western regions, while finishing second in the other three areas. She also topped the Most Requested chart for the seventh week in a row. Yet Bryan Adams' ballad seems to have enough momentum to unseat her next week. He already

has the most-requested single in the Northeast and South regions and he rose from #4-#2 in the Most Requested Top 10.

Other major names continue to reign in the upper reaches of the charts. Ace Of Base's "All That She Wants" resides in the Top-3 of the Most Requested Top 10 and each PPW region; it was just overtaken by "Again" in the national PPW chart this week. Mariah Carey's "Hero" is strongest in the two western PPW regions, while Meat Loaf and Snoop Doggy Dogg remain entrenched in the Top 5 of the Most Requested Top 10.



JANET JACKSON

RECORDS

ATLANTIC

In its Black Music division, Chrissy Murray was named Senior Director/Media Relations and Darryl Lindsey was appointed National Director of Rap Music... Bobbie Gale was appointed Manager of Media Relations/West Coast... Catherine Berclaz was named Senior Director/Video Services.

COLUMBIA

Mark Ghuneim was promoted to VP, Video Promotion.

EASTWEST

Lara Hill and Darren Johnson were named A&R Rep and A&R Manager, respectively. Hill comes to the label from the Creative Artists Agency music department, while Johnson was promoted from A&R Coordinator.

MCA

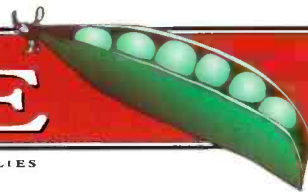
Hans Haedelt was named Manager of A&R. Previously, he worked in the East Coast A&R department at Interscope Records.

SONY

Yvette Gorman was promoted to Associate Producer, TV & Radio Production, Creative Services for Sony Music... Susan Arnold was promoted to Director, Product & Copyright Administration for Sony Music.

MORE RADIO NEWS

In last-second radio news: *Yo MTV Raps* co-hosts Doctor Dre & Ed Lover will be doing mornings at WQHT "Hot 97" New York beginning 11/29... John Candelaria was named PD at KPRR El Paso... APD Anne Kelly was promoted to PD at WAQQ Charlotte.



- By *The Chrome Lizard*

You Tight-Lipped Bastards!

Okay, so it is a short week, with the Thanksgiving holiday and all, but what gives with all you moles I grease so well? Worst excuse for no news: "I don't like to spread rumors on an empty stomach." And I don't like to do this column without hip boots!

Hot Ticket

Whoever called the wind Mariah never had the pleasure of hearing Ms. Carey sing. Her L.A. showcase at the Universal Amphitheatre was an SRO affair. Those lucky enough to land seats for the vocal extravaganza included KPLZ Seattle PD Casey Keating (whose round-trip ticket to Montana strangely enough stopped in L.A.), KKFR's Super Snake (who won the "Best Dressed Award" with a coat made from remnants of those usually worn by "the personal things") and KGGI's Mike Marino, who told everyone who would listen that he was happy with his present gig. Evidently, KMEL PD Dave Shakes wasn't listening. Also on the scene: Toby Hood from KRQQ Tuscon and Z90's Steve Wall.

Afterwards, a small party was hosted by Tommy Mottola and Columbia Records President Don Jenner, along with David Forman, Robin Cecola and Greg Phifer. What? You weren't invited?

Columbia Senior VP Promotion Burt Baumgartner, fresh off the Concorde from England, has been spotted in his office wearing a long white wig and flowing robes. He insists his staff refer to him as "My

Lord" (yet we hear this isn't a new thing). Is Burt impersonating RuPaul or prepping for the bar exam in England?

Worst-Kept Secret

To the absolute surprise of no one in the radio free world, Z100 New York nabbed John Lander to do mornings. It oughta produce a dandy morning war, with the former WEGX/KKBQ Morning Zooster taking on original Zookeeper Scott Shannon at WPLJ and, of course, New York's 800-lb go-rilla, Howard Stern.

Hopefully, Lander will have the chance to read this issue's Conference Call, featuring programmers who face Stern every morning. You can also catch Z100's party line about their new boy in the News section.

Stage Hubby

The better half of WSTR "Star 94" Atlanta's OM Tony Novia, Maty Monty, will be co-starring in her own daytime talk series, *Mike and Maty*. Maty, who's a local TV personality in Miami, and Michael Burger will star in this Disney project, set to air weekday mornings beginning next February.

Dressed For Success

The ever-dashing Daniel Glass dropped by the palatial suites of *The Network Forty* to offer some fashion tips to Gerry Cagle. Cagle immediately dismissed Glass's suggestions as "just too damn sensible."

And also dressed for excess is Jive's Jack Satter, pictured below in his unnatural habitat. Satter makes Page 6 without showing any skin. Maybe next week.

The Shorter List

The field of candidates for the WFKS PD opening has narrowed. Seems that Corporate PD J.J. Cook has narrowed the finalists down to interim PD Flash, Production Director Ed LaComb, ex-WWKX Providence PD Bill O'Brien and WIVY Jacksonville's Brian Waters. KLBQ PD Kevin "Crash" Davis would seem to be penciled out of the running, since he took a PD gig at an AOR in Hattisburg, Mississippi.

Ins And Outs

James Baker, former afternooner for Wayne Coy at WNVZ, nabs the MD gig at KZIO Duluth.

With Sean Phillips nabbing the PD post at KHKS Dallas permant-

ly any day now, will Mike Easterlin formerly of WAQQ Charlotte become the stations next APD/MD?

MD/middayer Dan Urdike and overnighiter Chris Perrine are mere memories at WYYS Ithaca.

Almost "in" is former WKEE PD John McFadden. He'll be programming something more than his VCR *real* soon.

Turkey Dinners

Frank Turner... Kevin Kneec... Tom Poleman... Randy Rahe... Michelle Mercer... Desiree Stitch...

Leftovers

Gary Waldron...



Brother Act.

Tom Petty & the Heartbreakers

"MARY JANE'S LAST DANCE"

The New
Single From
Greatest Hits,
The First-Ever
Collection Of
Their Classics

For Anyone Who Cares
About American Rock -
From Where It's Been
To Where It's Going

Produced By Rick Rubin
With Tom Petty And Mike Campbell

Add Dates: **NOVEMBER 29-30**

MCA

Management:
Tony Dimitriades
For East End Management

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Commentary by
Gerry Cagle

Be kind to those people who are paid to be kind to you.

Some years ago, the esteemed Bill Gavin uttered that quote when he was questioned as to how radio should treat record promotion people. Years later, conflict still exists between those who play the records and those who promote them. And Bill Gavin's quote rings louder than ever.

For a program director, never is the contradiction of his job more pronounced than in his dealings with record promotion people. For the promotion people, the relationship and job description are pretty well defined. It is their job to work their way into a program director's office, into his heart and onto his playlist. It's really simple. Do what it takes to get the record added.

For a program director, it's not nearly that simple.

A program director's job is to choose the music that's right for the station. What is right and what is not so right is almost always undefined. Adding records to a playlist is usually a subjective judgement at best.

In the past few weeks, I've talked to several program directors who were confused about this relationship. "Doesn't this guy understand the record is not for my radio station?" "Why is the record company pushing so hard on this record?" "Some guy is even threatening to pull service if I don't play his record."

Just as many who do record promotion have posed questions from the other side of the fence: "Why won't this guy play my record? It's perfect for his station." "After all we've done for this guy, I can't believe he's not on this record."

The answers to these questions depend on your relationship with people who do record promotion.

If you're a program director who has never asked for a promotion, has never asked for a group to play at a station function has never asked a record company to pick up the tab to fly your listeners somewhere to see an act, has never accepted a record company invitation to travel to hear a particular recording artist perform, then you have a very definable relationship. The record people who promote you are free to present their product to you with an emphasis on promotion and not pressure.

If, however, you're a program director who asks for promotions (hey, it's not a sin... sometimes you have no choice... if your station's budget requires it, you've got to go for it), if you've asked for a group to play at a station function, if you've asked for a record company to pick up the tab for winners to travel to hear a recording

artist or you've done the same, then you're open to pressure as well as promotion.

As a program director, you must understand where the pressure comes from. In almost all of the cases, the person you ask for the favor doesn't have the power to grant it. The local promotion manager will have to ask his boss for approval of an expenditure for the station. Before the boss approves it, he almost always asks questions... questions you may not be aware of. Will the program director "pay back" the favor? Can we depend on him in the future? Will this solidify the relationship?

If the LPM answers yes (and be assured he will answer yes - he is, after all, in promotion), then the VP who okays the promotion will expect favors in the future.

As a program director, it is very easy for you to

The biggest problem in relationships between program directors and promotion people is ambiguity.

avoid problems in your relationships with promotion people. Be honest and upfront in all of your dealings. If you need a promotion, explain your needs. If the promotion person can help you, be specific in asking what the record company wants in return. Don't be, or allow the promotion person to be, ambiguous. Find out exactly what is expected of you in return and then determine whether or not the price is too high.

If you're a promotion person, do the same. If it's a favor, explain that. If you expect something in return, outline your expectations. Later, when you feel the program director owes you and he doesn't share the feeling, your ambiguity may very well harm a relationship that could have been maintained.

The biggest problem in relationships between program directors and promotion people is ambiguity. Be upfront and relations will improve.

As a program director, you can't ask for favors, even

little ones, without having a payback. As a record promotion person, make sure the program director understands that there must be a give-and-take when favors are extended.

As for relationships in general, I've found that the more educated the promotion person, the better the relationship. Do you want promotion people to understand your station and philosophy? Take the time to explain it to them. It won't take long. They're intelligent people. If you take a few minutes to explain how you work, what segment of the audience you're trying to attract and how you're working to position the station, you might be surprised at what you get back. Promotion people are looking for an edge. Educate them about your station and it could come back to you in a big way as they look for and design promotions that are specific for your needs.

You don't have time? Make time. It's your business to carve out an edge in every facet of this business.

Promotion people should take time to listen to the stations. Try and find out what the program director is looking for and fill that need. Spend time with the program director when you're not working a specific record. Nothing impresses program directors more than when you say you don't have a particular record for them this week. Or how about pulling them off a record when you know it's fried? Those little things create more good will than 10 promotions.

Both sides shouldn't kid themselves. Relationships are important. If you're a program director who thinks you don't need relationships with record company representatives, you're wrong. The same goes the other way. We're in this business together. Handled correctly, the relationships can help both ends of our business.

As a program director, be honest in your expectations and your ability to pay back the favors. I always said it's the record company representative's job to ask, it's the program director's job to say no. However, if the program director asks, it's the record company representative's job to say yes. Although that's supposed to be a joke, many program directors take it as a fact.

If, as a program director, you're upfront with record promotions people who are still pressuring you about records you don't believe in, make a proposition. Tell them that you don't believe in their record, but if they are sure it's a hit, you will add it. If it turns out to be a hit, everything is fine. If it turns out to be a stiff, they can never again promote you on any record. In other words, if they are they willing to bet their future on this one record, you'll take their word for it.

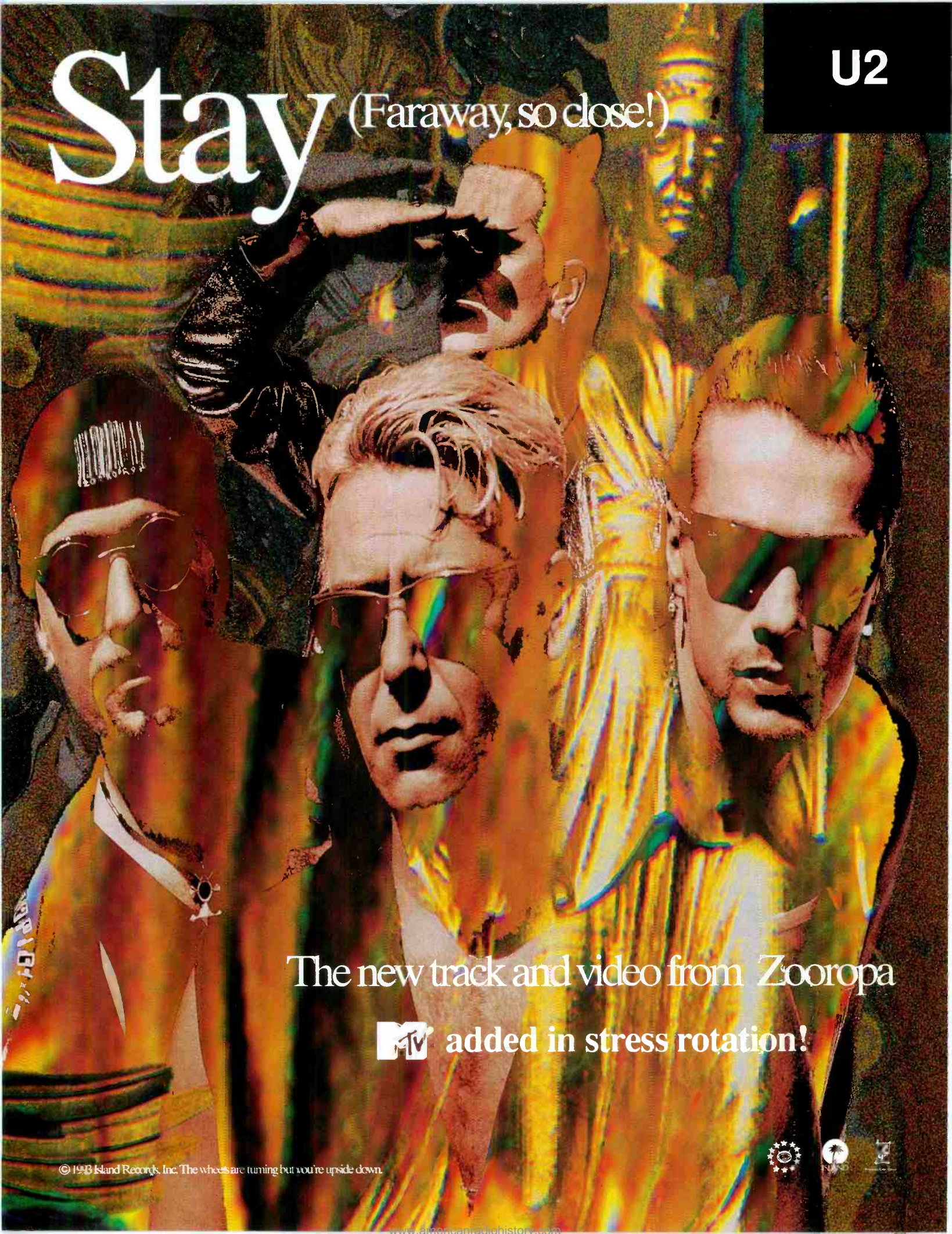
Their answer will determine your future relationship.

Honest give-and-take... that's the best policy.

Or a stack of \$100 bills about six inches tall. ▀

Stay (Faraway, so close!)

U2



The new track and video from Zooropa

 added in stress rotation!



PROMOTIONS

"STAY IN SCHOOL" CONCERT

WERQ, Baltimore

Hal Martin

WERQ sponsored a school year-long contest for approximately 50 middle and high schools. The school with the highest percentage of increased attendance over the same period last year wins a free Intro concert held at their school. The contest started in September; the concert is set for November 24.

COST: MINIMAL; THE LABEL PROVIDES THE BAND.

RETURN: BUILDS CUME AND INTEREST FROM ACTIVE AUDIENCE WHILE SIMULTANEOUSLY GENERATING POSITIVE INTEREST FROM THEIR PARENTS FOR HELPING KIDS STAY IN SCHOOL.

"ON THE PAYROLL"

WABB FM, Mobile

Dusty Hayes

Listeners fill out a contest entry blank, which is run daily in the second largest paper in the state, then send it to the station. Next, they have to listen to WABB between 7 am and 5 pm. If the jock calls out their name, they have to call back within nine minutes to make \$25 be "put on the payroll." An hour later, another name is announced. If that person doesn't call the station within nine minutes, the previous hour's winner stays on the payroll and wins a second \$25. This goes on each hour.

COST: \$10,000 IN CASH WILL BE GIVEN AWAY DURING OF THE CONTEST.

RETURN: WABB GETS A FULL-PAGE AD (IN THE FORM OF AN ENTRY BLANK FOR THE LENGTH OF THE CONTEST) FOR AN AD SCHEDULE. BUILDS CUME AND TSL AS WELL.

"THE PRIZE ELEVATOR"

KQKQ, Omaha

Karen Menke

For three weeks, the nth caller gets to hop on the Sweet 98 Prize Elevator. They'll choose a floor number and the door will open to a specific prize. Lucky passengers can win, cash, concert tickets, dinner with their favorite DJs or a night on the town in a limo. Get off on the wrong floor and the prize may be a toilet brush, kitty litter, firewood or a stack of last week's newspapers.

COST: ABOUT \$5,000 IS GIVEN AWAY; ALL OTHER PRIZES ARE TRADED OUT FOR MENTIONS.

RETURN: SUSPENSEFUL THEATRE-OF-THE-MIND IN A MONTY HALL STYLE. BUILDS CUME AND TSL.

LONE REPUBLICAN'S MIXER

Live 105, San Francisco

Scott Stuart

Live 105 Account Executive Scott Stuart, a right-wing Republican who serves as the "Lone Republican" on politically liberal Alex Bennett's morning show, hosts a mixer cocktail party at a local restaurant. The event, to bring people of all parties together, will feature activities such as Democrat Bashing, Pin The Tail On Hilary Clinton, an auction of Republican memorabilia and the chance to have a picture taken with a George Bush cardboard cut-out. Complimentary hors d'oeuvres and cash bar.

COST: MINIMAL.

RETURN: "EQUAL TIME" MENTALITY CASTS STATION IN A POSITIVE LIGHT. GENERATES EXPOSURE ON LOCAL TV MORNING SHOWS.

"COLD TURKEY"

KIKI, Honolulu

Lori Flores

To help spotlight The Great American Smoke-Out, KIKI's morning air personality goes out to a local sandwich shop and helps give out "cold turkey" submarine sandwiches, as well as CDs and concert tickets, to anyone who brings in their "last" pack of cigarettes.

COST: NOTHING.

RETURN: GREAT REMOTE PROMOTES A GOOD, HEALTHY CAUSE.

TOY DRIVE KICK-OFF

WZPL, Indianapolis

Terri Trotter

To kick off December's Children toy drive, WZPL jocks Julie Patterson, Butter Kincaid and Randy Kenyon threw a kick-off party at a local mall. An area band played Christmas music and Coca-Cola co-sponsored the event. Anyone who donated a toy became eligible to win a trip to the Bahamas courtesy of WZPL and American Trans Air. Toys can also be donated at a variety of sites in the area throughout December.

COST: TRIP TRADED FOR MENTIONS.

RETURN: GREAT FOR STATION IMAGE; EARLY AND POSITIVE TIE-IN WITH EVENT GENERATES CHRISTMAS CHEER.

THE HOSTAGE GAME

KJMZ, Dallas

Chris Adams

Morning air personality Russ Parr pledged to remain on the air until the Dallas Mavericks won a regular season NBA game. (Last year, they had the worst record in the league.) He set himself in the studio complete with a bed and Sega Genesis system. He went on the air twice an hour to remind listeners of his vigil.

COST: ZIP.

RETURN: GENERATES MEDIA EXPOSURE FROM LOCAL TV SPORTS PROGRAMS. ALTHOUGH PEGS THE TEAM A LOSER, ITS TIE-IN CAN BE TURNED AROUND WHEN THE MAVS START WINNING.

TURKEY SHOOT

WZAT, Savannah

Terry Welsh

Listeners called in when they heard a DJ go turkey hunting (complete with sound effects of a turkey gobble, a gun shot and a bird voice claiming, "Oh, you got me!") The third caller won a 10-14 lb. turkey from a local grocery store chain.

COST: KROGER SUPPLIES TURKEYS.

RETURN: WZAT GETS AD BUY.

DRINKIN' WITH LINCOLN

KAYI, Oklahoma City

Mark Clark

KAYI sponsors an all-you-can-drink-for-\$5 night every Wednesday at a local club. Jocks do a live remote there as well.

COST: NONE BEYOND TYPICAL REMOTE EXPENSES.

RETURN: STRONG APPEAL TO ACTIVE, CLUBGOING AUDIENCE.

"TWIST THE PROMO" WINNER!

Kudos to KPOI Honolulu and Promotions Director Kerry Gray, which tweaked the "Turkey Bungee Jumping" promotion (our 10/29 Spotlight promotion, courtesy of Jay Murphy at KQHT Grand Forks). For detailed info on how they made it their own, check out the Gen X column.

S P O T L I G H T

NAFTA STATION MOVE

KHKS, Dallas

Joy Melendy

On the day before the NAFTA vote, the KHKS GM cut some official-sounding liners, stating, "tomorrow morning, there will be an important announcement about the future of Kiss-FM." Then, from 6-9 am on the morning of the NAFTA vote, the GM stated at the top and bottom of every hour: "Due to the NAFTA vote, Kiss-FM will lead the way for industry to move to Mexico, so we have moved our studios to Juarez, Mexico."

On Kidd Kraddick's morning show, they played Mariachi and Ranchera songs, gave away cash in pesos and dinners to Mexican restaurants in Juarez, had a little

kid running around trying to sell Chicklets and had a Mexican censor in the studio. Unfortunately, she couldn't speak English, so a translator had to stop Kraddick from saying words like, "suck" and forced him to play "authorized songs." Suffice it to say, it elicited tons of calls. At 9:00 am (when most listeners were at work and not listening), they publicized the joke.

COST: MINIMAL; MIND GAMES COME CHEAP.

RETURN: STUNT WRITTEN UP BY DALLAS PAPER (WHO DIDN'T KNOW IT WAS A JOKE). GREAT TOPICAL WAY TO TWIST UP THE AUDIENCE.

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T O N Y B E N N E T T

LOOK WHO'S STEPPIN' OUT WITH TONY BENNETT.

TV BuzzBin! **W** 2nd Week In Rotation!

"Definitely in the groove on this one! We should all look so good at his age and even more so, we should sound so good as he does! We were getting calls even before we started to play 'Stepping Out' and now after playing it, we're going to have to open it up to more dayparts."

- Bruce Stevens, WBBQ

"So unique that we played it this morning and got immediate phone response. People had to know if there was a new album out and where they could buy it."

- Joe Dawson, KLYV

CLASS IS NOW IN SESSION.



S T E P P I N ' O U T

Produced by David Kahne. Management: Danny Bennett for RPM Music Productions, Inc.

COLUMBIA

NETWORK FORTY SPOTLIGHT



WNOK FM ..104.7 FM

104.7 FM

1717 Gervais Street
Columbia SC 29201
(803) 771-0235 Office
(803) 771-0105 Music
(803) 799-4367 Fax

Jonathon RushProgram Director
T J McKayMusic Director
Music CallsMT 12 noon- 3 pm

Jimmy CollinsGeneral Manager
Margaret Fort.....Sales Manager
Gary David.....Operations Manager
Jennifer GregoryPromotion Director
McKenzie RobertsProd Director
Kathy ScottNews Director

The Morning Rush

J Rush/S Owens/K Scott5:30 am - 9:00 am
T J McKay 9:00 am - 12 noon
McKenzie Roberts 12 noon - 3:00 pm
Gary David..... 3:00 pm - 7:00 pm
Gary Mills..... 7:00 pm - 12 mid
Oz Bradley..... 12 mid - 5:30 am

Ownership:Voyager Communications
Consultant:Don Benson/B,D & A

EVERYTHING HERE IS 'NOK!

