

INSIDE:

LEAD BY EXAMPLE & LEARN FASTER!

Why should you lead by example? And why should managers learn faster than their staffers? R&R's Management section offers suggestions on everything from improving the timing of your communications to dealing with anger in the workplace.

Page 14

RECORDS ON RADIO

OUTLOOK 1995

SOUNDING BOARD

This week, R&R provides record promotion execs with a format-by-format forum for their predictions and observations on the coming year, including:

- CHR's fragmentation & core superstars
- UC's artist loyalty & positive messages
- NAC's adult appeal
- Alternative's rawer, more hit-driven deal
- New artists key to Progressive, Rock, AC, Country success

Pages 22, 33, 40, 50, 57, 64, 71, 76

IN THE NEWS ...

- David Bernstein named PD at WOR-AM/New York
- Joe Ruyak appointed GM for WIBF/Philadelphia
- Sheila Mulcahey becomes GM at KTCZ/Minneapolis

Page 3

- Pio Ferro named OM/PD at KTNQ & KLVE/L.A.
- Earnest James becomes GM at WYLD-WQUE/New Orleans
- Dave Logan Dir./Programming at Sundance Phoenix quombo
- Greg Ausham new PD at WLWQ/Columbus

Page 9

NEWSSTAND PRICE \$6.50



THE INDUSTRY'S NEWSPAPER

Radio Revenue Reports Rosy

■ Billings skyrocket 16% in November '94

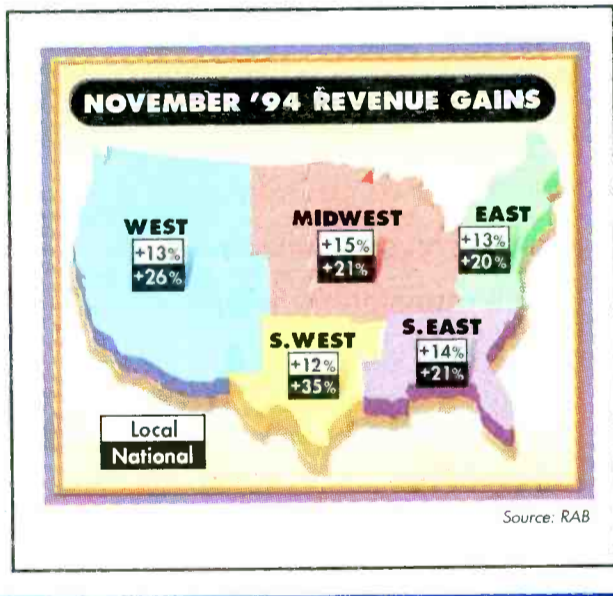
Radio revenues last November were up 16% nationwide over November '93, according to RAB figures. Through the 11 months of 1994, total revenues were running 12% ahead of the same period the year before. Overall, local revenues were up 14%, while national spot sales soared by 23%.

"The momentum with which the industry began 1994 picked up even more steam as we headed through the year," RAB President Gary Fries remarked. He also predicted that after holiday totals are tallied, overall 1994 revenues would finish "12%, possibly even 13%," over '93 totals.

Duncan's Tally

Meanwhile, *Duncan's American Radio* has released its year-end figures, based solely on rated markets, which show the industry's revenues growing by nearly 11% in 1994. According to *Duncan's*, total station revenues were approximately \$9.9 billion. If network dollars are included, the industry as a whole surpassed the \$10 billion mark for the first time.

While 1994 was a good year for just about everyone, five markets fared particularly well by achieving growth rates in excess of 20%: Tucson (26.9%), Albuquerque (22%), Boise (21.2%), Des Moines (20.8%), and Atlanta (20.6%).



'94 Music Sales Up, But Discounters Stir Pot

■ Survey of retailers finds profits down due to price cuts; multimedia looms

Recorded music retailers experienced a healthy holiday season late in 1994, but thanks to deep discounting — led in part by electronics retailers such as Circuit City and Best Buy — profits were rather slim, according to an annual survey of the record retail industry conducted by retail experts Macey Lippman Marketing.

The study also warned retailers to sharpen their marketing skills and pay close attention to

the multimedia computer boom if they want to survive into the next century.

The Chain Challenge

MLM founder Macey Lippman said recorded music unit retail sales were 9.6% higher during the '94 holidays compared to a year earlier. But he said many of the established music retailers expressed deep concern about electronics retailers who sell hit CDs below cost in order to draw

customers into their stores. For example, Best Buy — a chain established in the Midwest that has expanded nationwide — sells top-line CDs at \$10.99, as much as \$8 off the suggested list.

Lippman said many retailers have responded to the price slashing by lowering prices as much as they could, but also by expanding their product line with deeper catalog selections, more non-record items, and even boutique features

MUSIC SALES/See Page 20

Incoming Congress Welcomes Talk Radio To Capitol Hill

Talk radio is enjoying a front-row seat at this week's opening sessions of the 104th Congress on Capitol Hill, courtesy of the House and Senate's new GOP leadership.

"We want to make sure the radio Talk show component of the media has the same access the other media have," a spokesman for House Speaker Newt Gingrich (R-GA) told R&R.

He said rooms and telephone lines in the Capitol, made available to Talk radio this week, will continue to be provided on an as-needed basis. Speaker Gingrich plans to meet with talk hosts on a regular basis, although a firm plan will

not be in place "until the dust settles."

WCCO-AM/Minneapolis talk host Wes Minter and others planned to originate their shows live this week from Capitol offices provided by Gingrich.

"We want to make sure the radio Talk show component of the media has the same access the other media have."

— spokesman for Newt Gingrich

WCIT-AM/Lima, OH correspondent Russ Michaels was scheduled to broadcast from the offices of new Senator Mike DeWine (R-OH) on Wednesday (1/4), Rep. Michael Oxley's (R-OH) office on Thursday (1/5), and the White House on Friday

(1/6). "We told the administration, 'This is your day,'" Michaels said. "I think it started with the Clinton administration. They discover-

CONGRESS/See Page 20

Outlook Bright For Station Transactions In New Year

■ But pace will likely be slower than last year's

Radio brokers are forecasting another active trading year in 1995, with duopolies — as they have done for the past two years — driving the radio station market.

"Ever since the duopoly rules were passed, prices have been on a steady spiral up," said Bergner & Company's Michael Bergner. "Now they've reached a high plateau. In '95 we'll see more money chasing deals than there are deals."

In Bergner's view, duopolies have supercharged the radio industry's growth in this period of increased ad growth. "Duopoly rules have made Wall Street open their eyes to radio," he continued. "1995 will see a lot more strategic mergers, group deals, and companies getting bigger and bigger. The bigger the companies, the more investor attention they will get."

"It's a good time to be a seller," said Elliot Evers of Media Venture Partners. "We're looking forward to another solid operating year, with continued tight inventory and premium prices for premium properties."

The Waiting Game

Broker Gary Stevens expects '95 to bring a continuing flow of deals, although sales may not be as robust as in 1994 "because a lot of stuff has already gotten done."

Stevens attributes 1994's success to strategy rather than economics. He predicts that operators will be "laying back" in 1995 because of

TRADING/See Page 20

Music Changes Go Into Effect

Thanks to the input of many of our readers in the radio and record industries, several key enhancements to our music and format sections take effect with this week's issue of R&R. Among them:

- Each format editor's column and the format's music and chart data will now appear together for easier and more efficient reading
- The chart layouts have been greatly streamlined —

CHANGES/See Page 12

More Than

You buy research to go up in the ratings. Research by itself, however, won't help—it's just numbers on a page.

It's what you do with the research that determines whether you grow. That's why it's important to work with the right research company. One that understands research,

Research —

and more importantly —
understands radio.

Richard Harker has over two decades of radio programming and management experience. He understands research from your perspective, so you learn more about your station, your competitors, and your listeners. If you want

to find out how research can help you grow and learn more about Harker Research, call Richard Harker or Glenda Shrader-Bos.

Answers.



**Harker
Research**

*Phone: 919.954.8300
Fax: 919.954.8844*

Bernstein Now PD At Talk WOR/New York

WOR-AM/New York has hired David Bernstein as its new PD, effective Monday (1/9). He replaces Ed Walsh, who resigned late last month.

"David is one of the best and brightest in the Talk programming field, and we're fortunate to have him on board," said WOR VP/GM Bob Bruno.

Bernstein was previously Affiliate Relations Manager with NY-based syndicator MJI Broadcasting. His prior experience also includes stints at News/Talk outlets WDBO-AM/Orlando, WTIC-AM/Hartford, and WBZ-AM/Boston.

Fey Joins Clifton's New World

Former KYLD-FM & KYLZ-FM (Wild 107)/San Francisco GM Scott Fey has been hired to lead new business development for Jerry Clifton's New World Communications consulting firm.



Fey

New World President Clifton commented, "It's always been my philosophy to find and hire the best minds on the planet.

Scott Fey is one of the sharpest people to ever carry a GM's business card. It's great to have him join our team."

Fey added, "Jerry Clifton operates the premier consulting firm in the industry. We're excited about adding more great radio sta-

FEY/See Page 20

R&R Observes King Holiday

In observance of the Martin Luther King Jr. Day federal holiday, R&R's Los Angeles, Nashville, New York, and Washington, DC offices will be closed Monday, January 16.

Former NBC Chief Jack Thayer Dies

Jack Thayer, the pioneering executive who helped start the Talk radio format and influenced the careers of scores of radio professionals, died over the New Year's weekend at 72. The cause of his death was not detailed, but Thayer had been in variable health since suffering a stroke about 10 years ago.

Thayer began his career as a Minnesota DJ, eventually becoming GM of Todd Storz-owned WDGY/Minneapolis. He subsequently was GM for WHK/Cleveland, KXOA/Sacramento, and WGAR/Cleveland. While at KLAC/Los Angeles, he was widely credited with starting one of the earliest call-in Talk formats in the nation. It was at

WGAR that Thayer brought Don Imus to industry prominence as the station's morning man. Thayer also was President of Nationwide Communications and presided over the Radio Network Association.



Thayer

In 1974, Thayer was named NBC Radio President, where he oversaw its group of stations as well as the NBC Radio Network. In 1975, he established NBC's News and Information Service (NIS), which attempted to provide all-News network radio. Although it didn't last long, the service was a forerunner of other full-service networks, made cheaper with the advent of satellite distribution.

In his last fulltime job at a radio station, he was... THAYER/See Page 20

Alternative Rocks Revenues

Alternative stations have apparently become a very popular alternative for advertisers. According to a Miller, Kaplan, Arase & Co. survey of 15 stations that adopted the format in 1993, Alternative revenues in the final three months of 1994 ran a whopping 30% ahead of the format's figures for the previous year's fourth quarter.

Those same stations sustained 24% growth over the entire year, about double the industry's overall rate, driven by average local revenue increases of 24% and national spot gains of 26%.

—George Nadel Rivin, CPA

Mulcahey Joins Cities 97 As Station Manager

WJJD-AM & WJMK-FM/Chicago Sr. AES Sheila Mulcahey has left the Infinity combo to join Progressive KTCJ-FM & KTCZ-FM (Cities 97)/Minneapolis as Station Manager. She replaces exiting GM Doug Brown.

Chancellor Broadcasting President Steve Dinetz said, "I've known Sheila Mulcahey since 1980 and know of no other broadcaster who is more qualified



Mulcahey

and deserving of the opportunity to manage Cities 97."

"I'm excited about the opportunity to join Chancellor Broadcasting," Mulcahey remarked. "I've met the staff and look forward to working with them to grow our stations to the next level in the Twin Cities."

Previously, Mulcahey held NSM and GSM posts at WPNT-FM/Chicago and WSHE/Miami.

Ruyak New GM At WIBF/Philadelphia

Joe Ruyak has been elevated from Sales Manager to GM of Jarad Broadcasting Alternative outlet WIBF-FM/Philadelphia, replacing Ted Utz at the WDRE Modern Rock Network affiliate.

"There's a lot of growth for the format in Philadelphia," noted Ruyak. "We'll be facing new challenges for the next couple of years. It's an exciting time for the station."

Ruyak is a Philly radio veteran — prior to joining 'IBF two years ago, he was AE at WPEN-AM & WMGK-FM, GSM for WDAS-FM, and AE at WYSP-FM.

FEATURES

- 4 > **Radio Business**
State laws may hinder radio auto lease ads
- 9 > **Newsbreakers**
- 16 > **Street Talk**
Giant President Cassandra Mills exits
- 18 > **Timeline**

OVERVIEW

- 14 > **Management**
Dealing with anger in the workplace
- 15 > **Media**
Tony Bennett blankets 'Zine Scene!

MUSIC

- 19 > **National Radio/Video Formats**
- 43 > **Nashville**
Marketing and technology seen as keys to success

FORMATS & CHARTS

- 21 > **NEWS/TALK**
Faces, places, guests, and all the rest ...
- 22 > **CHR**
Fragmentation and core superstars are top concerns
- 33 > **UC**
Positive messages and artist loyalty are key elements
- 38 > **COUNTRY**
Strong radio relationships, breaking new acts essential
- 50 > **AC**
Future bright, but format must embrace more new acts
- 57 > **ROCK**
More new artists and more multiformat hits on horizon
- 64 > **ALTERNATIVE**
Rawer-sounding records and a more hit-driven format
- 71 > **PROGRESSIVE**
Developing artists and evolving with integrity
- 76 > **NAC**
Cultivating adults, formatic spice, and fresh hybrids

- 80 > **Marketplace**
- 81 > **Opportunities**

RADIO & RECORDS INC.
10100 Santa Monica Blvd., Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$299.00 per year (plus applicable state sales tax) in the United States or \$695.00 overnight delivery (U.S. funds only), \$320.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory issues and other special publications. Refunds are prorated based on the actual value of issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms Back Page, Breakers, Most Added, R&R, Compact Data, and Street Talk are registered trademarks of Radio & Records. ©1995. POSTMASTER: Send address changes to R&R, 10100 Santa Monica Blvd., Los Angeles, California 90067.



Subscription Information
310•203•8727

Editorial/News 310•203•9763	Advertising/Los Angeles 310•203•8450
Opportunities/Marketplace 310•203•8727	Advertising/Washington DC 202•783•0260
Information Services 310•553•4056	Advertising/Nashville 615•248•6655



HOW TO REACH US

CALL 310-553-4330

Subscription Information • Editorial/News
Advertising • Opportunities/Marketplace
Information Services

New York Bureau 212•272•2251	Washington, DC Bureau 202•783•3826	Nashville Bureau 615•244•8822
---------------------------------	---------------------------------------	----------------------------------

E-mail: RNRLA@aol.com

DEALS TO DATE

1994 Dollars To Date:

\$2,276,827,368

This Week's Action: \$22,175,000

Stations Traded In 1994: 1289

Stations Traded This Week: 14

DEAL DETAILS BEGIN ON PAGE 6

Deal Of The Week

• **WFMZ-FM/Allentown \$9.5 million**

Maranatha Broadcasting's purchase of WFMZ-FM ups Tele-Media's radio property total to 14.

Gingrich Plans Cuts

■ Newt Gingrich reiterated his plan to cut funding for the Corporation For Public Broadcasting during a recent C-SPAN interview.

See Page 6

Gaylord Sells Cable

■ Gaylord Entertainment Company plans to sell its cable TV systems to CCT Holdings Corp. for \$370 million.

See Page 6

RADIO BUSINESS

State Laws May Hinder Auto Lease Ads

Radio stations should consider state laws when booking auto lease ads. However, broadcasters shouldn't be afraid to air the ads, according to Washington attorney **Michael Bader**.

Bader was one of several participants in a recent **Interep Radio Store**-sponsored seminar, which focused on the new federal law that eliminated much of the legalese previously associated with such commercials. He said a survey of laws in California, New York, Texas, Michigan, and Massachusetts did not turn up any legal obstacles. "You can use 'radiocese,' as it were, to accomplish everything in the law," Bader noted, giving as an example: "\$2000 non-refundable downpayment required; 36-month lease; total payments \$14,564."

At this early stage, there is no definitive list of states with laws that prohibit such advertising, although an **RAB** spokeswoman said she's heard of problems in Florida and New Jersey. In New Jersey, broadcasters are waiting for a change in state regulations that will ease restrictions on referring lis-

teners to 800 numbers and auto dealer newspaper ads.

Taken By Surprise

New Jersey Broadcasters Association President **Phil Roberts** said "it took everyone by surprise" that the federal law signed by Pres-



The federal law did not pre-empt state laws
-Michael Bader

ident **Clinton** did not override state laws. "We would have taken state action before if we'd known that," he said.

"The federal law did not pre-empt state laws," Bader said. "In the haste to declare victory, peo-

ple didn't mention" that state laws cannot be overlooked.

The **NAB** said it also has heard of problems — ranging from "glitches" to major obstacles in the laws — in at least five states: California, Texas, Massachusetts, New Jersey, and Iowa.

Louisiana Law

National Automobile Dealers Association attorney **Peter Kitzmiller** said he is aware of problems with Louisiana law, which prohibits advertisers from referring listeners to an 800 number. "You can't use [the federal law] there. You have to disclose the traditional way."

Kitzmiller said the issue will remain fuzzy because it is not something a state attorney general would determine "out of the clear blue sky." Rather, he said, a likely scenario would be for a radio station to air an ad and wait for someone to complain before the state would make a determination.

Interep Radio plans more car lease advertising seminars next month in Los Angeles and New York.

Clinton To China: Stop Black-Market CDs

The **Clinton** administration issued a stern warning (12/30) to China: Crack down on black-market CD production or the United States will ban \$2.8 billion in Chinese imports.

The administration's chief trade negotiator, U.S. Trade Representative **Mickey Kantor**, promised retaliatory action by February 4 against specific Chinese products. In response, China threatened to ban imports of American recordings and other products.

RIAA Chairman/CEO **Jay Berman** praised the U.S. decision. "Negotiations with China in regard to CD piracy and market access have been going on for years," he said. "The results to date have not been satisfactory — the pirates are still operating in China and we are not — and so the time to act is now."

In a report filed with the U.S. Trade Representative's office in February, the **RIAA** pushed for the Clinton administration to take action against China because the recording industry



The pirates are still operating in China and we are not — and so the time to act is now.
- Jay Berman



lost \$345 million in 1993 to the Chinese black market.

China has at least 26 plants capable of manufacturing some 70 million CDs per year, according to the **RIAA**. The local market represented less than five million legitimate CDs in 1993, the organization said.

The greatest names in sports, now appearing day and night.

Movers, shakers, record breakers and opinion makers. Our listeners get to hear 'em all on the One-On-One Sports Radio Network.

It's non-stop, 'round the clock entertainment on the fastest-growing, 24 hour sports talk network in the country.

For a demo tape or more information, call Chuck Duncan at (708) 509-1661.

One-On-One Sports

If you haven't signed on,

You ain't heard nothin' yet.



WE'RE UNLEASHING THE POWER OF INFINITY.

Announcing Infinity Radio Sales,
The Exclusive National Representatives
of Infinity Radio Stations.

There's a powerful new sales strategy at work in radio:
The Infinity Radio Sales Teams, managed by
The Interep Radio Store.

It's here now. In nine markets across the country.
To find out more call us at 212-309-9300.

 **Infinity Radio Sales**

A Company of

THE INTEREP  RADIO STORE

Selling Today...Innovating for Tomorrow

Atlanta • Boston • Chicago • Dallas • Detroit • Los Angeles • New York • Philadelphia • San Francisco



**Salutes the Radio Industry
for 75 years of service
to America!**

JANUARY IS NATIONAL RADIO MONTH

G E T I N V O L V E D

STATIONS THAT HAVEN'T RECEIVED THEIR **FREE** JINGLES
AND CD CAMPAIGN KIT CAN CALL **NAB RADIO** AT 202/775-3510

RADIO
THE SOUND OF YOUR LIFE

PRODUCT SHOWCASE



INFLADABLE IMAGES... Attract attention to your station events with a customized giant inflatable. Perfect for your next **BIG** promotion! Blow-up your mascot or create your own shape and event. Contact: **Lenny Freed**, 2773 Nationwide Parkway, Brunswick, OH 44212. Fax: (216) 273-3212. **INFLADABLE IMAGE INDUSTRIES** ...Phone: (216) 273-3200, EXT. 137.

THINK RADIO

U.S. Tape & Label
Saint Louis, Missouri

THE BEST IN "BROADCAST" BUMPER STRIPS & WINDOW LABELS - CALL US
1-800-569-1906

PROMO SPECIAL

T-SHIRT BLOW OUT

3.75
SHORT SLEEVE

5.59
LONG SLEEVE

FRUIT OF THE LOOM "BEST"
Freight not included.

100 pc. min., 1 side,
1 color imprint. SET UP &
SCREEN CHARGE INCL.

LEE ARNOLD PROMOTIONS
(414) 351-9088 • Fax (414) 351-6997

GRAY communications, inc

Broadcast Programming Consultant

Over 10 years' experience in BLACK/URBAN CONTEMPORARY programming. We're prepared to assist you in maximizing your ratings and revenue potential.

1424 E. 53rd Street, Suite 204
Chicago, IL 60615
(312) 752-5108
Tony Gray - President/CEO

AMERICA'S PREMIERE VOICE **KRIS ERIK STEVENS**



Exceptional Voice Imagery
KRIS STEVENS ENTERPRISES
800 231 6100

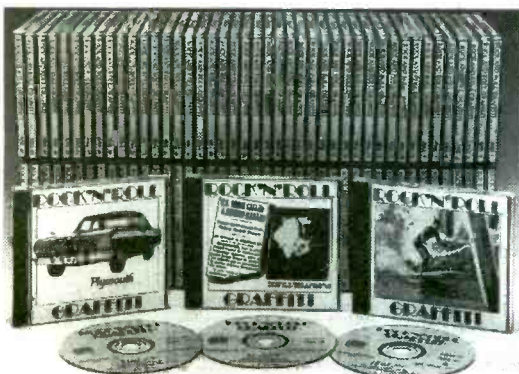


ROLL-A-SIGN Cost-effective plastic banners for your station. We print any picture, logo, or design in up to four colors. Perfect for concerts, public appearances, expos and giveaways. Packaged on a roll and easy to use.



Call Toll Free:
U.S. 1-800-231-2417
Canada 1-800-847-5616
(713) 947-2053 FAX

AC • OLDIES • HOT AC COUNTRY • SEVENTIES GOLD



Call now! 1-800-HALLAND...and receive a **FREE** database with each library you order!



1289 E. Alosta Ave.
Glendora, CA 91740
818-963-6300
FAX 818-963-2070

BANNERS ON A ROLL! Cut Your Banner Costs!

Send us your logo, design or graphics and we'll do the rest.
Call for details and pricing:

LEHRER & ALLEN

Exclusive Distributors
1-800-786-7411

STAY WARM LOOK COOL

THIS WINTER IN OUR CUSTOM EMBROIDERED SPORTSWEAR



RESULTS MARKETING

Creative Promotions...Lasting Impressions
800-786-8011

James VP/GM Of Clear Channel New Orleans Stations

Earnest James has returned to radio as VP/GM of Clear Channel New Orleans, where he'll oversee the company's four-station duopoly: market-leading Urban WQUE-FM, UAC WYLD-FM, Religious WYLD-AM, and Sports WQUE-AM. James succeeds Jim Snowden, who had been running the stations on an interim basis.

"I'm really happy to be here, and I'm going to do the best job I can," said James. "Clear Channel's a great company, and it's a great opportunity for me."

James had most recently been working for the Small Business Administration's Disaster Agency in Sacramento, CA. His radio resume dates back to 1967 and includes such stations as KIOO/Oklahoma City, KYAC/Seattle, KPRS/Kansas City, Cleveland outlets WABQ and WJMO, WDAO/Dayton, and Chicago's WMBX, WVON, and WGCI. He also managed all of Viacom's Urban-formatted stations and has been involved in station ownership, having once bought WCIN/Cincinnati.

EZ Comes, WRNO Goes '70s Gold

Wright OM, Giovingo takes on PD duties

EZ Communications, having bought WRNO-FM/New Orleans from Associated Broadcasting for \$7.5 million, has flipped the station from Rock to pop/rock-based '70s Gold under an immediate LMA with EZ CHR WEZB-FM. WEZB OM Scott Wright picks up similar responsibilities at WRNO — now known as "The River 99.5" — and WEZB Asst. PD/MD Joey Giovingo has added WRNO PD duties.

Wright told R&R, "EZ President Alan Box had been searching for a station to pair up with WEZB, and we've conducted three separate research studies that clearly indicated the hole for the '70s format we've instituted on WRNO."

"The plans are to combine the two stations into EZ's new facilities, which were designed for two AMs and two FMs. For now WRNO will run jockless," commented Wright. "We plan to build a morning show and hire personalities to handle the other dayparts. But for the present time, this radio station is all about the music."

As a result of the format change on WRNO, Howard Stern's syndicated show moves to WEZB, displacing John Walton and Rick Rumble.

Arbitron Shuffles Departments, Execs

Peacock upped to VP, Feldhaus now Director

Having faced several challenges to its credibility in 1994, Arbitron has eliminated its Radio Product & Analysis Group. Several of that group's functions have been consolidated into the new Information Processing group, headed by Director Brad Feldhaus (formerly Manager/Radio Product). He reports to VP/Operations & Research David Lapovsky, as does Jim Peacock, who moves from Director/Research to VP/Research.

"In the last few months, we've realized that establishing clearer lines of responsibility and accountability are essential for maintaining the highest-level quality in our products and services," said Arbitron President Steve Morris. "The critical resources for implementing every step we take to produce the radio market reports now reside within one organization: Information Processing."

Feldhaus's group encompasses diary editing, station information, diary processing, and report production. Peacock's duties now expand to include all Electronic Media Rating Council contacts and activities, market definition, technical documentation pertaining to estimates, and customer issue and sample analyses. Other RPAG functions now report as individual departments to VP/Sales & Marketing, Radio Station Services Jay Guyther.

Logan Lands In Valley Of Sun

Ex-WLUP/Chicago PD Dave Logan has resurfaced as Director/Programming for Sundance Broadcasting's four Phoenix properties: Progressive KZON-FM, NAC KYOT-FM, Nostalgia KOY-AM, and Urban KISO-AM. Logan replaces Director/Programming Jim Trapp, who leaves the duopoly today (1/6).

President Michael Jorgenson commented, "Jim and Dave are friends and have great mutual respect for each other. As a result, I believe you'll see one of the all-time



Logan

smooth and effective transitions. We welcome Dave to the Sundance team and look forward to a really exciting future of growth and innovation together."

Logan said, "I'm elated to be joining all the great folks at Sundance. They've done a great job with the stations, and I hope to build upon their foundation to help the group achieve new success."

In addition to WLUP, Logan's previous programming experience includes stops at WNEW/New York and KFOG/San Francisco.

Ferro Fills OM/PD Post At Heftel Los Angeles Spanish Combo

WXDJ/Miami PD Pio Ferro has joined Heftel's Spanish-language Talk/AC combo KTNQ-AM & KLVE-FM/Los Angeles as OM/PD. Ferro, who celebrated his 22nd birthday earlier this week, also handles an afternoon shift for KLVE. Ferro succeeds Adrian Lopez, who has taken on responsibilities with Heftel's CRC Spanish-language network.

KTNQ & KLVE VP/Programming Bill Tanner told R&R, "Pio did a brilliant job when he was PD at WXDJ. His name came to the attention of [KTNQ & KLVE President/GM] Richard Heftel, and they saw eye-to-eye on what's happening with Spanish radio. It's moving into using music research and computers to schedule music, and it was this decision to move the stations forward that prompted Pio's hiring."

Ferro began his radio career about seven years ago as the overnighter at then-NAC WXDJ, and he was named PD after the station flipped to Spanish.

Quin Launches New TV Spot Firm

Blore joins IQ group in exclusive deal

Former Film House Exec. VP Tony Quin has formed IQ television group, a marketing and production company that will create TV campaigns for radio stations. The Atlanta-based firm has a joint venture with the Los Angeles-based Chuck Blore Company, which will now work exclusively through IQ.

"It was about time radio had another player in the TV production arena," stated Quin, who pledged to

"reinvent" radio marketing on TV. "If you want new ideas, fresh thinking, and reasonable prices, IQ is the place to be."

In addition to a 23-person staff with a six-member creative team, IQ has sound stages, digital post-production, computer animation, and art and sound studios.

"What set the TV production companies of the past apart was their IQ/See Page 20

EXECUTIVE ACTION

Rakovan Joins RAB In Sr. VP/Stations Post

Dick Rakovan has joined RAB in the newly created position of Sr. VP/Stations, Eastern Region. His responsibilities include recruiting and servicing stations and groups within the region.

"Dick has so much to contribute," said RAB President Gary Fries. "He's a true radio professional with not only a knowledge but a real love of the industry. He's a first-rate addition to the RAB executive team, and we're thrilled to have him on board."

Rakovan was most recently GM for WWRC-AM & WGAY-FM/Washington. In his 30+ year broadcasting career, Rakovan has also worked at WFYR-FM/Chicago, WPRO-AM & FM/Providence, and WPAT-AM & FM/New York. He has previously served on the boards of both the RAB and NAB.



Rakovan

Savage, Jones, O'Brien Rise With Precision

Precision Media has elevated two WKSS/Hartford staffers to VP and rehired WBOS/Boston PD Jack O'Brien as OM/PD of its Portsmouth-Dover, NH stations.

In Hartford, 10-year WKSS OM/afternoon personality Jeremy Savage has been promoted to VP/Operations and PD Jay Beau Jones upped to VP/Programming. Precision Media CEO Tim Montgomery commented, "Jeremy has been a true renaissance man, adept at marketing, engineering, announcing, production, and management. Jay has done an outstanding job programming Kiss 95.7 in a very competitive environment."

O'Brien, who was OM/PD at Precision's WYMF-AM & WERZ-FM/Portsmouth-Dover from 1982-86, will oversee that combo and duopoly acquisitions WZNN-AM & WWEM-FM. Precision VP Al Perry said, "We're very happy that he has agreed to return. I know he's ready to take our New Hampshire duopoly to the next level of performance."

Prior to joining WKSS, Savage was an air personality at WAAF/Worcester, KPIG/Honolulu, and WCOZ/Boston. Jones worked as MD for WHTT/Boston and WEGX/Philadelphia and on-air at WORC/Worcester, WPJB/Providence, and WHTZ (Z100)/New York. O'Brien has also programmed WPRO/Providence and was GM/PD at WZPK-FM/North Conway, NH.



Jones

King Now Atlantic/Nashville Dir./Nat'l Promo

Atlantic/Nashville Southeast Promotion Manager Larry King has been elevated to Director/National Promotion. He relocated from Atlanta to Nashville for his new post, which he assumed Tuesday (1/3).

Exec. VP/GM Bryan Switzer commented, "Larry's promotion experience and insight will be invaluable to the label. His leadership abilities will be a great asset in coordinating the promotion team."

King began his industry career at Atlanta-based Southland Record Distributing Company in 1969. He worked in Atlantic's Pop division from 1972-79 and from 1982-90, moving to the Country division in July '90. His experience also includes a 1979-80 stint at MCA Records.



King

Ausham Becomes WLVQ/Columbus PD

Former WRIF/Detroit OM Greg Ausham has joined Citicasters Rock outlet WLVQ/Columbus, OH as PD. Ausham replaces Bob Neumann, who left to program Classic Rock WNCX/Cleveland last month (R&R 12/9).

Prior to joining WRIF, Ausham gained programming experience during stints at two Milwaukee Rock outlets: WLZR-FM and WQFM-FM.



Ausham

1995 Industry Events Calendar

JANUARY

- 5 (through March 29) — Winter Arbitron
- 6-9 — '95 Winter Consumer Electronics Show, Convention Center, Las Vegas.
- 16 — Martin Luther King Jr. Day
- 29 — Super Bowl XXIX. Joe Robbie Stadium, Miami.
- 30 — 22nd Annual American Music Awards. Shrine Auditorium, Los Angeles.
- 30-31 — 3rd Annual Midwest Broadcasters Conference. St. Paul Radisson Hotel.
- 30 (through February 3) — MIDEM '95. Palais des Festivals, Cannes.

