

CONNECTING WITH WAL-MART

It's the nation's biggest discount department chain, but Wal-Mart hasn't been a big supporter of radio. Are things changing? The folks at KXL-AM/Portland are turning six figures with the store.

Page 18

SUMMER CONCERT SEASON!

As we approach the dog days of summer, radio stations nationwide are in the midst of concert mania. Check out how two stations — WNUA/Chicago and WZFX/Fayetteville, NC — conducted them.

Pages 19, 48

AND THEN THERE WAS ONE ...

With KSAN/SF's recent exit from Country, CBS-owned KYCY became the city's exclusive station in the format. PD Eric Logan describes the elements that changed — and those that *didn't* — in this conversation with Lon Helton.

Page 57

'NOR GETS ACTIVE

Over the past few years, WNOR/Norfolk has transformed itself from an old-line, Classic-based AOR to a crisp, hip Active Rocker under PD Harvey Kojan, who walks us through the metamorphosis.

Page 80

IN THE NEWS

- **Tim Roberts** assumes the PD post for WWWW/Detroit
- **Richard Carlson** now VP/GM at KNWX, KIRO-AM & FM, KING/Seattle
- **Glenn Cherry** now GM, **Larry Steele** PD at WTMP/Tampa
- **Garrett Hart** joins Rocker WDVE/Pittsburgh as PD
- **Carson Schreiber** heads to Music City as Disney/Nashville SVP

Page 3

THIS #1 WEEK

CHR/POP

• MEREDITH BROOKS Bitch (Capitol)

CHR/RHYTHMIC

• WILL SMITH Men In Black (Columbia)

URBAN

• K-CI & JOJO You Bring Me Up (MCA)

URBAN AC

• PATTI LABELLE When You Talk About Love (MCA)

COUNTRY

• TRACE ADKINS I Left Something... (Capitol)

RAC/SMOOTH JAZZ

• BONEY JAMES Nothin' But Love (Warner Bros.)

HOT AC

• SISTER HAZEL All For You (Universal)

AC

• MICHAEL BOLTON Go The Distance (Columbia)

ACTIVE ROCK

• COLLECTIVE SOUL Listen (Atlantic)

ROCK

• WALLFLOWERS The Difference (Interscope)

ALTERNATIVE

• SUGAR RAY Fly (Lava/Atlantic)

ADULT ALTERNATIVE

• SARAH MCLACHLAN Building A Mystery (Arista)

NEWSSTAND PRICE \$6.50



WFAN Celebrates A Decade Of All-Sports Success In NY

GM Hollander chronicles the format pioneer

BY ANTHONY ACAMPORA R&R STAFF WRITER



Hollander

If someone asked you what the top-billing radio station in America was in 1996, you'd probably guess it was a station in New York. That would be correct. You'd probably think it was Oldies WCBS-FM or AC WLTW-FM. Good guesses, but according to BIA, CBS Radio all-Sports outlet WFAN-AM was the top biller in the nation at \$42.3 million.

WFAN signed on as the first all-Sports station on July 1, 1987. Joel Hollander was GSM when the station launched and was named VP/GM when Infinity purchased the station in 1992. In the following interview he discusses the keys to success, the state of the Sports

format, and what the future holds.

R&R: Over the last three years, M Street Journal reported an increase in all-Sports stations from 93 to over 150. What has caused the sudden influx of radio stations into the format?

JH: The Talk format has been hot over the last few years, and Sports on the whole has had a few stations that have been successful. In this business, when there's a successful format, people usually follow suit. Out of the 150 radio stations, I don't know how many are that successful. The three most successful Sports stations in the country happened to be owned by CBS [WFAN, WIP/



WFAN/See Page 28

VS&A: Radio To Take Bigger Bite Out Of Advertising Pie

Radio advertising revenues will grow to \$18.3 billion by 2001 — a compounded annual growth rate of 9.3% from 1996's \$11.7 billion — says investment bank Veronis, Suhler & Associates.

The group's 1997 Communications Industry Forecast also shows the gap widening between AM and FM listening, such that in five years AM will have only 18.4% of the market. In 1996, AM stations had a 20% share of all radio listening. In terms of formats, listening is shifting from AC-type formats to News/Talk, according to VS&A.

VS&A Radio Director Christine Balcius said, "In terms of content, radio is probably more flexible than any other communications medium. It is relatively easy for stations to switch formats when audience response dwindles or there is a gap in the market that can be exploited." From 1991 to 1996, News/Talk, Classic Rock, Country, and Religious formats gained the most stations, while AC, "Top 40," and "Easy Listening" lost the most.

Balcius was also confident that "radio will become less fragmented and easier to sell to national advertisers and will continue to attract a larger share of the advertising dollar." Consolidation has allowed groups to serve niche audiences, giving individual stations a smaller slice of the pie but increasing the aggregate audience.

VS&A's report indicates an interesting trend in network radio as

VS&A/See Page 11

Kennard Likely As FCC Chair

Sen. Hollings pushes for Everett; Tristani could nab other Democratic commissioner seat

BY JEFFREY YORKE R&R WASHINGTON BUREAU CHIEF

FCC General Counsel William Kennard, who has provided Chairman Reed Hundt with legal strategy and helped form FCC policy for the past three years, may have to wrestle influential friends of Ralph Everett for the Chairman's post at the Commission.

Last week, the unofficial word along Pennsylvania Avenue was that Kennard would be nominated for the top slot by President Clinton within days. The chairman's slot opened in May when Hundt announced his resignation, citing his desire to spend more time with his family; he said he would leave as soon as a replacement could be found.

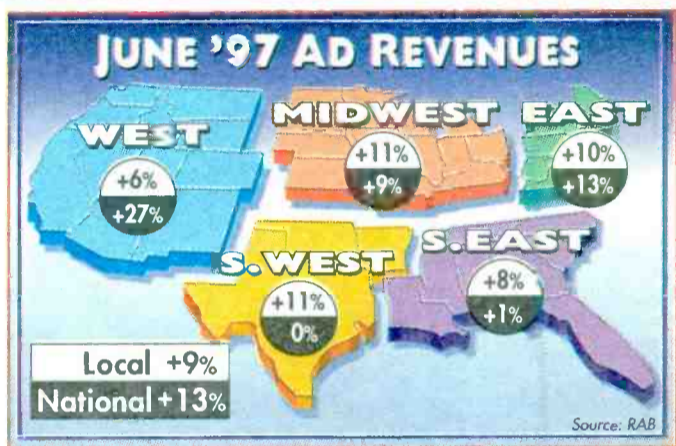
Although the Clinton Administration has not yet nominated Kennard, who is 40 years old and a graduate of Yale Law School, White House spokeswoman Brenda Anders told R&R this week that "the

FCC/See Page 30



Kennard

Tristani



June's Radio Numbers Up 10%

Combined local and national radio revenues rose 10% in June '97, which means the radio industry is just two months shy of ringing in five straight years of monthly revenue increases, according to the RAB. National spot totals skyrocketed 13% from June '96; local revenues rose 9% compared to last year's figures. Meanwhile, year-to-date combined revenues also soared 10%, compared to the same six-month period last year. And although the June-June comparison saw no growth in the Southwest, that region experienced a 19% increase in year-to-date figures.

FCC Slams WXRK Over Stern

Flagship could pay \$6000 in indecency fines

BY HEATHER VAN SLOOTEN R&R WASHINGTON BUREAU

Howard Stern's flagship station, WXRK/New York, was cited by the FCC this week for indecency violations — despite the fact that the Commission did not have proof K-Rock ever aired the offending Stern dialogues.

WXRK could pay as much as \$6000 for allegedly airing the same broadcasts that landed WBZU-FM/Richmond and WEZB-FM/New Orleans in FCC hot water between October '95 and June '96. The penalty came about as a result of a letter then-owner Infinity Broadcasting wrote to the FCC in 1994, wherein it said, "It can be assumed that if Stern show material was

broadcast by ... a Stern affiliate, it was also broadcast by WXRK."

CBS Corp., which currently owns the station, may now be challenging that assumption. The group has asked for and received an extension to August 7 to plead its case.

CBS attorney Steve Lerman said although the FCC "has proceeded in this manner before" by citing WXRK for another affiliate's broadcast, the station has never paid a fine. Those earlier citations were removed from the company's record after Infinity paid a \$1.715 million settlement to the U.S. Treasury in 1995. Lerman added, the

WXRK/See Page 30

#2 MOST ADDED TOP 40!

WE'VE HEARD YOUR CRIES

allure



ALL CRIED OUT

New this week: Y100, 92Q, WHHH, KRQ, KYLD, WNVZ, KUBE, KTFM, Z90 *featuring 112*

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WPGC, D.C. – Top 5 call-out. Top 5 requests!!
KHKS, Dallas – 6 x day. Top 5 requests!!

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112 APPEARS COURTESY OF BAD BOY RECORDS.

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Roberts Tapped As PD At W4/Detroit

Former KSAN/San Francisco PD **Tim Roberts** has been named PD at Country WWWW-FM/Detroit.



Roberts

He starts August 8 and succeeds Mark Hamlin, who left last month after two and a half years with the station.

"Tim brings 18 years of Country radio programming and on-air experience to W4," WDFN-AM & WWWW GM Peter Connolly told R&R. "He fits my criteria of an experienced, battle-tested Country PD perfectly, demonstrating great leadership in programming, marketing, promotion, music, and coaching. I can't wait to get him here."

Roberts told R&R, "I'm very excited to be working in Detroit, where my career started. Detroit is a really good Country market. Peter has shown great leadership at a station with legendary calls, and I'm proud to be part of that legacy."

ROBERTS/See Page 30

Hart Fills PD Post At WDVE/Pittsburgh

Garrett Hart has been named PD at SFX Rocker WDVE/Pittsburgh, filling the vacancy created when WDVE & WXDX OM Gene Romano left to become Jacor's National Director/Programming earlier this year.



Hart

Hart, whose first day at 'DVE is September 2, most recently was OM for Woodward Communications' News/Sports/Talk

WHBY-AM, Rock WAPL-FM, and CHR WKSZ-FM in Appleton, WI. "WDVE is the station I cut my teeth on," Hart told R&R. "The prospect of returning to my hometown to program the premier Rock station in the country is an exciting challenge, and I look forward to joining the team. It's the radio equivalent of playing in the Super Bowl."

Hart has been at WAPL for 10 years, when he joined as PD. He was promoted to OM over WAPL and WHBY in 1993; OM duties at WKSZ were added in 1995. He also worked at then-Alternative WXXP/

HART/See Page 30

Rockin' Down The Highway



Here's the latest from a campaign that was probably designed by "Saturday Night Live"'s Mr. Subliminal character — a billboard designed to look like a road sign on the interstate. Most fans of WFBQ/Indianapolis got the point, but some unsuspecting motorists actually wondered why the road they were driving on was now I-Q95! Ya' think it's the "Road To Nowhere" "Highway to Hell," or "Thunder Road?"

Carlson Joins Entercom/Seattle Trio

■ He'll be VP/GM for KIRO-AM & FM & KNWX and oversee joint sales agreement with KING

Richard Carlson has been named VP/GM at Entercom's News/Talk KIRO-AM, all-News KNWX-AM, and all-Talk KIRO-FM. He'll also oversee the company's JSA with Classical KING-FM.

"Dick is an extremely innovative and talented leader with an outstanding track record of success at one of the country's truly great news/talk/sports clusters," said Entercom COO/CFO David Field. "We're delighted to have him join our team."

"This is a wonderful opportunity," remarked Carlson, who most recently spent 13 years as GSM for KBCO, KHOW, KOA & KTLK/Denver. "I look forward to joining one of the industry's progressive-thinking companies in an exciting radio market. We have an established team ready to build on their success."

Schreiber Heads To Disney Country As Sr. VP/Promotion & Product Development

Curb/Universal VP **Carson Schreiber** has been named Sr. VP/Promotion & Product Development for Disney/Hollywood Records' new, still-unnamed country label.

"I am thrilled that Carson has joined us in this new endeavor," Nashville-based label President Randy Goodman commented. "Obviously, I have a long history with him based on our many years together at RCA. We've always stayed in touch as our career destinies unfolded, and I have nothing but respect for his work. He is a key member of the team, along with [VP/A&R] Doug Howard, that we are assembling. I'm very excited about the challenges we will face in the next few months to become an important player in the country music business."

Schreiber began his career in 1964 at KRLA/Los Angeles, with later

stints at crosstown KBLA, KBBQ, and KLAC. In 1977, he was named Director/West Coast Country Promotion at RCA. He remained there until 1994, when he was named VP of MCG/Curb. He moved to Curb/Universal last year.

Noting that he will be moving from Los Angeles to Nashville, Schreiber admitted, "I'm excited to be reunited with Randy. We've been in the trenches together in the past, and we know each other's strengths. Only Randy and a company of the caliber of Disney could attract me away from Mike Curb and the Curb family of labels."

"Working with Mike, who is without doubt one of the best music and record men I've ever known, was such a wonderful experience that I know his spirit of enthusiasm will be part of what I bring with me to this new venture."



Schreiber

AUGUST 1, 1997

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Country Chart	59	Adult Alternative	98
Country Action	60	Adult Alternative Tracks	98
Adult Contemporary	68	Adult Alternative Albums	99
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Tama Resets Execs In Tampa, Greenville

A number of changes are taking place within the **Tama Broadcasting** family of stations:

• Tama owner Dr. **Glenn Cherry** has taken over the GM position at Urban AC WTMP-AM/Tampa, replacing Chris Turner. Meanwhile, **Larry Steele** has been appointed WTMP PD, while current PD Nat Washington steps down.

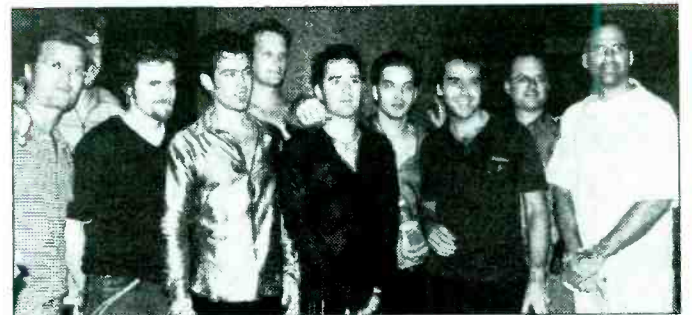


Steele

Neither Turner nor Washington has left the station; both are in talks to determine their future roles at the station.

• At the company's **WHYZ-AM/Greenville-Spartanburg**, Tama partner **Louis Holman** has stepped in as GM. He replaces Schae Wilson, who left the station about a month ago.

If You Could('ve) Only Seen...



... Polydor recording artists **Tonic** rocking a hometown crowd at Los Angeles's El Rey Theater recently! The band's debut release, "Lemon Parade," has just been certified gold — perhaps now they should change their name to "Tanqueray." Looking around for the celebratory gin to finish off the mix are (l-r) Polydor Dir./West Coast Production **Dave Barbis**, Polydor A&R **Tom Storms**, Tonic's **Dan Lavery**, **Kevin Shepard**, **Emerson Heart** and **Jeff Russo**, Polydor President **Nick Gattfield**, A&M Associated Labels VP/Rock Promotions **Barry Lyons**, and Polydor VP/Sales & Field Marketing **John Rotella**.

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DOJ Investigating Heritage, News Corp. Deal

BY JEFFREY YORKE
R&R WASHINGTON BUREAU CHIEF

The Department of Justice has put the brakes on News Corp.'s \$1.3 billion acquisition of Heritage Media, putting on hold Sinclair Broadcast Group's \$630 million cash purchase of Heritage's 24 radio stations.

After the stock market closed last Friday (7/25), the San Francisco field office of the DOJ's Antitrust Division informed the companies that it would on Monday (7/28) hand up a recommendation to the Antitrust

Division in Washington that the DOJ challenge News Corp.'s acquisition of Heritage under Section 7 of the Clayton Antitrust Act.

In a statement released jointly by the companies, investors were told that "the Antitrust Division staff requested that Heritage and News Corporation extend the period of time during which the Antitrust Division must either challenge the transaction or allow it to close, in order to afford Antitrust Division supervisory staff time to review the field office recommendation and to allow Heritage and News Corporation to present their position as to why the transaction should be allowed to proceed."

'Vigorously Pursue Approval'

The joint statement added: "Heritage Media and News Corporation will grant this extension and vigorously pursue the approval of the acquisition by the Department of Justice."

Immediate reaction on Wall Street to the news was chilling, sending Heritage shares spiraling downward to 2 7/16 from an opening of 16 3/4. However, News Corp.'s spokesman James Platt told R&R that the government's inquiry "does not affect the radio and television assets" and is focused on "the direct mail and couponing businesses."

On July 16, when Baltimore-based Sinclair announced that it would buy Heritage's 24 radio stations in seven markets and six television outlets, Heritage President/CEO Paul Fiddick told R&R that the News Corp./Heritage deal could settle by the second week of August. And optimism was still riding high on Monday (7/28) when Platt told R&R, "We hope to resolve this within two to three weeks" by discussing the proposed acquisition "with more senior people at DOJ."

DOJ spokeswoman Gina Talamona told R&R that the deal is "under investigation and still pending" and she had no further comment.

BUSINESS BRIEFS

FCC Makes Way For CBS/Greater Media Swap

The FCC this week approved radio/TV cross-ownership waivers in Los Angeles so that CBS Corp. can swap its WBOS-FM & WOAZ-FM/Boston and WMMR-FM/Philadelphia for Greater Media's KRLA-AM & KLSX-FM/Los Angeles. CBS owns KCBS-TV/Los Angeles. The deal has an exchange value of \$300 million (R&R 2/28/97).

FTC Gives Nod At Deals

American Radio Systems has received early antitrust clearance in its bid to buy Amature Group's KFRG-FM & KXFG-FM/Riverside-San Bernardino for \$60 million. Clear Channel Communications received a similar go-ahead to acquire Triathlon Broadcasting's KMKV-FM, KOLL-FM & KSSN-FM/Little Rock for \$20 million. The FTC also granted early antitrust clearance to Evergreen Media's acquisition of KDGE-FM & KZPS-FM/Dallas from Bonneville International. The price was \$83.5 million.

BMI Defends Position In RMLC Negotiations

Responding to a news release by the Radio Music License Committee that warned litigation might be necessary if BMI failed to meet RMLC's goals, BMI said its "proposal to the RMLC was based on the substantial growth in the performance of BMI music by the radio industry." BMI said that proposal is based on a study of more than 400,000 hours of radio airplay per year. RMLC has long maintained that license fees should not be based on station revenue growth and said BMI's suggested fee increase would cost radio "in excess of \$100 million over the next five years."

Radio Aahs Snaps Up Harmony Holdings Shares

In two separate transactions within the past week, Children's Broadcasting Corp. has bought a total of 27.4% of Harmony Holdings Inc., an L.A.-based TV commercial production company. On July 21, the Minneapolis-based children's radio programmer paid \$1.76 million for 600,000 shares/16.4% of the company and certain stock options.

Monday CBC grabbed another 769,231 shares from Unimedia, S.A., a French entity. At the same time, HHI bought back 230,769 shares of its own stock from Unimedia while Unimedia agreed to dismiss its pending lawsuit against HHI. Harvey Bibicoff will remain Harmony's CEO while Christopher Dahl, CBC's President/CEO, was appointed chairman of HHI. Aahs spokesperson Joy Plaschko told R&R that CBC "is diversifying, and the company sees Harmony as an investment."

Metro Net Added To S&P SmallCap 600 Index

Metro Networks, which provides traffic, weather, and news services, will be added to S&P SmallCap 600 Index as part of the broadcasting industry group July 31. The broadcasting group includes radio, television, and cable. The S&P index is considered to be a key barometer of stock activity in the broadcasting industry. Standard & Poor's stressed that the addition or subtraction of a company from one of its indices doesn't reflect an opinion of the company. The Metro addition came as the result of mergers of certain other companies in the index.

Stations Get Permanent Cross-Ownership Waivers

The FCC said Gulf-California Broadcast can buy Pennino Broadcasting Corp.'s KUNA-AM/Indio, CA and KUNA-FM/La Quinta, CA, even

Continued on Page 8

FCC Releases Revised Forfeiture Guidelines

It's going to be slightly cheaper to break the rules now that the FCC has amended its 63-year-old forfeiture guidelines. Instead of charging for each violation on a case-by-case basis, the FCC will assess fines based on a set penalty schedule.

After reviewing comments, including those from the NAB and Infinity, the Commission has adopted a new policy for evaluating fines, released Monday (7/28). Broadcasters will be assigned a base fine, which will increase according to the extent of the violation and how long it has been neglected. The FCC said however, that out of deference to small businesses, the Commission will consider surrounding circumstances in a company's ability to pay fines.

VIOLATION	AMOUNT
Misrepresentation/lack of candor	Statutory Maximum for each Service
Construction and/or operation without an instrument of authorization for the service	\$10,000
Failure to comply with prescribed lighting and/or marking	\$10,000
Violation of public file rules	\$10,000
Violation of political rules: Reasonable access, lowest unit charge, equal opportunity and discrimination	\$9000
Unauthorized substantial transfer of control	\$8000
EAS equipment not installed or operational	\$8000
Alien ownership violation	\$8000
Failure to permit inspection	\$7000
Transmission of indecent/obscene materials	\$7000
Interference	\$7000
Importation or marketing of unauthorized equipment	\$7000

Continued on Page 8

Kim Komando

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- "Kim more than tripled our ratings the first book!" *Jon Quick, PD, WIBC Indianapolis*
- "Strongest response of any show we've aired!" *Tom Parker, OM, WGY Albany*
- "Fun, entertaining, appeals to technos and novices!" *Tom Clendening, PD, KIRO Seattle*

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- William Arthur Ward

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DEAL OF THE WEEK

• **LBJ Broadcasting/Sinclair
Telecable Austin merger
\$80 million (est.)**

- **KLBJ-AM & FM, KAJZ-FM,
KGSR-FM & KROX-FM/Austin**

1997 DEALS TO DATE

Dollars to Date: \$6,980,899,763

(Last Year: \$10,425,382,551)

This Week's Action: \$18,359,970

(Last Year: \$142,115,000)

Stations Traded This Year: 1328

(Last Year: 1469)

Stations Traded This Week: 38

(Last Year: 35)

TRANSACTIONS AT A GLANCE

- WRAG-AM/Carrollton, AL \$62,500
- WBXR-AM/Hazel Green (Huntsville), AL \$150,000
- WSPZ-AM/Tuscaloosa, AL \$130,000
- WOSN-FM/Indian River Shores (Ft. Pierce-Vero Beach), FL \$2.95 million
- WAMA-AM/Tampa \$1.9 million
- WQBN-AM/Temple Terrace (Tampa), FL \$1.1 million
- KFIX (FM CPY)Plainville, KS \$20,220
- WGFP-AM & WXXW-FM/Webster, MA \$1,675,000
- KCFB-FM/St. Cloud, MN \$250,000
- WFMN (FM CPY)Flora, MS \$460,000
- WEBO-AM & WGRG-FM/Oswego (Binghamton), NY \$176,000
- KRBZ-FM/Reedsport, OR \$320,000
- Apex Broadcasting acquisitions \$4.8 million
 - KNIN-FM/Wichita Falls, TX \$2 million
 - KWFS-AM & FM/Wichita Falls, TX \$1.4 million
 - KTLT-FM/Wichita Falls, TX \$1.4 million
- KBEN-AM/Carrizo Springs, TX \$41,250
- KKKK-FM/Odessa, TX \$800,000
- KEES-AM/Gladewater & KYZS-AM/Tyler, TX \$950,000
- WACL-FM/Elkton (Harrisonburg), VA \$1.75 million
- KWIQ-AM & FM/Moses Lake, WA \$375,000
- WLDY-AM & WJBL-FM/Ladysmith, WI \$450,000

TRANSACTIONS

Texas Trading Dominates Week

□ **Sinclair and LBJ merge in Austin, Apex to the max in Wichita Falls**

Deal Of The Week

**LBJ Broadcasting/
Sinclair Telecable merger**

ENTERPRISE VALUE: \$80 million
TERMS: Sinclair Telecable will contribute KGSR-FM & KROX-FM/Austin and LBJ Broadcasting will contribute KLBJ-AM & FM & KAJZ-FM/Austin to the new company, **LBJ-S Broadcasting L.P.**, to be headed by President/CEO **Ian Turpin** and COO **Bob Sinclair**. Phone: (757) 640-8500

BROKER: Paul Leonard of Star Media Group

**KLBJ-AM & FM, KAJZ-FM,
KGSR-FM & KROX-FM/Austin**

FREQUENCY: 590 kHz; 93.7 MHz; 93.3 MHz; 107.1 MHz; 101.5 MHz
POWER: 5kw day/1kw night; 97kw at 1050 feet; 100kw at 1949 feet; 46kw at 518 feet; 100kw at 981 feet
FORMAT: News/Talk; Rock; NAC/Smooth Jazz; Adult Alternative; Alternative

Swap Deals

**American Radio
Systems/Entercom swap**

TERMS: American Radio Systems is exchanging its WDAF-AM & KUDL-FM/Kansas City, KCTC-AM/Sacramento, and \$3 million cash for Entercom's KLOU-FM/St. Louis.

**WDAF-AM & KUDL-FM/
Kansas City**

TRADE TO: Entercom Inc., headed

by President **Joseph Fields**. It owns KMBZ-AM, KCMO-AM & FM & KLTH-FM/Kansas City. Phone: (610) 660-5610

FREQUENCY: 610 kHz; 98.1 MHz
POWER: 5kw; 100kw at 994 feet
FORMAT: Country; AC

headed by President **William Grant Jr.**
Phone: (205) 221-3114

**WBXR-AM/Hazel Green
(Huntsville)**

PRICE: \$150,000
TERMS: Asset sale for \$50,000 cash and a five-year, \$100,000 promissory note at 8% interest

BUYER: New England Communications Inc., headed by President **Robert Wilkins**. Phone: (864) 585-1885

SELLER: Low Country Corp. Inc., headed by President **Carlton Brady**. Phone: (615) 433-7017

FREQUENCY: 1140 kHz
POWER: 15.6kw
FORMAT: Gospel

WSPZ-AM/Tuscaloosa

PRICE: \$130,000
TERMS: Asset sale for cash
BUYER: Birmingham Christian Radio Inc., headed by President **L.E. Willis**. It owns WAYE-AM/Birmingham. Phone: (757) 624-6500

SELLER: GMC Broadcasting Inc., headed by President **Walter Grant**. Phone: (205) 221-3114

FREQUENCY: 1150 kHz
POWER: 5kw day/1kw night
FORMAT: Sports

Florida

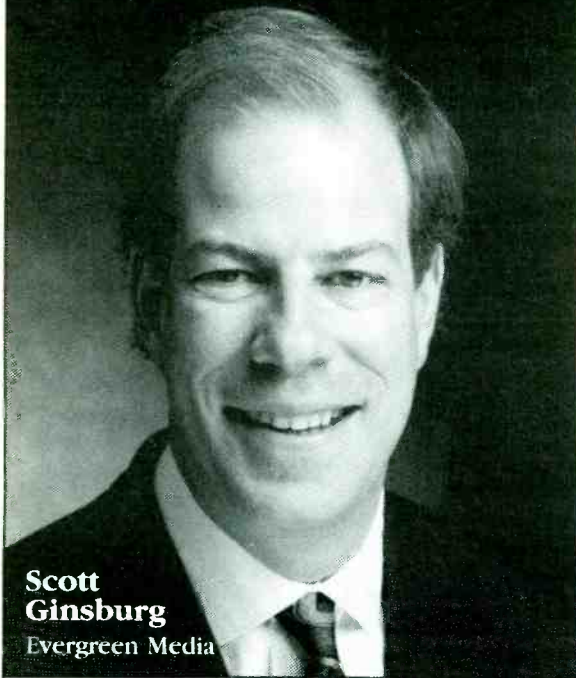
**WOSN-FM/Indian River
Shores (Ft. Pierce-Vero
Beach)**

PRICE: \$2.95 million
TERMS: Asset sale for cash
BUYER: Centennial Broadcasting, headed by President **Allan Shaw**
SELLER: Indian River Shores Radio Group L.L.C., headed by partner **Carl Como Tuter**
FREQUENCY: 97.1 MHz
POWER: 6kw at 328 feet
FORMAT: Nostalgia
BROKER: The Mahiman Co.

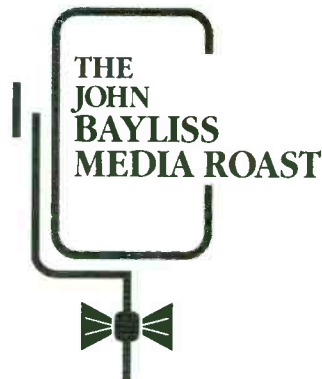
WAMA-AM/Tampa

PRICE: \$1.9 million
TERMS: Asset sale for cash
BUYER: ZGS Broadcast Holdings Inc., headed by President **Mark Jorgenson**. It owns WRMD-AM/St. Petersburg, FL.

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For more information, e-mail or call Kit Hunter Franke

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(408) 624-1536

KCTC-AM/Sacramento

TRADE TO: Entercom. It owns KBYA-FM, KRXQ-FM & KSEG-FM/Sacramento

FREQUENCY: 1320 kHz
POWER: 5kw
FORMAT: Nostalgia

KLOU-FM/St. Louis

TRADE TO: American Radio Systems Corp., headed by President **Steve Dodge**. It owns KFNS-AM, KSD-AM & FM, KEZK-FM & KYKY-FM/St. Louis. Phone: (617) 375-7500
FREQUENCY: 103.3 MHz
POWER: 100kw at 919 feet
FORMAT: Oldies

**Entercom/KANZA signal
swap**

TERMS: Entercom's KCMO-AM/Kansas City will move to 710 kHz; KANZA's WHB-AM/Kansas City will move to KCMO's frequency 810 kHz. Both stations will retain their respective formats and call letters.

KCMO-AM/Kansas City

MOVED TO: 710 kHz
POWER: 50kw day/5kw night
FORMAT: Talk

WHB-AM/Kansas City

MOVED TO: 810 kHz
POWER: 10kw day/5kw night
FORMAT: Farm News/Country

Alabama

WRAG-AM/Carrollton

PRICE: \$62,500
TERMS: Asset sale for \$40,000 cash and a \$22,000 promissory note
BUYER: Birmingham Christian Radio Inc., headed by President **L.E. Willis**. It owns WAYE-AM and has agreed to acquire WPSZ-AM/Tuscaloosa, AL (see deal below). Phone: (757) 624-6500
SELLER: Grant Radio Group L.L.C.,

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YES
YES
YES
YES
YES

⇒ Real cluster analysis on your computer for each test

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- Unlimited number of clusters definable on your computer

YES
YES
YES
YES

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- Find powers not matching your core sound
- Find secondary songs with core power potential
- Teach you which songs work together, which don't, and why

YES
YES
YES
YES

⇒ Up to 100 focused perceptual answers with your test

YES

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- Improves reach and frequency efficiency of TV buys

YES
YES
YES

⇒ Revolutionary radio research

YES

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Strategic Media Research
Moyes Research Assoc.
Eagle Research
Wimmer-Hudson R&D
Harker Research
MJM Research
FMR Associates
Bolton Research
Paragon Research
Stratford Research
Bob Harper & Co.
The Benchmark Co.
Spectrum Research
Mark Kassof & Co.
LP Media Stregies
Edison Media Research
MRP
Vallie/Gallup

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Moody's S&P Rate Radio

Current ratings by Moody's on Sinclair Communications could be downgraded, Moody's said late last week, while Heritage Media's ratings are still under review for a possible upgrade.

The Sinclair ratings on watch include the "Ba2" rating of its \$1 billion secured bank facility, the "B2" ratings on its three senior subordinated debt issues, and the "B2" rating of Sinclair Capital's \$200 million 11.375% high-yield trust offered preferred securities. Moody's noted that "Sinclair has not yet determined its financing plans for the acquisition, but it has flexibility under its notes indentures to debt-finance a significant portion of the purchase price."

S&P, meanwhile, gave Capstar Broadcasting Partners a single-"B"-minus rating to Capstar's \$152 million outstanding 12% senior discount notes due 2009 and \$100 million 12% senior exchangeable preferred stock. S&P also assigned a single-"B"-plus corporate credit rating and a single-"B"-minus rating to subsidiary Capstar Radio Broadcasting's \$200 million 9% senior subordinated notes due 2007. A single-"B"-minus rating was also given to Commodore Media Inc.'s senior subordinated notes due 2003. S&P said it expects Capstar will increase its cash flow at about 1.5 times over the next few years as well as acquire a significant number of stations in that time.

TRANSACTIONS

Continued from Page 6

SELLER: Radio Tropical Inc., headed by President Efrain Archilla-Roig
FREQUENCY: 1550 kHz
POWER: 10kw day/222 watts night
FORMAT: Spanish Contemporary
BROKER: Donald K. Clark Inc.