The state capital of South Carolina, Columbia, is home to 104.7 WNOK FM. PD Jonathan Rush describes his station as "an Adult Top 40. To make that work, we daypart pretty heavily. It's important in a situation such as ours to keep the station as mass appeal as possible during the drivetime periods, adult-friendly during office hours and then open it up at night to take advantage of the available audience."

The station has a long history in the format. In fact, Rush points to "almost 50 years of programming contemporary music. The station began on AM 1230, before moving to the 104.7 FM frequency. During all those years, though, it's always been a successful station, although like many Top 40s we did go through a few tough years. Those years can be attributed to the fragmentation caused by all the market move-ins during the '80s, in addition to the various musical genres that have come along." Despite that fragmentation, WNOK has always had impressive 12+ numbers, as well as doing well 18-34, 18-49 and 25-54.

Like most stations, the staff at WNOK has to wear many different hats. "Our people are very busy. These guys are the hardest working people I've ever worked with and I'm proud of their abilities and accomplishments." Rush doubles as his own morning man, while morning producer "Cellular Sammy Owens pulls down a swing shift. Middayer T J McKay, is also MD, McKenzie Roberts doubles as the station's Production Director. Afternoon host Gary David serves as Operations Manager."

WNOK's current promotion is "the triple-play cash payoff. We're currently up to a \$6,000

payoff. It's basically the tried-and-true three-song sweep contest. Another thing I'd like to do is tie

Top 10 Songs This Week

- Meat Loaf**
*I'd Do Anything For Love
(But I Won't Do That)*
- Janet Jackson**
Again
- Ace Of Base**
All That She Wants
- Xscape**
Just Kickin' It
- Bryan Adams**
Please Forgive Me
- Zhane'**
Hey Mr. DJ
- Haddaway**
What Is Love
- Michael Bolton**
I Said I Loved You...But I Lied
- Mariah Carey**
Hero
- Tevin Campbell**
Can We Talk

into a news story I read this past week about the IRS looking for taxpayers they owe money. In South Carolina alone, there is almost \$500,000 owed to various people. If it's legal, I think it would be fun to run a promo that includes the names of the people the IRS is looking for locally. We'll tell them to keep listening for their names, and their share of a half million dollars."

-Pat Gillen

5 PM SAMPLE HOUR

Bryan Adams
Please Forgive Me

Mariah Carey
Emotions

Phil Collins
Both Sides Of The Story

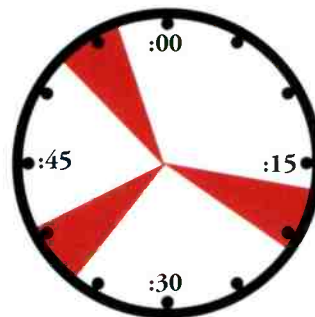
Jody Watley
Everything

STOPSET

Ace Of Base
All That She Wants

The Proclaimers
I'm Gonna Be (500 Miles)

Tony Toni Toné
Anniversary



ON AIR SLOGAN

"104.7 WNOK"

Bad English
When I See You Smile

STOPSET

Jade
Don't Walk Away

Meat Loaf
*I'd Do Anything For Love
(But I Won't Do That)*

Bobby Brown w/Whitney Houston
Something In Common

STOPSET

Spin Doctors
Two Princes



"Just
Keep
Me
Moving"

k.d. lang



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THE DEBUT SINGLE FROM "MUSIC FROM THE MOTION PICTURE SOUNDTRACK

EVEN COWGIRLS GET THE BLUES" (4/2-45433)

Written, Performed and Produced by k.d. lang and Ben Mink

Additional Production by Ben Grosse

Mixed by Ben Grosse, k.d. lang and Marc Ramaer

Management: Larry Wanagas, Burnstead Productions, NYC

HOWARD-PHOBIA: PROGRAMMING AGAINST THE 800-POUND GORILLA

There is competition in radio... and then there is Howard Stern. Boasting a morning show in a stable of 16 markets (and growing), enjoying the high-profile publicity of writing a #1 best-selling autobiography and making hay in frequent guest appearances on a variety of TV shows, Howard Stern is making the most of his salad days in the media spotlight. However, it's tempting to overlook his varied success in the smaller markets. Just how is he doing nationwide and how can a Top 40 stop him for taking over the key morning slot? We talked with some of America's best program directors who, day in and day out, find themselves competing against Howard Stern.

This Week Featuring:



LORRIN PALAGI

PD, WRQX Washington, D.C.



JOHN IVEY

PD, WPXY Rochester, NY



JAY TAYLOR

PD, KEDG Las Vegas, NV



MIKE MORGAN

PD, WFLY Albany, NY

JOHN CANDELARIA

PD, KPRR El Paso, TX

How much of a factor is Howard Stern, if any, in your market?

LORRIN: He's a significant factor in the Washington, D.C. market. Howard was here before the Greaseman at DC101, so the Washington audience was well aware of Stern even before the national mega-media blitz "The King Of All Media" successfully pulled off. He did a great job with that. He is not as novel as he once was, but he still went from a 4.6 to a 4.9, good for a tied for 5th 12+, so he's a player. My morning man, Jack Diamond is ahead of Stern, in third place with a 5.8. In the 25-54 breakdown, Diamond claims first place with a 7.1 and Stern is 6th with a 5.3. In addition, Stern primarily

appeals to males while Diamond has a strong female base. He does, however, have an impact here.

JOHN I.: So far, no factor whatsoever. The reason for that is the heritage AOR morning show has Brother Weas, who is basically Howard Stern in this market. He has been #1 here for a handful of years and is already doing that type of shtick. So Stern comes in, he's not local and he's on a station with an inferior signal. He's been on the air for about eight months and he's tenth.

JAY: Howard Stern came into the market more than one year ago. He had steady, slow growth and had strong numbers up until the Spring book. It was anticipated and since the last book, the station and Howard have taken a major hit.

MIKE: Howard has had mixed success in Albany. While he clearly has the best numbers of the station he's on, specifically strong with males 18-34, they've been unsuccessful at riding on Howard's coattails. According to the latest trend, he is ranked 5th in adults 25-54, so he is a factor in this market.

JOHN C.: Howard Stern has only been on the air in El Paso less than a month, so I don't have concrete data as to how Stern is doing here. I imagine due to all the hype the press made of him, the local protests, etc... there is quite a bit of sampling going on in the market. Howard Stern's opening press conference that welcomed him to the market certainly did not win him points with the Hispanic community, which makes up about 72% of the city! I encourage his typically outrageous remarks about his own perceptions of El Paso. Go ahead Howard, keep pissing em' off. I love Hispanics; in fact, I'm one myself... I want

"WHAT'S MY NAME?"

RETAIL

"In my 26 years in the business, it's the biggest release I've ever seen."
Violet Brown- Wherehouse

"Last night was the biggest release since I've been in the business. We've had a tremendous turnout! This album will be on top of the charts and will be a long lived thing!"
Kelvin Anderson- VIP

"It's the most requested record we've had all year. We've had to reorder about a million times!"
Dave Roy- Transworld

"Biggest first day sales ever! Snoop Dogg is the snoopiast!"
Lew Garrett- Camelot

"Incredible day! It's the most incredible product we've had in a long time. Thank goodness for Snoop Dogg!"
Sam Ginsberg- Abbey Road Distribution

RADIO

"One of our biggest testing records! Goes against the conventional wisdom on the appeal of street songs. Most anticipated album of the year!"
Bob Case PD KUBE Seattle

"Our audience embraced Snoop Dogg from the moment it hit the air. Not just a crossover record...it's mass appeal!"
Brian Bridgeman MD KIIS Los Angeles

"Appeals to every demo, every ethnic group. An across the board hit! They're fighting over the album in Sacramento record stores, they can't keep it in stock!"
Chuck Field MD KSFM Sacramento

"Moves 27-3-1 in requests for the first three weeks of airplay. It's not swimming upstream...it's swimming mainstream! Can you say smash? Top 5 phones every night at WTIC!"
Dana Lundon MD WTIC Hartford

"The most anticipated release of the year. 'Doggystyle' has surpassed all expectations! Snoop has taken Rap to another level. Every song is an instant classic. It's tha shiznit!"
Greg Head MD KBXX Houston

MEDIA

"The most anticipated Rap album in history delivers! Awesome!"
Jonathan Gold L.A. Times

"As groundbreaking for Rap as The Beatles' 'Sgt. Pepper' once was for Rock"
Robert Seidenberg Entertainment Weekly

"Grooves as funky as day old collard greens. Bass lines heavy enough to administer CPR. Doggystyle's hypnotic funk will keep this album cranking out of cars and jeeps for months."
USA Today

ADDS

- KIIS Los Angeles #26*
- KKRZ Portland #30*
- KS104 Denver #29*
- KZ93 Peoria
- WFNF Baton Rouge
- 95XX Burlington

DEBUTS

- KC101 New Haven #29* Hot
- WQGN New London #28* Hot
- WYYS Ithaca #33* Hot

MOVES

- WXKS Boston 26-24*
- B94 Pittsburgh 10-17* Hot
- WGTZ Dayton 22-19*
- KWNZ Reno 20-15* Hot
- KISF Kansas City 16-13*

 #1 Most Played!





those listeners to come to us. It's like Howard giving an open invitation for his listeners to come to Power 102 for some laughs... not to be the butt of em'!

As the Howard Stern phenomenon continues, how do you, as a programmer, battle his notoriety?

LORRIN: In a way, we don't. Howard is very good at what Howard does. We don't try to do that. I wish we had a lot more people of Howard's caliber on the air in Washington. "Competition is good" isn't just a cliché. It's true. The more competition you get, the better you are. We benefit from Howard Stern. Yes, he's competition, but he also helps us. When you have good people on the air like a Scott Shannon, Howard Stern, Jack Diamond or Greasman, it brings more people to the media for a longer period of time. It's like a big party

and we want more people to come to the party. Then I'll worry about getting them over to my corner of the room. If they don't show up to begin with, then I'll never get them.

JOHN I.: There is no Stern-a-mania here.

JAY: I didn't buy his book.

MIKE: A best selling book, on the cover of *Time*, regular appearances on nation television... it would be tough for anyone to battle Stern-a-mania on that level. Luckily, we only have to battle him in Albany. Because we are focused more on a female audience, it makes no sense to "battle" Stern. In fact, if he can further fragment the male numbers, in a sense he can be an ally. Also, the breaks on his show tend to run really long. On a sales level, you can make the argument that a client gets very little punch when they are

8th or 9th in a 10-spot stopset.

JOHN C.: I don't program my station specifically to battle Stern. I program Power 102 in El Paso to Hispanic females 18-34. I work hard to understand their lifestyle, tastes, interests, likes and dislikes. I try to make my station reflect what my target audience feels. In El Paso, there is no Stern-a-mania.

Do you instruct your morning team to stress more music in the morning and to just ignore Stern?

LORRIN: We do a totally different approach to what Howard Stern does. We don't get pre-occupied with what Rick Dees does or what Scott Shannon does. Do what you do and it's the best you can do. Audiences don't sit and worry about who did a particular bit, or who did what first. They like you because you're

S T R A I G H T U P S E W A S I D E



the new album featuring
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and WGTZ Dayton!*

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- WJMN Boston
- WCKZ Charlotte
- Q102 Philadelphia
- WPGC Washington, D.C.
- Power 106 Los Angeles
- Hot 97.7 San Jose
- 92Q Baltimore
- WJMH Greensboro
- KCAQ Oxnard

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PROGRAMMER'S CONFERENCE CALL

genuine, you're real, you entertain, you have the information or the humor and whatever's needed.

JOHN I.: We don't lay down any standards concerning Stern because his cume is so much lower than ours that if we mentioned him, we're giving him publicity. The morning team is instructed not to mention Stern even though he's in the press a lot right now and especially with his book going #1.

JAY: Do your own thing; he's the one who will talk about the competition.

MIKE: We really have changed very little since Stern's arrival. People are really their own program director with their radios. Some mornings they want talk, other mornings they want music or are in need of local news, weather and traffic information. We provide a very different morning show and we just have to keep focused on what we do.

JOHN C.: I do not dictate specific instructions to my morning team against Stern himself. Music is the star at Power 102. Obviously, while Stern is commenting at great lengths about his book, I want the hits to roll. In fact, every morning I discuss the importance of less talk and more music, not because of Stern, but because it's Power 102's philosophy. I don't ignore Stern; I'm aware he's out there. Like any confrontation, you should know your competitor and his weakness, then plan your strategy accordingly.

Finally, do you think the Stern popularity will burn out, increase or simply fizzle away?

LORRIN: Howard will move on to bigger and better things. My personal gut feeling is he will move on to TV or movies. I just have a feeling he

won't be doing this two years from now.

JOHN I.: The success is evaluated market to market. It depends on the competition in each market. In markets like New York, he'll be strong for a good while because that's his turf; that's what he knows the most about. The degree of difficulty in the other markets will depend on the competition. Markets like Chicago, for example, didn't work, but that's reflective of what the market offers. There is a lot of money to be made and they (Infinity Broadcasting) are making a lot of money.

JAY: Like any "popular" personality, he will continue to "knock" on doors. He thrives on image, power and himself... it's up to the audience to "butt into it." If the last book means anything, he's headed for what happened in Dallas and Chicago - "na na na na, hey hey hey... goodbye."

MIKE: That's a tough question. It's not like Stern is a flash-in-the pan, trendy talent. He's worked hard for his success, but there are a lot of outside factors that could determine the growth of his popularity. We tend not to underestimate his potential.

JOHN C.: Here in El Paso, I believe Howard Stern will eventually fizzle away. Like anything new, there is a great curiosity to find out what all the hype is about. In markets where it's common to ridicule and be cold to your listeners, Howard Stern will thrive. In El Paso, where listeners are traditional in nature, very conservative and have strong family values, Howard Stern will clash with our community and our culture. At least I hope so...

-John Kilgo

*You, too, can participate in The Network Forty's
Programmer's Conference Call.
Contact Dwayne Ward at (800) 443-4001.*

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WKBQ WA1A KMCK WAEB G105

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 #9 MTV Video Jams Countdown (Active Rotation)

 #1 BET Video Soul Countdown (Heavy Rotation)

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Your Audience Will Feel This Record!**

Capitol.

US3 "CANTALOOP"

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B97 WAQQ Hot 97.7 KPLZ
B94 WCKZ WTIC WKSE

 **BUZZ BIN!**

WHHH 29 Plays! Z100 26 Plays! WFNX 26 Plays!
WIOQ 22 Plays! KZHT 27 Plays! WHFS 20 Plays!

Sales!

<u>Singles Sold</u>	<u>LW</u>	<u>TW</u>
New York	163	221
Los Angeles	334	550
Dallas	125	189
Baltimore	39	63
Washington, D.C.	47	133
Seattle	7	106

**The Hippest Record On
The Street Is About To
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Capitol.



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Over 170,000 Sold Last Week!

New York #1 Los Angeles #1 Miami #1 San Francisco #1 Tampa #1 Chicago #1

The Ultimate Superstar Duet!

Capitol.

Joel Folger

Success Beyond Programming

INTERVIEW BY JEFF SILBERMAN

In the radio business, like the music business, there seems to be two kinds of success. There are the overnight, flash-in-the-pan music and radio “stars” and there are the survivors who’ve been able to live and grow through all the ups and downs. Joel Folger can be put in the latter category. He has programmed some of the legendary heritage Top 40 stations in his career and engaged in some serious radio wars with the biggest names in the industry. He has also programmed a variety of formats, from Album Rock and Mainstream Top 40 to his current project, the Alternative leaning KDGE “The Edge” in Dallas.

What’s more, he realizes there’s more to a successful career than just programming capabilities. Thanks to KDGE owner Ed Wodka, Folger has been given the opportunity to delve into the non-programming areas of the station to develop a fuller perspective on what really makes successful radio. Recently, he told Network Forty Editor Jeff Silberman about what he’s learned over the years about Alternative music and radio in general – programming and beyond.

When you went from programming in Minneapolis to Oklahoma City and from there to Dallas, how long did it take you to adjust to the peculiar characteristics of the each new market?

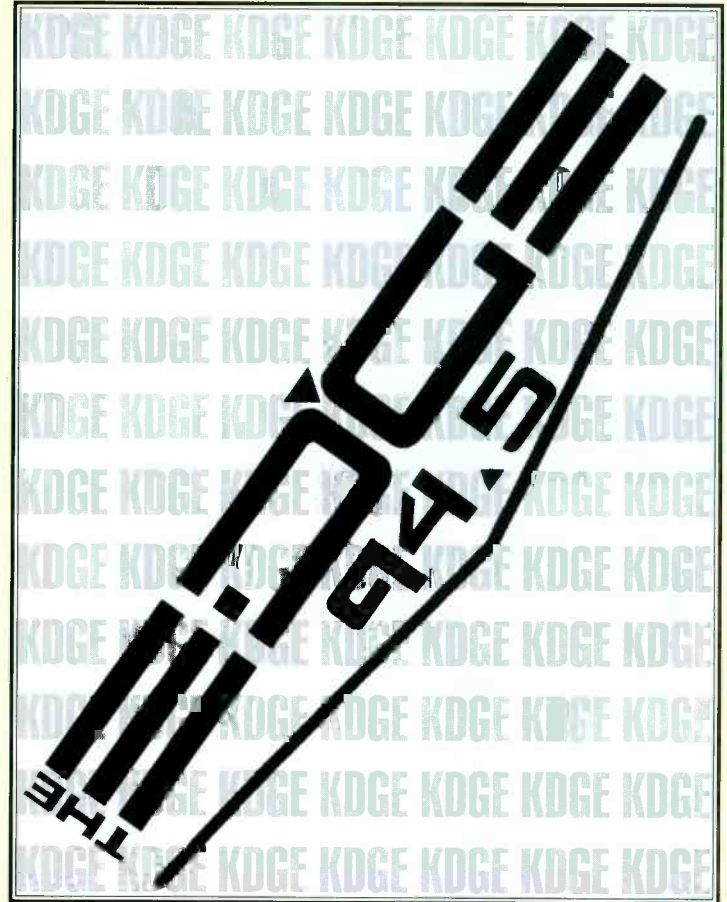
Whenever you go to a new city, you always have to take some time to learn it. In the case of Dallas, I’m still learning today what it’s all about. It has been a never-ending string of surprises in terms of how the market shifts. It never stays the same; it’s always moving.

When our Radio Editor Dwayne Ward was programming, he used the “4 P’s of Great Radio” philosophy that he attributes to you. What does that entail?

There are certain basic principles that apply to good, solid programming, no matter what format

you’re in. I call it “The 4 P’s of Great Programming.” You’ve got to have great *people* on the air, you’ve got to have the right *programming* on the air, you’ve got to have the right *position* musically in the marketplace and you’ve got to run great *promotions*. If any one of those gets out of whack, then you’ve got the fifth “P” – *problems*. **How do you learn to evaluate air talent – especially when it comes to finding the right talent for a particular market? Are some people just better equipped to judge talent or does it come from experience?**

That just comes with time. You get a feel for people and what you look for. What I look for in an on-air talent or programming person isn’t necessarily what someone else would want. One of the key things



I like is attitude. There’s an age-old saying that “ability will get you hired and attitude will get you fired.” I always look for people with a good, positive attitude on the air and within the building itself. There’s a lot more to a radio station than what goes over the airwaves. A certain chemistry within the building and a winning attitude are key elements to most successful radio stations. That doesn’t mean everyone at a winning radio station goes out, drinks beer together and are best friends, but there needs to be some form of camaraderie there. **One of your P’s concerns promotions. Are promotions for an Alternative station considerably different than they’d be for a Mainstream Top 40?**

Absolutely. The mind set of this audience is significantly different

than the Mainstream Top 40 listener. I’d like to think that we put a lot more creativity and fun into our promotions.

When you went to Dallas, what was the competitive situation like?

I actually worked at KEGE twice. First, I spent four years there, went to Oklahoma City, then came back. During my second time in Dallas, the Eagle was involved with a ferocious head-to-head battle with KHYI “Y95,” which was an Evergreen property. Many legendary programmers came through that building and went face-to-face with us – people like Buzz Bennett and Randy Kabrich. It was just one attack after the other. We were fortunate to be able to fend these attacks off and be the one still standing at the end.

When a competitor changes PDs, do you believe the best defense is a good offense and attack regardless, or do you wait and see if they go after you?

The best tactic is to concentrate on your own radio station and make sure what's on your own air is the best it can be. I don't spend much time worrying about what others are doing. Right now, we're not in a direct, head-to-head battle.

So you don't consider KEGL a direct format competitor?

Definitely not. KEGL is basically [Hard Rock] Z-Rock now. We don't share nearly as much audience with them as we used to. KHKS is definitely the station we're more closely aligned with from a programming standpoint.

You cited KHKS as your main competitor for cume, yet their playlist is quite different than yours. How do you compete when you're basically programming different artists and songs?

Regardless of what they play, they're a good station. I've worked with almost everyone who's on the air there and I think the talent on that station is every bit as good as KIIS in L.A. The talent on The Edge is very good as well.

When you left KEGL the first time, what did you do to keep busy until the next gig came up?

I wanted to take a year hiatus from the business. I planned on taking a year off to travel around the country. But I went from Dallas to Austin, where I found someone who'd become my wife. I spent a few months getting to know her, then got back into radio by accepting the job in Oklahoma City. Eventually, I went back to Dallas, where I met Ed Wodka, who was GM at KEGL. When things changed at the Eagle, Ed purchased The Edge and a few months later, I came over here and the rest, as they say, is history.

After you left The Eagle and wound up at The Edge, was there a temptation – music differences notwithstanding – to make the competitiveness personal?

I tried not to make it that way. I worked for Sandusky Radio for

over 10 years and those people, during that time, were very, very good to me. I let bygones be bygones. We parted ways on good terms and everything is working out well for me.

When you came to The Edge, how familiar were you with Alternative music?

I was originally hired here as Station Manager, but when our PD Wendy Naylor left five months ago, I was the logical person to step in and fill part of the programming void. A lot of people don't know this, but in the early '80s, KEGL was one of the first "Rock of the

way of sizing up a market correctly, coming up with a good strategy and following through with that strategy. Executing the game plan – and having owners and managers who back you up – are the keys and I'll execute any kind of game plan that's out there, whether that includes Garth Brooks, Hank Williams, Mariah Carey, Spin Doctors or Pearl Jam. I've been an AOR programmer, a Top 40 programmer and now I'm a New Rock programmer, so I know about diversity.

When KEGL first programmed what's now called Alternative

THE LONG AND WINDING ROAD	
JOEL FOLGER	
KTRF, Thief River Falls, MN	Gopher, fill-in
KCLB, St. Cloud	Air personality
KQWB, Morehead	Air personality
KBPI, Denver	Air personality/MD
KQRS, Minneapolis	Music Director
KDWB, Minneapolis	Program Director
KEGL, Dallas	Program Director
KJYO, Oklahoma City	Program Director
KEGL, Dallas	Program Director
KDGE, Dallas	Station Manager

'80s" stations consulted by [then-KROQ PD] Rick Carroll. I actually had contact with someone who many people consider to be the Godfather of New Rock. So, in terms of history of the format and catalog, I'm more familiar with the songs that were played at that time than practically anyone else in America because I *played* them; I was part of it. As far as the current stuff now, I think I'm pretty much up to speed with what's out there.