FEBRUARY

- 2 — Groundhog Day
- 5-6 — Radio Head Group Fly-In. ANA Hotel, Washington.
- 6 — NAB Crystal Radio Awards deadline
- 14 — Valentine's Day, Mardi Gras
- 15-17 — Broadcast Cable Credit Association Seminar. Scottsdale Hilton, Arizona.
- 15-18 — Gavin Seminar. Hyatt Regency, New Orleans.
- 16-19 — RAB '95 Mktg. Leadership Conference & Exec. Symposium. Loews Anatole, Dallas.
- 20 — Presidents Day
- 22-25 — 37th Annual NARM Convention. San Diego Marriott & Convention Center.
- 23-26 — 10th Anniversary Southeast Music Conference. Eden Roc Hotel Yacht & Cabana Club, Miami.
- 25-26 — Dan O'Day's PD Grad School. Radisson Hotel & Suites, Dallas.

MARCH

- 1 — Ash Wednesday
- 1 — 1995 Grammy Awards. Shrine Auditorium, Los Angeles.
- 1-4 — Pollack's New Media & Music Conference '95. J.W. Marriott Hotel, Century City, CA.
- 1-4 — 26th Country Radio Seminar. Opryland, Nashville.
- 17 — St. Patrick's Day
- 17-19 — South By Southwest (SXSW) Conference. Austin, TX.
- 23 — 11th Annual NABOB Communications Awards Dinner. Sheraton Washington Hotel.
- 30 (through June 21) — Spring Arbitron

APRIL

- 2 — Daylight Savings Time begins
- 10-13 — 73rd Annual NAB Convention. Convention Center, Las Vegas.
- 15 — Passover
- 16 — Easter Sunday
- 29 (through May 2) — RAB Board Meeting. Four Seasons Clift Hotel, San Francisco.

MAY

- 5 — Cinco de Mayo
- 6 — Kentucky Derby. Churchill Downs, Louisville.
- 10 — 30th Annual Academy of Country Music Awards. Universal Amphitheatre, Los Angeles.
- 11-13 — '95 Summer Consumer Electronics Show. Convention Center, Philadelphia.
- 14 — Mother's Day
- 19-24 — 18th Annual NABOB Spring Broadcast Mgmt. Conf. Frenchman's Reef Resort Hotel, U.S. Virgin Islands.
- 20 — Armed Forces Day
- 21-24 — 35th Annual Broadcast Cable Financial Mgmt. Conference. Mirage Hotel, Las Vegas.
- 29 — Memorial Day

JUNE

- 1-3 — 44th National AWRT Convention. Beverly Hilton, Beverly Hills, CA.
- 5-11 — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville.
- 7-10 — PROMAX & BDA Conference and Exposition. Sheraton and Hilton Hotels, Washington, DC.
- 14 — Fourth Annual RAB Creative Fund Mercury Awards. Waldorf Astoria, New York.
- 14 — Flag Day
- 15 — Father's Day
- 19-25 — Amateur Radio Week
- 22 (through September 13) — Summer Arbitron
- 22-25 — National Association of Radio Talk Show Hosts Convention. Sheraton Astrodome, Houston.
- 23-24 — Bobby Poe's Pop Music Survey Radio/Record Seminar. Sheraton Premiere, Tysons Corner, VA.

JULY

- 4 — Independence Day, National Country Music Day
- 11 — Major League Baseball All-Star Game. The Ballpark At Arlington, Texas.
- 12-14 — McVay Media Radio School. Site TBA.
- 13-16 — Upper Midwest Communications Conclave. Downtown Marriott, Minneapolis.

AUGUST

- 17-19 — TALENTMASTERS Morning Show Boot Camp '95. Swiss Hotel, Atlanta.

SEPTEMBER

- 4 — Labor Day
- 6-9 — NAB Radio Show. New Orleans Convention Center.
- 6-9 — RTNDA 50th International Conference & Exhibition. New Orleans Convention Center.
- 21 (through December 13) — Fall Arbitron
- 25 — Rosh Hashanah

OCTOBER

- 4 — CMA Awards. Grand Ole Opry, Nashville.
- 4 — Yom Kippur
- 9 — Columbus Day
- 14-17 — RAB Board Meeting. Boca Raton Resort & Club, Florida.
- 24 — United Nations Day
- 29 — Daylight Savings Time ends
- 31 — Halloween

NOVEMBER

- 7 — Election Day
- 11 — Veterans Day
- 23 — Thanksgiving Day

DECEMBER

- 1 — World AIDS Day
- 18 — Hanukkah begins
- 25 — Christmas Day

Sports Format's Two-Point Conversion

■ New converts switch on in Cincinnati, Orlando

Over a weekend when many of the nation's eyes were focused on the sports world, two radio stations — **Chancellor Communications' WUBE-AM/Cincinnati** and **Paxson Broadcasting's WGTO/Pine Hills (Orlando)** — turned their attention to the Sports format. WUBE is now "The Score" under new PD/afternoon personality **Chris Schneider**, and WGTO has become **WWZN (The Team)**.

"We saw a great opportunity to offer a 24-hour Sports station ... and the opportunity for it to be a profitable venture," said WUBE-AM & FM & WYGY-FM OM **Tim Closson** of the new format, which debuted last Thursday (12/29). "WUBE-AM & FM have been simulcast for over four years, and we felt that it was time to make the AM a profit center."

"Chris Schneider comes to us with great experience," Closson added. "With his help, we're offering a great national sports picture for the area. Cincinnati's a great sports town, and there are more great things to come."

In Orlando, the Team kicked off Monday (1/2), headed by Paxson/Orlando OM **John Frost**. "It's no secret that it's this company's mission to have one News and one Sports station in markets where we own property," said Frost. "And we're having a blast doing it!"

Vallie Consulting Recruits Donovan

Former **WEDJ-FM/Charlotte** PD **Mike Donovan** has joined **Vallie Consulting** as an associate. He succeeds **Randy Lane**, who resigned to become the new PD at **Viacom Hot AC KYSR/Los Angeles (R&R 12/30)**.

"Mike was a client when he was [PD] at **W B T - F M / Charlotte**, winning in a heavily fragmented AC market. He has always impressed us ... he's smart, intensive, determined to win, conscientious — a winner. We're proud to have him join us and share his talents with our clients," commented President **Dan Vallie**.

Donovan said, "The skills and expertise of **Dan Vallie** and **Jim Richards**, combined with the resources of the **Gallup Organization** make Vallie Consulting the best in the business. I'm absolutely elated to be working with people of this caliber in an organization dedicated to helping solve problems for management and creating a quality radio product that generates ratings and revenue."



Donovan



Congratulations To A Winning Team

WMXV

Mix 105

**NEW YORK'S BIGGEST
MUSIC VARIETY**

AND

**McGAVREN
GUILD
RADIO**

For A Stellar Year, 1994!

FROM

MARK BENCH

Vice President / General Manager

DEBORAH M. BEVILACQUA

General Sales Manager

SHERRI Y. LEWIS
RANDI ALDERMAN
BLANCHE JOESTEN
JAMES C. THOMPSON
TERI LUKE
SCOTT HYBER
ANASTASIA KAVALIS
MICHAEL LOMBARDI
ERIN MALINA
MARILYN PENN-WEINSHANK
LORNA POTTER
GAIL SAMUELS
TRISH CIZEK
SELENA HARRIS
DEBBIE HOROWITZ
BOB DUNPHY
RAINA FISCHER

JAN SAGE
GLORIA MASTRIANNI
RAY DONOGHUE
LIZ WHITE
JEFF SPURGEON
CAROL ARLIA
TIM TYRRELL
NICOLE DORRELL
TARA McNALLY
MARY FRANCO
JIM DOUGLAS
JIM KERR
BILL NEIL
ALAIN ROSS
DAN TAYLOR
DAVE CHARITY
SCOTT ROGERS

BILL JEROME
CAROL LOGRIPPO
JIM STAGNITTO
HENRY BEHRING
JUANITA COVAS
VINCENT CARLINO
KATHIE CAMPANILE
LINDA INGOGLIA
ROXANNE TISDALE
JOHN MOORE
CAROLE MARINO
MARGARET JONES
TRACI WESTBROOK
HOWARD "THE CAB
DRIVER" HENKEN
NICK TSOLKAS
ROBERT BYBEL

10

GOOD REASONS TO VISIT NEW ORLEANS IN FEBRUARY



Gavin Seminar Registration Hotline: (415) 495-3200

Hotel Reservations: (800) 233-1234

Plane Reservations: (800) 747-2144

.....

MANAGEMENT

Dealing With Anger In The Workplace

When you get angry at work, how do you react? Writing in Irvine, CA-based *Entrepreneur* magazine, Scott Sindelar suggests the following four ways for you to take control of your anger:

Focus on your goal. When something blocks what you set out to do, anger rears its ugly head.

Solution: Stop and ask yourself what you — or your team — really wants from the situation. To resolve your anger, concentrate on communicating the goal — not the anger itself.

Seek solutions. When things go wrong, the first thing we do is get angry. The second thing is blame someone.

Solution: Sit down and figure out what went wrong — not who is wrong.

Beware of rules. Each of us comes with a set of rules, expectations, and demands about how the world should be. When others break these rules, we get angry.

Solution: See if your rules apply to the real world. Ask other people if they agree with your rule. Then ask those who disagree to explain their reasoning so you'll have a better understanding of the opposite view.

Keep your perspective: Problems are inevitable, so you can't keep flying off the handle over every little setback.

Solution: Ask yourself whether the situation is a life or death matter. Once you realize it's merely bothersome, so you'll cool down.

LEAD BY EXAMPLE

Walk It Like You Talk It

The best way to earn the respect of your employees is to manage by example. NYC-based Psychological Associates Chairman Mortimer Feinberg suggests that if you expect others to follow policies, you must be seen as walking it like you talk it.

Clear communication is the key to managing by example. Let your staff know that you, too, are a part of the team. You can demonstrate this in two simple ways:

- By setting and meeting deadlines for yourself — not just for others.
- By showing how you can stay within a preset budget.



"Sure it's a partnership, Elwood, but it's a limited partnership, and you're the one who's limited."

No Buts About It

Next time your station gets an irate caller or a complaint from an advertiser, avoid using the word "but" at all costs, advises Training for Success President Mark Anthony, writing in Norwalk, CT-based *Telemarketing* magazine.

When customers hear "We understand your problem, but ...", they take it as an indication of resistance — regardless of the speaker's intention. Eliminate this potential for ill will by training all service personnel to speak using direct statements — even when explaining problems.

Managers Must Learn Faster

Managers must learn faster than the people they manage, says Richard Flint, writing in the Fredericksburg, VA-based *Personal Selling Power* newsletter.

Good managers make a continued commitment to the growth, development, and direction of the people they manage. When a manager stops growing, so does the company.

The best managers are people-builders, who give their staffers complete support, and team-builders, who don't let individual stars outshine the teamwork.

COMMUNICATION BREAKDOWN

Timing Is Everything

When it comes to communicating, just being direct isn't enough to convey the importance of a request or an assignment. For more effective communication, business psychologist/author Dru Scott suggests you keep these three key factors in mind:

You're communicating the information to the *right person*.

You're delivering the message *skillfully*.

You're giving this information at the *right time*.

What Can You Say?

Simply blurting out whatever you feel is hardly likely to produce the results you want. Better to define the problem and its specific remedy. Then practice saying out loud what you wish to communicate beforehand.

DATELINE

1995:

• **January 29** — Super Bowl XXIX. Joe Robbie Stadium, Miami.

• **January 30** — 22nd Annual American Music Awards. Shrine Auditorium, Los Angeles.

• **February 15-17** — Broadcast Cable Credit Association Seminar. Scottsdale Hilton, Arizona.

• **February 16-19** — RAB '95 Mktg. Leadership Conference & Exec. Symposium. Loews Anatole, Dallas.

• **February 22-25** — 37th Annual NARM Convention. San Diego Marriott & Convention Center.

• **February 25-26** — Dan O'Day's PD Grad School. Radisson Hotel & Suites, Dallas.

• **March 1-4** — 26th Country Radio Seminar. Opryland, Nashville.

• **March 23** — 11th Annual NABOB Communications Awards Dinner. Sheraton Washington Hotel.

• **April 10-13** — 73rd Annual NAB Convention. Convention Center, Las Vegas.

• **May 19-24** — 18th Annual NABOB Spring Broadcast Mgmt. Conf. Frenchman's Reef Resort Hotel, U.S. Virgin Islands.

• **June 5-11** — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville.

• **June 22-25** — National Association of Radio Talk Show Hosts Convention. Sheraton Astrodome, Houston.



THERE IS A NEW SOUND IN AMERICAN RADIO.

Now America has a place to turn for the best, most complete sports news coverage.

- Scores
- Key match-ups and analysis
- Updates
- Interviews with sports celebrities and newsmakers

PRIME SPORTS RADIO
THE SOUND OF SPORTS

ALL SPORTS. ALL DAY. ALL AROUND THE NATION.

214 / 401-0972 for affiliate sales



“In the great tradition of Jon Secada ballads...‘Mental Picture’ speaks to women from the heart.”
Casey Keating - PD - Y100/Miami

“Jon Secada is a core artist...Mental Picture sounds great on the air...play it!”
Ken Benson - PD - KXPZ/Portland

“Immediate phones...across the board demos...Jon is becoming a massive teen artist.” Jeff McCartney - PD - WAPE/Jacksonville

“This is the Secada I’ve been waiting for.”
Brian Bridgman - PD - G105/Raleigh

Listen, and you will see.
JON SECADA.
His mind is his canvas.
This is his latest work of art.
“MENTAL PICTURE”

CHR #21
AC #13
U.S. TOUR BEGINS
IN FEBRUARY!

The new single and video from the album,
“HEART, SOUL & A VOICE”
Produced by JON SECADA & EMILIO ESTEFAN, Jr.
Management: Emilio Estefan Jr. for Estefan Enterprises

EMI Records
SERVING THE MUSIC

© 1994 S&W Records, a division of EMI Records



STREET TALK®

Cassandra Mills Exits Giant Presidency

Giant Records President **Cassandra Mills** has exited the label. A spokesman said there are no plans to replace her, and no further staff changes are expected. The Urban staffers now will report to GM **Steve Backer**.

Now that **IDB's** merger with long-distance phone line supplier **LDSS** is a done deal, **ST** hears **Paul Donahue's California Digital/Vertex** has a letter of intent to buy all of **IDB's** audio satellite capacity.

ABC Radio had been negotiating for the capacity — which is used by **Westwood One** and several sports teams, among others — but those talks broke down last week. A former **Gannett** tech honcho, **Donahue** was most recently involved with **USA Radio**, the DAB effort led by **Gannett, CBS,** and **Group W.**



Paul Donahue

In the wake of **Rock WRNO/N.O.'s** flip to '70s-based **Gold** and the "River" monicker (See Page 9), crosstown **Classic Rock WCKW** has dropped the **Classic** and is now rockin' with currents.

KLSX/L.A. welcomes longtime market legend **Bob Coburn**, who'll start doing 3-8pm, beginning Monday (1/9). **Steve Downes** exits. **Shana** and **Joe Benson** will do weekends.

Miami Spice

Paxson Rock AC WZTA/Miami and Progressive **WAIA/Jacksonville** dropped syndicated morning dudes **Ron & Ron**. While 'AIA PD **Jim Randall** takes over for the duo in Jacksonville, Miami Rock rival **WSHE's Paul Castronovo & Ron Brewer** segue to **WZTA** and rename their show, "Zeta's Rock & Roll Reveille."

By the time you finish reading this sentence, **WZTA** will have completed its evolution to what PD **Neal Mirsky** calls a "mainstream Rock station."

Meanwhile, 'SHE promotes MD/evening star **John Rozz** to APD/midday maven and 'SHE midday manster **Mitch Lewis** moves to mornings in the wake of **Castronovo &**

Rumors

- Now that former **WEDJ/Charlotte** PD **Mike Donovan** has joined DC-based **Vallie Consulting**, what's up with the PD opening at **G-105/Raleigh** and the OM opening at **FM 100/Memphis**?

- Never mind the bollocks about **Interscope's Sean Lynch** moving to SF. He's stayin' in L.A.

- Will **WIOQ/Philly** afternoon driver **Billy Burke** cop the same slot at **FM 102/Sacramento**? Is former **FM 102 MD Chuck Field** ready to land a label gig? And will PD **Rick Thomas** handle PD and MD duties in the wake of **Field's** exit?

Heavy Petting Zoo

Blame spring fever. Or one great after-show. No fewer than **five Zoo** execs and artists became parents last month, in the following order:

- Sr. VP/Mktg. **Brad Hunt** and **Sherry Eiden**, **Lowell Taylor**, 12/12.
- VP/Int'l **Stephen Prendergast** and **Tamara Prendergast**, **Philip William**, 12/16.
- **Great White** guitarist **Mark Kendall** and **Sharon Kendall**, **Shane William**, 12/20.
- VP/AOR **Ray Gmeiner** and **Dominica Gmeiner**, **Genna Jean Ann**, 12/22.
- **Green Jelly** singer and **Ooz Jelly Prod's** Prez **Bill Manspeaker** and **Green Jelly** member **Kim O'Donnell**, **Damien Hellion**, 12/31.
- Still to come ... Mgr./Nat'l Secondaries **Teddi Gilder**man's offspring, due 2/21.

Brewer's exit. **Art Garza** remains in afternoons, and **Diane Ray** segues from overnights to night rocker duties.

Incidentally, **Ron & Ron** issued a press release, saying they were "devastated after being dropped in Miami and Jacksonville after the AIDS announcement." The pair had recently announced that **Ron Diaz's** wife, **Debbie**, is suffering from the virus. **WZTA** retorts that **Ron & Ron** were dropped because of declining ratings. **WAIA** VP/GM **Linda Byrd**, in turn, said her station dropped the duo because of the outlet's new Progressive direction.

Benchmark Communications has flipped **WFNQ/Greenville-Spartanburg** from Alternative to 18-34-targeted Country. The move came six weeks after **KKBQ-AM & FM/Houston** APD/MD **Jeff Garrison** was named OM/MD of **WFNQ** (formerly **WBBO-FM**) and Sports Talk/Country combo **WESC-AM & FM**.

Meanwhile back at **KKBQ**, morning producer **John Trapane** adds APD duties, and **Stacy Long** joins as Music Coordinator.

Brian Chase and **Monica Lowe** will take over mornings at **KRAK-FM/Sacramento**, beginning Monday (1/9). Chase was formerly PD/morning man for crosstown **Gold KHYL-FM**; Lowe held down evenings at **KOPT-FM/Sacramento**.

Meanwhile, **KRAK** MD/midday dude **Tom Adams** adds APD duties and **Jennifer Wood** — MD/midday maven at sister station **KNCI-FM** — does the same at **KNCI**.

CBS Radio has firmed up its plans for a simulcast of **Tom Snyder's** new late-night talk show. "The Late Late Radio Show With **Tom Snyder & Elliot Forrest**" will air from 11pm-2am ET, built around **Snyder's** 12:37-1:37am TV slot, starting January 9. **Snyder** will participate in non-simulcast hours, teamed with ex-**WQXR-FM/NY** air personality **Forrest**.

SHERYL CROW

Strong Enough



from the double platinum album

TUESDAY NIGHT MUSIC CLUB

Produced by Bill Bottrell

Management: Scooter Weintraub

COULDN'T WAIT!

WXKS	acd	6 plays	KRBE	18 plays	WLUM	23 plays
KISF	acd	48 plays	WAHC	add	KRQQ	add 20 plays
WSNX	acd	15 plays	WGRD	add 20 plays	WWST	add
WAOA	acd	41 plays	WVIC	15 plays	KIOC	add 21 plays
WPST		26 plays	KSMB	add	KWNZ	add 15 plays
WZOK	add		WSPK	add	KLYV	add 30 plays
KCLD		23 plays	KOKZ	add 25 plays	WBIZ	add



©1994 A&M Records, Inc. All rights reserved.

UNCENSORED! UNCUT! SOMETIMES UNKIND.

The Local Multi-Media Report



It tells you exactly
where the advertising
dollars are being
spent in your market.

What are the most lucrative categories?

What's being spent in television and newspapers versus radio? Is radio getting its fair share? You won't like all the answers...but it's the right place to start building stronger sales.

The Local Multi-Media Report from CMR not only gives you the answers, it will help you develop new sales strategies, identify hot product categories, target specific accounts and dramatically improve sales revenues.

Call Dick McCauley at 212-789-1272.



COMPETITIVE MEDIA REPORTING

Continued from Page 16

Tulsa Time

New UC outlet **KJMM/Tulsa** hit the airwaves Tuesday (1/3). The 25,000-watt FM will be using the handle "Fresh Jamz 105." **KVSP/OKC PD Darnell Swift** will do the **KJMN PD/MD** duties, too. Along with **Tom Joyner's** syndicated morning show, the lineup is **Nikki Paige** (middays), **Danny Drake** (afternoons), **K.K. Holladay** (nights), and **Marc Anthony** (overnights).

In other Tulsa news, **Central Broadcast Company's KTFX-FM** has been sold to **NewCity Communications** for an undisclosed price.

Look for more deals like the one Full-Service/News/Talk **WIBC/Indy** just cut with local **ABC-TV** affiliate **WRTV**. The TV outlet will begin simulcasting **WIBC** morning guru **Jeff Pigeon's** show from 6-7am.

Marine Lt. Col. **Oliver North** took over microphone duties Thursday (12/29) at **WMAL-AM/Washington**, subbing for morning man **Bob Levey**. North, who recently lost a Senate race in Virginia, is reportedly mulling a regular gig on radio.

Condolences to the family and friends of veteran Detroit radio newsman **Byron MacGregor**, 46, who died of complications from pneumonia on Tuesday (1/3). Along with stints at **WWJ**, **WLLZ**, **WCSX**, and **WKBD-TV**, MacGregor was **CKLW's** News Director back

Rumbles

• **KIXY/San Angelo, TX** OMPD **Mike Steele** becomes OM/PD at **KZFM/Corpus Christi, TX**, replacing **Chris Bailey**. Steele will continue to consult KIXY and assist in its search for a new PD.

• **KIPR/Little Rock PD Joe Booker** will become the new PD at **WWDM/Columbia, SC**. He replaces **Andre Carson**, who is now the PD at **WPEG/Charlotte**. Meanwhile, **WWDM** morning man **Curtis Wilson** adds APD/MD duties.

In other Little Rock news, **KDDK** overnighter **Matt Allbritton** heads to the PD/MD slot at **KFXI/Marion-Lawton, OK**. And... **WCOS/Columbia, SC** PD **Greg Mozingo** cops the **KSSN/Little Rock** PD nod.

• Classic Rock **KCFX/KC** has evolved to '70s-based rock under the moniker, "The Greatest Rock 'N' Roll Of The '70s."

• **KMEL/SF** midday maven **Michael Erickson** is upped to APD. Swingman **Efren Sifuentes** takes the midday gig.

• **KBOS/Fresno MD Mark Adams** has been appointed acting PD by **CenCal Broadcasting** President **Steve Miller**. Former **KYLD/SF MD Mike Marino** is still in the running, but Miller told ST the job remains w-i-d-e open.

• **WMGI/Terre Haute** flipped to CHR at noon on Christmas Eve under new PD **Beau Richards**.

• **KTYD/Santa Barbara** ups **Jeff Hanley** from APD to PD. Meanwhile, **Paul Cavanagh** drops the interim from his title as OM for **KTYD** and **KQSB**, its cross-town AM Talk sister. Cavanagh will continue to oversee the FM Rock outlet's music.

• Ch-ch-changes at **Channel Z**: **Rob Nicholson** has been promoted from PD at **WCHZ/Augusta, GA** to VP/Programming of all three Channel Z outlets (**WCHZ**, **KTOZ/Springfield, MO** and **KCWX/Columbia Falls, MT**), based in Springfield. Meanwhile, **KTOZ OM Wreckless Eric Scott** returns to **WCHZ** as OM/PD/afternoons. Also at **KTOZ**, **Scott Smith** relinquishes mornings to become Mktg./Promotions Dir., and **Lola & Rick Hight** join for wakeup duties.

RADIO & RECORDS



1

- **Bill Mayne** upped to **WB-Reprise/Nashville** Sr. VP/Promo.
- **Mark Driscoll** named **WAQQ/Charlotte** VP/Ops.
- **Sean Phillips** becomes **KHKS/Dallas** PD.

5

- **Ed Salamon** elevated to **Unistar** President/Programming.
- **Mike Bone** named **Island Records** President.

10

- **Bill Smith** advances to **WHK & WMMS/Cleveland** VP/GM.
- **Tom Durney** appointed **WASH/Washington** VP/GM.
- New **WLS/Chicago** PDs: **Tim Kelly** (AM) and **Dallas Cole** (FM).
- PD/morning man **Bill Tanner** returns to Miami to begin **Dance Rock WHQT**.
- **Phil Hall** becomes **WTIC (AM)/Hartford** PD.

15

- **J. Ray Padden** promoted to **KIIS-FM/L.A.** VP/GSM.
- **Trip Reeb** named **WCMF/Rochester** PD.

20

- **John Driscoll** takes nights at **WCFL/Chicago**.

in its heyday and scored a hit spoken-word record with "The Americans."

Our deepest sympathies to consultant **Rusty Walker**, whose nine-year-old son **Jay Darwin** died Tuesday (1/3) from injuries sustained in a hunting accident Monday.

Also sad to report that **WOW-FM/Omaha** PD **Scott Parker** passed away last Friday (12/30) after a short bout with spinal meningitis. Parker, 35, had been with the station for seven years. MD **Ken Brooks** is acting PD and afternoon driver **Tom Scott** is acting MD until a replacement is named.

Moo-La-La

A love like no udder has forced **CKRY-FM (Country 105)/Calgary** to beef up security for its Cash Cow mascot. The station recently obtained a restraining order against a 37-year-old woman charged with sexually and physically assaulting the bountiful bovine at last summer's Calgary Stampede.

The woman allegedly groped a female station employee and choked a male staffer while each was wearing the Cash Cow costume. The attacks reportedly stemmed from a longstanding crush on a CKRY air talent.

Accordingly, the station has adopted a policy that an escort must accompany the Cash Cow at all public appearances.

Records

• **Kathy Acquaviva**, formerly a publicist with **Atlantic** and **Hollywood Records**, joins **RCA** as Dir./Publicity.

• After local stints for **EMI** in Denver, SF, and — most recently — L.A., **Joe Reichling** accepts **Atlantic's** offer to handle local SF duties.

NATIONAL RADIO FORMATS



ABC/SMN Robert Hall • (214) 991-9200 Star Station - Peter Stewart

ALTERNATIVE PROGRAMMING Steve Knoll • (800) 231-2818 Lite AC

BROADCAST PROGRAMMING Becky Brenner • (800) 426-9082 Digital AC - J.J. Cook

JONES SATELLITE NETWORKS (800) 766-3251 Adult Choice - J.J. McKay

MAJOR NETWORKS Brian Kelly • (312) 755-1300 The Force - Kevin Gluszcak

WESTWOOD ONE NETWORKS Leslie Magdaleno • (805) 294-9000 Format 41 - Andy Fuller

RADIO AAHS Children's Satellite Network Stix Franklin • (612) 926-1280

- LW TW 1 AARON WATERS/Mighty Morphin Power Rangers Theme

(Note: This week's chart is frozen.) ©Children's Broadcasting Corporation



57 million households Patti Galluzzi, VP/Music Programming

ADDS

NIRVANA/The Man Who Sold... (DGC/Geffen) BUSH/Everything Zen (Trauma/Interscope/AG)

EXCLUSIVES

GREEN DAY/When... (Concept V.) (Reprise) 8

HEAVY

BOYZ II MEN/On Bended Knee (Motown) 13 INI KAMOZE/Here Comes The Hotstepper (Columbia) 13

BUZZ BIN

HOLE/Doll Parts (DGC/Geffen) 15 VERUCA SALT/Seether (DGC/Geffen) 12

STRESS

BLACKSTREET/Before I Let You Go (Interscope/AG) 8 BRANDY/I Wanna Be Down (Atlantic/AG) 13

ACTIVE

MARY J. BLIGE/Be Happy (Uptown/MCA) 7 BONE THUGS.../Thuggish... (Ruthless/Relativity) 3

ON

DAVE MATTHEWS BAND/What Would You... (RCA) 5 PETE DROGE/If You Don't Love... (American) 8

Information current as of January 9.



48.8 million households Lee Chesnut, VP/Music Programming

XL

BON JOVI/Always (Mercury) 14 DES'REE/You Gotta Be (Epic) 27

LARGE

BOYZ II MEN/On Bended Knee (Motown) 8 HARRY CONNICK JR./I Could Only... (Columbia) 2

MEDIUM

ANDRU DONALDS/Mishale (Metro Blue/Capitol) 3 GLORIA ESTEFAN/Everlasting Love (Epic) 2

CUSTOM

ANITA BAKER, Apologize (Elektra) 2 BLACKSTREET/Before I Let You Go (Interscope/AG) 8

Information current as of January 9.



36 million households Lydia Cole, VP/Music Programming

VIDEO SOUL TOP 10

LW TW 1 TLC/Creep (LaFace/Arista) 2 BLACKSTREET/Before I Let... (Interscope/AG)

RAP CITY TOP 10

LW TW 1 REDMAN/Rockafella (Def Jam/RAL) 2 METHOD MAN/Bring The Pain (Def Jam/RAL)

(Note: This week's chart is frozen.)



21 million households Les Garland, Exec. VP/Programming

LW TW

1 MEL-Low/Money, Houses &... (Def Jam/RAL) 2 TLC/Creep (LaFace/Arista)

(Note: This week's chart is frozen.)



THE NASHVILLE NETWORK 59.7 million households Traci Todd, Manager/Video Programming

HEAVY

GARTH BROOKS/Ain't Goin' Down... (Liberty) HOT/ADD GARTH BROOKS/The Red Strokes (Liberty) 9

ADDS

DAVID BALL/Look What Followed Me Home (WB) GARTH BROOKS/Ain't Goin' Down... (Liberty)

Information current as of January 2.



24.4 million households Tracy Rogers, Director/Programming Hal Willis, General Manager

TOP 10

LW TW 1 JOE DIFFIE/Pickup Man (Epic) 2 TIM MCGRAW/Not A Moment Too Soon (Curb)

HEAVY

JOHN BERRY/You And Only You (Liberty) 15 GARTH BROOKS/The Red Strokes (Liberty) 10

HOT SHOTS

DAVID BALL/Look What Followed Me Home (WB) 3 BOGGUSS/ATKINS/One More For... (Liberty) 4

ADDS

PATRICIA CONROY/Somebody's... (1-800-COUNTRY) DIAMONO RIO/Bubba Hyde (Arista)

Heavy rotation songs receive five plays per day. Hot Shots receive four plays per day.

Information current as of January 4.

AUSTRALIA

LW TW

- 1 1 SILVERCHAIR/Tomorrow 2 2 TINA ARENA/Chains 3 3 KYLIE MINOGUE/Put Yourself In My Place

Top 10 Australian records from playlists of 3 Triple M-FM/Melbourne, FOX-FM/Melbourne, MMM/Perth

CANADA

LW TW

- 1 1 JANN ARDEN/Insensitive 2 2 JULIE MASSE/One More Moment 3 3 BARENAKED LADIES/Alternative Girlfriend

(Note: This week's chart is frozen.)

Top 10 Canadian CHR hits courtesy The Record (416) 221-3366.



Table with columns: Pos., Artist, Avg. Gross. Includes Rolling Stones, Eric Clapton, Aerosmith, etc.

New Tours

Among this week's new tours:

- ALABAMA JOHN BERRY BIG HEAD TODD & THE MONSTERS DIAMOND RIO

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue.

Music Sales

Continued from Page 1

such as listening posts and coffee bars. He lamented that some mom-and-pop stores have thrown in the towel and discontinued selling some hit product.