WQBN-AM/Temple Terrace (Tampa)

PRICE: \$1.1 million
TERMS: Asset sale for cash
BUYER: Genesis Communications II Inc., headed by President Bruce Maduri. It owns three other stations.
SELLER: Radio Tropical Inc., headed by President Efrain Archilla-Roig
FREQUENCY: 1300 kHz
POWER: 5kw day/1kw night
FORMAT: Tropical
BROKER: Donald K. Clark Inc.

Kansas

KFIX (FM CP)/Plainville
PRICE: \$20,220
TERMS: Construction permit sale for cash

BUYER: Radio Inc., headed by President Richard Kuehl. It owns KJLS-FM/Hays, KS.
SELLER: Gatoradio, headed by President Charles Alan Farr. Phone: (913) 625-5698

Massachusetts

WGFP-AM & WXXW-FM/ Webster
PRICE: \$1,675,000
TERMS: Asset sale for \$750,000 cash and a two-year, \$925,000 promissory note at 8.5% interest
BUYER: Bengal Pacific Communications Co. Inc., headed by President Eric Seltzer. Phone: (215) 646-1776
SELLER: Okun Broadcasting Corp., headed by President Anne Okun. Phone: (508) 943-9400
FREQUENCY: 940 kHz; 98.9 MHz
POWER: 1kw; 1.85kw at 410 feet
FORMAT: News/Sports; Oldies
BROKER: Jack Maloney Inc.

Minnesota

KCFB-FM/St. Cloud
PRICE: \$250,000

TERMS: Asset sale for \$125,000 cash and a five-year \$125,000 promissory note

BUYER: Minnesota Christian Broadcasters Inc., headed by Chairman Dale Shelley. Phone: (218) 568-4422
SELLER: Fellowship Broadcasting Corp., headed by President Lawrence Simmons. Phone: (320) 252-4214
FREQUENCY: 91.5 MHz
POWER: 800 watts at 120 feet
FORMAT: Religious

Mississippi

WFMN (FM CP)/Flora
PRICE: \$460,000
TERMS: Stock sale and option to purchase for construction permit
BUYER: Tele-South Communications, headed by President Stephen Davenport, is acquiring a 25% interest in Crossroads Communications Inc. It owns WKXG-AM/Greenwood, MS and WDLJ-FM/Indianola, MS. Phone: (301) 868-3621
SELLER: Douglas and Darryl DeLawder. Phone: (601) 957-1700

New York

WEBO-AM & WGRG-FM/Oswego (Binghamton)
PRICE: \$176,000
TERMS: Stock sale for cash
BUYER: Ronald Kyle is acquiring WEBO Radio Inc. Phone: (609) 654-5234
SELLER: Michael McKilligan. Phone: (607) 748-9131
FREQUENCY: 1330 kHz; 101.7 MHz
POWER: 5kw day/50 watts night; 2kw at 558 feet
FORMAT: Nostalgia; Oldies

Oregon

KRBZ-FM/Reedsport
PRICE: \$320,000
TERMS: Asset sale for cash
BUYER: Pioneer Broadcasting Co. of Oregon Inc., headed by President Elizabeth Clapp Williams. Phone: (206) 628-3121
SELLER: Fafara Partners, headed by general partner Colleen Fafara. Phone: (541) 271-4086

Texas

Apex Broadcasting acquisitions
PRICE: \$4.8 million
TERMS: Asset sale for \$4.55 million cash and a five-year, \$250,000 covenant
BUYER: Apex Broadcasting L.L.C., headed by President Bruce Holberg

KNIN-FM/Wichita Falls
PRICE: \$2 million
SELLER: Moran Broadcasting Co., headed by President Richard Moran
FREQUENCY: 92.9 MHz
POWER: 100kw at 930 feet
FORMAT: Hot AC

KWFS-AM & FM/Wichita Falls
PRICE: \$1.4 million
SELLER: American General Media, headed by President Anthony Brandon
FREQUENCY: 1290 kHz; 103.3 MHz
POWER: 5kw day/250 watts night; 100kw at 449 feet
FORMAT: Oldies; Country
BROKER: Patrick Communications Corp. & Whitley Media

EARNINGS

Major Broadcasters Satisfied With Second Qtr.

CBS radio stations "outperform radio industry," according to Westinghouse Electric Corp.'s (NYSE: WX) second-quarter 1997 results, in which Westinghouse posted earnings of \$1 million (0 cents per share) on revenues of \$2.4 billion, compared to second-quarter 1996's loss of \$89 million (20 cents) on revenues of \$2.1 billion. Radio revenues leaped an estimated 161% from \$145 million to \$378 million, while cash flow increased to \$157 million from \$55 million a year ago. Westinghouse Chairman/CEO Michael Jordan said the radio stations "con-

tinued to set the pace for the industry — and the company — with exceptional top-line and bottom-line growth."

Analysts had predicted a second-quarter loss of approximately 2 cents a share. After the earnings report was released, Westinghouse shares dropped 50 cents to \$23.87 1/2 (7/28). Furman Selz Analyst Vinton Vickers initiated coverage of Westinghouse, placing it on the recommended list with a strong buy rating. Vickers also anticipated a year-end 1998 price target of \$28

Continued on Page 30

KTLT-FM/Wichita Falls

PRICE: \$1.4 million
SELLER: Pegasus Broadcasting Inc., headed by principals Kenneth Schroder and John Mason
FREQUENCY: 106.3 MHz
POWER: 2.4kw at 423 feet
FORMAT: AC

KBEN-AM/Carrizo Springs

PRICE: \$41,250
TERMS: Asset sale for cash
BUYER: Sylvia Mijares. Phone: (210) 876-2210
SELLER: Noelia Herbort. Phone: (210) 876-2210

KKKK-FM/Odessa

PRICE: \$800,000
TERMS: Asset sale for \$60,000 cash and a 10-year, \$740,000 promissory note at 10% interest
BUYER: Educational Media Foundation, headed by President Richard Jenkins. Phone: (916) 928-1515
SELLER: Tower Power Corp., headed by President J.R. McClure. Phone: (864) 297-8000

KEES-AM/Gladewater & KYZS-AM/Tyler

PRICE: \$950,000
TERMS: Asset sale for cash
BUYER: Gleiser Communications L.L.C., headed by President Paul Gleiser. Phone: (212) 935-4990
SELLER: Bluejay Productions Inc., headed by President Matthew Williams. Phone: (903) 295-8182

Virginia

WACL-FM/Elkton (Harrisonburg)

PRICE: \$1.75 million
TERMS: Asset sale for \$1.25 million cash and a \$500,000 promissory note
BUYER: Mid Atlantic Network Inc., headed by President John Lewis. It owns WKCY-AM & FM/Harrisonburg, VA. Phone: (540) 667-2224
SELLER: Stonewall Broadcasting Co., headed by Donald Green, executor of the estate of Ernest Evans. Phone: (703) 298-2001
FREQUENCY: 98.5 MHz
POWER: 900 watts at 1608 feet
FORMAT: Oldies

Washington

KWIQ-AM & FM/Moses Lake
PRICE: \$375,000
TERMS: Asset sale for cash
BUYER: Pioneer Broadcasting Co. Inc., headed by President Elizabeth Clapp Williams. It owns KXRO-AM & KDUX-FM/Aberdeen, WA and KKRT-AM & KKRK-FM/Wenatchee, WA.
SELLER: KWIQ Inc., headed by President Gerald King. Phone: (509) 765-1761

Wisconsin

WLDY-AM & WJBL-FM/Ladysmith
PRICE: \$450,000
TERMS: Stock sale for cash
BUYER: Randy Hudsinski is acquiring Flambeau Broadcasting Co. Phone: (414) 786-1464
SELLER: Gary Johnson and Bernice Beyer. Phone: (715) 532-5588

BUSINESS BRIEFS

Continued from Page 4

though Gulf-California already owns KESQ-TV/Palm Springs. The television station's signal covers all of Indio and La Quinta.

ComCorp of El Paso, which doesn't currently own any El Paso media properties, has also been given the FCC go-ahead to acquire Tri-State Broadcasting's KTSM-AM & FM & TV/El Paso.

WESA-AM & FM EEO Fine Upheld

WESA-AM & FM/Charlottesville, PA, which must now pay an EEO penalty of \$15,000, had attempted to convince the FCC they were not part of the Pittsburgh market. The FCC rejected that claim, as well as the claim that the station was "unable to bear the financial hardship that the forfeiture would impose," since WESA could not document it.

Don Cornwell To Head Small Biz Fund

Don Cornwell will replace Solomon Trujillo as Chairman of the FCC's Telecommunications Development Fund, which was created by the Telecommunications Act of 1996 to promote access to capital for small communications businesses. Cornwell is Chairman/CEO of Granite Broadcasting Corp., which owns 11 TV stations and WEEK-FM/Peoria, IL.

Medialink Worldwide Expected To Beat Analysts' Estimates

Public relations firm Medialink Worldwide, which supplies its services, including audio clips, to ABC Radio and other media companies, will "match or slightly exceed" analysts' second-quarter estimates of 12 cents per share, according to Medialink. The company went public in February 1997.

FCC Releases Revised Forfeiture Guidelines

Continued from Page 4

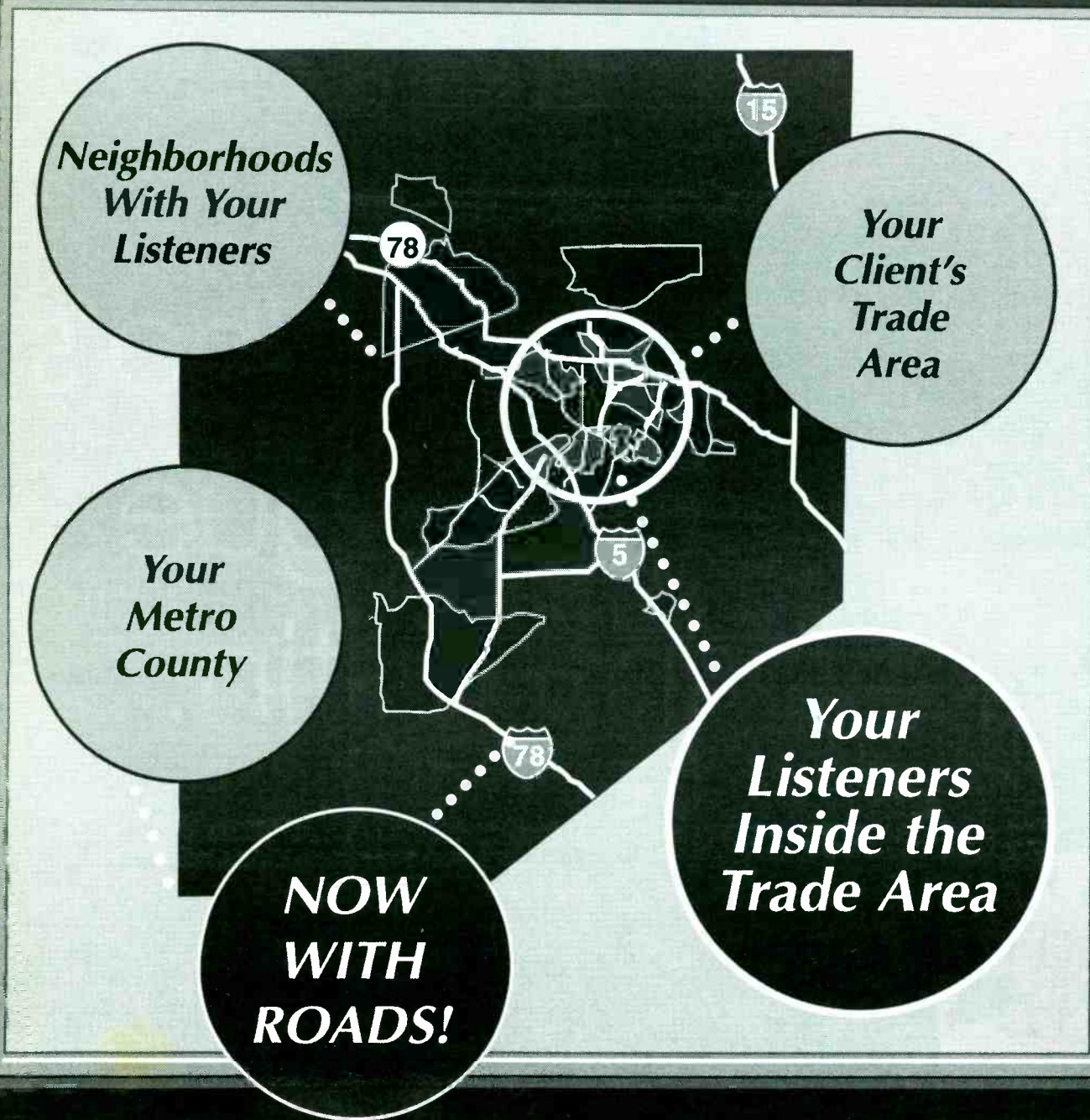
VIOLATION	AMOUNT
Exceeding of authorized antenna height	\$5000
Failure to maintain directional pattern within prescribed parameters	\$7000
Violation of main studio rule	\$7000
Violation of broadcast hoax rule	\$7000
AM tower fencing	\$7000
Broadcasting telephone conversations without authorization	\$4000
Violation of enhanced underwriting requirements	\$2000

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- Retail Categories
- Qualitative Category
- City Names
- Client's Prospects

Qualitative

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- Med Age of Population
- Med Household Income
- Med Years Schooling
- White Collar Workers
- Blue Collar Workers
- Service Workers
- % White Population
- % Black Population
- % Hispanic Population
- Diaries per 1KHH (MKT)
- Diaries per 1KHH (STA)

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KXHT/Memphis Gets The Wright New PD

Tony Wright has accepted the PD position at Urban KXHT (Hot 107) Memphis. Wright joins KXHT — a move-in from nearby Marion, AR that recently flipped calls from KANG — after recently resigning his OM/PD post at WQQK/Nashville.



Wright

Station GM Chuck Woodson told R&R, "I consider it a major coup to be able to pull in a PD of Tony's experience, his success, and his level of professionalism. I'm real happy to have Tony here, and I think having Tony here just means bigger and better things for Hot 107."

Wright described the station, which debuted with a .5-4.2 trend in the spring Arbitron, as "R&B with hip-hop ... more of a young-end, 18-34-driven station."

On the same day Wright joined (7/28), the station — which had been computer-automated — switched to a live presentation, with Wright initially handling afternoons and WQHT/New York syndicated morning men Doctor Dre & Ed Lover in mornings. Wright is a 20-year industry veteran whose programming experience includes stints at KMJK/Phoenix; WJN/Dothan, AL; and WJIZ/Albany, GA.

VS&A

Continued from Page 1

well. Listening to the ABC, CBS, and Westwood One networks decreased 6.1% in 1996 because consolidation has shifted programming emphasis from national to local. The investment bank did predict network radio would do "somewhat better" over the next five years, rising from \$523 million in advertising revenues in 1996 to about \$650 million by 2001.



AVI To Syndicate CBS SportsLine Radio

American View Inc. (AVI), a Spotsylvania, VA-based radio syndicator, has reached an agreement with CBS's Internet-based SportsLine Radio that will enable the company to syndicate SportsLine programming to traditional radio outlets.

AVI will first focus its efforts on "Hard Radio," hosted by Scott Kaplan, which airs from 3-7pm ET. Later, AVI will add seasonal vignettes, a Saturday NCAA Football show hosted by Carl Foster, and a Sunday NFL talk program — the latter of which is set to begin on September 1 — to its syndication roster. The deal requires AVI to attract a minimum of 60 affiliate stations within 18 months of each program's first air date.

SportsLine USA President/CEO Michael Levy (c) said, "Now fans of SportsLine Radio will be able to enjoy their favorite radio shows wherever they are, even in their cars, without having to go online." Joining Levy at the deal signing are SportsLine Radio Director Kent Burkhardt (l) and AVI CEO David Addington. CBS debuted SportsLine Radio on August 27, 1996, and operates from studios in Ft. Lauderdale.

Two Faced?



Atlantic recording artists Changing Faces recently wowed the crowds at New York City's Radio City Music Hall, taking time before the show to hang with the faces "behind the scenes." Putting their best faces forward are (l-r): Atlantic VP/Marketing, Urban Music Willie Smith, Changing Faces' mixing engineer Jonnie "Most," Atlantic Sr. VP/GM Ron Shapiro, Atlantic VP/Promotion Erik Ford, Changing Faces' Cassandra Lucas, Atlantic A&R rep Rich Christina, Atlantic Exec. VP/Office of the Chairman Craig Kallman, Atlantic VP/Artist Tour Development Steve Davis, Changing Faces' Charisse Rose, Atlantic VP/Sales Rick Froio, and Atlantic Sr. VP/Promotion Danny Buch.

EXECUTIVE ACTION

Field To Work For Work In A&R Department

The Work Group has tapped David Field as part of its A&R team. Based in Santa Monica, CA he reports to Work co-Presidents Jeff Ayeroff and Jordan Harris.

"David is a great A&R executive," Harris said. "We're fortunate to have him in our corner with all of his experience, passion, and taste."

Prior to joining Work, Field was a member of Columbia Records' international A&R team between 1994-96. He worked at Capitol Records between 1991-94, eventually rising to VP/A&R. A native of England, Field began his career at Elektra Records U.K. in 1986.

"Being here is like lying in a mother's arms," said Field. "The people at Work are wonderful, and musically the company is a dream come true. I'm truly excited about the months ahead."

Weinstein Joins Metro Nets/Northern California

Gary Weinstein has been tapped as Director/Affiliate Relations, Northern California for Metro Networks. He most recently was President of San Francisco-based Modern Music Marketing.

"Gary's position is another example of our commitment to the expansion of Metro and our commitment to provide stations with quality traffic, news, sports, and weather information," stated VP/Northwest Region Ian Epstein. "His exceptional talent and extensive background in broadcasting will undoubtedly be a tremendous benefit to the affiliate stations in Northern California."

Prior to his most recent post, Weinstein spent 10 years as President/GM/partner of Media Mark Partners, a three-station group in California.

BP Taps Keating As CHR/HAC Consultant

Former KIOI/San Francisco PD Casey Keating has joined Broadcast Programming as CHR/HotAC consultant. Keating's other experience includes PD stints at WHYI/Miami and KPLZ/Seattle.



Keating

"Casey Keating is one of the top CHR programmers in the country," stated BP President/GM Edie Hilliard. "Adding Casey to our outstanding group of consultants is

a real plus for our clients and for us."

Keating added, "Now is a very promising time for contemporary formats to deliver healthy ratings. Hot AC has never been stronger, and there's an abundance of hit music driving the resurgence of CHR. I've been in some great ratings battles in Seattle, Miami, and San Francisco, and I'm looking forward to working with Broadcast Programming clients."

The Eagles, The Stones, CCR, Elton John, Boston, Fleetwood Mac, Eric Clapton, The Steve Miller Band, The Doobie Brothers, Bob Seger

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a targeted audience!
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Radio

• **PAUL EHLIS** has been named VP/GM of Citadel/Albuquerque. He most recently served as VP/GM of Citadel/Colorado Springs.

• **CATHLEEN WHITELOW** has joined ABC Radio Network's Affiliate Marketing Department as Regional Manager/Small Markets. Prior to joining the network, she was Territory Sales Representative for Janssen Pharmaceutica.

Records

• **ANDREW LEARY** has been named VP/Business Development for EMI-Capitol Entertainment Properties. He most recently served as VP/A&R at Time Warner.

• **MARION WILLIAMS** has been elevated to Assoc. Director/Media Re-



Williams



Schwartz



McCarn

lations & Artist Development at RLG/Nashville. She formerly was Manager for the department.

Also at RLG, **DEBBIE SCHWARTZ** and **GREG MCCARN** have been promoted to Associate Directors/Artist Development for BNA and RCA, respectively. They were both formerly Managers/Promotion for their respective labels.

Industry

• **CHRIS MEINHARD** and **JOEY SECORE** have been appointed Direc-



Meinhard



Secore

tor/Sales-Radio and Manager/Customer Service, respectively, for Custom Publishing & Marketing Group. Meinhard was formerly Regional Radio Executive for the Associated Press, and Secore was Area Manager for MailBoxes, Etc.

• **BIRCH RESEARCH** has announced the opening of a new Data Center in Coral Springs, FL, which will be used for administration of sampling and production activities. **SONDRA BAER** and **NANCY CASTLES** have been tapped as Data Center Managers. Baer was most recently Director/Field Services for Mars Surveys, and Castles was

Manager/Quality Control & Production for Scarborough Research.

National Radio

• The **PSYCHIC FRIENDS RADIO NETWORK** has set a September launch for its nightly radio program. The four-hour talk show will be packaged by NightStar Entertainment for a 10pm-2am time slot; (212) 687-1765.

• **ESPN RADIO** is gearing up for its third season of exclusive national broadcast rights to the NBA, and will present up to 54 broadcasts of the league's 1997-98 season; (860) 585-2000.

• **SONY'S SW NETWORKS** has released the following schedule for its SW

Satellite service bookings:

• August 4, Bill Bellamy, Sherrie Austin

• August 6, author Daniel Klein.
For more information, call (212) 833-8128.

Products & Services

• **PMA MARKETING** has established the world's first interactive broadcast equipment clearinghouse at www.amfmv.com. The Internet site is designed for broadcast engineers, managers, and owners to buy, sell, and trade surplus equipment. PMA Marketing also has equipment available for long-term leasing or short-term rental; (414) 482-2638.

Changes

Adult Alternative: Brett Saunders and Ginger join KBCO/Denver for mornings and middays, respectively ... Dave Daniels is new to MD duties at KZZO/Sacramento ... Among the changes at KZIO/Duluth, MN: Carrie Benjamin and Tony Matteo team for mornings, Rachel Adams moves from swings to middays, and Chris Holland joins for afternoons.

Alternative: Angie C. and Henry Santoro are new to mornings and Storm Zbel joins for nights at WFNX/Boston.

CHR: Cherry Bomb (a.k.a. Cherry Martinez) is the new nighttimer at KPWR/Los Angeles ... WFLY/Albany programming head Mike Morgan adds OM duties for sister WYJB ... New CHR KDRE/Little Rock PD Mike Allen exits and is replaced by owner and morning driver Neal Ardman ... Brent Berry is new to nights at KWIN/Stockton ... Ken "The Boy Scout" exits nights at WWLD/Tallahassee, while weekender Rasha is named interim nighttimer ... KHTY/Santa Barbara morning driver Hal "9000" Abrams exits.

Classic Rock: Mark Zander joins WCKG/Chicago for overnights.

Country: WMIL/Milwaukee pm driver Angela Brooks exits ... Kim Carson rejoins WNOE/New Orleans for afternoon drive ... WHWK/Binghamton, NY pm driver Steve Cook exits. He is replaced by evening talent Glenn Pitcher ... Gill Stuart and Todd Carter join WKTF/Jackson, MI as APD/MD and nights, respectively ... WSMI/Jackson, MI part-timer Ron Frazier is upped to overnights.

News/Talk: KTRH/Houston joins forces with ABC Newsradio Network.

Rock: WRKT/Erie, PA welcomes Jeff Munster for nights, replacing Cassie who exits ... WDRK/Panama City, FL's new lineup has Rockin' Rock on late nights, Brian Kendrick on nights, and Claudia taking week-ends.

National Radio: Becca Walls departs as producer/co-host for "After MidNite With Blair Garner."

Records: Al Kiczales is promoted to Sr. VP/Finance & Administration, and Thomas Martin is upped to Mgr./Publicity for Arista Records ... Amelia Bryant is elevated to Sr. Dir./Marketing, Urban Music, Christine Stern is upped to Dir./Advertising Administration, and Linda Richards is promoted to Dir./System Administra-

CHRONICLE

MARRIAGES

KQIZ-FM/Amarillo, TX PD Eric Stevens to Rachel Belcher, July 27.
WKSS-FM/Hartford MD/midday Mike McGowan to Cindy Wujek, July 26.

WKSF-FM/Asheville, NC MD Nikki Thomas to Peter Erskine, July 26.

BIRTHS

WZPL-FM/Indianapolis PD Tom Gjerdrum, wife Sue, daughter Katherine Michelle, July 24.

KGGG/Des Moines MD/night talent J.D. Stone, wife Cathy, daughter Olyvia Rose, July 21.

tion at Universal Music & Video Distribution ... Andrea Kinloch is promoted to Sr. Dir./Product Management and Quincy Newell is elevated to Sr. Product Mgr./Urban Catalog Development for Rhino Records ... Anne Kristoff is appointed Dir./Press & Artist Development at Elektra Entertainment Group ... Michael Todd is named Dir./Finance at Relativity Records ... Llew Roberts is named Associate Dir./Technology for Geffen Records ... David Calderley is named Head of Design for V2 Records ... Andy Lemaire is upped to Asst. Controller/Shared Accounting Services for Sony Music Entertainment, while Kay Smith is promoted to Sr. Dir./A&R Administration at Sony/Nashville ... Public Broadcasting Service is establishing a new label ... Roadrunner Records is entering a joint international licensing/P&D venture with Cherry-Disc.

Industry: Sahar Elhabashi is promoted to Sr. VP of MTV International ... Shelly Lozdon joins Splash! Adventures In Radio as VP/Marketing ... Steve Mahan joins On The Scene Production as Sales Representative ... Changes at PLA Media/Nashville: Gary Griggs is the new VP, Twana Burns joins as Account Mgr., Scott Porter and Leah Bartley are new Coordinators/Media & Marketing. PLA's West Coast office is now supervised by Sr. Publicist Gloria Boyce.

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Savvy/Perspective/A&M Records' recording artists 4.0 smile brightly with the (no longer four) members of East-West/Elektra's En Vogue. The two groups recently joined forces at a live on-air remote broadcast from Atlanta's Uptown Comedy Club for the V103 Mike and Carol Morning Home Team. Tallying up the points are (l-r): 4.0's Sammy "Cat Daddy" Crumbley, EV's Terry Ellis, 4.0's Ron "Hollywood" Jackson, EV's Cindy Heron Braggs, 4.0's Tony "T-Bone" Hightower and Jason "JJ" Sylvain, and EV's Maxine Jones.

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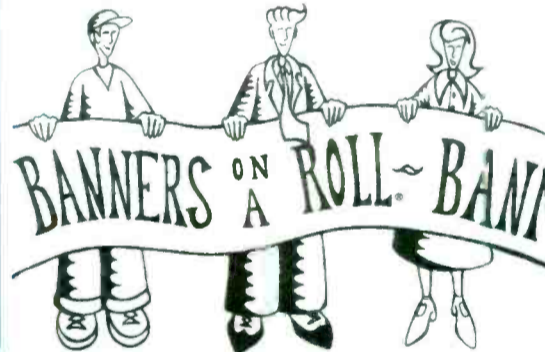
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12+ SPRING '97 ARBITRON RESULTS

Providence-Warwick

	Wi '97	Sp '97
WPRO-FM (CHR/Pop)	5.7	7.8
WWLI-FM (AC)	8.8	7.6
WWBB-FM (Oldies)	6.2	7.1
WLKW-AM (Nostalgia)	6.2	6.3
WHJY-FM (Rock)	6.9	6.1
WSNE-FM (Hot AC)	5.1	5.5
WPRO-AM (Talk)	4.2	4.2
WCTK-FM (Country)	5.3	3.8
WWRX-FM (Cl. Rock)	3.7	3.8
WWKX-FM (CHR/Rhy)	4.9	3.6
WHJJ-AM (News/Talk)	3.3	3.4
WBRU-FM (Alternative)	3.6	2.8
WCRB-FM (Classical)	1.2	1.9
WFHN-FM (CHR/Rhy)	1.0	1.9
WDGF-FM (Oldies)*	.9	1.8
WDGE-FM (Alternative)	2.1	1.7
WAAF-FM (Rock)	1.9	1.4
WJMN-FM (CHR/Rhy)	1.3	1.3
WBZ-AM (News)	1.3	1.2
WBSM-AM (News/Talk)	1.0	1.1
WBMX-FM (Hot AC)	.8	1.0
WROR-FM (Oldies)	.7	1.0
WSAR-AM (Full Serv)	.5	1.0

*Simulcast WDGE-FM (Alternative) until mid-February

New Orleans

	Wi '97	Sp '97
WQUE-FM (Urban)	13.0	13.2
WWL-AM (News/Talk)	8.6	8.5
WNOE-FM (Country)	7.5	7.7
WYLD-FM (Urban AC)	8.7	7.7
WLTS-FM (AC)	3.7	5.2
WLMG-FM (AC)	5.1	5.1
KMEZ-FM (Urban/O)	3.4	4.8
KHOM-FM (CHR/Pop)	5.3	4.2
WTKL-FM (Oldies)	6.0	4.1
WEZB-FM (CHR/Pop)	2.9	4.0
KKND-FM (Alternative)	3.8	3.8
WRNO-FM (Cl. Rock)	3.4	3.6
WYLD-AM (Religious)	4.1	3.4
WCKW-FM (Rock)	2.9	2.7
WBYU-AM (Nostalgia)	2.7	2.6
WBOK-AM (Religious)	1.7	2.5
WZRH-FM (Alternative)	1.2	1.0

Salt Lake City-Ogden-Provo

	Wi '97	Sp '97
KSFI-FM (AC)	9.3	8.2
KSL-AM (News/Talk)	6.6	6.5
KISN-FM (Hot AC)	5.3	6.1
KUBL-FM (Country)	4.4	5.2
KBEE-FM (Hot AC)	4.2	5.0
KXRK-FM (Alternative)	3.8	4.8
KODJ-FM (Oldies)	5.7	4.6
KRSP-FM (Cl. Rock)	5.0	4.6
KZHT-FM (CHR/Pop)	4.0	4.4
KDYL/KOVO (Nostalgia)	3.9	4.1
KENZ-FM (Alternative)	4.3	4.1
KSOP-AM (Country)	5.5	3.8
KKAT-FM (Country)	4.8	3.7
KUMT-FM (Rock AC)	2.0	3.5
KALL-AM (News/Talk)	3.7	3.2
KBER-FM (Rock)	4.3	3.2
KFNZ-AM (Sports)	2.0	2.7
KQMB-FM (AC)	2.6	2.2
KRKR-FM (Rock)	1.2	1.9
KURR-FM (Cl. Rock)	1.7	1.7
KBZN-FM (NAC/SJ)	2.3	1.5
KFAM-AM (B/EZ)	.6	1.4
KBKK-FM (Country)	1.0	1.2

Buffalo-Niagara Falls

	Wi '97	Sp '97
WGRF-FM (Cl. Rock)	6.5	9.6
WBLK-FM (Urban)	6.5	8.4
WJYE-FM (AC)	8.4	8.3
WBEN-AM (News/Talk)	9.5	7.4
WYRK-FM (Country)	8.9	7.3
WKSE-FM (CHR/Pop)	7.6	7.0
WHTT-FM (Oldies)	7.0	6.7
WECK-AM (Nostalgia)	6.5	5.9
WMJQ-FM (AC)	7.0	5.8
WGR-AM (News/Talk)	6.0	5.7
WLCE-FM (Hot AC)*	3.3	5.1
WEDG-FM (Alternative)	5.2	4.7
WWWS-AM (Urban/O)	1.0	1.6
WNUC-FM (Country)	1.2	1.5
WDCX-FM (Religious)	1.0	1.3
CHTZ-FM (Rock)	.7	1.2

*Was WSJZ-FM (NAC) until April

Indianapolis

	Wi '97	Sp '97
WFMS-FM (Country)	11.9	12.5
WFBQ-FM (Cl. Rock)	12.1	10.7
WIBC-AM (News/Talk)	9.1	8.3
WTPI-FM (AC)	5.6	6.3
WENS-FM (Hot AC)	5.4	5.9
WGRL-FM (Country)	5.6	5.7
WHHH-FM (CHR/Rhy)	6.4	5.7
WTLC-FM (Urban)	5.1	5.6
WNAP-FM (Cl. Hits)	4.2	5.1
WZPL-FM (CHR/Pop)	4.4	4.7
WRXZ-FM (Alternative)	4.2	4.1
WMYS-AM (Nostalgia)	4.0	3.3
WTTS-FM (Adult Alt)	2.1	2.1
WGGR-FM (Urban AC)	1.5	1.6
WNDE-AM (Sports)	1.2	1.4
WQFE-FM (Oldies)	1.4	1.1