A good programmer can program any format. Solid programming principles apply, whether you're talking about Country, AC or Top 40. The difference between the guys who win and the guys who don't are the winners have a

music, was its lack of success attributable to the fact that the market was just not ready for it?

That's exactly correct. As far as the current situation at The Edge, obviously there are some smart people here, such as Music Director Alex Luke and air personality Jeff K. They help bring me up to speed on the new music. I also hired Jay Michaels from Austin, who has a good feel for the rhythm side of the format and has been responsible for finding bands like Ace Of Base.

The market is ready for Alternative music now. The Edge has shown a consistent and gradual rise in the ratings.

I'm lucky that Ed Wodka has

given me an opportunity to grow in more areas than just programming. When I first came here as a Station Manager, I was involved in sales and all different aspects of the radio station. And to this day, I still carry a sales list and sell advertising.

How is carrying that list and meeting the people who buy time on your station beneficial to you as a programmer?

It's a constant reminder that there needs to be a balance between the creative programming side and the revenue side, because after it's all said and done, when you tell someone what you do and you say you're in the radio *business*, the word "business" is there for a reason. They don't build these towers and put CD players in studios exclusively for the purpose of being a free jukebox. Radio stations are on the air to make money.

According to the latest Arbitrends, you're the #2 radio station 18-34. How far is up with the Alternative format? Can it become the Mainstream music in a relatively conservative market like Dallas?

There's no doubt that this particular type of music and type of radio station have a bright future. There's certainly many different versions of this format. I believe The Edge's version of the format has the most potential to work in many cities across the country. This is a mass-appeal Alternative radio station.

What are your goals for the future?

Without dreams, there's only nightmares. My aspirations and goals are currently beyond programming. Sure, I'm going to do the best programming job I can do at The Edge. But I've been blessed to have Ed Wodka put me in a position where I can learn much more about the station than programming. My dream is to set myself up to be a GM down the road and farther off in the future, maybe a station owner. That's what enables me to keep my enthusiasm up. I'm like a sponge. I want to learn as much as I can about every phase of this business. ■

MUSIC MEETING

MICHAEL JACKSON

"Gone Too Soon"

(MJJ/EPIC)

On the heels of Elton John's numerous efforts to raise public consciousness and donations to benefit AIDS-related charities, another superstar shines more awareness on this life-threatening disease. An emotional ballad that focuses on the life of Ryan White, who died of AIDS a couple of years ago, Jackson delivers a story as topically delicate as it is sentimental. Handling the music just as deftly, MJ allows both the warmth and the chill of the sentiments to take over.

TOM PETTY & THE HEARTBREAKERS

"Mary Jane's Last Dance"

(MCA)

Displaying shades of Petty's vintage sound, this track from *Greatest Hits* is already generating immediate airplay. WIFC, WRFY and WRKQ lead the pack out of the starting gates as this refreshing twist breaks first in the midwest. Most certainly a stocking-stuffer for Christmas, this is the first of two never-before-recorded tunes that complement 16 Tom Petty & The Heartbreaker classics on the album. Instant artist familiarity with a different texture (the acoustic guitars were put away), this song will work across-the-board. A "Best Bet" on the Morning Line.

BOY GEORGE

"Everything I Own"

(SBK/ERG)

From *At Worst... The Best Of Boy George And The Culture Club*,

the buzz is definitely on with this Reggae-spiced remake of Bread's 1972 smash. Equally as powerful as the original, the English soloist resurges into the '90s with a follow-up to "The Crying Game" by sprinkling the same magic that brought him six Top-10 songs in the '80s. The Grammy Award winner has already topped the U.K. charts with this classic. Instantly familiar, Boy George will blaze phones, sales and research with a multi-format gem.

HEART

"Will You Be There (In The Morning)"

(CAPITOL)

After a hiatus from Top 40 radio, the Wilson sisters could've tried to blow us away with some different directions. However, the Seattle-based duo takes their best traits and spikes them with new energy in this mid-tempo track. From the much anticipated *Desire Walks On*, Heart has emerged stronger than ever, heading for their ninth Platinum album. Set to blast out-of-the-box at Top 40, AC and Rock radio, Heart appears more relevant, refined and rekindled with this smash. A "Best Bet" in this week's Morning Line.

k.d. lang

"Just Keep Me Moving"

(SIRE/WB)

This mid-tempo emotional Pop hit may surprise you in its adventurous, on-the-fringe-of-accessibility sound for Mainstream radio. Breaking the stereotypical mold with down-home simplic-



BOY GEORGE

ty and familiar vocals, k.d. lang packages a tune that will blow out heavy upper-demo phones. A prime Top 40 song, watch the South and Midwest break first as the rest of the regions follow. A "Best Bet" in this week's Morning Line.

U2

"Stay"

(ISLAND/PLG)

Similar in style to their 1988 hit, "Where The Streets Have No Name," the Irish quartet strikes home with this mass-appeal ballad that builds in pas-

sion and intensity. The third release from one of the best and most stylistically diverse albums of the year, *Zooropa*, "Stay" is a refreshing jolt of music delivered as only U2 can. Fresh off a European tour covering 18 countries, you can't go wrong adding this melodic masterpiece from one of the planet's best-selling acts.

KATE BUSH

"Rubberband Girl"

(COLUMBIA)

In just three short weeks, Kate Bush has zoomed up the X



Most Added For The 2nd Straight Week!

WAQQ Charlotte
WERZ Exeter

Q99 Salt Lake City
WGTZ Dayton

WWHT Columbus
WJET Erie

WA1A Melbourne
WNDU South Bend

WAPI Birmingham
WQUT Johnson City

WBBO Greenville
And Others!

Huge Moves And Debuts!

*Power Pig Tampa D-26**

*KDWB Minneapolis 39-28**

*PRO-FM Providence D-28**

*WMGV Oshkosh 23-18**

*KGGG Rapid City 30-24**

*KKMG Colorado Springs 28-25**

*WIXX Green Bay 30-26**

*WYCR York #27**

*KLYV Dubuque D-28**

*KMCK Fayetteville D-29**

*KFRX Lincoln D-30**

*KWTO Springfield D-30**

*KIOC Beaumont 35-31**

*WRFY Reading D-32**

*KMGZ Lawton D-32**

*WIFC Wausau D-34**

*WRKY Stubenville D-35**

*KTRS Casper 39-36**

*KGOT Anchorage 40-37**

*WHTO Williamsport 40-37**

*WYYS Ithaca D-37**

*KFFM Yakima D-39**

*Y93 Bismarck D-39**

*WZKX Gulfport D-40**



“PEACH”



Paisley Park ©1993 WARNER BROS. RECORDS INC.

MUSIC MEETING

Chart to a Top-10 showing. Written and produced by the Pop diva, she offers Mainstream radio the chance to embrace another distinctive Alternative track. A perfect transition song flavored by a catchy tempo and hooky harmonies, the enthusiasm of this hit is felt a mile long. "Rubberband Girl" should make Kate Bush a household name in the Top 40 circuit.

GUNS N' ROSES

"Estranged"

(Geffen)

Orchestrating another strong power ballad, G&R rockets to the forefront in typical fashion. Very reminiscent of "November Rain," "Estranged" is already blizzing phones at WIXX Green Bay and could be this week's no-brainer. The next release from *Use Your Illusion II* is penned from the perspective of a failing love affair. The sextet should carry this beautiful heartbreaker to the top and well into '94.

FAST FORWARD

WINDING DOWN: Catching our breath after another year of stellar new releases, a few more top tracks are on the way before 1993 closes. We've anxiously awaited a re-emer-



GUNS N' ROSES

gence from Richard Marx. The wait is nearly over, as a mass-appeal all-hours hit called "Now And Forever" (Capitol) crosses your desk in mid-December... Next week, check out the Mainstream Music Meeting for complete reviews on Haddaway's follow-up to the Top-5 "What Is Love." The next single is entitled "Life" (Arista). Also in the mix will be the return of Nick Heyword in

"Kite" (Epic) and a lot more.

THAT'S NOT ALL, F-F-F-FOLKS! Creating a huge buzz with frequent requests in the Mainstream Most Requested overnight charts are Adam Sandler's "The Thanksgiving Song" (WB) and Cher with Beavis And Butt-Head's "I Got You Babe" (Geffen)... A fresh new Christmas song is in big demand this Yuletide season.

Carney & Wendy Wilson's "Santa's Here" (SBK/ERG) spikes the airwaves over the holiday. By the way, if your station is not reporting your overnight requests, call me 1-800-443-4001 to participate and receive instant ink in *The Network Forty's* Most Requested section, plus a daily report of America's hottest songs delivered via fax to your station free of charge!

—John Kilgo

UPCOMING RECORD RELEASES

NEXT WEEK:

DOUBLEPLUSGOOD

"Conga Té"
(SIRE/WB)

HADDAWAY

"Life"
(ARISTA)

NICK HEYWORD

"Kite"
(EPIC)

BRUCE HORNSBY

"Rainbow's Cadillac"
(RCA)

INXS

"Time"
(ATLANTIC/AG)

LISA LISA

"Skip To My Lu"
(PENDULUM/ERG)

JOHN MELLENCAMP

"When Jesus Left Birmingham"
(MERCURY)

PERFECT GENTLEMEN

"Don't Forget To Call"
(WB)

POSITIVE K

"Carhoppers"
(SLAND/PLG)

IN THE NEW YEAR:

EVOLUTION

"Everybody Dance"
(DECONSTRUCTION/RCA)

WHITNEY HOUSTON

"Queen Of The Night"
(ARISTA)

INTRO

"Why Don't You Love Me"
(ATLANTIC/AG)

GABRIELLE

THE NETWORK Moves 32-30*
40TV

“dreams”

BDS Approaching 1300 Plays!

*WAQQ Add! KRBE Add!
KZHT Add! And 12 Others!*

KISF 3-2 KHFI 4-3* WXXL #9* KS104 #10*
KDWB 15-13* Hot 97.7 #14* KUBE 17-15* Hot 97 #19*
Q99 27-19* G105 #20* 92Q #21* KRS #22*
WWHT #24* WHH 28-25* WZFL 30-25* WKBO D-31**



CRANBERRIES

“linger”

THE NETWORK Moves 24-20*
40TV

MTV Buzz Bin! **BDS Over 1700 Plays!**
LP Approaching 1 Million!

*KKRZ Portland Add! KS104 Denver Add!
And 15 More Adds!*

B97 #2 KRBE 3-2* G105 4-3* WAPE 7-5*
WAQQ 17-8* WXXL 18-8* KIIS 10-9* Q99 16-9*
Z100 #11* WKBO 17-11* Star 94 17-14* WPLJ 20-16*
PRO-FM #18* KPLZ 21-19* KISF 25-21* KISN #21*
WNVZ 24-21* WXS 24-21* WHYI D-25* KDWB 34-29**



PM DAWN

“you got me floatin”

**20 Plus Out-Of-The-Box Adds Including
B97 And WJMO!**

In Rotation:

*Z100
KROQ
KPLZ*

**From The Album “Stone Free” A
Tribute To Jimi Hendrix!**



MOST REQUESTED

106.1 KISSFM

KHKS DALLAS, MR. VALENTINE

1. Meat Loaf, I'd Do Anything
2. Mariah Carey, Hero
3. Lisette Melendez, Goody



WKRQ CINCINNATI, RACE TAYLOR

1. Bryan Adams, Please Forgive Me
2. Cher, I Got You Babe
3. Bryan Adams, All For Love
4. Meat Loaf, I'd Do Anything
5. Mariah Carey, Hero



KKRZ PORTLAND, RICH E. CUNNINGHAM

1. Snoop Doggy Dog, What's My
2. Bryan Adams, Please Forgive Me
3. Xscape, Just Kickin' It
4. Jimmy Cliff, I Can See
5. The Cranberries, Linger



KIIS FM LOS ANGELES, DOMINO

1. Mariah Carey, Hero
2. Salt-N-Pepa, Shoop
3. Snoop Doggy Dog, What's My
4. Bryan Adams, All For Love
5. Pearl Jam, Daughter



WHTZ NEW YORK, CHD THE HITMAN

1. Pearl Jam, Daughter
2. Janet Jackson, Again
3. Meat Loaf, I'd Do Anything
4. The Breeders, Cannonball
5. Soul Asylum, Sombody To



1. Janet Jackson, Again
2. Bryan Adams, Please Forgive Me
3. Meat Loaf, I'd Do Anything For Love (But I Won't Do That)
4. Salt-N-Pepa, Shoop
5. Snoop Doggy Dog, What's My Name?
6. Mariah Carey, Hero
7. Ace Of Base, All That She Wants
8. Xscape, Just Kickin' It
9. DRS, Gangsta Lean
10. Culture Beat, Mr Vain



KGGI RIVERSIDE, JOEY DEE

1. Snoop Doggy Dog, What's My
2. Zapp & Roger, Slow And Easy
3. DRS, Gangsta Lean
4. Meat Loaf, I'd Do Anything
5. Salt-N-Pepa, Shoop



WKBQ ST LOUIS, RICK IDOL

1. Janet Jackson, Again
2. The Cranberries, Linger
3. DRS, Gangsta Lean
4. Culture Beat, Mr. Vain
5. Adam Sandler, Lunch Lady
6. Salt-N-Pepa, Shoop
7. Pearl Jam, Daughter



KQKS DENVER, J.B. GOODE

1. DRS, Gangsta Lean
2. Xscape, Just Kickin' It
3. Janet Jackson, Again
4. Zhane', Hey Mr. D.J.
5. Meat Loaf, I'd Do Anything
6. Snoop Doggy Dog, What's My
7. K7, Come Baby Come
8. Culture Beat, Mr. Vain



WKSE BUFFALO, SUE O'NEIL

1. Salt-N-Pepa, Shoop
2. K7, Come Baby Come
3. Meat Loaf, I'd Do Anything
4. Toni Braxton, Breathe Again
5. Cher, I Got You Babe



KQKQ OMAHA, ADAM THUNDER

1. Xscape, Just Kickin' It
2. Taylor Dayne, Send Me A
3. Reality, Yolanda
4. Meat Loaf, I'd Do Anything
5. Bryan Adams, All For Love



KYIS OKLAHOMA CITY, MIKE ALEXANDER

1. Ace Of Base, All That She
2. Michael Bolton, Said I
3. Bryan Adams, All For Love
4. Janet Jackson, Again
5. Meat Loaf, I'd Do Anything
6. Mariah Carey, Hero
7. Tevin Campbell, Can We Talk



WGTZ DAYTON, WILBUR WRIGHT

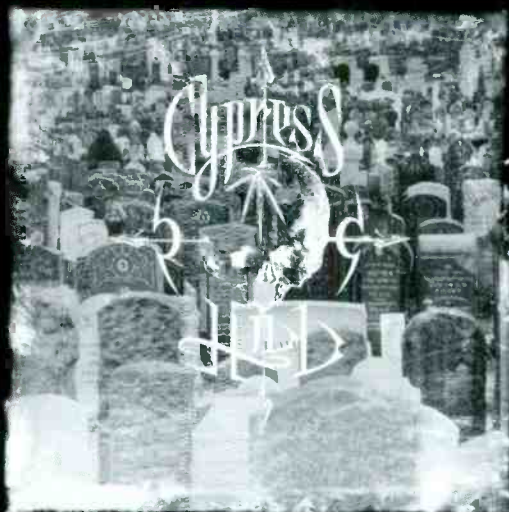
1. Mariah Carey, Hero
2. Salt-N-Pepa, Shoop
3. Snoop Doggy Dog, What's My
4. Bryan Adams, Please Forgive Me
5. Meat Loaf, I'd Do Anything
6. Inner Circle, Sweat
7. Bryan Adams, All For Love
8. DRS, Gangsta Lean



WHYY MONTGOMERY, JOHN BOY

1. Bryan Adams, Please Forgive Me
2. Mariah Carey, Hero
3. Bryan Adams, All For Love
4. Janet Jackson, Again
5. Pearl Jam, Daughter
6. Xscape, Just Kickin' It
7. Def Leppard, Miss You In A
8. Ace Of Base, All That She

"WE
AIN'T
GOIN'
OUT
LIKE
THAT."



WE
JUST
AIN'T
GOIN'
OUT.

THE NEXT ONE.
CYPRESS HILL.

- OVER 2.6 MILLION ALBUMS SOLD WORLDWIDE ON THE STRENGTH OF ONE GOLD SINGLE - "INSANE IN THE BRAIN"
 - "WE AIN'T GOIN' OUT LIKE THAT" - NEW ADD ON MTV™ - STRESS ROTATION
 - ALSO ON THE BOX AND BET
- RECENTLY MADE THEIR FIRST TV APPEARANCE EVER ON *SATURDAY NIGHT LIVE*

PRODUCED BY T-RAY. MANAGEMENT: BUZZTONE ENTERTAINMENT



COLUMBIA

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MOST REQUESTED



WXLK ROANOKE, MO FO

1. Salt-N-Pepa, Shoop
2. Bryan Adams, Please Forgive
3. Ace Of Base, All That She
4. Blind Melon, No Rain
5. Cher, I Got You Babe



WZEE MADISON, CATFISH COOPER

1. Pearl Jam, Daughter
2. Bryan Adams, Please Forgive
3. Ace Of Base, All That She
4. Meat Loaf, I'd Do Anything
5. Janet Jackson, Again
6. 10,000 Maniacs, Because The
7. The Lemonheads, Into Your
8. Bryan Adams, All For Love



KZZU FM SPOKANE, CASEY CHRISTOPHER

1. Bryan Adams, All For Love
2. Meat Loaf, I'd Do Anything
3. Ace Of Base, All That She
4. Janet Jackson, Again
5. Adam Sandler, The
6. Bobby Brown, Something In
7. Joshua Kadison, Jessie
8. Phil Collins, Both Sides Of
9. The Cranberries, Linger



WVSR CHARLESTON, T.J. STEVENS

1. Hi-Five, Never Should've
2. Michael Bolton, Said I
3. Bryan Adams, Please Forgive
4. Bobby Brown, Something In
5. Toni Braxton, Breathe Again
6. Janet Jackson, Again
7. Mariah Carey, Hero
8. Xscape, Just Kickin' It
9. Cher, I Got You Babe



NIGHT PERSON

OF THE WEEK

BILLY SURF
WAEB Allentown

1. Mariah Carey, Hero
2. Janet Jackson, Again
3. Meat Loaf, I'd Do Anything For Love (But I Won't Do That)
4. Snoop Doggy Dog, What's My Name?
5. Salt-N-Pepa, Shoop



WVIC LANSING, RYMO

1. Cher, I Got You Babe
2. Pearl Jam, Daughter
3. Bryan Adams, All For Love
4. Bobby Brown, Something In
5. Meat Loaf, I'd Do Anything



WRHT NEW BERN, CHRIS CROSS

1. Salt-N-Pepa, Shoop
2. K7, Come Baby Come
3. Cher, I Got You Babe
4. Snoop Doggy Dog, What's My
5. Culture Beat, Mr. Vain



WPXY ROCHESTER, ARTIE THE ONE MAN PARTY

1. Salt-N-Pepa, Shoop
2. Bryan Adams, Please Forgive
3. Pearl Jam, Daughter
4. Bryan Adams, All For Love
5. Cher, I Got You Babe



WRCK UTICA, B.B. GOOD

1. Janet Jackson, Again
2. Meat Loaf, I'd Do Anything
3. Salt-N-Pepa, Shoop
4. Snoop Doggy Dog, What's My
5. Ace Of Base, All That She



WMME AUGUSTA, JEFF ANDREWS

1. Cher, I Got You Babe
2. Salt-N-Pepa, Shoop
3. Meat Loaf, I'd Do Anything
4. Bryan Adams, Please Forgive
5. K7, Come Baby Come



Today's Best Music!