"The owner of one store told me they chose not to sell the Pearl Jam album because there's no way they can compete with the mass merchandisers," Lippman related. "I find it unfortunate that the store chose not to fight — they shouldn't send a customer to one of their competitors."

Lippman said Detroit's **Harmony House** launched a campaign that highlighted the advantages of shopping at a full-service music retailer and portrayed super-discounter clerks as rude and nerdy. The commercial ends with the line, "Music is all we do."

Branching Out

But Lippman said the successful music merchant of the future will have to be much more than just a music merchant. He said the sales of multimedia discs are just beginning to boom, and that retailers "have really got to come to the party" and start marketing CD-ROMs.

"Retailers will have to become 'entertainment emporiums' that offer all kinds of software — music, video, and computer." He cited Sam Goody's store at the Universal Citywalk in Los Angeles, which also sells clothing, magazines, books, and features a snack and espresso bar.

The survey of 200 retailers (representing some 8000 record stores nationwide) found that radio was the most important medium for influencing record sales. Thirty-eight percent of retail executives said radio was the most influential medium, followed by the video music channels (18%), TV (14%), and other influences (30%).

Warming Up The Crowd



Show hosts Tom Jones (l) and Queen Latifah joined Exec. Producer Dick Clark in Beverly Hills to announce the nominations for the 22nd annual "American Music Awards." Lorrie Morgan will also co-host the telecast, set to air January 30 on ABC-TV.

Atlantic Transfer



Atlantic Records celebrated the Manhattan Transfer's return to the label by presenting the group with gold discs for "The Best Of The Manhattan Transfer." Pictured at the gathering were (l-r) Atlantic Sr. VP Arif Mardin; the group's Alan Paul, Cheryl Bentyne, and Tim Hauser; Warner Music-U.S. Chairman/CEO Doug Morris; and Manhattan Transfer's Janis Siegel.

Trading

Continued from Page 1

rising interest rates, increased spreads between bid and ask, and anticipation of a cut in the capital gains tax.

Glenn Serafin of Serafin Bros. agrees that 1995 will continue along the same lines as 1994, but at a slower pace. "Sellers are caught in a dilemma," explains Serafin. "Shall they wait for the lowering of capital gains

tax by Republicans, or should they beat the clock for rising interest rates? To wait is the wrong thing because lenders are not going to allow people to overpay — although spending is brisk."

Stevens and Serafin agree that what Serafin calls "the hard-core recalcitrants," people who didn't buy into the idea of duopoly, will live up the market by trying to buy now or selling out.

Earth, Wind & Surprise!



At a recent Los Angeles concert appearance, members of Earth, Wind & Fire were surprised during their encore by an impromptu appearance by co-founder Maurice White (l), who'd sat out the tour to focus on studio projects. Joining White backstage are (l-r) bandmembers Ralph Johnson, Sheldon Reynolds, Sonny Emory, Philip Bailey, and Verdine White.

Congress

Continued from Page 1

ered they could get their message out using local media rather than the national press corps."

Change Of Heart

This new "open access" is something of a reversal from past policy. Last year, Talk radio was shunned by the congressional press corps and denied entry to press rooms at the Capitol, where many Washington correspondents ply their trade. Talk hosts are still denied access to the press rooms, but they can broadcast from rooms made available by Speaker Gingrich's office or other "friendly" members of Congress.

The galleries are governed by an executive committee of journalists, whose decisions are ultimately reviewed by the House Speaker and the Senate Rules Committee.

"It's not our objective to keep Talk radio off the Hill — we think there's a big difference between what we do and what Talk radio does," said CNN Bureau Chief Bill Headline, immediate past Chairman of the Radio and Television Correspondents Executive Committee.

The galleries can only give credentials to reporters who "gather news," and "we don't think most Talk radio hosts do that," Headline said.

Thayer

Continued from Page 3

dio station, Thayer revived Big Bands in New York as GM of WNEW during the early '80s. He most recently was COO/Exec. VP of Gear Broadcasting, a syndicator and wireless cable operator in New England.

'A Visionary'

Thayer received high praise from former co-workers and associates. WOR/New York VP/GM Bob Bruno, who served on the board of the New York Market Radio Broadcasters Association Jack Thayer Scholarship Fund, said, "Up 'til the end, Jack would monitor WOR from his nursing home and call me with programming suggestions. He was a visionary who was always active in our business. I will miss him."

Former NBC Radio VP Bob Mounty noted of Thayer, "He was the eternal optimist who encouraged many people to move along in this business. I thank him for giving me the opportunity to run NIS, which then was a totally new enterprise in radio. He was incredibly loyal to his friends and co-workers, and he gave everything 100%, no matter what he was doing."

Thayer is survived by a brother, two children, and five grandchildren. Funeral arrangements were incomplete at presstime.

Fey

Continued from Page 3

tions to our client list. Having been one of his clients, I know first-hand how brilliant and talented he and his team truly are."

Fey will open New World's sixth office, to be located in San Francisco.

IQ

Continued from Page 9

marketing expertise," Quin told R&R. "That expertise has now become a given. What will set the production companies of the future apart is their ability to creatively translate that marketing into great television."

Quin left Film House in July 1992 to create Music Link, a music retail service which he recently sold to Minnesota Public Radio.



FOUNDER & PUBLISHER: Bob Wilson
 CHIEF OPERATING OFFICER: Erica Farber
 CHIEF FINANCIAL OFFICER: Bill Ferrari
 EXECUTIVE VP/GENERAL MANAGER: Dick Krizman
 SENIOR VICE PRESIDENT: Charley Lake
 SENIOR VP/RESEARCH & DEVELOPMENT: Dan Cole

EDITORIAL

VICE PRESIDENT/EXECUTIVE EDITOR: Gall Mitchell
 ART DIRECTOR: Richard Agata

SENIOR EDITOR: Don Walter
 MANAGING EDITOR: Ron Rodrigues
 DIRECTOR/CHARTS & FORMATS: Kevin McCabe
 FORMAT EDITORS: AC: Mike Kinoshian
 ALTERNATE: Shawn Alexander CHR: Tony Novia
 COUNTRY: Lon Helton NAC: Carol Archer
 NEWS/TALK: Randall Bloomquist
 ROCK: Cyndee Maxwell
 URBAN CONTEMPORARY: Walt Love
 DIRECTOR OF RESEARCH SERVICES: Hurricane Heeran
 ASSOCIATE EDITORS: Jeff Axelrod, Kristi Brake, Julie Gidlow, Margo Ravel, Barak Zimmerman
 ASSISTANT EDITORS: Greg Burt, Paul Colbert, Lanetta Kimmons, Scott Lenz, Shannon Miller, Joanna White

INFORMATION SERVICES

MARKETING DIRECTOR: Mike Lane
 MANAGER: Jill Bauha
 CUSTOMER SERVICE REPRESENTATIVES: Craig Fleek, Marko Kiric, Elisabeth Piper
 DISTRIBUTION MANAGER: John Ermenputsch

DATA PROCESSING

DP/COMMUNICATIONS DIRECTOR: Mike Onufer
 COMPUTER SERVICES: Mary Lou Downing, Dan Holcombe, Saeid Irvani, Mark Micklich, Cecil Phillips, Marjon Shabanpour, Kenton Young

CIRCULATION

CIRCULATION MANAGER: Palge Beaver
 CIRCULATION COORDINATORS: Kelley Schieffelin, Jim Hanson

ELECTRONIC PUBLICATIONS

DIRECTOR: Vickie Ocheltree
 HOTFAX PRODUCTION: Jeff Steiman, Carl Harmon

PRODUCTION

PRODUCTION DIRECTOR: Kent Thomas
 PRODUCTION MANAGER: Roger Zumwalt
 ADVERTISING DESIGN DIRECTOR: Gary van der Steur
 ASSOCIATE ART DIRECTOR: Marilyn Frandsen
 TYPOGRAPHY: Lucie Morris, Bill Mohr
 GRAPHICS: Tim Kummerow, Derek Cornett

ADMINISTRATION

ASSISTANT TO THE PUBLISHER: Karen Blondo
 OFFICE MANAGER: Jacqueline Lennon
 CONTROLLER: Maria Gluck
 ACCOUNTING: Maria Abulyssa, Nailini Khan, Aubra Cohen
 RECEPTION: Juanita Newton, Karen Mumaw
 MAIL SERVICES: Rob Sparago, Tim Walters

BUREAU

WASHINGTON, DC: 202-783-3822, FAX: 202-783-0260
 BUREAU CHIEF: Jack Messmer
 REPORTER: Mary Ann Barton
 EDITORIAL ASSISTANT: Kitson Flynn
 LEGAL COUNSEL: Jason Shrinisky

NASHVILLE: 615-244-8822, FAX: 615-248-6655
 BUREAU CHIEF: Lon Helton
 OFFICE MANAGER: Shawna Hayhurst

ADVERTISING

LOS ANGELES: 310-553-4330, FAX: 310-203-8450
 VICE PRESIDENT/SALES, WESTERN REGION: Michael Atkinson
 SALES MANAGER: Henry Mowry
 ADVERTISING COORDINATOR: Nancy Hoff
 SALES REPRESENTATIVES: Jeff Gelb, Joe Montione
 ADVERTISING ASSISTANT: Ted Kozlowski
 ADMINISTRATIVE ASSISTANT: Malayna Khalid
 MARKETPLACE SALES: Kristy Reeves
 OPPORTUNITIES SALES: Matt Parvis

WASHINGTON: 202-783-3826, FAX: 202-783-0260
 VICE PRESIDENT/ SALES: Barry O'Brien
 SALES REPRESENTATIVE: Elizabeth Samuels
 SALES ASSISTANT: Colleen Patrick

NASHVILLE: 615-244-8822, FAX: 615-248-6655
 DIRECTOR/SALES: Jennifer Scruggs

A Perry Corp. Company



RANDALL BLOOMQUIST

Faces, Places, Guests And The Rest

■ A look at recent close encounters and primo promotions

There's always something happening on the radio, and nowhere is that truer than in the News/Talk format. Celebrities, contests, controversy — it's all in a day's work. Here are a few snapshots of some of that work.



ALL EARS — KOA/Denver invited listeners to a local market to husk 500 free ears of corn. One ear concealed a cellular phone, which entitled the finder to a trip for two to Nebraska for a Colorado University game. The other 499 people contented themselves with a free snack. That's KOA Director/Marketing & Promotion Kenny Marks holding up a promising vegetable.



BABE & PREZ — ESPN's the Fabulous Sports Babe was caught schmoozing with ABC Radio Networks President Bob Callahan recently.



PEARLS OF WISDOM — KGO/San Francisco talker Ronn Owens recently played host to former First Lady Barbara Bush.

Picture This!

If you'd like to see your face or station on this page, send your sharpest photos to **Margo Ravel, R&R**, 5th floor, 10100 Santa Monica Blvd., Los Angeles, CA 90067



WHO'S ON-AIR — When Who vocalist Roger Daltrey (c) spent some time with David Brenner (l), Westwood One Director/Talk Programming Larry Kahn stopped by to cheese with a legend.



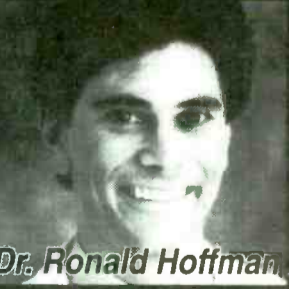
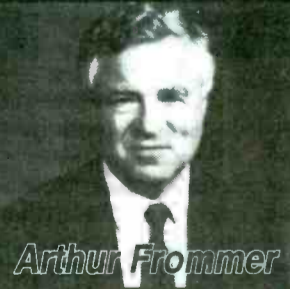
ON THE SHOW AGAIN — Willie Nelson (r) dropped by the WWL/New Orleans studios to chat on-air with host David Tyree.



TO THE POINT — KFI/Los Angeles's fall ad campaign minced no words. The billboards even stimulated some controversy ... much to the station's delight.

JOIN THE FASTEST GROWING TALK NETWORK IN AMERICA!

VERY PERSONAL ▼ SMART MONEY ▼ TRAVEL ADVICE ▼ THE PET SHOW ▼ HEALTH TALK



▶ PROGRAMMING THAT GETS RESULTS! ◀

WOR RADIO NETWORK

CONTACT RICH WOOD AT (212)642-4533



TONY NOVIA

Let The Music People Do The Talking

■ Fragmentation, building core superstars, high-tech diversity are concerns

The heart, soul, and lifeblood of what CHR/Top 40 PDs do every day is primarily based upon the music. Let's face it — without music, most of us are without jobs. Meanwhile, labels fundamentally make money by selling music. As we begin 1995, here's a look at how some label execs view the format's future, new technology, and what makes a hit song.

The Future

"One of the biggest problems facing Top 40 programmers today is finding the proper niche for their stations in an often over-saturated market," says Warner Bros. Nat'l Singles Promotion Director **Barney Kilpatrick**. "When one niche format shows success in a highly visible market, the temptation for many programmers is to use that format whether it makes sense in their market or not."

Kilpatrick suggests radio programmers "stick to a broad-based mainstream format that samples only the



only will do so by sticking to the original Top 40 plan," says Zoo VP/Promotion **Bill Pfordresher**. "That means being assertive and popularizing the music that comes from the very gut of the contemporary listener. That's a responsibility to the format." Regarding record company

sified Entertainment, we're able to be involved with such projects as 'Woodstock '94' and other exciting pay-per-view events."

It's the same story at Columbia with parent company Sony. In 1995, look for "Enhanced/Multi-Session" CDs on various artists. Says Blair, "Soon you'll be able to listen to these CDs on your traditional CD player or insert the same CD into your CD-ROM for music, photos, videos, discographies, etc." Sony also is becoming involved with home shopping, licensing, electronic distribution, on-line services, and more.

Zoo's Pfordresher feels it's very important for anyone in this business to be thinking ahead, and he encourages this kind of innovative process. In the year ahead, "Zoo will lay tracks into the technical revolution. **OOZ Jelly's** extensive video facility will take Zoo into the CD-ROM area by providing a creative and vital playground."

Defining Hits

Does airplay make a song a hit? Does sales? Or is it a combination of both? Is the definition of a hit the same for labels and radio? Some may say, "Why should I care? I need to do what's right for my station." While that's true, as a programmer you also have a responsibility to know what's selling and certainly to include sales information — no matter how large or small — in your music meetings.

Labels also are radio's customers and suppliers — how do they define a hit? "Sales, sales, sales," says **Maverick VP/Promotion Terry Anzaldo**. "And ultimate exposure and visibility every time you turn

asked about each record: Does it sell where it's played? Does airplay generate requests? Does it callout after adequate airplay?"

Likewise, RCA's Bishop feels a true-to-life hit record at radio has "the big three — requests, sales and callout. Sometimes you can achieve

continues to be a lack of core superstars needed to help drive the format back to the top of the ratings. At the labels, music execs are always looking for the next superstar, and that means a serious commitment to A&R. "The commitment to artists is paramount at Geffen," remarks Leavitt. "We have major A&R people based in L.A., New York, Chicago, and Atlanta. We plan on some additional diversity in our music, but we're committed to sticking to what we do best — rock!"

"At Maverick, the next superstar artists are coming right out of [Director/A&R] **Guy Oseary's** office," says Anzaldo. "He has great vision and passion." And Riccitelli points toward Island's strategic plan in seeking and signing new and upcoming bands. "Recently, among heavy competition, we were able to close the deal with **Tracy Bonham**, an amazing singer/songwriter from Boston."

DeLong stands by Elektra's commitment to developing new artists and continuing to work with established artists. "Without A&R, you really have nothing. And it's our business to provide the consumer with the next superstar."



Jim Elliot Jerry Blair Valerie DeLong Steve Leavitt Barney Kilpatrick

biggest hits and bestsellers from the individual niche formats. And record execs shouldn't "jump on the bandwagon of the moment and glut the market with any one kind of music."

RCA VP/Pop Promotion Skip Bishop sees Top 40's evolution as "reflecting the diversity of the streets. Its further fragmentation depends on the limits dictated by listeners. In its purest form, Top 40 is playing the 40 most popular titles, in rotation, for a particular market. But the food in New Orleans sure tastes different than Chicago's culinary treats, so why should those records be the same?"

Columbia Sr. VP/Promotion Jerry Blair always has taken the "no rules" approach to music and is very optimistic about the format's future. "It's very gratifying to look at the top of the album and airplay charts today and see that Top 40 really has committed to real artists, real music, great songs ... and there are no rules!"

Geffen National CHR Promotion Dir. Steve Leavitt notes, "Fragmentation obviously will continue due to the ethnicity of larger cities and the growing number of successful Alternative-leaning stations. Mainstream Top 40 always will be there, whether it leans adult, teen, or rhythmic."

"If Top 40 radio is to succeed, it

responsibilities, Pfordresher feels they have "an equal responsibility in finding these artists and providing a conduit toward exposure."

Profit Centers

Selling music is the top priority, but many labels have either joined in on — or are on the leading edge of — technology. Radio can benefit from the labels by becoming aware of how and where the labels are diversifying. Take a "Flintstones" promotion, for example: **MCA** could help line up the movie premiere, provide the soundtrack for giveaways, assist with obtaining a VIP trip to Universal Studios to see the new Flintstones show, supply Flintstones CD-ROMs, provide "win it before you can buy it" giveaways for the video, etc.

These possibilities make Sr. VP/Promotion **Bruce Tenenbaum** see himself in a fortunate position at **MCA**, with the ability to tie in films, videos, CD-ROMs, VCRs, theme parks, books, and TV shows; the label also has a domain on the Internet.

Island VP/Promotion Joe Riccitelli also has a strong parent company in **Phillips**. "We're always kept abreast of the latest technology in audio and visual equipment. One of our sister companies is **Gramercy Films**. And with **PolyGram Diver-**

around — radio, TV, press, etc." **Elektra VP/Promotion Valerie DeLong** defines a hit as "when a consumer is motivated via radio and video airplay, advertising, marketing, etc. to purchase our product. Then we've accomplished our ultimate goal."

Does the definition of a hit always seem to change? Geffen's Leavitt thinks so. "Hits don't have to be Top 10 singles; they have to motivate the masses to keep listening and start buying." **WB's Kilpatrick** also sees the fragmentation of the format making it more difficult for PDs and promotion execs to define a hit record. "A variety of questions must be



Joe Riccitelli Bruce Tenenbaum Skip Bishop Bill Pfordresher Terry Anzaldo

two of the three, but the whole package is sweet."

"There are obvious situations — like **Real McCoy's** 'Another Night' spending four weeks as the most-played song on Top 40 radio — where you know you have a hit on your hands," says **Arista VP/Top 40 Promotion Jim Elliot**. What about songs that get little airplay but sell? Elliot uses the example of **Sarah McLachlan's** project selling 800,000 albums: "We feel it was a 'hit' album, and we established an artist."

Upcoming Superstars?

One of the most common complaints by Top 40 programmers

New Releases For A New Year

These labels (listed alphabetically) plan on releasing singles and/or albums by the following artists in the coming months:

• **Arista** (VPs/Top 40 Promotion **Jim Elliot** and **Bruce Schoen**): **Real McCoy**, **Annie Lennox**, **Curtis Stigers**, **Jeff Healey**, **Taylor Dayne**, **Haddaway**, **Deborah Cox**, and "Boys On The Side" soundtrack (featuring **Sarah McLachlan**, **Melissa Etheridge**, **Sheryl Crow**, and **Bonnie Raitt**). **LaFace**: **A Few Good Men** and **McArthur**.

• **Columbia** (Sr. VP/Promotion **Jerry Blair**): "Ready To Wear (Pret-A-Porter)" soundtrack (featuring **Sam Phillips**, **CeCe Peniston**, **New Power Generation**, **Rolling Stones**, **Terence Trent D'Arby**, **Janet Jackson**, and **Ini Kamoze**), **Corrosion Of Conformity**, **Trisha Covington**, **Big Audio**, **Mick Jones**, **Soul Asylum**, **Supercat**, **Bruce Springsteen**, **London Suede**, **Jeff Buckley**, and **Dionne Farris**.

• **Elektra** (VP/Promotion **Valerie DeLong**): **Snow**, **Rembrandts**, **David Sanborn**, **Adina Howard**, **Kut Kloze**, **Better Than Ezra**, **Orange 9MM**, "Tank Girl" soundtrack (featuring **Bjork**).

• **Geffen** (National CHR Promotion Dir. **Steve Leavitt**, National Promotion Dir. **Bob Catania**): **Roots**, **Wu-Tang Clan's Genius**, **Stone Roses**, **Lisa Loeb**, **Elastica**, **Nelson**, **Teenage Fanclub**, **Siouxsie & the Banshees**, **Veruca Salt**, and **Hole**.

• **Island** (VP/Promotion **Joe Riccitelli**, VP/CHR Promotion **Vicki Leben**): **Melissa Etheridge**, **Cranberries**, **4 P.M.**, **Stereo MC's**, **L.L. Cool J**, **PM Dawn**, **Montel Williams**, **Portishead**, **Spell**, "Don't Be A Menace" soundtrack (featuring **Warren G**, **Positive K**, and **Coolio**), and "Basketball Diaries" soundtrack (featuring **Pearl Jam** and **Soundgarden**).

• **Maverick** (VP/Promotion **Terry Anzaldo**): **Candlebox**, **Dana Dane**, **UNV**, **Deftones**, **Alanis**, **Bad Brains**, and **Me'Shell N' degeocello**.

• **MCA** (Sr. VP/Promotion **Bruce Tenenbaum**): **Live**, **Immature**, **Murmurs**, **Soul IV Real**, **Livin' Joy**, **Cold Water Flat**, and **LondonBeat** (January); **Elton John**, **Nixons**, **Sheena Easton**, **Smashing Orange**, and **Mary J. Blige** (February).

• **RCA** (VP/Pop Promotion **Skip Bishop**, VP/Promotion **Bonnie Goldner**): **Dave Matthews Band**, "Dumb And Dumber" soundtrack (featuring **Willi One Blood**, **Pete Drobe**, and **Crash Test Dummies**), **Alkoholiks**, **Bruce Hornsby**, and **SWV**.

• **Warner Bros.** (National Singles Promotion Director **Barney Kilpatrick**): **R.E.M.**, **Madonna**, **Tom Petty**, **Seal**, **Pretenders**, **Van Halen** (first single, "Don't Tell Me What Love Can Do," 12/28), **Fossil**, and **Wolfgang Press** (January); **Goo Goo Dolls**, and **New Order** (February); **Jack Blades & Tommy Shaw**, **Laurie Anderson**, and **Suddenly Tammy** (March); **Red Hot Chili Peppers**, **Ministry**, and **Rod Stewart** (April).

• **Zoo** (VP/Promotion **Bill Pfordresher**): **Sonny Landreth** / **Marc Knopfler**, **Matthew Sweet**, **Billy Joe Shaver**, **Tool**, **20 Fingers** / **Gillette**, **G-Mo**, **Killing Joke**, **Green Jelly**, **Hoodoo Gurus**, **Little Feat**, and **Great White**.

JANUARY 16, 1995

NEW & ACTIVE THE HOTTEST

URGE OVERKILL "Girl, You'll Be..." (MCA)

Total Plays: 1217, Total Stations: 74, Adds: 0

LIVE "I Alone" (Radioactive)

Total Plays: 1129, Total Stations: 62, Adds: 1

LUTHER VANDROSS "Always And Forever" (LV/Epic)

Total Plays: 1115, Total Stations: 77, Adds: 3

BRANDY "I Wanna Be Down" (Atlantic/AG)

Total Plays: 1112, Total Stations: 54, Adds: 0

VERUCA SALT "Seether" (Geffen/DGC)

Total Plays: 988, Total Stations: 66, Adds: 0

AMY GRANT & VINCE GILL "House Of Love" (A&M)

Total Plays: 978, Total Stations: 47, Adds: 0

ROLLING STONES "You Got Me Rocking" (Virgin)

Total Plays: 899, Total Stations: 50, Adds: 2

SMASHING PUMPKINS, "Landslide" (Virgin)

Total Plays: 890, Total Stations: 42, Adds: 0

PEARL JAM "Better Man" (Epic Associated)

Total Plays: 860, Total Stations: 29, Adds: 14

SOUNDGARDEN "Fell On Black Days" (A&M)

Total Plays: 717, Total Stations: 48, Adds: 2

BLACKSTREET "Before I Let You Go" (Interscope/AG)

Total Plays: 708, Total Stations: 53, Adds: 0

CANDLEBOX "Cover Me" (Maverick/Sire/WB)

Total Plays: 647, Total Stations: 40, Adds: 3

HARRY CONNICK JR., "I Could..." (Columbia)

Total Plays: 630, Total Stations: 37, Adds: 1

AIMEE MANN "That's Just What You Are" (Imago/Elant)

Total Plays: 602, Total Stations: 33, Adds: 3

ALL-4-ONE "(She's Got) Skillz" (Blitz/AG)

Total Plays: 601, Total Stations: 27, Adds: 1

GAINING AIRPLAY

WILLI ONE BLOOD "Whiney, Whiney..." (RCA)

Total Plays: 518, Total Stations: 38, Adds: 8

JAMIE WALTERS "Hold On" (Atlantic/AG)

Total Plays: 484, Total Stations: 28, Adds: 6

EAGLES "Love Will Keep Us Alive" (Geffen)

Total Plays: 482, Total Stations: 27, Adds: 16

CELINE DION "Only One Road" (550 Music/Epic)

Total Plays: 475, Total Stations: 40, Adds: 3

HOLE "Doll Parts" (DGC/Geffen)

Total Plays: 438, Total Stations: 25, Adds: 4

FLAMING LIPS "She Don't Use Jelly" (WB)

Total Plays: 430, Total Stations: 26, Adds: 2

BARENAKED LADIES "Jane" (Sire/Reprise)

Total Plays: 364, Total Stations: 21, Adds: 0

SHERYL CROW "Strong Enough" (A&M)

Total Plays: 347, Total Stations: 21, Adds: 16

MURMURS "You Suck" (MCA)

Total Plays: 341, Total Stations: 22, Adds: 3

MARY J. BLIGE "Be Happy" (Uptown/MCA)

Total Plays: 317, Total Stations: 24, Adds: 0

BARRY WHITE "Practice What You Preach" (A&M)

Total Plays: 285, Total Stations: 23, Adds: 3

MIRANDA "Round & Round" (Sunshine)

Total Plays: 223, Total Stations: 11, Adds: 0

DIONNE FARRIS "I Know" (Columbia)

Total Plays: 223, Total Stations: 10, Adds: 6

PAGE & PLANT "Thank You" (Atlantic/AG)

Total Plays: 219, Total Stations: 20, Adds: 0

REAL MCCOY "Run Away" (Arista)

Total Plays: 216, Total Stations: 8, Adds: 5

PETE DROGE "If You Don't Love Me..." (American/Reprise/RCA)

Total Plays: 203, Total Stations: 16, Adds: 4

CECE PENISTON "Keep Givin' Me..." (Columbia)

Total Plays: 201, Total Stations: 17, Adds: 15

LIL' SUZY "Promise Me" (Metropolitan)

Total Plays: 172, Total Stations: 7, Adds: 1

MARTIN PAGE "In The House..." (Mercury)

Total Plays: 165, Total Stations: 7, Adds: 6

NIJU "I Miss You" (Arista)

Total Plays: 147, Total Stations: 11, Adds: 2

LIVIN' JOY "Dreamer" (MCA)

Total Plays: 138, Total Stations: 11, Adds: 8

COLLAGE "Diana" (Metropolitan)

Total Plays: 137, Total Stations: 4, Adds: 1

QUEENSRYCHE "Bridge" (EMI)

Total Plays: 131, Total Stations: 17, Adds: 11

CHANGING FACES "Foolin' Around" (Big Beat/AG)

Total Plays: 117, Total Stations: 8, Adds: 1

BROWNSTONE "If You Love Me" (MJJ/Epic)

Total Plays: 101, Total Stations: 9, Adds: 2

VAN HALEN "Don't Tell Me What Love Can Do" (WB)

Total Plays: 69, Total Stations: 11, Adds: 11

Songs ranked by
total plays.



Expose yourself with a minimum of risk.

Today's level of fierce competition demands that you prominently display your name every chance you get (location broadcasts, concerts, station sponsored autograph sessions, etc.). With theft, vandalism and loss, it becomes a costly proposition to continuously replace expensive signs and banners costing hundreds of dollars.

Roll-A-Sign™ offers a better way. You get up to four vibrant colors printed on durable, high quality 4 or 6 mil plastic film to display your logo and message brilliantly for an economical price. Now you can afford to display a bright new sign at every public event. They even make great cost-effective promotional give-aways. Just roll off what you need and cut.



- ☞ Durable banners for a throw-away price.
- ☞ UV stabilized plastic won't fade indoors or outdoors.
- ☞ Simply FAX your logo and color separation information for a free price quote.



Call today
and get exposed.
800/231-2417

RI Reef Industries, Inc.
P.O. Box 750245
Houston, TX 77275-0245
713/484-6892
713/947-2053 FAX

©1994 Reef Industries, Inc.

JANUARY 6, 1995

3W	2W	LW	TW	Artist Title Label(s)	TOTAL PLAYS				Total Stations Adds
					TW	LW	2W	3W	
—	—	—	1	BOYZ II MEN On Bended Knee (Motown)	6318	—	—	—	134/1
—	—	—	2	BON JOVI Always (Mercury)	5895	—	—	—	135/0
—	—	—	3	REAL MCCOY Another Night (Arista)	5412	—	—	—	120/2
—	—	—	4	MADONNA Take A Bow (Maverick/Sire/WB)	4255	—	—	—	135/3
—	—	—	5	4 P.M. Sukiyaki (Next Plateau/London/Island)	4148	—	—	—	115/3
—	—	—	6	MELISSA ETHERIDGE I'm The Only One (Island)	4040	—	—	—	117/1
—	—	—	7	HOOTIE & THE BLOWFISH Hold My... (Atlantic/AG)	3802	—	—	—	118/1
—	—	—	8	INI KAMOZE Here Comes... (Columbia)	3433	—	—	—	101/5
—	—	—	9	TOM PETTY You Don't Know... (WB)	3334	—	—	—	114/5
—	—	—	10	JANET JACKSON You Want This (Virgin)	3197	—	—	—	100/2
—	—	—	11	GIN BLOSSOMS Allison Road (A&M)	3091	—	—	—	101/0
—	—	—	12	DES'REE You Gotta Be (550 Music/Epic)	3055	—	—	—	96/5
—	—	—	13	JADE Every Day Of... (Giant)	2844	—	—	—	99/4
—	—	—	14	SHERYL CROW All I Wanna Do (A&M)	2758	—	—	—	102/0
BREAKER	—	—	15	CORONA The Rhythm Of... (EastWest/AG)	2737	—	—	—	98/6
—	—	—	16	MADONNA Secret (Maverick/Sire/WB)	2654	—	—	—	101/1
—	—	—	17	CRYSTAL WATERS 100% Pure Love (Mercury)	2647	—	—	—	85/0
BREAKER	—	—	18	VANESSA WILLIAMS The Sweetest Days (Mercury)	2530	—	—	—	110/2
—	—	—	19	ACE OF BASE Living In Danger (Arista)	2339	—	—	—	76/0
—	—	—	20	CRANBERRIES Zombie (Island)	2286	—	—	—	110/2
—	—	—	21	JON SECADA Mental Picture (SBK/EMI)	2266	—	—	—	100/1
—	—	—	22	COUNTING CROWS Rain King (DGC/Geffen)	2182	—	—	—	79/1
—	—	—	23	BOYZ II MEN I'll Make Love To... (Motown)	2165	—	—	—	81/0
—	—	—	24	TLC Creep (LaFace/Arista)	2056	—	—	—	84/6
—	—	—	25	ANDRU DONALDS Mishale (Metro Blue/Capitol)	1895	—	—	—	91/4
—	—	—	26	AEROSMITH Blind Man (Geffen)	1866	—	—	—	85/0
—	—	—	27	PRETENDERS I'll Stand By You (Sire/WB)	1831	—	—	—	66/1
—	—	—	28	JOHN MELLENCAMP Dance Naked (Mercury)	1746	—	—	—	63/0
DEBUT	—	—	29	R.E.M. Bang And Blame (WB)	1738	—	—	—	85/24
—	—	—	30	TONI BRAXTON I Belong To You (LaFace/Arista)	1677	—	—	—	78/7
—	—	—	31	ZHANE' Shame (Hollywood/Jive)	1670	—	—	—	79/2
—	—	—	32	DEADEYE DICK New Age Girl (Ichiban/RCA)	1608	—	—	—	58/2
DEBUT	—	—	33	GREEN DAY When I Come Around (Reprise/A&M)	1591	—	—	—	92/21
DEBUT	—	—	34	FREEDY JOHNSTON Bad Reputation (Elektra)	1583	—	—	—	88/3
DEBUT	—	—	35	WEEZER Buddy Holly (DGC/Geffen)	1544	—	—	—	84/9
—	—	—	36	BABYFACE When Can I See You (Epic)	1516	—	—	—	59/0
—	—	—	37	R.E.M. What's The Frequency, Kenneth? (WB)	1492	—	—	—	71/0
—	—	—	38	FOUR SEASONS December 1963 ('94) (Curb)	1478	—	—	—	64/0
—	—	—	39	STING When We Dance (A&M)	1425	—	—	—	69/1
—	—	—	40	2 UNLIMITED Get Ready For This (Critique)	1288	—	—	—	39/3

Songs ranked by number of plays. This chart reflects airplay from December 26, 1994 - January 1, 1995. 145 Pop/CHR reporters. 125 current playlists. Highlighted songs indicate Breaker. © 1995, R&R Inc.