Monmouth-Ocean, NJ

	Fa '96	Sp '97
WCBS-FM (Oldies)	2.3	4.6
WPLJ-FM (Hot AC)	4.4	4.6
WXRK-FM (Alternative)	4.8	4.4
WLTW-FM (AC)	2.1	4.3
WWZY-FM (Country)*	3.3	4.2
WRAT-FM (Rock)	2.5	3.9
WKXW-FM (Talk)	5.8	3.8
WOBM-FM (AC)	4.8	3.8
WJLK-FM (AC)	3.7	3.7
WRDR-FM (Nostalgia)	3.3	3.7
WFAN-AM (Sports)	3.8	3.4
WOR-AM (Talk)	3.6	3.4
WNEW-FM (Adult Alt)	2.2	3.2
WCBS-AM (News)	4.2	3.0
WKTU-FM (CHR/Rhy)	3.9	3.0
WAXQ-FM (Rock)	3.2	2.9
WJRZ-FM (AC)	2.5	2.8
WQHT-FM (CHR/Rhy)	2.8	2.8
WOBM-AM (AC)	3.8	2.3
WABC-AM (Talk)	3.1	2.2
WHTZ-FM (CHR/Pop)	1.4	2.1
WDBZ-FM (Hot AC)	1.1	1.7
WHTG-FM (Alternative)	1.1	1.7
WQCD-FM (NAC)	2.0	1.6
WRKS-FM (Urban AC)	2.1	1.5
WDHA-FM (Rock)	---	1.3
WADB-AM (Country)	.5	1.1
WIOQ-FM (CHR/Pop)	1.0	1.0

*Was WZVU-FM (Oldies) until December

Charlotte-Gastonia

	Wi '97	Sp '97
WPEG-FM (Urban)	10.0	11.0
WSOC-FM (Country)	9.2	8.6
WLYT-FM (AC)	5.8	7.1
WRFX-FM (Cl. Rock)	8.1	6.8
WBT-AM (Talk)	5.1	5.7
WTDR-FM (Country)	5.0	5.1
WWMG-FM (Oldies)	5.5	4.9
WNKS-FM (CHR/Pop)	5.0	4.6
WBAV-FM (Urban AC)	4.7	4.3
WSSS-FM (Oldies)	4.7	4.2
WLNK-FM (Hot AC)*	4.1	3.9
WEND-FM (Alternative)	4.3	3.7
WNMX-FM (Nostalgia)	2.6	2.4
WCCJ-FM (NAC/SJ)	1.9	2.1
WFMX-FM (Country)	1.0	1.6
WXRC-FM (Adult Alt)	.8	1.6
WMIT-FM (Religious)	2.0	1.5

*Was WWSN-FM until late March

Hartford-New Britain-Middletown

	Wi '97	Sp '97
WRCH-FM (AC)	12.8	12.2
WTIC-AM (News/Talk)	12.5	11.4
WWYZ-FM (Country)	8.0	7.5
WKSS-FM (CHR/Pop)	6.0	6.4
WTIC-FM (Hot AC)	7.7	6.4
WDRG-FM (Oldies)	5.8	5.5
WDRG-AM (MOR)	4.7	4.9
WMRQ-FM (Alternative)	4.8	3.9
WZMX-FM (Oldies)	3.8	3.8
WCCC-AM (Rock)	2.6	3.1
WHCN-FM (Cl. Rock)	3.1	2.9
WAQY-FM (Cl. Rock)	2.4	2.4
WNEZ-AM (Urban AC)	.4	1.8
WLAT-AM (Tropical)	1.1	1.7
WFAN-AM (Sports)	1.1	1.1
WMAS-FM (AC)	.6	1.0

Orlando

	Wi '97	Sp '97
WJHM-FM (Urban)	6.9	8.2
WWKA-FM (Country)	10.0	8.1
WOMX-FM (Hot AC)	5.8	7.2
WXFL-FM (CHR/Pop)	7.7	6.9
WTKS-FM (Talk)	5.3	6.4
WMGF-FM (AC)	6.7	5.5
WDBO-AM (News/Talk)	6.5	5.1
WHTQ-FM (Cl. Rock)	3.5	4.4
WOCL-FM (Oldies)	5.1	4.4
WHOO-FM (Nostalgia)	3.2	4.3
WSHE-FM (Hot AC)	3.1	4.2
WJRR-FM (Rock)	4.2	4.1
WMMO-FM (Rock AC)	3.9	4.1
WLOQ-FM (NAC/SJ)	4.2	3.9
WCFB-FM (Urban AC)	3.5	3.6
WPCV-FM (Country)	1.1	1.4
WONQ-AM (Tropical)	.8	1.1
WQTM-AM (Sports)	1.2	1.1
WRMQ-AM (Tropical)	.8	1.1

Format Legend

AC-Adult Contemporary, Adult Alt-Adult Alternative, Alternative-Alternative, B/EZ-Beautiful/Easy Listening, CHR/Pop-Contemporary Hit Radio/Pop, CHR/Rhy-Contemporary Hit Radio/Rhythmic, Cl. Hits-Classic Hits, Classical-Classical, Cl. Rock-Classical Rock, Country-Country, Full Serv-Full Service, Hot AC-Hot AC, Misc-Miscellaneous, MOR - Middle of the Road, NAC/SJ-New AC/Smooth Jazz, News-News, Nostalgia-Nostalgia, News/Talk-News/Talk, Oldies-Oldies, Reg. Mex-Regional Mexican, Religious-Religious, Rock-Rock, Spanish AC-Spanish Adult Contemporary, Span N/T-Spanish News/Talk, Spanish/O-Spanish Oldies, Sports-Sports, Talk-Talk, Tropical-Tropical, Urban/AC-Urban Adult Contemporary, Urban-Urban Contemporary, Urban/O-Urban Oldies.

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Whose Airwaves Are They Anyway?

By Dave-o Thompson

One of the pleasures of attending the Upper Midwest Broadcast Conclave is that it puts you face-to-face with some of radio's leading lights and lets you open a dialogue with them in a forum of peers. But in the case of one particular keynote session during Conclave 22 earlier this month, that forum proved woefully inadequate in getting a question of mine answered.

I'm not sure *this* forum is going to take the question at face value, either, but let me ask it again, and you can all scratch your heads and discuss it at your own convenience.

'Us' And Them

The debate in the radio community has rollicked from one coast to the other, tackling the issue of how much better the Telecom Act has made it for "us." We've all sweated bullets over our jobs: Will we end up as \$5.25-an-hour board-ops? As group PDs with too many stations to juggle? Will we work out our contracts as Production Director for seven stations while a company-syndicated superstar takes over our airshift? We've been told it's good for "us": Big, well-run companies squeeze out little, poorly run companies, and increased market share means fewer desperate moves and stronger presence in the local business community, smarter advertising options for local businesses, blah, blah, blah ...

From the angle of somebody who *doesn't* stand to make a zillion dollars in the game, I see the radio portion of the Telecom Act as having a twofold effect: One, getting the "Golden Rule" ("He who has the gold, makes the rules") accepted as law; and two, downplaying all that silly jargon from the Communications Act of 1934 about the "public interest, convenience, and necessity."

First, the idea of allowing entities to own more radio stations is tantamount to "allowing" everybody in the country to own a Lexus and a

“
The idea of allowing entities to own more radio stations is tantamount to "allowing" everybody in the country to own a Lexus and a Jaguar.
”

Jaguar. (I can hear the cheers down at the project already!) Next, the discussions for the bill deciding the fate of the public's airwaves took place during closed-door sessions. So who was Congress "protecting" from being involved in the discussion?

It sure wasn't the public. After all, the ramifications of the Telecom Act were way too complex to be discussed over the nation's radio and TV stations. (Ask yourself: How much news/public affairs time did your station give the issue before the bill was brought to a vote? For that matter, what options were you able to offer your listeners in case they were interested in getting involved in the discussion of said bill?)

Sidestepping The Question

So there I was — in a room of about 500 radio programmers, personalities, and managers — listening to three group heads, an FCC representative, and a member of the

Department of Justice talk about the profound effects of the Telecom Act for over an hour. And nobody has yet brought up the listener or the general public (except in terms being a research number or a marketing commodity).

So I asked them: Does anybody on the panel feel that — aside from the services their lucrative practices offer the local business community — they're really serving the public's interest, convenience, and necessity? The closest thing I could get to an answer was an off-base analogy about being able to offer the public a wide choice of red meat, fish, or chicken.

That's not an encouraging answer for those of us who occasionally want mutton. If there isn't any profit in it, us "mutton-heads" will just have to suffer.

I'm not kidding myself ... I'm in the business. I want a wage, and I want to continually get a paycheck that increases as my needs and abilities warrant. And although I don't have any answers as to how better use the public airwaves in a free-market economy, I do know I didn't get into the business to exclusively serve the interest, convenience, and necessities of Mel [Karmazin] and Randy [Michaels]'s stockholders.

And occasionally, I just want to be able to stop the music, open the mike, and tell my listeners that we're listening to them — and that they can count on us to be doing more than just making a profit off the airwaves they own, and we lease in the public trust.

Dave-o Thompson is a Denver-based air personality. A 17-year industry veteran, he most recently worked on-air at KYGO/Denver. He can be reached via e-mail at davoe@sprintmail.com.

DATELINE

• **June 26 (through September 7)** — Summer Arbitron.

• **August 1-2** — Orkin & O'Day's International Radio Creative & Voiceover Summit. Summit Hotel Bel-Air, Los Angeles; (310) 476-8111.

• **August 14-16** — Talentmasters Morning Show Boot Camp. Westin Canal Place Hotel, New Orleans; (770) 926-7573.

• **August 23-26** — Jack The Rapper Convention. Site TBA.

• **September 3-6** — CMJ. Lincoln Center For The Performing Arts, New York; (516) 466-6000.

• **September 17-20** — NAB Radio Show. New Orleans Convention Center; (202) 429-5420.

• **September 17-20** — 52nd RTNDA International Conference & Exhibition. New Orleans Convention Center; (202) 659-6510.

• **September 18 (through December 10)** — Fall Arbitron.

• **September 20** — NAB Marconi Radio Awards Dinner & Show. New Orleans (202) 775-3510.

• **September 24** — CMA Awards. Grand Ole Opry, Nashville; (615) 244-2840.

• **September 26** — SBE Chapter 22's 25th Annual Regional Broadcasters Convention. Four Points By Sheraton Convention Center, Syracuse; (315) 437-5805.

• **October 16-18** — North By Northwest. Portland Hilton Hotel; (512) 467-7979.

• **October 19** — Radio Hall Of Fame Awards Ceremony. Chicago Cultural Center; (312) 629-6005.

• **October 23-26** — NBMC & Columbia University's School of International & Public Affairs 24th annual conference "Public Policy Analysis & Strategies: Setting A 21st Century Agenda." Kellogg Conference Center, Columbia University; (301) 593-3600.

• **October 27- November 7** — Museum of Television & Radio's Third Annual Radio Festival. New York; (212) 621-6735.

• **November 16-18** — Annual NAB European Radio Operations Seminars. Hotel Loews Monte-Carlo, Monaco; (202) 429-5426.

1998

• **January 9 (through April 1)** — Winter '98 Arbitron

• **January 25** — Super Bowl XXXII. Qualcomm Jack Murphy Stadium, San Diego; (212) 450-2000.

• **January 26** — American Music Awards. Shrine Auditorium, Los Angeles; (213) 931-8200.

• **February 3** — Deadline for NAB Crystal Radio Award Entries; (202) 775-3510.

• **February 5-8** — RAB '98 Mktg. Leadership Conference & Exec. Symposium. Wyndham Anatole Hotel, Dallas; (800) 722-7355.

• **February 25-28** — 29th Country Radio Seminar. Renaissance Hotel Convention Center, Nashville; (615) 327-4487.

• **March 14-17** — 40th Annual NARM Convention. San Francisco Marriott; (609) 596-2221.

• **March 18-22** — South By Southwest Conference. Austin Convention Center; (512) 467-7979.

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September 17-20, 1997 ■ New Orleans, Louisiana

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JUST ANNOUNCED!



SENATOR MCCAIN TO SPEAK AT SATURDAY'S CONGRESSIONAL BREAKFAST

Senator John McCain, R-AZ, Chairman of the Senate Commerce Committee will discuss the major issues involving Radio before Congress during the Congressional Breakfast Saturday morning at The NAB Radio Show. Don't miss this exciting opportunity! *Sponsored by The Crisler Company*

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- Check our Web site at www.nab.org/conventions/
- Call (800) 342-2460 or (202) 775-4970
- Call Fax-on-Demand at (301) 216-1847 from the touch-tone handset of your fax machine.

Advertising On Radio — The Wal-Mart Way

Although Wal-Mart ranks as the largest discount-store chain in the U.S., it has never been known as a heavy radio advertiser. According to *Competitive Media Reporting's* annual summary of the Top 200 brands (*Advertising Age*, May 5, 1997), Wal-Mart's total measured advertising spending for all media in 1996 amounted to \$141.7 million. Of this figure, just over \$1.9 million was allocated to network and national spot radio advertising.

But don't tell **KXL-AM/Portland** that Wal-Mart is inaccessible as a client. How does an account worth \$100,000 in 1996 sound? Credit solid planning, well-coordinated execution, and effective follow-up measures for the success of the campaign.

Doing Homework

The project began when **KXL GSM Bill Ashenden** and **AE Tia Vincent-Heath** determined the activities of the six Wal-Mart stores in the metropolitan Portland area were overseen by a local district manager. The two radio station representatives quickly arranged a needs analysis meeting with the Wal-Mart executive and were able to get a clear idea of what his company's objectives were.



How does an account worth \$100,000 in 1996 sound? Credit solid planning, well-coordinated execution, and effective follow-up measures for the success of the campaign.



"We specifically asked him about the goals of the different departments in his stores," Ashenden explained. "He mentioned they were really trying to promote their snack-food departments, especially the products that related to Oregon. They wanted to show that Wal-Mart was part of the community and invite customers to come by the store and sample all of the great Oregon-produced snacks they carried, in addition to national brands like Frito-Lay, Coke, and so forth.

"One of the things we found out about Wal-Mart is they do most of

their buying through their headquarters in Arkansas, so it's hard to obtain funds to put together a vendor program in Portland," Ashenden continued. "But the great thing about each store's snack department is that the only way these products can be stocked is through direct store delivery. That told us we had local budgets to work with."

Focusing On Direct Store Delivery

Ashenden and Vincent-Heath proposed the idea of "Snack Day Saturday" at Wal-Mart. With the approval of the company's district manager, KXL approached local vendors with an offer to take part in the promotion. These manufacturers would receive both an end cap (end of aisle) and cart rail (front of the store) display for one week, and also have their products featured as part of a free-sampling promotion on Saturdays. KXL was responsible for hiring the demo service to handle the in-store sampling.

Along with commercials that ran on their own station, Ashenden and Vincent-Heath coordinated an ad schedule that included spots on several other radio stations in outlying sections of the Portland area. KXL served as a "broker" in negotiating and subsequently arranging airtime on the small-market stations, so that the participating manufacturers received single invoices for their advertising costs.

"The promotion was a win/win/win situation for everyone," Ashenden stated. "Wal-Mart was thrilled. By promoting the availability of the many Oregon-produced snack products, they brought a lot of new customers into their stores. The company's image was enhanced locally, and it accomplished their objective of getting more people into the snack department. The manufacturers benefited from having two solid, case-moving displays — the end cap and cart rail — resulting in an increase in sales. And we got a nice ad schedule in promoting the entire concept."

Hard Work Pays Off

Ashenden acknowledged that the campaign required a lot of work, and particularly credited the efforts of Vincent-Heath in organizing its various aspects and following through with the different participants.

"What helped us initially was we did a thorough needs analysis and focused on what Wal-Mart wanted to accomplish," Ashenden added. "The real challenge with these types of programs is that every Wal-Mart manager is different in how they want to do business. We're fortunate in that we have an individual to work with here who is very pro-active. But it all depends on the manager and how they want to promote their services."

This article originally appeared in the RAB's twice-weekly fax, *Radio Sales Today*. For more information about this and other RAB services, call (972) 753-6750.

Salespeople On The Move

• **Gerry Schlegel** is upped to the newly created VP/Dir. of Sales position at Citadel Communications, effective August 4. He formerly served as Dir./Sales for Citadel/Albuquerque.

• **Richard Wexler** is elevated from LSM to GSM at WQHT-FM/New York.

• **Susan Seifert** becomes GSM of KLLC-FM/San Francisco. She joins the CBS Radio station from Chancellor's crosstown KABL-AM, KNEW-AM, KBGG-FM & KSAN-FM, where she served as Dir./Sales.

• **Peter Berk** is named GSM for XTRA-FM/San Diego. He replaces **Jim Votaw**, who assumes Dir./Sales duties for parent Jacor Broadcasting's AM stations in San Diego. Berk most recently served as LSM at KABC-AM & KTZN-AM/Los Angeles. Jacor provides programming and sells airtime for XTRA-AM & FM, which is licensed to Tijuana (Baja California), Mexico, under an exclusive sales agency agreement.

• **Shelly Kale** becomes LSM for KEZX-AM & KWJZ-FM/Seattle. Kale previously spent 18 years with Gannett, most recently in sales management at KKBQ-AM & FM/Houston.

• **Joanne Reynolds** is promoted to LSM of Nassau Broadcasting's WADB-AM & WOBN-FM/Monmouth-Ocean; WHWH-AM & WTTM-AM/Trenton, NJ; WVPO-AM/Stroudsburg, PA; and WNNJ-AM/Newton-Sparta, NJ. She had been leading sales efforts for WADB & WOBN.

• **Sissy Nessamar** is the new NSM for Patterson Broadcasting's WMEZ-FM, WXBM-FM & WWSF-FM/Pensacola-Mobile. She previously served as an AE at WXBM & WWSF.

• **Jim Gallagher** and **Sue Rettino** join WCBS-FM/New York as AEs. Gallagher previously represented CBS's stations for CBS Radio Representatives on a national basis; Rettino formerly served in the sales department of News 12 New Jersey, a cable television station.

• **Leslie Greene** is now Sr. AE at KFWB/L.A. She was formerly Marketing Dir./Travel & Tourism at crosstown KABC & KTZN.

• **Wendy Wilken** and **Stephen Wade** join the sales department of KUFO/Portland.

All About Families (And Food)

Does it really take a village to raise a child? The First Lady thinks so, and so concludes Joseph Coates, who wrote "What's Ahead For Families: Five Major Forces of Change."

Coates suggests that families are being pulled in so many different directions these days — not to mention the structure of families no longer resembles that of just a few years ago — other institutions are being used to replace family functions. These include the workplace, schools, and government. Here's how families have changed in recent years:

• **Family functions are changing.** While two basic functions of families — socialization of the children and companionship/sexual expression — are still performed, couples live well past the period where socialization of children is central to their lives, and sexual expression is becoming increasingly separate from its procreative function. New work and leisure patterns are dictating that family members develop interests and ac-

tivities that are different from each other's.

• **Economics drives changes.** Perhaps the greatest single change in family structure is the working woman. In just a couple of years, women will comprise nearly half the U.S. workforce. This condition will encourage women to wait even longer before they have their first child. One result of this is that women will disappear from the community (i.e., you won't find them in the shopping mall in the middle of the day). There will be a "masculinization" effect in the home as more men take on domestic responsibilities. These changes will also fuel a greater desire for convenience items (such as ready-to-cook meals at the supermarket).

• **Divorce continues.** Some people will see marriage as a business unit or legal partnership. Teen sex

(but not teen pregnancies) will increase. Companies will offer employees training in household economics and divorce counseling. Marketing concepts to new families created from divorced families will find growing opportunities.

• **Nontraditional families.** As an extension of the divorce trend, there will be an increase in unmarried, cohabitating couples; gay families; single-parent families; and so-called "boomerang" families (where adult kids return to live with their parents).

• **Societies, families are aging.** People are living longer; their "useful" lives are keeping them in the workforce longer than the traditional retirement age of 65. In fact, the "boomerang" effect will occur in reverse: Aging parents will return to live with their kids. Expect an increase in so-called "granny flats" and in-law apartments.

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WNUA/Chicago's 10th Anniversary Extravaganza Draws 60,000

Heritage NAC's free concert kicks off charitable effort to benefit area youth

Chicago's weather on the evening of June 12 was unseasonably cool. But for the 60,000 smooth jazz fans who turned out to celebrate WNUA/Chicago's first decade anniversary, it was one hot night of music.

One of the NAC/Smooth Jazz format's first — and consistently most successful — outlets, WNUA wanted to thank its loyal listeners with a huge, memorable event commemorating its first 10 years. VP/Programming Paul Goldstein and marketing consultant (and former 'NUA Dir./Mktg. & Promotions) Suzy LeClair masterminded the world-class, free, Thursday night concert featuring the music of Herb Alpert and George Benson — who played a two-hour set — at lakeside Grant Park. R&R NAC/Smooth Jazz Editor Carol

Archer, who attended the gala, said attendees were dancing in the aisles for both artists and the party atmosphere was spirited and joyful.

The concert also signified WNUA's continued commitment to the community's well-being: Through the years, WNUA has supported many community projects, such as the Y-Me Breast Cancer Organization and the Starlight Foundation, by providing on-air support and fundraising. But station management felt the occasion of their anniversary called for

something grander, something that would take them into the next decade. As a result, Goldstein initiated the WNUA Cares For Kids Foundation, a non-profit organization which will raise funds to directly benefit local charities that support children's comfort, development, and futures.

The anniversary gala marked the foundation's launch, with \$1500 sponsorships entitling donors to special privileges, such as dinner with Alpert and Benson before the concert and VIP seating. Concertgoers were also encouraged to make donations at the event. Proceeds from the evening, including both sponsorships and donations, totaled over \$45,000.

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New On The 'Net

The following stations' World Wide Web pages were recently added to the Passport section of R&R's web site (www.rronline.com). Note: All addresses begin with <http://>.

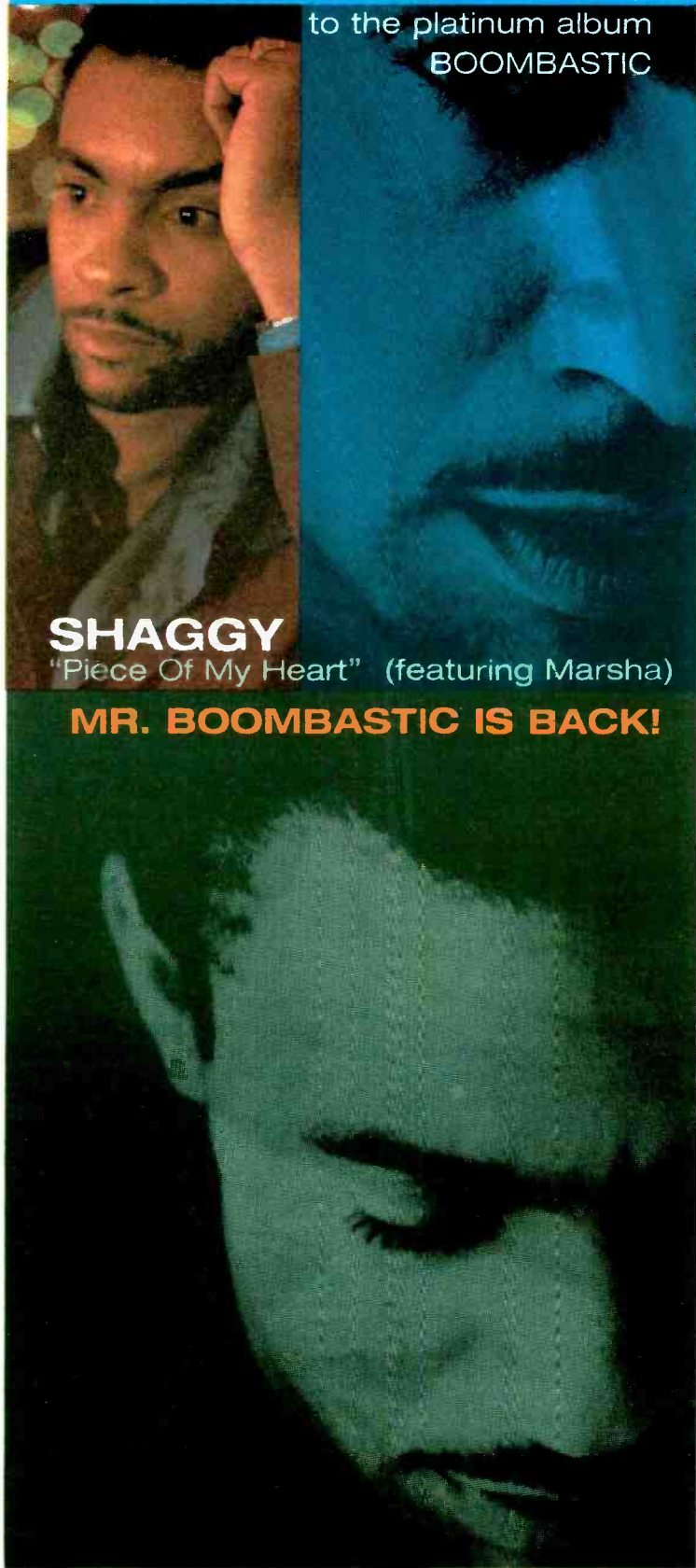
- KBFX-FM/Anchorage, AK** (Cl. Rock) www.1005thefox.com
- KMKS-FM/Bay City, TX** (Country) www.kmks.com
- KFYR-AM/Bismarck, ND** (Full Service) www.kfy.com
- WZAK-FM/Cleveland** (Urban) www.wzak.com
- WVRK-FM/Columbus, GA** (Rock) www.rock103online.com
- WXLP-FM/Davenport, IA** (Rock) www.97x.com
- WGTV-FM/Dayton** (CHR) www.wgtz.com
- WING-FM/Dayton** (Rock) www.wingfm.com
- KIMN-FM/Denver** (Oldies) www.kimn100.com
- KBRS-FM/Fayetteville, AR** (Alternative) www.1049x.com
- WBTU-FM/FL Wayne** (Country) www.wbtu.com
- KKNN-FM/Grand Junction, CO** (Country) www.gj.net/mustand/kknn
- WMYI-FM/Greenville-Spartanburg** (AC) www.wmyi.com
- WKAN-AM/Kankakee, IL** (Full Service) www.wkan.com
- WLRT-FM/Kankakee, IL** (Country) www.wlrt.com
- KXNT-AM/Las Vegas** (Talk) www.kxnt.com
- KVLO-FM/Little Rock** (AC) www.k-love.com
- WLGN-FM/Logan, OH** (Country) www.wlgn.com
- CFPL-AM/London, Ontario, Canada** (Full Service) www.cfplradio.com
- CFPL-FM/London, Ontario, Canada** (Rock) www.fm96.com
- WMGN-FM/Madison, WI** (AC) www.magic98.com
- WVOD-FM/Manteo, NC** (Ad. Alt) www.wvod.com
- WJRZ-FM/Monmouth-Ocean** (AC) www.wjrz.com
- CHOM-FM/Montreal, Canada** (Rock) www.chom.com
- WJCD-FM/Norfolk** (NAC/SJ) www.wjcd.com
- WZOZ-FM/Oneonta, NY** (Cl. Rock) www.wpe.com/~wzoz
- WJMA-AM & FM/Orange, VA** (Country) www.countrymix96.com
- WRWD-AM & FM/Poughkeepsie, NY** (Country) www.wrwd.com
- WPLM-FM/Plymouth, MA** (NAC/SJ) www.smoothjazzfm.com
- WDCG-FM/Raleigh** (CHR) g105.citysearch11.com
- KBUL-FM/Reno, NV** (Country) www.kbul.com
- WSMJ-FM/Richmond** (NAC/SJ) www.wsmj.com
- WTVR-FM/Richmond** (AC) www.lite98.com
- KRCH-FM/Rochester, MN** (Rock) www.clear.lakes.com/radiominnesota/laser101.7
- KMOU-FM/Roswell, NM** (Country) www.rt66.com/~rosradio
- KQBR-FM/Sacramento** (NAC) www.104.3thebreeze.com
- KBZY-AM/Salem, OR** (Full Service) www.kbzy.com
- KJFI-AM/Seattle** (Sports) www.Sportsradio950.com
- KMJJ-FM/Shreveport, LA** (Urban) www.kmjj.com
- WFMX-FM/Statesville, NC** (Country) www.wfm.com
- WTWR-FM/Toledo** (CHR) www.tower98.com
- CJXY-FM/Toronto, Canada** (Cl. Rock) www.y95.com
- WWUC-FM/Union City, TN** (Rock) www.realrockradio.com
- WHFS-FM/Washington** (Alternative) www.whfs.com
- WDST-FM/Woodstock-Poughkeepsie, NY** (Alternative) www.wdst.com

To link your station to R&R's web site, e-mail your station's calls, format, and web address to Jeff Axelrod at jaxelrod@rronline.com.



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MIDNITE LOVER,
the follow-up
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BOOMBASTIC



SHAGGY

"Piece Of My Heart" (featuring Marsha)

MR. BOOMBASTIC IS BACK!

Goldman Takes Justice System To Task

O.J. Simpson trial figure **Fred Goldman** (the father of victim Ron Goldman) joined WOAI/San Antonio Monday (7/28) as part of the station's "Great Talk-Off" promotion. Goldman wasted no time in chastising the criminal justice system, immediately proclaiming, "Ron was murdered in excess of three years ago by a man who walks the streets today a free man. That criminal trial and the civil trial frightened me, disturbed me, and frustrated me — and my family — deeply. The criminal justice system didn't seem to be working." Goldman, who has been a spokesman for the crime-fighting group Safe Streets since last year, is one of several people getting on-air tryouts at WOAI. Some listeners called in to praise Goldman, while some took him to task for his verbal attacks on Simpson. One woman asked Goldman if he wanted to take Simpson's Heisman trophy award: "What I'd like to do is take a sledgehammer and bash it into a pancake," shrieked Goldman.

Arbitron Santa Rosa Book Update

Arbitron was forced to recall the Santa Rosa, CA spring book last week after 63 diaries were miscredited. According to Arbitron, a mix-up in counties was to blame: The 63 diaries originated in Solano County but were credited to Sonoma County (both of which happen to be in the San Francisco metro). The new book was issued yesterday (7/31).

Nasty... But 'Easy'

KHOM/New Orleans morning driver **Nastyman** will guest-star next month on an episode of USA Network's Sunday night series "The Big Easy." In a role tailor-made to match his *nom de aire*, the Big Nasty will play a woman-stalking, baby-snatching

Rumors

- Which consultant is looking to buy a Southwest CHR?
- Will the **Chancellor/Evergreen** merger finally close on August 18? Is a deal to buy **KXPK (The Peak)/Denver** imminent?
- Is St. Louis about to get a new CHR?
- Are the sale rumors about **SFX** true? Could the sale price approach \$2 billion?
- Was that former WPNT/Chicago OM **Lorin Palagi** mixing things up in Dallas last week?
- Was that former KKFR/Phoenix MD/nighttimer **Brian Douglas** hanging around the halls of KIBB/L.A.?
- Will **WKXJ/Chattanooga PD Roy Jaynes** be promoted to Station Manager? Will **APD/MD Bobby Corona** then move to PD/MD?

PROMO OF THE WEEK —
To "cell" programmers on the new World Party single, "Call Me Up," **The Enclave** asked them, "Have you received the call?"



thug who ultimately takes a bullet in the heart.

Meanwhile, "**Dudley & Bob**" — two-thirds of KLBJ-FM/Austin's morning team — are about to score some national notoriety on a new MTV sitcom called "Austin Stories." They'll play the "Two Larrys," the most obnoxious morning show in Texas, on the sitcom's second episode, slated to air September 17. The pair were the last to audition, but impressed MTV execs so much that the script was rewritten for a duo rather than a single jock, as was originally planned.

Hepburn on the Road Again...

Radio broker-turned-radio database engineer **Todd Hepburn** will ride in his ninth annual MS-150, a two-day, 150-mile bike tour to raise funds for the National Multiple Sclerosis Society. To date, Hepburn has raised more than \$47,500 and hopes pledges exceed \$15,000 in 1997.

KEGL/Dallas's final day of running the **Howard Stern** show was last Friday (7/25). The plug was pulled well in advance of the last day on Stern's contract (September 6). **KEGL's** Brad Baxter continues to operate the

- WJMN 40x**
- WWKX 15x**
- WJJS 15x**
- KBOS 15x**
- WOCQ 12x**
- KHTN Add**

Produced by Robert Livingston and Shaun "Sting" Pizzonia for Big Yard Music Group Ltd.