KIOK TRI-CITIES, MICHAEL DEAN

1. Bryan Adams, All For Love
2. Cher, I Got You Babe
3. Pearl Jam, Daughter
4. Ace Of Base, All That She
5. Adam Sandler, The



WSNX GRAND RAPIDS, LUKE SANDERS

1. Cher, I Got You Babe
2. Bobby Brown, Something In
3. Bryan Adams, All For Love
4. PM Dawn, You Got Me Floatin'
5. Janet Jackson, Again



WIXX GREEN BAY, STEVE LOUZOS

1. Janet Jackson, Again
2. Meat Loaf, I'd Do Anything
3. Cher, I Got You Babe
4. Tag Team, Whoomp!
5. Bryan Adams, Please Forgive
6. Ace Of Base, All That She
7. Culture Beat, Mr. Vain
8. Inner Circle, Sweat



WKZW PEORIA, ANDY MASUR

1. Snoop Doggy Dog, What's My
2. Cher, I Got You Babe
3. Meat Loaf, I'd Do Anything
4. Xscape, Just Kickin' It
5. Reality, Yolanda
6. Janet Jackson, Again
7. Salt-N-Pepa, Shoop
8. Culture Beat, Mr. Vain



KISX TYLER, JEFF EVANS

1. Bryan Adams, All For Love
2. Bryan Adams, Please Forgive
3. Janet Jackson, Again
4. Celine Dion, Power Of Love
5. Inner Circle, Sweat
6. Aerosmith, Amazing
7. Xscape, Just Kickin' It
8. Meat Loaf, I'd Do Anything
9. Ace Of Base, All That She

MOST REQUESTED



WSPK POUGHKEEPSIE, SCOTTY MAC

1. Snoop Doggy Dog, What's My
2. US3, Cantaloop
3. DRS, Gangsta Lean
4. Janet Jackson, Again
5. Big Daddy Kane, Very Special
6. K7, Come Baby Come
7. Lisette Melendez, Goody
8. Toni Braxton, Breathe Again
9. Culture Beat, Mr. Vain



KDUK EUGENE, JONNY QUEST

1. Snoop Doggy Dog, What's My
2. Adam Sandler, The
3. Salt-N-Pepa, Shoop
4. Cher, I Got You Babe
5. Bryan Adams, Please Forgive
6. Ace Of Base, All That She
7. DRS, Gangsta Lean
8. Meat Loaf, I'd Do Anything
9. Pet Shop Boys, Go West



WYYS • 99.9FM / 100.3FM

WYYS ITHACA, DANGEROUS DEM JONES

1. Meat Loaf, I'd Do Anything
2. K7, Come Baby Come
3. Bryan Adams, Please Forgive
4. Snoop Doggy Dog, What's My
5. Janet Jackson, Again
6. Gabrielle, Dreams
7. Ace Of Base, All That She
8. Pearl Jam, Daughter

BREAKOUT ARTIST OF THE WEEK



**CHER
W/BEAVIS AND BUTT-HEAD**

"I Got You Babe"

- | | | |
|------|--------------|----|
| WMME | Augusta | #1 |
| WSNX | Grand Rapids | #1 |
| WVIC | Lansing | #1 |
| WDJB | Fort Wayne | #1 |
| WVAQ | Morgantown | #1 |



WMEE FORT WAYNE, TYLER AT NIGHT

1. Meat Loaf, I'd Do Anything
2. Janet Jackson, Again
3. Bryan Adams, Please Forgive
4. Xscape, Just Kickin' It
5. Ace Of Base, All That She
6. Cher, I Got You Babe
7. Blind Melon, No Rain
8. Mariah Carey, Hero



WFHN NEW BEDFORD, KEVIN PALANA

1. DRS, Gangsta Lean
2. Snoop Doggy Dog, What's My
3. Hi-Five, Never Should've
4. 2Pac, Keep Ya Head Up
5. Tevin Campbell, Can We Talk
6. Zapp & Roger, Slow And Easy
7. Culture Beat, Mr. Vain
8. K7, Come Baby Come
9. Pearl Jam, Daughter
10. Bobby Brown, Something In



WFLY ALBANY, ELLEN ROCKWELL

1. Salt-N-Pepa, Shoop
2. Meat Loaf, I'd Do Anything
3. Janet Jackson, Again
4. Bryan Adams, Please Forgive
5. Mariah Carey, Hero
6. K7, Come Baby Come
7. Xscape, Just Kickin' It
8. 2Pac, Keep Ya Head Up
9. Bryan Adams, All For Love
10. Cher, I Got You Babe



105.5 WQGN-FM RADIO

WQGN NEW LONDON, ROB HAYES

1. Salt-N-Pepa, Shoop
2. Snoop Doggy Dog, What's My
3. Meat Loaf, I'd Do Anything
4. Ace Of Base, All That She
5. 2Pac, Keep Ya Head Up



WBPR MYRTLE BEACH, JAMES GREGORY

1. Bryan Adams, Please Forgive
2. Zhane', Hey Mr. D.J.
3. Ace Of Base, All That She
4. Mariah Carey, Hero
5. Xscape, Just Kickin' It



WCIL CARBONDALE, SHAWNA MATTHEWS

1. Meat Loaf, I'd Do Anything
2. Tag Team, Whoomp!
3. Janet Jackson, Again
4. Ace Of Base, All That She
5. Bryan Adams, Please Forgive



KYYY BISMARCK, BOBBY ROCK

1. Snoop Doggy Dog, What's My
2. Cher, I Got You Babe
3. Tag Team, Addams Family
4. Janet Jackson, Again
5. Apache Indian, Boom
6. Culture Beat, Mr. Vain
7. Pearl Jam, Daughter
8. Bryan Adams, Please Forgive
9. Celine Dion, Power Of Love



KCGQ CAPE GIRARDEAU, J.J. ELLIOTT

1. Bryan Adams, Please Forgive
2. Mariah Carey, Hero
3. Ace Of Base, All That She
4. The Cranberries, Linger
5. Pearl Jam, Daughter



WAEF ALLENTOWN, BILLY SURF

1. Mariah Carey, Hero
2. Janet Jackson, Again
3. Meat Loaf, I'd Do Anything
4. Snoop Doggy Dog, What's My
5. Salt-N-Pepa, Shoop

CROSSOVER

TM

STREETCHART

COMBINING AIRPLAY, SALES AND REQUESTS

2W	LW	TW	ARTIST/SONG	LABEL
7	4	1	MARIAH CAREY. Hero	Columbia
5	3	2	TONI BRAXTON. Breathe Again	LaFace/Arista
8	6	3	SALT-N-PEPA. Shoop	Next Plateau/London/PLG
6	5	4	TEVIN CAMPBELL. Can We Talk	Qwest/WB
1	1	5	XSCAPE. Just Kickin' It	So So Def/Columbia
9	8	6	DRS. Gangsta Lean	Capitol
2	2	7	JANET JACKSON. Again	Virgin
11	10	8	SNDOP DOGGY DOG. What's My Name?	Death Row/Interscope/AG
3	7	9	ZHANE'. Hey Mr. D.J.	Flavor Unit/Epic
12	11	10	HI-FIVE. Never Should've Let You Go	Jive
13	12	11	2PAC. Keep Ya Head Up	Interscope/AG
14	13	12	BABYFACE. Never Keeping Secrets	Epic
4	9	13	ACE OF BASE. All That She Wants	Arista
15	14	14	COLOR ME BADD. Time And Chance	Giant/Reprise
16	15	15	ZAPP & ROGER. Slow And Easy	Reprise
17	16	16	K7. Come Baby Come	Tommy Boy
19	18	17	CULTURE BEAT. Mr. Vain	550 Music
25	20	18	XSCAPE. Understanding	So So Def/Columbia
20	19	19	GABRIELLE. Dreams	Go! Discs/London/PLG
10	17	20	TONY TONI TONÉ. Anniversary	Wing/Mercury
24	21	21	BRYAN ADAMS. Please Forgive Me	A&M
26	22	22	BOBBY BROWN w/ WHITNEY HOUSTON. Something In Common	MCA
27	24	23	R. KELLY. Sex Me (Part 1)	Jive
22	23	24	MEAT LOAF. I'd Do Anything For Love (But I Won't Do That)	MCA
33	26	25	JIMMY CLIFF. I Can See Clearly Now	Chaos
34	29	26	MICHAEL BOLTON. Said I Loved You... But I Lied	Columbia
—	33	27	DOMINO. Getto Jam	Outburst/ral/Chaos
—	39	28	SHAI. Yours	Gasoline Alley/MCA
—	31	29	DAS EFX. Freakit	EastWest
38	34	30	ROBIN S. What I Do Best	Big Beat/Atlantic/AG
—	40	31	COLLAGE. I'll Be Loving You	Metropolitan
—	37	32	UB40. Higher Ground	Virgin
23	28	33	HADDAWAY. What Is Love	Arista
◆DEBUT	34	34	LISETTE MELENDEZ. Goody Goody	Fever/ral/Chaos
30	30	35	REALITY. Yolanda	Strictly Rhythm
—	38	36	EAZY-E. Real Compton City G's	Ruthless/Relativity
◆DEBUT	37	37	BRYAN ADAMS/STING/ROD STEWART. All For Love	A&M/Hollywood
◆DEBUT	38	38	QUEEN LATIFAH. U.N.I.T.Y.	Flavor Unit/Motown
—	35	39	PHIL COLLINS. Both Sides Of The Story	Atlantic/AG
21	25	40	INTRO. Come Inside	Atlantic/AG

most added

1.	Lisette Melendez, Goody Goody	Fever/ral/Chaos
2.	Babyface, Never Keeping Secrets	Epic
3.	Fem 2 Fem, Obsession	Avenue Foch/Critique
3.	Rozalla, I Love Music	Epic
5.	Cher w/Beavis And Butt-Head, I Got You Babe	Geffen
5.	Shai, Yours	Gasoline Alley/MCA
5.	US3, Cantalooop	Blue Note/Capitol
8.	Cypress Hill, I Ain't Goin' Out Like That	Ruffhouse/Columbia
8.	Domino, Getto Jam	Outburst/ral/Chaos
8.	Jodeci, Cry For You	Uptown/MCA

RHYTHMNATION

CAN'T WE ALL JUST GET ALONG... You can take gangsta Rap off the air, but that won't necessarily stop gangsta violence. In support of "Stop The Violence" Month and "Stop The Violence" Day (11/22) in particular, several stations ran special promotions. In the nation's capitol, WPGC held a Unity Jam with Intro, the Funky Poets and various local acts. Along with the Jam, the station also held a candlelight vigil and name reading where the names of those murdered in gang-related violence were read off. Politician Jesse Jackson and Councilman Marion Barry were on hand... KJYK aired a special two-hour show about teen and gang violence which featured local gang members, mothers of murdered children and the Tucson Police Department Gang Unit.

NEVER A BEAT OFF... For the last four weeks, the City of Angels has been gripped with "Scavenger Hunt" fever. KKBT 92.3 The Beat has asked their listeners to complete several different challenges. Some of the challenges have been relatively simple, such as having 9-2-3 on a dollar bill or a 45-rpm of George Clinton's "Atomic Dog." But as the "Hunt" progresses, the challenges have become more challenging. The best coup came when a listener got on the air at another commercial station in the market saying, "The Beat jams!" This happened not once, but several times. The culmination of this event will take place on December 3rd, when the scavengers will bring all 20 completed challenges to the broadcast site. The winner will be awarded \$25,000. That's not chump change.

NOT SEEN ON THIS WEEK'S COPS... WHJX MD Mary K was a little late faxing out her playlist last Tuesday because during her midday airshift, two police officers walked into the studio with a warrant for her arrest! Overnighter Hitman Haze played a joke on Mary, having her picked up as part of a March Of Dimes fund-raising campaign called "Jail & Bail." She was put in a "minimum security prison" and kept captive until she raised \$500. Listeners, obviously moved by her pitiful call-in pleas to the station, raised her bail. Says Mary, "I was in a car accident recently. I thought that something had gone wrong with that case when they came for me. I kept pleading with them that I had reported the accident and that I was paid up on any traffic fines. It was really scary, but riding in the cop car was fun."

MO' MONEY... Time to grease up the AMEX, cuz KJYK PD Bruce St. Jimmy is coming to town - Los Angeles that is - the weekend of December 3rd. Looks like Sizzler is the place to be, as Bruce recites his four favorites words, "All you can eat!"... On that same Friday, you can catch the Lords Of The Underground on the *Arsenio Hall Show*.

- Wendi Cernak

in the mix

<i>Damian Paul, Stopless Music Jam, WJMN "Jam'n 94.5" Boston</i>	
Uncanny Alliance, I'm Beautiful Dammitt!	A&M
Souls Of Mischief, 93 'Til Infinity	Jive
Ice Cube, Really Doe	Priority
k.d. lang, Just Keep Me Moving (Tony Garcia remix)	Sire/WB
The Goodmen, Give It Up	ffrr
Reality, Yolanda	Strictly Rhythm
A Tribe Called Quest, Award Tour	Jive
Staxx, Joy	Chaos
Das EFX, Freakit	EastWest
Haddaway, Life	Arista

ULTRA NATE

"Show Me"

FM102 Sacramento Add!
KKKI Honolulu Add!

Z90 San Diego Add!
KKMG Colorado Springs Add!

KHTN Modesto Add!
KGOT Anchorage Add!

Now Playing!

92Q Baltimore
Z90 San Diego
KHTY Santa Barbara

Power Pig Tampa
KKXX Bakersfield
KFFM Yakima

WHHH Indianapolis
KDON Salinas
KGOT Anchorage

SHIPPING THIS WEEK!



AWESOME 3

"Don't Go"

Just Added At Q99 Salt Lake City!

KKFR Phoenix 23-21* **KRBE Houston 34-28***

KBFM Brownsville/McAllen #16* **KKXX Bakersfield 22-18***

KPRR El Paso 21-19* **KHTY Santa Barbara 28-23***

KISR Ft Smith 40-31*



CYPRESS HILL

"I Ain't Goin' Out Like That"
(RUFFHOUSE/COLUMBIA)

The bass guitar is definitely one of my favorite instruments – and on this jam, the bass pulsates as if it was alive. Showing just how musically prolific they are, Cypress incorporates Black Sabbath's "The Wizard" into this hard-hitting Hip-Hopper. It will leave an indelible mark on your membrane. In the mix at WWKX, WQHT, WERQ, WPGC, KHQT, WCKZ, WHJX, KGGI, WJMO, KPRR, XHTZ, KSOL and KZHT.

LUTHER VANDROSS

"Never Let Me Go"
(EPIC)

There are lots of ballads out right now, but there's always room for one by the Master. Luther's vocals are impeccable, the melody incomparable. One of the previous reasons for not playing Luther has always been that he's too "Urban." Better find a new excuse; that dog simply won't hunt! This song comes with two added bonuses – Kirk Whalum on sax and Paul Jackson, Jr. on guitar.

THE WHOOLIGANZ

"Put Your Handz Up/
Hit The Deck"

(TOMMY BOY)

Can this label pick 'em or what?! With a roster that includes Digital Underground, De La Soul, Naughty By Nature and K7, Tommy Boy hits all the switches when it comes to Rap. Now add to this impressive list, the lyrical stylings of The Whooliganz. The A-side was produced by DJ Lethal and remixes by QDIII, the B-side comes correct with production by KPWR's Tha Baka Boyz.

LORDS OF THE UNDERGROUND

"Here Come The Lords"

(PENDULUM/ERG)

The Lords rule the Underground. Coming at you with "Chief Rocka" part two, this track is just as hard and just as catchy. Produced by K-Def and mixed by Marley

Marl, "Here Come The Lords" is in the mix at KPWR, KMEL, KKXX, KSFM, WQHT, WCKZ, WWKX, KRQQ, KPRR, WHJX, WXKS, WZPL, WBBM, WIOQ, XHTZ, WWHT and WJMO.

CAPTAIN HOLLYWOOD PROJECT

"All I Want"

(IMAGO)

Here's yet another Pop-influenced Trance/Ambient (did we leave out a genre?) number from Captain Hollywood. The vocals are very catchy and fit nicely over the hypnotic synth lines. Several remixes to choose from by MK and Eddie "Flashin" Fowlkes, the best is Tony Garcia's "Garcia Pop Club" – clocking in at 6:04, you may need to set up the chopping block.

MYSTERY TRAMPS

"Like A Rolling Stone"

(IMAGO)

This song was originally recorded by Bob Dylan almost 30 years ago (feeling a little old?). Keeping a little of the guitar and hook, the Mystery Tramps have remade this classic in Hop-Pop style. Looking for something more uptempo? Check out the "30th Street Mix" by Tony Garcia and Guido Osorio.

A BEAT AHEAD

VINYL MANIA... Don't own a Technics 1200 turntable? Make the investment – there's a ton of good Dance music on wax these days. Logic Records out of the UK has some choice spinners worthy of your attention. They be Zoran's "Hooked On You," Jungle High w/Blue Pearl's "Fire Of Love" and The Spirit's "The Spirit"... Look for k.d. lang's "Just Keep Me Moving" (WB) to top the Club charts early next year. The Tony Garcia remixes on white label *kick ass!* k.d. is fierce – and she's not a bad singer, either!... Haven't called Stephanie Smiley at Moonshine Music to get on their mailing list? You don't know what you're missing. Besides



CYPRESS HILL

the excellent CD compilations – *Cream Of Tomato*, *dancekult* and *Journeys By DJ 2* (the latter contains the cult classic "Din Da Da" by George Kranz) – Moonshine also has on 12-inch Transform's "Transformation." Miss Smiley can be reached at 213-468-9494... Who'da think it – Profile moves into the Dance arena. Two compilations – both on double-pack – are headed your way. The first is *Best Of Techno Volume 4* which contains Baby D's "Let Me Be Your Fantasy." WPOW's Phil Jones is currently putting the finishing touches on a radio edit. Next is *Disco-Tech – Best Of House Volume 5*. This is a keeper for any mixer as it contains Rhythm Inc.'s "Benga," Hustlers Convention's "The Chant (Remix)" and Disco Biscuit's "Disco Biscuit (Disco Dove Freak)"... Last, but not least, check out Project 4007's "It's Our Turn" (Emotive). A Gospel-induced Houser with powerful vocals by James Howard and Joe Wormly.

RECORDS THAT DON'T SUCK... Company's "Angel" (Giant/Reprise) and Lisa Lisa's "Skip To My Lu" (Pendulum/ERG)... White-label test-pressing are the words this week – look for Michael Watford's "So Into You" (EastWest) and The Fog's "Been A Long Time" (Columbia). From the forthcoming compilation, *Get It, Got It, Groove*, The Fog has already become a mainstay in underground clubs.

A TIME FOR THANKS... Okay, so it's after Thanksgiving – but I have some people I want to thank for making the last year-and-a-half at *The Network Forty* so much fun. Thanks to Gerry Cagle for his confidence in me. To Arista's Davey Dee and Lance Walden for turnin' me on to the tunes. To KKXX PD Ken Richards for putting me on the air. To KSOL APD/MD Michael Martin for allowing me to spin on KIIS-FM's Underground Rave. To Reprise's Nancy Levin for all the good times. To Joel Salkowitz for the picture of the pig and the flying lessons. To Mercury's Tommy Nappi for the Donna Summer anthology and James' catalog. To Alternative Editor Karen Holmes for all the great concerts. To Island's Marthe Reynolds and PLG's Linda Murdock for just being there. And to Virgin's Michael Plen, Epic's Frank Ceraolo, MCA's Bobby Shaw, Tommy Boy's Mike Becce, Chaos' Johnny Coppola, S.I.N.'s Joey Carvello and Capitol's Bruce Reiner – you've all been major pain-in-the-asses (some more than others, you know who you are), but I love you anyway!

A MOMENT OF SILENCE... On Saturday November 6th, famed DJ and producer Torsten Fenslau died in a car accident in Germany. He was best known for his production work with *Culture Beat* and the Trance/Ambient releases on his Abfahrt Records label out of Frankfurt.

– *Wendi Cermak*

THE NETWORK FORTY®

1st Annual Chrome Lizard Awards Honoring the Best In Our Business In 1993

** Please check one in each specific category.*

Station Of The Year:

Major Market (1-25)

- WPLJ New York
 WXKS Boston
 KRBE Houston
 KROQ Los Angeles
 Other _____

Large Market (26-50)

- KTFM San Antonio
 WHJX Jacksonville
 WTIC-FM Hartford
 WZPL Indianapolis
 Other _____

Medium Market (51-100)

- KLUC Las Vegas
 KHFI Austin
 KIKI Honolulu
 KRQQ Tucson
 Other _____

Small Market (101+)

- KROC Rochester
 KTRS Casper
 WJET Erie
 KLYV Dubuque
 Other _____

Program Director Of The Year:

Major Market

- Steve Rivers (WXKS)
 Rick Thomas (KSOL)
 Tracy Johnson (KKLQ)
 Jefferson Ward (WIOQ)
 Other _____

Large Market

- Paul Cannon (WTIC-FM)
 Rick Upton (KTFM)
 Adam Cook (WXXL)
 Gary Hoffmann (WZPL)
 Other _____

Medium Market

- Neil Sullivan (WKDD)
 Dan Kieley (KQKQ)
 Mike Morgan (WFLY)
 Jerry Dean (KLUC)
 Other _____

Small Market

- Neal Sharpe (WJET)
 Joe Dawson (KLYV)
 Ryan Walker (WRHT)
 Brent Ackerman (KROC)
 Other _____

Music Director Of The Year:

Major Market

- Eric Bradley (WBBM)
 Tom Gjerdrum (KKLQ)
 Michael Martin (KSOL)
 Gene Sandbloom (KROQ)
 Other _____

Large Market

- Larry D (WXXL)
 Joey G (WEZB)
 Dana Landon (WTIC-FM)
 Alex Valentine (KISF)
 Other _____

Medium Market

- Mike McGowan (WKCI)
 Billy Surf (WRVQ)
 Michael Lowe (WAOA)
 Michael Steele (KQKQ)
 Other _____

Small Market

- Kevin Ross (WIXX)
 Robert Elfman (KIXY)
 Greg Fry (WBPR)
 Wally McCarthy (WYYS)
 Other _____

Artist/Bands Of The Year (Fill In Blanks):

1. _____ 2. _____ 3. _____

Singles Of The Year:

1. _____ 2. _____ 3. _____

Surprise/Unexpected Hit Of The Year:

1. _____ 2. _____ 3. _____

Trade Magazine Of The Year

- Network Forty
 Network Forty
 Network Forty
 Network Forty
 Other (Hey- don't even think about it!)

Your Name: _____ Title: _____

Station/Company: _____ Phone: _____

Fax this back to THE NETWORK FORTY at (818) 846-9870 or call in your vote at (800) 443-4001.

CROSSOVER

MOST REQUESTED™

POWER 92 FM

KKFR PHOENIX, KID CORONA

1. 2Pac, Keep Ya Head Up
2. DRS, Gangsta Lean
3. Too \$hort, I'm A Player
4. Xscape, Understanding
5. Domino, Getto Jam

KUBE 93 JAMS

KUBE SEATTLE, CHET BUCHANAN

1. DRS, Gangsta Lean
2. Salt-N-Pepa, Shoop
3. Cher, I Got You Babe
4. K7, Come Baby Come
5. Xscape, Understanding
6. Snoop Doggy Dog, Gin And
7. Ace Of Base, All That She

Q-105 FM

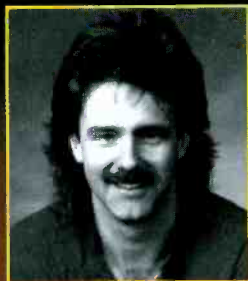
KCAQ OXNARD, ROSIE G.

1. Janet Jackson, Again
2. DRS, Gangsta Lean
3. Xscape, Just Kickin' It
4. Snoop Doggy Dog, What's My
5. Mista Grimm, Indo Smoke
6. Salt-N-Pepa, Shoop
7. Zapp & Roger, Slow And Easy
8. Color Me Badd, Time And

98.5 KLUC FM

KLUC LAS VEGAS, DANNY CRUZ

1. DRS, Gangsta Lean
2. Xscape, Just Kickin' It
3. Snoop Doggy Dog, What's My
4. Janet Jackson, Again
5. Mariah Carey, Hero
6. Culture Beat, Mr. Vain
7. Haddaway, What Is Love
8. Zhane', Hey Mr. D.J.



NIGHT PERSON OF THE WEEK

JOE MAMA
WIOQ Philadelphia

1. DRS, Gangsta Lean
2. Wu-Tang Clan, Method Man
3. Salt-N-Pepa, Shoop
4. Xscape, Understanding
5. 2Pac, Keep Ya Head Up

kdon 102.5 FM

KDON SALINAS, DARRIN STONE

1. Snoop Doggy Dog, What's My
2. DRS, Gangsta Lean
3. Salt-N-Pepa, Shoop
4. Janet Jackson, Again
5. Eazy-E, Real Compton City
6. Shai, Yours
7. 2Pac, Keep Ya Head Up
8. Xscape, Understanding



KMVR LAS CRUCES, BOBBY CORONA

1. Culture Beat, Mr. Vain
2. Toni Braxton, Breathe Again
3. Xscape, Just Kickin' It
4. Meat Loaf, I'd Do Anything
5. Inner Circle, Rock With You
6. Awesome 3, Don't Go
7. Bryan Adams, Please Forgive
8. Color Me Badd, Time And
9. Cher, I Got You Babe



WJKC ST CROIX, BIG JOHNSON

1. Salt-N-Pepa, Shoop
2. Mariah Carey, Hero
3. Bobby Brown, Something In
4. Color Me Badd, Time And
5. Robin S, What I Do Best
6. Toni Braxton, Breathe Again
7. Zhane', Hey Mr. D.J.
8. Jimmy Cliff, I Can See



WBBM CHICAGO, ALAN KABEL

1. Collage, I'll Be Loving You
2. Snoop Doggy Dog, What's My
3. Color Me Badd, Choose
4. Mariah Carey, Hero
5. Reality, Yolanda



KPWR LOS ANGELES, THE BAKA BOYZ

1. DRS, Gangsta Lean
2. Snoop Doggy Dog, What's My
3. Coolio, County Line
4. Mista Grimm, Indo Smoke
5. Eazy-E, Real Compton City



KSOL SAN FRANCISCO, JOJO WRIGHT

1. DRS, Gangsta Lean
2. Salt-N-Pepa, Shoop
3. Xscape, Understanding
4. Coolio, County Line
5. Shai, Yours
6. Domino, Getto Jam
7. Snoop Doggy Dog, What's My



WQHT NEW YORK, BALTAZAR

1. Janet Jackson, Again
2. Queen Latifah, U.N.I.T.Y.
3. Sagat, Fuk Dat
4. Run-D.M.C., Bounce
5. Snoop Doggy Dog, What's My



WWHT COLUMBUS, JOE BAHAMA

1. Snoop Doggy Dog, What's My
2. Meat Loaf, I'd Do Anything
3. DRS, Gangsta Lean
4. Salt-N-Pepa, Shoop
5. Janet Jackson, Again



WIOQ PHILADELPHIA, JOE MAMA

1. DRS, Gangsta Lean
2. Wu-Tang Clan, Method Man
3. Salt-N-Pepa, Shoop
4. Xscape, Understanding
5. 2Pac, Keep Ya Head Up
6. Tevin Campbell, Can We Talk
7. Bujiti Banton, Make My Day
8. K7, Come Baby Come

KDWB Minneapolis Add!