BREAKERS®

CORONA "The Rhythm Of The Night" (EastWest/AG)

Total Plays/Increase
2737/

Total Stations/Adds
98/6

Chart
15

VANESSA WILLIAMS "The Sweetest Days"(Mercury)

Total Plays/Increase
2530/

Total Stations/Adds
110/2

Chart
18

MOST ADDED®

Artist Title	Label(s)	Adds
R.E.M. "Bang"	(WB)	24
GREEN DAY "When"	(Reprise/A&M)	21
S. CRDW "Strong"	(A&M)	16
EAGLES "Love"	(Geffen)	16
C. PENISTON "Keep"	(A&M)	15
PEARL JAM "Better"	(Epic)	14
QUEENSRYCHE "Bridge"	(EMI)	11
VAN HALEN "Tell"	(WB)	11
WEEZER "Buddy"	(DGC/Geffen)	9
LIVIN' JOY "Dreamer"	(MCA)	8
WILLI... "Whiney"	(RCA)	8

MOST INCREASED PLAYS

Artist Title	Label(s)	Total Play Increase
R.E.M. "Bang And Blame"	(WB)	85/24
TONI BRAXTON "I Belong To You"	(LaFace/Arista)	78/7
ZHANE' "Shame"	(Hollywood/Jive)	79/2
DEADEYE DICK "New Age Girl"	(Ichiban/RCA)	58/2
GREEN DAY "When I Come Around"	(Reprise/A&M)	92/21
FREEDY JOHNSTON "Bad Reputation"	(Elektra)	88/3
WEEZER "Buddy Holly"	(DGC/Geffen)	84/9
BABYFACE "When Can I See You"	(Epic)	59/0
R.E.M. "What's The Frequency, Kenneth?"	(WB)	71/0
FOUR SEASONS "December 1963 ('94)"	(Curb)	64/0
STING "When We Dance"	(A&M)	69/1
2 UNLIMITED "Get Ready For This"	(Critique)	39/3

Data Not Available This Week. Most Increased Plays Will Debut In Next Week's Issue.

HOTTEST RECURRENTS

Ranked By Total Plays

Artist Title	Label(s)
MELISSA ETHERIDGE "Come To My Window"	(Island)
COLLECTIVE SOUL "Shine"	(Atlantic/AG)
LISA LOEB... "Stay (I Missed You)"	(RCA)
JON SECADA "If You Go"	(SBK/EMI)
ACE OF BASE "Don't Turn Around"	(Arista)
GIN BLOSSOMS "Until I Fall Away"	(A&M)
AEROSMITH "Crazy"	(Geffen)
COUNTING CROWS "Mr. Jones"	(DGC)
ELTON JOHN "Circle Of Life"	(Hollywood)
SEAL "Prayer For The Dying"	(ZTT/Sire/WB)

Breakers: Songs registering 2500 plays or more for the first time. Bullets awarded to songs gaining in plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

THE COUNTDOWN SHOW THAT REALLY COUNTS!

Eleven years running...
Rick Dees Weekly Top 40 proves year after award-winning year that it's the #1 CHR show in America!
Rick Dees Weekly Top 40 is personality radio for your weekend!

For more information, call Tom Shovan or Ramona Rideout at Radio Today - (212) 581-3962

RADIO TODAY
ENTERTAINMENT

1776 Broadway, 4th floor • New York, NY 10019



QUEENSRYCHE

**Impact
Date
1/9**

BRIDGE

Second

**MUSIC TELEVISION
TV
Stress
Rotation**

From the platinum album PROMISED LAND

Produced by Queensryche & James "Jimbo" Barton. Management: Q Prime Inc.

EMI Records



SERVING THE MUSIC

Stations listed alphabetically by market

Table with multiple columns listing radio stations, their PDs, and song titles. Columns include station call letters (e.g., WFLY/Aibany, NY), PD names (e.g., Michael Morgan), and track listings (e.g., 27 EAGLES, 16 GLORIA ESTEFAN "Everlasting").

145 Total Reporters
145 Current Reporters
125 Current Playlists
Called In A Frozen Playlist (3):
WNK/Harrisburg
WQGN/New London
KIIS/Los Angeles
Did Not Report Playlist Frozen (17):
WVSR/Charleston
WNOK/Columbia
KHKS/Dallas
WGTZ/Dayton
WDCG/Durham-Raleigh
WJET/Erie
WXKB/Ft. Myers
WDX/Green Bay
WLAN/Lancaster
WHY/Miami
WHY/Montgomery
WVAQ/Morgantown
WEZB/New Orleans
WXXL/Orlando
WERZ/Portsmouth
KHTY/Santa Barbara
WHOT/Youngstown
Note: WBBO/Greenville has flipped to Country and is no longer a Pop Reporter.

R&R RHYTHMIC/CHR AIRPLAY

JANUARY 6, 1995

3W	2W	LW	TW	Artist Title Label(s)	TOTAL PLAYS				Total Stations Adds
					TW	LW	2W	3W	
—	—	—	1	BOYZ II MEN On Bended Knee (Motown)	1986	—	—	—	34/0
—	—	—	2	TLC Creep (LaFace/Arista)	1767	—	—	—	34/1
—	—	—	3	INI KAMOZE Here Comes... (Columbia)	1600	—	—	—	31/0
—	—	—	4	BRANDY I Wanna Be Down (Atlantic/AG)	1561	—	—	—	33/0
—	—	—	5	BLACKSTREET Before I Let You Go (Interscope/AG)	1497	—	—	—	33/2
—	—	—	6	REAL MCCOY Another Night (Arista)	1199	—	—	—	26/1
—	—	—	7	JANET JACKSON You Want This (Virgin)	1156	—	—	—	29/0
—	—	—	8	NIIU I Miss You (Arista)	986	—	—	—	28/1
—	—	—	9	ZHANE' Shame (Hollywood/Jive)	930	—	—	—	24/0
BREAKER	—	—	10	K-CI HAILEY If You Think... (Mercury)	921	—	—	—	24/1
BREAKER	—	—	11	CORONA The Rhythm Of... (EastWest/AG)	895	—	—	—	22/5
—	—	—	12	MADONNA Take A Bow (Maverick/Sire/WB)	733	—	—	—	23/3
—	—	—	13	BOYZ II MEN I'll Make Love To... (Motown)	694	—	—	—	23/0
—	—	—	14	JADE Every Day Of... (Giant)	670	—	—	—	18/0
—	—	—	15	TONI BRAXTON I Belong To You (LaFace/Arista)	615	—	—	—	21/2
—	—	—	16	IMMATURE Constantly (MCA)	595	—	—	—	20/7
—	—	—	17	TEVIN CAMPBELL Don't Say Goodbye... (Qwest/WB)	586	—	—	—	22/0
—	—	—	18	MARY J. BLIGE Be Happy (Uptown/MCA)	552	—	—	—	16/0
—	—	—	19	MADONNA Secret (Maverick/Sire/WB)	544	—	—	—	14/0
—	—	—	20	IMMATURE Never Lie (MCA)	523	—	—	—	18/0
—	—	—	21	BROWNSTONE If You Love Me (MJJ/Epic)	485	—	—	—	20/4
—	—	—	22	BARRY WHITE Practice What You... (A&M)	484	—	—	—	19/0
—	—	—	23	4 P.M. Sukiyaki (Next Plateau/London/Island)	453	—	—	—	12/0
—	—	—	24	CHANGING FACES Foolin' Around (Big Beat/AG)	450	—	—	—	17/2
—	—	—	25	RAPPIN' 4-TAY Playaz Club (Rag Top/EMI)	424	—	—	—	16/0
—	—	—	26	69 BOYZ Tootsee Roll (Rip It/ILC)	399	—	—	—	19/1
—	—	—	27	STEVIE B Funky Melody (Emporia)	335	—	—	—	10/4
—	—	—	28	CRYSTAL WATERS 100% Pure Love (Mercury)	309	—	—	—	11/0
—	—	—	29	LUTHER VANDROSS Always And Forever (LV/Epic)	308	—	—	—	18/0
—	—	—	30	LIL' SUZY Promise Me (Metropolitan)	300	—	—	—	10/1
—	—	—	31	DES'REE You Gotta Be (550 Music/Epic)	291	—	—	—	8/1
—	—	—	32	BONE THUGS... Thuggish... (Ruthless/Relativity)	281	—	—	—	14/2
—	—	—	33	TLC Red Light Special (LaFace/Arista)	279	—	—	—	9/3
—	—	—	34	VANESSA WILLIAMS The Sweetest Days (Mercury)	253	—	—	—	14/0
—	—	—	35	BABYFACE When Can I See You (Epic)	252	—	—	—	11/0
—	—	—	36	ACE OF BASE Living In Danger (Arista)	251	—	—	—	9/1
—	—	—	37	ANDRU DONALDS Mishale (Metro Blue/Capitol)	238	—	—	—	8/0
—	—	—	38	AALIYAH At Your Best... (Blackground/Jive)	234	—	—	—	10/0
—	—	—	39	WILLI ONE BLOOD Whiney, Whiney... (RCA)	229	—	—	—	11/1
—	—	—	40	BRANDY Baby (Atlantic/AG)	224	—	—	—	9/6

Songs ranked by number of plays. This chart reflects airplay from December 26, 1994 - January 1, 1995. 34 Rhythmic CHR reporters. 31 current playlists. Highlighted songs indicate Breaker. © 1995, R&R Inc.

BREAKERS®

K-CI HAILEY
"If You Think You're Lonely Now"
(Mercury)

Total Plays/Increase: 921/
Total Stations/Adds: 24/1
Chart: 10

CORONA
"The Rhythm Of The Night"
(EastWest/AG)

Total Plays/Increase: 895/
Total Stations/Adds: 22/5
Chart: 11

MOST ADDED®

Artist Title	Label(s)	Adds
IMMATURE "Constantly" (MCA)		7
BRANDY "Baby" (Atlantic/AG)		6
CORONA "Rhythm" (EastWest/AG)		5
STEVIE B "Funky" (Emporia)		4
BROWNSTONE "Love" (MJJ/Epic)		4
C. PENISTON "Keep" (Columbia)		4
BOYZ II MEN "Water" (Motown)		3
CYNTHIA "How" (Timber)		3
MADONNA "Bow" (Maverick/Sire/WB)		3
NOTORIOUS... "Poppa" (Bad Boy/Arista)		3
TLC "Light" (LaFace/Arista)		3
CRYSTAL... "What" (Mercury)		3

MOST INCREASED PLAYS

Artist Title Label(s) Total Play Increase

Data Not Available This Week. Most Increased Plays Will Debut In Next Week's Issue.

HOTTEST RECURRENTS

Ranked By Total Plays

Artist Title	Label(s)
AALIYAH Back & Forth (Blackground/Jive)	
COOLIO Fantastic Voyage (Tommy Boy)	
WARREN G. This D.J. (Violator/RAL/Island)	
VANDROSS & CAREY Endless Love (Columbia)	
SALT-N-PEPA None... (Next Plateau/London/Island)	
R. KELLY Your Body's Callin (Jive)	
ANITA BAKER Body & Soul (Elektra)	
TERROR FABULOUS Action (EastWest/AG)	
WARREN G. & N. DOGG Regulate (Violator/RAL/Island)	
SALT-N-PEPA Shoop (Next Plateau/London/Island)	

Breakers: Songs registering 850 plays or more for the first time. Bullets awarded to songs gaining in plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

WORLD CLASS COMEDY



FOR INFORMATION CONTACT YOUR PREMIERE REPRESENTATIVE AT (818) 377-5300

KKSS/Albuquerque, NM
 PD: Roy Jaynes
 MD: Rob Royster
 5 SHAQUILLE O'NEAL
 5 ACE OF BASE
WBSS/Atlantic City, NJ
 PD/MD: Dr. Michael Lynn
 27 FOUR SEASONS
 COLLAGE
 IMMATURE
 CELINE DION
KKOX/Bakersfield, CA
 PD: Chris Squires
 MD: Kozman
 17 BONE THUGS-N-HARMONY
 15 69 BOYZ
 TLC
WERQ/Baltimore, MD
 PD: Russ Allen
 MD: Camille Cashwell
 24 NINE
 22 FUGEES
 22 TANYA BLOUNT
 21 NIU
WJMN/Boston, MA
 PD: Cadillac Jack
 McCartney
 MD: Cat Collins
 44 BRANDY "Baby"
 30 BROWNSTONE
 27 TLC
WBBM-FM/Chicago, IL
 PD: Todd Cavanah
 MD: Erik Bradley
 28 GEORGE LAMONO
 21 CYNTHIA
 21 PHARAO
 20 SPANISH FLY
 11 BLACKSTREET
 5 OUT HERE BROTHERS
 BOYZ II MEN "Water"

KZFM/Corpus Christi, TX
 PD: Mike Steele
 MD: Charlie Maxx
 STEVIE B
 IMMATURE
KPRR/El Paso, TX
 PD: John Candelaria
 25 CYNTHIA
 15 MAX-A-MILLION
 13 TLC
KBOS/Fresno, CA
 Interim PD: Mark Adams
 28 CORONA
 21 BROWNSTONE
KIKI/Honolulu, HI
 PD: Alan Oda
 20 SABELLE
 18 WILLI ONE BLOOD
 10 K-CI HAILLEY
 7 CHANGING FACES
KBXX/Houston, TX
 PD: Rob Scorpio
 MD: Greg Head
 42 69 BOYZ
 35 REAL MCCOY
 23 SAM SNEED & DR. ORE
 22 STEVIE B
 21 RAPHAEL SAADIO
 17 NATE DOGG
 14 FUGEES
 13 SOUL FOR REAL
 12 TLC "Waterfalls"
WHHH/Indianapolis, IN
 PD: Scott Wheeler
 MD: Carl Frye
 No Adds

WHJX/Jacksonville, FL
 Acting PD: Mickey Johnson
 Acting MD: Greg Brady
 23 MARY J. BLIGE
 16 CHANGING FACES
 14 CECE PENISTON
 11 69 BOYZ
 10 BONE THUGS-N-HARMONY
 9 G-MO
KLUC/Las Vegas, NV
 PD: Jerry Dean
 MD: Cat Thomas
 47 HEAVY D & THE BOYZ
 43 BLACKSTREET
 12 ALL-4-ONE
 10 G-WIZ
 JON SECADA
KPWR/Los Angeles, CA
 PD: Michelle Mercer
 MD: Bruce St. James
 30 IMMATURE
 18 FU-SCHNICKENS
 NOTORIOUS B.I.G.
 NIU
WPOW/Miami, FL
 PD: Frank Walsh
 MD: John Rogers
 21 ANGEL MOORE
 16 MIRANDA
 12 TONI BRAXTON
 10 2 UNLIMITED
 METHOD MAN
KHTN/Modesto, CA
 PD: Pete Jones
 MD: Allen Chase
 CECE PENISTON
 LIVIN' JOY
 CRYSTAL WATERS "Need"

KCAQ/Oxnard-Ventura, CA
 PD: Rooster Rhodes
 MD: Lucy B.
 20 CRYSTAL WATER "Need"
 20 IMMATURE
 17 STEVIE B
 16 BRANDY "Baby"
WWKX/Providence, RI
 PD: Scotty Snipes
 MD: Jammer
 48 LOUCHIE LOU/MICHIE...
 16 LIL' SUZY
 15 RATED X
 13 NOTORIOUS B.I.G.
KGGI/Riverside, CA
 PD: Carmy Ferreri
 MD: Sonia Jimenez
 35 GLORIA ESTEFAN
 19 BONE THUGS-N-HARMONY
WJJS/Roanoke, VA
 OM: Russ Brown
 MD: David Lee Michaels
 No Adds
KSFM/Sacramento, CA
 PD: Rick Thomas
 Acting MD: AJ
 13 REAL MCCOY
 11 CORONA
 10 TLC
 8 BRANDY "Baby"
 8 IMMATURE
 SOUL FOR REAL
 MADONNA
KDON/Salinas-Monterey, CA
 PD: Michael Newman
 MD: Jennifer Wilde
 33 MADONNA
 20 CORONA

KZHT/Salt Lake City, UT
 PD: Gary Waldron
 MD: Gary Michaels
 45 2 UNLIMITED
 14 GLORIA ESTEFAN
KTFM/San Antonio, TX
 PD: Jamie Hyatt
 MD: Charles Chavez
 43 SPANISH FLY
 36 CECE PENISTON
 32 BRANDY "Baby"
 32 CYNTHIA
 31 SABELLE
 29 BOYZ II MEN "Water"
 28 TLC
 18 GEORGE LAMONO
 14 FUN FACTORY
XHTZ/San Diego, CA
 PD: Lisa Vasquez
 MD: Jeff Nelson
 61 JOCELYN ENRIQUEZ
 31 CORONA
 12 TONI BRAXTON
 7 JON SECADA
 CECE PENISTON
KMEL/San Francisco, CA
 PD: Michelle Santosuosso
 MD: Joey Arbagey
 5 NOTORIOUS B.I.G.
 5 BRANDY
 5 FU-SCHNICKENS
 ANITA BAKER
 LIVIN' JOY
KYLD/San Francisco, CA
 PD: Bob Hamilton
 MD: Michael Martin
 44 DES'REE
 32 BOYZ II MEN "Water"
 BROWNSTONE
 BONE THUGS-N-HARMONY

KHQT/San Jose, CA
 PD: Bob Perry
 MD: Pete Manriquez
 66 IMMATURE
 63 STEVIE B
KUBE/Seattle, WA
 PD: Mike Tierney
 MD: Shelle Hart
 52 CRYSTAL WATERS
KWIN/Stockton, CA
 PD: Bob Lewis
 MD: Ken Carr
 35 IMMATURE
 30 MADONNA
 29 HEAVY D & THE BOYZ
 23 ICE CUBE
 21 BRANDY "Baby"
 14 BROWNSTONE
 14 CORONA

34 Total Reporters
34 Total Reports
31 Current Playlists

Did Not Report,
Playlist
Frozen (3):

WJMH/Greensboro
WQHT/New York
WPGC/Washington

NEW & ACTIVE THE HOTTEST

REAL MCCOY "Run Away" (Arista)
 Total Plays: 220, Total Stations: 5, Adds: 1
SNOOP DOGGY DOGG "Murder...(Death Row/Interscope/AG)
 Total plays: 215, Total Stations: 13, Adds: 0
DRUDOWN "Mack Of The Year" (Relativity)
 Total plays: 212, Total Stations: 8, Adds: 0
BONE THUGS-N-HARMONY "The Love Of Money" (Ruthless/Relativity)
 Total Plays: 202, Total Stations: 10, Adds: 2
ANITA BAKER "I APOLGIZE" (Elektra)
 Total plays: 200, Total Stations: 10, Adds: 1

NUTTIN'NYCE "Down 4 Whateva" (Hollywood/Jive)
 Total plays: 193, Total Stations: 8, Adds: 0
K 7 "Move It Like This" (Tommy Boy)
 Total Plays: 184, Total Stations: 4, Adds: 0
ROCHELLE "Praying For An Angel" (S.O.S./Zoo)
 Total Plays: 181, Total Stations: 3, Adds: 0
CRYSTAL WATERS "What I Need" (Mercury)
 Total Plays: 175, Total Stations: 9, Adds: 3
MARY J. BLIGE "I'M GOIN' DOWN" (Uptown/MCA)
 Total plays: 169, Total Stations: 4, Adds: 1

NOTORIOUS B.I.G. "Big Poppa" (Bad Boy/Arista)
 Total Plays: 164, Total Stations: 9, Adds: 3
BOYZ II MEN "Water Runs Dry" (Motown)
 Total Plays: 156, Total Stations: 5, Adds: 3
AALIYAH "Age Ain't Nothing..." (BlackGround/Jive)
 Total Plays: 144, Total Stations: 7, Adds: 0
ALL-4-ONE "(She's Got) Skillz" (Blitz/AG)
 Total Plays: 138, Total Stations: 7, Adds: 1
SCARFACE "I Never Seen A Man Cry" (Rap-A-Lot)
 Total Plays: 136, Total Stations: 7, Adds: 0

GAINING AIRPLAY

GLORIA ESTEFAN "Turn The Beat Around" (Crescent Moon/Epic ST)
 Total Plays: 132, Total Stations: 6, Adds: 2
G-MO "It's An Everyday..." (Watch It/Zoo)
 Total Plays: 130, Total Stations: 4, Adds: 1
MAX-A-MILLION "Fat Boy" (IO)
 Total Plays: 119, Total Stations: 4, Adds: 1
BON JOVI "Always" (Mercury)
 Total Plays: 113, Total Stations: 3, Adds: 0
69 BOYZ "Kitty Kitty" (Rip It/ILC)
 Total Plays: 107, Total Stations: 5, Adds: 2
SABELLE "Where Did The Love..." (Tommy Boy)
 Total Plays: 105, Total Stations: 3, Adds: 2

ICE CUBE "What Can I Do?" (Priority)
 Total Plays: 102, Total Stations: 4, Adds: 1
CECE PENISTON "Keep Givin' Me Love" (Columbia)
 Total Plays: 91, Total Stations: 6, Adds: 4
BRAT & NOTORIOUS... "Da B-Side" (So So Def/Chaos)
 Total Plays: 87, Total Stations: 3, Adds: 0
STEVIE B "Dream About You" (Emporia)
 Total Plays: 79, Total Stations: 2, Adds: 0
CYNTHIA "How I Love Him" (Timber)
 Total Plays: 78, Total Stations: 3, Adds: 3
ROULA "Lick It" (ID)
 Total Plays: 78, Total Stations: 1, Adds: 0
2 UNLIMITED "Get Ready For This" (Critique)
 Total Plays: 77, Total Stations: 3, Adds: 2

SOUL FOR REAL "Candy Rain" (Uptown/MCA)
 Total Plays: 77, Total Stations: 3, Adds: 2
LOUCHIE LOU/MICHIE... "Rich Girl" (VP)
 Total Plays: 77, Total Stations: 2, Adds: 1
HEAVY D & THE BOYZ "This Is Your Night" (Uptown/MCA)
 Total Plays: 76, Total Stations: 2, Adds: 2
RAJA-NEE "Turn It Up" (Perspective/A&M)
 Total Plays: 76, Total Stations: 2, Adds: 0
MAXX "Get Away" (ZYX)
 Total Plays: 74, Total Stations: 1, Adds: 0
LIVIN' JOY "Dreamer" (MCA)
 Total Plays: 71, Total Stations: 5, Adds: 2

SAVE THE DATE



MusiCares®

The Heart of the Music Community

INVITES YOU TO CELEBRATE 1995 GRAMMY® WEEK

Person of the Year Tribute honoring

TONY BENNETT

MONDAY, FEBRUARY 27, 1995 • UNIVERSAL HILTON • SIERRA BALLROOM • LOS ANGELES

For further information call MusiCares at (310) 392-3777



MusiCares®

3402 PICO BLVD., SANTA MONICA, CA 90405
 (310) 392-3777 FAX (310) 392-2188

Proceeds from this event will directly benefit MusiCares, which focuses the resources of the music industry on the health and welfare of music professionals.



WALT LOVE

Urban's New Year Recipe For Success

Record execs see positive messages, artist loyalty, and an aggressive stance as key elements

It's the start of another new year — time to reflect on the past and look toward the future. This week, we'll look at the state of Urban radio from an outside perspective, as four record company execs offer their insights and advice for the format in 1995.

Larry Khan
Jive Records

According to Jive Records VP/R&B Promotion Larry Khan, "UC radio and urban music are unbelievably strong. If you look at the Top 25 markets, you'll find an Urban station at or near the top of the ratings. The thing

Urban radio has to work on — and I'm not sure whether it's a radio problem as much as it is a sociological problem — is turning Urban radio's ratings into revenue gains. I don't think it's a ratings problem or a music problem, but a problem of getting dollars that are commensurate with the audience share Urban radio delivers.



take advantage of that. Our stations have to fill that void."

But he does have one pet peeve about Urban radio. "African-Americans have the richest musical heritage on this planet, and I think Urban radio should exploit that a little more. Sometimes I scratch my head and wonder why if I want to hear an Aretha Franklin, Al Green, or Marvin Gaye record, I have to listen to an Oldies station as opposed to an Urban station. Sometimes I think an 'Oldie,' to some Urban programmers, is Bobby Brown's 'My Prerogative.' Our heritage has more to offer musically than that."

We've begun to see some Churbans flipping to Alternative. Our stations have to fill that void.

- Larry Khan

At the heart of Urban's success, Khan believes, are the programmers. "Urban radio today is being fueled by some of the brightest programming minds in the country — guys like Keith Landecker at WJTT/Chattanooga, Thomas Bacote at KJMS/Memphis, Steve Hegwood at WJLB & WMXD/Detroit, and Andre Carson at WPEG/Charlotte. These are brilliant minds, and there are dozens of others I'm missing.

"It's also being fueled by the surge of good Urban music that seems to be penetrating mainstream America and creating a ratings bonanza for many Urban stations."

Khan also sees a window of opportunity opening for the format in '95: "At the tail end of '94 we've begun to see some Churban stations flipping to Alternative. I think we're going to continue to see that trend continue in '95, and we've got to

"R&B radio is going to be around, but I would like to see our stations be more loyal to artists, instead of being song- and producer-driven. I can only point to my Vanessa Williams project— she's come up with a very mature album, and her first statement has leanings that are more AC. But black folks, who are the core audience of most Black radio

Urban radio has a challenge: to stay competitive and continue to be artist-oriented.

- Michael Johnson

stations, would love to hear this record. Radio owes Vanessa and her fans— their listeners— the opportunity to make the decision about whether or not they like what she's done. Urban's core audience has more loyalty to artists than R&B stations have had."

Overall, though, Johnson sees a good year ahead for Urban radio. "The format will continue to be as strong as it's been during '94. With Alfred Liggins's and Cathy Hughes's Radio One buying WKYS/Washington, there should be a very interesting Urban radio battle again in DC, which will be good for everyone— especially the listeners. I also think R&B radio will continue to challenge the validity of Churban radio ... R&B stations disguised as CHR."

Michael Johnson
Mercury Records

Michael Johnson, Mercury Records' VP/R&B Promotion, thinks Urban radio is "going through growing pains because of things like the duopoly movement. We're seeing Churban station owners buying Urban facilities, and that's going to cause some adjustments in the format.

"Urban radio has a challenge: to stay competitive and continue to be artist-oriented. I don't know how it's all going to shake out, but I do know that everybody's watching it to see what's going to be the final outcome.

Ernie Singleton
MCA Records

MCA Black Music Division President Ernie Singleton, a former radio programmer and air personality himself, says, "Depending on your perspective, Urban radio can be exciting or depressing. For example, it's exciting when you look at the success of a black entrepreneur like Cathy Hughes, knowing where she came from and seeing where she is today, owning that number of quality properties. But if you evaluate the state of Urban radio from the sense of programming and in terms of duopolies and things like that ... it can be somewhat depressing."

Pointing to the influence of Churbans, which he terms "more com-

Too many stations are doing block programming. I think listeners like to hear great music all throughout the day and night, not just at specific times.

- Ernie Singleton

petitive from a financial standpoint than the average pure Black station," Singleton warns, "Black radio and the Urban format are threatened. From this perspective, the staff is threatened, the programming is threatened, and the entire meaning of the format is threatened."

What can radio do to fight back? "In '95 I'd like to see more stations become more aggressive, specifically in terms of personality, music, and diversification. Rap has become a much stronger portion of our programming than most stations are comfortable with. But over the last several months, most of the No. 1 records have been rap records. A number of R&B records have risen to that position as well, but not nearly as many as was once the case.

"Too many stations are doing block programming, as opposed to mixing the music in so you can hear Anita Baker, then Snoop Dogg, then Patti LaBelle, and then Heavy D, and so on. Very few stations are doing that. I think listeners like to hear great music all throughout the day and night, not just at specific times. "I'd also like to see more minority ownership of stations in other formats. Just because we're African-Americans doesn't mean the only radio stations we own have to be programmed in the Urban format."

James Cochran
Motown Records

Motown Sr. VP/Urban Promotion James Cochran would like to see Urban radio break free of the Churban influence. "They're playing a more active role musically, and Urban radio is reacting to them more. Maybe we went a little too far to the left as it relates to rap. Some of the kids react to the rap music that has a negative message, has negative connotations about women, and glorifies the 'street gangsta' image.

There's a place for all types of music, but that negative message is sometimes glorified to the point where some people are trying to live that life. And most of the people who are trying to live that life really don't know what it entails. It only encourages some of our young people to have no respect for life in general — no matter whose life it is — and they place very little value on whether they live or die.

"We must use the things that are available to us — and Urban radio is one of those vehicles — to let people know that life is valuable and that there are more positive and productive ways to get where you want to go. The easy out on the street — selling drugs or taking somebody's money — is not the answer. Education, intelligence, self-worth, and hard work are still the keys to success and longevity in any industry in the world. We've got to let them know there are prices to pay for anything we do that is wrong, and Urban radio can help get this message through to our youngsters and still be entertaining."

We must use Urban radio to let people know that life is valuable and that there are more positive and productive ways to get where you want to go.

- James Cochran

"I'd really like to see Urban radio get involved in more meaningful community events over and above sponsoring concerts. I would like to see UC involved in things that would benefit our schools. That will help our children, which ultimately helps our communities and everybody in our society. I hope Urban radio will make decisions about how what they do will be good for their listeners and the community."

Cochran also sees a role for his peers in this process: "We — as parents, as record executives — are in a position to get music made that can help get these kids turned around in a positive direction. They are the future of America ... and the future we're being presented with in a number of arenas doesn't look very bright right now."