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Continued on Page 25



Jon Bon Jovi

Janie, Don't Take Your Love To Town

The New Single From The Album
Destination Anywhere

ALBUM IN STORES NOW

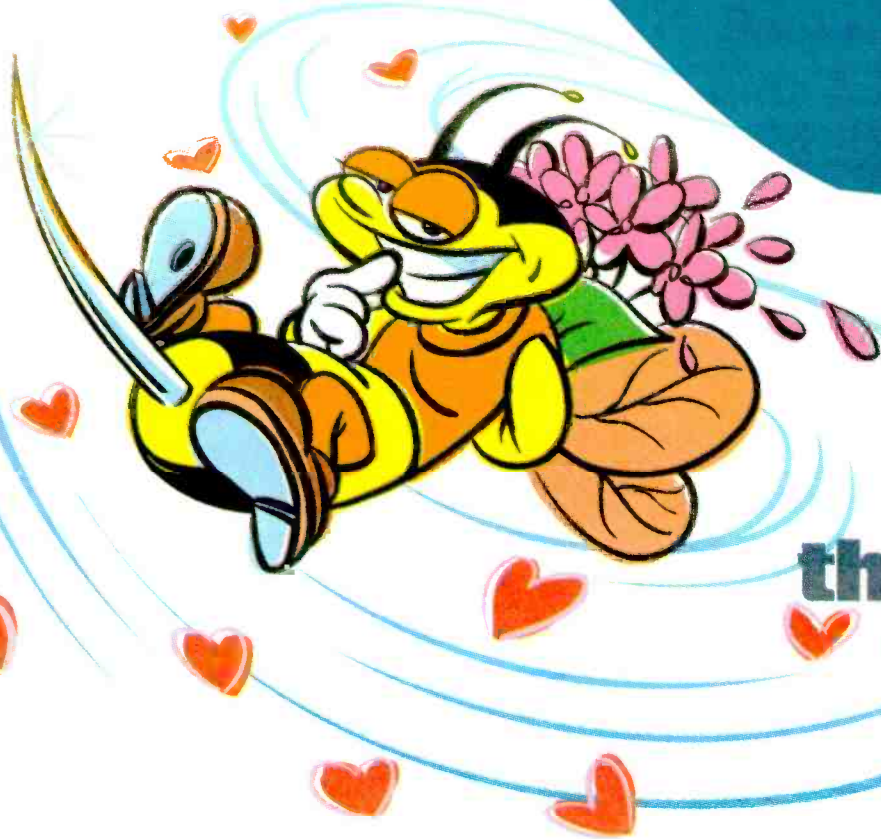
Impacting Radio Now!

Appearing on The Tonight
Show with Jay Leno 9/5
and Rosie O'Donnell 9/10



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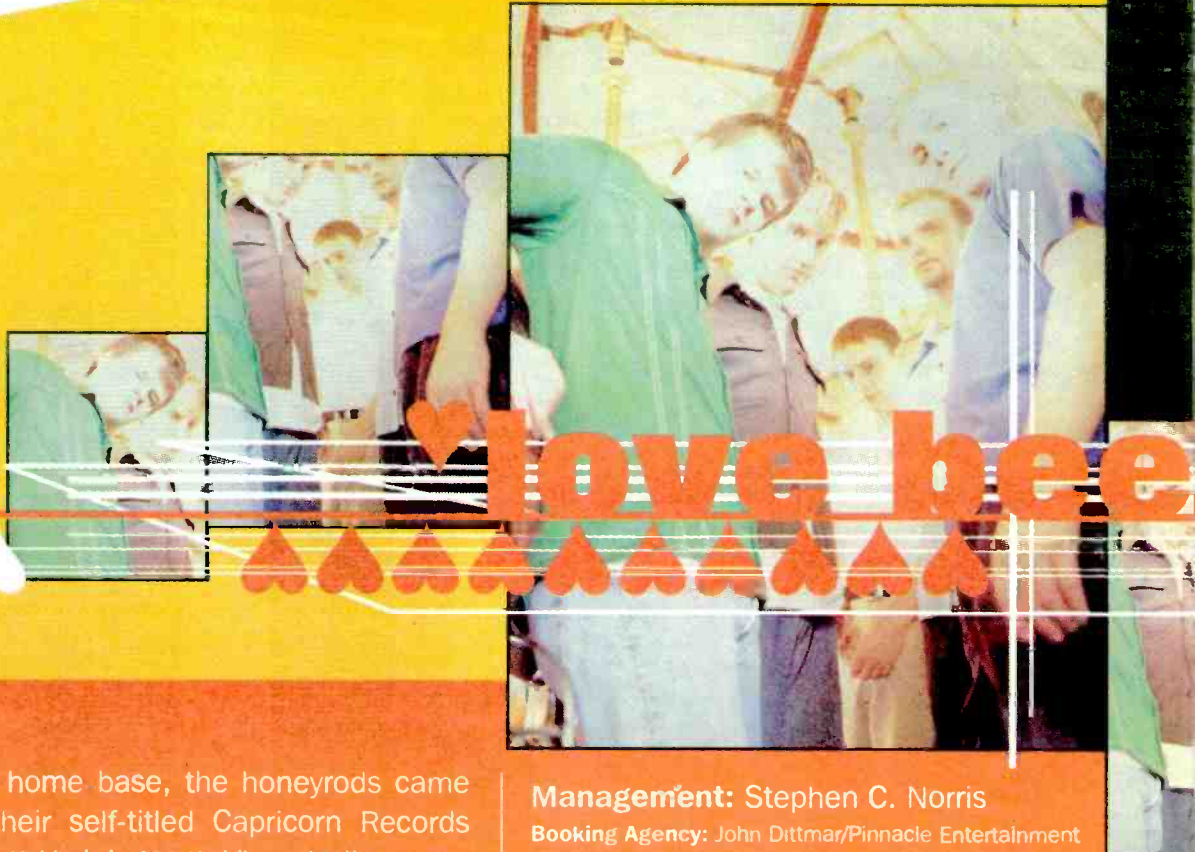


IT STINGS SO SWEETLY
the honeyrods
"love bee"

Already crossing 3 formats!

Already in:

**WKDF KEDJ WRRV WGRD KFGX
KZBB WRCQ KEYJ WHMP WNFZ
WCPR KXFX WRLT WDDO WEBK**



After earning a huge following in their Nashville home base, the honeyrods came barreling toward a nationwide audience with their self-titled Capricorn Records debut album which was recorded at producer Matt Hyde's North Vine studio.

Two self-produced releases, a self-titled 1995 EP, and the "Cha, Cha, Cha" EP, set the stage for the honeyrods major label debut, and a spot on the ESPN X Games Xperience Tour in Spring 1997.

Management: Stephen C. Norris
Booking Agency: John Dittmar/Pinnacle Entertainment



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STREET TALK®



TODD HEPBURN AT PETE ROSE WAY — Hepburn with his high-tech Cannondale 400 Mobile Media Brokerage Assault Bicycle, which is equipped with a cellular phone, rack-mounted onboard pentium computer, and fax.

Continued from Page 22

board while the station returns to a "Pure Rock, No Talk" focus.

Researcher extraordinaire **Jhan Hiber** has opened a new firm, Last Frontier Consulting Inc., based in Anchorage, Alaska. Hiber's first client is Pioneer Broadcasting of Alaska (the state's largest group).

New Radiant Broadcasting adult-oriented CHR WMLO/Tallahassee, FL changes calls to **WFLV (Florida's Live 105)** and, after weeks of running jockless, picks up the syndicated **Scott & Todd** show from WPLJ/NY. APD/MD **Devin Kasey** handles middays, while Dir./Prog. **Mike Edwards** hosts afternoons.

Radio One owner **Cathy Hughes** reached a settlement in a \$3.5 million lawsuit filed against her by former Washington, DC school teacher Loretta Smith. Smith claimed three years ago that she was slandered on the air by former WOL-AM morning host Hughes, according to the *Prince George's Journal*. Smith claimed she lost her job, her car, and her home because of the remarks.

Columbia & MCA Score Triple Play

Congratulations to the staffs of **MCA** and **Columbia Records**, who claimed the top three positions on a pair of **R&R** charts. MCA captured the top spots on **R&R's** Urban chart with singles from **K-Ci & JoJo**, **Mary J. Blige**, and **Patti LaBelle**. Columbia turned the trick on **R&R's** AC chart with releases by **Michael Bolton**, **Shawn Colvin**, and **James Taylor**.

KIIS Spears Spears For PM Drive

KIBB-FM/Los Angeles morning driver **Gary Spears** fills the afternoon vacancy at crosstown KIIS-FM; the shift had been handled on an interim basis by Chris Leary since "Magic Matt" Alan left several

weeks ago. Spears's relationship with current KIIS PD Dan Kielely dates back to when they worked together at WBBM (B96)/Chicago. Spears will begin Monday (8/11); comedian **Gilbert Esquivel** takes Spears place at B100.

Has The Enclave Sr. VP **Val DeLong** been approached to join the team of Monte Lipman and Steve Leeds at **Universal**? With the success of the Bloodhound Gang and Chumbawamba, is expansion of Lipman's red-hot **Republic Records** also in the cards?

WAAF/Boston has signed multiyear deals with several key staffers, including PD **Dave Douglas**, morning host **Greg Hill** & sidekick **Kevin Barbare**, MD/middayer **John Osterlind**, PM drive team **Opie & Anthony**, and evenings **Rocko**. Said VP/GM **Bruce Mittman**, "WAAF has one of the best on-air staffs in the entire country. I'm

Continued on Page 27

Rumbles, Pt. 1

- In Tallahassee, Catmount Communications has promoted former WGLF, WRZK & WWFO PD **Jeff Horn** to Ops Mgr./PD of WAIB and WWFO.
- Look for a new Flint, MI Country station to debut soon under former WWWW/Detroit PD **Mark Hamlin**.
- WITL/Lansing, MI PD **Steve Cherry** becomes PD at WQQL/Springfield, IL.
- WENN/Birmingham APD **Steven Ross** is named OM at WYOK/Mobile.
- KQKQ/Omaha APD/MD **Jimmi Jam** moves to WDRQ/Detroit as MD/nights.
- Look for WBHT/Wilkes-Barre PD **Kidd Kelly's** syndicated retro show, "Backtrax USA," to launch a CD compilation series in early August.
- Adult Alternative **WOXF/Manchester, NH** will flip to Oldies **WQLL** under new PD **J.C. Hayes**; former PD **Keith Murray** exits.
- WAAF/Boston Promo Dir. **John O'Brien** takes a similar position at KISW/Seattle, starting August 11.
- Syndicated duo "**John Boy**" **Isley & Bill "Billy" James** sign a deal with SFX and flagship affiliate WRFX/Charlotte through the year 2003.
- Alternative WXRK (K-Rock)/NY APD/MD **Alexa Tobin** exits.
- Rock WBYS & Classic Rock WFWI/Ft. Wayne combo fills its OM position with WBGG/Miami APD/PM driver **John Rozz**, who starts August 18.
- WKQZ/Saginaw, MI five-year PD **Rick Church** resigns to pursue new opportunities.

Fleetwood Mac SILVER SPRINGS



REPRISE

Fleetwood Mac SILVER SPRINGS

Produced by Lindsey Buckingham and Elliot Scheiner. From their new album and MTV Special: *The Dance*

The classic Fleetwood Mac lineup have reunited for an MTV special, national tour and new album.

#1 MOST ADDED AT AC DEBUT 21 !!

Including...WLTW, KBIG, WLIT, WBEB, WMJX, WDOK, KGBY, WINK, WMGF, WRRM, WTPI and about 40 others!

#1 MOST ADDED AT HOT AC!!

Including...KALC, WAKS, WMMX, WMXL, WKDD, and lots more!

#1 MOST ADDED AT TRIPLE A!!

Including...WXRT, WBOS, WXPB, KMTT, WTTS, to mention a few!

A MOST ADDED AT ROCK!!

Including...WMMR, WDVE, KYYS, WRXK, WONE, along with others.

NEED WE SAY MORE?

Video rotation begins on



July 28

Show Airs On MTV:

August 12 10pm

August 16 1pm, 5pm, 9pm

August 17 11am, 3:30pm

Album in Stores August 19

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Samantha Cole

Happy With You

The first single from her highly-anticipated debut album.

MOST ADDED!

New this week:

WKTU/New York
B96/Chicago
POWER96/Miami
WBLI/Long Island
WWKX/Providence
KZHT/Salt Lake City
WKSS/Hartford
WQZQ/Nashville
WDJX/Louisville
...and MORE!

Also On:

WFLZ/Tampa
KHTS/San Diego
WNVZ/Norfolk
KBFM/McAllen
Z90/San Diego
WZJM/Cleveland
KHOM/New Orleans
WNTQ/Syracuse
...and many MORE!

Produced and arranged
by Rhett Lawrence

Written by Samantha Cole,
Berny Cosgrove & Kevin Clark

Management: Arthur Spivak & Stuart Sobol for Spivak Entertainment



ASTORIA ENTERTAINMENT



A UNIVERSAL MUSIC COMPANY

STREET TALK®



NACHO DIP — A KIIM-FM/Tucson listener takes a "cheesy" dip in a vat of hot nacho sauce to win a new Yamaha Waveraider Jet Ski.

Continued from Page 25

happy that we're able to torture them for at least a few more years."

Fifty-year radio legend **Lyle Van** died last Tuesday (7/22) at the age of 92. He's

Rumbles, Pt. 2

- PD **Egil Aalvik** (aka Swedish Eagle) exits KACD & KBCD (Groove Radio)/Santa Monica-Newport Beach, CA; middayer **Mohamed Moretta** is named PD.
- WLSS/Baton Rouge APD/MD **Robert Elfman** is promoted to PD, replacing OM/PD Chuck Geiger, who exits to explore other opportunities.
- WMEE/Ft. Wayne APD/MD **Captain Chris Didi** is officially named PD.
- WJBQ (Q97.9)/Portland, ME names **Keith Scott** as MD/nighttimer.
- WEZB/New Orleans middayer **David Marx** exits.
- Eight-year WEJZ/Jacksonville afternoon vet **Bob Lewis** exits.
- WKXJ/Chattanooga hires **Steve Freeman** for afternoons as afternoon driver **Dr. Dave** segues to mid-days.
- WAOA/Melbourne ND **Larry McKay** segues to overnights as **Ron Selkow** joins for news duties at WAOA & WTAI.
- Former WMGI/Terre Haute, IN nighttimer **Dan Andrews** rejoins for nights and **Steve Smith** steps in for middays while middayer Kelly Green takes maternity leave.
- WSKS/Utica, NY nighttimer **Vic Thomas** segues from nights to morning co-host as **Scott McKay** segues to middays and MD **Diane Chase** moves from middays to nights.
- WZPL/Indy has a new listener! Katherine Michelle Gjerdrum was born to 'ZPL PD Tom and his wife Sue on July 24.
- KL0L/Houston MD **Max Dugan** has been upped to APD.
- WCLG/Morangtown, WV APD/MD **Chris Zambito** exits; **Jim Harrison** (formerly of WPLY/Philadelphia) joins as APD/middays; PD **Jeff Miller** will handle MD duties for now. Additionally, **Tyler** joins for nights.
- **Stephanie Hogerman** is upped from Asst. Promo Dir. to Promo Dir. for WBBF-AM, WBEE-FM, WKLX-FM & WQRV-FM/Rochester, NY.
- Congrats to KILT-FM/Houston PD **Debbie Pipia** and KALF/Chico, CA PD **Scott Michaels**, who both tied the knot with their respective fiancées last week.

RADIO & RECORDS



1

- **Mike Elder** hired as WLS-AM/Chicago OM.
- **Dave Cooke** chosen KABC & KMPC/L.A. OM/PD.
- **Bob Kaake** elevated to Dir./Prog. for Sandusky Radio/Seattle.
- KSTE-AM/Sacramento OM **Ken Kohl** adds duties at sister KFBK.
- **Jeff Allen** boosted to WKXX/St. Louis PD.

5

- **Dan Griffin** tapped as WCBS-AM/NY VP/GM.
- **Lloyd Roach** rises to VP/GM of WKSZ/Philadelphia.
- **Greg Ausham** recruited as WRIF/Detroit OM.
- **Mike Colby** named WZOU/Boston PD.

10

- **John Squyres** knighted as KROY/Sacramento GM.
- **Harvey Nagler** named WCBS-AM/NY Dir./News.
- **John Frawley** is upped to WBZ/Boston PD.
- Chicago radio legend **Larry Lujack** hangs up his headphones after logging nearly 20 years at WLS and WCFL.

15

- **Lon Helton** promoted to KHJ/L.A. PD.
- **Roy Laurence** lands at WIF/Philadelphia as PD.
- **Jerry Steele** set as WPGC/Washington PD.
- **Dennis Constantine** elevated to KADE & KBCO/Boulder-Denver OM.
- **Tom Mitchell** gets his first PD gig at WPXY/Rochester.

20

- **Quincy McCoy** appointed WZGC/Atlanta PD.
- **Jack Schell** selected KNUS/Dallas PD.
- **Mark Driscoll** tapped as KNDE/Sacramento PD.
- **Donnie Simpson** joins WKYS/Washington for afternoon drive.

best remembered for for such signature radioisms as "News on the Human Side" and his daily sign-off, "Good night little redheads," which became a New York institution in the '50s and '60s. Van retired in 1978.

Records

- Giant/Nashville GM **Alan Shapiro** joins WEA in Burbank as VP/Sales.
- **Delicious Vinyl** has slapped **Red Ant** with a \$25 million lawsuit, alleging the soon-to-be-former **Alliance Entertainment** subsidiary failed to hold up its end of an agreement to support the label financially. In a written statement, Red Ant's lawyers dismissed the suit as "neurotic litigation with no substance."
- **Nancy Levin**'s not in the building yet, but one thing is official about her move to **MCA**: her title. Look for her to be named Sr. VP very soon. Which promo reps will follow her to **MCA**?
- Mercury/L.A. Pop Promo Assistant **Brian Courville** makes the leap of the week — he's named National Manager/College Promotion, based out of New York.
- Magnatone Southeast Regional **Danny Sommers** exits.



FILTER and the crystal method (Can't You) Trip Like I Do

#1 Most Added This Week!

26 new stations including:

WBCN	KPNT	KEGE	WRZX
KICT	KMYZ	WQXA	KKDM
WPLA	WEJE	KTOZ	KNRX

Top Phones Everywhere!

ALBUM IN STORES NOW!



REEF

"Place Your Hands"



BUZZ CLIP seven weeks!

5 new Alternative stations this week:
WXDX WRZX KLZR WTGZ WZAZ

Top Phones At:

WXRK	XHRM	KJEE	KOME
KGDE	KRZQ	KXTE	WRLG

WXRK - 26 Spins this week!
WPLY - 32 Spins this week!

Also can be heard on 80 Rock stations including:

WRIF	KDKB	KRXQ	WNOR	WXRA
WAAF	WWBR	KBPI	KEGL	KIG2
WZTA	WIYY	DC101		



WFAN Celebrates A Decade Of All-Sports Success In NY

Continued from Page 1

Philadelphia, and WSCR/Chicago). WEEI/Boston wasn't doing as well but has added [syndicated morning host] Don Imus and is now doing well.

R&R: *Let's talk about Imus. How did he wind up on WFAN, and what has he meant to the station's success?*

JH: It goes back to 1988 when Imus came to the radio station and basically rescued the format. There'd be no all-Sports format without Imus. In Summer 1988, Emmis [which owned WFAN at the time] acquired three NBC stations and Imus was there on WNBC at 660 AM. They decided

to switch WFAN to 660, which was a much better signal than 1050; it also was a huge boost because we had pockets in the metro where you couldn't hear the station. Basically, from that point on, the radio station started to skyrocket, and Imus' career was revived. He basically brought a lot of credence to the format. He discovered some of the other talent on the station — afternoon hosts Mike Francesa and Chris Russo, who used to do sports with him in the morning.

R&R: *You've been there for WFAN's 10 years. What were the expectations at the beginning, and could you ever have imagined this kind of success?*

JH: I knew the radio station

could be successful because of the emotion of sports, and because people want to be involved with sports and the format. I couldn't tell you I would've projected 10 years later that we'd be the top revenue station in the U.S. I don't think anyone could've told you that.

R&R: *You were there when Emmis decided to change the format to all-Sports. What was your reaction?*

JH: It was [Emmis CEO] Jeff Smulyan's idea to do the Sports radio format. I thought it was a great idea, but at first it was hemorrhaging money. There was not a real good plan at the beginning. And then it started to tighten up a little later. We went through a few program directors. We actually did a pretty good job of pre-selling the radio station to the marketplace, but the costs were so out of control. At one point there were 130 people working at the radio station. The costs had to be harnessed and placed under control.

R&R: *What was the response from advertisers and agencies at the beginning?*

JH: That it wouldn't work. I don't think there are a lot of people who root for you to win. People are very skeptical about change. Everybody thought it was going to be a really narrow niche, which we proved later on it wasn't. But we got our brains beat in at the beginning.

R&R: *When did things really begin to happen for the station?*

JH: The real breakthrough year was 1989, when Imus really took off. We got the Knicks and Rangers. But more importantly, afternoon drive started to evolve, and we put Mike Francesa and Chris Russo together — they're now the preeminent sports talk hosts in America.

R&R: *Tell us more about "Mike & The Mad Dog."*

JH: Chris was working at cross-town WMCA doing a weekend sports talk show. Mike was the stat guy for Brent Musburger at CBS, and they very much wanted to be on the air. We took a shot and put them together, and it did very well. The concept at the time was two guys sitting at a bar talking about sports with differentiating opinions. They've become incredible. They're good interviewers and are entertaining. They're consistently No. 1 or No. 2 in their age demographic [25-54 men].

R&R: *With over 150 stations in the format, why haven't there been more success stories?*

JH: The 150 stations are a cross section; some aren't totally Sports. A lot of it is syndicated. I don't believe syndicated sports in the local marketplace works. It could work in smaller markets, but if you're sitting in New York, you don't want to be talking about the Milwaukee Brewers — you want to be talking about the headlines

The All-Star Lineup

VP/GM: Joel Hollander
PD: Mark Chernoff

GSM: Lee Davis
Marketing Dir.: Connie Fitzgerald

5:30-10am Don Imus ("Imus in the Morning")
10am-1pm Russ Salzberg & Steve Somers
1-6pm Mike Francesa & Chris Russo ("Mike & The Mad Dog")
6-11pm Play-By-Play or Bill Daughtry
11pm-1am Scott Ferrall ("Ferrall on the Bench")
1-5:30am Joe Benigno

Plus ...

- "Mets Extra" with Ed Coleman
- 20/20 sports updates: John Minjo, Joe Tolleson, Bob Wischusen, Bob Heussler
- Other personalities: Ian Eagle, Ann Ligouri, Richard Neer, and Suzyn Waldman

And play-by-play rights for ...

MLB — Mets, NFL — Jets, Giants, NBA — Knicks, NHL — Rangers, NCAA — St. John's

Chronology Of A 'FAN

1987

- On July 1 at 3pm, Suzyn Waldman is the first voice heard on the first all-Sports radio station in America, and WFAN/New York is born.

1988

- The station moves from 1050 AM to 660 AM.
- The "Imus in the Morning" show anchors the WFAN broadcast schedule.

1989

- The "Mike & The Mad Dog" show debuts.

1990

- Imus and WFAN launch the first Radiothon to benefit the Tomorrow's Children Fund, raising an unprecedented \$1.2 million. The event has continued every year, with a record \$1.9 million raised this year.

1991

- Imus celebrates 20 years on the air in New York and wins an NAB Marconi Award.

1992

- Infinity Broadcasting purchases WFAN for a then-record \$70 million.
- Joel Hollander is named GM.
- WFAN joins the NFL by acquiring rights to Jets play-by-play.

1993

- Mark Chernoff is named PD.
- Suzyn Waldman becomes the first female to do color commentary on a Major League Baseball broadcast.
- "Imus in the Morning" goes nationwide.
- "The Sweater" Russ Salzberg joins for middays.

1994

- Christopher "Mad Dog" Russo re-signs for five more years.
- Joe Benigno joins as overnight host.

1995

- Steve Somers moves to middays to team with Russ Salzberg.
- "Ferrall on the Bench" is added to the WFAN lineup.

1996

- WFAN becomes the New York Giants' new flagship.
- Don Imus is inducted into the NAB Hall Of Fame.
- Imus begins his simulcast on MSNBC.
- WFAN wins two Marconi awards, including Major Market Station of the Year and News/Talk/Sports Station of the Year.

1997

- BIA announces WFAN is the top-billing radio station in America at \$42.3 million in 1996.
- Imus is named one of the 25 Most Influential People in America by *Time* Magazine.
- WFAN celebrates its 10th birthday.

of the day and the New York sports teams.

R&R: *Susquehanna is launching Sports KTCT in San Francisco to complement its KNBR, and Jacor has two "XTRA Sports" stations in Southern California. Is it feasible to see a second all-Sports station in New York?*

JH: As far as I know, we were the first radio station to sell and produce five professional sports teams at once. We have the Mets, Knicks, Rangers, Jets, and Giants. The Giants will air on our sister station, [Classic Rock] WNEW-FM. I don't think two Sports stations in a market will work — that's been proven in Philadelphia and Chicago.

R&R: *How do you balance five sports teams and give fair coverage to each?*

JH: It really comes down to what's going on. I look at our talk shows as no different than "Headline News." Last week the big story was Mike Tyson, and this week the big event is Hideki Irabu pitching his first game for the Yankees ... We talk about the events that are happening ... It's picking up the back of the *Post* or

the sports section of the *Times* and seeing what people want to talk about. It's no different than Top 40 radio where people want to hear the hits. It's the same concept.

R&R: *Rights fees have been escalating along with professional sports salaries. When does it become too expensive for radio?*

JH: That's an easy answer: When the radio stations find they can't sell the time anymore, they should get out.

R&R: *What role do play-by-play rights have on a station? Do you envision them moving from Talk stations to all-Sports outlets?*

JH: In my opinion, and in this marketplace, the play-by-play does not drive the station, the talk shows do. [The play-by-play] complements the talk shows.

R&R: *How did things change once Mel Karmazin and Infinity [now CBS] acquired WFAN?*

JH: The biggest thing has been Imus syndication, which is a big revenue stream for the company. We now have the Jets and Giants — which was all done under the Infinity umbrella ... and Mel's ingenuity. He's helped tremendously.



Midday hosts Russ Salzberg (second from right) and Steve Somers (r) schmooze with New York Giants owner George Young (second from left) and former coach Allie Sherman (c) at WFAN's 10th anniversary celebration.



Spending some quality time at the 10th anniversary bash are (l-r) WFAN VP/GM Joel Hollander and PD Mark Chernoff and WIP/Philadelphia PD Tom Bigby and VP/GM Butch Foster.

US NETWORK

NEWS

America's Hottest Talk Show

Barter

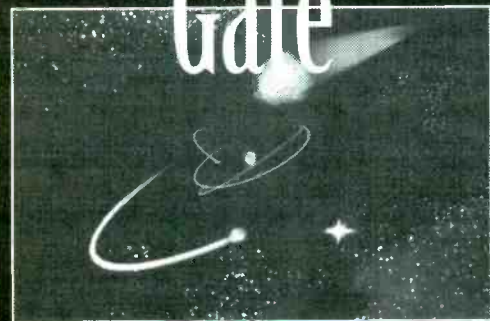
TABLOID TALK HOST SEIZES AUDIENCE

ROSWELL'S ALIENS

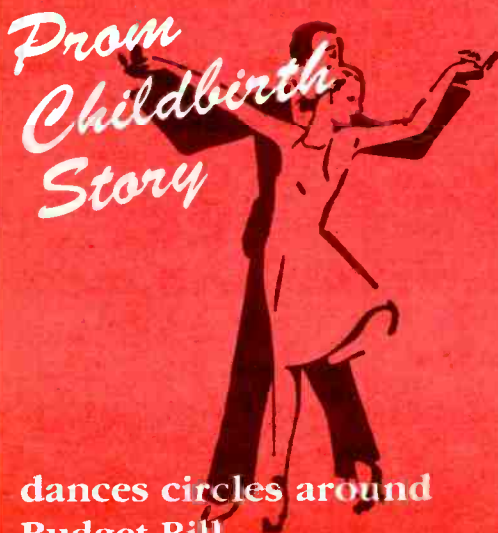


Edge out Illegal Aliens

Heaven's Gate



buries Whitewater



dances circles around Budget Bill

The Victoria Jones Show captures ready-made audience; shows no remorse

NEW YORK—Victoria Jones, award-winning major market talk show host, captures her audience every Monday through Friday from 9 AM to Noon (PT) and Noon to 3 PM (ET) on her network tabloid radio program, *The Victoria Jones Show*, according to the show's authorities, radio program directors throughout the country. Jones, who is credited with the creation of tabloid talk radio, openly admits to seizing listeners for her talk format by discussing "scandals and conspiracies, entertainment and lifestyles, crimes of the century and crimes against nature."

Those close to Jones variously describe the British-born talk show veteran as sassy and engaging, outspoken and intelligent, imaginative and entertaining and express no surprise that Jones continues to abduct her audiences on a regular basis. When questioned, Jones is unrepentant and characteristically candid: "Contrary to popular belief, talk is not cheap. It's rich with ideas, trends and events. Audiences are there for the taking because I am talking about precisely what they are talking about."



Host of *The Victoria Jones Show* promises continued show of force.

Jones, whose eponymous *The Victoria Jones Show*, creates three hours of engrossing dialogue with her compelling guests and her audience, allowing her to draw legions of fans to her time slot. As radio's sole commentator on pop culture's current events, Jones herself has been a popular subject with the media including the *New York Times*, *CNN*, the *Washington Post*, *48 Hours* and tabloid show *Hard Copy*.

Jones' provocative pioneering into tabloid talk radio regularly results in shows that capture every demographic group. "Face it," Jones says, "What would you rather listen to? Ranting about the line-item veto...or athletes who bite and spit their way into headlines? A stranger's fear of commitment... or the newest conspiracy theory? Campaign finance spending...or adultery in the military? My competitors are begging me to capture their audiences and I'm happy to oblige."

United Stations Talk Radio has set up *The Victoria Jones Show* hotline at **212-764-5800** to help stations secure listeners. Authorities urge stations to call now to beat the Rush.

Call 212-764-5800

to capture *The Victoria Jones Show* for your market

FCC

Continued from Page 1

President speaks highly of him." However, Anders made it clear no official word has been sent down from Clinton, and that Clinton could also be looking at other candidates.

So, when will the Clinton Administration nominate an FCC chairman? "I expect it soon, but I don't know how soon," Anders said, adding that Clinton would likely pick up FCC matters when Congress returns from summer break after Labor Day.

Everett, a Duke Law graduate and former chief of staff for Sen. Ernest "Fritz" Hollings (D-SC), first became a candidate for a commissioner's slot in June, when 31 of 37 members of the Congressional Black Caucus signed a letter supporting his nomination. In addition to that, Hollings, who is the ranking member of the Senate Commerce Committee, and nine other Democratic senators signed a letter to President Clinton strongly recommending Everett's nomination to the Commission. But it has also been clear that Kennard has the support of Administration insiders for the Chairman's job. This week, one R&R source close to Hollings said that while there was generally no opposition to Everett's ap-

pointment as an FCC commissioner, the source felt "Chairman Everett sounds better to me."

In addition to Kennard getting the nod from Clinton, **Gloria Tristani**, a member of the New Mexico State Corporation Commission, also appears to be under consideration for the other Democratic slot on the panel. Tristani, 43, is a graduate of the University of New Mexico School of Law. But the notion of Everett losing out entirely may have sparked Everett supporters into action and into a lobbying effort to push either Kennard or Tristani out of the race.

Meanwhile, Hollings spokesman Maury Lane told R&R, "We continue to support Ralph Everett" and declined further comment. Everett, a lawyer with Washington, DC-based Paul, Hastings, Janofsky & Walker L.L.P. was not taking calls relating to his possible nomination, according to a secretary at the firm.

Hollings has experience with creating obstacles. He single-handedly held up Clinton's nomination of Joel Klein as Director of the Department of Justice's Antitrust Division for nearly eight weeks. Klein's nomination eventually was pushed through when coupled with Eric Holder's nomination as Deputy Attorney General.

WXRK

Continued from Page 1

Commission has "not been consistent. In several instances they have done what they're doing here, but in others they have not."

Lerman would not comment on the content of CBS' response to the FCC, but said CBS would address the issue of whether the FCC could fine the producer of a program when there have been no complaints directed at the station. "We have dealt with this issue in our responses to the Commission in the past," he added. Lerman said CBS is currently planning to file its response by the August 7 deadline, although a further time extension could be requested.

Other Stern affiliates don't seem to be in the line of fire since the FCC agreed that the affiliates have editorial control and might not have aired the offending material. FCC Mass Media Bureau Chief Roy Stewart told R&R, "Unless we get a com-

plaint, we assume it wasn't broadcast by the affiliate."

Harry Cole of the communications law firm Bechtel & Cole explained the FCC's justification for penalizing WXRK: "Unlike obscenity, which requires reference to local standards, the way the FCC has implemented its indecency rules effectively imposes a national standard." That means stations in the largest markets could be held to the standards of the most conservative markets. Cole added, "I suspect it would not withstand appeal."

An unrelated bit of mystery also surrounded the notice of apparent liability. The FCC's letter to CBS regarding WXRK was dated June 4, 1997. That letter was to have been released to the public June 24 but, apparently through administrative error, wasn't included in the Commission's "Daily Digest" of rulings until July 24. When made aware of the discrepancy, FCC officials expressed surprise, apologized, and said they would look into why this happened.

The Notorious P.I.G.



WAQY/Springfield's No. 1 morning team of Bax & O'Brien have just launched a campaign to meet every one of their listeners throughout western Massachusetts. And since they're "hogging" their share of the morning audience, they appropriately enough decided to hit the road in a 1975 VW bug restored to look like... a pig! Until August 9, the pork-mobile will transport the duo to locations in and around the Springfield area for live broadcasts.