WHHH Indianapolis Add!

Hot 97.7 San Jose Add!

KLUC Las Vegas Add!

NOW CHARTING!

WJMN Boston
KKMG Colorado Springs

WWKX Providence
KHTN Modesto

KZHT Salt Lake City
KFFM Yakima

WCKZ Charlotte

STRONG REQUESTS!

"Cool, melodic Pop-Rap that helps our nights sound Mainstream!" – *Gat Thomas, KLUC*

"Quote? Take my word for it and play the f***ing record!" – *Kevin Peterson, KDWB*

to be continued...

the latest flavor swirl from

future is...
the
new
new



10
NEW
NEW
NEW
NEW

FROM THE ALBUM
FREE TO BE



PRODUCED BY THOMAS McELROY AND DENZIL FOSTER
FOR 2 TUFF-E-NUFF PRODUCTIONS, INC.
MANAGEMENT & CREATIVE DIRECTION: BYRON PHILLIPS, MICHAEL S. TRAYLOR, ESQ.
ANTHILL MOB ENTERTAINMENT

X CHART

COMBINING AIRPLAY, SALES AND REQUESTS

2W	LW	TW	ARTIST/SONG	LABEL
7	1	1	PEARL JAM, Daughter	Epic
3	2	2	THE LEMONHEADS, Into Your Arms	Atlantic/AG
13	4	3	GIN BLOSSOMS, Found Out About You	A&M
12	9	4	SMASHING PUMPKINS, Today	Virgin
8	5	5	10,000 MANIACS, Because The Night (from MTV Unplugged)	Elektra
2	3	6	NIRVANA, Heart-Shaped Box	DGC
5	6	7	THE BREEDERS, Cannonball	4AD/Elektra
10	8	8	JAMES, Laid	Fontana/Mercury
15	10	9	KATE BUSH, Rubberband Girl	Columbia
1	7	10	THE CRANBERRIES, Linger	Island/PLG
9	15	11	BELLY, Gpetto	Sire/Reprise
14	12	12	MACHINES OF LOVING GRACE, Butterfly Wings	Mammoth/Atlantic/AG
22	16	13	DEAD CAN DANCE, The Ubiquitous Mr. Lovegrove	4AD/WB
24	14	14	R.E.M. w/ NATALIE MERCHANT, Photograph	Rykodisc
4	13	15	PEARL JAM, Go	Epic
25	20	16	THE POGUES, Tuesday Morning	Chameleon/Elektra
33	17	17	NICK HEYWARD, Kite	Epic
20	18	18	BEST KISSERS IN THE WORLD, Miss Teen U.S.A.	MCA
21	19	19	SOUL ASYLUM, Sexual Healing	Arista
6	11	20	CRACKER, Low	Virgin
—	27	21	CURE, Purple Haze	Reprise
—	34	22	BLUR, Chemical World	Food/SBK/ERG
38	33	23	TEENAGE FANCLUB, Hang On	DGC
26	24	24	THE AFGHAN WHIGS, Debonair	Sup Pop/Elektra
—	31	25	INXS, Time	Atlantic/AG
—	30	26	U2, Stay	Island/PLG
—	32	27	BLIND MELON, Tones Of Home	Capitol
27	28	28	KIRSTY MacCOLL, Can't Stop Killing You	I.R.S.
18	22	29	CONCRETE BLONDE, Heal It Up	I.R.S./Capitol
17	25	30	THERAPY?, Screamer	A&M
—	40	31	COUNTING CROWS, Mr. Jones	DGC
DEBUT	32	32	CATHERINE WHEEL, Show Me Mary	Fontana/Mercury
29	29	33	THE WONDER STUFF, On The Ropes	Polydor/PLG
DEBUT	34	34	THE BREEDERS, Divine Hammer	4AD/Elektra
—	35	35	THE JULIANA HATFIELD THREE, For The Birds	Mammoth/Atlantic/AG
19	21	36	THE CONNELLS, Slackjawed	TVT
11	23	37	INXS, The Gift	Atlantic/AG
DEBUT	38	38	ONE DOVE, White Love	ffr
—	39	39	CANDLEBOX, You	Maverick/Sire/WB
DEBUT	40	40	MAE MOORE, Bohemia	Tristar Music

GEN X

WHAT'S COOKING?: WENZ PD Rick Michael's pick of the week is Soul Asylum's "Sexual Healing" (Columbia.) It's about time!! The Cleveland station was voted "Best Radio Station Of The Year" for the second year in a row by *Scene* Magazine. *Scene's* million-plus subscribers cover Ohio's entire northeast territory... Uppity rating trends: WHFS goes from a 2.7 to a 3.5, KRBE holds its strong 5 share and KEDGE shoots to a 3.6 from a 2.8! Keep it up!! ... WOXY's holiday cook book is out. Promotion Director Julie Maxwell's gathering of celeb and listener recipes finally hit stores this past week with proceeds going to the Shared Harvest Foodbank. Call the station to order yours for only \$12.50. Great stocking-stuffers!! Thanks for the lovely sample recipes. I can't wait to find my kitchen (or see if I actually have one) to stir up Mojo Nixon's "Mojo GuMBo-BruNSwiCk StEW"!

NEW NEIGHBORS: KROQ's morning hosts Kevin & Bean took particular offense in learning that the city of Burbank had offered competing Top 40 station KIIS-FM a \$50,000 grant to move from its Hollywood home to a Burbank location (where KROQ already resides). City officials are working to lure more entertainment-oriented businesses to Burbank to build up city revenue and jobs. Kevin & Bean pleaded over the air with a city council member to withdraw the offer because they would bring an undesirable element to the area and residents could be forced to weed through Joey Lawrence fans to get to work everyday! Don't worry, guys, White Zombie fans will scare 'em off.

TURKEY BLEATINGS: KPOI Hawaii has made good use of *The Network 40's* Promotions Page as well as the monthly Promotion Planner, created by our medically-supervised Editor Jeff Silberman. PD Kerry Gray and Promotion Director Jamie Hartnett have sampled a couple entries, including the "Turkey Bungee Jumping" that was held by KQHT Grand Forks PD Jay Murphy (Issue 186, 10/29). Listeners called in when they heard the sound of turkeys bungee jumping. If they heard clucking, a rubber band "boing" and applause, they won a free turkey. If, however, they heard the cord snap and a funeral march, they won a half-pound of ground turkey. KPOI's twist was in addition to the meaty morsel prizes, winners of the "turkey athlete" won a Cranberries' CD. Winners of the "roasted turkey" took home a lovely Smashing Pumpkins CD.

ALT-X-PLUG: Check out Conference Call. This week's topic is programming mornings against Howard Stern in your market. Quotable quotes come from KEDG PD Jay Taylor. P.S. - Jay, I'll lend you my copy of Stern's "Private Parts."

Karen Holmes

Fax Your Alternative

PP's

818-846 9870

"THE BOO RADLEYS MADE A GIANT STEP AT NORTHERN LIGHTS MUSIC. ONE HUNDRED PIECES OUT THE DOOR IN THE FIRST WEEK."

-Grady, NORTHERN LIGHTS MUSIC, MINNEAPOLIS, MN

Pulsating With Vigor At:

CIMX
WDST
WHTG

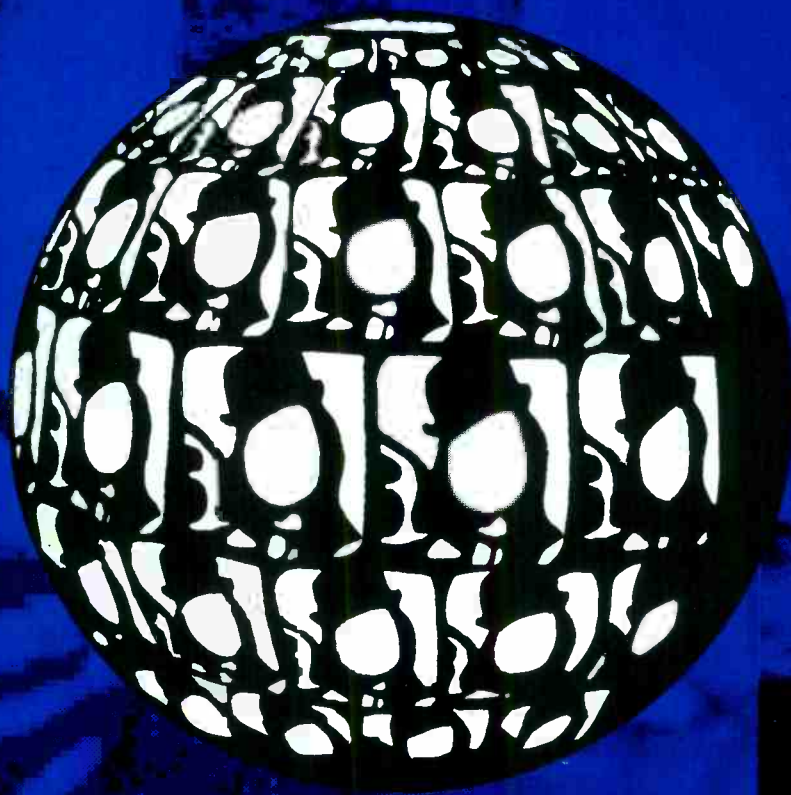
WWCD
WOXY
KBAC

KLZR
KTCL
KACV

WBRU
WIIZ
WENZ

KWOD
WCHZ
WDRE

BARNEY(...AND ME)



THE BOO RADLEYS

"As we all know, life is not always a smooth ride... there are times, some more often than not, when the smooth wave of life becomes ruffled. Pop songs often imitate life except they are often deceptively smooth. What grabs me about The Boo Radleys "Barney..." is the cacophony of orchestral sounds thrown unpredictably into the mix. This is a pop song that truly reflects life's ups and downs. Call it the Moody Blues on a train ride with Teenage Fanclub."

Phil Manning, WOXY, Oxford

FROM "GIANT STEPS."

Produced by BOO! Productions Inc.
MANAGEMENT: RICHARD HERBERTSON

COLUMBIA

PORNO FOR PYROS “A Little Sadness” (WB)

Uniquely different from the track many radio stations had the foresight to play soon after the album was released, the acoustic version of “Sadness” takes on a new dimension and title. Taking a Retro flair using megaphone enhancers, the vocals are reminiscent of Rudy Vallee. Exotic horns and Flamenco guitar playing are set to a rumba with a bongo drum beat. The aurally sensuous trip around a world of cultural sounds is brought together brilliantly. And of course, let us not forget that illustrious WB National Alternative Rep Paul V sings back-up and stars in the song’s video that’ll hit MTV within the month.

CURVE “Missing Link” (ANXIOUS/VIRGIN)

“Missing Link” is a near-perfect night rotation single that rivets listeners’ ears to the speakers in the first 30 seconds. That’s all it takes to get into the sonic sailing soundscapes and the wickedly sexy vocals of Toni Halliday. The first track on the *Cuckoo* CD, the single also appears on an import for Anxious Records including two non-LP tracks, “On The Wheel” and “Triumph.” On tour now, rave reviews are coming in, including MD Mary Moses’ thumbs up at KTCL Fort Collins.

CYPRESS HILL “I Ain’t Goin’ Out Like That” (RUFFHOUSE/COLUMBIA)

The staggering sales for the “insane in the membrane” trio is more than enough reason to consider airplay, with the blending of popular genres in the success of the *Judgment Night* record as reason number two. “I Ain’t Goin’ Out Like That” encases their sig-

nature whiny angst vocals with a melodic rhythmic beat. For the stations daring enough to give it a spin, hats off to you.

NEXT X

Rykodisc has released *Bowie, The Singles 1969 to 1993*. Kiss up to your favorite Ryko rep today! Already on WFNX Boston and WBRU Providence are college radio favorites **Boog** with “Cause Of My Color” (Critique). The band just finished a video for the single, which should make its way to MTV soon. Due out by the first of next year is **Meat Puppets’** next release, *Too High To Die* (London/PLG). The first single, “Backward,” will hit your desk the first of January.

EXTC

LIVE AND WELL: Two weeks ago was my “Pay Homage To Mercury Records Week,” which consisted of spending most of the time seeing shows by Mercury artists. Last week was my “Pay Homage To Every Other Label On The Planet” week, starting with RCA and the **Big Country** show at the Roxy. This band was a blast live and believe it or not, was probably the loudest show ever heard at the downtown Hollywood club. Later that night, it was a mad dash down the street to catch **Eve’s Plum** (550 Music) on stage at The Whiskey. Lead singer, Colleen Fitzpatrick has a style reminiscent of **Christine Amphlett-of-the-Divinyls**. Her spitfire intolerance of gutter-brained men yelling “take it off” had evolved attendees cheering her tongue lashing! And the band of all bands for the evening was **Eleven** (Hollywood). Knowing the band well from his A&R days, KROQ MD Gene Sandbloom gave me

the lowdown on the band members’ history with **The Red Hot Chili Peppers** and **What Is This**. Singer/organist **Natasha Schneider’s** striking looks and deep rich vocals were incomparable. Even in the band’s depressed mood (a close friend of the band had just died in a car accident), **Alaine Johannes** was endearing and witty. Drummer **Jack Irons** was just out-and-out crazy. They were simply mesmerizing in an almost spiritual way.

LIVE AND WELLER: Still, the utter God-like experience was yet to come. Don’t play **Dead Can Dance**(WB). Whatever you do, don’t play them on the radio. They are way too cool. The coolest. They should be savored for the elitist, like caviar. You must prove your worthiness to even know who

they are. **Lisa Gerrard’s** operatic style was so moving at times I was brought to my feet, clapping with all my strength. Other times the songs seemed so disturbing I was weakened to whimpering. **Brendan Perry’s** voice is what **Ian Ashbury** dreams his awesome voice could aspire to. Being a big **Cult** fan, **Dead Can Dance** proved they could stop an oncoming train with their passionate music! Even though **DCD** sold out two 6,000-seat shows just days before, they played the intimate 200-seat-Mayfair Theatre to tape footage for a full-length concert video due out sometime next year.

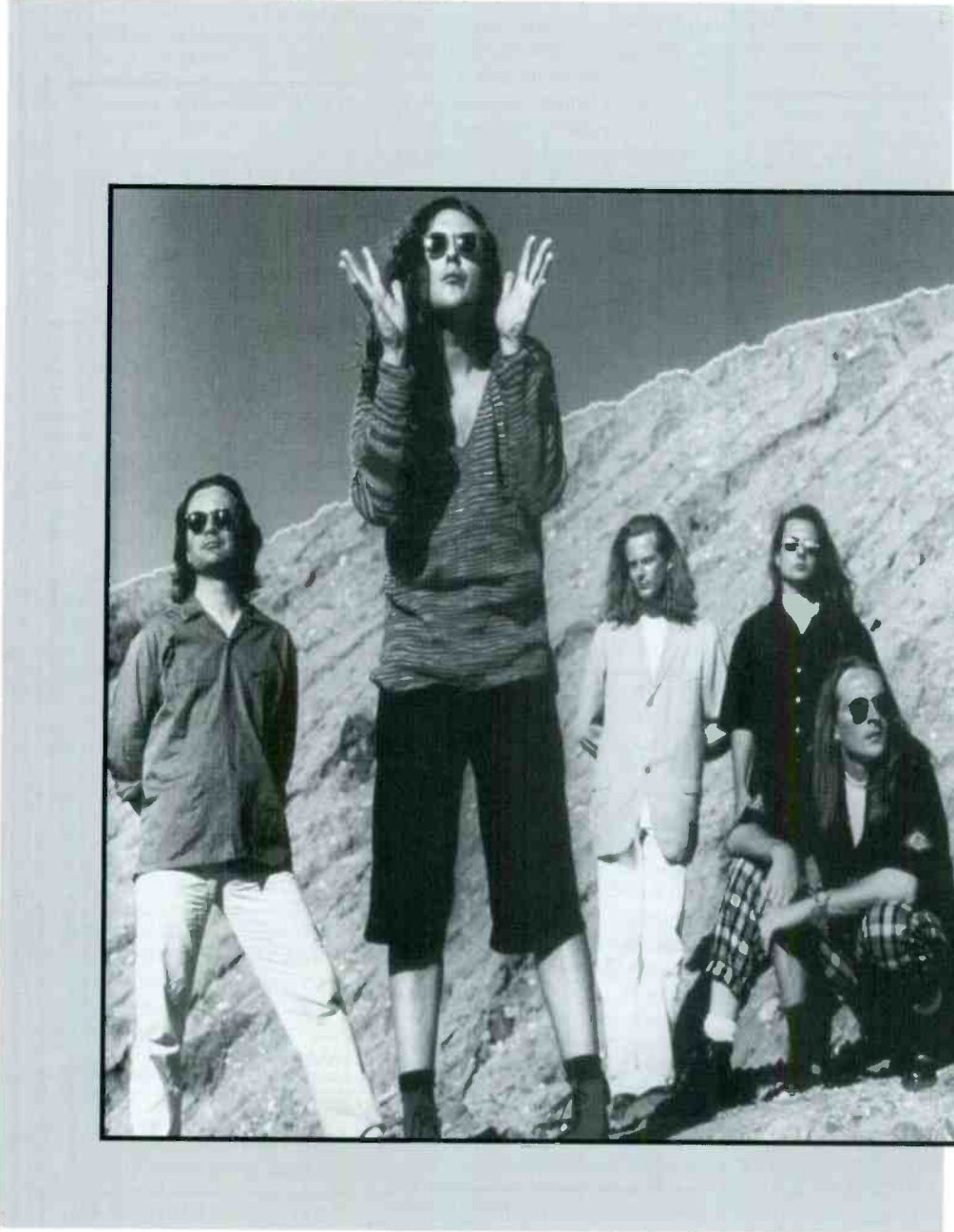
LIVE AND OH, WELL: The **Boo Radleys** played to a full house at the Whiskey. Even with “**Barney...(And Me)**” (Columbia) being a new single, it was definitely one of the best-known songs

played for the crowd – incredible!... **Bjork** (Elektra) played formal-theatre style at a sold-out show at the Wiltern. Even more endearing than her conversations to the audience was her giving love advice on *Love Line*, a radio talk show on KROQ. I’m sure she made instant new fans. Closing the week was **Depeche Mode** at The Forum, five sell-outs at 16,000 per! Overwhelming visually, the self-indulgent artsy video screens showcased the sexy **David Gahan**. Live, they are brilliant. Unfortunately, due to their incredible number of hits they couldn’t play them all, most noticeably “**People Are People**.” The **The** opened the show with **Matt Johnson’s** voice reaching new levels of baritone. The harmonica leads in a number of songs were awesome.



As promised, Todd Bisson taking promotion a little less seriously promoting the Boo Radleys.

Full Of Life (Happy Now)



The new track from
The Wonder Stuff
album
Construction For The
Modern Idiot.
You've been waiting,
here it is...
Are you
Happy Now?

**THE
WONDER
STUFF**

CD Pro includes the
bonus track
"Closer To Fine"

Produced by Pat Collier
Management: Steve Rennie for REN Management Corp.

To place a free classified,
Call Josie at 1-800-443-4001

WANTED

ALL HIT 95.9 The New KHI is now accepting tapes and resumes for future full and part time openings...rush T&R to Jack Da Wack, All Hit 95.9, 5700 Coastal Highway, Suite 302, Ocean City, MD 21842. No phone calls, please. EOE.

97.7Q-FM seeks experienced A.E. Established accounts and loads of opportunity in fringe Boston ADI. Call Bill Maxwell, GM 508-297-3698 or fax resume to 508-297-9970.

BAYOU 104, LAKE CHARLES #1 Top 40 station currently accepting tapes and resumes for all shifts has an immediate opening for a night jock as Bayou 104 Night Jammer "Kelly Cruise" leaves to pursue other career opportunities. T&R to: Brett Dumler, PD, KBIU FM, 311 Alamo St., Lake Charles, LA 70601. No phone calls, please. EOE.

HELP WANTED! Contemporary 18-34-target Country station looking for part-time weekend air-talent within driving distance of San Antonio. Top 40 experience helpful. Rush T&R to: Matt McCann, PD, KDIL, 8122 Data Point Drive, San Antonio, TX 78229.

OVERNIGHT OPENING Small-market station with big-market attitude looking for a creative, hard working overnight personality. If you are looking for a chance to spread your creative wings and fly with a top-notch, stable company, send T&R to: Steve McKay, PD, WSBG, 22 South Sixth Street, Stroudsburg, PA 18360. EOE.

TOP 40 KKMGM seeking talented morning sidekick to work with Jonathan Wilde. Experience required. Send T&R to: Scooter B., KKMGM, 411 Lakewood Circle - Penthouse, Colorado Springs, CO 80910.

KISS 98.5 BUFFALO seeks weekend personalities who will arrive on time, sober and wearing deodorant. Send tape, resume, food stamps and permission from your Mommy to: WKSE, 695 Delaware Ave. Buffalo, NY 14209.

WBBQ AUGUSTA, GEORGIA has a full-time opening for nights. Strong production and personal appearance skills a must. T&R to: Bruce Stevens, WBBQ AM & FM, PO Box 2066, Augusta, Georgia 30903-2066. EOE.

MORNING SHOW HOST WANTED! WXLK in Roanoke, VA has an immediate opening for a morning show host. Rush T&R to: Ashby Coleman, OM, 3934 Electric Rd. SW, Roanoke, VA 24018.

APPLICATIONS NOW BEING ACCEPTED for overnight position at world-famous beach resort station WBPR in Myrtle Beach. Rush T&R to: Michael Parnell, OM, 350 Wesley, Suite 301, Myrtle Beach, SC 29577. No phone calls, please. EOE.

WZYP FM Huntsville, Alabama has an immediate opening for a full-time afternoon-drive personality. Send T&R to: WZYP, PO Box 389, Athens, AL 35611. No phone calls, please. EOE.

PIRATE RADIO is currently looking for **KILLER ROCK JOCKS** for 7 pm-12 pm. T&R to: Jim Stacy, WTBB, 8317 W. Hwy 98 #21, Panama City Beach, FL 32407.

ISLAND 106, the most-listened-to Top 40 in northwest Florida, needs high-quality, low-maintenance PM-drive air-talent, 2 pm-6 pm. Send T&R to: Todd Shannon, PD, WILN, 8317 W. Hwy 98 #21, Panama City Beach, FL 32407.