Ernie Singleton



James Cochran



Michael Johnson

3W	2W	LW	TW	Artist Title Label(s)	TOTAL PLAYS				Total Stations Added
					TW	LW	2W	3W	
—	—	—	1	BOYZ II MEN On Bended Knee (Motown)	3224	—	—	—	86/0
—	—	—	2	TLC Creep (LaFace/Arista)	2953	—	—	—	83/0
—	—	—	3	K-CI HAILEY If You Think... (Mercury)	2910	—	—	—	86/0
—	—	—	4	BARRY WHITE Practice What... (A&M)	2533	—	—	—	78/0
—	—	—	5	MARY J. BLIGE Be Happy (Uptown/MCA)	2474	—	—	—	82/0
—	—	—	6	ZHANE' Shame (Hollywood/Jive)	2314	—	—	—	84/0
—	—	—	7	BLACKSTREET Before I... (Interscope/AG)	2306	—	—	—	72/0
—	—	—	8	BROWNSTONE If You Love Me (MJJ/Epic)	2293	—	—	—	83/0
—	—	—	9	ANITA BAKER I Apologize (Elektra)	2160	—	—	—	84/0
—	—	—	10	BRANDY I Wanna Be Down (Atlantic/AG)	2109	—	—	—	72/0
—	—	—	11	TONI BRAXTON I Belong To You (LaFace/Arista)	1984	—	—	—	80/0
—	—	—	12	CHANGING FACES Foolin' Around (Big Beat/AG)	1869	—	—	—	81/0
—	—	—	13	GERALD LEVERT Can't Help Myself (EastWest/AG)	1760	—	—	—	76/0
—	—	—	14	LUTHER VANDROSS Always And Forever (LV/Epic)	1641	—	—	—	81/0
—	—	—	15	INI KAMOZE Here Comes... (Columbia)	1570	—	—	—	61/0
—	—	—	16	B.M.U. U Will Know (Mercury)	1504	—	—	—	58/0
—	—	—	17	CHANTE' MOORE Old School Lovin' (Silas/MCA)	1476	—	—	—	77/2
—	—	—	18	MEN AT LARGE Let's Talk About It (EastWest/AG)	1466	—	—	—	62/0
—	—	—	19	JADE Every Day Of The Week (Giant)	1436	—	—	—	75/0
—	—	—	20	KARYN WHITE Can I Stay With You (WB)	1283	—	—	—	75/0
—	—	—	21	WHITEHEAD BROTHERS Forget I Was A G. (Motown)	1171	—	—	—	67/0
—	—	—	22	TEVIN CAMPBELL Don't Say Goodbye... (Qwest/WB)	1134	—	—	—	72/0
—	—	—	23	JANET JACKSON You Want This (Virgin)	1133	—	—	—	48/0
—	—	—	24	JEWELL Woman To Woman (Death Row/IS/AG)	1126	—	—	—	73/1
—	—	—	25	AALIYAH Age Ain't Nothing... (Blackground/Jive)	1114	—	—	—	71/0
—	—	—	26	NIUU I Miss You (Arista)	984	—	—	—	63/1
—	—	—	27	IMMATURE Constantly (MCA)	961	—	—	—	56/1
—	—	—	28	TRISHA COVINGTON Why You Wanna.. (Columbia)	958	—	—	—	67/0
—	—	—	29	LO-KEY? Tasty (Perspective/A&M)	953	—	—	—	58/1
—	—	—	30	SCARFACE I Never Seen A Man Cry (Rap-A-Lot)	951	—	—	—	60/0
—	—	—	31	GLADYS KNIGHT End Of The Road... (MCA)	950	—	—	—	61/0
—	—	—	32	EL DEBARGE Slide (Reprise)	880	—	—	—	58/0
—	—	—	33	RAJA-NEE Turn It Up (Perspective/A&M)	871	—	—	—	47/0
—	—	—	34	VANESSA WILLIAMS The Sweetest Days (Mercury)	843	—	—	—	61/0
—	—	—	35	KEITH MURRAY The Most... (Jive)	826	—	—	—	63/0
—	—	—	36	HOWARD HEWETT This Love Is Forever (Caliber)	766	—	—	—	51/0
—	—	—	37	MISS JONES Where I Wanna Be (Stepsun)	765	—	—	—	49/2
—	—	—	38	FELICIA ADAMS Thinking About You (Motown)	762	—	—	—	51/0
—	—	—	39	NUTTIN' NYCE Down 4 Whateva (Hollywood/Jive)	753	—	—	—	49/0
—	—	—	40	C & C MUSIC FACTORY Take A Toke (Columbia)	680	—	—	—	54/0
—	—	—	41	SOUL FOR REAL Candy Rain (Uptown/MCA)	677	—	—	—	43/2
—	—	—	42	GERALD ALSTON Stay The Night (Street Life/SB)	642	—	—	—	53/1
—	—	—	43	JAMECIA Rodeo Style (Mercury)	629	—	—	—	50/0
—	—	—	44	CAMEO Slyde (Way 2 Funky/Raging Bull)	623	—	—	—	38/1
—	—	—	45	TAKE 6 All I Need... (Reprise)	610	—	—	—	49/0
—	—	—	46	SUBWAY This Lil' Game We... (Biv Ten/Motown)	584	—	—	—	46/2
—	—	—	47	KANSAS CITY ORIGINAL SOUND Bounce (RCA)	584	—	—	—	45/0
—	—	—	48	AFTER 7 Not Enough Hours... (Giant)	564	—	—	—	49/0
DEBUT	—	—	49	TANYA BLOUNT Hold On (Polydor/Island)	540	—	—	—	48/0
DEBUT	—	—	50	WARREN G. Do You See (Violator/RAL/Island)	531	—	—	—	45/0

Songs ranked by number of plays. This chart reflects airplay from December 26, 1994 - January 1, 1995. 89 UC reporters. 30 current playlists. Highlighted songs indicate Breaker. © 1995, R&R Inc.

BREAKERS.

No Songs Qualified For Breaker Status This Week

MOST ADDED®

Artist Title	Label(s)	Adds
METHOD MAN "Pain" (Def Jam/Isi.)		74
MARY J. BLIGE "Goin'" (Uptown/MCA)		74
CRAIG MACK "Down" (Arista)		74
NOTORIOUS... "Poppa" (Bad Boy/Arista)		73
BONE THUGS... "Money" (Ruthless)		73
JANET JACKSON "70's" (Virgin)		73
CHANTE' MOORE "Old" (Silas/MCA)		72
MISS JONES "Wanna" (Stepsun)		72
SUBWAY "Game" (Biv Ten/Motown)		72
SHANICE "Wish" (Motown)		72

MOST INCREASED PLAYS

Artist Title	Label(s)	Total Play Increase
--------------	----------	---------------------

Data Is Not Available This Week. Most Increased Plays Will Debut In Next Week's Issue.

HOTTEST RECURRENTS
Ranked By Total Plays

Artist Title	Label(s)
BOYZ II MEN I'll Make Love To...Make (Motown)	
ANITA BAKER Body & Soul (Elektra)	
KEITH SWEAT/K. KLOSE Get Up On It (Elektra)	
SILK I Can Go Deep (Hollywood/Jive)	
EBONY VIBE EVERLASTING Groove Of Love (MCA)	
HEAVY D & THE BOYZ Black Coffee (Uptown/MCA)	
CASSERINE Why Not Take All Of Me (WB)	
H-TOWN Back Seat (With No...) (Luke)	
TONI BRAXTON How Many Ways (LaFace/Arista)	
AARON HALL When You Need Me (Silas/MCA)	

Breakers: Songs registering 1200 plays or more for the first time. Bullets awarded to songs gaining in plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

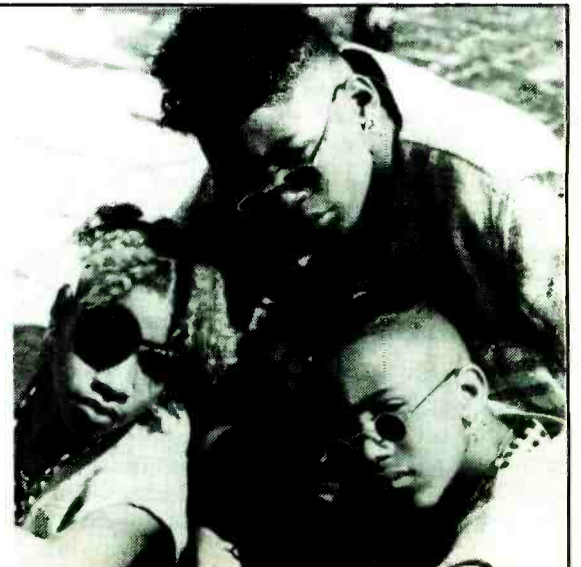
immature

"constantly"

urban chart: 33-27
56 UC reporters - 64%

including:

- WBLS WJCI WJLB WILD WXYV
- KJLH WJPC KJMZ KMJQ WAMO
- KKBT WUSL KKDA WVEE KMJK
- WVAZ WDAS WKYS KMJM WZAK
- WBLX WOCQ



Stations listed alphabetically by market

				NEW & ACTIVE	
<p>WFXA/Augusta, GA PD: James Alexander MD: Robert Taylor</p> <p>24 MARY J. BLIGE 23 BIG MIKE 10 CRAIG MACK 5 METHOD MAN BONETHUGS-NHARMONY</p> <p>KQXL/Baton Rouge, LA PD: Chris Clay MD: Lou Benett No Adds</p> <p>WPAL/Charleston, SC PD/MD: Jae Jackson No Adds</p> <p>WJPC/Chicago, IL PD: Monica Starr MD: Jay Allan</p> <p>26 DE'1 24 NOTORIOUS B.I.G. 17 STR8-G 11 ICE CUBE 11 IMMATURE</p> <p>WVAZ/Chicago, IL MD: Maxx Myrick</p> <p>16 GLADYS KNIGHT 13 MARY J. BLIGE 7 BLACKSTREET 6 SHANICE 6 MINT CONDITION 6 JANET JACKSON 6 BARRY WHITE</p> <p>WCKX/Columbus, OH PD/MD: Frank Kelly No Adds</p> <p>WVKO/Columbus, OH PD: Sam Nelson MD: Mike Anderson</p> <p>13 JEWELL 12 CHANTE' MOORE 10 LO-KEY?</p> <p>WJN/Dothan, AL PD: Larry Steele MD: Jimmie Doctrie</p> <p>12 NIU</p>	<p>WZFX/Fayetteville, NC PD: Bobby Jay MD: Omega Jones</p> <p>18 SOUNDS OF BLACKNESS 18 BLACKGIRL 13 MARY J. BLIGE 13 JANET JACKSON 11 TLC 5 METHOD MAN 5 CRAIG MACK</p> <p>WDZZ/Flint, MI PD: Ross Holland MD: Lisa Valentine</p> <p>16 BLACKSTREET 14 CHANTE' MOORE 13 SOUL FOR REAL 13 MARY J. BLIGE 7 JANET JACKSON 6 MISS JONES 6 CRAIG MACK 6 SPEARHEAD</p> <p>WEUP/Huntsville, AL PD/MD: Steve Murray No Adds</p> <p>WTLC/Indianapolis, IN PD/MD: Vycki Buchanon</p> <p>6 GERALD ALSTON NOTORIOUS B.I.G.</p> <p>KFXZ/Lafayette, LA PD/MD: Frank Tray</p> <p>5 SUBWAY</p> <p>KNEK/Lafayette, LA PD: Tyrone Davis APD: Demetrius Lloyd</p> <p>11 DJ MAGIC MIKE</p> <p>KXZZ/Lake Charles, LA PD/MD: James Williams</p> <p>9 ANGEL MOORE</p> <p>WJMG/Laurel-Hattiesburg, MS PD/MD: LaDonna Jones</p> <p>9 SHANICE</p> <p>KIPR/Little Rock, AR PD: Joe Booker MD: Mark Dylan</p> <p>ROHN LAWRENCE CHANNEL LIVE</p>	<p>WIBB/Macon, GA PD/MD: Jeff Kenney No Adds</p> <p>WKKV/Milwaukee, WI PD: Tony Fields</p> <p>20 SILK 5 LORDS OF UNDERGROUND 5 NOTORIOUS B.I.G.</p> <p>WBLX/Mobile, AL PD: J.B. Louis APD: Jimmy Mack SUBWAY</p> <p>WZHT/Montgomery, AL PD/MD: Michael Long</p> <p>12 MISS JONES 10 PATRICE RUSHEN NANCY WILSON ANGEL MOORE BOBBY WOMACK</p> <p>WIKS/New Bern, NC PD: B.K. Kirkland APD: Kristina West No Adds</p> <p>WOCQ/Ocean City, MD PD: Don Duckman MD: Marlou</p> <p>19 CECE PENISTON 17 SOUL FOR REAL 14 BONETHUGS-NHARMONY 9 CRAIG MACK 9 METHOD MAN</p>	<p>WRKE/Ocean City, MD PD: Tony Quararone MD: Manuel Mena</p> <p>15 BLACKSTREET</p> <p>KMJK/Phoenix, AZ PD/MD: Dena Yasner</p> <p>15 JOYA 14 CAMEO 13 JAKI GRAHAM 12 SHABBA RANKS 12 GERALD LEVERT</p> <p>WTLZ/Saginaw, MI PD: Kermit Crockett MD: Tony Lampley No Adds</p> <p>WACR/Tupelo, MS PD/MD: Jerold Jackson</p> <p>14 TEVIN CAMPBELL VANESSA WILLIAMS</p> <p>WTUG/Tuscaloosa, AL PD/MD: Steve Sloan</p> <p>52 MARY J. BLIGE 31 VICIOUS 15 NINE 14 METHOD MAN 14 SNOOP DOGGY DOGG 12 BONETHUGS-NHARMONY</p> <p>KDLE/Wichita, KS PD: Greg Jordan MD: A.J. Jones</p> <p>26 JADE 10 BETTY WRIGHT</p>	<p>SHANICE "I Wish" (Motown) Total Plays: 496, Total Stations: 44, Adds: 2</p> <p>TONY TERRY "Can't Let Go" (Virgin) Total Plays: 496, Total Stations: 39, Adds: 0</p> <p>ARRESTED DEVELOPMENT "Africa's Inside Me" (Chrysalis/EMI) Total Plays: 488, Total Stations: 41, Adds: 0</p> <p>ALL-4-ONE "(She's Got) Skillz" (Blitz/AG) Total Plays: 488, Total Stations: 38, Adds: 0</p> <p>NOTORIOUS B.I.G. "Big Poppa" (Bad Boy/Arista) Total Plays: 460, Total Stations: 39, Adds: 3</p> <p>ANGEL MOORE "Ecstasy" (Atlantic/AG) Total Plays: 337, Total Stations: 36, Adds: 2</p> <p>BONE THUGS-N-HARMONY "The Love Of Money" (Ruthless/Relativity) Total Plays: 331, Total Stations: 26, Adds: 3</p> <p>BAR-KAYS "Old School Mega Mix" (Basix) Total Plays: 318, Total Stations: 23, Adds: 0</p> <p>LORDS OF UNDERGROUND "Tic Toc" (Pendulum/EMI) Total Plays: 296, Total Stations: 32, Adds: 1</p> <p>OUTKAST "Git Up, Git Out" (LaFace/Arista) Total Plays: 279, Total Stations: 33, Adds: 0</p> <p>QUO "Blowin' Up..." (MLJ/Epic) Total Plays: 276, Total Stations: 34, Adds: 0</p>	<p>JOHNNY "GUITAR" WATSON "Hook Me Up" (Life/Bellmark) Total Plays: 255, Total Stations: 25, Adds: 0</p> <p>BOBBY WOMACK "Trying Not To..." (Continuum) Total Plays: 239, Total Stations: 25, Adds: 1</p> <p>MADONNA "Take A Bow" (Maverick/Sire/WB) Total Plays: 227, Total Stations: 23, Adds: 0</p> <p>HAMMER & DEION SANDERS "Straight To My Feet" (Priority) Total Plays: 215, Total Stations: 27, Adds: 0</p> <p>PATRICE RUSHEN "I Do" (Sin-Drome) Total Plays: 196, Total Stations: 18, Adds: 1</p> <p>N2DEEP "Deep In The Game" (Bust It) Total Plays: 195, Total Stations: 24, Adds: 0</p> <p>LSO "Get It Right" (Utopia/Bellmark) Total Plays: 189, Total Stations: 19, Adds: 0</p> <p>BETTY WRIGHT "Distant Lover" (Ms. B/Sir/Mines) Total Plays: 171, Total Stations: 16, Adds: 1</p> <p>BROTHER "Ghetto Love" (EastWest/AG) Total Plays: 127, Total Stations: 16, Adds: 0</p> <p>MICHAEL WALL "Love Song" (Salmon) Total Plays: 109, Total Stations: 16, Adds: 0</p>
<p>86 Total Reporters 30 Current Playlists</p> <p>Reported Frozen Playlist: (56)</p> <p>WRKS/NY is no longer a UC reporter.</p>				<p>Songs ranked by total plays</p>	



NEW & ACTIVE

DAVID BALL "Look What Followed..." (WB)

Total Stations: 75, Total Adds: 75, Total Points: 4864, Adds include: WBCS 15, WPOR 13, WCTK 15, WPOC 16, WRKZ 17, WXKX 27, WGGY 18, WGTY 13, WTDR 14, WESC 22, WROO 15, WPCV 27, WIVK 13, KDDK 10, WOGY 20, WSIX 17, WSM-FM 16, WWVD 30, KEAN 17, KRST 12, KRYS 12, KSCS 12, KILT 20, KNFM 21, KAJA 20, KWNR 15, KUZZ 20, KRPM 16

DOUG SUPERNAW "What'll You Do..." (BNA)

Total Stations: 70, Total Adds: 68, Total Points: 4282, Adds include: WCTK 10, WPOC 20, WRNS 15, WCMS 11, WCHY 12, WRBQ 20, WIRK 16, WGAR 11, WCOL 19, WYNG 15, WBTU 14, WCUZ 19, WDDD 18, WFMB 10, WTCM 19, WTVY 10, WIVK 13, KXKC 18, WSIX 16, WSM-FM 12, KBEQ 10, WDAF 15, KTWB 21, KZSN 17, KEAN 17, KMLE 13, WACO 16, KKCS 17, KFMS 15, KWNR 20, KUZZ 20, KZLA 11, KDRK 15

RUSS TAFF "Love Is Not A Thing" (Reprise)

Total Stations: 71, Total Adds: 12, Total Points: 4274, Adds include: WPOC 24, WQBE 17, WDSY 22, WXBQ 16, WSSL 6, WWQQ 25, WTQR 10, WYNG 10, WKDQ 24
Plays: WMZQ 17, WOVK 14, WEZL 18, WSOC 15, WKCN 10, WGTR 14, WWW 19, WAXX 16, WBCT 18, WFMB 16, WMSI 12, KXKC 18, KDDK 12, WSIX 15, KIKK 16, KTEX 15, KLUR 19, KBUL 18, KALF 23, KZLA 11, KNCI 24, KSAN 11

HANK WILLIAMS JR. "I Ain't Goin'..." (Curb)

Total Stations: 62, Total Adds: 6, Total Points: 2901, Adds: WKML 13, WROO 6, WWQQ 25, WCUZ 19, WXCL 6
Plays: WXTA 15, WSOC 15, WHLZ 11, WRNS 15, WAXX 16, WYNG 28, WTHI 6, KRRV 15, WTVY 10, WTGR 11, WAMZ 26, WSM-FM 12, WTX 15, WAVC 10, WWJO 11, KEAN 17, KTEX 15, KLUR 14, KFMS 15, KWNR 15, KIKF 15, KUGN 13, KNCQ 15

SHANIA TWAIN "Whose Bed Have..." (Mercury)

Total Stations: 56, Total Adds: 50, Total Points: 2884, Adds include: WHWK 13, WDSY 6, WBEE 12, WEZL 18, WKCN 10, WHLZ 11, WGTR 11, WRBQ 20, WTCM 16, KRRV 12, WTVY 10, WKDQ 24, KDDK 10, KSSN 8, WSIX 7, WDAF 25, KEEY 7, WBOB 7, KEAN 17, KTEX 10, WACO 10, KLUR 14, KKAT 10, KNCI 9, KRPM 16

AMIE COMEAUX "Who's She To You" (Polydor)

Total Stations: 47, Total Adds: 10, Total Points: 2051, Adds include: WROO 6, WAVC 26, WWJO 11, KAGG 10, WACO 10, KASH 6, KALF 10
Plays: WCTK 15, WRKZ 11, WKCN 10, WBWN 11, WAXX 16, WCUZ 19, KRRV 26, WYNG 13, WMSI 12, KDDK 12, KEAN 17, KGNC 22, KASE 21, KTEX 15, KLUR 14, KFMS 5, KBUL 18, KUGN 8, KJUG 7

NOAH GORDON "The Blue Pages" (Patriot)

Total Stations: 28, Total Adds: 7, Total Points: 1439, Adds include: WIOV 8, WKML 13, WROO 6, KDDK 12, WSIX 7, KBEQ 18, KZSN 5
Plays: WGNA 13, WGTY 12, WRBQ 20, WBTU 7, WTHI 6, WMSI 8, KXKC 6, KIXQ 6, KZKX 10, WBOB 7, WOW 9, KTTS 8, KFDI 5, KEAN 21, KIKK 16, KLUR 14, KYGO 5, KIKF 15

PIRATES OF THE MISSISSIPPI "You Could Do Better" (Liberty)

Total Stations: 30, Total Adds: 3, Total Points: 1339, Adds: WROO 6, KIXQ 6, WDAF 15
Plays: WOVK 14, WTDR 7, WKML 13, WRNS 5, WTQR 10, WBWN 11, WXCL 6, WFMB 16, WTHI 6, WTCM 18, KRRV 15, WTVY 20, WLWI 12, WAVC 10, KTWB 21, KTTS 5, KFDI 5, KEAN 21, KVOO 5, KLUR 14, KYGO 5, KUGN 8

CHRIS LEDOUX "Tougher Than..." (Liberty)

Total Stations: 30, Total Adds: 10, Total Points: 1197, Adds: WRKZ 5, WTGR 5, KXKC 18, KDDK 7, KAGG 12, KWNR 15, KALF 10, KNCQ 15, KTOM 10, KJUG 7
Plays: WGTY 16, WAVC 26, WOW 9, KFDI 5, KASE 5, KTEX 15, KGEE 14, KVOO 5, KLUR 14, KQFC 5, KYGO 5, KFMS 15, KKAT 10, KSOP 7, KORD 10

RHETT AKINS "I Brake For Brunettes" (Decca)

Total Stations: 18, Total Adds: 18, Total Points: 1048, Adds: WSSL 6, WTGR 11, WQDR 10, WTNT 15, WTHI 6, WUSY 9, KXKC 18, KDDK 12, WAMZ 26, KEEY 7, KTWB 15, KTTS 5, KVOO 5, KYGO 13, KUZZ 7, KUGN 8, KZLA 11, KHAY 11

MARTY STUART "Don't Be Cruel" (Mercury)

Total Stations: 22, Total Adds: 3, Total Points: 992, Adds: WPKX 9, WHKZ 12, KEBC 5
Plays: WWYZ 19, WXTA 15, WRKZ 5, WIOV 8, WSOC 10, WTGR 11, WOW 9, KTTS 5, KFDI 5, KEAN 21, KVOO 5, KQFC 5, KKAT 5, KALF 23, KUGN 8, KNAX 7, KRWQ 11, KPLM 26, KORD 10

LARI WHITE "That's How You..." (RCA)

Total Stations: 16, Total Adds: 16, Total Points: 762, Adds: WWYZ 5, WHKZ 12, WSSL 6, WQIK 11, WGTR 11, WTQR 10, WQXK 5, WVLK 5, KDDK 9, WBOB 7, KTWB 15, WIBW 8, KEAN 17, WACO 10, KIKF 15, KHAY 15

ALBUM TRACKS

Artist Title (Label)	Album Title
TRACY BYRD/Keeper Of The Stars(MCA).....	No Ordinary Man
ALAN JACKSON/I Don't Even Know...(Arista).....	Who I Am
ALABAMA/Give Me One More...(RCA).....	Greatest Hits III
TRAVIS TRITT/Don't Ask...(MCA).....	Ten Feet Tall & Bulletproof
ALABAMA/Sweet Home Alabama(MCA).....	Skynyrd Friends
TIM MCGRAW/Refried Dreams(Curb).....	Not A Moment Too Soon

This list reflects airplay from January 2 - 8
Songs ranked by total points.
Station call letters followed by number of plays this week.
(last week's plays - if any - in parentheses)

NATIONAL RADIO FORMATS

ABC/SMN

Mark Edwards • (214) 991-9200

Real Country

Dave Nicholson • (602) 966-6236
No adds

Hottest:

MARK COLLIE/Hard Lovin' Woman
JOE DIFFIE/Pickup Man
MARK CHESNUTT/Goin' Through The Big D
TIM MCGRAW/Not A Moment Too Soon
ALAN JACKSON/Gone Country

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818
JOHN ANDERSON/Bend It Until It Breaks
M. CHAPIN CARPENTER/Tender When I Want To Be
TOBY KEITH/Upstairs Downtown
MAVERICKS/There Goes My Heart
KEN MELLONS/I Can Bring Her Back

ABC/SMN CONTINUED

Hottest:

VINCE GILL/When Love Finds You
EAGLES/Girl From Yesterday
SAWYER BROWN/This Time
LITTLE TEXAS/Kick A Little
MARK CHESNUTT/Goin' Through The Big D

BROADCAST PROGRAMMING

Becky Brenner • (800) 426-9082
Super Country/Pure Country - Ken Moultrie
LITTLE TEXAS/Amy's Back In Austin

Hottest:

JOE DIFFIE/Pickup Man
ALAN JACKSON/Gone Country
REBA McENTIRE/Till You Love Me
RICK TREVINO/Doctor Time
MARK CHESNUTT/Goin' Through The Big D

Digital Country

DAVID BALL/What Followed Me Home
CLINT BLACK/Wherever You Go
TRACY LAWRENCE/As Any Fool Can See
DOUG SUPERNAW/What'll You Do About Me?

BROADCAST PROGRAMMING CONTINUED

Hottest:

JOE DIFFIE/Pickup Man
REBA McENTIRE/Till You Love Me
BROOKS & DUNN/I'll Never Forgive My Heart
ALAN JACKSON/Gone Country
MARK CHESNUTT/Goin' Through The Big D

Digital New Country

DAVID BALL/What Followed Me Home
TRACY BYRD/The Keeper Of The Stars
DOUG SUPERNAW/What'll You Do About Me?
CLAY WALKER/This Woman And This Man
LARI WHITE/That's How You Know

Hottest:

MARK CHESNUTT/Goin' Through The Big D
REBA McENTIRE/Till You Love Me
RICK TREVINO/Doctor Time
ALAN JACKSON/Gone Country
BROOKS & DUNN/I'll Never Forgive My Heart

JONES SATELLITE NETWORKS

(800) 766-3251
U.S. Country - Jim Murphy
RHETT AKINS/I Brake For Brunettes
LARI WHITE/That's How You Know (When You're ...)
TRISHA YEARWOOD/Thinkin' About You

JONES SATELLITE NETWORKS CONTINUED

Hottest:

BROOKS & DUNN/I'll Never Forgive My Heart
MARK CHESNUTT/Goin' Through The Big D
JOE DIFFIE/Pickup Man
FAITH HILL/Take Me As I Am
TIM MCGRAW/Not A Moment Too Soon

CD Country - John Hendricks

CLINT BLACK/Wherever You Go
TRACY LAWRENCE/As Any Fool Can See
CHRIS LEDOUX/Tougher Than The Rest
MARTINA McBRIDE/Heart Trouble

Hottest:

MARK CHESNUTT/Goin' Through The Big D
JOE DIFFIE/Pickup Man
ALAN JACKSON/Gone Country
REBA McENTIRE/Till You Love Me
PAM TILLIS/Mi Vida Loca

MAJOR NETWORKS

Vance Koretas • (312) 755-1300
BOY HOWDY/True To His Word
PIRATES OF THE MISSISSIPPI/You Could Do Better

MAJOR NETWORKS CONTINUED

Hottest:

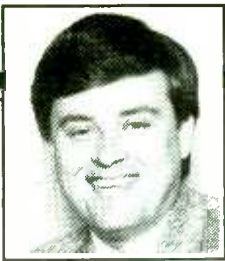
RICK TREVINO/Doctor Time
MARK CHESNUTT/Goin' Through The Big D
VINCE GILL/When Love Finds You
TIM MCGRAW/Not A Moment Too Soon
JOE DIFFIE/Pickup Man

WESTWOOD ONE RADIO NETWORKS

Leslie Magdaleno • (805) 294-9000
Hot Country - Steve Penny
CLINT BLACK/Wherever You Go

Hottest:

TIM MCGRAW/Not A Moment Too Soon
RICK TREVINO/Doctor Time
BROOKS & DUNN/I'll Never Forgive My Heart
ALAN JACKSON/Gone Country
MARK CHESNUTT/Goin' Through The Big D



LON HELTON

Facing The Challenge Ahead

Strengthening radio relationships, breaking new artists essential for growth

Much of Country's success comes from the strong, symbiotic relationship between radio and records. While each industry certainly has a different agenda, both have realized neither can survive without the other.

How will that relationship evolve throughout '95? Country label promotion execs share their opinions:

Fewer Releases, More Setup



Scott Borchetta

MCA/Nashville VP/National Promotion Scott Borchetta says, "1995 is the time to be lean and mean. Our roster is the smallest it has been in my four years at MCA. Because every release takes so much effort, we will have fewer releases with an even greater sense of priority on each one. And yes, we will continue to work singles for six months if that's what it takes.

"We are currently investigating new and exciting ways to deliver releases digitally, which is without question the way we will be servicing music in the very near future. We have never been big believers in showcasing every new artist we sign. Obviously, with a band like the Mavericks, showcases are a great tool. But I think they've been done to death and have become less special.

"With so many labels vying for attention, this will be a year to go to your



We'll still be relying heavily on computers, but no matter what, it still gets down to the one-on-one relationships you've built over the years.

- Ralph Carroll



strengths — and that's exactly what we will be doing. Everything we bring to radio will be special: private dinners with **Reba McEntire** and VIP treatment at her shows; Nascar racing with **Tracy Byrd** or **David Lee Murphy**; the Houston Rodeo with **George Strait** — the kinds of things that are uniquely MCA.

"As for setting up new releases, we are getting further out in front of the

RECORDS ON RADIO OUTLOOK 1995

release date to ensure that radio will be aware of the single, add date, tour plans, retail plans, club promos, etc. As for the 'presents wars,' I feel the key is planning way ahead — no surprises! The label can't help you the day before (or the day after) a major concert. We know the acts are coming, radio knows the acts are coming — so let's come together early and get things worked out.

"There seems to be an undercurrent feeling that our present format 'bull market' is slowing down. Well, it's only going to take two to three great new artist breakthroughs and outstanding music from our superstars in '95 to keep the excitement and enthusiasm at its current temperature. Be smart, check your egos at the door, and do the right thing!"

More Sensitive To New Acts

"Radio needs to be more sensitive to the new acts coming out," suggests **Polydor/Nashville VP/Promotion Ralph Carroll**. "After all, this is a current-based format; record labels spend a lot of time, effort, and money to develop acts for the Country format. With more labels entering



Ralph Carroll

the arena, the level of competition is going to be even higher in 1995 than it was in 1994. Radio needs to understand that and take time to make space and talk with everyone about their new music.

"Showcases and radio tours will still be of maximum importance to the artists and labels. Promotion will be more of an 'information' business than ever; we'll still be relying heavily on computers. But no matter what, it still gets down to the one-on-one relationships you've built over the years."

Columbia/Nashville Sr. Director/National Promotion Debi Fleischer contends, "First and foremost, we must work closely with our A&R departments to bring to radio the best possible music. With the increased competition of more labels with more artists, the best records will have the most opportunity to be heard. Radio and listeners are the lucky ones here, because they can only win by being able to choose the best.

"Columbia/Nashville will continue to focus on exposing radio pro-



Debi Fleischer



We don't eat one kind of food or wear one style of clothing. We don't want to hear one type of country music; please keep your ears open.

- Debi Fleischer



grammers to the artists and their music in more intimate settings in 1995. Showcases will be just that — an opportunity to show radio who the artist is and what that artist is all about. Weekends of golf or horseback riding have nothing to do with music. Showcases are intended to help music programmers do their jobs better, too; [they're] not just for the benefit of the labels and artists.

"The 'concert wars' have become so fierce in some markets that artists will either avoid those markets or [be forced] to take such a neutral stand that radio and artists will lose the interaction that makes Country the most personal of all formats in terms of radio/listener/artist relations. Radio needs to do the best job possible of showing concert promoters why they should be involved in a show and act responsibly — however it turns out."