Tempted By The Fruit



Columbia recording group Sweet Vine took some time off touring in support of their eponymous debut to stop by Columbia's New York offices and "harvest" their newfound success. Seen (l-r) are: Columbia's Dir./Product Marketing Kim Kaiman, Columbia VP/Promotion Jim Burruss, band manager Chris Jones, Sweet Vine's Nate Dale and Gary Frank Skaggs, Columbia VP/Album Promotion Kid Leo, Sweet Vine's Hans Eberbach, Columbia Sr. VP John Ingrasia, Sweet Vine's Jason Fluhrer and Steve King, and Columbia Sr. VP/Sales Tom Donnarumma.

Roberts

Continued from Page 3

Roberts, a Detroit native, began his radio career in 1978 as an intern at WRIF/Detroit. He later programmed KDRK/Spokane for three and a half years and KHAK-AM & FM/Cedar Rapids, IA for two years. In June '95 he became PD at KSAN, whose frequency and Country format recently were sold to Susquehanna.

Hart

Continued from Page 3

Pittsburgh for one year and served as PD of WGLU/Johnstown, PA and then-WMDI/Erie, PA for six years apiece; both were Rock-formatted.

Back in Appleton, Asst. PDs **Bob Salm** (WHBY), **Randy Hawke** (WAPL), and **Miles Ryker** (WKSZ) have been promoted to PDs of their respective stations.

EARNINGS

Continued from Page 8

per share, saying radio "should outpace the radio market's already robust growth." He also predicted CBS Corp., the company to be formed by Westinghouse's media properties in September, "will emerge as the largest and most liquid pure-play broadcasting company."

SFX Broadcasting (Nasdaq: SFXBA) surprised Wall Street last week, reporting second-quarter revenues of \$89.1 million, up 221% from last year's \$27.8 million. On a pro-forma basis, revenues were up 11%. Broadcast cash flow was \$26.6 million, up from second quarter 1996's \$8.6 million. SFX also posted a smaller than expected loss of \$3.1 million (72 cents). First Call had estimated SFX losses would be 87 cents per share.

SFX Exec. Chairman Robert Sillerman said SFX's "ability to simultaneously grow revenues at a robust pace while achieving substantial cost savings is certainly a tribute to our entire operating team."

Paxson Communications (AMEX: PXN) reported its first-ever record revenues and earnings. Paxson's radio revenues were up 58% in second-quarter 1997, while total company revenues increased from \$32.1 million in second-quarter 1996 to \$45.6 million in the most recent quarter. Radio cash flow increased 29% to \$6 million from \$4.7 million a year ago, while company cash flow increased to \$11.4 mil-

lion from \$10.3 million. Paxson had earnings of \$42.5 million (76 cents) compared to a loss of \$1.4 million last year.

In late June Paxson agreed to sell its radio holdings, most of which are in Florida, to Clear Channel Communications for \$693 million.

Broadcast studio products manufacturer **Pacific Research & Engineering** (AMEX: PXE) said second-quarter 1997 revenues increased 68% to \$3.3 million from \$2 million a year ago. The company had earnings of \$159,164 (7 cents) during the most recent quarter. Second-quarter 1996 earnings were \$152,431 (6 cents).

Pacific R&E's clients include ABC Inc., CBS Corp., Chancellor Broadcasting, American Radio Systems, and Cox Communications.

Gaylord Entertainment Co.'s (NYSE: GET) broadcasting and music division saw revenues increase from \$28 million to \$51.8 million in second-quarter 1997. Operating cash flow increased 19% to \$10.5 million from \$8.8 million a year ago. The large revenue growth was due in part to the sale of KSTW-TV/Seattle for \$94 million. Net income for the entire company was \$121.9 million (\$1.25 per share) up from second quarter 1996's \$28.9 million (30 cents). Total company revenues were \$249.7 million, an increase of 19.3% from \$209.3 million last year.

Polygram Records' (NYSE: PLG) earnings were flat at \$76 million (42 cents). Second-quarter 1997 revenues were \$1.2 billion, which is also comparable to the year-ago period.

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STEVE WONSIEWICZ

Case Studies In Artist Development

□ Promo vets talk about the long and winding road to gold and platinum

It's not where you start but where you finish. That truism couldn't be better applied than to what's happened to bands like **Verve Pipe**, **Tonic**, and **Matchbox 20** over the past year. All three hit the ground running, only to see sales not keep pace with the level of airplay.

Many moons and several key decisions later, however, sales have taken off. In **Matchbox 20's** case, the band's album "You Or Someone Like You" is scanning in the 40,000 - 50,000 copies-per-week range and has racked up 450,000 by mid-July. **Verve Pipe's** "Villains" is scanning 30,000 - 35,000 weekly; (725,000 by mid-July); **Tonic's** "Lemon Parade" is pulling in 30,000 - 35,000 weekly and 380,000 during the same period. (Editor's note: For the week ended July 20, **Matchbox 20's** weekly sales rose to just over 60,000 copies.)

This column focuses on some of the key decisions made by the labels and the bands. But it's also about artist development — two words that represent the foundation of the music industry but are oftentimes taken too lightly or for granted. All too often, we get caught up in the journey at hand rather than reflecting on the road just travelled. I thought it might be interesting to take a look back and see how these bands got to where they are today.

Doing The Unconventional

I first wrote about RCA's **Verve Pipe** in my "Launching Pad" column in early March '96 (**R&R** 3/8/96) when the lead-off single "Photograph" began making inroads at Alternative. Four singles and a couple of No. 1s later, the band is *thisclose* to reaching platinum in the U.S.

Things started out well at radio, but retail didn't fall in line early in the life of the record. VP/Rock Promotion **Dave Loncao** recalls, "We had a top five Alternative record and a top 10 Rock record, and were making inroads at CHR even though it was not as much as we would have liked. Yet we still weren't selling a lot of records. So we put out a second track, 'Cup Of Tea,' which Alternative didn't embrace as much but Rock radio really liked. It was a little bit of a letdown at that point."

Nearly a year, tons of airplay, and untold concerts later, the album still had scanned only 120,000 - 150,000 copies. "At the end of the second track we knew the next move was going to be an important one," says Loncao.

That key move was the recording of a new version of the song "The Freshmen." Loncao recalls, "The original version on the album was more folk-oriented. We knew the

song was a hit because we had seen how the kids reacted to it in concert, but the original version was not what the band was all about.

"So we decided to do something unconventional: have them get back in the studio and make it more radio-oriented, despite the enormous hassle it would be to restock the new album. We kind of told them to think [Live's] 'Lightning Crashes' or [Bush's] 'Glycerine.' When they delivered we knew they hit it right on the nose."

Loncao tips his hat to the band and its management for their adaptability. "They've always had a 'What do we need to do?' attitude. They are the easiest band in the world to work with. They were not, not going to make it."

Support for "The Freshmen" at Alternative, Active Rock, and Rock — and for the first time at Adult Alternative — and the subsequent crossover airplay at CHR and Hot AC really got the sales ball rolling. "That's when we saw our weekly scans go from 2000 to 6000 to 10,000 and 15,000. Now we are at a 30,000-40,000 clip."

While **MTV** and pop radio have been instrumental in the escalating sales, Loncao says it couldn't have been done without the strong Alternative and radio support. "We started scanning those big numbers off airplay from the three Rock formats. The other formats have helped hold those numbers steady on a weekly basis when we've been coming off singles and going with new ones. It's like a passing of a baton and it has kept us from missing a beat."

RCA Sr. VP/Promotion **Ron Geslin**, who joined Nipper later on in the project, concurs. "The artist development part of the story with this band is how well we — the band included — have been able to service their fan base, which is Alternative and Rock radio.

"The most meaningful thing about the project is that when you have a song like 'The Freshmen' — one that is so broad formatically — it is hard to stop the momentum. Those kinds of songs already will be there when you go to mainstream radio if you can get programmers to research the record because the other formats have

brought it to that level.

"'The Freshmen' is not a rock song to most people. It's a hit song. That's proved by the callout scores and the strong single sales. It has turned out to be one of those 'songs of the year' that just happens to come from the rock arena."

'Opening Eyes' At Several Formats

Polydor/A&M band **Tonic** initially appeared on my radar screen in June 1996 ("Launching Pad," **R&R** 6/21/96) when the band's debut single "Open Up Your Eyes" had awoke Active Rock. Unfortunately, sales didn't keep pace with airplay. Meantime, like **Verve Pipe**, **Tonic** stayed on the road building its fan base and working radio.

Polydor VP/Rock Promotion **Barry Lyons** comments, "All too often there is an attitude that if you don't generate strong sales after a single or two, you move on to the next project. Most bands need time and a couple of singles. People forget **Pearl Jam's** first album sat out there building for six to nine months before it exploded. The idea that bands can take off on one single is a more recent development. And unfortunately, in the history of bands that do, it doesn't auger well for their career."

What helped sustain **Tonic** over the year, says Lyons, was the strength of "Open Up Your Eyes." "It was an excellent song for a couple of formats. What kept it going was callout research, because if you don't have huge sales you better have something else."

Similar to RCA, Lyons says **Polydor** had "two important decisions" to make early in the life of the album. "Rock radio already was up and running with the second single, 'A Casual Affair,' and doing very well with it. The Alternative community, however, decided the song it wanted to champion was 'If You Could Only See.'"

"We didn't think it made sense to try and keep Alternative off a song they felt was going to be the breakthrough hit and force them to play 'A Casual Affair.' Rather than play the record company chart manipulation game we decided to let each format go with the record they wanted. Our attitude was, 'You wanna break a band? Well, we'll be right there for you.'"

"There was a period of about four or five weeks when both formats were playing different songs.

But at the critical point — when there could have been confusion — we worked hard to ensure the communication between the label and the stations was very clear."

Having three songs getting airplay at a variety of formats has given **Polydor** a strong inventory of recurrent material to continue growing sales. "That's why after this single or the next one is done, the album will still sell well. It's not going to go from 30,000 copies to 2000 when the single dies."

Lyons credits the support at Alternative and Rock radio as the key to maintaining strong sales. "There is no question that the **MTV** and **CHR** have been important in continuing to fuel the surge of the record. But that support came shortly after the sales started doubling or tripling. Those two had a lot to do with taking the record from selling, say, 15,000 copies per week to 30,000. But there is no question the move from 2000 to 15,000 during late March and April was fueled by radio."

Another big help was **Tonic's** willingness to rework their repertoire and service different mixes to radio. Lyons observes, "When we needed to expand the available real estate by going outside the Rock formats, the band was very flexible. They agreed to do acoustic versions of 'If You Could Only See' or let us do a couple of remixes where we toned down the electric guitars in order to appeal to older stations. The band's flexibility in allowing us to present their songs in a couple of different ways allowed us to win over new people."

And like **Verve Pipe**, **Tonic** also has willingly played the radio game. "This band shook every hand, signed every autograph, did phoners, did every soundcheck and after-show party, whatever it took. They have worked hard at honing their connections and relationships at radio."

Classic Story Of A Hit

Lastly, there's **Atlantic's** group **Matchbox 20** ("Launching Pad," **R&R** 9/27/96), another rock band that garnered early airplay but started out slow at the sales gate. It wasn't until early March '97 that sales began to pick up.

That slow build, however, suits Sr. VP/Promotion **Danny Buch** just fine. "Look at any of our artists and their records that have been really successful. **Jewel** and **Everything**

But The Girl took two to three years. **Hootie & The Blowfish** took one to two years.

"If you run a record up it usually comes down just as fast, because the consumer uses radio so much differently than we in the industry do. If the record goes up fast, how is the consumer going to become aware of it? You could be the 'most added' or run up several formats simultaneously, but unless you have a runaway monster like the **Spice Girls** or **Hanson**, it's doing to be difficult."

Matchbox 20's first single "Long Day" — then being worked by **Lava** in conjunction with **Atlantic** — set the table courtesy of airplay at Alternative and Rock radio. Happy with that foundation, **Atlantic** started readying "Real World" as the second single. That is, until it saw what was happening in Birmingham.

Buch continues, "We had scanned maybe 60,000-70,000 copies of the album [at that point], and we thought giving them an uptempo monster like 'Real World' would get things going. Then we came out of the Christmas break, and out of nowhere we see how well the album in selling in Birmingham. We found out it was mostly due to [Alternative **WRAX** PD **Dave Rossi**] playing 'Push.'"

"It's a classic story of a hit. It hit the 17 range and stayed there. That was when we knew we had something special, so we started getting it played in other markets."

As is the case with most songs, **Atlantic** had to wrangle with programmers who didn't think "Long Day" or "Push" fit their format. "We had the same thing happen with **Hootie**. Rock would say it's a pop record, and vice versa. In retrospect, it worked at all formats. It defined none but worked at all, because it was truly a mass-appeal record."

It's the layering and crossover success that takes bands from the 100,000 unit mark to gold and beyond. "When you move into another format you open up pockets of people. You hear records all the time that are more vertical and stay within one group format. The reason these bands are getting these sales is because they are so broad-based."

And like the aforementioned bands, **Matchbox 20** has been a touring and radio promo machine. "They are an unbelievably hard-working band. They want it. And their attitude regarding radio shows is so healthy, considering how necessary they are in this day and age."



Barry Lyons



Ron Geslin



Dave Loncao



Danny Buch

RR LAUNCHING PAD

CHR 'Happy' To Support Samantha Cole's Debut

When you're hot you're hot. Universal extends its hitting, this time with singer/songwriter **Samantha Cole**, whose debut single "Happy



Samantha Cole

With You" has picked up out-of-the-box support at CHR/Pop **WFLZ/Tampa**, **WZJM/Cleveland**, **WNVZ/Norfolk**, and **KHOM/New Orleans**, and CHR/Rhythmics **KHTS** and **XHTZ** in San Diego.

As the record company's first signing in the Spring of '96, the 21-year-old Cole has enlisted some of pop's biggest guns for assistance on her debut album. Lending a hand are **Nile Rogers**, **David Foster** (who produced three tracks, including the ballad "Without You"), **Diane Warren** (who penned "I'm By Your Side" specifically for the disc), and **Richard Marx** (who duets with Cole on the song "Surrender To Me").

Even though comparisons to **Mariah Carey** are inevitable, that hasn't prevented some key PDs from embracing the track in its first week at radio. Comments **WZJM PD Dave Eubanks**, "Yes, she sounds like Mariah on this song. And yes there are a lot of Mariah sound-alikes. But that hasn't stopped me from liking it — just as it hasn't stopped us and our listeners from liking **Mr. President's** 'Coco Jamboo,' which sounds like **Ace Of Base**."

WFLZ PD Jeff Kapugi favors the track because it gives him exactly the kind of balance he needs. "We need music like this to make the transitions between records smooth, and Samantha Cole fills the void. It's a record we can play around the clock, and it works well between songs from artists like **Third Eye Blind** and the **Dave Matthews Band** on one side, **Mark Morrison** and **Puff Daddy** on the other, and **Az Yet** and **Monica** on yet another."

As for setup, Universal kept it simple: getting her on the road and face-to-face with programmers. Comments VP/Promotion **Monte Lipman**, "We took her on the road for about four weeks of pre-setup. We wanted to get her in front of as many of the leading programmers as possible because she is such a dynamic person. She's attractive, intelligent, and knows what she wants.

"We knew she could sell herself

as well — if not better — than we could because of how well she won us over. When we put our heads together to come up with a plan, everyone agreed that the best thing would be to just unleash her and put the show on the road."

Lipman says Universal specifically eyed a select number of stations early on in the project. "We wanted to focus on key people — aggressive programmers, catalyst stations. People who have a track record and

will immediately plan records based on the merits of the song."

With the legwork completed, Universal now plans to concentrate on promoting Cole's upcoming live performances. "The next stage is to superserve those stations and get in there and support their events. We've already committed to over a half-dozen shows, beginning in September."

Cole's self-titled debut album hits retail on September 9.

Alternative 'Fires Up' Lionrock's 'Shoesaw'

"The next big thing" continues to make inroads at Alternative: **Lionrock's** formidable fusion of rock and electronica is winning over programmers at the format.

Major market stations reporting the **Time Bomb/De-Construction** single — with its wicked sample of the '60s global hit "These Boots Are Made For Walking" — include **KROQ/Los Angeles**, **WKQX/Chicago**, **KITS/San Francisco**, **KDGE/Dallas**, **WHFS/Washington**, **WFNX/Boston**, **KNDD/Seattle**, **XHRM** and **XTRA** in **San Diego**, **WENZ/Cleveland**, **KTCL/Denver**, and **KOME/San Jose**.

The artist behind Lionrock is **Justin Robertson**, a pioneering DJ and producer who is well known to electronic-music aficionados. Robertson emerged in the early '90s as one of the country's most sought-after remixers, working with **Bjork**, **New Order**, the **Manic Street Preachers**, and **Erasure**. He also has toured with the **Chemical Brothers**, the **Beastie Boys**, and **Primal Scream**. He has since grown Lionrock from a solo, studio-based project to an all-out rock act, adding keyboardist **Mandy Wigby** and bassist **Paddy Steer**, with Rob-

ertson taking over guitar duties.

Commenting on the record's appeal, **XHRM APD/MD Brynn Capella** says, "[The record] is a programmer's dream. It sounds great next to anything. It's quirky, but doesn't go so far that the average listener can't get into it. It has great hooks and a lot of variety. It's just a fun record to play."

Like many stations, **Lionrock** and "Fire Up The Shoesaw" has been a regular staple of variety shows at Alternative. At XHRM, it's been featured for over a year. It was interest generated from that airplay that convinced the station to give it a shot. "The song has gone from curiosity calls to ones demanding that we play it. And the phones have started to light up. It should be a top five record this week."

In setting the record up at radio, **Time Bomb** executive **Jack Isquith** says the label spent about three months laying the foundation. "We knew it would take a lot of time because of the type of record it is. We wanted to make sure the core fans of the band and Justin 'got it' first, then we worked our way down from there. We know it has the potential to be a fast record, which is something we don't want to happen. We're working with programmers to make sure there's enthusiasm for the artist and not just the song."

To help firm that foundation, Isquith has been working overtime recently now that the band has embarked on its first major U.S. tour. "We're playing the right venues and tying that in with radio, and we're working very closely with the press to get the right kinds of stories out there."

For a style of music many had begun to label as more hype than substance



Lionrock

when it comes to airplay, electronic music continues to make inroads. And the impressive sales of **Prodigy's** new album "Fat Of The Land," can only help **Lionrock**, says Isquith. "But even better is that the people who only a month ago would have lumped us with electronica are beginning to see that this is a pop/rock record after all. They are beginning to see that we are more in line with **Beck** or the **Stereo MCs** and not just electronica bands."

A rereleased version **Lionrock's** album "An Instinct For Detection" — which includes a second disc of new remixes and other material — was released on July 15.

Music News & Views

Sept. Sees New John/Taupin CD

Elton John and longtime writing partner **Bernie Taupin** have teamed again for John's forthcoming album, "The Big Picture," slated for release on September 23. The first single from the 11-song **Rocket/A&M Associated Labels** album, "Something About The Way You Look Tonight," goes to radio on August 25. Concurrently, John will embark on his first national tour in over two years on October 10. The tour, which starts in Winston-Salem, hits 23 cities in North America and concludes on November 22 in Nashville.



Elton John

Everclear Bows New Set In Oct.

Capitol Records has penciled in October 7 as the release date for platinum-plus alterna-rock outfit **Everclear's** highly anticipated new album "So Much For The Afterglow." Produced by the band's frontman **Art Alexakis**, the 13-song disc stays true to his melodic punk edge but also incorporates a variety of instruments, including banjo, a toy piano, organ, strings, and a three-piece horn section. The lead-off single is "Everything To Everyone."

In other album release news, pioneering funkmeister **George Clinton** has inked a new deal with Atlanta-based indie **Intersound**. The first release under the new deal will be a two-disc album of live material (some previously unreleased). The set drops on August 26, while the first single "Ain't Nuthin' But A Jam Y'all," goes to radio on August 4 ... **Tears For Fears** co-founder **Curt Smith** returns with a new project called **Mayfield** on his own imprint, **Zerodisc**. The first single from the 10-song self-titled disc, "What Are We Fighting For," can be downloaded from the Music Boulevard web site (www.musicblvd.com) ... Former **EMI Music** rapper **AZ** has signed with **Virgin/NooTrybe**. The artist's sophomore album "Pieces Of A Man" features performances by **SWV**, **Nas**, and **Foxy Brown**. The album goes to retail on September 9 ... **550 Music** has picked up **Skillet/Chef** alternative band **Getaway Cruiser**. The album, produced by the **Butcher Brothers**, goes to retail this fall ... Reggae group **Inner Circle** will release its new album "Da Bomb" in August ... **Hall & Oates** will release their first album in seven years on September 30. Titled "Mari-gold Sky," the set is on **BMG**-distributed **Push Records** ... The **Young Dubliners** have signed with **Cargo Records**. Expect a live album sometime next year.

The Artist Readies U.S. Tour

The Artist (Formerly Known As **Prince**) is getting ready to launch a full-scale U.S. tour. While dates and venues have yet to be announced for the Jam Of The Year tour, the Artist is talking with performers such as **George Clinton**, **Chaka Kahn**, **Lenny Kravitz**, **Stevie Wonder**, and **No Doubt** about joining him on selected dates. The Artist also is working on a benefit concert for boxing legend **Muhammad Ali's** charity the World Healing Project. Already confirmed to appear on the show, slated for October 9 in Los Angeles, is **Celine Dion**. Other performers being asked to join the bill are **Sheryl Crow**, **Tony Rich**, and the **ThreeTenors**.

Asides: "Year Of The Horse," a **Jim Jarmusch**-directed documentary film about **Neil Young & Crazy Horse's** U.S. and European tour last year, will be released to U.S. theaters in October ... **A&M R&B** newcomers **Billy Porter** and **4.0** will embark on an 11-city promo jaunt tipped as the "School Of Performing Arts Tour." In addition to visiting radio, retailers, and clubs, the two acts will visit local performing arts high school, to support music and arts education programs ... **CherryDisc** has signed a P&D and licensing deal with **Roadrunner Records**. The first releases under the deal are albums from newcomers **Boy Wonder**, a rerelease of **Tracy Bonham's** debut EP, and a new disc from **Chevy Houston** ... **Rhino** will re-release the soundtrack to the 1970 movie "Zabriskie Point" complete with four previously unreleased songs from **Pink Floyd** and **Jerry Garcia**.

Lastly, on a humorous note, the northern Finland town of Oulu will play host once again to the second air guitar championships on August 29. Also, **Elvis Presley Enterprises**, the business division of the King's estate, will open its first nightclub in Memphis dedicated to the singer. EPE says it expects to open clubs in Las Vegas, New York, London, Berlin, Hong Kong, and Tokyo.



TOP 20

R&R's exclusive sub-chart combining airplay from Hot AC, Alternative, Adult Alternative, and CHR/Pop

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
2	1	SISTER HAZEL All For You (Universal)	1277	1198	29/1
1	2	THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG)	1270	1350	30/0
3	3	SHAWN COLVIN Sunny Came Home (Columbia)	1035	1072	27/0
6	4	TONIC If You Could Only See (Polydor/A&M)	968	938	29/1
5	5	VERVE PIPE The Freshmen (RCA)	947	993	27/0
4	6	SHERYL CROW A Change Would Do You Good (A&M)	945	994	27/0
8	7	OMC How Bizarre (Mercury)	893	846	24/2
10	8	MATCHBOX 20 Push (Lava/Atlantic)	886	823	31/1
12	9	SARAH MCLACHLAN Building A Mystery (Arista)	883	774	30/1
14	10	WALLFLOWERS The Difference (Interscope)	860	710	28/3
11	11	10,000 MANIACS More Than This (Geffen)	827	775	29/0
7	12	DAVE MATTHEWS BAND Crash Into Me (RCA)	797	887	22/0
13	13	INDIGO GIRLS Shame On You (Epic)	771	738	22/0
9	14	WALLFLOWERS One Headlight (Interscope)	767	834	25/0
16	15	MIGHTY MIGHTY BOSSTONES The Impression... (Big Rig/Mercury)	724	632	23/0
18	16	JEWEL Foolish Games (Atlantic)	639	550	23/2
15	17	MEREDITH BROOKS Bitch (Capitol)	618	706	19/0
19	18	ABRA MOORE Four Leaf Clover (Arista Austin/Arista)	542	528	24/1
17	19	DUNCAN SHEIK Barely Breathing (Atlantic)	526	568	18/1
20	20	PAULA COLE I Don't Want To Wait (Imago/WB)	455	389	22/3

This sub-chart is ranked by total plays and combined from the custom chart function on R&R ONLINE. © 1997, R&R Inc.

PERSPECTIVE

BY

Tom Barnes



Beyond the broadest terms (Pop, Rock, R&B/Urban, and Country), radio is best defined by its demographic target. Pop/Alternative isn't a format, it's an oxymoron. If you believe that your "Modern Adult," "Pop/Alternative," or Modern AC™ station is playing anything other than contemporary music for adults, you're going to fall into the same trap Rock, Country, and, most recently, Alternative have fallen into. It's a trap of industry-defined musical categorizations that your audience doesn't care about. It is the comforting, yet self-destructive belief that a nebulous musical genre forever defines what you are. This trap makes you a slave to fashion, a victim of hype, and, historically, gives you about two and a half years of survival.

Formats are a means to an end, not an end in themselves. They change, evolve, fuse, and fragment. Serve them rigidly and die. To survive over the long haul, these stations must serve 25 - 39-year-old women in their given market, not a bunch of artists or songs, credible or otherwise. In fact, it is the true artist's mission to fuse and destroy genres. You must position yourself to shift with the tastes of your target demo.

New stations, regardless of approach, take on a lovely demographic profile precisely because they are new. You keep that profile by having a must-hear morning show, killer promotions, breakthrough marketing, stunning production, and a keen awareness of your listener. When we helped put the first Modern AC stations on in 1993 and early 1994, "Pop Alternative" music was only part of the formula.

This still holds true today. Ignore this reality at your own peril.

You've been warned.

Tom Barnes is a managing partner with Sinton, Barnes & Associates

Forward-thinking executives lend their perspectives about Pop/Alternative music and formatics each week.



New & Active

LIVE Turn My Head (Radioactive)
Total Plays: 383, Total Stations: 19, Adds: 4

SUGAR RAY Fly (Lava/Atlantic)
Total Plays: 374, Total Stations: 14, Adds: 1

SNEAKER PIMPS 6 Underground (Virgin)
Total Plays: 367, Total Stations: 16, Adds: 2

DUNCAN SHEIK She Runs Away (Atlantic)
Total Plays: 311, Total Stations: 17, Adds: 2

FIONA APPLE Criminal (Work)
Total Plays: 302, Total Stations: 15, Adds: 1

MONACO What Do You Want From Me? (Polydor/A&M)
Total Plays: 286, Total Stations: 14, Adds: 2

DAVE MATTHEWS BAND Tripping Billies (RCA)
Total Plays: 254, Total Stations: 11, Adds: 0

SAVAGE GARDEN To The Moon And Back (Columbia)
Total Plays: 164, Total Stations: 7, Adds: 1

SMASH MOUTH Walkin' On The Sun (Interscope)
Total Plays: 158, Total Stations: 6, Adds: 0

OASIS D'You Know What I Mean (Epic)
Total Plays: 156, Total Stations: 8, Adds: 0

Songs ranked by total plays

Contributing Stations

KAMX/Austin, TX (HAC)
WBMX/Boston, MA (HAC)
WLNK/Charlotte, NC (HAC)
WTMX/Chicago, IL (HAC)
KOGF/Dallas, TX (Alt)
KALC/Denver, CO (HAC)
KXPK/Denver, CO (AA)
WHYT/Detroit, MI (Alt)
KVSR/Fresno, CA (HAC)
WJBX/Ft. Myers, FL (AA)
KMXB/Las Vegas, NV (HAC)

WLIR/Long Island, NY (Alt)
KYSR/Los Angeles, CA (HAC)
WPLL/Miami, FL (HAC)
KOSO/Modesto, CA (HAC)
WDBZ/New York, NY (HAC)
WPTE/Norfolk, VA (HAC)
KTNP/Omaha, NE (HAC)
WSHE/Orlando, FL (HAC)
WPLY/Philadelphia, PA (Alt)
KZON/Phoenix, AZ (Alt)
KZZP/Phoenix, AZ (HAC)

KBBT/Portland, OR (HAC)
WDCG/Raleigh, NC (CHR/P)
KZZO/Sacramento, CA (HAC)
KENZ/Salt Lake City, UT (AA)
KFMB/San Diego, CA (HAC)
KRUZ/Santa Barbara, CA (HAC)
KLLC/San Francisco, CA (HAC)
WVRV/St. Louis, MO (AA)
WHPT/Tampa, FL (AA)
WXLO/Worcester, MA (HAC)

32 Total Stations

HAC -- Hot AC Alt-Alternative AA-Adult Alternative CHR/P-CHR/Pop

abra moore

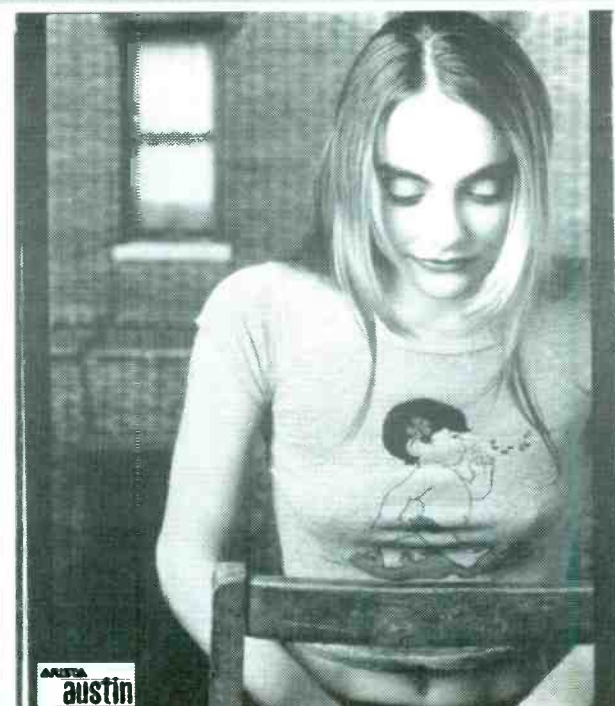
"four leaf clover"

#1 Adult Alternative

breaking through to Pop/Alternative!

18

WTMX 42x	KVSR 35x	KBBT 33x	WJBX 32x	KLLC 30x
KZZP 29x	WBMX 27x	KALC 27x	WSHE 27x	KZZO 26x
KZON 25x	KAMX 23x	WXLO 23x	KOSO 21x	WDBZ 21x
WPTE 21x	WLNK 20x	KXPK 17x	KTNP 17x	WPLY 16x
KENZ 10x	WHPT 8x	KRUZ 7x	WLIR 5x	



ARISTA
austin



TONY NOVIA

CHR

CONTEMPORARY HIT RADIO

Leading The New Format Charge

□ Allan Hotlen and Mike Edwards talk about Bonneville's newest major-market entries — and why and how they'll win

With the recent format flip of KOYT/San Francisco from Hot AC to CHR, Bonneville plans to be a market leader in CHR/Pop.

Overseeing the station, which now has new call letters KZQZ, is VP/GM Allan Hotlen. He has a long history with Bay Area radio, having programmed KNBR, KYUU, KSFO, and KOIT-AM & FM. Also joining the KZQZ team is Mike Edwards as PD.

Hotlen recalls that even before he jumped on the plane to come to San Francisco regarding KOYT, he knew CHR was the first choice. "It was the most appealing, and I feel had the biggest upside. I'm thrilled that we got a chance to do it and do it the way we wanted to do it. I'm looking forward to the battle."

Edwards describes KZQZ as female-skewing "with 18-34 as our primary demo. The station will be very uptempo, hit-oriented, straight-ahead CHR with a little



Allan Hotlen



Mike Edwards

dance lean, but after all that is what CHR is."

To find out the philosophies behind Bonneville's aggressive move in San Francisco — and in Washington almost a year ago, when it flipped '70s Oldies simulcast WXTR & WXVR to CHR — I spoke with both Hotlen and Edwards.

R&R: *You must have a love for this format, evidenced by your launching Pop stations in two major markets within a year.*

AH: I love CHR. I got into the business because of the original Top 40 stations many years ago. It was always magical to me; there's still that childlike love. This is one that is so powerful that I've become a stronger convert since last year. I've seen the way listeners and media buyers alike respond to it. I've seen the reaction it gets. It's intensely lifestyle.

R&R: *Who would have thought Bonneville would be leading the new CHR wave in Washington,*

San Francisco, and, if the rumors are true, at WPNT/Chicago?