ISLAND 106, the most-listened to Top 40 in northwest Florida, needs high-quality, low-maintenance Production Geek. Great \$ for the right person. Send T&R to: Todd Shannon, PD, WILN, 8317 W. Hwy 98 #21, Panama City Beach, FL 32407.

LOOKING

MORNING MAN with great ratings and an excellent track record is looking for a new adventure. Voices, bits and fun. Have tools, will travel. Call Marc: 601-485-6167.

HOTTER THAN MALIBU I've done the beaches and the appearances. Team player with numbers and production could be your next Music Director. Contact Randy (615) 539-1603.

92Q BALTIMORE Production Director looking for a new home anywhere in U.S. Top 40, New Rock, Urban, Churban or Classic Rock. Plenty of digital and multi-track experience. Call soon. Only 1 left. Andrew Zinner, 401-752-0925.

LOOKING FOR A FULL-TIME POSITION preferably in Georgia, but will consider other areas of the country. A hard working and disciplined man with 4 years experience would appreciate a Top 40 or Urban station to grow with. Call Lee at: 205-347-5071.

PUTTING THE PERSONALITY BACK INTO RADIO Incredible celebrity imitations, comedy bits and song parodies. Multi-track experience, hot phones, no line jock. Prefer Top 40 but will consider other formats. Call Tony at: 919-423-2093 or 704-956-2582.

10-YEAR PRO Top-40 market Blaine Kellis has his bags packed and ready for your call. Reach him at 704-532-5580.

ATTENTION: JOHN MICHAELS I want the MD gig! What will it take? The answer is in your building. **PLEASE!!!** Jimi - 218-728-3944.

WILLING AND WAITING former Hot 105/Hot:107 Columbus Ohio night jammer ready for that next opportunity. Good numbers and great references. Call Joby at: 614-837-6098.

MEDIUM-MARKET VETERAN ready for next step, wherever that may be. Outstanding qualifications. Held Production Director position at the last 4 stations and formerly morning dude at KWTO, Springfield, MO as well. Interested employers feel free to phone Jay Shannon 417-882-5971.

MAKE ME YOURS! Fun female with over two years Top 40 experience. Ideal for middays or morning sidekick. Call Patti 402-477-4606.

BILL RUSS 60+ voices, \$2,000 winner on *America's Funniest People*, 5-year experience, most recently WAFX, Norfolk looking to be a sidekick in Top-50 or host in Top-100. Be caller #6 and leave me a year's supply of anything I can sell to pay the rent. 804-495-6946.

DESPERATELY SEEKING on-air position. SWF with college radio experience. Looking to get a break and use her skills in any format. Willing to relocate. Call Mary 503-245-9861.

YOU'VE NEVER MET ANYONE SO PASSIONATE ABOUT MUSIC than me. Hard working, dedicated female looking for on-air MD position in any market. Selector friendly. Call Tunes at 216-467-7644.

GERONIMO Hot 105/107 Columbus APD and afternoon-drive searching for a new opportunity. 16-track production, Selector and a helluva airshift waiting for you now. All formats, shifts and markets considered, but ya gotta have fun and ya gotta have heart! 419-692-2511.

STOP! I'm right here! Are you looking for an excellent air talent who's not afraid to live on spamwiches? Looking for any format, preferably Top 40, 3 years experience. Call Tom 617-381-1674.

EXPERIENCED PROFESSIONAL seeks position as GM or GSM. Experienced in major market, retail, co-op specialist. Looking for northeast market. Call Rich 201-429-7323.

LOOKING for midwest/south opportunity in Top 40 or Rock air talent, production wiz, definitely a team player. Let's talk! Please leave message: 919-277-4277, James Gregory.

SUCCESSFUL DJ/Good Numbers medium and major-market experience. Strong on production and copywriting skills. Deep, but pleasant voice. 13-year vet. Looking to re-locate to southeast before the snow flies. Give me a call. Eddie: 814-454-5102.

SWM is seeking any full-time airshift to nurture, share good times with and hopefully more. Looking to utilize my 2 years experience in a major market. Interested? Call Thom 617-381-1674. I'm waiting!!

BLAKE THUNDER recent APD at HOT105, Columbus, OH, middays, afternoon, multi-track, voice-over is **NOW AVAILABLE**. Experience includes: 92X Columbus, Power 99 Atlanta, WALR Atlanta, Z93 Tampa, Z106 Sarasota. Looking for afternoons, middays, nights. Excellent references. 614-861-4567.

IT'S TRUE, radio killer Bob O'Dell is on the beach! Ready to win big? Call 602-325-1436.

TEN-YEAR VET looking for full-time air shift. Preferably afternoons or nights. Needs medium to large market in the northwest or midwest areas, any format. Has also been an APD and an AMD. Please call Mike at 303-933-7286.

EXPERIENCED, HARD WORKING, ATTRACTIVE male air talent. I've done Top 40 and AC mornings, I've been a copywriter, a sidekick, a news man. And I've done middays. I'm seeking any full-time position at a Churban, Urban or Top40. Call now: 402-477-0513.

JEFF ST. JOHN former B104 mornings and drive-time jock is a 16-year vet on the loose. He's accepting offers from all over. Call him at: 402-464-8734.

EMPLOYED MAJOR-MARKET APD/MD/AFTERNOON MAN (previously nights) at a contract impasse, will consider all shifts, formats and markets. Excellent radio man seeks excellent radio people. "Mr. Smith" 419-692-2511.

RESCUE ME FROM ALABAMA! Looking for a format primarily in Oklahoma, Texas, Louisiana or Arkansas. Call Eddie 205-598-4459.

SERVICE WITH A SMILE! Air personality with 5 years experience and powerful productions. Some writing and multi-track experience. Call Smilin' Steve. 717-223-0340.

the



- 1. U2**
"STAY (FARAWAY, SO CLOSE!)" (Island/PLG) 4:57
- 2. Shai**
"YOURS" (Gasoline Alley/MCA) 4:10
- 3. RuPaul**
"LITTLE DRUMMER BOY" (Tommy Boy) 4:18
- 4. Tom Petty & the Heartbreakers**
"MARY JANE'S LAST DANCE" (MCA) 4:31
- 5. US3**
"CANTALOOP" (Blue Note/Capitol) 3:40
- 6. Fem 2 Fem**
"OBSESSION" (Ave Foch/Critique) 4:16
- 7. The Breeders**
"CANNONBALL" (Elektra) 3:33
- 8. Earth, Wind & Fire**
"SPEND THE NIGHT" (Reprise) 4:13
- 9. 3 Steps From Nowhere**
"BEDROCK" (4th & B'way/Island) 4:25
- 10. Nemesis**
"CANTFIGURITOUT" (Profile) 3:43
- 11. LL Cool J**
"STAND BY YOUR MAN" (Def Jam/Columbia) 4:50
- 12. Kate Bush**
"RUBBERBAND GIRL" (Columbia) 4:09
- 13. Babes And Beavis And Butt-Head In Toyland**
"BRUISE VIOLET" (THE BEAVS & BUTT-HEAD VERSION) (Reprise) 2:02
- 14. Revolting Cocks**
"DA YA THINK I'M SEXY?" (Sire/Reprise) 5:34

NETWORK FORTY

CD TUNE UP

SIXTY-FOUR



▲ **THE GANG'S ALL HERE**

Forming a version of a human pyramid are (l-r): ERG VP AC Laura Kuntz, artist Josh Kadison, ERG CEO Daniel Glass, VP West Coast Promo Billy Brill, Sr. VP Promo Ken Lane, singers Lonnie Gordon and Boy George, ERG Marketing Corbin Dooley.



▲ **WAS IT GOOD FOR YOU, TOO?**

Savoring the WJMO Cleveland's post "Back To School Jam" buzz are Tommy Boy artists K7 with (l-r): Tommy Boy National Top 40 Promotions Director Mike Becce, WJMO PD Keith Clark, K7 and WJMO MD Don Jackson.



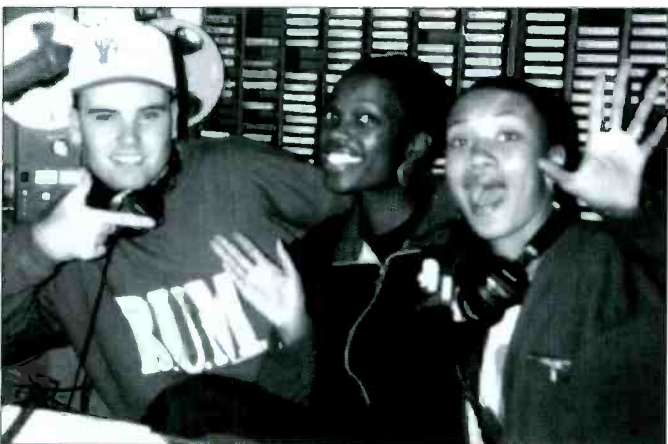
▲ **ONLY WITH POWER PIGS**

WFLZ "Power Pig" Tampa Devonne Dingley (l) and mixer Matt "The Brat" Bradley (r) do the do with Capt. Hollywood.



▲ **BACK-BACK-BACK-BACK-BACK-BACK...**

Zoo Records' John "Frankie &" Chommie gets the call from ESPN's Chris Berman "of Alcatraz."



▲ **DEAR ZHANE' LETTER**

KHTN "Hor 105" Modesto night jock Marky Mark Anthony holds Zhané up for their soon-to-be first Gold Record.



▲ **THE STEPDAUGHTERS AND PAPAS?**

Contemplating a new recording career are Wendi Wilson, *The Network Forty* VP/GM Gerry Cagle, Carney Wilson and ERG Promo West Coast ace Kevin Kneé.



▲ **“LIZABETH, I’M COMIN’ TO JOIN YA”**

Elektra Reggae/Dancehall artist Red Fox celebrated the release of his Elektra debut *As A Matter Of Fox* at an album release party held at NYC’s Arena. (L-r:) Jon Leshay, Senior VP Promotion; David Bither, Senior VP/GM: Red Fox; Dante Ross, VP A&R; and Erskine Isaac, First Artist Management.



◀ **NICE SKIRT, LONNIE!**

KKLQ San Diego MD Tom Gjerdrum and ERG Regional Promo guy Monte Lipman offer ERG recording artist Lonnie Gordon some pointers on using old radio banners as clothing.



▲ **PHIL’S STILL MAKIN’ THE ROUNDS**

Atlantic recording artist Phil Collins stopped by Z100 New York’s Z Morning Zoo Show. (L-r:) Atlantic Director/Adult Formats Steve Ellis, Phil Collins, and Z100 VP Programming Steve Kingston.



▲ **HEAVEN HELP US**

Madonna’s “Girlie Tour” came to the Skydome in Toronto, so WKSE Buffalo sent a busload of listeners to see the show. WKSE afternooners Doc Reno and Danny Wright chaperoned the 40 crazed Madonna fans. (Bottom right) Danny Wright and Doc Reno.



▲ **BEAM THIS UP, SCOTTY**

The former Captain of The Enterprise and host of the weekly true-life drama, *911*, William Shatner stopped by the offices of WPLJ just to show off his new Armani suit. (L-r:) Scott Shannon, Bill Shatner, News Anchor Naomi DiClemente, WPLJ’s Todd Pettengill and Joey B.



▲ **BLEACHED BLANKET BINGO**

Z100 Portland buried one of the Morning Zoo guys under a mountain of blankets and coats collected for the homeless. Seen under that mountain, “Nelson The Intern” lived under the blankets for over 13 hours. Then he died. *Not.*



Our Into

EXCLUSIVE ROTATION

Aerosmith "Amazing"
Metallica "Fade To Black"

HEAVY ROTATION

Ace Of Base "All That She Wants"
Janet Jackson "Again"
Meat Loaf "I'd Do Anything For Love (But I Won't Do That)"
Nirvana "Heart-Shaped Box"
Salt-N-Pepa "Shoop"
Snoop Doggy Dog "What's My Name?"
U2 "Stay (Faraway, So Close!)"

BZZ ROTATION

The Breeders "Cannonball"
The Cranberries "Linger"
The Lemonheads "Into Your Arms"
US3 "Cantalooop"

STRESS ROTATION

10,000 Maniacs "Because The Night"
Bryan Adams "Please Forgive Me"
Bryan Adams/Sting/Rod Stewart "All For Love"
Blind Melon "Tones Of Home"
Bobby Brown w/Whitney Houston "Something In Common"
Tevin Campbell "Can We Talk"
Mariah Carey "Hero"

Phil Collins "Both Sides Of The Story"
Cypress Hill "I Ain't Goin' Out Like That"
Gin Blossoms "Found Out About You"
Rush "Stick It Out"
Smashing Pumpkins "Today"
Stone Temple Pilots "Creep"
Xscape "Just Kickin' It"
Zhane "Hey Mr. D.J."

NEW ON 120 MINUTES

Catherine Wheel "Show Me Mary"
Monsterland "Insulation"
Morphine "Buena"
One Dove "White Love"
Maria McKee "Opelousas"
Three Walls Down "Wooden Nails"

NEW ON YO! MTV RAPS

Cypress Hill "I Ain't Goin' Out Like That"
Ed O.G. & Da Bulldogs "Skinny Dippin"
Smokin Suckas wit Logic "Cuz I'm Like Dat"
Funkdoobiest "Wopbabalubop"
The Coup "Funk"

ADDED THIS WEEK

U2 "Stay (Faraway, So Close!)"
Candlebox "You"
James "Laid"

Mariah Carey	Philadelphia PA.....	Dec 2
	New York NY.....	Dec 10
Heart	Minneapolis MN.....	Dec 1
	Milwaukee WI.....	Dec 2
Rod Stewart	St. Louis MO.....	Dec 4
	Oklahoma City OK.....	Dec 1
En Vogue	Ames IA.....	Dec 3
	Lincoln NE.....	Dec 5
	London ENG.....	Dec 2-3
Madonna	Manchester ENG.....	Dec 5
	Birmingham ENG.....	Dec 6
En Vogue	Tokyo JAP.....	Dec 13-14
	Tokyo JAP.....	Dec 16-17
	Tokyo JAP.....	Dec 19

The Pie Chart



■ Percent of PDs who are up against Howard Stern in their market.
■ Percent of PDs who aren't.
■ Percent who enjoyed this week's Conference Call regardless.

ETCETERA

by Dwayne Ward

Gnu Math: Here's a numbers game to play with someone. Have them add these numbers aloud: 1,000; 20; 30; 1,000; 1,030; 1,000; 20. Most people, adding these numbers aloud, come to a total of 5,000. Actual total: 4,100. (These are the things you run with during a holiday-shortened week.)

Scholars now say **Nostradamus'** prediction for the end of the world can be figured in several ways, so Armageddon arrives either in 1997 or 3797. Of course, last year Nosty picked the Suns over the Bulls in seven...

The movie, **Free Willy**, may be a tearjarker to millions of Americans, but trailers of the flick are producing howls in jolly ol' England. Seems that "willy" is slang for the male reproductive organ, giving new meaning to the old phrase, "having a whale of a good time."

KROC PD Brent Ackerman called last week to say thanks for the tidbits of show prep this column provides. (This is another thing you run during a holiday-shortened week.)

Simon & Schuster are releasing an audio tape which will help you learn how to speak **Klingon**. In addition, you can sign up for a free 11-lesson Klingon correspondence

course from the KLI or Klingon Language Institute. What's more, each student gets a special laundry spray that stops static Klingon, but we digress...

From *Omnis*'s Holiday Gift Guide: Micro Tech's miniature electronic transmitter/receiver. Bug your own house and hear what's happening up to a quarter-mile away in your car. It even picks up whispers. Price: \$34.95.

Now this is *cool*: The Sega Activator. It sits on the floor in an octagonal shape, shooting 16 infrared beams up to the ceiling. You stand in the middle and break the beams with karate movements and your onscreen character responds to your movements. Can you say interactive?

Robert Blake of *Baretta* fame is preparing to do a movie for CBS in which he will play Mafia boss **John Gotti**. Does Gotti have a parrot... or will he have to flip the bird?

So much for being thankful: Have you noticed an increase in your AT&T international phone bill? You will... effective December 2nd.

Congress approved a secret bill financing the CIA last week. Best estimate: \$28 billion. Personally, methinks

Jack Clark for five years with the Rangers is a better bargain.

We be well-read: The January '94 issue of *High Society* features **Heidi Fleiss** and **Rebecca DeMornay** in the buff. DeMornay's co-star in *The Three Musketeers*, **Gabrielle Anwar** appears as well. Wonderful reading.

Meanwhile, First Brother **Roger Clinton** declined *Playgirl's* invitation to appear nekked. Proof positive there is a God.

Dark Blood fades to black: The movie **River Phoenix** was shooting before his demise will not complete production.

Not the most surprising news etc.: The NBC-TV special, *The Jackson Family Honors* has been postponed because of **Michael Jackson's** problems. Taping has been reset for February 5 in Las Vegas. No air date has been announced.

Cashing in: CBS stands to make \$100 million in revenue from **David Letterman's** *Late Show* this year after his salary and agency commissions. Ratings-wise, Letterman is kicking ass.

Prepared Exclusively For The Network Forty



For The Week Ending: November 26, 1993

BOX TOPS MARKET FOCUS

COMPTON, CA

1. **Eazy-E** "Real Compton City G's" (Ruthless/Relativity)
2. **DRS** "Gangsta Lean" (Capitol)
3. **Salt-N-Pepa** "Shoop" (Next Plateau/London/PLG)
4. **Domino** "Getto Jam" (Outburst/ral/Chaos)
5. **MC Ren** "Same Ol'" (Ruthless/Relativity)

DUBUQUE, IA

1. **Danzig** "Mother '93" (American Recordings/WB)
2. **Onxy** "Shiftee" (JMJ/ral/Chaos)
3. **Meat Loaf** "I'd Do Anything For Love (But I Won't Do That)" (MCA)
4. **Smashing Pumpkins** "Today" (Virgin)
5. **Ed O.G. & Da Bulldogs** "Skinny Dippin'" (Chemistry/Mercury)

QUEENS, NY

1. **Lisette Melendez** "Goody Goody" (Fever/ral/Chaos)
2. **Lords Of The Underground** "Here Come The Lords" (Pendulum/ERG)
3. **Meat Loaf** "I'd Do Anything For Love (But I Won't Do That)" (MCA)
4. **Haddaway** "What Is Love" (Arista)
5. **Wu-Tang Clan** "Method Man" (Loud/RCA)

BREAKIN' OUT OF THE BOX

MC Ren "Same Ol'" (Ruthless/Relativity)

After the break-up of N.W.A., Dr. Dre blew up, then Eazy-E exploded. Now MC Ren is breakin' out of The BOX with the first single from his debut solo album.

Domino "Getto Jam" (Outburst/ral/Chaos)

Out of Long Beach CA, newcomer Domino flows with a melodic Rap and a smooth West Coast-flavored track.

Rush "Stick It Out" (Epic)

An unusual twist for this Canadian trio – it's back to basics, less keyboards, more drums and guitar.

NEW VIDS THIS WEEK

- Anthrax** "Room For One More" (Elektra)
Blind Melon "Tones Of Home" (Capitol)
Boog "Cause Of My Color" (Critique)
Boy George "Everything I Own" (SBK/ERG)
Bryan Adams/Sting/Rod Stewart "All For Love" (A&M/Hollywood)
Fight "Little Crazy" (Epic)
Fugees "Boof Baf" (Ruffhouse/Columbia)
Gabrielle "Dreams" (Go! Discs/London/PLG)
George Clinton "Martial Law" (Paisley Park/WB)
Jeru Tha Damaja "Come Clean" (Payday/ffrr/PLG)
Joe "The One For Me" (Mercury)
k.d. lang "Just Keep Me Moving" (Sire/WB)
Lenny Kravitz "Is There Any Love In Your Heart" (Virgin)
Me 2 U "All Night" (Kaper/RCA)
Primus "DMV" (Interscope/AG)
Prince "Peach" (Paisley Park/WB)
R. Kelly "Sex Me (Part 1)" (Jive)
Raab "Foreplay" (Rip It)
Shyheim "On & On" (Virgin)
Stone Temple Pilots "Creep" (Atlantic/AG)
Terror Fabulous "Gangster's Anthem" (EastWest)
Tony Bennett "Steppin' Out With My Baby" (Columbia)

NEW VIDS TO WATCH

J. GIBBS "Hip-Hop heads are talking about Jeru; Shyheim's got skillz for real. On the R&B tip, Joe scored will with 'I'm In Luv' and the new single is building. Raab is making big noise for an indy."

JOHN ROBSON "Gotta love the new Prince – great guitar work and the allure of the mighty Mayte... continuously kookie Primus scores again and Fugees are a potential Rap breakthrough."

LES GARLAND "Primus – another cool one... and Prince's 'Peach' finally arrives... Dial 'em up on The BOX... you'll like 'em... I promise."