Guard Integrity

"There are rumors of pop promotion methods creeping into our format," continues Fleischer, "and we all must guard against a potential loss of integrity. It will allow for false information and drive the cost of doing business to a level none of us can afford. Most important, it



We are in uncharted waters, exciting and risky, without a compass to guide us. Radio and records must seize the moment, for this opportunity may never come again.

- Phil Gernhard



will make for bad radio, which will lead to listener loss, which equals loss of revenue. We must police ourselves and take responsibility for our actions.

"Finally, one of the things that has helped take Country radio to higher levels has been the diversity of music it has embraced. We don't eat one kind of food or wear one style of clothing, and we don't want to hear one type of country music. My hope is that Country radio never limits itself; please keep your ears open and the future will be bright."

Curb Sr. VP/Promotions & GM Phil Gernhard notes, "In the past 18 months, 20 million new listeners have come over to Country radio and records. Younger in age and more active than the traditional passive Country audience, this influx has fundamentally altered the dynamics of what was thought of as 'country music.' All the old rules — the conventional wisdom, if you will — no longer apply.

"Country music is now the mainstream music form for white America, both rural and urban. The challenge we all face is to first accept that as a fact, understand what it means, and then act accordingly. We are in uncharted waters — exciting and risky — without a compass to guide us. Standing pat will not do. Both radio and records must seize the moment, for this opportunity may never come again."

High Tech = No Secrets

"The competitive market situation will continue to apply great pressure for success on all of us," predicts **Warner-Reprise/Nashville Sr. VP/National Promotion Bill Mayne**. "The label/station relationship has been affected by this pressure; with more people and product the communication process has compressed. Having a relationship with a station in 1990 was getting a shot to expose new product. This year, having a relationship is getting [a station] to take your call.

"If the premise of 'playing the right music' is still a key to success for radio, more time and energy must be expended to communicate and share information to make a better informed decision. With the information glut and noise level so high, labels have to find more concise and efficient ways to cut through the clutter and make their cases.

"The local turf battles' impact on artist access to stations is going to have to subside, or we are going to

lose this significant marketing advantage over other formats. The key to alleviating this situation is for everyone to use their creativity and marketing sense to involve everyone in concert appearances. Thus, we turn our collective 'guns' as a format on the much larger market as competition.

"Technology has already affected what we do. There are no more secrets in the marketplace. More accurate information is available today to give radio, records, and retail a clear picture of what is working and what isn't. The key, as in any other business, is to know how to access, understand, and implement the information to your best advantage."

Still Strong

"Many people today are so overwhelmed by all of the information that they are actually using it less and relying on what people are telling them. Open up any major trade publication to the tracking pages — they are so jammed it is hard to focus on anything. We have been using sophisticated computer programs to sort and deliver data on our records



Having a relationship with a station in 1990 was getting a shot to expose new product; in 1995, having a relationship is getting [a station] to take your call.

- Bill Mayne



and artist delivery to radio via fax for several years. Now we use interactive computer disks to deliver information in a concise and fun way. As more and more stations become computer-capable, we are able to take advantage of new technology.

"I recently heard a major consultant state, 'These days you only get one chance; by the second or third single you've lost credibility.' This concept of 'churning and burning' new artists is deadly. If we didn't give new artists a chance to grow and develop, we never would have seen the success of **Garth Brooks**, **Reba McEntire**, **Vince Gill**, or **Randy Travis**. This pressure to explode out of the box could cost us many future great artists of the format. Let's not be so shortsighted.

"This past year has been a great one; we didn't fall out of bed, like many predicted. Country radio shares are still strong, and our retail market share is solid. I not only predict, but promise one thing in 1995: Change and a strong, competitive market — a challenge I eagerly anticipate!"



Bill Mayne

"I love you daddy!"
—Tyler



The New **Davis Daniel** Single

“tyler”

ADD DATE: JANUARY 9

PRODUCED BY HAROLD SHEDD AND DAVIS DANIEL



LARI WHITE

THE BREAKTHROUGH
ARTIST OF 1994



"That's My Baby"
TOP 10

"Now I Know"
TOP 5

The string of hits continues with

"That's How You Know"

THE NEW SINGLE FROM
"WISHES"

AIRPLAY: JANUARY 13


THE RCA RECORDS LABEL®
NASHVILLE
BMG
© 1994 BMG MUSIC

NASHVILLE THIS WEEK

Label Heads: Marketing, Technology Keys To Success

Country is heading into the new year on a high note. Will Nashville's record labels enjoy continued success — or will the influx of new companies and artists take a bite out of the pie? We asked Music City label execs for their predictions; here's what some had to say:



• **MCA/Nashville Chairman Bruce Hinton:** "MCA's small, artist-oriented roster approach to doing business has served us very well, and '95 will further reflect a fine-tuning of this philosophy. Not surprisingly, as our Decca label goes into its second phase, it will be obvious that it is operating under these same successful guidelines."

"Event album strategies will continue to have a place in '95 at MCA and Decca. Such albums include the March release of the original cast album 'Always ... Patsy Cline,' the George Jones & Tammy Wynette album in early summer, and a major soundtrack from the film 'Kings Of Carolina,' starring Julia Roberts, in late summer. In October Decca will release a Buddy Holly-inspired album that will feature some of the industry's top artists and rockabilly/rock producers."

"As the cost of doing business continues to escalate, I expect to see more targeted and micro-marketing approaches becoming routine. In fact, looking at any business hoping to succeed in '95, I would expect generic marketing campaigns looking less like a strategy and more like a distraction to the team effort. That said, the continued challenge

RECORDS ON RADIO OUTLOOK 1995

of running a record label really comes down to maintaining a nurturing climate for the artists' expressions and giving them the team that will ensure their music will be at the forefront of the consumers' constantly expanding entertainment options.

"I fully expect country sales to continue to increase with or without an 'over the top' individual multiplatinum album success, such as we have had in recent years with Garth Brooks or Billy Ray Cyrus. The prospect of CMT's signal having a footprint not only in Europe but Asia and Latin America in the near future bodes well for us all. When considering that Vince Gill's 'I Still Believe In You' album sold 100,000 copies in Indonesia, one has to wonder what the impact will be when the universality of the country music expression is available on a worldwide basis."

"One final note: If our domestic business has a marginal increase in '95, we will undoubtedly read from a soothsayer in the consumer press that our business has peaked and they will be looking for hand-wringing in any quarter. To any potential negative pundit, here is my headline for '95: 'Country continues at record levels and is well positioned for solid growth for the balance of the '90s.' "

• **Warner-Reprise/Nashville President Jim Ed Norman:** "We at Warner-Reprise/Nashville are incredibly excited about what 1995 will bring. 1994 saw one of the most dramatic sales increases in the company's history and was, in fact, our biggest sales year ever."

"Our established artists continued to have great sales success — Dwight Yoakam and Little Texas surpassed their previous best efforts, while Travis Tritt and Randy Travis again attained platinum and gold status. And of our three newest artists, Faith Hill and Jeff Foxworthy are already platinum and David Ball will be soon. On the international front, as a partner with CMT and others, we continued to be a leader with a sales increase of 22%, and we expect

that trend to continue in 1995.

"For the coming year, we see a continued application of sophisticated marketing techniques both domestically and internationally. We see expanded usage of the technology available on the information superhighway, particularly in the area of interactive media. We will expand our usage of the vast resources available to us through Time Warner Inc., the world's largest entertainment company."

"In short, the vision from which we've been operating this past year, that of focusing our energies on country music, has succeeded and will carry us through 1995 and beyond. The new tradition continues!"

• **Step One Records President Ray Pennington:**



Ray Pennington

"Country music will continue to expand globally. We at SOR have plans for several of our acts to tour the UK this spring, and we continue to secure distribution throughout the world. Last year following Midem we signed a distribution deal with D. Sharp/Pinnacle and had our first UK Top 10 album, Willie Nelson & Curtis Potter's 'Six Hours At Pedernales.'"

"Country radio will continue to explore new formats, and I expect these new fragmented programming efforts to further encourage producers and labels to experiment with other types of musical influences. To stay competitive, the music, artists, and songs will have to be unique. We have too many artists who sound alike. I see country music like a pendulum; it'll be straight-ahead country, then swing to the left and become more AC/pop. Then it always swings back to country."

"I think we are heading back to a more 'country' sound. I expect producers to pull sounds from the past and use new techniques to further the sound of country music. We at SOR will implement more specialized marketing techniques in '95. We plan to expand our roster in other formats of music as well."

• **Giant/Nashville President James Stroud:**



James Stroud

"I think country music will experience continued market share growth in 1995, but not at as great a percentage increase as we have enjoyed over the past few years. Giant Records' focus, as always, is to have a small but effective roster. This enables us to pay close attention to each and every project and ensure the quality that our music requires today."

— Kristi Brake

COUNTRY FLASHBACK

1 YEAR AGO

• No. 1: "I Never Knew Love" — Doug Stone

5 YEARS AGO

• No. 1: "Nobody's Home" — Clint Black

10 YEARS AGO

• No. 1: "(There's A) Fire In The Night" — Alabama

15 YEARS AGO

• No. 1: "Coward Of The County" — Kenny Rogers (second week)

20 YEARS AGO

• No. 1: "What A Man, My Man Is" — Lynn Anderson (second week)

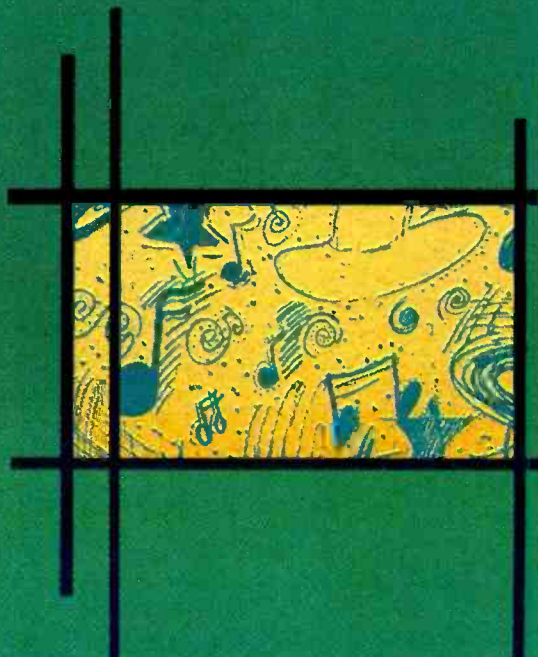
WE'RE SORRY

TO DISAPPOINT ANY

OF OUR DETRACTORS— BUT HEY,

WE'VE 1995 AND WE'RE STRONGER

THAN EVER...



John **ANDERSON**



Kenny **CHESNEY**



Jesse **HUNTER**



Lorrie **MORGAN**



Doug **SUPERNAW**



BNA Records

team

Dale *turner*

Ken *van durana*

Tom *sgro*

Chuck *thagard*

Scot *michaels*

Joe *devine*

Tom *baldrica*

Greg *stevens*

Danny *sommers*

Tony *benken*

Britta *davis*

Debbie *schwartz*

**BNA Records...Listen,
Something Great Is Happening Here.**

BNA

© 1995 BNA MUSIC

COUNTRY PLAYLISTS

MARKET #1 WYNY/New York (212) 237-2900 Kampmeier/Sandiford. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #2 KZLA/Los Angeles (818) 842-0500 Curtis/Rufe. 93.9 FM. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #3 WUSN/Chicago (312) 649-0099 McNeil/Biondo. WLSW 99.9. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #4 KSAN/San Francisco (415) 291-0202 Fiedge/Ryan. KSCAN 94.9 FM. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #5 WXTU/Philadelphia (610) 667-9000 Hart/Brophy. 92.5 WXTU. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #6 WWW/Detroit (313) 259-4323 Sledge/Scollin. WY Country 92.5. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #7 KPLX/Dallas (214) 526-2400 Chambers/Huff. 96.3 KSCS. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #8 WMZQ/Washington (202) 362-8330 McCarrie/Daniels. 98.7 FM 1300AM. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #9 KYNG/Dallas (214) 716-7800 Pearman. YOUNG COUNTRY 106.3. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #6 WYCD/Detroit (810) 799-0600 Casey/Haskell. WYCD 92.5. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #7 KSCS/Dallas (817) 429-9696 James/Kinder. 96.3 KSCS. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #8 WMZQ/Washington (202) 362-8330 McCarrie/Daniels. 98.7 FM 1300AM. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #9 WCLB/Boston (617) 375-2100 Owens/Williams. WCLB 105.7. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #10 KIKK/Houston (713) 772-4433 Geisler/Murray. KIKK 95.7 FM. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #10 KILT/Houston (713) 526-3461 Candea/Murray. FM 100 KILT. PLAYLIST with columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

HOT AC/ADULT CHR REPORTERS

January 6, 1995 R&R • 55

Stations listed alphabetically by market

<p>WKDD/Akron, OH PD/MD: Chuck Collins</p> <p>26 HUEY LEWIS & NEWS 24 GRANT & GILL 10 CORONA 10 JOHN WAITE 7 TODD SNIDER</p>	<p>WTMX/Chicago, IL PD/MD: Barry James No Adds</p>	<p>KATF/Dubuque, IA PD: Tommy Allen MD: Jackie Livingston</p> <p>26 MARTIN PAGE 26 STEVE PERRY</p>	<p>WMXL/Lexington, KY PD: Dale O'Brian MD: Mike Graves</p> <p>8 TONI BRAXTON</p>	<p>WYXR/Philadelphia, PA PD: Chuck Knight MD: Ann Gress</p> <p>40 TONI BRAXTON 30 MADONNA 25 JAKI GRAHAM 7 BABYFACE 5 GERALD LEVERT</p>	<p>WIOG/Saginaw, MI PD/MD: Jerry Noble</p> <p>25 HARRY CONNICK JR. 25 JON SECADA 17 ACE OF BASE 17 GIN BLOSSOMS 17 HOOTIE & BLOWFISH</p>
<p>WMXQ/Birmingham, AL PD: Mark St. John MD: John Newsom No Adds</p>	<p>WQAL/Cleveland, OH PD: Steve La Beau MD: Mary Ellen Kachinske</p> <p>26 JON SECADA 25 RICHARD MARX 24 BOYZ II MEN</p>	<p>WQSM/Fayetteville, NC OM: Paul Michaels MD: Dave Stone</p> <p>10 TOAD THE WET... 10 SEAL 10 HOOTIE & BLOWFISH 10 HUEY LEWIS & NEWS</p>	<p>WBLI/Long Island, NY PD: Stef Rybak MD: Bill Terry</p> <p>14 HARRY CONNICK JR. 14 GIN BLOSSOMS</p>	<p>WCSO/Portland, ME PD/MD: T.J. Holland No Adds</p>	<p>KIOI/San Francisco, CA OM: Dave Shakes PD: Angela Perelli</p> <p>20 MARTIN PAGE 5 SEAL</p>
<p>WEZF/Burlington, VT PD/MD: Dave Simmons</p> <p>20 EAGLES 15 CELINE DION</p>	<p>KVUU/Colorado Springs, CO PD/MD: Bobby Christian</p> <p>27 BOYZ II MEN 27 VANESSA WILLIAMS</p>	<p>KTHT/Fresno, CA PD: Jon Zellner MD: Mike Alexander</p> <p>14 TLC 10 CORONA 5 INI KAMOZE</p>	<p>KYSR/Los Angeles, CA APD: Phil Gonzalez MD: Jyll Stone No Adds</p>	<p>KXYQ/Portland, OR PD/MD: Alan Lawson</p> <p>23 REAL MCCOY 10 HUEY LEWIS & NEWS 10 PATTY SMYTH 7 HARRY CONNICK JR.</p>	<p>KPLZ/Seattle, WA PD/MD: John Dimick</p> <p>26 BON JOVI</p>
<p>WLRW/Champaign, IL PD: Mike Blakemore MD: Jason Cox</p> <p>29 RICHARD MARX</p>	<p>KDMX/Dallas, TX PD: Rob Roberts MD: Kim Ashley</p> <p>23 MADONNA 14 BOYZ II MEN 12 HOOTIE & BLOWFISH 10 JAMIE WALTERS</p>	<p>WQLH/Green Bay, WI PD: Michael T MD: Kenny D No Adds</p>	<p>WMC-FM/Memphis, TN PD: Steve Conley MD: Henry Nelson</p> <p>27 JON SECADA</p>	<p>KGBY/Sacramento, CA PD: Robert John MD: Vince Garcia</p> <p>21 MADONNA 21 MARTIN PAGE</p>	<p>WNSN/South Bend, IN PD/MD: Rob Poulin</p> <p>30 VANESSA WILLIAMS</p>
<p>WSSX/Charleston, SC PD/MD: Rich Bailey</p> <p>19 HOOTIE & BLOWFISH</p>	<p>KWMX/Denver, CO PD: John Peake MD: Paul Donovan</p> <p>34 VANESSA WILLIAMS 5 STEVE PERRY 5 MADONNA</p>	<p>WKZL/Greensboro, NC PD: Jeff McHugh MD: Doug McKnight</p> <p>16 SEAL</p>	<p>WKTJ/Milwaukee, WI PD: Danny Clayton MD: Leonard Peace No Adds</p>	<p>43 Total Reporters 43 Current Reporters 36 Current Playlists</p>	
<p>WBT-FM/Charlotte, NC PD: Tom Jackson MD: John McFadden</p> <p>23 JOHN WAITE 20 BOYZ II MEN</p>	<p>KSTZ/Des Moines, IA PD: Kipper McGee MD: John Weis</p> <p>17 MARTIN PAGE</p>	<p>KHMX/Houston, TX PD: Pat Paxton MD: Rich Anhorn</p> <p>14 MADONNA</p>	<p>KOSO/Modesto, CA PD: Max Miller MD: Donna Miller</p> <p>20 HOOTIE & BLOWFISH 20 GLORIA ESTEFAN</p>	<p>Reported Frozen Playlist (6): WBMX/Boston, MA WPLJ/New York, NY KYKY/St. Louis, MO KISN-FM/Salt Lake City, UT WMTX/Tampa, FL WRQX/Washington, DC</p>	
<p>WQMZ/Charlottesville, VA PD: Dann Miller MD: Dave Reynolds</p> <p>26 ZHANE' 22 MADONNA</p>	<p>WKQI/Detroit, MI PD/MD: Steve Weed</p> <p>14 VANESSA WILLIAMS</p>	<p>WKEE-FM/Huntington, WV PD: Dan Persigehl MD: Gary Miller</p> <p>31 RICHARD MARX 26 LUTHER VANDROSS 25 BOYZ II MEN</p>	<p>KYIS/Oklahoma City, OK PD/MD: Brenda Bennett</p> <p>19 4 P.M. 12 WET WET WET 12 MARTIN PAGE</p>	<p>Did Not Report, Playlist Frozen (1): KMAJ-FM/Topeka, KS</p>	

Think You've Heard the Last Word in Jingles for Radio?

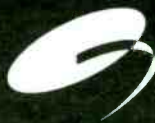
Think Again.

Turning Point Productions is the newest and freshest source for CHR and Hot AC Jingles for radio.

Check us out...You'll be blown away.

Call us today at 916.622.9472 for our latest demo presentation.

TURNING POINT



productions

P.O. Box 1358; Placerville, CA 95667 FAX 916.622.2695

don't forget me

the debut track from Balance ✦ Produced by Bruce Fairbairn ✦ Management: Ray Danniels, SRO Management, Inc.

(what love can do)

van halen

R&R Debut 10 BREAKER



Stress Rotation

Monitor Debut 2*



©1995 WARNER BROS. RECORDS INC.



JANUARY 6, 1995

3W	2W	LW	TW	Artist Title Label(s)	TOTAL PLAYS	↑/OVER LAST WEEK	EMPHASIS TRACKS (PLAYS)
—	—	—	1	TOM PETTY Wildflowers (WB)	4927	Data Is Not Available This Week. Feature Will Debut Next Week	"Know" (2747)
—	—	—	2	PEARL JAM Vitalogy (Epic)	4229		"Wreck" (2079)
—	—	—	3	STONE TEMPLE PILOTS Purple (Atlantic/AG)	3858		"Corduroy" (381)
—	—	—	4	R.E.M. Monster (WB)	3813		"Unglued" (1217)
—	—	—	5	SOUNDGARDEN Superunknown (A&M)	2973		"Frequency" (1060)
—	—	—	6	NIRVANA Unplugged In New York (DGC/Geffen)	2858		"Fell" (926)
—	—	—	7	AEROSMITH Big Ones (Geffen)	2849		"Man" (200)
—	—	—	8	PAGE & PLANT No Quarter (Atlantic/AG)	2839		"Walk" (391)
—	—	—	9	CANDLEBOX Candlebox (Maverick/Sire/WB)	2724		"Gallows" (596)
—	—	—	10	ROLLING STONES Voodoo Lounge (Virgin)	2707		"Far" (499)
—	—	—	11	GREEN DAY Dookie (Reprise)	2310		"Sparks" (1094)
—	—	—	12	QUEENSRYCHE Promised Land (EMI)	2160		"Basket" (300)
—	—	—	13	COUNTING CROWS August And ... (DGC/Geffen)	2137		"Am" (159)
—	—	—	14	LIVE Throwing Copper (Radioactive)	2069		"Rain" (182)
—	—	—	15	BLACK CROWES America (American/Reprise)	2043		"Selling" (185)
—	—	—	16	ERIC CLAPTON From The Cradle (Reprise)	2005		"High" (377)
—	—	—	17	OFFSPRING Smash (Epitaph)	1954		"Tore" (390)
—	—	—	18	HOOTIE & THE BLOWFISH Cracked Rear... (Atlantic/AG)	1840		"Gotta" (308)
—	—	—	19	PINK FLOYD The Division Bell (Columbia)	1789		"Hold" (457)
—	—	—	20	EAGLES Hell Freezes Over (Geffen)	1759		"Hopes" (174)
							"Get" (603)

Albums ranked by number of plays. This chart reflects airplay from December 26, 1994 - January 1, 1995. 171 AC reporters. 137 current playlists.

Highlighted songs indicate Breaker. © 1995, R&R Inc.

Chart based on total plays, with plays from all cuts from an album combined.

ROCK TRACKS

JANUARY 6, 1995

NEW & ACTIVE

WEEZER "Buddy Holly" (DGC/Geffen)
Total Plays: 307, Total Stations: 32, Adds: 6

TODD SNIDER "Alright Guy" (MCA)
Total Plays: 295, Total Stations: 27, Adds: 0

FREDDY JONES BAND "Take The Time" (Capricorn)
Total Plays: 244, Total Stations: 29, Adds: 0

GREAT WHITE "Babe (I'm Gonna Leave You)" (Zoo)
Total Plays: 241, Total Stations: 27, Adds: 3

ROLLING STONES "Jump On Top Of Me" (Columbia)
Total Plays: 206, Total Stations: 21, Adds: 11

NIRVANA "The Man Who Sold The World" (DGC/Geffen)
Total Plays: 200, Total Stations: 32, Adds: 26

DAVE MATTHEWS BAND "What Would You Say" (RCA)
Total Plays: 174, Total Stations: 16, Adds: 3

PEARL JAM "Not For You" (Epic)
Total Plays: 151, Total Stations: 20, Adds: 3

FLAMING LIPS "She Don't Use Jelly" (WB)
Total Plays: 129, Total Stations: 12, Adds: 2

COLLECTIVE SOUL "Gel" (Atlantic/AG)
Total Plays: 125, Total Stations: 26, Adds: 26

LENNY KRAVITZ "Are You Gonna Go My Way" (WB)
Total Plays: 104, Total Stations: 13, Adds: 1

STEVIE RAY VAUGHAN "Pride And Joy" (WB)
Total Plays: 95, Total Stations: 13, Adds: 2

GRANT LEE BUFFALO "Lone Star Song" (Slash/Reprise)
Total Plays: 94, Total Stations: 11, Adds: 1

EXTREME "Hip Today" (A&M)
Total Plays: 89, Total Stations: 15, Adds: 15

STONE ROSES "Love Spreads" (Geffen)
Total Plays: 69, Total Stations: 12, Adds: 9

D GENERATION "No Way Out" (Chrysalis/EMI)
Total Plays: 66, Total Stations: 13, Adds: 1

WEST ROCK ENTERTAINMENT

MILE HIGH INDEPENDENT PROMOTION - THE ROCKIES' ONLY ROCK INDEPENDENT PROMOTER.
We go the extra mile high to get your Rock and Progressive music heard, played and displayed.

JON KIRKSEY 303-670-5162

Cultivating A Format Core

Label execs on developing artists, audience, and evolving with integrity

By Shawn Alexander

Who are Progressive's core artists and what type of music does the format play? These are key questions the format will face in the new year. Four label promo execs discuss those issues and get to the bottom of how the format can keep its integrity without becoming a music "dumping ground."

"Progressive will continue to lead the way with more and more new bands because this format does like new music in old idioms," says Columbia VP/Album Promotion Kid Leo. "It's very obvious that what breaks is something that has a connection to the past; i.e., *Counting Crows*, for whom there were comparisons to *Van Morrison* and even *Bruce Springsteen*. They didn't break at Alternative until they had a base at Progressive."



Kid Leo



The best thing this format can do is continue to lead the way on new music — or risk becoming Classic Rock in drag.
—Kid Leo



Seeking The Comfort Zone

"This format is desperately seeking a comfort zone," explains Jeff Cook. "And the use of classic rock music to fill that comfort zone is a huge mistake. Progressive is geared toward people who have a much greater awareness of what's going around them today. The comfort zone will



Jeff Cook

they're hearing old *Rolling Stones* or *Led Zeppelin* tracks. People punch out a bad song, they don't punch out an unfamiliar artist. We've seen acts such as *Widespread Panic* and *Freddy Jones Band* establish themselves with airplay that runs into the 10-12-month cycle. We're hoping these stations continue to commit to that.

come from developing a certain percentage of artists whom Progressive can put its name on, then finding songs from the not so distant past that have survived the test of time. It's ludicrous for a station to go back 20-25 years to find comfort music for listeners. People read new magazines each week and go to new movies; why do [programmers] think people want to turn on the radio and hear 20-year-old songs each week?

"You can't serve two masters. If you're trying to lure the disenfranchised to your part of the dial, you have to consistently offer them something different. Someone could very quickly make the wrong as-



People read new magazines each week and go to new movies; why do [programmers] think people want to turn on the radio and hear 20-year-old songs each week?

— Jeff Cook

they're hearing old *Rolling Stones* or *Led Zeppelin* tracks. People punch out a bad song, they don't punch out an unfamiliar artist. We've seen acts such as *Widespread Panic* and *Freddy Jones Band* establish themselves with airplay that runs into the 10-12-month cycle. We're hoping these stations continue to commit to that.

"The research I've seen shows that when a station plays a record one or two times a day, it's usually six weeks before even their core listeners hear it. No matter how much you spend, it takes one or two years to

you spend, it takes one or two years to build a station audience — not one or two books. It's the long-term impression and the years of cultivating artists that make the difference."

Tighten Those Playlists!

"There is good news and bad news emerging on the Progressive front," predicts *Island Records* Sr. VP/Promotion *Sky Daniels*. "The good news is the industry is recognizing the format and acknowledging it as a safe haven for developing high-common-denominator artists. And advertisers are seeing that there are some incredible psychographics behind the numbers. It's coming down to buying selectively and knowing that a target audience is listening to that station, as opposed to cost per point."



Sky Daniels

"However, for the format to get to the proverbial next level, it's going to have to start to formalize some parameters, as in the taboo notion of tightening up. One area requiring attention is the clocks, which are going to have to become a little more regimented on the currents front. In particular, they are going to have to rotate — if not tracks, then certainly albums — with a little more repetition to familiarize them."

"A lot of the programmers come from a time when TSL was huge. But TSL patterns have decreased, and programmers are only going to reach their audience with a current release played in higher rotations. Many programmers have a real aversion to that notion, but if they focus on their clocks and provide a good

rotation with currents occupying no more than 50%, then all they have to do is find some solid material to fill the remaining 50%. And that job could get done with 900-1100 titles."

"If stations play too much of the burnt classics *Rock* exhausted, they're going to be confused with *Rock* stations and lose that distinguishing, cosmopolitan gloss some of them have. In some markets this year, the real competition for Progressive will be the Alternative stations. As they mature, it's going to be easier for listeners to evolve out of mainstream Alternative stations to Progressive than to some *Rock* stations."



"A lot of superstar artists who formerly saw *Rock* as their target are being forced to move to Progressive. *Santana* — once a mainstream *Rock* staple — is finding Progressive his only available opportunity. It poses a challenge for the format: Do they embrace and pursue these established brand names and use them? If so, is that in conflict with the earlier cited notion of being an evolving Alternative station?"

"Here's another issue for '95: If record companies extend themselves monetarily in a promotional sense, but only see three plays a week on a record, are they getting the short shrift? It's a sticky notion for sta-



If stations play too much of the burnt classics *Rock* exhausted, they're going to be confused with *Rock* stations and lose that distinguishing, cosmopolitan gloss.
—Sky Daniels



tions. They want us to acknowledge the purity of their approach. Well, yes, I get that and I want to, but at the same time I'm charging back a promotional financial commitment to an artist and that artist deserves a certain amount of airplay in return. Frankly, I'm seeing hands out."



WIDESPREAD PARTYING IN NASHVILLE — Members of *Widespread Panic* and the *Freddy Jones Band* took a break during the Nashville stop of their national tour to celebrate with *Capricorn* and *WRLT/Nashville* at the home of *Capricorn* President Phil Walden (l). Taking a break are (l-r) *WRLT's* Victoria Tenny, *WRLT & WRLG* Exec. Producer John Conion, and *Capricorn's* Jeff Cook and Don Schmitzerle.

RECORDS ON RADIO OUTLOOK 1995

music. When the bottom falls out because there are no superstars, stations must force-feed new music, which isn't good either.

"As the format becomes more of a player in numbers and ratings, integrity becomes even more important. I heard [*Capricorn* VP/Marketing & Promotion] Jeff Cook once say, 'Hopefully no one will say to *Metallica*, 'Now, you have to put a track on for Progressive.'" If we're going to demand Progressive stays true to their principles and flags fresh music of all forms to put on the air, then we [record people] owe them our integrity to not try and whore it out."

they're hearing old *Rolling Stones* or *Led Zeppelin* tracks. People punch out a bad song, they don't punch out an unfamiliar artist. We've seen acts such as *Widespread Panic* and *Freddy Jones Band* establish themselves with airplay that runs into the 10-12-month cycle. We're hoping these stations continue to commit to that.



FIRST KRUSH — *KRSH/Santa Rosa* recently celebrated the harvest with a music festival featuring Sara Hickman, Zero, David Wilcox, and the *North Bay Allstars* with Roy Rogers and Norton Buffalo; (l-r) *KRSH* afternoon driver Bill Bowker, Wilcox, *KRSH* GM Fred Constant, *KRSH* PD/middayer Zoe Zuest, and *KRSH* air talent Michael Fox.