AH: They will make whatever the right decision is for Chicago. It's hard for anyone who has never worked with Bonneville to understand how much empowerment, love, and support we get. This is how magical this company is: After the idea of doing CHR in Washington was on the table, it was clear to me that if I didn't think it was a right decision, I could have done what I thought was best for that market. That's a pretty heady thing to hear in today's radio where everything is done by a committee of 80 people. Bruce Reese and Bob Johnson love this format. They're comfortable with the format, and they're excited by it.

ME: I'm new to the company, and I can tell you after being here just a month, they're very excited about this format. They see the magic of the format. It's the most fun format to do. It's so tied into current lifestyles. There's a lot of energy involved with it. It's catching, it's contagious.

R&R: *With the success of WPGC/Washington and, in San Francisco, KMEL & KYLD and KIOI, was Bonneville convinced a more traditional CHR hole did not exist in those respective markets?*

AH: By definition, CHR is the most popular songs. If we pick the right hits and package it the right way with personality, production, and promotion, of course it will be appealing as, already proven in Washington. While it's too early to say that the programmers at the other stations are wrong in San Francisco, clearly Mike and I passionately believe that they're wrong.

ME: I also think that people's definition of mainstream varies from market to market. For example, WPGC/Washington would stand up and pound their fists on the desk and say, "This is CHR for this market."

AH: I'm not sure they believed that. I'm sure they didn't want anyone to challenge it. And the irony is, they did fine.

R&R: *Walk me through the inner workings of putting KZQZ on the air.*

AH: The very first inkling that I might be asked to leave Washington for San Francisco was in February. It became more real, more feasible, by April, and I agreed to come out with Dan Val-

lie. Then we sat and talked about it. Dan in turn introduced me to Mike, who also came out to listen. Chuck Tweedle, who is the president of the market group, commissioned a format-finding study, which confirmed what I had heard separately: There was a hole for CHR.

By definition, CHR is the most popular songs. If we pick the right hits and package it the right way with personality, production, and promotion, of course it will be appealing as already proven in Washington.

— Alan Hotlen

R&R: *Is this station a clone of WWZZ?*

AH: We're not going to clone; it's going to be very market-specific. But generically, the same kind of competitive things exist around us. Instead of WKYS (Kiss) and WPGC, there's KMEL and KYLD. Instead of WHFS, there's KLLC. We were all on the same page early, and we all hear the station the same way in our head.

R&R: *How important and difficult is it to try and launch without letting the word slip out? Did you feel someone might beat you to the punch?*

AH: As you know, Tony, there were not only rumors about us flipping, but also about somebody perhaps beating us to it. I just made up my mind the day the first rumors started that if someone beat us to it, so be it. We're not going to do it with a gun at our heads. We're going to do it when it's right. We quietly did the jingles in Seattle, and unlike Washington, where we brought in our production and voiceover people just two days before the launch, this time we were more willing to bring people into the mix a hair earlier. I trusted Mike [Edwards] and my senses were right.



It was a calculated risk. I had some confidentiality agreements ready for people to sign, and frankly I realized that they were just paper, and if people were going to talk, they were going to talk. I was hoping that it would be very difficult for another station to beat us to the punch for two reasons: If they thought we were going to do it, they know that Bonneville had lots of resources and was in it for

the long haul. Secondly, most of the stations that may have done it would most likely have had to give up a positive cash flow and live with a negative cash flow. The way most companies are financed, that's not so easy to do.

ME: We couldn't recruit any air-staff until we turned this thing on, because if I called some guy in Duluth or Toledo and said, "Yeah, we're putting on a new station here in San Francisco. We are switching formats, but we can't tell you what that format is. Would you be interested?" Of course they're going to be nervous, and they're not going to want to pursue it.

R&R: *There are some who believe that starting a radio station jockless equates to opening a supermarket with half-full shelves?*

AH: I think that depends on what the overwhelming factor is. I see it as having the top-selling brand of everything you sell, and that's it. And then, all of a sudden you start adding brands B, C, D, and E. Not to suggest the on-air people are brands B, C, D, and E. This is just the essence of what we do that no one else does. We are also very packaged. We have the right station voice, the right imaging, and the right jingles. Even if we had a full lineup of on-air people, I wouldn't have put them on the first few weeks anyway.

ME: No, me neither. I'd have them ready to go and fine-tuned before they got on the air. What we're doing is more: Here's first and foremost what we're about ... like it!

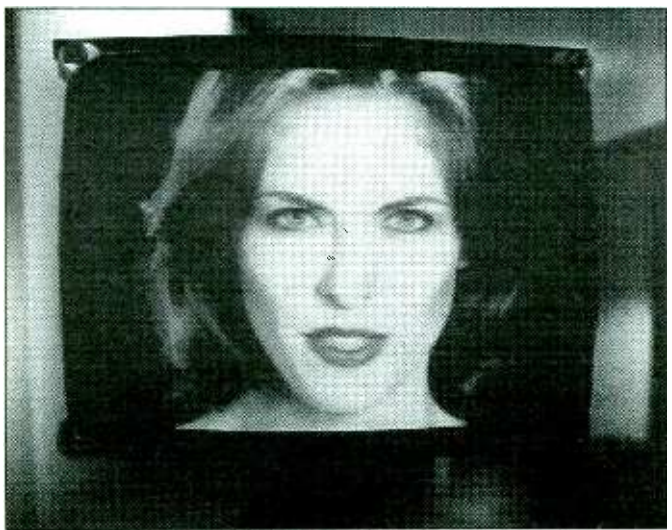
R&R: *What about the competition? What are your expectations for KZQZ?*

AH: With no disrespect to any other station, let them do what they do, whoever they are. We have a real clear sense of what we want to accomplish. I'm enthusiastic and I'm passionate, but I let the listeners vote. I have no predictions. I think there is a very large appetite for what we're doing, and we'll satisfy it very well. Washington happened too quickly. If I could have engineered it, it would have happened more gradually. It was miraculous, but this is a different market. Mike is very mature, very grounded, and has been at this for a long time, too. He understands just do it right and do it passionately, and we'll get our share.

CHRAsst. Editor Jay Levy contributed to this column.

I have no predictions. I think there is a very large appetite for what we're doing, and we'll satisfy it very well.

— Alan Hotlen



Caption TK Tuesday

BLESSID UNION OF SOULS

*i w a n n a
b e t h e r e*

3 weeks ago Capitol Records was fortunate enough to inherit a hit record by Blessid Union Of Souls. At the time, the record looked like it had peaked on most airplay charts. Little did we know...

KKRZ (PORTLAND)

45 spins. Consistent call out growth. 25-34, #1 potential. #2 potential overall. This record is a hit!! - Ken Benson & Tommy Austin

WZPL (INDIANAPOLIS)

*61 spins. Steady call out gains every week. #8 out of 30 this week. #3 with our P-I's (18-34 women). This record is a smash with women!!
- Tom Gjerdrum*

KMXV (KANSAS CITY)

*20 spins. This record was off the air. New call out revealed that this record was still strong. #15 out of 35 with no burn. A solid "B" for us.
- Jon Zellner*

WNCI (COLUMBUS)

60 spins. #1 females, #5 overall, 92% familiar, 0% burn. #3 favorite overall. This record is huge!! - John Dimick

Call Out America ...

3.52 total favorite with only 48% familiar and 12.3% burn.

In the past 2 weeks, over 10 stations have added or re-added "I Wanna Be There" because of these stories. As a result, this week the song goes from 38 to 35 bullet on the mainstream monitor!

If you're not playing this record.... or if you were playing it and dropped it... take another look!! This record is not over!!

Capitol Records is firmly in the Blessid Union Of Souls business.

Capitol

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES AUGUST 1, 1997

CALLOUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the airplay week of July 7-13.

CHR/POP

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
VERVE PIPE The Freshmen (RCA)	3.97	3.82	3.89	3.92	69.4%	19.1%
WILL SMITH Men In Black (Columbia)	3.94	3.99	—	—	78.0%	12.5%
MEREDITH BROOKS Bitch (Capitol)	3.86	3.76	3.77	3.70	90.2%	25.2%
THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG)	3.82	3.72	3.71	3.77	80.2%	20.0%
PUFF DADDY & FAITH EVANS I/112 I'll Be Missing You (Bad Boy/Arista)	3.81	3.84	4.01	3.97	74.8%	16.1%
SHAWN COLVIN Sunny Came Home (Columbia)	3.79	3.82	3.88	3.83	90.0%	25.4%
SPICE GIRLS 2 Become 1 (Virgin)	3.73	3.76	—	—	61.6%	11.7%
AZ YET Hard To Say I'm Sorry (LaFace/Arista)	3.66	3.61	3.66	3.79	72.1%	16.6%
DAVE MATTHEWS BAND Crash Into Me (RCA)	3.66	3.71	3.75	3.55	56.7%	16.1%
TONIC If You Could Only See (Polydor/A&M)	3.66	3.80	3.73	3.66	47.2%	9.3%
BABYFACE How Come, How Long (Epic)	3.65	3.78	3.63	3.80	43.0%	11.7%
MONICA For You I Will (Warner Sunset/Atlantic)	3.61	3.61	3.72	3.65	82.4%	29.1%
MIGHTY MIGHTY BOSSTONES The Impression... (Big Rig/Mercury)	3.60	3.61	3.68	3.55	45.5%	10.8%
BACKSTREET BOYS Quit Playing Games (With My Heart) (Jive)	3.59	3.48	3.65	3.65	54.3%	13.9%
ROBYN Do You Know (What It Takes) (RCA)	3.58	3.45	3.50	3.56	74.1%	19.3%
OMC How Bizarre (Mercury)	3.53	3.51	3.75	3.63	80.4%	30.6%
SISTER HAZEL All For You (Universal)	3.53	3.40	3.50	3.61	65.8%	16.4%
SPICE GIRLS Say You'll Be There (Virgin)	3.52	3.40	3.54	3.62	88.3%	31.3%
WHITE TOWN Your Woman (Chrysalis/EMI)	3.47	3.42	3.61	3.43	80.4%	29.8%
HANSON Mmm Bop (Mercury)	3.43	3.45	3.54	3.60	91.9%	39.6%
R. KELLY Gotham City (Jive)	3.42	3.35	3.57	3.52	49.6%	15.2%
MARK MORRISON Return Of The Mack (Atlantic)	3.39	3.35	3.48	3.35	71.6%	25.2%
SHERYL CROW A Change Would Do You Good (A&M)	3.35	3.38	3.42	3.28	69.7%	24.2%
EN VOGUE Whatever (EastWest/EEG)	3.27	3.26	3.42	3.58	52.8%	16.4%
HANSON Where's The Love (Mercury)	3.16	—	—	—	47.2%	15.4%
10,000 MANIACS More Than This (Geffen)	3.07	2.97	3.05	2.99	31.1%	8.1%
SAVAGE GARDEN To The Moon And Back (Columbia)	3.03	3.01	3.10	3.29	25.7%	9.3%
GINA G Gimme Some Love (Eternal/WB)	2.99	3.05	2.95	3.12	50.1%	17.8%

Total sample size is 400 respondents with a +/-5 margin of error. **Total average favorability** estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). **Total familiarity** represents the percentage of respondents who recognized the song. **Total burn** represents the number of respondents who said they are tired of hearing the song. Sample composition is based on females aged 12-34, who responded favorably to a CHR/Pop musical montage in the following regions and markets: **EAST:** Boston, Buffalo, Long Island, New York, Philadelphia, Pittsburgh, Providence, Washington, DC. **SOUTH:** Atlanta, Charlotte, Dallas, Houston, Miami, New Orleans, Norfolk, Orlando, Tampa. **MIDWEST:** Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis. **WEST:** Los Angeles, Portland, Salt Lake City, San Diego. Songs are removed from Callout America after 20 weeks of testing. © 1997, R&R Inc.

CALLOUT AMERICA® Hot Scores

By ANTHONY ACAMPORA

Verve Pipe reclaims the top spot on **Callout America** with "The Freshmen" (RCA), which moves 3.82-3.97 in total favorability. "Freshmen" ranks No. 2 among teens with a 4.22 and No. 1 among women 18-24 with a 4.19.

"Men In Black" by **Will Smith** (Columbia) ranks a close second overall with a 3.94. "Men" is scoring across all demos: third 12-17 (4.18), second 18-24 (3.94), and fifth 25-34 (3.59).

"Semi-Charmed Life" by **Third Eye Blind** (Elektra/EEG) continues to build, scoring 3.82 in total favorability this week — its highest score to date. "Semi-Charmed" is sixth 12-17 (4.07), third 18-24 (3.85), and tenth 25-34 (3.50).

"If You Could Only See" by **Tonic** (Polydor/A&M), which currently charts on six R&R Back Page charts, remains a strong tester. "If" is fifth 18-24 (3.79) and tied for eighth overall (3.66).

Sister Hazel's "All For You" (Universal) continues to gain 25-34 — landing a solid third in the demo with a 3.67. "All" has received airplay at CHR/Pop, Hot AC, Adult Alternative, and Pop/Alternative.

"Bitch" by **Meredith Brooks** (Capitol) has tested highest among 12-24-year-olds through much of its run. As previously witnessed with some harder-edged songs in the Pop/Alternative genre, it is now achieving its best scores 25-34 — this week ranking second with a 3.72.

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NEW & ACTIVE

MONACO What Do You Want From Me? (Polydor/A&M)
Total Plays: 523, Total Stations: 45, Adds: 9

DUNCAN SHEIK She Runs Away (Atlantic)
Total Plays: 523, Total Stations: 42, Adds: 3

JOCK JAM Jock Jam (Tommy Boy)
Total Plays: 504, Total Stations: 17, Adds: 1

LE CLICK Call Me (Logic)
Total Plays: 494, Total Stations: 18, Adds: 1

NU FLAVOR Sweet Sexy Thing (Reprise)
Total Plays: 442, Total Stations: 20, Adds: 0

U2 Last Night On Earth (Island)
Total Plays: 391, Total Stations: 38, Adds: 1

SAMANTHA COLE Happy With You (Universal)
Total Plays: 361, Total Stations: 47, Adds: 14

NIGHT RANGER Forever All Over Again (Legacy)
Total Plays: 327, Total Stations: 22, Adds: 1

ZIGGY MARLEY People Get Ready (Elektra/EEG)
Total Plays: 266, Total Stations: 20, Adds: 0

ROME I Belong To You (Every Time I See Your Face) (RCA)
Total Plays: 255, Total Stations: 11, Adds: 1

TRIO Da Da Da... (Mercury)
Total Plays: 248, Total Stations: 14, Adds: 3

COOLIO F/40 THEVZ C U When U Get There (Tommy Boy)
Total Plays: 244, Total Stations: 19, Adds: 4

BEENIE MAN Dancehall Queen (Island Jamaica/Island)
Total Plays: 236, Total Stations: 29, Adds: 3

CULTURE BEAT Take Me Away (Interhit)
Total Plays: 230, Total Stations: 8, Adds: 1

JOOSE Your Love Is So Nice (Flavor Unit/EastWest/EEG)
Total Plays: 224, Total Stations: 21, Adds: 0

FOOL'S GARDEN Lemon Tree (Universal)
Total Plays: 220, Total Stations: 12, Adds: 0

SNEAKER PIMPS 6 Underground (Virgin)
Total Plays: 208, Total Stations: 18, Adds: 4

AQUA Barbie Girl (MCA)
Total Plays: 198, Total Stations: 11, Adds: 5

KYLE VINCENT Wake Me Up (Carport/Hollywood)
Total Plays: 186, Total Stations: 7, Adds: 0

BILLY JOEL To Make You Feel My Love (Columbia)
Total Plays: 176, Total Stations: 26, Adds: 5

Songs ranked by total plays



ALL FOR THEM — WNCI/Columbus rolled out the red carpet for its newest family member, Sister Hazel. After performing at an NCI event, the men of Hazel gathered with a very enthusiastic station staff: (l-r) WNCI MD Neal Sharp, SH's Jeff Beres, 'NCI's Andy Clark & Barry Katz, Hazel's Ken Block, Drew Copeland, Tim Stevens, Mark Trojowski and Ryan Newell, and 'NCI's Victor Lentini.



A CONTEST TO SINK YOUR TEETH INTO! — Inspired by the recent Tyson/Holyfield debacle, KMXX/Kansas City's morning show, "Danny & The Barber," invited listeners to "bite their ears off" for concert tickets. Feelin' corny here are morning show producer Kevin Cross (l) and one huuuuuungry listener.

NEW RELEASES

ADDS AUGUST 5

Jon Bon Jovi "Janie Don't Take Your Love To Town" (Mercury)

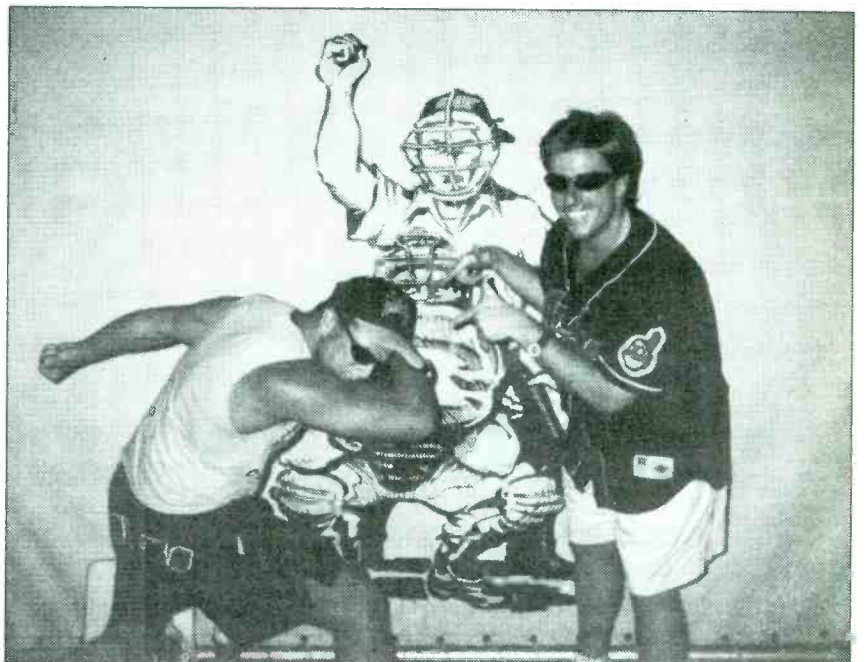
Mariah Carey "Honey" (Columbia)

Amy Grant "Takes A Little Time" (A&M)

Reel Big Fish "Sell Out" (Mojo/Universal)

Shaggy "Piece Of My Heart" (Virgin)

Sugar Ray "Fly" (Lava/Atlantic)



PRACTICING FOR NEXTYEAR — WKSE/Bufalo's "Wildman" Doc Reno(l) and future KDWB/Minneapolis's PD Rob Morris took a trip down to Cleveland for the latest all-star game. Here they clown around (and practice) while the paid players warm up on the field. Maybe next year, guys!



CLEARLY A FOGERTY REVIVAL — John Fogerty is back, better than ever and decided to come by WPLJ/New York to do a little ditty (or two) for the crew. The fortunate ones pictured are: (l-r) 'PLJ News Anchor Naomi DiClemente, morning man Scott Shannon, Fogerty, and morning man partner Todd Pettengill.

Stations and their adds listed alphabetically by market

WFLY/Albany, NY PD: Michael Morgan MD: Ron Williams 10 SAVAGE GARDEN "Moon" ALLURE "Cried" PAULA COLE "Wait" BILLY JOEL "Feel"	WXKS/Boston, MA PD: John Ivey MD: David Corey LIVE "Turn"	WJET/Erie, PA PD: Dana London MD: J.J. Fox MATCHBOX 20 "Push" MARIAH CAREY "Honey"	WKSS/Hartford, CT PD: Jay Beau Jones MD: Mike McCowan 17 KEITH SWEAT "Nobody" 5 JEWEL "Foolish" SAMANTHA COLE "Happy"	KESR/Little Rock, AR PD: Tom Gallagher MONACO "Want" GOD'S PROPERTY "Stomp"	WQGN/New London, CT PD: Jody Morris APD: Brent McKay MD: Chico Marrero SPICE GIRLS "Become" SQUIRREL NUT ZIPPERS "Hell" VANESSA WILLIAMS "Happiness" FIONA APPLE "Criminal" SAMANTHA COLE "Happy"	WERZ/Portsmouth, NH OM/PD: Jack O'Brien CO-MD: Jay Michaels CO-MD: Chris Tyler No Adds	WDBR/Springfield, IL OM: Bill Klaproth MD: Rick Blade MR. PRESIDENT "Jamboo"	KISX/Tyler, TX PD: Michael Storm MD: Mick Faighan SARAH MCLACHLAN "Mystery" PUFF DADDY... "Missing" MR. PRESIDENT "Jamboo" PAULA COLE "Wait" DAVE MATTHEWS BAND "Crash"
WAEB/Allentown, PA PD: Brian Check MD: Chuck McGee MATCHBOX 20 "Push" MR. PRESIDENT "Jamboo" WALLFLOWERS "Difference"	WKSE/Bufalo, NY PD: Sue D'Neil APD/MD: Dave Universal No Adds	WSTO/Evansville, IN PD: Barry Witherspoon MD: Tim Michaelson MD: Christine Cross FIONA APPLE "Criminal" NO MERCY "When"	KRBE/Houston, TX PD: John Peake APD: Scott Sparks MD: Jay Michaels No Adds	WBLI/Long Island, NY PD: Ken Medok MD: Al Levine 18 10,000 MANIACS "More" 18 SISTER HAZEL "All" 18 VANESSA WILLIAMS "Happiness" 16 SAMANTHA COLE "Happy" 12 JEWEL "Foolish" 10 ROCKELL "In"	KHOM/New Orleans, LA PD: Bill Thorman ALLURE "Cried" SUBLIME "Wrong" DRU HILL "Promise" MISSY ELLIOTT "Rain" MONACO "Want" NASTYBOY KLICK "Down"	WSPK/Poughkeepsie, NY PD: Steve Schantz MD: Scotty Mac ALLURE "Cried" FIONA APPLE "Criminal" VANESSA WILLIAMS "Happiness" DIANA KING "Say" SQUIRREL NUT ZIPPERS "Hell"	KHTO/Springfield, MO OM: Dave Alexander PD: Ray Michaels 8 PET SHOP BOYS "Somewhere" 5 98 DEGREES "Invisible" ALLURE "Cried" U2 "Earth"	WSKS/Utica, NY PD: Bill Cateher MD: Diane Chese SAMANTHA COLE "Happy" SARAH MCLACHLAN "Mystery" LIVE "Turn"
WQIZ/Amarillo, TX PD: Eric Stevens DRU HILL "Promise" STEEL PULSE "Brown" ALLURE "Cried"	WRQK/Canton, OH Interim PD/MD: Todd Downard MONACO "Want" TEXAS "Say"	WZYP/Huntsville, AL PD: Marc Summers MD: Chris Callaway 8 98 DEGREES "Invisible" 6 TONIC "Could" SARAH MCLACHLAN "Mystery"	WZPL/Indianapolis, IN PD: Tom Gjerdrum MD: Dave Decker 5 LEANN RIMES "How"	KIIS/Los Angeles, CA PD: Dan Kleley APD/MD: Tracy Austin No Adds	WEZB/New Orleans, LA PD: Joe Larson APD/MD: Joey G. NO MERCY "When" ROBYN "Know"	WPRO/Providence, RI PD: Chris Shebel MD: Dave Morris 3 ROBYN "Know"	WNTQ/Syracuse, NY PD: Tom Mitchell MD: Jimmy Dison ALLURE "Cried" WILD ORCHID "Super" FIONA APPLE "Criminal" VANESSA WILLIAMS "Happiness"	KWTX/Waca, TX PD: Flash Phillips MD: Jeff Miles 20 NO MERCY "When" BEENIE MAN/FRANKLYN "Dancehall" PAULA COLE "Wait"
KGOT/Anchorage, AK OM: Mark Murphy PD: Paul Walker APD: Bill Stewart 5 MARIAH CAREY "Honey" PAULA COLE "Wait"	WVSR/Charleston, WV PD: Bill Shahan WILD ORCHID "Super" VANESSA WILLIAMS "Happiness" MONACO "Want" ALLURE "Cried"	WZST/Chattanooga, TN PD: Robin Daniels APD/MD: Mike Gibson 5 COOLIO F40 THEVZ "There" 1 FIONA APPLE "Criminal" 1 VANESSA WILLIAMS "Happiness"	WYJY/Jackson, MS GM/PD: Dick D'Neil MD: Kevin Vaughn No Adds	WDJX/Louisville, KY PD: C.C. Matthews APD/MD: Karen Rife VANESSA WILLIAMS "Happiness" SAMANTHA COLE "Happy" BEENIE MAN/FRANKLYN "Dancehall" WILD ORCHID "Super"	WHTZ/New York, NY PD: Tom Poleman MD: Cobby Bryant 23 WALLFLOWERS "Difference" 23 SARAH MCLACHLAN "Mystery" 20 MARIAH CAREY "Honey"	WHTS/Quad Cities, IA-IL OM: Tony Walkeas MD: Brian Scott 7 PUFF DADDY... "Missing" 3 LEANN RIMES "How" 3 PETER ANDRE "Mysterious" SARAH MCLACHLAN "Mystery"	WWHT/Syracuse, NY PD: Ed Lacombe 22 JAMIROQUAI "Insanity" 15 NO DOUBT "Speak" 1 ROMEO "Belong" 1 JEWEL "Foolish" 1 PAULA COLE "Wait" 1 JOCK JAM "Jock" MATCHBOX 20 "Push" BONE THUGS-N-HARMONY "Eyes" MIGHTY MIGHTY... "Impression"	WWZZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"
WSTR/Atlanta, GA PD: Dan Bowen MD: J.R. Ammons SUBLIME "Wrong"	WNKS/Charlotte, NC PD: Brian Bridgman MD: Marcie Crescente SUGAR RAY "Fly" PAULA COLE "Wait"	WJMX/Florence, SC OM: Keith Mitchell MD: Jack Kahan FIONA APPLE "Criminal" NIGHT RANGER "Forever" GOD'S PROPERTY "Stomp"	WVAP/Jacksonville, FL OM/PD: Cat Thomas APD/MD: Tony Mann MR. PRESIDENT "Jamboo"	WVZV/Norfolk, VA PD: Don London MD: Jay West 20 AQUA "Barbie" 3 JOE "Scene" ALLURE "Cried" MARIAH CAREY "Honey"	WRFY/Reading, PA PD: Al Berke MD: Mike Browne 16 FLEETWOOD MAC "Silver" LYNRD SKYNYRD "Bring"	WVWQ/Richmond, VA PD: Lisa McKay APD/MD: Billy Surt MARIAH CAREY "Honey"	WWLD/Tallahassee, FL PD: Orlando 8 WALLFLOWERS "Difference" VANESSA WILLIAMS "Happiness"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"
WAYV/Atlantic City, NJ PD: Tommy Frank APD/MD: Paul Kelly MATCHBOX 20 "Push" DRU HILL "Promise"	WZJM/Cleveland, OH PD: Dave Eubanks MD: Action Jackson 26 CULTURE BEAT "Take" 10,000 MANIACS "More" SAVAGE GARDEN "Moon" PAULA COLE "Wait"	WZLW/Johnstown, PA PD: Rich Adams MD: Mitch Edwards 98 DEGREES "Invisible" FIONA APPLE "Criminal"	WYOE/Jackson, MS GM/PD: Dick D'Neil MD: Kevin Vaughn No Adds	WZEE/Madison, WI Music Coord.: Tom Dean 16 SARAH MCLACHLAN "Mystery" 11 DIANA KING "Say" 10 MIGHTY MIGHTY... "Impression" 9 WILD ORCHID "Super"	WKHQ/NW Michigan PD: Ron Pritchard 13 SARAH MCLACHLAN "Mystery" 7 ABRA MOORE "Clover"	WRVQ/Richmond, VA PD: Lisa McKay APD/MD: Billy Surt MARIAH CAREY "Honey"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"
WZNY/Augusta, GA PD: Bruce Stevens MD: Michael Chase AMY GRANT "Time" SUBLIME "Wrong"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"	WVWZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Russ 5 MARIAH CAREY "Honey"

131 Total Reporters
 131 Current Reporters
 129 Current Playlists

Reported Frozen Playlist (2):
 KDWB/Minneapolis, MN
 WNDU/South Bend, IN

CHR/POP PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL CHR/POP REPORTERS ON R&R ONLINE

98 FM WPKY MARKET #46 WPKY/Rochester, NY (716) 239-7440 Ingram/Rice. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

Q70S WDCG/Raleigh MARKET #48 WDCG/Raleigh (919) 361-1051 Burns/Taylor. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

99.7 WDJX Today's BEST Music WDJX/Louisville MARKET #50 WDJX/Louisville (502) 589-4800 Matthews/Rite. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

96.7 KHFI MARKET #51 KHFI/Austin MARKET #51 KHFI/Austin (512) 474-9233 Roberts/Ventura. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

KJYO/Oklahoma City MARKET #52 KJYO/Oklahoma City (405) 840-5271 McCoy/Barreda. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

WAPE-FM MARKET #53 WAPE/Jacksonville MARKET #53 WAPE/Jacksonville (904) 642-1055 Thomas/Mann. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

Z.93 WGTZ/Dayton MARKET #54 WGTZ/Dayton MARKET #54 WGTZ/Dayton (937) 294-5858 Luczak/Steele. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

Q94 WRVQ/Richmond MARKET #56 WRVQ/Richmond MARKET #56 WRVQ/Richmond (804) 576-3200 McKay/Surf. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

FLY 92 WFLY/Albany, NY MARKET #57 WFLY/Albany, NY MARKET #57 WFLY/Albany, NY (518) 786-8600 Morgan/Williams. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

B.93.7 WFBC/Greenville, SC MARKET #59 WFBC/Greenville, SC MARKET #59 WFBC/Greenville, SC (864) 271-9200 Wagman/J. Love. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

93.7 KRQ Today's Best Music MARKET #60 KRQ/Tucson MARKET #60 KRQ/Tucson (520) 323-9400 Richards/Nespoli. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

Alta's Hits 106.9 FM KHHT/Tulsa MARKET #61 KHHT/Tulsa MARKET #61 KHHT/Tulsa (918) 492-2020 Burns/Rush. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

HOT 97 Today's Hit Music MARKET #62 WBHT/Wilkes-Barre MARKET #62 WBHT/Wilkes-Barre MARKET #62 WBHT/Wilkes-Barre (717) 824-9000 Kelly/Ocean. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

98.5 KRZ MARKET #62 WKRZ/Wilkes-Barre MARKET #62 WKRZ/Wilkes-Barre MARKET #62 WKRZ/Wilkes-Barre (717) 883-9850 Banks/Padden. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.

B-104 MARKET #63 KBFM/McAllen MARKET #63 KBFM/McAllen MARKET #63 KBFM/McAllen (956) 383-4961 DeWitt. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title and numbers.



Accurate, Reliable, Consistent.

R&R CHR/RHYTHMIC TOP 50 AUGUST 1, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	2	2	1	WILL SMITH Men In Black. (Columbia)	2399	2296	2107	1678	43/0
1	1	1	2	PUFF DADDY & FAITH EVANS I/112 I'll Be Missing... (Bad Boy/Arista)	2293	2423	2471	2275	46/0
2	3	3	3	ROME I Belong To You (Every...) (RCA)	1926	1986	2006	1930	40/0
5	4	4	4	NOTORIOUS B.I.G. Mo Money Mo Problems (Bad Boy/Arista)	1756	1536	1414	1326	41/0
6	6	5	5	CHANGING FACES G.H.E.T.T.O.U.T. (Big Beat/Atlantic)	1460	1409	1324	1279	39/0
4	5	6	6	112 Cupid (Bad Boy/Arista)	1240	1208	1371	1369	31/0
7	9	8	7	MARK MORRISON Return Of The Mack (Atlantic)	1087	1072	1130	1245	28/1
14	10	9	8	GOD'S PROPERTY Stomp (B-Rite/Interscope)	1003	1011	1021	798	33/0
13	11	10	9	BACKSTREET BOYS Quit Playing Games (With...) (Jive)	963	987	951	813	26/1
8	7	7	10	BLACKSTREET Don't Leave Me (Interscope)	939	1095	1200	1223	28/1

One Chart, One Publication.





HIP HOP TOP 20

Table with columns: LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS TW, TOTAL PLAYS LW, TOTAL STATIONS/ADDS. Lists top 20 hip hop songs including Will Smith, Puff Daddy & Faith Evans, Missy Elliott, etc.

This chart reflects airplay from July 21-27. Songs ranked by total plays. 46 CHR/Rhythmic reporters and 84 Urban reporters combine from the Custom Chart function on R&R ONLINE. Rap titles are manually extrapolated. For complete reporter lists refer to Rhythmic and Urban sections. © 1997, R&R Inc.

NEW & ACTIVE

Table listing new and active artists and their songs, including Puff Daddy & The Family, OMC, Allure, Maxwell, etc.