20 OF THESE

- 9 1 **Babyface** "Never Keeping Secrets" Epic
- 1 2 **Meat Loaf** "I'd Do Anything For Love (But I Won't Do That)" MCA
- 3 3 **Toni Braxton** "Breathe Again" LaFace/Arista
- 4 4 **Bobby Brown w/Whitney Houston** "Something In Common" MCA
- 5 5 **Tevin Campbell** "Can We Talk" Qwest/WB
- 2 6 **Boyz II Men** "Let It Snow" Motown
- 7 7 **Jane Child** "Do Whatcha Do" WB
- 10 8 **Lisette Melendez** "Goody Goody" Fever/ral/Chaos
- 8 9 **Ren & Stimpy** "Happy Happy Joy Joy" Nickelodeon/Epic
- 6 10 **Janet Jackson** "Again" Virgin
- 11 11 **Mariah Carey** "Hero" Columbia
- 12 12 **Ace Of Base** "All That She Wants" Arista
- 13 13 **Bryan Adams** "Please Forgive Me" A&M
- 14 14 **Color Me Badd** "Time And Chance" Giant/Reprise
- RE 15 **Rush** "Stick It Out" Epic
- 15 16 **Mariah Carey** "Dreamlover" Columbia
- 16 17 **TLC** "Get It Up" LaFace/Epic
- 17 18 **Suicidal Tendencies** "Institutionalized" Epic
- 23 19 **Danzig** "Mother '93" American Recordings/WB
- RE 20 **The Breeders** "Cannonball" Elektra

20 OF THOSE

- 1 1 **Eazy-E** "Real Compton City G's" Ruthless/Relativity
- 2 2 **DRS** "Gangsta Lean" Capitol
- 4 3 **Salt-N-Pepa** "Shoop" Next Plateau/London/PLG
- 3 4 **Snoop Doggy Dog** "What's My Name?" Death Row/Interscope/AG
- 5 5 **Total Devastation** "Many Clouds Of Smoke" PGA/Arista
- 7 6 **R. Kelly** "Sex Me (Part 1)" Jive
- 6 7 **2Pac** "Keep Ya Head Up" Interscope/AG
- 8 8 **Bloods & Crips** "Steady Dippin'" Dangerous/Pump/Quality
- 9 9 **Das EFX** "Freak It" EastWest
- 10 **MC Ren** "Same Ol'" Ruthless/Relativity
- 11 **Jazzy Jeff & Fresh Prince** "I'm Looking For The One (To Be With Me)" Jive
- 12 **Domino** "Getto Jam" Outburst/ral/Chaos
- 13 **Mary J. Blige** "You Don't Have To Worry" Uptown/MCA
- 14 14 **Queen Latifah** "U.N.I.T.Y." Motown
- 12 15 **Bloods & Crips** "Piru Love" Dangerous/Pump/Quality
- 13 16 **Xscape** "Just Kickin' It" Columbia
- 10 17 **Luke** "The Hop" Luke
- 19 18 **Scarface** "Now I Feel Ya" Rap-A-Lot/Priority
- RE 19 **Wu-Tang Clan** "Method Man" Loud/RCA
- 11 20 **Shaquille O'Neal** "(I Know I Got) Skillz" Jive

RHYTHM/CROSSOVER

COMPUTER GENERATED AIRPLAY REPORTS

2W	LW	TW	ARTIST/SONG	STNS.	AVG. PPM	PLAYS
1	2	1	XSCAPE. Just Kickin' It	16	45.9	735
2	1	2	JANET JACKSON. Again	16	43.5	696
7	6	3	SALT-N-PEPA. Shoop	16	42.3	676
5	5	4	TEVIN CAMPBELL. Can We Talk	16	40.9	655
9	7	5	TONI BRAXTON. Breathe Again	16	40.3	645
3	3	6	ZHANE'. Hey Mr. D.J.	16	40.1	642
11	8	7	DRS. Gangsta Lean	13	45.6	593
4	4	8	ACE OF BASE. All That She Wants	11	52.4	576
13	13	9	MARIAH CAREY. Hero	13	41.5	540
10	10	10	SNOOP DOGGY DOG. What's My Name?	15	33.8	507
16	15	11	2PAC. Keep Ya Head Up	10	48.6	486
6	11	12	TONY TONI TONÉ. Anniversary	15	29.7	445
14	14	13	HI-FIVE. Never Should've Let You Go	10	37.4	374
37	24	13	XSCAPE. Understanding	8	46.1	369
27	27	15	ZAPP & ROGER. Slow And Easy	10	36.9	369
12	12	16	SWV. Right Here/Human Nature	10	34.4	344
21	17	17	BOBBY BROWN w/WHITNEY HOUSTON. Something In Common	11	30.8	339
25	16	18	COLOR ME BADD. Time And Chance	10	32.0	320
8	9	19	MARIAH CAREY. Dreamlover	11	26.1	287
17	19	20	JANET JACKSON. If	10	27.1	271
29	23	21	BABYFACE. Never Keeping Secrets	11	24.0	264
19	20	22	2PAC. I Get Around	9	26.8	241
20	18	23	HADDAWAY. What Is Love	6	38.3	230
32	34	24	K7. Come Baby Come	9	24.6	221
31	21	25	CULTURE BEAT. Mr. Vain	7	31.1	218
23	25	26	INTRO. Come Inside	6	32.8	197
24	28	27	INNER CIRCLE. Sweat (A La La La La Long)	6	32.2	193
◆ DEBUT	29	28	DOMINO. Getto Jam	6	32.2	193
15	22	29	BIG DADDY KANE. Very Special	6	31.8	191
33	33	30	REALITY. Yolanda	7	27.0	189
26	36	31	MEAT LOAF. I'd Do Anything For Love (But I Won't Do That)	4	46.5	186
28	32	32	BELL BIV DEVOE. Something In Your Eyes	5	36.8	184
◆ DEBUT	33	33	R. KELLY. Sex Me (Part 1)	6	30.0	180
◆ RE-ENTRY	34	34	JADE. One Woman	8	21.3	170
◆ RE-ENTRY	35	35	GABRIELLE. Dreams	6	27.7	166
22	30	36	TONI BRAXTON. Another Sad Love Song	7	23.4	164
◆ DEBUT	37	37	QUEEN LATIFAH. U.N.I.T.Y.	5	31.6	158
40	31	38	JANET JACKSON. Where Are You Now	4	37.3	149
◆ DEBUT	39	39	JODECI. Cry For You	3	47.3	142
18	26	40	SHAI. Baby I'm Yours	8	17.1	137

MAINSTREAM/ADULT

COMPUTER GENERATED AIRPLAY REPORTS

2W	LW	TW	ARTIST/SONG	STNS.	AVG. PPM	PLAYS
2	1	1	JANET JACKSON. Again	28	46.0	1288
3	2	2	BRYAN ADAMS. Please Forgive Me	27	44.7	1208
4	3	3	ACE OF BASE. All That She Wants	27	43.3	1168
7	5	4	MARIAH CAREY. Hero	28	37.3	1045
1	4	5	MEAT LOAF. I'd Do Anything For Love (But I Won't Do That)	28	35.1	983
6	6	6	PHIL COLLINS. Both Sides Of The Story	27	36.4	982
14	8	7	JIMMY CLIFF. I Can See Clearly Now	26	34.5	898
8	7	8	MR. BIG. Wild World	22	39.2	863
12	10	9	MICHAEL BOLTON. Said I Loved You... But I Lied	26	31.4	816
15	12	10	BILLY JOEL. All About Soul	26	30.4	790
9	9	11	HADDAWAY. What Is Love	23	32.8	755
5	11	12	BLIND MELON. No Rain	24	29.3	702
27	20	13	10,000 MANIACS. Because The Night (from MTV Unplugged)	22	29.3	645
21	17	14	TEVIN CAMPBELL. Can We Talk	20	29.2	584
38	21	15	BOBBY BROWN w/WHITNEY HOUSTON. Something In Common	21	27.6	580
-	24	16	TONI BRAXTON. Breathe Again	21	26.7	561
◆ DEBUT	17	17	BRYAN ADAMS/STING/ROD STEWART. All For Love	24	23.1	554
18	13	18	TONI TONI TONÉ. Anniversary	16	32.7	523
26	19	19	JOSHUA KADISON. Jessie	18	28.8	518
10	16	20	R.E.M. Everybody Hurts	20	23.2	463
-	35	21	UB40. Higher Ground	18	25.6	461
11	14	22	DEF LEPPARD. Two Steps Behind	15	30.5	458
13	15	23	TONI BRAXTON. Another Sad Love Song	14	31.7	444
39	28	24	THE CRANBERRIES. Linger	15	28.2	423
17	22	25	JOHN MELLENCAMP. Human Wheels	15	27.9	418
34	27	26	HI-FIVE. Never Should've Let You Go	14	29.2	409
24	25	27	LISA KEITH. Better Than You	14	26.4	370
25	30	28	INNER CIRCLE. Sweat (A La La La La Long)	11	33.1	364
16	18	29	BILLY JOEL. The River Of Dreams	14	24.9	349
-	36	30	CULTURE BEAT. Mr. Vain	14	24.8	347
35	26	31	BRUCE HORNSBY. Fields Of Grey	14	23.6	331
36	31	32	CLIVE GRIFFIN. Commitment Of The Heart	14	22.9	321
◆ DEBUT	33	33	AEROSMITH. Amazing	16	19.9	318
◆ RE-ENTRY	34	34	GABRIELLE. Dreams	12	25.7	308
-	40	35	COLOR ME BADD. Time And Chance	13	23.2	301
23	32	36	MARIAH CAREY. Dreamlover	13	22.1	287
◆ DEBUT	37	37	GIN BLOSSOMS. Found Out About You	13	21.1	274
◆ DEBUT	38	38	ZHANE'. Hey Mr. D.J.	12	22.8	273
40	39	39	EXPOSE. As Long As I Can Dream	15	17.5	262
28	33	40	TEARS FOR FEARS. Break It Down Again	10	26.1	261

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RPM's

N O R T H E A S T

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	BRYAN ADAMS. Please Forgive Me	21	42.3	889
2	JANET JACKSON. Again	20	40.8	815
3	ACE OF BASE. All That She Wants	18	45.0	810
4	MEAT LOAF. I'd Do Anything For Love (But I Won't Do That)	21	37.3	784
5	MARIAH CAREY. Hero	20	36.0	720
6	PHIL COLLINS. Both Sides Of The Story	21	26.0	545
7	MR. BIG. Wild World	17	31.7	539
8	BLIND MELON. No Rain	17	30.5	519
9	HADDAWAY. What Is Love	13	35.9	467
10	10,000 MANIACS. Because The Night (from <i>MTV Unplugged</i>)	16	29.1	466
11	BILLY JOEL. All About Soul	19	24.3	461
12	TONI BRAXTON. Breathe Again	15	29.1	437
13	TEVIN CAMPBELL. Can We Talk	16	26.8	428
14	THE CRANBERRIES. Linger	15	27.5	412
15	MICHAEL BOLTON. Said I Loved You... But I Lied	17	23.9	407
16	BRYAN ADAMS/STING/ROD STEWART. All For Love	18	21.4	386
17	BOBBY BROWN w/WHITNEY HOUSTON. Something In Common	14	26.9	377
18	ZHANE'. Hey Mr. D.J.	12	29.2	350
19	DEF LEPPARD. Two Steps Behind	16	21.4	342
20	JIMMY CLIFF. I Can See Clearly Now	15	22.7	341
21	JOSHUA KADISON. Jessie	15	22.1	332
22	GIN BLOSSOMS. Found Out About You	13	24.0	312
23	BILLY JOEL. The River Of Dreams	14	22.0	308
24	CULTURE BEAT. Mr. Vain	12	25.3	304
25	MARIAH CAREY. Dreamlover	12	25.0	300

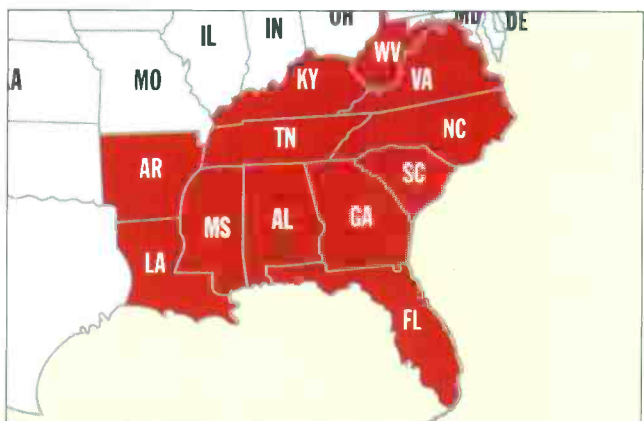

NORTHEAST REGIONAL ANALYSIS

• Bryan Adams finally unseats Meat Loaf from the top spot in the Northeast's PPW chart after a five-week run at the top. Other strong movers in the Top 25 include 10,000 Maniacs (18th to 10th), Tevin Campbell (15th to 13th), The Cranberries (21st to 14th), Micheal Bolton (20th to 15th) and Adams/Sting/Stewart (41st to 16th).

• Off the regional chart, the biggest gains were posted by Pearl Jam "Daughter" (#28 with an average 23.6 PPW), UB40 (#30 with an average 18.2 PPW), Color Me Badd (#32 with an average 23.0 PPW), Aerosmith "Amazing" (#36 with an average 21.3 PPW), Hi-Five (#38 with an average 21.7 PPW) and Snoop Doggy Dogg (#46 with an average 22.3 PPW).

S O U T H

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	BRYAN ADAMS. Please Forgive Me	22	41.2	906
2	JANET JACKSON. Again	21	42.0	881
3	ACE OF BASE. All That She Wants	21	41.2	865
4	MEAT LOAF. I'd Do Anything For Love (But I Won't Do That)	21	38.9	817
5	MARIAH CAREY. Hero	21	35.8	751
6	PHIL COLLINS. Both Sides Of The Story	21	30.0	629
7	JIMMY CLIFF. I Can See Clearly Now	19	32.0	608
8	HADDAWAY. What Is Love	18	33.0	594
9	MICHAEL BOLTON. Said I Loved You... But I Lied	19	30.3	575
10	BILLY JOEL. All About Soul	19	28.8	547
11	BLIND MELON. No Rain	18	30.0	540
12	MR. BIG. Wild World	16	33.7	539
13	TONI BRAXTON. Another Sad Love Song	17	27.8	473
14	BRYAN ADAMS/STING/ROD STEWART. All For Love	20	21.3	426
15	TONI BRAXTON. Breathe Again	17	25.0	425
16	TEVIN CAMPBELL. Can We Talk	16	26.0	416
17	10,000 MANIACS. Because The Night (from <i>MTV Unplugged</i>)	18	22.0	396
18	BOBBY BROWN w/WHITNEY HOUSTON. Something In Common	15	26.4	396
19	INNER CIRCLE. Sweat (A La La La La Long)	15	26.1	392
20	THE CRANBERRIES. Linger	16	24.4	391
21	JOSHUA KADISON. Jessie	18	21.6	389
22	TONY TONI TONÉ. Anniversary	14	27.3	382
23	MARIAH CAREY. Dreamlover	15	23.4	351
24	BILLY JOEL. The River Of Dreams	15	23.3	350
25	DEF LEPPARD. Two Steps Behind	15	22.9	343

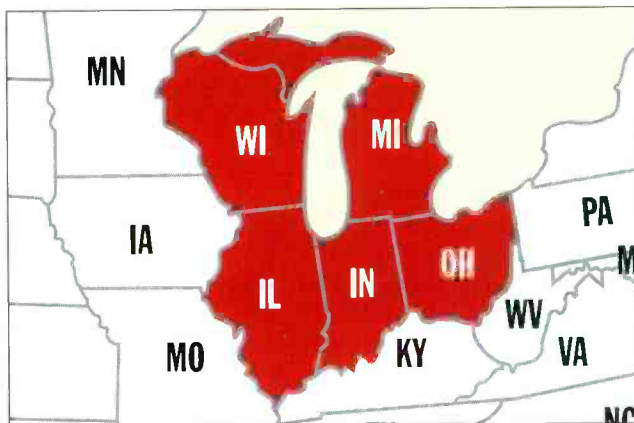

SOUTH REGIONAL ANALYSIS

• Bryan Adams claims the top spot in the South, catapulting beyond Ace Of Base and Janet Jackson. Jimmy Cliff moves up five positions to become the seventh most-played title with an average 32.0 PPW. Other hot titles include Toni Braxton's "Breathe Again" (23rd to 15th), 10,000 Maniacs (24th to 17th) and the Cranberries (debuting 20th).

• Look for UB40 to go Top 25 next week (#27 with an average 10.3 PPW this week). Also breaking out in this region are Gabrielle (#35 with an average 24.3 PPW), Gin Blossoms (#36 with an average 20.6 PPW), Aerosmith "Amazing" (#37 with an average 18.2 PPW) and Pearl Jam (#46 with an average 17.0 PPW).

G R E A T L A K E S

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	JANET JACKSON. Again	24	48.0	1151
2	ACE OF BASE. All That She Wants	25	45.8	1144
3	BRYAN ADAMS. Please Forgive Me	20	47.3	945
4	MARIAH CAREY. Hero	23	37.9	872
5	MEAT LOAF. I'd Do Anything For Love (But I Won't Do That)	20	42.6	852
6	TEVIN CAMPBELL. Can We Talk	20	35.7	714
7	HADDAWAY. What Is Love	19	35.6	676
8	PHIL COLLINS. Both Sides Of The Story	18	36.7	661
9	MR. BIG. Wild World	17	38.8	660
10	MICHAEL BOLTON. Said I Loved You... But I Lied	20	32.5	650
11	BILLY JOEL. All About Soul	17	34.9	593
12	BOBBY BROWN w/WHITNEY HOUSTON. Something In Common	19	29.1	552
13	JIMMY CLIFF. I Can See Clearly Now	20	27.6	552
14	TONI BRAXTON. Breathe Again	18	29.6	532
15	TONY TONI TONÉ. Anniversary	18	28.3	509
16	10,000 MANIACS. Because The Night (from MTV Unplugged)	20	25.0	499
17	ZHANE'. Hey Mr. D.J.	17	28.9	492
18	BLIND MELON. No Rain	15	31.4	471
19	BRYAN ADAMS/STING/ROD STEWART. All For Love	18	24.8	447
20	XSCAPE. Just Kickin' It	15	29.4	441
21	HI-FIVE. Never Should've Let You Go	15	29.1	437
22	JOHN MELLENCAMP. Human Wheels	13	31.2	405
23	R.E.M. Everybody Hurts	15	25.3	379
24	INNER CIRCLE. Sweat (A La La La La Long)	10	36.6	366
25	MARIAH CAREY. Dreamlover	12	29.7	356


GREAT LAKES REGIONAL ANALYSIS

- Janet Jackson hangs on to the number-one spot in the Great Lakes region yet again. Ace Of Base remains second while Bryan Adams moves up to third. Notable regional gainers include Bobby Brown w/Whitney Houston (14th to 12th), Jimmy Cliff (15th to 13th), 10,000 Maniacs (24th to 16th) and Adams/Sting/Stewart (40th to 19th).
- Outside the Top 25, songs gaining rotations include Joshua Kadison (#27 with an average 29.0 PPW), The Cranberries (#29 with an average 23.8 PPW), UB40 (#31 with an average 22.3 PPW), Gabrielle (#35 with an average 24.2 PPW), Aerosmith "Amazing" (#39 with an average 17.9 PPW) and DRS (#40 with an average 35.6 PPW).

M I D W E S T

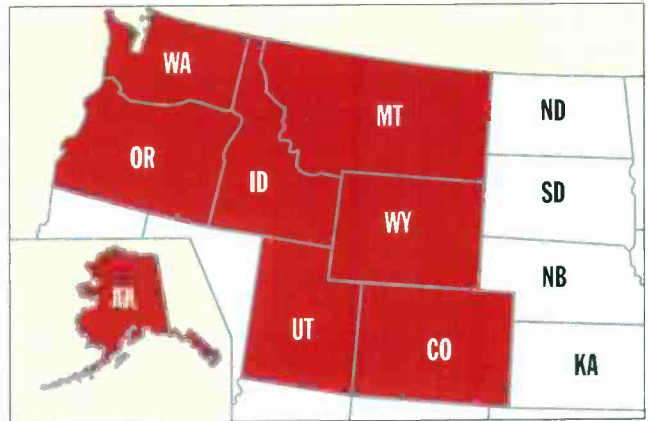
TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	JANET JACKSON. Again	22	44.2	973
2	ACE OF BASE. All That She Wants	22	42.5	934
3	BRYAN ADAMS. Please Forgive Me	20	41.6	832
4	MEAT LOAF. I'd Do Anything For Love (But I Won't Do That)	20	38.4	767
5	PHIL COLLINS. Both Sides Of The Story	19	40.1	761
6	MARIAH CAREY. Hero	21	35.1	738
7	BILLY JOEL. All About Soul	18	35.7	643
8	MR. BIG. Wild World	18	35.0	630
9	BLIND MELON. No Rain	19	32.8	623
10	10,000 MANIACS. Because The Night (from MTV Unplugged)	21	28.8	605
11	HADDAWAY. What Is Love	17	34.9	594
12	TEVIN CAMPBELL. Can We Talk	17	32.6	554
13	HI-FIVE. Never Should've Let You Go	18	30.5	549
14	MICHAEL BOLTON. Said I Loved You... But I Lied	18	30.1	541
15	JIMMY CLIFF. I Can See Clearly Now	18	28.8	519
16	BOBBY BROWN w/WHITNEY HOUSTON. Something In Common	19	26.5	504
17	TONI BRAXTON. Breathe Again	18	26.1	470
18	JOSHUA KADISON. Jessie	15	28.5	427
19	XSCAPE. Just Kickin' It	15	28.4	426
20	TONY TONI TONÉ. Anniversary	13	32.5	423
21	BRYAN ADAMS/STING/ROD STEWART. All For Love	17	24.4	415
22	GIN BLOSSOMS. Found Out About You	18	21.7	391
23	THE CRANBERRIES. Linger	15	25.0	375
24	UB40. Higher Ground	13	28.4	369
25	DEF LEPPARD. Two Steps Behind	11	31.3	344


MIDWEST REGIONAL ANALYSIS

- Janet Jackson and Ace Of Base hold onto the top two spots and easily remain the strongest songs in the Midwest. Other titles increasing airplay include Bryan Adams (4th to 3rd), Phil Collins (7th to 5th), 10,000 Maniacs (24th to 10th), Joshua Kadison (33rd to 18th), and Adams/Sting/Stewart (debut #21 with an average 24.4 PPW).
- Up-and-comers in this region include Culture Beat (#30 with an average 19.6 PPW), Aerosmith "Amazing" (#32 with an average 20.1 PPW), Expose (#34 with an average 21.8 PPW), Gabrielle (#36 with an average 22.7 PPW), Matthew Sweet (#38 with an average 19.2 PPW) and Prince "Peach" (#41 with an average 17.9 PPW).

NORTHWEST/ROCKIES

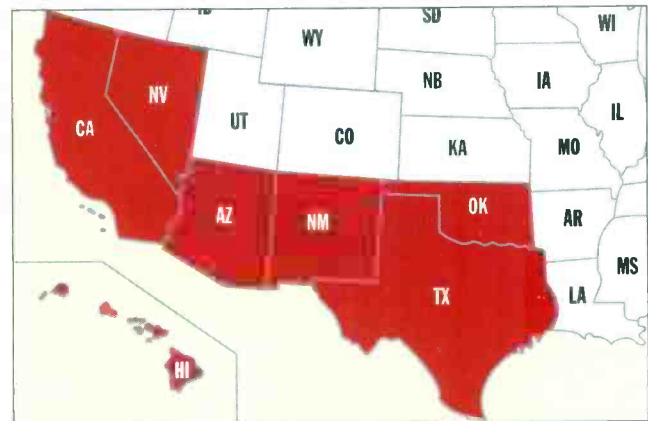
TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	ACE OF BASE. All That She Wants	14	42.4	593
2	JANET JACKSON. Again	14	40.0	560
3	MARIAH CAREY. Hero	14	39.6	554
4	JIMMY CLIFF. I Can See Clearly Now	14	32.1	450
5	BRYAN ADAMS. Please Forgive Me	12	37.5	450
6	PHIL COLLINS. Both Sides Of The Story	11	38.5	424
7	BILLY JOEL. All About Soul	12	34.1	409
8	UB40. Higher Ground	13	30.8	400
9	TEVIN CAMPBELL. Can We Talk	12	33.3	399
10	MR. BIG. Wild World	10	39.0	390
11	BOBBY BROWN w/WHITNEY HOUSTON. Something In Common	14	27.2	381
12	TONI BRAXTON. Breathe Again	13	29.2	379
13	MEAT LOAF. I'd Do Anything For Love (But I Won't Do That)	12	31.5	378
14	10,000 MANIACS. Because The Night (from MTV Unplugged)	11	33.8	372
15	THE CRANBERRIES. Linger	11	33.1	364
16	TONY TONI TONÉ. Anniversary	10	35.6	356
17	BLIND MELON. No Rain	12	29.3	352
18	HI-FIVE. Never Should've Let You Go	10	31.9	319
19	BRYAN ADAMS/STING/ROD STEWART. All For Love	10	31.5	315
20	JOSHUA KADISON. Jessie	10	29.3	293
21	MICHAEL BOLTON. Said I Loved You... But I Lied	11	26.5	292
22	CLIVE GRIFFIN. Commitment Of The Heart	9	30.4	274
23	GIN BLOSSOMS. Found Out About You	10	23.7	237
24	GABRIELLE. Dreams	9	26.2	236
25	HADDAWAY. What Is Love	8	29.3	234


NORTHWEST/ROCKIES REGIONAL ANALYSIS

- Ace Of Base moves into the top spot, overtaking Janet Jackson. Also moving within the Top 10 are Jimmy Cliff (6th to 4th), UB40 (20th to 8th) and Tevin Campbell (13th to 9th). Bobby Brown w/Whitney Houston (11th with an average 27.2 PPW), Hi-Five (debuting at #18) and Adams/Sting/Stewart (debuting at #19) all remain strong.
- Look for Color Me Badd to go Top 25 next week (#26 with an average 28.4 PPW). Also hot regionally are Aerosmith (#34 with an average 20.3 PPW), Pearl Jam (#35 with an average 21.9 PPW), Belly (#38 with an average 21.5 PPW) and Elton John & Kiki Dee (#39 with an average 21.3 PPW).