JANUARY 6, 1995

3W	2W	LW	TW	Artist Title Label(s)	TOTAL PLAYS	±-OVER LAST WEEK	EMPHASIS TRACKS (PLAYS)		
-	-	-	1	TOM PETTY Wildflowers (WB)	477		"Wreck" (133)	"Don't" (129)	"Wildflowers" (56)
-	-	-	2	ERIC CLAPTON From The Cradle (Reprise)	446		"Child" (195)	"Reconsider" (63)	"Hoochie" (44)
-	-	-	3	R.E.M. Monster (WB)	403		"Blame" (214)	"Strange" (141)	"Frequency" (15)
-	-	-	4	CRANBERRIES No Need To Argue (Island)	329		"Ode" (179)	"Zombie" (58)	"Twenty" (53)
-	-	-	5	TODD SNIDER Songs For The Daily Planet (MCA)	319		"Alright" (118)	"Seattle" (103)	"Land" (39)
-	-	-	6	DAVE MATTHEWS BAND Under The Table ... (RCA)	319		"What" (207)	"Ants" (38)	"Jimi" (31)
-	-	-	7	JONI MITCHELL Turbulent Indigo (Reprise)	305		"Stop" (187)	"Sex" (71)	"Borderline" (17)
-	-	-	8	EAGLES Hell Freezes Over (Geffen)	295		"Learn" (156)	"Love" (36)	"Get" (20)
-	-	-	9	VARIOUS ARTISTS The Unplugged Collection ... (WB)	295		"Pride" (92)	"Gonna" (46)	"Graceland" (25)
-	-	-	10	STING Fields Of Gold - Best Of Sting 1984-1994 ... (A&M)	287		"Cowboy" (163)	"Dance" (118)	"Together" (6)
-	-	-	11	LYLE LOVETT I Love Everybody (MCA)	266		"Penguins" (68)	"Skinny" (49)	"Creeps" (46)
-	-	-	12	VARIOUS ARTISTS Melrose Place ST (Giant)	240		"Just" (227)	"Baby" (13)	
-	-	-	13	BRYAN FERRY Mamouna (Virgin)	239		"Mamouna" (126)	"Don't" (54)	"39" (24)
-	-	-	14	HOOTIE & THE BLOWFISH Cracked ... (Atlantic/AG)	236		"Cry" (79)	"Hold" (57)	"Time" (41)
-	-	-	15	BOB DYLAN Greatest Hits Vol. III (Columbia)	210		"Dignity" (210)		
-	-	-	16	PEARL JAM Vitalogy (Epic)	200		"Nothingman" (97)	"Better" (73)	"Immortality" (22)
-	-	-	17	BLUES TRAVELER Four (A&M)	185		"Run-Around" (115)	"Hook" (70)	
-	-	-	18	ROLLING STONES Voodoo Lounge (Virgin)	179		"Out" (59)	"Wild" (33)	"Sparks" (28)
-	-	-	19	SHAWN COLVIN Cover Girl (Columbia)	178		"Window" (69)	"Cool" (31)	"Someday" (21)
-	-	-	20	LOWEN & NAVARRO Walking On A Wire (Mercury)	176		"Rapt" (125)	"Turn" (31)	"Goldmine" (14)
-	-	-	21	PAGE & PLANT No Quarter (Atlantic/AG)	159		"Way" (62)	"Thank" (37)	"Gallows" (24)
-	-	-	22	LONE KENT Granite & Sand (Relativity)	157		"Social" (157)		
-	-	-	23	WILLY PORTER Dog Eared Dream (Don't)	151		"Angry" (88)	"Rita" (33)	"Watercolor" (15)
-	-	-	24	BIG HEAD TODD... Strategem (Giant)	144		"Poor" (48)	"Morning" (32)	"Wearing" (31)
-	-	-	25	PAULA COLE Harbinger (Imago)	141		"Happy" (78)	"Saturn" (45)	"Ordinary" (14)
-	-	-	26	SHERYL CROW Tuesday Night Music Club (A&M)	137		"Strong" (100)	"Cry" (13)	"Las Vegas" (11)
-	-	-	27	BOXING GHANDIS Boxing Ghandis (Mesa)	136		"Love" (96)	"Stranded" (24)	"Speak" (9)
-	-	-	28	NANCI GRIFFITH Flyer (Elektra)	134		"Heart" (66)	"Going" (32)	"Say" (14)
-	-	-	29	LIZ PHAIR Whip-Smart (Matador/AG)	130		"Whip-Smart" (70)	"Supernova" (52)	"Jealousy" (5)
-	-	-	30	RUSTED ROOT When I Woke (Mercury)	124		"Send" (90)	"Ecstasy" (19)	"Cat" (13)

Data Is Not Available This Week. Feature Will Debut Next Week

Albums ranked by number of plays. This chart reflects airplay from December 26, 1994 - January 1, 1995. 31 Progressive reporters. 21 current playlists.
Breaker criteria will be announced in a future issue. © 1995, R&R Inc.
Chart based on total plays, with plays from all cuts from an album combined.

NEW & ACTIVE

Progressive NEW & ACTIVE will debut in next week's issue

WIDESPREAD PANIC

from the album

A i n ' t L i f e G r a n d

It's right there on your desk.

Play it!

The new track

"Can't Get High."

on **Capricorn Records** ...of course

JANUARY 6, 1995

NEW & ACTIVE

Progressive **NEW**
& **ACTIVE** will
debut in next
week's issue

MASSIVE ATTACK

"PROTECTION"

Featuring
Tracey Thorn

January 24.

ADDS

Stations listed alphabetically by market

WXLE/Albany, NY
OM/MD: Zeb Norris
5 DIONNE FARRIS

WNCS/Burlington, VT
PD: Glenn Roberts
MD: Jody Peterson

- 9 SHANNON MORRELL
- 6 PRETENDERS
- 5 ROLLING STONES
- 5 GOD STREET WINE
- 5 SAM PHILLIPS
- 4 PEARL JAM "Better"
- 4 PEARL JAM "Nothingman"
- 3 PEARL JAM "Immortality"
- 3 JAMES MCMURTRY
- 3 MCMURTRY & SHEAR
- 3 BRUCE COCKBURN
- 2 SHAWN COLVIN

WMVY/Cape Cod, MA
PD/MD: Barbara Dacey

- 6 SAM PHILLIPS
- 3 COURAGE BROTHERS

WXRT/Chicago, IL
VP/Prog.: Norm Winer
MD: Patty Martin

No Adds

KBCO/Denver, CO
PD: Judy McNutt
APD: Lois Todd
MD: Scott Arbough

- 3 STONE ROSES

KFMG/Des Moines, IA
GM/MD: Ron Sorenson
PD: Mark Vos

- 1 DEAD HOT WORKSHOP
- COLLECTIVE SOUL
- MARY KARLZEN

WTTS/Indianapolis, IN
PD: Rich Anton
MD: John McGue

No Adds

KXPT/Las Vegas, NV
PD: Richard Remsburg
MD: J.D. Davis

No Adds

WMMM/Madison, WI
PD: Pat Gallagher
MD: Sybil McGuire

- 7 JAYHAWKS

KTCZ/Minneapolis, MN
PD: Lauren MacLeash
APD/MD: Jane Frederickson
JAYHAWKS
ROLLING STONES
WIDESPREAD PANIC

WRLT/Nashville, TN
OM: Fred Buc
PD: Ned Horton
MD: David Hall

No Adds

WXP/Philadelphia, PA
PD: Kim Alexander
Acting MD: Bruce Warren

- LIZ PHAIR
- SONNY LANDRETH
- KATHY MCCARTY "Like"
- KATHY MCCARTY "Hate"
- KATHY MCCARTY "Golly"
- KATHY MCCARTY "Oh"
- KATHY MCCARTY "Going"
- KATHY MCCARTY "Baby"
- KATHY MCCARTY "Joe"
- KATHY MCCARTY "Running"
- KATHY MCCARTY "Museum"
- KATHY MCCARTY "Rocket"
- KATHY MCCARTY "Desperate"
- KATHY MCCARTY "Living"
- KATHY MCCARTY "Dream"

WCLZ/Portland, ME
PD/MD: Brian Phoenix

No Adds

KINK/Portland, OR
PD: Carl Widing
APD: Anita Garlock

No Adds

WVGO/Richmond, VA
PD: Paul Shugrue
MD: Kevin Matthews

- 11 ROLLING STONES
- 9 PETE DROGE
- 9 SHERYL CROW

KUMT/Salt Lake City, UT
PD: Tom Connelly
APD/MD: Kelly Monson

- 7 DEL AMITRI
- 6 MARY KARLZEN
- 6 CRUEL SEA
- 5 SONNY LANDRETH "Common"
- 5 SONNY LANDRETH "Soldier"

KKOS/San Diego, CA
PD: Ron Lane
MD: Clark Novak

No Adds

KRSH/Santa Rosa, CA
PD/MD: Zoe Zuest

- 8 DADA
- 4 LISA GERMANO
- 4 MATT KEATING
- 3 MARY BLACK
- 3 DEBORAH HOLLAND

KMTT/Seattle, WA
PD: Chris Mays
MD: Dean Carlson

No Adds

WRNX/Springfield, MA
PD: Jim Asker
MD: Bruce Stebbins

- 14 MARTIN PAGE
- 7 WIDESPREAD PANIC

KEKO/Tucson, AZ
PD: Charlie Morriss
MD: Corey Cruise

- 20 CRASH TEST DUMMIES
- 20 SONNY LANDRETH
- 20 EAGLES

31 Total Reporters
21 Current Reporters
21 Current Playlists

Did Not Report This Week, Data Not Included In
This Week's Chart (10):

KIOT/Albuquerque, NM
KGSF/Austin, TX
WBOS/Boston, MA
KSCA/Los Angeles, CA
KPIG/Monterey, CA
WCYY/Portland, ME
KTHX/Reno, NV
WMAX/Rochester, NY
KQPT/Sacramento, CA
KOTR/San Luis Obispo, CA

New Reporter (1):
WXP/Philadelphia, PA

No Longer A Reporter (1):
KFOG/San Francisco, CA

PROGRESSIVE PLAYLISTS

Progressive playlists are ranked by album title

93.1 RT
RADIO CHICAGO

MARKET #3
WXRT/Chicago
(312) 777-1700
Winer/Martin

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
30					R.E.M./Monster
28					TOM PETTY/Wildflowers
25					PEARL JAM/Vitalogy
23					LIZ PHAIR/Whip-Smart
21					ROLLING STONES/Voodoo Lounge
20					BRYAN FERRY/Mamouna
20					VARIOUS ARTISTS/ONKRT: Live From...
18					PAGE & PLANT/No Quarter...
18					PRETENDERS/Last Of...
17					NIRVANA/Unplugged In NY
16					ERIC CLAPTON/From The Cradle
14					STONE ROSES/Second Coming
12					VARIOUS ARTISTS/Melrose Place ST
10					FREDDY YOUNG BAND/Waiting For...
10					BIG HEAD TODD.../Strategem
9					LYLE LOVETT/ Love Everybody
9					BLUES TRAVELER/Four
9					RUSTED ROOT/When I Woke
9					JOHN HIATT/GUILTY.../Hiatt Comes Alive...
8					DAVE MATTHEWS BAND/Under The Table...
8					LONE KENT/Granite & Sand
8					BIG AUDIO/Higher Power
8					VARIOUS ARTISTS/Pulp Fiction ST
8					TOAD THE WET.../Dulcinea
8					DEAD CAN DANCE/Toward The Within
8					SUGAR/Free Under: Easy...
8					VARIOUS ARTISTS/The Unplugged Col. 1
7					NANCY SIMON/Letters Never Sent
7					SANTANA BROTHERS/Santana Brothers
6					HOLE/Live Through This

WXPB
88.5 FM

MARKET #5
WXPB/Philadelphia
(215) 898-6677
Alexander

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
14					DAVE MATTHEWS BAND/Under The Table...
13					NANCI GRIFFITH/Flyer
12					LYLE LOVETT/ Love Everybody
10					TODD SNIDER/Songs For...
10					CRANBERRIES/No Need To Argue
10					PETE DROGE/Necktie Second
9					R.E.M./Monster
9					STING/Fields Of Gold...
9					WILLY PORTER/Dog Eared Dream
9					JONI MITCHELL/Turbulent Indigo
8					AMERICAN MUSIC CLUB/San Francisco
8					NIRVANA/Unplugged In NY
8					BRYAN FERRY/Mamouna
8					M. CHAPIN CARPENTER/Stones In The Road
8					ERIC CLAPTON/From The Cradle
7					PEARL JAM/Vitalogy
7					BOB DYLAN/Bob Dylan's GH V3
7					RUSTED ROOT/When I Woke
7					JOHN HIATT/GUILTY.../Hiatt Comes Alive...
7					PAULA COLE/Harbinger
6					TOM PETTY/Wildflowers
5					VICTORIA WILLIAMS/Loose
5					KEB' MO/'Keb' Mo'
5					LIZ PHAIR/Whip-Smart
5					JEFF BUCKLEY/Grace
5					KATHY MCCARTY/Dead Dog's Eyeball...
4					CARLY SIMON/Letters Never Sent
4					JEFFREY GAINES/Somewhat Slightly...
4					ROBBIE ROBERTSON/The Native Americans
4					DILLON O'BRIAN/Scenes From My...
4					STEEL PULSE/Vex

103.7 FM

MARKET #13
KMTT/Seattle
(206) 233-1037
Mays/Carlson

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
33					TOM PETTY/Wildflowers
31					PEARL JAM/Vitalogy
31					R.E.M./Monster
30					ERIC CLAPTON/From The Cradle
29					CRANBERRIES/No Need To Argue
29					JONI MITCHELL/Turbulent Indigo
28					DAVE MATTHEWS BAND/Under The Table...
27					TODD SNIDER/Songs For...
27					STING/Fields Of Gold...
27					PAGE & PLANT/No Quarter...
27					BOB DYLAN/Bob Dylan's GH V3
27					EAGLES/Hell Freezes Over
27					CHRIS QUARTE GROUP/Texas Sugar/Strat...
27					J. CALE/Closer To You
27					LONE KENT/Granite & Sand
27					VARIOUS ARTISTS/Melrose Place ST
27					VICTORIA WILLIAMS/Loose
27					HOOTIE & BLOWFISH/Cracked Rear View
27					VARIOUS ARTISTS/The Unplugged Col. 1
27					SHERYL CROW/Tuesday Night...
27					NIRVANA/Unplugged In NY
27					YOUSSOU N'DOUR/The Guide (Wommat)
27					BOXING GHANDIS/Boxing Ghandis
27					SMASHING PUMPKINS/Pieces Iscariot
27					BRYAN FERRY/Mamouna
27					BLACK CROWES/America
27					THOMAS DOLBY/The Gate To...
27					SHAWN COLVIN/Cover Girl
27					ROBBIE ROBERTSON/The Native Americans
27					BRYAN FERRY/Mamouna
27					BLUES TRAVELER/Four
27					RUSTED ROOT/When I Woke

THE 97S
KTCZ - 97.1 FM

MARKET #18
KTCZ/Minneapolis
(612) 339-0000
MacLeash/Fredencsen

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
27					TOM PETTY/Wildflowers
26					R.E.M./Monster
26					ERIC CLAPTON/From The Cradle
25					VARIOUS ARTISTS/Melrose Place ST
21					VARIOUS ARTISTS/The Unplugged Col. 1
20					JONI MITCHELL/Turbulent Indigo
18					BIG HEAD TODD.../Strategem
18					SUGAR/Free Under: Easy...
18					CRANBERRIES/No Need To Argue
18					BLUES TRAVELER/Four
18					STING/Fields Of Gold...
18					EAGLES/Hell Freezes Over
18					BOB DYLAN/Bob Dylan's GH V3
18					LYLE LOVETT/ Love Everybody
18					DADA/American Highway...
18					JONI MITCHELL/Turbulent Indigo
18					LYLE LOVETT/ Love Everybody
17					BLACK CROWES/America
17					SHAWN COLVIN/Cover Girl
17					VARIOUS ARTISTS/Live At KTCZ
13					ROLLING STONES/Voodoo Lounge
13					SMASHING PUMPKINS/Pieces Iscariot
13					GIN BLOSSOMS/New Miserable...
11					HOOTIE & BLOWFISH/Cracked Rear View
11					LOWEN & NAVARRO/Walking On A Wire
9					JEFF BUCKLEY/Grace
9					DAVE MATTHEWS BAND/Under The Table...
9					MARTIN ZELLAR/Born Under...
9					SHERYL CROW/Tuesday Night...
9					TODD SNIDER/Songs For...
9					ROBBIE ROBERTSON/The Native Americans
9					BRYAN FERRY/Mamouna
9					RUSTED ROOT/When I Woke

KBCO
AM/FM

MARKET #24
KBCO/Denver
(303) 444-5600
McNut/Todd/Arbough

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
18					TODD SNIDER/Songs For...
18					R.E.M./Monster
14					SEAL/Seal
14					PEARL JAM/Vitalogy
14					DAVE MATTHEWS BAND/Under The Table...
14					ERIC CLAPTON/From The Cradle
13					VARIOUS ARTISTS/Pulp Fiction ST
13					VARIOUS ARTISTS/Melrose Place ST
13					TOM PETTY/Wildflowers
12					CRANBERRIES/No Need To Argue
12					BLUES TRAVELER/Four
12					BRYAN FERRY/Mamouna
11					DADA/American Highway...
11					JONI MITCHELL/Turbulent Indigo
11					LYLE LOVETT/ Love Everybody
11					BLACK CROWES/America
7					SAMPLES/Autopilot
7					PAULA COLE/Harbinger
7					EAGLES/Hell Freezes Over
7					VARIOUS ARTISTS/The Unplugged Col. 1
7					TOAD THE WET.../Dulcinea
6					SHERYL CROW/Tuesday Night...
6					STORYVILLE/Bluest Eyes
6					JULES SHEAR/Healing Bones
6					LIVE/Throwing Copper
6					STING/Fields Of Gold...
6					SARAH McLACHLAN/Fumbling Towards...
6					ROBBIE ROBERTSON/The Native Americans
6					CHRIS QUARTE GROUP/Texas Sugar/Strat...
6					EVERYTHING BUT.../Amplified Heart

link fm 102

MARKET #26
KINK/Portland, OR
(503) 226-5071
Widing/Garlock

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
60					BONNIE RAITT/Longing...
50					EAGLES/Hell Freezes Over
50					ERIC CLAPTON/From The Cradle
40					CROSBY/STILLS/NASH/After The Storm
40					TRAFFIC/Far From Home
37					JIMMY BUFFETT/Futuricks
35					PRETENDERS/Last Of...
31					VARIOUS ARTISTS/The Unplugged Col. 1
28					TOM PETTY/Wildflowers
25					LYLE LOVETT/ Love Everybody
25					BEATLES/Live At The BBC
22					BOB SCAGGS/Some Change
20					SHAWN COLVIN/Cover Girl
18					JEFF LORBER/West Side Stories
18					CRAIG CAROTHERS/Craig Carothers Trio
18					ANITA BAKER/Rhythm Of Love
18					DES'REE/Ain't Movin'
18					SWING OUT SISTER/The Living Return
13					JONI MITCHELL/Turbulent Indigo
12					EARL KLUGH/Move
12					KENNY LOGGINS/Return To Pooh...
10					ROBERT PALMER/Honey
9					EVERYTHING BUT.../Amplified Heart
9					VARIOUS ARTISTS/Beat The Retreat...
9					EDIE BRICKELL/Picture Perfect...
7					KEB' MO/'Keb' Mo'
7					JOHN McLENNAN/Camp/Dance Naked
7					BOB DYLAN/Bob Dylan's GH V3
7					STING/Fields Of Gold...
6					SEAL/Seal

Mountain
103.5 FM

MARKET #36
KUMT/Salt Lake City
(801) 264-1075
Connelly/Monson

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
47					VARIOUS ARTISTS/The Unplugged Col. 1
33					LYLE LOVETT/ Love Everybody
28					TOM PETTY/Wildflowers
28					R.E.M./Monster
26					KEB' MO/'Keb' Mo'
26					M. CHAPIN CARPENTER/Stones In The Road
26					NIRVANA/Unplugged In NY
25					BRYAN FERRY/Mamouna
25					LDWEN & NAVARRO/Walking On A Wire
25					TODD SNIDER/Songs For...
25					ERIC CLAPTON/From The Cradle
24					DAVE MATTHEWS BAND/Under The Table...
23					CRANBERRIES/No Need To Argue
21					HOOTIE & BLOWFISH/Cracked Rear View
21					EAGLES/Hell Freezes Over
21					PAGE & PLANT/No Quarter...
18					JOHN HIATT/GUILTY.../Hiatt Comes Alive...
18					SHAWN COLVIN/Cover Girl
18					BLUES TRAVELER/Four
18					JONI MITCHELL/Turbulent Indigo
14					SHERYL CROW/Tuesday Night...
13					LONE KENT/Granite & Sand
12					VARIOUS ARTISTS/Melrose Place ST
12					STING/Fields Of Gold...
11					BOB DYLAN/Bob Dylan's GH V3
10					SONNY LANDRETH/Outward Bound
7					DEL AMITRI/Twisted (Sampler)
6					CRUEL SEA/Honeymoon Is Over
6					MARY KARLZEN/Yelling At Mary

92.3 WRTS

MARKET #37
WRTS/Indianapolis
(812) 332-3366
Anton/McGue

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
31					ERIC CLAPTON/From The Cradle
29					R.E.M./Monster
29					TOM PETTY/Wildflowers
27					CRANBERRIES/No Need To Argue
24					DAVE MATTHEWS BAND/Under The Table...
21					VARIOUS ARTISTS/Melrose Place ST
20					TODD SNIDER/Songs For...
19					BIG HEAD TODD.../Strategem
18					LOWEN & NAVARRO/Walking On A Wire
18					TOAD THE WET.../Dulcinea
18					EAGLES/Hell Freezes Over
14					ROLLING STONES/Voodoo Lounge
14					NIRVANA/Unplugged In NY
14					RUSTED ROOT/When I Woke
14					NANCI GRIFFITH/Flyer
14					SEAL/Seal
14					PEARL JAM/Vitalogy
13					PAULA COLE/Harbinger
13					SHERYL CROW/Tuesday Night...
13					BOB DYLAN/Bob Dylan's GH V3
13					PAGE & PLANT/No Quarter...
13					STING/Fields Of Gold...
12					LYLE LOVETT/ Love Everybody
12					HOOTIE & BLOWFISH/Cracked Rear View
12					ROBBIE ROBERTSON/The Native Americans
11					SHAWN COLVIN/Cover Girl
11					NIRVANA/Unplugged In NY
11					LARRY CRANE/Larry Crane
6					BLUES TRAVELER/Four
5					BUDDY GUY/Sippin' In
5					CHRIS QUARTE GROUP/Texas Sugar/Strat...

FM 100
WRLT - 100.5 FM

MARKET #45
WRLT/Nashville
(615) 242-5600
Horton/Buc/Hall

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
26					TODD SNIDER/Songs For...
24					R.E.M./Monster
24					TOM PETTY/Wildflowers
22					SHERYL CROW/Tuesday Night...
21					ERIC CLAPTON/From The Cradle
20					VARIOUS ARTISTS/Melrose Place ST
18					LIZ PHAIR/Whip-Smart
18					HOOTIE & BLOWFISH/Cracked Rear View
18					DAVE MATTHEWS BAND/Under The Table...
18					BOB DYLAN/Bob Dylan's GH V3
18					EAGLES/Hell Freezes Over
14					SHAWN COLVIN/Cover Girl
13					

3W	2W	LW	TW	Artist Title Label(s)	TOTAL PLAYS				Total Stations Adds
					TW	LW	2W	3W	
-	-	-	1	VANESSA WILLIAMS The Sweetest... (Mercury)	98	-	-	-	12/0
-	-	-	2	RICHARD ELLIOT Street Beat (Blue Note)	94	-	-	-	14/0
-	-	-	3	ANITA BAKER I Apologize (Elektra)	88	-	-	-	12/0
-	-	-	4	DOC POWELL We'll Make It Last (West Coast)	84	-	-	-	12/0
-	-	-	5	ANDY SNITZER You've Changed (Reprise)	79	-	-	-	12/0
-	-	-	6	ERIC MARIENTHAL Hold On My Heart (GRP)	68	-	-	-	8/0
-	-	-	7	ENCHANTED Enchanted (RCA)	67	-	-	-	13/0
-	-	-	8	SPECIAL EFX Passions (JVC)	67	-	-	-	10/0
-	-	-	9	JEFF LORBER Grasshopper (Verve Forecast)	65	-	-	-	9/0
-	-	-	10	JOE SAMPLE & SOUL... While It's Good (WB)	64	-	-	-	11/0
-	-	-	11	JEFF LORBER Point Venus (Verve Forecast)	64	-	-	-	9/0
-	-	-	12	CRAIG CHAQUICO Gathering Of... (Higher Octave)	61	-	-	-	10/0
-	-	-	13	NAJEE My Angel (EMI)	60	-	-	-	9/0
-	-	-	14	MARC ANTOINE Unity (NYC)	59	-	-	-	11/0
-	-	-	15	WARREN HILL Do You Feel What... (RCA)	59	-	-	-	7/0
-	-	-	16	WARREN HILL Tell Me All Your... (RCA)	58	-	-	-	6/0
-	-	-	17	NAJEE Secret Admirer (EMI)	56	-	-	-	7/0
-	-	-	18	AVENUE BLUE Pick Up The Pieces (Bluemoon)	54	-	-	-	9/0
-	-	-	19	ALVIN DAVIS The Greeting (TriStar)	51	-	-	-	9/0
-	-	-	20	LUTHER VANDROSS Always And Forever (LV/Epic)	50	-	-	-	8/1
-	-	-	21	AVENUE BLUE Stockholm (Bluemoon)	50	-	-	-	7/0
-	-	-	22	DIONNE WARWICK Captives Of... (Arista)	49	-	-	-	7/0
-	-	-	23	NAJEE Joy (EMI)	47	-	-	-	6/0
-	-	-	24	VANESSA WILLIAMS You Can't Run (Mercury)	47	-	-	-	6/0
-	-	-	25	DAVID BENOIT Sparks Flew (GRP)	47	-	-	-	5/0
-	-	-	26	JONATHAN BUTLER The Love I Need (Mercury)	46	-	-	-	6/1
-	-	-	27	ANITA BAKER Body & Soul (Elektra)	45	-	-	-	7/0
-	-	-	28	JONATHAN BUTLER Celebration (Mercury)	45	-	-	-	7/0
-	-	-	29	HIROSHIMA Bop-Hop (Qwest/Reprise)	44	-	-	-	7/0
-	-	-	30	ERIC MARIENTHAL Yosemite (GRP)	44	-	-	-	7/0

Songs ranked by number of plays. This chart reflects airplay from December 22 - 28, 1994. 38 NAC reporters. 21 current playlists. Highlighted songs indicate Breaker. © 1995, R&R Inc.

BREAKERS[®]

This Data Is Not Available This Week. Breakers Will Debut In Next Week's Issue.

MOST ADDED[®]

Artist Title Label(s) Adds

This Data Is Not Available This Week. Most Added Will Debut In Next Week's Issue.

MOST INCREASED PLAYS

Artist Title Label(s) Total Play Increase

This Data Is Not Available This Week. Most Increased Plays Will Debut In Next Week's Issue.

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

NEW & ACTIVE

This Data Is Not Available This Week. New & Active Will Debut In Next Week's Issue.

"Welcome To Robbinsville"

(Theme from Nell)

From the Original Motion Picture Score Nell

Composed and Produced by Mark Isham

NOMINATED FOR A 1995

GOLDEN GLOBE AWARD FOR BEST SCORE

The First Hit NAC track for 1995

Going for NAC Adds Thursday, January 12th

"It is filled with longing and mystery, with the kind of deep, lyrical melodies that speak of nature and innocence. You will hear the sounds of the forest, the faint strains of a Celtic past, the heartbreak of lost innocence and the excitement of new discoveries."

-Jodie Foster



© 1994 Twentieth Century Fox Film Corporation. All Rights reserved. (P) 1994 Fox Records, Inc. Marketed and Distributed by Arista Records, Inc.





CAROL ARCHER

Record Execs Bullish On NAC

■ Music industry leaders predict a bright '95, but wonder about musical direction

How will NAC follow up a great 1994? With even more success, say the record company execs I've polled. While most agree that the format's future looks bright, there's some question as to what it will sound like: increasingly safe and research-driven ... or more eclectic and adventurous?

Cultivating Adults

Verve National NAC Promotion Mgr. **Rachel Lewis** sees the format and its artists getting more respect in '95. "NAC stations in all markets will finally receive deserved recognition from the record industry at large as superior cultivators of adult audiences. Large, research-oriented stations will continue to reach increasing numbers of adults. Many smaller, niched stations will have increasingly active audiences in terms of buying product. I suspect those listeners are also active in their patronage of station advertisers, so everybody wins.

"The continuing trend of mixing AC and Urban AC vocals with core NAC instrumentalists will attract listeners from other formats who will hopefully learn about that core. If back-announcing and promotional attention is as pronounced for the instrumentalists as it is for the vocal artists from other formats, everything will be hunky-dory."

As exciting as the last five years have been for NAC, **All That Jazz** President **Cliff Gorov** believes the next five will bring it to unparalleled heights. "As more stations leave their freeform ways behind and segue to an adult mass appeal approach,



Is NAC on the verge of maturity and leadership, or is it a trendy follower? That challenge is upon us.

— **Henry Marx**

sales will continue to grow," he says. "Record companies will devote more A&R dollars to developing new NAC artists and try to capture larger market shares.

"Today's instruments of choice — the saxophone and the guitar — will still dominate because of their warmth, sensuality, and soulfulness. But look for others, like groove-supported muted trumpet, to gain new



acceptance. Instrumentals will remain the base of the music, but more vocalists with unique styles will break through.

"As AC stations continue to bore their listeners and rap and dance-driven UC formats push the 25-54 audience away, NAC will expand its smooth adult urban feel and attract even more adults who want to

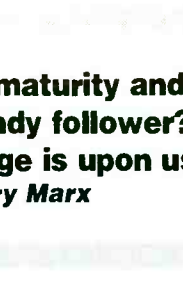


Rachel Lewis

groove from the neck up as well as from the neck down."

'Serious, Viable Entity'

GRP Dir./National Promotion **Beth Lewis** is guardedly enthusiastic. "1995 has the potential to be the year that NAC truly comes into its own. With strong ratings at so many stations and healthy initial numbers at new start-ups, owners and GMs



Cliff Gorov



Ken Navarro



Eulis Cathey



Henry Marx

will finally see the format as a serious, viable entity. I only hope they realize NAC is not the way to make a quick buck ... that it needs to be developed and nurtured over time.

"The advent of **SW Networks** and the expansion of **Broadcast Architecture** will bring new listeners to appreciate NAC music, which will mean increased record sales and concert attendance.

"I hope the new year will see a return to open-mindedness about [more offbeat] 'fringe' NAC music, but I think we're headed in a more formulaic direction. I may be wrong — perhaps programmers will rely more on heart and gut and less on research."

Some Like It Spicy

Mesa/Bluemoon Dir./National Promotion **Bud Harner** echoes Lewis's sentiments. "My outlook is more optimistic than ever. As the Smooth Jazz concept is implemented at more major-market stations, increased ratings seem to support this approach.

"But I have one reservation. The spice provided by the 'world music' sound is being perceived as a negative for the format, and that's unfortunate," Harner explains. "Artists such as **Ottmar Leibert**, our own **Willie & Lobo**, and others in this genre have become extremely popular based on the attention they re-

ceived at NAC radio. But some big doors are being closed to them because 'that style of music doesn't test well.' I'm surprised that artists who garner audience raves and generate calls to radio and big record sales don't test well. I'm not suggesting a change in direction to a world music sound ... only the hope that NAC will keep some spice in the mix to keep things interesting."

Sin-Drome Records President **Henry Marx** takes a more wide-ranging view. "1995 will be a time of great change — old ways vs. new technology vs. craftsmanship — and will signify an evolution revolution," he says.

"NAC has the potential to provide leadership and service to a segment of the population that is more active and vital — and potentially more involved — than any other group in American history.

"Is NAC on the verge of maturity and leadership, or is it a trendy follower? That challenge is upon us. But the audience is deeply engaged: They love R&B, **Kenny G**, **Joni Mitchell**, **Segovia**, the **Beatles**, 'The Big Chill,' and 'Forrest Gump.' For NAC, this audience represents yesterday, today, and tomorrow."

Staking Out New Territory

■ WB commits with capital, computer support

Warner Bros. Records not only believes in NAC's potential, it's putting its money where its mouth is. Via **Warner Music Group's** partnership with **Sony** in **SW Networks**, it is launching "Smooth FM," a 24-hour satellite-delivered NAC format, and a **Dave Koz**-hosted syndicated NAC show in the new year.

NAC's recent ratings success and new sign-ons have Warner Bros. National Jazz & Progressive Promotion Director **Deborah Lewow** feeling optimistic about the investment.

"When you consider the debut of the joint venture between Sony and Warners — and a variety of other NAC-oriented on-line services — you know we're banking on the continued growth of NAC."