Songs ranked by total plays

NEW RELEASES

ADDS AUGUST 5

Table listing new releases with artist names and song titles, such as 'Have A Little Mercy' by Savvy/Perspective/A&M.

YOUR FACE HERE!

Do You have some fun shots of station promotions, special events, artist visits or any other print worthy activity? Then send them on in! Let the rest of the panel know what you're up to and have your moment in the sun. Send your pictures (B&W or Color) to Tony Novia, 10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067. C U when they get here!

CHR/RHYTHMIC REPORTERS

Stations and their adds listed alphabetically by market

Large table listing CHR/Rhythmic reporters and their stations, including KKSS/Albuquerque, WBBM/Chicago, KBOS/Fresno, etc.



WALT LOVE

Organizing A Summer Concert Event

□ How WZFX/Fayetteville made its anniversary show something special for listeners, clients, and the local military

Summertime is a great time for family gatherings, vacations, traveling, baseball, barbecues, and high-powered radio station concert promotions. WZFX-FM/Fayetteville, NC celebrated its 11th anniversary by holding its fifth annual concert in appreciation of its military and civilian listeners.

The enormously successful event attracted 25,000 listeners to Fort Bragg, home of the 82nd Airborne Division and the XVIIIth Airborne Corps.

Military Connection

WZFX PD Bobby Jay's entry into the radio business came via the military, which he joined right after high school. After serving in the 82nd Airborne, he chose to continue his radio career on the civilian side. "Being in a military town, we have very close ties to the troops and their dependents," he says. "Our relationship with the base commander and others in the military is something we are very proud of. So our event is one where the military gets to benefit financially to help the troops and their families. After we recoup our expenses, the rest of the funds go to the Morale Welfare & Recreation organizations, which help the soldiers and their dependents."

"Most other stations use these events as a profit center. It's always



Bobby Jay

been important to us that we show our appreciation for the men and women serving our country. We also appreciate their support of our radio station and this entire region, including the city of Fayetteville. This event is good will in our community for all of our listeners."

Charity Connection

Goodwill is a key word when describing the annual concert promotion, which has had charitable roots from its inception. "When we originally started," Jay recalls, "we didn't charge any money for tickets. We asked people to bring canned goods as a donation. All of those goods were given to the military to be used at what was then called 'The Need Closet,' a place where soldiers could get help if their money wasn't

stretching enough for family food. It also was the place where wives or husbands could go for help if their spouse had been deployed somewhere out of the country and they needed temporary help until their paycheck came in.

"By the next year, the military found it had plenty of food. But they had other needs that only money could alleviate, and that's how we got into giving money from the proceeds of the concert. That's why we're doing things the way we do them now."

For the \$4.99 admission price, the station's fans certainly got more than their money's worth. The concert's lineup of 17 artists included Az Yet, the Goodfellas, Robin S., Rome, Ray J., Tha Truth, and Ray, Goodman & Brown, and covered every imaginable demographic.

The low ticket price and wide range of entertainment drew a vast audience of individuals, couples, and plenty of families. I attended the concert, and one thing that became obvious was the true considerations for the children present. People looked out for them and helped find children lost in the huge crowd; every single lost child was returned to their parents before nightfall. The audience was also extremely cooperative with the station personnel and the MPs (military police) who were present to keep the event running smoothly. Local law enforcement officers also volunteered their time to help with crowd control.

Making It Flawless

The entire promotion ran like a well-oiled machine. Those coordinating transportation and food for the acts; the stage, sound, and light crews; the paramedics and firefighters on call; and everyone else involved with the production helped make it a first-rate event. Chalk it up to good preparation, says Jay. "It's really a collective effort on everyone's part. Since this is something that we know we're going to do each year, we start preparing in January. The sales department begins talking with different companies about possible corporate sponsorship. This year's sponsor was Miller Brewing Company. When a corporate sponsor or sponsors are found, our promotions department starts getting involved with publicity opportunities to help create interest in the upcoming event. Our promotions department also helps find potential vendors and connects them with the folks out at Ft. Bragg. That department has also been responsible for setting up and managing the sites for ticket sales. They do a lot of work that people don't actually see."

The airstaff also plays a large part



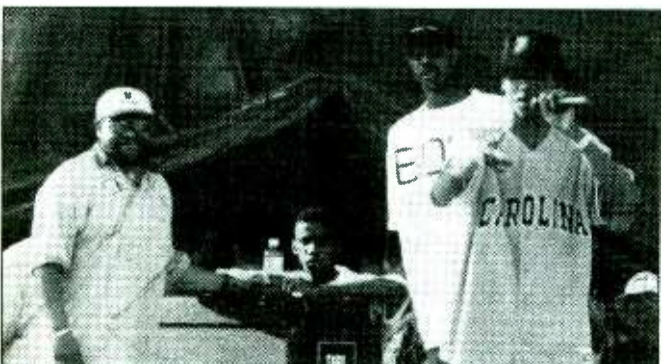
MAKIN'THEM MOVE! — Priority recording artists Tha Truth performed for over 25,000 people at WZFX/Fayetteville's Summer Jam held at Fort Bragg.



TAKING A BREAK — R&R Urban Editor Walt Love and 'ZFX PD Bobby Jay take a moment to relax from all the hoopla. From the smile on Love's face, I'd say there was more than water in that bottle.



AT EASE, SOLDIERS! — Everyone's attention was focused on LaFace recording artist Az Yet as they performed songs from their self-titled debut album.



OUT OF THE MOUTHS OF BABES — Elektra's teen sensation Ray J informed the audience that in the midst of all the excitement, some of the younger people in front were being crushed by the crowd. As a result, people became more conscious of each other and a good time was had by all.

It's always been important to us that we show our appreciation for the men and women serving our country. We also appreciate their support of our radio station... This event is goodwill in our community for all of our listeners.

in creating interest for the promotion. "For the most part," Jay explains, "their job is to tease the show on the air during their airshifts. Obviously, they get on stage during the event and talk to the crowd, which is looking forward to seeing them as well as the artists. We also use our air personalities for our street campaign, which promotes the show several months in advance. Every time they go out to do something in the station van or at a club, we ask them to talk up our coming salute to the military and to tell the crowd to keep listening to the radio for more details."

Total Team Effort

The WZFX staff, from VP/GM Henry Weil on down, deserves a big pat on the back for a job well done. The fact that everyone was so well trained for their particular tasks was a crucial in staging such a success-

ful event. Another element was the courtesy extended by everyone involved with the project, from station personnel to outside contractors. Jay notes, "I really believe that anything and everything we do is reciprocal. For example, the group Something For The People wasn't scheduled to be out on a promotional tour. But because they were here with us last year and had so much fun, when they were asked about participating this year, they jumped and said, 'We definitely want to do it.' They were kind enough to respond to our courteous and professional treatment of them the previous year. That's how I look at it."

"We also appreciate our corporate sponsorships and our listeners for what they are. Two things happen at radio stations. One, you try and go out and get people to listen; and two, you find the people who want to talk to those people — people who want to sell their products to the listeners. Advertisers. Our clients. So you better have a good relationship with those two groups of people — your listeners and your clients. One thing we teach here is 'remember who the boss is.' We always try and make sure that the boss is taken care of — it's not Henry Weil, and it's not me. It's those listeners and clients."

"If your radio station isn't involved in doing something in the community, it should be. Giving something back is a good practice, no matter what size market you happen to be in. Everyone should be tied into their community, somehow doing something positive for the overall betterment of that community. It pays off in the big picture."

YOU'RE ABOUT TO WITNESS ANOTHER MUSICAL

MILESTONE

BABYFACE

K-CI

MELVIN

KEVON

JO-JO

"I CARE 'BOUT YOU"

WRITTEN AND PRODUCED BY BABYFACE

FROM THE HIGHLY ANTICIPATED SOUNDTRACK

SOUL FOOD

SOMETHIN' SOULFUL IS 'BOUT TO GO DOWN
GOING FOR ADDS NOW!

AUDIENCE OVER 3 MILLION

Already On These Stations:

WCDX

WJHM

WZHT

WKYS

WQUE

KIPR

WPEG

KMJQ

KMJM

WZAK

WWWZ

WILD

KPRS

WBLK



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edmondsentertainment

Original Music from the "Soul Food" Motion Picture Soundtrack Album

MCA

MAKING HISTORY

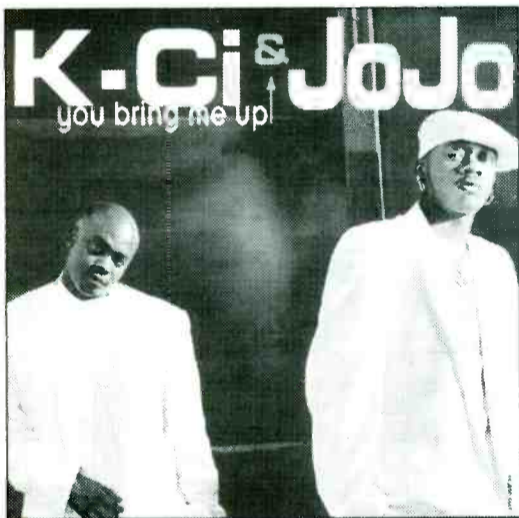
For the first time in R&R history, one company dominates the #1, 2 and 3 positions on the Urban chart.



URBAN TOP 50

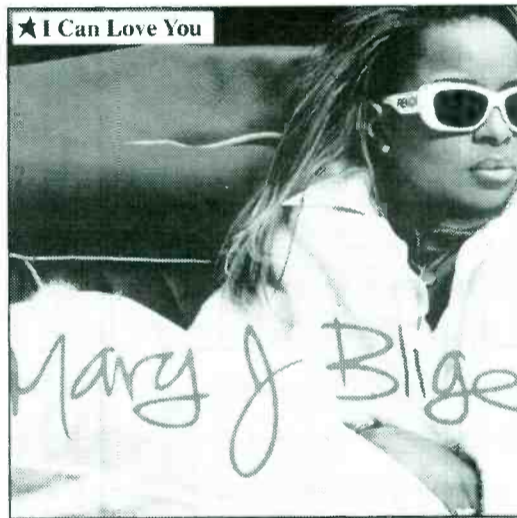
AUGUST 1, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	K-CI & JOJO You Bring Me Up (MCA)	2921	2803	2676	2525	79/0
			2	MARY J. BLIGE I Can Love You (MCA)	2901	2868	2589	2347	79/0
			3	PATTI LABELLE When You Talk About Love (MCA)	2628	2396	2243	2158	76/0
			4	WILL SMITH Men In Black (Columbia)	2552	2277	1933	1679	81/1
			5	MISSY ELLIOTT The Rain (Supa Dupa Fly) (EastWest/EEG)	2505	2259	2093	1769	80/0



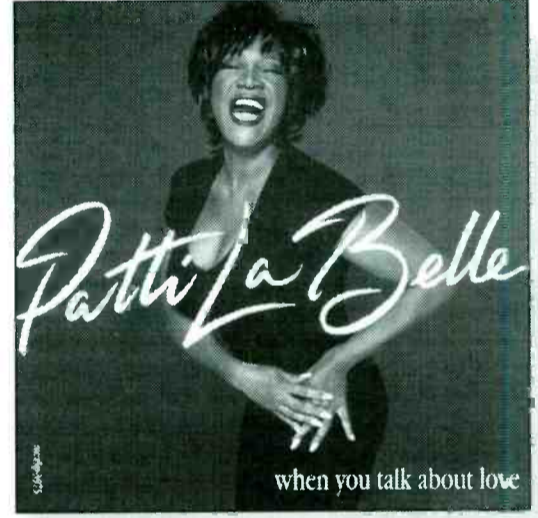
1

“You Bring Me Up”
Debut single from the debut nucleus of Jodeci



2

“I Can Love You”
The second #1 single (last week's chart) from the platinum album “Share My World”



3

“When You Talk About Love”
One of the most exciting records of this Diva's phenomenal career. #1 for two consecutive weeks on the R&R Urban AC chart!

MCA®

THANK YOU BLACK RADIO!

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

103 JAMZ MARKET #33 WOW/Norfolk (757) 466-0009 Mauzone

96.1 FM MARKET #34 KSJL/San Antonio (210) 271-9600 Andrews/Ollerivez

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

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

WDAS MARKET #5 105.3 FM-1480 AM WDAZ/Philadelphia (610) 617-8500 Tamburro/Davis

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

WPEG 98.1 FM MARKET #37 WPEG/Charlotte (704) 333-0131 Carson/Quick

MAJIC 102.3 FM MARKET #8 MAJIC/Chicago (773) 321-1111 Gilmore

MAJIC 102 MARKET #9 KMJQ/Houston (713) 623-2108 Conner/Boatner

103 JAMZ MARKET #11 WHQT/Miami (305) 759-4311 Kidd/Michaels

103 JAMZ MARKET #38 WJHM/Orlando (407) 333-0072 Allen/Hollywood

Q93.1 MARKET #39 WQOE/New Orleans (504) 827-6000 Stevens

KISS 104.7 MARKET #12 WALR/Atlanta (404) 688-0068 McClendon/Stevens

100.3 KISS FM MARKET #17 KATZ/St. Louis (314) 692-5108 Atkins

MAJIC 107 MARKET #18 KMJK/Phoenix (602) 265-2442 Jackson

93.7 WBLK MARKET #40 WBLK/Buffalo (716) 852-5955 Dillard/Sims

103 JAMZ MARKET #43 WHRK/Memphis (901) 529-4397 O'Jay/O

MAJIC 95.9 MARKET #19 WWIN/Baltimore (410) 332-8200 Brown/J.C.

POWER 1510 MARKET #23 KKDK/Denver (303) 295-1225 Walker

1290 WMCs MARKET #28 WMCs/Milwaukee (414) 444-1290 Jackson



"EVERYTHING"

the new single

from the platinum album

share my world

featuring the smash hits

"love is all we need"

& "i can love you"

**One Of This Week's
Most Added Records!**

5 early adds at:

WPHI WUSL WCHB
WKYS WQOK

Plus 68 powerful adds this week!

Including:

WEJM WGCI WUSL WJLB
WILD WEDR WHTA KMJM

Mary & Blaze

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EVERYTHING EVERYTHING EVERYTHING

Table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS (TW, LW, 2W, 3W), TOTAL STATIONS/ADDS. Includes songs like PATTI LABELLE, GOD'S PROPERTY, ERYKAH BADU, etc.

This chart reflects airplay from July 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker. 37 Urban AC reporters. 33 current playlists. Songs that are down in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1997, R&R Inc.

NEW & ACTIVE

BONEY JAMES Sweet Thing (Warner Bros.) Total Plays: 206, Total Stations: 14, Adds: 0
KEYSTONE If It Ain't Love (Qwest/WB) Total Plays: 200, Total Stations: 13, Adds: 0
MAXWELL Whenever Wherever Whatever (Columbia) Total Plays: 190, Total Stations: 19, Adds: 3
ADRIANA EVANS Love Is All Around (Loud/PMP/RCA) Total Plays: 177, Total Stations: 18, Adds: 3
BLACKSTREET Fix (Interscope) Total Plays: 169, Total Stations: 9, Adds: 1
SAM SALTER After 12, Before 6 (LaFace/Arista) Total Plays: 162, Total Stations: 12, Adds: 2

GEORGE BENSON Summer Love (GRP) Total Plays: 148, Total Stations: 13, Adds: 1
WILL SMITH Men In Black (Columbia) Total Plays: 137, Total Stations: 4, Adds: 0
FRANKIE If I Had You (Chuck Life/Epic) Total Plays: 134, Total Stations: 9, Adds: 0
TONYA I'm Having An Affair (J-Town) Total Plays: 125, Total Stations: 7, Adds: 1

Songs ranked by total plays

BREAKERS

Table for Breakers section: MINT CONDITION Let Me Be The One (Perspective/A&M) 385/60, 23/0; ROME Do You Like This (RCA) 360/25, 20/1; NANCY WILSON Sweet Love (Columbia) 353/46, 19/1

MOST ADDED

Table for Most Added: MILESTONE I Care 'Bout You (LaFace/Arista) 13, VANESSA WILLIAMS Happiness (Mercury) 13, MARY J. BLIGE Everything (MCA) 11, etc.

MOST INCREASED PLAYS

Table for Most Increased Plays: VANESSA WILLIAMS Happiness (Mercury) +88, TEDDY PENDERGRASS Give It To Me (Sure Fire) +68, GEORGE BENSON Summer Love (GRP) +65, etc.

HOTTEST RECURRENTS

ROME I Belong To You (Every...) (RCA)
TONI BRAXTON I Love Me Some Him (LaFace/Arista)
LUTHER VANDROSS I Can Make It Better (LV/Epic)
ISLEY BROTHERS Tears (T-Neck/Island)
ERIC BENET Femininity (Warner Bros.)
ZHANE' Crush (Illtown/Motown)
MAXWELL Suitelady (Columbia)
MONTELL JORDAN What's On Tonight (Def Jam/RAL/Mercury)
DRU HILL In My Bed (Island)
KEITH SWEAT Come With Me (Elektra/EEG)

Breakers: Songs registering 350 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

JONATHAN BUTLER "Do You Love Me?"

Impact Date: August 4!



Boyz II Men



ev·o·lu·tion

(êv' ə-lōō' shən) A gradual process in which something changes into a different and complex or better form.

The countdown has begun.
Album in-stores Fall 1997

On Your Desk Soon.



a PolyGram company

MANAGEMENT *Southeast*



LON HELTON

KYCY Redefines 'Young Country'

PD Eric Logan describes station's metamorphosis after KSAN exits market

Continuing to focus on what to do when the Country competition calls it quits, we take a look this week at how KYCY-AM & FM/San Francisco has reacted to the recent departure of direct format competitor KSAN.

Outlining the station's initial strategy, KYCY PD Eric Logan says, "Once we were convinced that KSAN was going to drop Country, we put together a game plan covering what we needed to do to convert KSAN's core into KYCY listeners — knowing that the majority of their core had already passed judgment on our station at least once in the past three



Eric Logan

years and decided to remain KSAN PIs. We had to figure out what we could do to endear ourselves to KSAN's audience. That meant going back to the beginning and re-evaluating our strategy of what we wanted to be as a Country station. Part of that re-assessment was determining the barriers that kept listeners from becoming our PIs before, and what we could do to make them feel comfortable here now.

"However, our re-assessment was within the framework of the 'Young Country' philosophy — that you must play the best country music and hire and encourage personalities to entertain around the clock. That strategy has not changed."

The Long-Term Perspective

A number of KYCY's programming elements have been adjusted since the announcement of KSAN's departure. Explains Logan, "Differentiation is no longer the key competitive concept we're selling to the audience. We did a lot of things so the audience would quickly notice a distinct difference in the two stations and decide which one was best suited for them. We don't have to worry about that now, because the fact we're in Country by ourselves is differentiation enough.

"We looked at every facet of the station through a different set of glasses — reverb, talent approach, talent vision, station values, music values, and music rotations. It was one of the one of most exhilarating exercises one could ever do. The best thing about it was being able to look at everything the station does from an extremely long-term perspective instead of 'What are we going to do to get through the next book?'"

When the changes started, one of the first things to go was the reverb. "The main reason it was in was for differentiation. But with KSAN gone, we thought it was more of an irritant than a benefit, so we took it off."

KYCY's liners, slogans, and positioners underwent a rather rapid

metamorphosis as well. Says Logan, "We've been saying a lot of things to be different. Now we're saying things to reinforce that this is the place to get country music and the place where real people are on the radio — people who talk about community issues, things important in the lives of our listeners, and who have a great time providing entertainment around the clock.

"We're also spending a lot of time reinforcing and defining the station's musical image. For instance, our promos include hooks from a broad spectrum of songs so we can quickly show we have a wide variety on the air."

Logan also notes the emphasis on the "Young Country" identifier has been softened. "In case the name did present some barriers, we've repositioned the station as 'the Bay Area's Country music station.' There's now more emphasis on our dial position and calls. We're now '93.3, KYCY, Young Country.'

"Because KSAN was an 18-year institution as a Country station, we'll probably have recall problems for some time to come. So we're placing more emphasis on letting listeners know *where, who, and what* we are, rather than just what we are (Young Country) every time we get on the radio."

What To Do With 'Young Country'

KYCY is one of the four original Alliance "Young Country" outlets, all of which were positioned as alternatives to the market's heritage Country outlet. Current music played on the Young Country outlets was similar to that of the heritage stations, but they were built on the "non-preemptive" values of personality and entertainment, often pushing the envelope. Anybody can play the Country hits. Each Young Country outlet was crafted around its personalities with "no rules" — certainly none of radio's stodgy, old paradigms.

Thus, one of the more interesting discussions among KYCY execs and consultants had to be whether or not to keep the "Young Country" moniker. Says Logan, "Young Country is the name — the brand — of Country we were born into. Regardless of what we call it, it will always be remembered as Young Country. We thought throwing away the name would be detrimental. The core, who have chosen us as their favorite sta-

tion, could feel violated. So why change? Even though KSAN's core chose them over us, they know what Young Country is. We didn't think it made sense to change right after their favorite station had gone away. It would be like losing two favorites in a short time.

"We've always been, and will always be, Young Country. There might be barriers in terms of perception. But Young Country is what the personalities make it. The category is defined differently in every market. Because we're 'Young Country,' people put us in a box; outsiders don't get it. It takes a mature adult to keep up with what we do on the radio. If we allow it to be juvenile and sophomoric, that's what we'll be known as. But what we will do is demonstrate what Young Country is over the radio, which will help people get over any barriers."

'Toned-down' — Not 'Shut-up'

Even though the personalities are an integral part of every Young Country station's philosophy, KYCY felt the need to make adjustments in the talent approach once it was alone in the format. The jocks talk about as much as they did when KSAN was still on the air, but Logan says the talk has changed. "It's a little toned down in



Young Country is the brand of Country we were born into — throwing away the name would be detrimental.

substance and pace. We're not as aggressive in pushing the envelope as we had been in the past. But it's important to know that the jocks aren't white washed, either. We did things at full speed before, and that was to be different [from KSAN]. The jocks are still expected to be entertaining, and that requires them to talk."

There has also been a realignment of the airstaff since it was known that KSAN would be dropping the format. KYCY morning personality **Buddy Baron**, who had spent a number of years doing wakeups at KSAN, was let go. Moving to mornings on KYCY was afternoon driver **JD**, with evening talent **Jo Thomas** moving to afternoons. **Steve Jordan** is temporarily handling nights. (Both Thomas and Jordan are former KSAN personalities.)

Logan explained, "Once again,



Your core has high expectations. Don't make the station something it's not so you won't violate those expectations."

knowing KSAN was going away, we had the luxury of thinking about the station's long-term future. We did what we thought was in the best interests of this station in building its future. All the personnel moves were made with a vision of the long term — we put the people in place who we felt would provide the personality and balance to take us where we need to be down the road."

A key to the changes was making them *before* KSAN exited. "We wanted to make the changes before all of KSAN's PIs started coming over. It makes no sense to have an influx of new listeners and then change jocks after they've gotten to know them."

Indeed, the arrival of a former competitor's cume presents a huge opportunity. Says Logan, "We're going through a process of re-introducing our talent — it almost feels like a station re-launch. We want KSAN's core to feel comfortable with our jocks. Instead of going out and getting noticed by pushing the envelope to create product differentiation, our jocks are approaching KSAN listeners in a very sincere, respectful, humble way. It's the old story that you get to know your neighbors before you tap dance on their coffee table."

While a station may want to make many of these changes when it's newly alone in the format, Logan advises caution. "It's a real balancing act. Your core has high expectations. Don't make the station something it's not so you won't violate those expectations."

Slower Rotations, More Gold

Logan admits there's a different attitude towards current music than there was when KSAN was still on the air. "The major change is we slowed down our rotations. We're no longer as concerned with having a high cume as we are with using the music in driving longer TSL's.

"Prior to KSAN's exit, KYCY had extremely tight, high turnover, which we used to differentiate ourselves from KSAN. Now that that's no longer important, we're a bit more lax. We're broader and slower because we don't have the tune-out or burn-out factors we had six months ago."

As you might expect, KYCY's gold library has also broadened a bit since KSAN's demise. "It's grown to include more records from the late-'80s and early '90s, as well as some hits from the early '80s. We have songs on the air that haven't been on in this market in a long time. Our music now looks more like what you might see on any heritage, market-leading Country station across America. In fact, we took a close look at the music

from stations with a long track record of being the only Country station in town."

Marketing Amid Turmoil

A station's marketing efforts are also dramatically affected by its competitive environment. Explaining the situation in his market, Logan says, "The good news is, we have a 90% awareness factor among KSAN's core. They know where to go to find Country. Our marketing is KSAN's gone away. What we need to do is let KSAN's P2s and P3s know where to go for country music. We have to tell them where it is and who we are. When they hit the button for [KSAN's former frequency] 94.9 looking for Country, they have to know where to go. Luckily, CBS has a tremendous number of resources built into this market — TV, a transit company, and the largest outdoor company in the Bay Area."

Logan notes, however, that marketing in San Francisco is very tough at the moment. "The entire market is in turmoil as far as the radio listener is concerned. Just in the last month or so there's been two frequency swaps, a new station at 107.7 [the new **Classic Rock KSAN**], and **Evergreen's** new [Urban AC] at 98.1. Plus, there's still a frequency swap to come in the South Bay. All of this has resulted in a lot of noise — everybody's marketing their new product. So we have to be efficient."

New Weapons

CBS recently purchased an AM station at 1550, which is now KYCY-AM and is simulcast with KYCY-FM. Asked whether that was part of the strategy as KSAN was exiting the format, Logan said, "That decision was made long before KSAN's announcement. But it demonstrates CBS's commitment to Country in the Bay Area. It complements our FM's signal, especially in the far north.

"In a Country battle as tight as this one was, a few tenths of a [share] point can make a huge difference in the demo rankings. The feeling was an AM would help solidify our position as a Country stations. And, it sent a signal to those buying KSAN that CBS was committed to this format and would not back down."

Logan is also extremely excited about the collateral advantages of being a market's only country outlet. "A lot of people take presenting concerts for granted. In the three years we've been here, we've never fronted a show. I'm excited about getting to be on stage. [An upcoming show] is one of the first in two years that's been sold out. When the politics [of two Country stations] are gone, we're free to run great promotions and really invest in country talent."

A Thursday Night In The Park

□ Garth Brooks hopes to work his usual magic at Central Park concert

This coming Thursday (8/7) could be the most important day in **Garth Brooks's** career. That's when he's playing a free concert, but there's a lot at stake.

Brooks is hoping to attract half a million fans to Central Park for the biggest country concert in New York's history. He's also banking on big ratings for the live cable telecast on HBO. If anybody can triumph within such a scenario, he's the one. Nashville is firmly behind him, but the circumstances of the concert — and an as-yet-undelivered album — have the industry buzzing.

A Country First

In scheduling the Central Park show, Brooks is the first country artist to attempt such a production. Barbra Streisand set the precedent in 1967 with a concert that attracted 250,000. In subsequent years, the park's North Meadow has seen massive crowds attending shows featuring Simon & Garfunkel, Diana Ross, Luciano Pavarotti, James Taylor, and Elton John.

When the August 7 date was set, the plan was to have the concert and TV special serve as an introduction to "Sevens," Brooks's first album in two years. However, after last month's massive restructuring at EMI-Capitol Records Group (Capitol/Nashville's parent company), Brooks opted to delay releasing the album until the corporate dust had settled in New York.

By now, the marketing campaign has been unleashed. In addition to street-level promotions to bring out the crowd, the Country Music Association's full-page ad of support runs in Sunday's (8/3) *New York Times Arts & Leisure* section. CMA Executive Director Ed Benson and Board Chairman Donna Hilley will be present for Brooks's Tuesday (8/5) press conference.

Not surprisingly, Brooks is making sure the world is aware of the event — VH1 will present "Garth Brooks: Town Hall Live" on Monday (8/4) at 9pm ET. (Paul McCartney used a similar VH1 forum to promote his latest album.) Taking place at the network's New York studio, Brooks will have his guitar nearby as he performs songs and fields questions from a small audience at the network's New York studio. Questions will also be submitted by fans through the Internet at AskGarth@AOL.com.

In Nashville, even industry executives who have no business ties to Brooks are wishing him the best. A successful show could mean that other country acts will choose to follow in Brooks's footsteps. No doubt, they're also thinking such interest among New Yorkers might even lead to somebody to flip the switch on a Country outlet in Manhattan.

More Garth

The first taste of Brooks's new album comes with "In Another's Eyes," his duet with Trisha Yearwood. The song will be included

country music industry clearly takes a leadership role in addressing the need for a state-of-the-art museum reflecting the stature of country music today and into the future."

Two More Years

Vince Gill has signed a two-year contract to host the CMA Awards show. During his fifth consecutive year as host, last year's broadcast drew the highest ratings of any television special, with the exception of the Academy Awards.

As those numbers indicate, America loves to see Gill host the show. Beyond that, he gets high marks from other country stars. **Alison Krauss** says, "I think he's hilarious and he could talk his way out of any situation. I think he's perfect for that job." **Patty Loveless** notes, "Not only does Vince represent the best of what country is — the heart, the soul, the voice, the musicianship — he has a way of bringing you into the heart of what's going on during the show. And he makes me laugh!"

The 31st annual CMA Awards takes place September 24 live at the Grand Ole Opry House. It will be broadcast on CBS-TV.

NSAI Awards

Vince Gill, Mark D. Sanders, Matraca Berg, and Gary Harrison were the big winners last week at the **Nashville Songwriter Association International's** 30th annual Songwriter Achievement Awards.

For the third year in a row, Vince Gill was honored as Songwriter/Artist of the Year. Sanders was named Songwriter of the Year for his hits with George Strait ("Blue Clear Sky"), Ricochet ("Daddy's Money"), Jo Dee Messina ("Heads Carolina, Tails California") and Lonestar ("No News").

Berg and Harrison got Song of the Year honors for Deana Carter's first hit, "Strawberry Wine."

Bits 'N' Pieces

While chaperoning 25 youngsters to the Dallas Cowboys training camp as part of his role as spokesperson for the Boys & Girls Club of America, **Rhett Akins** had a chance to toss the football with quarterback **Troy Aikman**. During the pigskin exchange, Akins joked, "Troy and I need to trade places. He wants to be a singer and I want to be a Cowboy." Aikman responded, "Well, Rhett is a better football player than I am a singer, not that it helps me."

• **Brooks & Dunn's** "Greatest Hits Collection," set for September 16 release, will feature 16 proven hits and three new tracks.

• **Tim McGraw** has selected **Martina McBride** and **Sons Of The Desert** as the support acts for his fall tour. The 18 dates take place October 6-December 6. As for the other male act she's been associated with musically, **Clint Black** and McBride will perform "Still Holding On" during an August 13 appearance on "The Tonight Show With Jay Leno."

MC Potts

NEW ARTIST FACT FILE

Current Single: "I'm So Sorry"

Current Album, Label: Tentatively titled "Party In My Heart," September release, Critique/BMG

Influences: Loretta Lynn, Emmylou Harris, Alabama

Background

MC Potts (the initials stand for Mary Christina) grew up in the suburbs of Columbus, OH, where she was active in her high school's 4-H program. She tells *R&R*, "All through the summer, we'd go to the county fairs and the state fair. Country music was all we ever listened to at the barn. That's where I first got turned onto it."

Her father's musical tastes ran toward Broadway show tunes. When he realized that his daughter had latched onto country, she says, "He kind of crinkled his eyebrows, like 'Where does that come from?' But he and my mom are big listeners now."

A defining moment in Potts's life came after seeing "Coal Miner's Daughter," the film based on Loretta Lynn's life. She says, "That movie impacted me so much. I know she didn't buy her way into the music business. She got to where she is just based on her hard work."

Her first paid gig came at age 19 as one of three female vocalists in a band specializing in wedding receptions. She recalls, "We did all kinds of stuff. I always ended up singing all of the Martha & the Vandellas songs. I was your 'Heatwave' girl. We initially got hired with the band to learn lots of the girl songs from the '60s."

After graduating from high school, she was still listening to country while studying music and theater at Ohio State University. Following her college days, Potts moved to New York City, where she worked in the garment industry.

Why did she choose the Big Apple? Potts explains, "I knew if I stayed in Columbus, I would forever be in a wedding band. I knew I needed to come to Nashville, but I didn't know anyone there."

"I wanted to go somewhere where I knew people. I didn't know anyone in Chicago. L.A. was out of the question" she jokes, "because I don't tan. I had some school friends in New York, so that was the logical progression."

NY To Nashville

While in New York, Potts made contact with "a friend of a friend" who invited her to visit Nashville. That visit turned into a two-year series of commutes while waiting for her apartment lease to expire in New York.

Finally moving to Nashville in 1992, she still had few music industry contacts. However, a friend introduced her to songwriter John Northrup. Through (her now-husband) Northrup, she began singing demos for hit songwriter Dean



MC Potts

Dillon. Potts says, "Dean just doesn't write bad songs and he makes great demos, so they sound like records."