W E S T

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	JANET JACKSON. Again	19	48.6	923
2	ACE OF BASE. All That She Wants	16	55.1	881
3	MARIAH CAREY. Hero	17	41.2	700
4	TEVIN CAMPBELL. Can We Talk	17	37.1	631
5	BRYAN ADAMS. Please Forgive Me	13	46.1	599
6	XSCAPE. Just Kickin' It	16	36.9	591
7	ZHANE'. Hey Mr. D.J.	14	41.2	577
8	TONI BRAXTON. Breathe Again	15	34.5	518
9	HADDAWAY. What Is Love	10	48.1	481
10	BOBBY BROWN w/WHITNEY HOUSTON. Something In Common	15	31.1	466
11	TONY TONI TONÉ. Anniversary	14	31.2	437
12	MEAT LOAF. I'd Do Anything For Love (But I Won't Do That)	11	38.2	420
13	PHIL COLLINS. Both Sides Of The Story	12	33.8	406
14	BLIND MELON. No Rain	9	42.6	383
15	COLOR ME BADD. Time And Chance	13	29.4	382
16	CULTURE BEAT. Mr. Vain	12	29.5	354
17	SALT-N-PEPA. Shoop	8	44.0	352
18	SNOOP DOGGY DOG. What's My Name?	10	34.6	346
19	DRS. Gangsta Lean	9	37.3	336
20	HI-FIVE. Never Should've Let You Go	9	37.1	334
21	MR. BIG. Wild World	9	37.0	333
22	MICHAEL BOLTON. Said I Loved You... But I Lied	10	32.8	328
23	JIMMY CLIFF. I Can See Clearly Now	11	29.5	325
24	THE CRANBERRIES. Linger	10	30.5	305
25	10,000 MANIACS. Because The Night (from MTV Unplugged)	11	27.5	303


WEST REGIONAL ANALYSIS

- It's Janet Jackson and Ace Of Base flip-flopping the top two spots in the Western regional PPW breakout. Other songs increasing rotations include Phil Collins (24th to 13th), Salt-N-Pepa (22nd to 17th), Snoop Doggy Dogg (21st to 18th) and Hi-Five (debuting 20).
- Outside the Top 25, the hottest titles include Zapp & Roger (#27 with an average 48.0 PPW), Adams/Sting Stewart from *The Three Musketeers* (#33 with an average 26.4 PPW), UB40 (#35 with an average 30.4 PPW), and Xscape "Understanding" (#39 with an average 38.0 PPW in this region).

PPW Regional Analysis By Pat Gillen And Dwayne Ward

Oh WOW!

Contemporary Christmas Titles

- Bryan Adams
"Reggae Christmas"
- Bryan Adams
"Ruf Rudolph Run"
- Band Aid
"Do They Know It's Christmas"
- Bon Jovi
"Back Door Santa"
- David Bowie & Bing Crosby
"Peace On Earth/Little Drummer Boy"
- Natalie Cole
"The Christmas Song (Chestnuts Roasting On An Open Fire)"
- Crash Test Dummies
"Noel"
- Eagles
"Please Come Home For Christmas"
- E1 Vogue
"Silent Night"
- Eurythmics
"Winter Wonderland"
- Debbie Gibson
"Silent Night"
- Amy Grant
"The Christmas Song (Chestnuts...)"
- Hall & Oates
"Jingle Bell Rock"
- Whitney Houston
"Do You Hear What I Hear?"
- Al Jarreau
"The Christmas Song (Chestnuts...)"
- John & Yoko & The Plastic Ono Band
"Happy Christmas (War Is Over)"
- The Kinks
"Father Christmas"
- Greg Lake
"I Believe In Father Christmas"
- Madonna
"Santa Baby"
- Paul McCartney
"Wonderful Christmastime"
- John Mellencamp
"I Saw Mommy Kissing Santa Claus"
- Stephanie Mills
"This Christmas"
- Stevie Nicks
"Silent Night"
- Sinead O'Connor
"Silent Night"
- The O'Jays
"I Can Hardly Wait For Christmas"
- The Pointer Sisters
"Santa Claus Is Coming To Town"
- The Pretenders
"Have Yourself A Merry Little Christmas"
- R.E.M.
"Mystery Track"
- Riff
"Christmas Medley"
- Run D.M.C.
"Christmas In Hollis"
- Bob Seger
"Little Drummer Boy"
- Michael W. Smith
"Gloria"
- Bruce Springsteen
"Merry Christmas Baby"
- Bruce Springsteen
"Santa Claus Is Comin' To Town"
- Billy Squier
"Christmas Is The Time To Say I Love You"
- Sting
"Gabriel's Message"
- Surface
"Christmas Time Is Here" (Columbia)
- U2
"Christmas (Baby Please...)"
- Luther Vandross
"May Christmas Bring You Happiness"
- Waitresses
"Christmas Wrapping"
- Wham
"Last Christmas"
- BeBe & CeCe Winans
"Silent Night"

Novelty Noels

- Bob & Doug McKenzie
"12 Days Of Christmas"
- The Laughter
"Jingle Bells"
- The Royal Guardsmen
"Snoopy's Christmas"
- David Seville
"The Chipmunk Song"
- The Singing Dogs
"Jingle Bells"

Oh WOW!

Timeless Classics

Leroy Anderson
"Sleigh Ride"
Gene Autry
"Rudolph The Red-Nosed Reindeer"
Harry Belafonte
"Mary's Boy Child"
Jimmy Boyd
"I Saw Mommy Kissing Santa Claus"
The Carpenters
"Merry Christmas Darling"
Nat King Cole
"The Christmas Song"
Perry Como
"O Holy Night"
Bing Crosby
"Do You Hear What I Hear"
Bing Crosby
"White Christmas"
Jose Feliciano
"Feliz Navidad"
Bobby Helms
"Jingle Bell Rock"
Brenda Lee
"Rockin' Around The Christmas Tree"
Guy Lombardo
"Auld Lang Syne"
Augie Riso
"Donde Esta Santa Claus"
Harry Simeone Chorale
"Little Drummer Boy"
Andy Williams
"Most Wonderful Time Of The Year"

A Motown Christmas

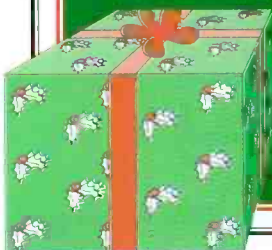
The Jackson 5
"The Christmas Song"
The Jackson 5
"Frosty The Snow Man"
The Jackson 5
"Give Love On Christmas Day"
The Jackson 5
"Have Your Self A Merry Little Christmas"
The Jackson 5
"I Saw Mommy Kissing Santa Claus"
"Santa Claus Is Comin' To Town"
Michael Jackson
"Little Christmas Tree"
Smokey Robinson & The Miracles
"Deck The Halls/
Bring A Torch Jeanette, Isabella"
Smokey Robinson & The Miracles
"God Rest Ye Merry Gentlemen"

Smokey Robinson & The Miracles

"It's Christmas Time"
Smokey Robinson & The Miracles
"Jingle Bells"
Diana Ross & The Supremes
"Childrens Christmas Song"
Diana Ross & The Supremes
"Joy To The World"
Diana Ross & The Supremes
"My Favorite Things"
Diana Ross & The Supremes
"Silver Bells"
Diana Ross & The Suoremes
"White Christmas"
The Temptations
"The Little Drummer Boy"
The Temptations
"My Christmas Tree"
The Temptations
"Rudolph The Red Nose Rain Dear"
The Temptations
"Silent Night"
Stevie Wonder
"Ave Maria"
Stevie Wonder
"One Little Christmas Tree"
Stevie Wonder
"Someday At Christmas"
Stevie Wonder
"What Christmas Means To Me"

An Elvis Christmas

"Blue Christmas"
"Christmas Message From Elvis/Silent Night"
"Here Comes Santa Claus"
"Holly Leaves And Christmas Tree"
"If Every Day Was Like Christmas"
"If I Get Home For Christmas Day"
"It Won't Seem Like Christmas With Out You"
"Merry Christmas Baby"
"O Come, All Ye Faithful"
"O Little Town Of Bethlehem"
"On A Snowy Christmas Day"
"Santa Bring My Baby Back (To Me)"
"Santa Claus Is Back In Town"
"Silver Bells"
"White Christmas"
"Winter Wonderland"
"The Wonderful World Of Christmas"



Target Demo Morning Show Stand-Up Comedy Bits

For A Very Politically Correct Market

Contributed by Ernest "Rain Forest" Rickles, headliner at Caesar's Biodegradable Biosphere, planet Earth.

- "I just flew in from the coast and, boy, did the fliers comprise a disproportionate ethnic make-up of our population! Talk about your economic class warfare!"
- "Take my wife's feelings and judge her on her intellectual capacity, if you don't mind!"
- "Last night, I asked my wife if she wanted to engage in safe sex after a diverting and provocative discussion of her inner feelings. She said, 'not tonight, I don't feel particularly empowered!'"
- "Is this mic built at slave labor wages in a Third World country on?"
- "I went to a medical technician and said, 'it hurts when I do this.' He says, 'imagine the pain if you couldn't get insurance!'"
- "Some man came up to me and asked, 'who was that woman I saw you with last night?' I said, 'That's no woman; that's a human being who gets paid 69 cents to every dollar that I make. That's a permanent underclass yearning for equality!'"
- "What is this...an audience or a disenfranchised peoples who have been exploited for corporate gain?"

Truth Or Be Be Damned

One of the jobs of a savvy PD or morning show producer is to sift through the endless flow of news and information and decide what's relevant to use in the form of subject matter for the news director and/or morning team or as fodder for a promotion. The following are three potential news bits or services. Should you use them?

- A Los Angeles Urban station has cut all Rap songs with violent lyrical imagery off its playlist. A Rap magazine is banning ads that have guns in them. Should a Top 40 station illustrate similar concern for songs that are sexually explicit by having them "approved" by someone who would be markedly affected by suggestive material - specifically, John Wayne Bobbit?
- News item: Michael Jackson checks in at a drug rehab somewhere in Europe amidst charges of child abuse. To say the least, Jackson is a Top 40 demi-God. Should you report on the latest incident at all? If so, how far would you pursue it? Would you even report that the drugs he was addicted to were Flintstones vitamins and Children's Tylenol?
- News item: To honor the Malibu firefighters, Pop superstar Janet Jackson arranged for two masseuses to give them massages at the local fire station. Would you also report that a when an arson-suspected fire was set in Beverly Hills near the mansion of Heidi Fleiss, over 18,000 firefighters volunteered, rushed to the scene and put it out?

The Worst Promotions Of The Year

In another section of this fine publication, you'll notice a page devoted to the best and most effective promotions of the year. However, they are just the small kernels of wheat in a mountain range of chaff. And from all that organic flotsam, the cracked inflammatory news staff of *Thrash Jernelizm* rooted out only the most unbelievably unsuccessful promotions - with explanations to why they failed. Of course, we're doing this for your educational benefit. Learn from their mistakes. When you stop laughing. (For obvious reasons, the identification of the station and personnel are withheld for ransom.)

Ticket Giveaway

Two stations tried to pull the ol' "What outrageous thing would you do for free tickets?" stunt.

The goal: To have listeners do those wild and wacky stunts for tickets - which usually attracts plenty of media coverage.

The problem: One station was offering free tickets to see a N.Y. Mets ballgame; the other was free tickets to see the Cincinnati Bengals.

The solution: Make the offer for tickets to something good (and have that speed-freak announcer add a subtle tag at the end of plug, "tickets to other events may be substituted without notice"). Extra debit to the station that tried to re-vamp the original promotion by adding a second prize of four tickets to the game.

"Spit On Their Grave" Thursday

On Thursday, the morning show would take callers who have been cheated out of a will or dumped on unmercifully by a family relative/friend who just croaked. Winners would be chosen and driven by station van to cemetery, where the grave would be "anointed" by station icon named "God's Gift To Phlegm."

The goal: 1) A great, entertaining way to vent over-the-top frustration at a party who couldn't sue for libel and 2) finally do a value-added promotion with untested pool of potential advertisers - cemetery operators. (Remember, the target demo is aging...)

The problem: Inspiration for stunt courtesy of GM, PD and promotion director, who had been watching way too many episodes of *Beavis & Butt-Head*.

The solution: Do it over the graves of GM, PD and promotion director.

"PMS Is Everyone's Problem"

To vividly illustrate a relevant and socially important condition, the air staff, PD and GM are inoculated with hormones of PMS victims. Their on-air actions are tempered by the advice of medical and psychological experts.

The goal: Directly appeals to female target demo (and is sponsored by area health care centers, large pharmaceutical firms, etc.)

The problem: Everyone on-air sounded like Howard Stern (which is good - until he caught wind of it and sued) and ironically enough, no one at the station noticed any difference in the morning star, PD and GM. Go figure...

The solution: Simply have the staff watch Sally Jesse Raphael's talk show non-stop for a week. Same difference.

The All-Time Worst: "Spew For The Future"

To benefit female target demo, air staff generously does remote from sperm bank, where they will donate their precious bodily fluids for the enhancement of future generations. (S.O.P. They are given a cup and are sent into a private room stocked with "literature" to help stimulate their production.)

The goal: Ostensibly, the perfect promotion - its main goal benefits the target demo, while its prurient modus operandi will attract males like hungry piranhas to a fat cow.

The problems: Where to begin? First off, almost all of the air staff have yet to come out of the private rooms with their "donation" - and it's going on three weeks. All they've said is "we'll give 'till it hurts... and it don't!" Secondly, one engineer went in, made a donation, ran the board, then went back for "seconds." After that, no one else would touch the damn board. Lastly, the overnight guy's still in the room, waiting for someone to fill his cup with beer or a soft drink.

The solution: As the old saw goes, "If you want things done right... er, scratch that... er, just do a "Cash Cow" and call it a book!

RETAIL SALES

NATIONWIDE PIECE COUNT SALES

2W	LW	TW	ARTIST/TITLE	LABEL
1	1	1	PEARL JAM. Vs.	Epic
2	2	2	FRANK SINATRA. Duets	Capitol
3	3	3	MEAT LOAF. Bat Out Of Hell II: Back Into Hell	MCA
—	5	4	PHIL COLLINS. Both Sides	Atlantic/AG
▶DEBUT	5	5	MICHAEL BOLTON. The One Thing	Columbia
4	4	6	VARIOUS ARTISTS. Common Thread: The Songs Of The Eagles	Giant
▶DEBUT	7	7	TOM PETTY & THE HEARTBREAKERS. Greatest Hits	MCA
—	9	8	A TRIBE CALLED QUEST. Midnight Marauders	Jive
—	10	9	BRYAN ADAMS. So Far So Good	A&M
5	6	10	NIRVANA. In Utero	DGC
8	8	11	10,000 MANIACS. MTV Unplugged	Elektra
6	12	12	MARIAH CAREY. Music Box	Columbia
11	13	13	TONI BRAXTON. Toni Braxton	LaFace/Arista
10	14	14	SMASHING PUMPKINS. Siamese Dream	Virgin
7	7	15	TOO SHORT. Get In Where Ya Fit In	Jive
15	16	16	THE CRANBERRIES. Everybody Else Is Doing It So Why Can't We	Island/PLG
9	11	17	EAZY-E. It's On (Dr. Dre) 187um Killa	Ruthless/Relativity
13	15	18	JANET JACKSON. Janet.	Virgin
17	17	19	XSCAPE. Hummin Comin At Cha'	So So Def/Columbia
—	26	20	VARIOUS ARTISTS. Stone Free: A Tribute To Jimi Hendrix	Reprise
18	21	21	WHITE ZOMBIE. La Sexorcisto: Devil Music	Geffen
23	22	22	TEVIN CAMPBELL. I'm Ready	Qwest/WB
14	20	23	BILLY JOEL. River Of Dreams	Columbia
▶DEBUT	24	24	DAS EFX. Straight Up Sewacide	EastWest America/AG
—	28	25	R KELLY. 12-Play	Jive
20	24	26	REBA McENTIRE. Greatest Hits Volume Two	MCA Nashville
35	27	27	SHAQUILLE O'NEAL. Shaq Diesel	Jive
21	23	28	BLIND MELON. Blind Melon	Capitol
12	18	29	RUSH. Counterparts	Anthem/Atlantic/AG
39	33	30	DRS. Gangsta Lean	Capitol
▶DEBUT	31	31	MC REN. Shock Of The Year	Ruthless/Relativity
27	29	32	STONE TEMPLE PILOTS. Core	Atlantic/AG
19	19	33	KATE BUSH. The Red Shoes	Columbia
36	34	34	ZAPP & ROGER. All The Greatest Hits	Reprise
16	25	35	JACKSON BROWNE. I'm Alive	Elektra
—	40	36	THE BREEDERS. Last Splash	4AD/Elektra
30	30	37	2 PAC. Strictly 4 My N.I.G.G.A.Z.	Interscope/AG
31	31	38	SALT-N-PEPA. Very Necessary	London/Next Plateau/PLG
▶DEBUT	39	39	HEART. Desire Walks On	Capitol
▶DEBUT	40	40	VARIOUS ARTISTS. No Alternative	Arista

IN STORE PLAY

1.	Kate Bush, The Red Shoes	Columbia
2.	Various Artists, Stone Free: A Tribute To Jimi Hendrix	Reprise
3.	Various Artists, No Alternative	Arista
4.	10,000 Maniacs, MTV Unplugged	Elektra
5.	Pearl Jam, Vs.	Epic
6.	Elton John, Duets	MCA
7.	The Breeders, Last Splash	4AD/Elektra
8.	Cocteau Twins, Four-Calendar Cafe'	Capitol
9.	Tom Petty & the Heartbreakers, Greatest Hits	MCA
10.	Alan Parsons, Try Anything Once	Arista

BEST BUYS

\$\$\$\$\$\$\$\$

BLUR

Modern Life Is Rubbish
(Food/SBK/ERG)

The 21st Century doesn't hold a lot of promise of what is to come tomorrow for a large chunk of America's "Generation X." Well, there are also folks in England who face similar disillusionment, which is evidenced in the long-awaited, hard-earned return of England's Blur to our shores. *Modern Life Is Rubbish*, their sophomore album, is filled with their observations, frustrations and feelings, all swirled together by the use of clever lyrics, impressive guitar Pop and undeniably nostalgic Cockney vocals. Blur's first album, *Leisure*, sold over 100,000 copies and spawned the Crossover hit "There's No Other Way." Blur then went through a major transformation in their style, performance and attitude. Cocky as they are, it was a growth that resulted in their taking a stand on what had been so incredible about '60s era British music and Britain itself. "Chemical World," "Turn It Up" and "For Tomorrow" are some of the highlight tracks on *Modern Life Is Rubbish*. They will give you an immediate feel for this release, an album that has reached the Top 10 on the British charts and has been acknowledged by the UK (and now the US) press as a possible landmark recording.

- Holly Sharpe

ALSO NEW

SNOOP DOGGY DOG

Doggy Style (Death Row/Interscope/AG)

SHAI

Right Back At Cha (Gasoline Alley/MCA)

THE PARTY

The Party's Over Thanks For Coming (Hollywood)

BOBBY BROWN

Remixes In The Key Of B (MCA)

ACE OF BASE

The Sign (Arista)

ELTON JOHN

Duets (MCA)

10,000 MANIACS

"BECAUSE THE NIGHT
(FROM MTV UNPLUGGED)"

#1 NETWORK Moves 21-18*

Z100 12-7*
KIIS 16-13*
KDWB ADD!
Q106 ADD1
WKRQ ADD!
WZPL ADD!
STAR 94 4-3*
WAQQ 8-4*
B97 9-6*
KRBE #16*
KPLZ #17*
KS104 20-18*
WKBQ 22-20*
WNVZ 23-20*
PRO-FM 25-20*

Stress!

APPROACHING PLATINUM!

LINDA RONSTADT

heartbeats accelerating

7 New Adds This Week!

WMC 20-17*
WMTX #18*
WRQX #21*
WMXB #26*
WYCR #26*
WKMX 34-32*
WRKY #32*
WHTO 35-33*
KLYV 39-37*
WTWR 39-37*
CK105 #37*
KTUX D-38*
KISX D-40*
KSKG D-40*

A TOP 20 AC RECORD!

CONSENSUS PICK

No *Consensus Pick* this week.

BEST BETS

Tom Petty & the Heartbreakers,

“Mary Jane’s Last Dance” (MCA)

Heart, “Will You Be There (In The Morning)” (Capitol)

k.d. lang, “Just Keep Me Moving” (Sire/WB)

HANDICAPPER’S PICK

Wendi Cermak

Kate Bush, “Rubberband Girl” (Columbia)

TEST TUBE BABY

Terence Trent D’Arby, “Let Her Down Easy” (Columbia)

GUEST HANDICAPPER

Allan Fee, PD, KFBQ Cheyenne, WY

Pearl Jam, “Daughter” (Epic)

Color Me Badd, “Time And Chance” (Giant/Reprise)

Xscape, “Just Kickin’ It” (So So Def/Columbia)

PAST PERFORMANCE

Def Leppard, “Miss You In A Heartbeat” (Mercury)

A *Best Bet* from last week is #1 most-added this week, 112 stations didn’t miss a beat with this love song. It also debuts on the chart this week at #39*.

Cher w/ Beavis and Butt-Head, “I Got You Babe” (Geffen)

A *Best Bet* from last week is heh, heh, heh, heh, heh... #2 most-added this week with heh, heh, heh, heh, heh... 74 totally cool stations adding this totally cool hit.

Prince, “Peach” (Paisley Park/WB)

A *Best Bet* from 11/12 is #4 most-added this week, as 25 more stations added this tasty piece of aural fruit to their playlist for a total of 77 stations.

PM Dawn, “You Got Me Floatin’” (Gee Street/Island)

Another *Best Bet* from last week is #5 most-added this week with a total of 29 stations floatin’ towards this remake of the Hendrix classic.

Babyface, “Never Keeping Secrets” (Epic)

A *Best Bet* from 10/8 is #6 most-added this week, as 21 more adds move it up the chart from #36 to #31*.

Aerosmith, “Amazing” (Geffen)

A *Best Bet* from 11/12 is #7 most-added this week with 19 more “amazing” adds helping it debut on the chart at #38* with a total of 134 stations.

Elton John & Kiki Dee, “True Love” (MCA)

From 10/22, VP/GM Gerry Cagle chose this duet as his *Handicapper’s Pick*. This week, it debuts on the chart at #37* with a total of 161 stations.

KATE BUSH
RUBBERBAND GIRL



Rubberband Girl.

The first single from the album "The Red Shoes."

COLUMBIA Written & Produced by Kate Bush.

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