Speaking of on-line, Lewow calls "technology" the watchword for



Lewow

1995, allowing both radio and record companies to reach into American homes in totally new ways. "Warner Bros. recently started a weekly interactive talk show, 'CyberTalk,' on America Online that provides an unprecedented connection with music consumers. You can log on and chat with the artists or download bios, photos, discographies, and even sound bites of new releases."

Savvy PDs

"Those who aren't — or don't become — computer-literate will be left in the dust. Savvy programmers will jump on the info highway and find ways to use this powerful tool to reach and interact with their listeners."

Instrumental Gridlock

Citing NAC's phenomenal growth curve, **Coast To Coast Promotion & Marketing** President **Susan Levin** notes that as the only commercial instrumental-driven format, "The number of NAC releases will grow, and programmers will become increasingly discriminating in their selections. But as more vocal music is included in the mix, competition among instrumental releases will increase. While they are striving to expand their audiences, I hope programmers will continue to include great music that will stretch the boundaries, keeping NAC interesting and original in the process."

Positive Music President **Ken Navarro**, an artist himself, has plenty of irons in the NAC fire for '95, but is concerned. "I hope the present conservatism will loosen up in '95 and allow progressive elements, which could really drive this format, to once again be a part of it. The 'lite' sound threatens to make NAC predictable and bland."

MoJazz Dir./Promotion **Doc Remer** acknowledges the format's growing affect in other arenas. "The NAC format sells records as well as influences other formats, including AC and Urban. And because it has broad appeal, it reaches into the three and four shares."

Hybrids Create Freshness

Promark Radio & Retail Promotions President **Marla Roseman** foresees further evolution in NAC music and renewed openness on the part of programmers. "Record labels will offer programmers a wider variety of music, including elements of Latin, folk, and hip-hop, to flavor NAC and create a new sound. These hybrid forms reflect audiences' growing appetite for more eclectic

music. As a result, we'll see NAC stations taking more chances, integrating core artists with fresh, new styles. NACs in urban markets are already experimenting with acid jazz sounds, and softer stations are having success with more ambient tracks."

JVC Director/National Promotion **Jeff Lunt** is equally proactive, noting that the format's ability to garner numbers is "significant enough



As more vocal music is included in the mix, competition among instrumentals will increase.

— **Susan Levin**

to catch the attention of major advertisers and disenfranchised station owners. Format proponents like **Broadcast Architecture** have succeeded in bringing new markets to the party, significantly increasing the size of the playing field. We'll see the format return to Boston and Houston next year; I'd like to see 50 reporting stations by year's end."

Atlantic Dir./National Promotion **Eulis Cathey** hopes '95 will bring a broadening of parameters. "Depending on the market," he says, "an NAC may be Urban, AC, or even Progressive-leaning. But the core of this format is going to be influenced by new and different hybrids. This scenario will provide new challenges to programmers and consultants. Will it happen quickly or easily? I don't think so. But it is inevitable. 1995 will bring us all a few surprises."

Billy Joe Walker, Jr.

life is good

going for reports
January 12th

 ©1995 Liberty Records

JANUARY 6, 1995

3W	2W	LW	TW	Artist Title Label(s)	TOTAL PLAYS	+/-OVER LAST WEEK	EMPHASIS TRACKS (PLAYS)		
-	-	-	1	WARREN HILL Truth (Novus/RCA)	273	-	"Do You Feel..." (59)	"Tell Me All..." (58)	"Take Me..." (32)
-	-	-	2	JEFF LORBER West Side Stories (Verve Forecast)	263	-	"Grasshopper" (65)	"Point Venus" (64)	"Say Love" (30)
-	-	-	3	ERIC MARIENTHAL Street Dance (GRP)	254	-	"Hold On My..." (68)	"Yosemite" (44)	"Kid's Stuff" (43)
-	-	-	4	RICHARD ELLIOT After Dark (Blue Note)	254	-	"Street Beat" (94)	"On The Run" (30)	"Candlelight" (25)
-	-	-	5	AVENUE BLUE Avenue Blue (Bluemoon)	216	-	"Pick Up The..." (54)	"Stockholm" (50)	"Just Goodbye" (42)
-	-	-	6	VANESSA WILLIAMS The Sweetest Days (Mercury)	212	-	"The Sweetest..." (98)	"You Can't Run" (47)	"Higher Ground" (20)
-	-	-	7	NAJEE Share My World (EMI)	211	-	"My Angel" (60)	"Secret Admirer" (56)	"Joy" (47)
-	-	-	8	DOC POWELL Inner City Blues (West Coast)	207	-	"We'll Make It..." (84)	"Bahama Mama" (30)	"Mr. Magic..." (22)
-	-	-	9	ANITA BAKER Rhythm Of Love (Elektra)	180	-	"I Apologize" (88)	"Body & Soul" (45)	"You Belong..." (17)
-	-	-	10	ACOUSTIC ALCHEMY Against The Grain (GRP)	172	-	"Against The..." (43)	"Shoot The..." (42)	"Silent Partner" (23)
-	-	-	11	JONATHAN BUTLER Head To Head (Mercury)	168	-	"The Love I..." (46)	"Celebration" (45)	"Reflections" (29)
-	-	-	12	ANDY SNITZER Ties That Bind (Reprise)	164	-	"You've..." (79)	"Ties That Bind" (39)	"Last Kiss" (18)
-	-	-	13	FREEMAN/RIPPINGTONS Sahara (GRP)	161	-	"Girl With..." (41)	"I'll Be Around" (38)	"Sahara" (37)
-	-	-	14	MARC ANTOINE Classical Soul (NYC)	151	-	"Unity" (59)	"Follow Your..." (29)	"French Dream" (25)
-	-	-	15	ROHN LAWRENCE Hangin' On A String (Atlantic/AG)	147	-	"Holdin' On" (37)	"Out In The..." (35)	"Ivory Coast" (20)
-	-	-	16	JOE SAMPLE & SOUL... Did You Feel That? (WB)	146	-	"While It's Good" (64)	"Just Chillin'" (19)	"Viva De Funk" (16)
-	-	-	17	DAVID BENOIT Shaken Not Stirred (GRP)	146	-	"Sparks Flew" (47)	"Any Other Time" (36)	"Wailea" (32)
-	-	-	18	HIROSHIMA L.A. (Qwest/Reprise)	134	-	"Bop-Hop" (44)	"One Fine Day" (26)	"Live Together" (18)
-	-	-	19	SPECIAL EFX Catwalk (JVC)	127	-	"Passions" (67)	"Siana" (20)	"Concrete..." (20)
-	-	-	20	CRAIG CHAQUICO Acoustic Planet (Higher Octave)	123	-	"Gathering Of..." (61)	"Native Tongue" (19)	"Find Your..." (18)
-	-	-	21	LUTHER VANDROSS Songs (LV/Epic)	119	-	"Always And..." (50)	"Going In..." (27)	"What The..." (26)
-	-	-	22	FANTASY BAND Sweet Dreamer (DMP)	114	-	"Catwalk" (29)	"Blue Light" (23)	"Walk On By" (15)
-	-	-	23	PETER WHITE Reflections (CGR/Sin-Drome)	109	-	"Never Gonna..." (30)	"Walk On By" (26)	"Could It Be..." (24)
-	-	-	24	KISS THE SKY Millenium Skyway (JVC)	105	-	"Got To Be..." (31)	"Always..." (29)	"Millennium..." (21)
-	-	-	25	ENCHANTED Enchanted (RCA)	105	-	"Enchanted" (67)	"Fly Away" (20)	"Angels..." (15)
-	-	-	26	KIM PENSYL When You Were Mine (Shanachie/Cachet)	103	-	"Say You Will" (30)	"Another Sad..." (26)	"When You..." (23)
-	-	-	27	ALVIN DAVIS Letting The Vibes Decide (TriStar)	101	-	"The Greeting" (51)	"Mia" (20)	"Let The..." (17)
-	-	-	28	ROBERTO PERERA Seduction (Heads Up)	95	-	"Spanish..." (36)	"Take You..." (18)	"Romance..." (10)
-	-	-	29	RICHY KICKLIGHTER Myakka (Wrap/Ichiban)	91	-	"Sarasong" (24)	"Lonely Road" (16)	"Midnight..." (15)
-	-	-	30	GERALD VEASLEY Signs (Heads Up)	90	-	"A Lasting..." (21)	"Marvin's Mood" (17)	"Salamanca" (17)

Songs ranked by number of plays, with plays from all cuts from an album combined. This chart reflects airplay from December 22 - 28, 1994. 38 NAC reporters. 21 current playlists. © 1995, R&R Inc.

ANDY SNITZER

"TIES THAT BIND"

NAC TRACKS #5



NAC ALBUMS #12

NAC REPORTERS

Stations listed alphabetically by market

<p>KNIK/Anchorage, AK PD: Dean Williams No Adds</p> <p>WJZF/Atlanta, GA PD: Mark Edwards No Adds</p> <p>WNWV/Cleveland, OH PD: Steve Hibbard EARL KLUGH J. BUTLER FREEMAN/ RIPPINGTONS</p> <p>KOAI/Dallas, TX PD: Tom Miller MD: Bret Michael No Adds</p> <p>KHIH/Denver, CO PD: Jaime Kartak MD: Becky Taylor No Adds</p> <p>KEZL/Fresno, CA PD: Mike Vasquez No Adds</p>	<p>KTWV/Los Angeles PD: Chris Brodie APD/MD: Ralph Stewart No Adds</p> <p>WLVE/Miami, FL PD: Rich McMillan MD: Geoff Fischer No Adds</p> <p>KSBR/Mission Viejo, CA PD: Terry Wedel No Adds</p> <p>WGUF/Naples, FL PD/MD: Michael Bode No Adds</p> <p>WJZJ/Philadelphia, PA PD: Bernie Kimble 1 LUTHER VANDROSS</p>	<p>KJZZ/Phoenix, AZ MD: Bill Shedd No Adds</p> <p>KYOT-FM/Phoenix, AZ PD: Nick Francis No Adds</p> <p>KKJZ/Portland, OR PD: Chris Miller MD: Shaun Yu 10 RYO KAWASAKI 10 NESTOR TORRES</p> <p>WOTB/Providence, RI PD: Bill Gray No Adds</p> <p>KQBR/Sacramento, CA PD: Lawrence Tanter No Adds</p> <p>KNJZ/St. Louis, MO PD: Ted Habeck No Adds</p>	<p>KCLC/St. Charles, MO PD: Rich Reigert MD: Kammie Collins 1 BRANDNEWHEAVES 1 TIMELINE 1 DAVE GRUSIN 1 STEVE HOWE</p> <p>KBZN/Salt Lake City, UT PD: Dale Nelson MD: Leigh Armistead No Adds</p> <p>KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadet No Adds</p> <p>WJZE/Toledo, OH PD: Steve Athanas No Adds</p>
--	---	---	--

38 Total NAC Reporters
21 Current NAC Reporters
21 Current NAC Playlists

Reported Frozen Playlist (3):

KTNT/Oklahoma City
WLOQ/Orlando
KKSF/San Francisco

Did Not Report, Playlist
Frozen (14):

WHRL/Albany
WFAE/Charlotte

WNUA/Chicago
WJZZ/Detroit
WEZV/Lafayette
WONB/Lima
KACD/Los Angeles
KCFE/Minneapolis
WQCD/New York
WNND/Raleigh
WGMC/Rochester
KSSJ/Sacramento
KIFM/San Diego
KEZX/Seattle

17 stations did not report this week, and are not used in this week's data.

THE "TRUTH" IS ALIVE IN '95!

WARREN HILL'S "TRUTH"



Thanks to ALL 38 R&R NAC reporters!

#1 R&R NAC ALBUMS!
#1 GAVIN A2!

TWO WEEKS IN A ROW!

WQCD	WJZZ	KSSJ	KTNT
WJZZ	KCFE	KBZN	WJZE
WOTB	KNJZ	KIFM	KEZL
WJZF	KHIH	KBLX	WGUF
WFAE	KACD	KKSF	WEZV
KOAI	KTWV	KEZX	WONB
WLVE	KJZZ	WHRL	KCLC
WNUA	KYOT	WGMC	KNIK
WNWV	KKJZ	WLOQ	KSBR
	KQBR	WNND	



THE RCA RECORDS LABEL

ALL THAT JAZZ
The Industry Standard
1526 14th St. Suite 109 Santa Monica, CA 90404
(310)395-6995 Fax (310)395-9334

SMOKIN' IN '95... AGAIN!

Cliff Gorov
Tim Fitzgibbon Jason Gorov

MARKETPLACE

AIRCHECKS

AUDIO & VIDEO AIRCHECKS

CURRENT #177: KIS/Chuck Nasty-Domino, B96/George McFly, Z100/Chvo, WCBS-FM/Bob Shannon, WJFK/Don Geronimo & Mike O'Meara, KCBQ/Shotgun Tom Kelly, KBZS/Bill Moffitt \$7.
CURRENT #176: WOKS/Dale Dornan, WJMN/Jojo Kncaad, KLOS/Mark & Brian, KYKY/Philips & Co. KISJ/Rick Dees, KKRZ/Scott Thrower & Zoo, KISF/Karen Barber, WRQX/Jack Diamond & Bert \$7.
PERSONALITY PLUS #PP-85: WPNJ/Steve Cochran, KISW/Bob Rivers, KRTH/Robert W. Morgan, KIOZ/Dave Shelly & Chansaw, KFRC/Gary Bryan \$7.
PERSONALITY PLUS #PP-84: WCLB/Loren & Wally, WKBO/Steve & D.C., KLSY/Murdock & Hunter, Z100/John Lander, WLUP/Jonathan Brandmeier \$7.
PERSONALITY PLUS #PP-83: KIS/Rick Dees, WFBQ/Bob & Tom, WPLJ/Rocky Allen, KDKB/Tim & Mark, KJR-FM/Charlie & Ty, Cassette \$7.
ALL CHR #CHR-2: Z100, WQHT, KGGI, WTIC-FM, KKRZ, CKZZ, XHTZ \$7.
ALL COUNTRY #CY-32: WMIL, WYNY, WXTU, WPOC, KSON, KRPM \$7.
ALL AC #AC-10: KBIG, KYYX, KQY, WNDV, KVR, KLSY \$7.
PROFILE #S-286: BOSTON CHR WJMN, WOKS, AC WPMX, WSSH, WBMX, City WCLB, WBOS, AOR WBCN, WZLX, WFNX, WBOS, Gold WODS, WCGY \$7.
PROFILE #S-287: WASHINGTON UC WPOC, WAYS, WHUR, WMMJ, AC WRQX, WASH, WGAY, Gold WXTU, WBIG, City WPMZ, AOR WVDC, WARW \$7.
PROMO VAULT #PB-12: promo samples - all formats, all market sizes, \$10.
SWEEPER VAULT #SVS-5: Sweeper & Legal ID samples all formats \$10.
#CHN-20 (CHR NIGHTS) #AOR-11 (ALL AOR) #MR-2 (MODERN ROCK) #F-19 (ALL FEMALE) #T-2 (TALK RADIO) #O-15 (ALL OLDIES) at \$7 each.
CLASSIC #C-170: KRUX/Rich Bro Robbin-1969, WFLU/Jim Nettleton-1967, KFRC/Don St. John-1977, KHJ/Cap'n John - 1973, KMCG/London & Engleman-1983, KH-9/Unknown Disc jockey-1978, B100/Shotgun Tom Kelly-1978, \$11.
VIDEO #S5: Boston's WOKS/Matt Siegel, WJMN/Ralphie Marino, Seattle's KISW/Bob Rivers, KLSY/Murdock & Hunter, KMPS/Greg Thunder, Portland's KKCW/Tom Parker 2 HOT hours, VHS \$20.

VISA CALIFORNIA AIRCHECK MasterCard
 Box 4408 - San Diego, CA 92164 - (619) 460-6104

AIR TALENT SERVICES

AIR PERSONALITIES & PROGRAM DIRECTORS! You'll LOVE *The Whole O Catalogue!* Books & tapes on radio programming, radio comedy, job-hunting, production, promotions, airchecks... **A mail-order playland for radio pros!** For your copy, write: O'LINERS • 11060 Cashmere Street, Suite 100 • Los Angeles, California 90049...or leave complete address at (310) 476-2091...or via fax at (310) 471-7762!

PERSONALITY RADIO . . . by Dan O'Day

THE book for disc jockeys who want to make the most out of their careers! Job Hunting, Contracts, Show Prep, Creating Character Voices, On-Air Telephone Calls, Morning Show Critiques, The Program Director As Disc Jockey, Finding & Developing Air Personalities, Management & Personalities, and MUCH more! PLUS interviews with Rick Dees, The Greaseman, Howard Stern, many others! CRAMMED with ideas, tips & techniques for the radio personality who wants to get to the top . . . and stay there. 259 pages: \$29.95 (Canada: \$34.95 U.S. Funds; Overseas \$41.95) Mail payment to:
 O'LINERS • 11060 Cashmere Street, Suite #100 • Los Angeles, CA 90049

COMEDY BY FAX

LAFFLINE

10 years supplying humor to radio's funniest people... and they keep coming back for more. And now... DAILY fax service of topical comedy for less than a dollar a day!! Samples are free.

312-464-9443

Our clients tell us again and again:
"The material you provide is the best in the business!"
 Why not try our daily, faxed comedy service on your personality - intensive show for a week, **FREE.***

THE MORNING PUNCH™

Call **803-781-6608** today, and see for yourself!
 *Offer subject to availability © 1994 - Crossan & Crossan Creative™

COMEDY

COMEDY SERVICE

Jokes, Bits, Joke Books, at a reasonable price. Send for samples & rates:

COMEDY CONNECTION

406 N. BREWSTER RD. RR1 BOX 112, VINELAND, NJ 08360
 or call (609) 697-2298 (fax available)

R&R THE FAX

GET THE INFORMATION ADVANTAGE...

A 3-day advance on the hottest news, business, promotions and ratings trends...plus hot Street Talk. Try it free...Call R&R today. 310-553-4330

ID'S, JINGLES, SWEEPERS

BRENDA BISSETT



On-Air and Voicework
 Credits Include:

- WWMX-FM Baltimore
- WPOC-FM Baltimore
- WCAO/V103 Baltimore
- WXTU-FM Philadelphia

CALL (717) 235-2799 FOR DEMO

THE I-MAN KNOWS!

That's why "Imus in the Morning" demands the person who knows audio production

Available now for station
PROMO'S, LINERS & SWEEPERS!!!

Now you can achieve the sound behind the #2 billing station in America, and the #1 biller in New York!

Call Joey for the "Promo/Liner Demo" from
IMAGE AUDIO (201) 405-1404

MAILING LABELS

RADIO STATION DATABASE

Addresses guaranteed 99.5% deliverable!
 Includes format, market size, phone numbers and Arbitron ratings. Over 7000 FAX numbers.

Also group mailings to P.D.'s & G.M.'s
THE RADIO MALL

(612) 522-6256

MUSIC SOFTWARE

AFFORDABLE Music Software

No Lease Charges

Features & Flexibility PD's want at a price even small markets can afford.

For More Information call:
HALPER & ASSOCIATES
 (617) 786-0666

OLDIES SERVICES

OLDIES

Best source of hard to find oldies '50s, '60s, '70s, '80s.

Most in stereo clean bright quality, fast service.

MSA
 Music Service Associates
 Delivered RTR or DAT
 918-492-7222
 (FAX) 918-492-2211
 FAX US YOUR LIST

PROMOTIONS

CASH CUBE



"MONEY MACHINE"

gives your station instant impact...

800-747-1144

SHOW PREP

POP CULTURE DAY BOOK™

CALENDAR DATABASE SOFTWARE FOR WINDOWS

Over 5000 Birthdays with bios and interesting events in Rock & Country Music, TV & Film, the News, & more!

Complete easy to use search, edit, & print features
Echo Airworks 201 871-7331

VOICEOVER SERVICES

DYNAMIC, DEPENDABLE, AFFORDABLE

KRIS ERIK STEVENS

EXCEPTIONAL VOICE IMAGERY
 800-231-6100



"Your call letters never sounded this good"

FOR A HOT NEW DEMO CALL

404-876-2287



MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by payment. Visa/MC/AmEx accepted. One-inch minimum, additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per insertion
1 time	\$90.00
6 insertions	\$85.00
13 insertions	\$80.00
26 insertions	\$70.00
51 insertions	\$65.00

Will include camera-ready logo or line art if provided. Deadline for Marketplace ads is noon Thursday, one week prior to publication date. Marketplace ads are non-commissionable. Submit to:

Marketplace
RADIO & RECORDS, 10100 Santa Monica Blvd,
Fifth Floor, Los Angeles, CA 90067
310-553-4330 Fax: 310-203-8727

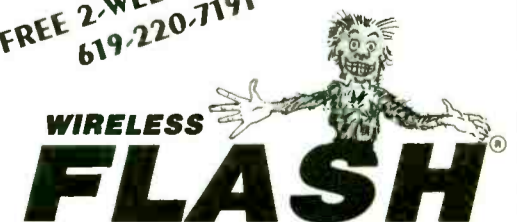
SHOW PREP

IT'S NEW! IT'S BEEFIER! IT'S BETTER!

It's the new *Wireless Flash* daily almanac with WEIRD datebook items you won't find anywhere else, celebrity birthdays you can REALLY use, WACKY events for each day - AND a complete MUSIC chart!

Then there's our famous news section, our horoscope, trivia & entertainment. **EVERYTHING YOU NEED FOR SHOW PREP!**

FREE 2-WEEK SAMPLE!
 619-220-7191



(And, yes, we still cover a good Bigfoot story now & then.)

OPPORTUNITIES

OPENINGS

OPENINGS

OPENINGS

OPENINGS

SOUTH FLORIDA'S ONLY ROCK DUOPOLY. WEST PALM BEACH COMBO SEEKS PD

This is your opportunity to learn duopoly from the ground up. We're looking for a self-starter with great people skills to:

- ◆ Work with a creative air staff
- ◆ Create and foster brand identity
- ◆ Implement research effort
- ◆ Enhance "stationality" through production & marketing.

All inquiries will be kept in strict confidence. Rush tape, resume and/or anything else that will convince our client that you've got the goods to:

SINTON, BARNES & ASSOCIATES
P.O. Box 70128

Marietta, GA 30007-0128

Equal opportunity employer. Minority candidates encouraged to apply. No calls, please.

S a b Sinton, Barnes & Associates

WRMF FM 97.9

Paradise awaits our new morning talent! First time in 9 years for this opening! Voices/characters and humor a must. T&R only please to: Russ Morley, P.O. 189, West Palm Beach, FL 33402. EOE

New Country Kicks 96 WKKZ 96.7 FM

BENCHMARK COMMUNICATIONS
Kicks 96 has an immediate opening for air talent. Let me hear your morning show in afternoon drive. Hooked on phonics graduates need not apply! Send T&R to Jeff Roper, PD, Kicks 96, PO Box 748, Columbia, SC 29202.

WCOS GREAT COUNTRY 97.5 FM

Market leader WCOS is looking for an exceptional air talent to join our winning team early next year. This is a prime shift and rare opening. You must be energetic, love Country music, and enjoy tons of personal appearances. Ron radio and liner card types, save your postage. Send T&R to Greg Mazingo, PD, WCOS PO Box 748, Columbia, SC 29202.

BENCHMARK COMMUNICATIONS IS AN EQUAL OPPORTUNITY EMPLOYER.

94.5 KSMB

ACADIANA'S NUMBER ONE HIT MUSIC STATION

94.5 KSMB, market #98 in Lafayette, Louisiana is looking to fill 2 fulltime positions.

- 7-midnight personality. Must excel on and off the air and have extraordinary production skills for producing station promos. Minimum 2 years' experience.

- 12am-6am personality with production and remote experience. Minimum 1 year experience. No calls. RUSH T&R to: Bobby Novosad, KSMB, 202 Galbert Road, Lafayette, LA 70506. KSMB/Media Properties is an Equal Opportunity Employer.

MIDWEST

Team player sought for morning sidekick/news. Females and minorities encouraged. T&R: WKXA, Pat McCall, Box 1507, Findlay, OH 45839.

KSOP Oldies Springfield, MO. is accepting applications. All dayparts and positions. CALL: KSOP, Roger Piper. (417) 886-5677.

We're about to sign on a new CHR in one of America's most desirable medium markets. Killer staff needed. Air Talent for all shifts, Asst PD/MD, Mornings. On Air Production Director, News Director & Promotion Director.

If you have the experience, drive and, most importantly, PASSION for making CHR work in 1995, please rush cassettes, resumes and other important information today to:

Gary Berkowitz
Berkowitz Broadcast Consulting
4901 Champlain Circle/Suite 201
West Bloomfield, MI 48323
EOE

AC Morning Show Team or Team Leader, 200+ market. Radio & Records, 10100 Santa Monica Blvd., Fifth Floor, #431, Los Angeles, CA 90067. EOE

America's best sounding small market CHR is losing its morning show. Can you communicate with, and play the hits for, females 18-49? Can you win in the conservative Midwest? Send T&R/photo & salary requirements to Radio & Records, 10100 Santa Monica Blvd., 5th Floor, #425, Los Angeles, CA 90067. EOE

WHMQ is looking for a Morning Host and a News Director/sidekick to replace another show lost to the Top 50. Host will inherit a 22 share, have two leading comedy services, and be given the room to do what it takes to keep us at the top. News Director/sidekick will be responsible for producing brief morning, noon, and afternoon newscasts, producing weekly Public Affairs show and participate in the morning show. Send your best! Todd Mitchell, Program Director, Box 108, Findlay, OH 45839. No calls, please. Bulmer Communications of Findlay is an Equal Opportunity Employer. Females and minorities are encouraged to apply.

KHAK 98.1 FM 1360 AM

RARE MORNING OPENING AT LEGENDARY KHAK

Successful candidate will have an adult approach with the ability and talent to blend with Cedar Rapids' #1 morning team. We are not reinventing the wheel...Prima donnas, bit men and comedy service mavens need not apply. Team players who believe hard work and community involvement breed success, rush T&R to Jeff Winfield, 425 2nd Street S.E., Cedar Rapids, IA 52401. EOE

PROGRAM DIRECTOR

WWWW-FM is accepting applications for the position of program director. Bachelors degree preferred, three years' experience as a program director in a large or major market or a related position. Country and/or CHR background is preferred. Strong leadership and interpersonal skills. Only qualified candidates need apply. Send resume to:

Phil Lamka
V.P., General Manager
WWWW-FM Radio
2930 E. Jefferson
Detroit, Michigan 48207
WWWW-FM/WDFN-AM is an equal opportunity employer.

PROMOTIONS DIRECTOR

KLOU, Oldies 103 in St. Louis has an opening for a Promotions Director. Candidate will need experience in all areas of Marketing including advertising, promotions, contesting and public relations. Send resume: Promotions Director, P.O. Box 8764, Jefferson Memorial Station, St. Louis, MO 63101. EOE

RADIO

SPORTS/SIDEKICK PERSON

One of the top AOR morning shows anywhere is looking for a sports/sidekick person. If you know sports...Great. If you're serious about sports on the radio...Don't bother. Send resume and tape (not returnable) to: Program Director, WFBQ Radio, 6161 Fall Creek Road, Indianapolis, IN 46220. NO PHONE CALLS PLEASE. EQUAL OPPORTUNITY EMPLOYER. WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY.

CBS Owned STAR 97FM in Detroit is accepting applications for Music Director. Ideal candidate would possess: excellent computer skills including three years experience with Selector; ability to meet deadlines; strong creative writing, conceptual and production skills; great voice; knowledge of 70's music; a positive attitude. Aircheck/production tape, resume, copy samples and cover letter to WYST Music Director Search, P.O. Box 5005, Southfield, MI 48086-5005. CBS is an Equal Opportunity Employer.

70'S BASED PROGRAM DIRECTOR

You can think about, you can articulate it, and you can lead people who want to win as much as you do. Your on-air flair communicates fun, some energy, and good phone skills. If you have the concept and at least solid, medium market experience, NewCity Communications, one of the country's premier Broadcast Companies, is ready with a great opportunity in our Tulsa market, and ready to show our appreciation for doing it right. Tell us the things you do that can make a difference. T&R & salary expectations to: Dave Block, NewCity Communications, 7136 S. Yale, Suite 500, Tulsa, OK 74136. EOE

AFTERNOON DRIVER

Sought for hard-rockin' mid-western AOR in Top 50 market! Rare opportunity to join successful team! Radio & Records, 10100 Santa Monica Blvd., 5th Floor, #421, Los Angeles, CA 90067, or Fax to (213) 465-3635. EOE

1230WCOL Talk Radio

TALK RADIO PROGRAM DIRECTOR

WCOL-AM Columbus, Ohio needs a motivated, experienced program director to add sparkle to a satellite talk station. Our new PD will be a great writer and possess excellent Audisk skills. If you are detail oriented, take great pride in your work and are constantly looking for ways to improve yourself and your air product, we'd like to hear from you. This is your chance to build something truly exciting while working for a terrific company. Nationwide Communications Inc. Send T&R immediately to Michael Cruise, Program Director, WCOL-FM/AM, 2 Nationwide Plaza, Columbus, OH 43215. No calls. Females and minorities encouraged. WCOL is an equal opportunity employer.

NATIONAL AIRPLAY OVERVIEW

POP/CHR

Table with 4 columns (3W, 2W, LW, TW) and 20 rows listing songs and artists like Boyz II Men, Bon Jovi, Real McCoy, etc.

BREAKERS

Table with 2 rows of songs and artists that are breakers, including Corona and Vanessa Williams.

POP/CHR begins on Page 22.

COUNTRY

Table with 4 columns (3W, 2W, LW, TW) and 20 rows listing country songs and artists like Tim McGraw, Alan Jackson, etc.

BREAKERS

Table with 2 rows of country songs and artists that are breakers, including Tracy Lawrence and Little Texas.

COUNTRY begins on Page 38.

ROCK TRACKS

Table with 4 columns (3W, 2W, LW, TW) and 20 rows listing rock songs and artists like Pearl Jam, Tom Petty, etc.

BREAKERS

Table with 1 row of rock songs and artists that are breakers, including Van Halen.

ROCK begins on Page 57.

RHYTHMIC/CHR

Table with 4 columns (3W, 2W, LW, TW) and 20 rows listing rhythmic/CHR songs and artists like Boyz II Men, TLC, etc.

BREAKERS

Table with 2 rows of rhythmic/CHR songs and artists that are breakers, including K-Ci Hailey and Corona.

RHYTHMIC/CHR begins on Page 22.

HOT AC/ADULT CHR

Table with 4 columns (3W, 2W, LW, TW) and 20 rows listing hot AC/adult CHR songs and artists like Melissa Etheridge, etc.

BREAKERS

Table with 2 rows of hot AC/adult CHR songs and artists that are breakers, including Madonna and Richard Marx.

HOT AC begins on Page 54.

ALTERNATIVE

Table with 4 columns (3W, 2W, LW, TW) and 20 rows listing alternative songs and artists like R.E.M., Green Day, etc.

BREAKERS

Table with 1 row of alternative songs and artists that are breakers, including Stone Roses.

ALTERNATIVE begins on Page 64.

URBAN CONTEMPORARY

Table with 4 columns (3W, 2W, LW, TW) and 20 rows listing urban contemporary songs and artists like Boyz II Men, TLC, etc.

BREAKERS

No Songs Qualified For Breaker Status This Week.

URBAN CONTEMPORARY begins on Page 33.

ADULT CONTEMPORARY

Table with 4 columns (3W, 2W, LW, TW) and 20 rows listing adult contemporary songs and artists like V. Williams, Grant & Gill, etc.

BREAKERS

Table with 2 rows of adult contemporary songs and artists that are breakers, including Boyz II Men and Steve Perry.

AC begins on Page 50.

PROGRESSIVE

Table with 4 columns (3W, 2W, LW, TW) and 10 rows listing progressive songs and artists like Tom Petty, R.E.M., etc.

PROGRESSIVE begins on Page 72.

NAC

Table with 4 columns (3W, 2W, LW, TW) and 10 rows listing NAC songs and artists like V. Williams, Richard Elliot, etc.

NAC begins on Page 75.