One of those demos found its way to Lee Greenwood, who offered his assistance in forwarding Potts's career. She eventually signed with Critique/BMG, which at the time was just opening its Nashville office.

The Music

Still recording her second Critique album, Potts admits that she was aware of the obstacles involved in releasing her first project, "Straight To You." Because she was a new artist on a new label, Potts says everyone has been working overtime to cultivate relationships with Country radio. She says, "I feel so lucky because the people at Critique are such strong believers in me as an artist."

"I'm So Sorry," her current single, will be on Potts's new album, set for September release. The song's abrupt tempo changes prompted Critique to include the label, "Warning: This Is Not A Ballad." Potts explains, "I think we were afraid that people would listen to the first 16 bars and shut it off, thinking it was just another ballad. It's not a sleeper. It's just a fun song."

The new album is tentatively titled "Party In My Heart." Potts laughs, "I'm wanting to cut 10 uptempo positive things and call it 'Dang, I'm Happy!'"

On The Road Again

During the past year, Potts has done a series of shows with major acts, including Diamond Rio, David Lee Murphy, and Terri Clark. As a new artist, she says, "I know it's tough to get a booking. We've been all about follow up and being easy to work with. I think that's helped us. We're no trouble and we've been able to maintain good relationships with promoters."

In between completing the album, Potts will spend the summer appearing at fairs, festivals, and radio listener-appreciation shows.

GOING FOR ADDS

August 4, 1997

James Bonamy "Naked To The Pain"

Epic: James Bonamy goes for a ballad — a big ballad — with his latest single from his second album, "Roots And Wings." The track builds from simple piano accompaniment to a sonically powerful conclusion.

Matt King "A Woman Like You"

Atlantic: North Carolina native Matt King got his record deal after Gary Morris provided the introduction which led to an informal performance before Atlantic/Nashville President Rick Blackburn. Morris produced the singer-songwriter's debut album, "Five O'Clock Hero," set for September 16 release.

J.D. Myers "When I Think About You"

Asylum/EEG: As a songwriter, Virginia native J.D. Myers was just 19 when he signed to Warner/Chappell, one of Nashville's biggest publishers. This is the debut single from his upcoming album "Like A Train."

Lee Roy Parnell "You Can't Get There From Here"

Career: The Career promo staff pushed back Parnell's add date by a week to provide additional set-up at radio. The song was written by Tony Arata, who also penned Parnell's "Holding My Own."

River Road "Nickajack"

Capitol: River Road hails from Louisiana, but they go for another geographic theme with a visit to the Georgia state line — where the Tennessee River spills into Nickajack Lake. The trip is driven by a catchy acoustic guitar riff.

Seminole "She Knows Me By Heart"

Curb/Universal: Sawyer Brown's Mark Miller discovered Seminole, the brother duo of James and Donald Myers, after a tape was slipped his way following a gig in Florida. Miller liked what he heard — which led to him and Mac McNally producing their first album, including this debut single.

OUT OF THE BOX

MARK CHESNUTT
"Thank God For Believers" (Decca)
Kevin Anderson, MD
WSM/Nashville

From the haunting fiddle intro to the brilliant arrangement of this pure country love ballad, Mark Chesnutt and producer Mark Wright leave their mark on yet another powerful hit. It's refreshing to know there are some artists that are consistent with their music and maintaining their true country roots. At WSM, we can always count on Mark to give us the best — from ballads to western swing to fun toe-tapping two-steps. In this single, though, listeners started requesting it before we received it, due to the video impact early on. Mark Chesnutt has always tested well for WSM, so why not go a week early before the add date. Mark Chesnutt has made believers out of WSM. Thank God for Mark Chesnutt!


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Country Radio**

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COUNTRY REPORTERS

Stations and their adds listed alphabetically by market

KEAN/Abilene, TX PD: Dwayne Alexander MD: Rudy Allen Fernandez 17 WAD HAYES 17 LEE ROY PARNELL 17 RODNEY ATKINS 17 KATHY MATTEA 17 JEFF CARSON 17 MC POTTS 17 BILL ENGVALL	WHWK/Binghamton, NY OM/PD/MD: John Davison 13 TRITT & WHITE	KYNG/Dallas, TX PD: Dan Pearman MD: Stacey Tackett 10 DEANA CARTER 10 CHELY WRIGHT 10 BRYAN WHITE 10 KEVIN SHARP 5 JOHN ANDERSON 5 KINLEYS	WTQR/Greensboro, NC PD: Paul Franklin MD: Deano St. Clair 5 BLACKHAWK 5 LORRIE MORGAN	WVVK/Knoxville, TN PD: Les Acree MD: Chris Huff 12 CLAY WALKER 12 RAYBON BROTHERS 6 RICOCHET 6 BILL ENGVALL 6 RICK TREVINO	WGOY/Memphis, TN PD: Joel Burke MD: Polly Wogg 20 VINCE GILL 7 RICOCHET 7 BUFFALO CLUB 7 DWIGHT YOAKAM 7 LILA MCCANN	WKKA/Oroville, FL PD: Mike Moore MD: Shadow Stevens 12 DAVID KERSH 12 LEE ANN WOMACK	WYYD/Roanoke, VA PD/MD: Robynn Jaymes 16 KATHY MATTEA 16 LORRIE MORGAN 16 KEVIN SHARP 16 TRITT & WHITE 16 CHELY WRIGHT	KDRK/Spokane, WA PD: Ray Edwards APD/MD: Tim Cotter 8 DEAN MILLER 8 JASON SELLERS 8 KINLEYS 8 MARK CHESNUTT 5 RODNEY ATKINS	KNUE/Tyler, TX PD: Amy Austin MD: Chuck McKinley 7 DAVID LEE MURPHY 7 TRITT & WHITE 7 BRYAN WHITE					
WQMX/Akron, OH PD: Kevin Mason MD: Bill Shiel 18 DEANA CARTER 18 BLACKHAWK 18 KINLEYS 18 TRITT & WHITE	KQFC/Boise, ID PD/MD: Paul Wilson 12 KEVIN SHARP 12 TRITT & WHITE	WGNE/Daytona Beach, FL PD: John Rivers MD: Jim Andrews 15 CHELY WRIGHT 15 BRYAN WHITE 14 SEMINOLE 14 SAWYER BROWN	WRNS/Greenville, NC PD: Wayne Carlisle MD: Dale Knippers 22 KEVIN SHARP 18 KATHY MATTEA 18 JASON SELLERS 15 SKIP EWING 15 RODNEY ATKINS 10 MC POTTS	KXKC/Lafayette, LA PD: Renee Revett MD: Kelly Thompson 24 DAVID MORGAN 10 BRYAN WHITE 10 KINLEYS 5 MC POTTS	WKIS/Miami, FL PD: Bob McKay MD: Darlene Evans 14 DEANA CARTER 14 BRYAN WHITE	KHAY/Oxnard, CA PD/MD: Mark Hill 8 KATHY MATTEA 8 CLAY WALKER 7 RAYBON BROTHERS 6 SKIP EWING 6 BILL ENGVALL	WBEE/Rochester, NY PD: Ron Ellis MD: Dr. Fraser Love 15 MARK CHESNUTT 5 KEVIN SHARP 5 JOE DIFFIE 5 DEANA CARTER 5 BRYAN WHITE 5 KINLEYS 5 CHELY WRIGHT	KNFR/Spokane, WA PD: Jay Daniels MD: Paul Neuman 14 DEANA CARTER 14 KINLEYS 14 MARK CHESNUTT 14 RAYBON BROTHERS 7 NEAL MCCOY	WFRG/Utica-Rome, NY PD/MD: Chris Atkins 14 VINCE GILL 14 BILLY RAY CYRUS					
WGNA/Albany, NY PD: Buzz Brindle MD: Bill Earley 6 DEANA CARTER 6 JOE DIFFIE 6 LORRIE MORGAN 6 KEVIN SHARP 6 TRITT & WHITE 6 BRYAN WHITE	WKLB/Boston, MA PD: Mike Brophy APD/MD: Glenn Rogers 5 MARK CHESNUTT 5 SARA EVANS	KYGO/Denver, CO PD: Mike Johnson OM/PD: John St. John MD: Jennifer Page 13 MATT KING 5 DEAN MILLER 5 WADE HAYES	WESC/Greenville, SC PD/MD: Ron Brooks APD/MD: John Landrum 18 DEANA CARTER 5 MARK CHESNUTT	WVOV/Lancaster, PA PD: Dick Raymond MD: Keith Patrick 5 DEANA CARTER 5 BRYAN WHITE 5 MARK CHESNUTT	WMIL/Milwaukee, WI OM: Kerry Wolfe APD: Scott Dolphin MD: Mitch Morgan 14 MARK CHESNUTT	WXBX/Pensacola, FL PD: Al Gordon APD/MD: Kris Richards 9 MARK CHESNUTT 9 KINLEYS 9 KATHY MATTEA 9 BRYAN WHITE	WXXQ/Rockford, IL PD: Jesse Garcia MD: Lynn Lacy 7 KATHY MATTEA 7 JASON SELLERS 7 MARK CHESNUTT 7 CLAY WALKER	WFXB/Springfield, MA PD: Scott Harris MD: Kevin Wright 17 CLAY WALKER 17 BRYAN WHITE 11 JOHN ANDERSON 11 MARK CHESNUTT	WQOW/Waco, TX PD/MD: Glenn Michaels 15 BRYAN WHITE 15 DEANA CARTER 15 CLAY WALKER					
KRST/Albuquerque, NM PD: Jim Patrick MD: Chaz Mailbu 12 DEANA CARTER 12 BRYAN WHITE 5 TANYA TUCKER	WKAB/Cedar Rapids, IA PD: Jeff Winfield MD: Dawn Johnson 9 WADE HAYES 9 KATHY MATTEA 9 CLAY WALKER	KJYJ/Des Moines, IA OM/PD: Beverly Brannigan MD: Eddie Hatfield 12 DEANA CARTER 12 BRYAN WHITE	WSSJ/Greenville, SC PD: Bruce Logen APD/MD: Kerry Owen 15 TIM MCGRAW 7 BILL ENGVALL 7 MARK CHESNUTT 7 SARA EVANS	WITL/Lansing, MI PD: Jeff Davis MD: Steve Cherry 7 MARK CHESNUTT 5 DAVID LEE MURPHY	WKSJ/Mobile, AL PD: Bill Black MD: Steve Kelly 15 MARK CHESNUTT 15 KEVIN SHARP	WXCL/Peoria, IL OM: Dale Van Horn PD: Dan Dermody MD: Joe Cameron 14 MARK CHESNUTT 6 CLAY WALKER 6 KATHY MATTEA	WKCC/Saginaw, MI PD/MD: Rick Walker 7 SAWYER BROWN 7 KINLEYS	WIL/St. Louis, MO PD: Bob Barnett APD/MD: Mark Langston 25 DEANA CARTER 25 BRYAN WHITE 25 KEVIN SHARP 5 BLACKHAWK 5 SKIP EWING 5 CHELY WRIGHT 5 SARA EVANS	WWTN/Tallahassee, FL PD/MD: Tim Mercer 12 VINCE GILL 12 DAVID LEE MURPHY 12 LEE ANN WOMACK 12 KEVIN SHARP 12 TRITT & WHITE 12 BLACKHAWK 12 DEANA CARTER 12 SARA EVANS 12 SAWYER BROWN	WQVW/Wheeling, WV PD/MD: Bill Berg 10 CLAY WALKER 10 JEFF CARSON 10 KATHY MATTEA				
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WFGY/Altoona, PA PD/MD: Polly Wogg 35 MARK CHESNUTT	WEZL/Charleston, SC PD: Kris Van Dyke MD: Gary Griffin 15 MARK CHESNUTT 15 BRYAN WHITE	WTVY/Dothan, AL PD/MD: Shannon O'Neal 10 MC POTTS 10 KATHY MATTEA 10 JAMES BONAMY 10 JEFF CARSON 5 SKIP EWING 5 RAYBON BROTHERS	WRKZ/Harrisburg, PA PD: Mitch Mahan MD: Dandelion 16 MARK CHESNUTT 16 RAYBON BROTHERS 16 LORRIE MORGAN	WVLC/Lexington, KY PD/MD: Matt Austin 5 MARK CHESNUTT 5 TIM MCGRAW	WGTR/Myrtle Beach, SC PD: Dave Priest MD: Chris Palmer 12 KINLEYS 6 CHELY WRIGHT 6 BRYAN WHITE	WVWZ/Hartford, CT PD: Greg Roche MD: John Saville 10 RAYBON BROTHERS 10 JEFF CARSON 10 KATHY MATTEA 10 WADE HAYES 10 MARTY STUART 5 RIVER ROAD 5 CLAY WALKER 5 LEE ROY PARNELL 5 THOMPSON BROTHERS	WVWZ/Hartford, CT PD: Greg Roche MD: John Saville 10 RAYBON BROTHERS 10 JEFF CARSON 10 KATHY MATTEA 10 WADE HAYES 10 MARTY STUART 5 RIVER ROAD 5 CLAY WALKER 5 LEE ROY PARNELL 5 THOMPSON BROTHERS	WVWZ/Hartford, CT PD: Greg Roche MD: John Saville 10 RAYBON BROTHERS 10 JEFF CARSON 10 KATHY MATTEA 10 WADE HAYES 10 MARTY STUART 5 RIVER ROAD 5 CLAY WALKER 5 LEE ROY PARNELL 5 THOMPSON BROTHERS	KZKX/Lincoln, NE PD: Charlie Thomas APD/MD: Rob Kelley 12 KINLEYS 10 DEANA CARTER 10 BRYAN WHITE 5 BLACKHAWK 5 TRITT & WHITE 5 KINLEYS 5 MARK CHESNUTT	WSIX/Nashville, TN PD/MD: Dave Kelly 18 MARK CHESNUTT 18 TIM MCGRAW 12 DEAN MILLER 12 JASON SELLERS 12 KATHY MATTEA	WVWZ/Hartford, CT PD: Greg Roche MD: John Saville 10 RAYBON BROTHERS 10 JEFF CARSON 10 KATHY MATTEA 10 WADE HAYES 10 MARTY STUART 5 RIVER ROAD 5 CLAY WALKER 5 LEE ROY PARNELL 5 THOMPSON BROTHERS	WVWZ/Hartford, CT PD: Greg Roche MD: John Saville 10 RAYBON BROTHERS 10 JEFF CARSON 10 KATHY MATTEA 10 WADE HAYES 10 MARTY STUART 5 RIVER ROAD 5 CLAY WALKER 5 LEE ROY PARNELL 5 THOMPSON BROTHERS	WVWZ/Hartford, CT PD: Greg Roche MD: John Saville 10 RAYBON BROTHERS 10 JEFF CARSON 10 KATHY MATTEA 10 WADE HAYES 10 MARTY STUART 5 RIVER ROAD 5 CLAY WALKER 5 LEE ROY PARNELL 5 THOMPSON BROTHERS	WVWZ/Hartford, CT PD: Greg Roche MD: John Saville 10 RAYBON BROTHERS 10 JEFF CARSON 10 KATHY MATTEA 10 WADE HAYES 10 MARTY STUART 5 RIVER ROAD 5 CLAY WALKER 5 LEE ROY PARNELL 5 THOMPSON BROTHERS

196 Total Reporters
 196 Current Reporters
 189 Current Playlists

Reported Frozen Playlist (4):
 WHOK/Columbus, OH
 WAXX/Eau Claire, WI
 KVOX/Fargo, ND
 KILT/Houston, TX

Did Not Report, Playlist Frozen (3):
 WUBE/Cincinnati, OH
 KATM/Modesto, CA
 KORD/Tri-Cities, WA



MIKE KINOSHIAN

AC Goes To Summer School

■ **McVay's recent seminar covered ratings, production, web sites, and more**

In the shadow of the Rock & Roll Hall Of Fame and Jacobs Field, consultant **Mike McVay's** "Radio School 1997" was held July 16-18 in Cleveland and was open to clients and non-clients. Mirroring the pattern set in previous years, the predominantly AC attendees were offered two seminar days jammed with excellent content.

The seminar concluded with concurrent workshops. McVay Media consultant **Dan Garfinkle** chaired one on promotion, while I handled similar duties for a general programming session. Consolidation and the Pop/Alternative craze were among the hot topics in the 90-minute discussions.

There was great entertainment for spice, including performances by Beth Nielsen Chapman, Mary Griffin, Dave Koz, and B.E. Taylor as well as "meet and greets" with Peter Cetera and Kenny Rogers.

Seminar Highlights

This year's Radio School "faculty" was completely different from last year — with the exception of leadoff presenter **Rhody Bosley**.



Rhody Bosley

The Research Director's Managing Partner formerly was Arbitron's VP/Sales & Marketing for seven years. His company specializes in ratings research for programming and sales.

The best time to do ratings analysis, he suggests, is after a *good* book: "When you have a terrible book, it's hard to find something that isn't there. It's important to market to develop new listeners. Unless you do something to reverse it, cume is always going down."

“**Loyal audience doesn't mean anything. There's no definition for loyalty — it's whatever you want it to be. It's like the salesman at a used-car lot saying, 'I have a cream puff here.'**”
— **Rhody Bosley**

Some preference terms like "favorite station," Bosley comments, can cause confusion. "Favorite station is a value judgment. It is *not* any measure of listening. They may or may not be [partisans]."

Another frequently used term is "loyal audience," but as Bosley cautions, "It doesn't mean anything. There's no definition for loyalty — it's whatever you want it to be. It's like the salesman at a used-car lot saying, 'I have a cream puff here.'"

With no real consensus of what constitutes a "heavy listener," Bosley's company decided to define it as anyone listening to a single station for more than 100 quarter-hours a week. "Imagine someone spending 25 hours a week with your station. About 39% of your quarter-hours will come from 'heavy' listeners. It makes you wonder what

some of these people do with their lives. I'm not sure if the only thing they do is listen to radio, but these heavy listeners dramatically affect your station." When stations are up in the fall and down in the spring, Bosley remarks, "I immediately look for this. Contest players will shoot this number through the roof."

The average diary-keeper tunes in a successful radio station 3.4 days a week. "This is a 'successful' station, and it still means you're not mentioned 3.6 days a week," Bosley notes. "Country's and News/Talk's average days a week are the highest."

Not surprisingly — and regardless of format — the survey's first day, Thursday, is the highest for listening. "It's survey enthusiasm, and you very typically find people get more involved with the process. They'll listen to more radio stations on Thursday. That's pretty interesting, but it doesn't mean they'll listen to your station more."

"Stations get 58.6% of their total week's cume on Thursday; Friday is about 55.9%. The quarter-hour is at about the same percentage level. But in looking at successful stations across the country, I've also seen Monday, Tuesday, and Friday as the highest day. What I've never seen as highest is Sunday, and I seriously doubt I ever will. For some reason, Sunday is radio's vast wasteland."

And while Thursday is the day most programmers focus on, Bosley advises, "If it's cheaper to buy advertising Monday night on television, you won't get killed by buying it. Trust me on this one: The fact is you probably won't have competition from other stations."

Spotlight On Production

J. Ben Manilla's audio example-intensive production session stressed effective ways of using music as punctuation. "Use music to highlight what's being said as you would when writing copy," comments Manilla, whose Ben Manilla Productions was formed in 1991. "Quite often, we hear just the voice and music. There should be a little more preproduction and thought about where things will lie within the piece."

An advocate of the "silence is golden" concept, Manilla remarks, "We sometimes forget it's as important as sound. There's a tendency to keep beating the listener over the head with the mes-



J. Ben Manilla

Some Politically Correct Tips

The wide variety of presentations at this year's **McVay Media Radio School** included a wonderfully visual guide of "dos" and "don'ts" for creating smart web sites. McVay New Media consultants Bob Craig and Eric Stevens advised it's better *not* to have a site than to put up a bad one. Other sessions included the evolution of morning-show programming services and direct marketing.

Edison Media Research co-founder/VP **Joe Lenski** demonstrated in his one-hour session how radio stations can learn things from political campaigns. Lenski's been involved in every major exit poll in the last decade.

"There are many similarities between radio and politics," he remarks. "Radio programmers are trying to get Arbitron votes, and they can survive if they have one bad trend. But in politics, if you get one bad turnout, you're out of office. There's much more progressiveness to political campaigns. The day-to-day political campaign manager is involved in every message sent out by that candidate, whether it's selling the candidate or accurately describing where the candidate stands on certain issues."



Joe Lenski

“**Radio programmers are trying to get Arbitron votes, and they can survive if they have one bad trend. But in politics, if you get one bad turnout, you're out of office.**”

— **Joe Lenski**

One of the first things people usually think about with politics is negative advertising. "There are plenty of cases where negative ads do work because negative advertising can point out differences between you and your competitor," Lenski remarks. "Don't try to make up something about the competition. Look at them and note their weaknesses."

As in politics, it's important to give listeners a choice. Lenski notes, "You can always make negative things you say about your opponent a little easier to take when you follow it up with something positive about yourself."

For stations put in positions of defending themselves, he explains, "Not responding to negative statements will hurt you. If someone is attacking you, counter-attack quickly."

sage. There's something about punctuation and silence that draws listeners into the speaker."

Even though there are some wonderful production libraries on the market, one of the biggest challenges in doing great production continues to be finding just the right piece of music. Classical music, Manilla suggests, could be a viable option, particularly on soundtrack CDs. "When you have some sort of action/adventure movie like 'In The Line Of Fire,' you'll find music that has tension and release and has a huge crescendo. It's a wonderful place to get endings."

"Another place to go is CDs of artists you already have. If the Spice Girls define your station, you know they have more than one song. The same production values that went into the hit you're pounding several times a day went into the rest of the CD. There's usually a lot of beds you can find there."

“**We sometimes forget silence is as important as sound. There's a tendency to keep beating the listener over the head with the message. There's something about punctuation and silence that draws listeners into the speaker.**”

— **J. Ben Manilla**

You'll get the same groove and tempo contained in the hits."

Although it's illegal, many radio programmers have, nevertheless, been known to "borrow" television and movie audio for promos and production. Manilla remarks, "My understanding of the law is that, if someone comes after you, they will first send a cease-and-desist order. Once you get it, my advice is that you then cease and desist."

Regarding movie and television clips, a line should be drawn in the area of familiarity. Manilla notes, "Everybody knows 'Show me the

money,' but everyone won't know an obscure line that Ginger said in 'Gilligan's Island.'"

"You may come across the world's greatest thing on television, but when you EQ and dub it off, you might not be able to understand it. You and your buddies may think it's great. But if people don't know what it is, it becomes a tuneout."



WASH-FM ROASTS KENNY ROGERS — Legendary Soft Rock artist Kenny Rogers recently took a break from the chicken circuit to stop by WASH/Washington's "Morning Show With Bill Worthington & Kim Burton" and talk about his new record, "Write Your Name (Across My Heart)." Seen henpecking here are (l-r): Diane Duncan, Kim Burton, Kenny Rogers, Bill Worthington, and Steve "Stuntman" Tulo.

SPICE GIRLS

"2 Become 1"



Over 4 Million Sold!

BDS Rhythm 9*

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| WNUA | KMJZ | WVAE | WSJW | KXDC |
| KBLX | KCLC | KCIY | KAJZ | KSMJ |
| KKSF | KOAZ | KQBR | KTNT | KWSJ |
| WJJZ | KYOT | WJZI | WFSJ | WJZK |
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VANESSA WILLIAMS

Next

the new album
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featuring:
"crazy 'bout you"
"start again"
and "and if i ever"

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don't miss vanessa williams on tour
with luther vandross beginning august 31

Executive Producers: Vanessa Williams, Bruce Carbone, John Dukakis and Qadree El-Amin

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CAROL ARCHER

WJJZ/Philadelphia Captivates The 'City Of Brotherly Love'

How fun and devotion took one station to top five — and kept it there

Philadelphia's radio heritage is so rich that mere mention of the city's name conjures memories of legends like Dick Clark, Hy Lit, WIBG, and WFIL.

Today, one of the brightest stars on the local radio scene is Evergreen/Chancellor Media's WJJZ, which has hovered in or near the top five 25-54 since it burst into public consciousness as a Pyramid station



Sil Scaglione

in late 1995. During a visit to the market earlier this year, I heard in WJJZ a full-fledged, sophisticated radio station — and one that is expertly programmed and positioned. Air personalities are just that; the station's music is smooth, but not sleepy. WJJZ is big-city adult radio at its best.

Malrite flipped CHR WEGX to NAC WJJZ in March 1993, simultaneous with putting it on the block. It wasn't until a year and a half later that Pyramid closed on the sale. Only then, says VP/GM Sil Scaglione, were appropriate resources dedicated to its growth. "Pyramid put Broadcast Architecture in place," he recalls. "Anne Gress got promoted from APD/MD of [sister] WYXR [Star] to WJJZ's PD in April '95. Promotion/Mktg. Dir. Jane White came aboard from Star around that time, too. Beginning to assemble a team represented the first milestone.

Glowing Brighter

"After Evergreen bought the station, I came on board in April '96 from the GSM post at Star, replacing Jeffrey Specter, who went there as VP/GM. Evergreen's operational philosophy included a separate management team for each station. Previously, I had been a senior account executive and sales manager at WNUA/Chicago from 1987 through 1990, so I was familiar with the format. Anne and Jane had done a great job with the product, which was proceeding at the expected rate, so the second milestone was to refine the sales effort. As Star's little sister, we were the stepchild. First, we had to give the radio station its own unique identity and culture. When I got here, I tried to bring everyone to life, everyone together."

"Sil plugged us into the socket, and we all began to glow a lot brighter. It began when he came on, since there was someone to devote 100% of their time to us," Gress remembers. "He



Anne Gress

saw to it that we did all of the things successful radio stations do, whether it was social parties, meetings, or setting up internal structure. When you're a station at this level, you can't divide a GM or other top management person's responsibilities. We all had someone to turn to who was totally devoted to our success."

"I pride myself on communicating with the staff," Scaglione continues. "That's the be-all and end-all of a successful business. We have formal weekly department head meetings, plus a lot of hanging out. We're in a very small physical space [which makes it easy to talk informally]."

Lack Of 'Blinders'

Turning to programming philosophy, Gress adds, "When I came on board, I had low awareness of the format and smooth jazz music. All I knew was that I'd been lucky to work with illustrious programmers in the past, and they taught me the bare basics of programming: Create a good product and promote it. When you do a promotion, do pre-promotion — and then afterward, tell people you did it. We were one

of the first NAC stations to put in power rotation. I was as interested and as eager as any new listener is. I listened constantly, sucking it up. I was lucky enough to have excellent guidance from everyone at BA, plus Lee Hansen was a great help and emotional support to me as a rookie PD. Perhaps because I wasn't a programmer from the beginning of my radio career, I don't have any blinders, so I question a lot of things. I don't see any problems with incorporating the best programming principles from another format into this one. NAC already has so many great attributes that don't exist in other formats — the music, its artists, the passion of the audience — that the basics of programming complement them. Combined, it's a very nice package.

"I'm lucky enough to have some



NAC already has so many great attributes that don't exist in other formats — the music, its artists, the passion of the audience — that the basics of programming compliment them.

—Anne Gress



People really scrutinized [Anne] because some of the concepts she was introducing to the radio station and the format were untraditional for smooth jazz. She was young, female, and it was her first PD gig. She had the foresight and patience to, little by little, introduce her philosophy while keeping the smooth jazz universe in mind. It is all the things that she's brought from within herself that makes this station sound the way it does today.

—Sil Scaglione



of the best air talent of any format. They are intelligent. They have a lot of personality and they impart it on air. I don't want them to 'dumb down' to the audience. They love the format so much that they seem to have a touch for how to say things. We meet for jock meetings, but we often just chat after their shows, talking about anything. They've taught me as much as I've taught them."

Having Fun Every Day

Asked to explain WJJZ's nearly indefinable on-air luster, Gress says quite simply, "We have a great deal of fun here." Graciously, Scaglione adds, "When Anne first came to the radio station, she was a pop programmer. People really scrutinized her because some of the concepts that she was introducing to the radio station — and to the format — were untraditional for smooth jazz. She was an outsider coming into a pretty tight group. She was young, female, and it was her first PD gig. She had the foresight and patience to, little by little, introduce her philosophy while keeping the big picture of the smooth jazz universe in mind. It is all the things that she's brought from within herself that makes this station sound the way it does today."

Gress returns the compliment: "I trust Sil. I'm constantly amazed, when given a choice of which road to take, he always chooses the high road without question. I remember that, and the employees he affects with each choice remember it, as

well. I don't mean to sound like 'We Are The World,' but we do really care for one another here. It makes things so much sweeter. I enjoy coming to work and the time I spend here with these people. I learn something new — and have fun — every day. Four times a year, Arbitron may give us something else to be happy about."

Scaglione recounts another critical staffing decision in WJJZ's evolution: "The radio station having the right GSM — Vince Raimondo — is our third milestone. Every single person in the sales department — from sellers to assistants — has joined the station since January '95. Vince pulled them together so quickly that everything just clicked. The ratings were in place, but we finally had the team that could get their arms around it like he did. He's uniquely qualified for the station: He's a musician and kind of Bohemian. He had his own jazz brunch show on WRTI in the early '90s as a hobby. And he's been a sales manager in Philadelphia for almost 20 years! He is able to bring his knowledge, passion, experience, and credibility to the local community. Developing WJJZ nationally was easier, with WNUA, KKSF/SF, and KTWV/L.A. carving a path for us, but it was Vince that put us over the top locally this past year."

Solid Foundation

"Anne and I are fortunate in having a lot of really great partners in building the station," Scaglione concludes. "Jeff Specter laid the foundation. WNUA VP/GM Ralph Sherman and 'NUA's former Dir. Promotion/Mktg. Suzy LeClair have been a huge influence. Lee Hansen took Anne under his wing and taught her, as did the whole staff of BA, who spent a great deal of time with her on music. Frank Cody has been extremely helpful in developing me as an executive. Radio One 2 One has been a wonderful marketing inspiration, particularly from the perspective of database marketing, which is so vitally important."

"I must make particular mention of our Mktg./Promotions Dir. Jane White. The woman really cranks in that department — and she makes no noise! In some stations, that department is often the most frantic, but she sees to it that there is not one problem when we do an event, like the incredible one we just did that drew 25,000 people." Gress is enthusiastic as well: "She had it so under control," she adds. "There was nothing for anyone else to do. Amazing!"



BACKSTAGE WITH BONEY — When Warner Bros. artist Boney James (c) played L.A.'s Greek Theater recently with Al Jarreau and Take 6, he was given a spontaneous standing ovation. Congratulating him backstage afterward were (l to r): All That Jazz's Cliff Gorov, Warner Bros.'s Marylou Badeaux, Carol Archer, James, R&R Publisher/CEO Erica Farber, Progressive Media Group VP/Programming Lawrence Tanter, and WB Sr. Dir./Jazz Promotion Chris Jonz.

AUGUST 1, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
				BONEY JAMES Nothin' But Love (<i>Warner Bros.</i>)	1003	1023	1022	1033	54/0
				NELSON RANGELL Turning Night Into Day (<i>GRP</i>)	873	873	879	829	50/0
				CHRIS BOTTI The Way Home (<i>Verve Forecast</i>)	855	823	767	642	51/0
				SPECIAL EFX Since You've Been Away (<i>JVC</i>)	854	854	805	693	52/0
				DANCING FANTASY When Dreams Come True (<i>Innovative</i>)	727	668	549	545	49/2
				PAUL TAYLOR Pleasure Seeker (<i>Countdown/Unity</i>)	679	610	574	564	52/1
				URBAN KNIGHTS The Promise (<i>GRP</i>)	647	684	698	726	41/0
				ERIC MARIENTHAL Easy Street (<i>I.E./Verve</i>)	603	606	603	579	52/1
				GATO BARBIERI Straight Into The Sunrise (<i>Columbia</i>)	600	695	868	913	48/0
				STEVE WINWOOD Plenty Lovin' (<i>Virgin</i>)	598	597	584	556	52/1
				KEN NAVARRO Smooth Sensation (<i>Positive</i>)	500	468	421	390	46/0
				WARREN HILL U R The 1 (<i>Discovery</i>)	491	628	644	787	42/0
				HERB ALPERT Passion Dance (<i>Almo Sounds/Geffen</i>)	461	498	511	511	43/0
				ANITA BAKER The Final Frontier (<i>Atlantic</i>)	457	447	424	426	42/0
				PAUL HARDCASTLE Peace On Earth (<i>JVC</i>)	442	434	401	360	43/1
				WALTER BEASLEY Slowly But Surely (<i>Shanachie</i>)	432	454	399	372	44/0
				PHILLIPE SAISSIE Moanin' (<i>Verve Forecast</i>)	401	372	290	276	41/3
				TIM WEISBERG Herbie's Blues (<i>Fahrenheit</i>)	387	341	331	318	41/1
				NATALIE COLE A Smile Like Yours (<i>Elektra/EEG</i>)	385	382	364	333	41/2
				SWING OUT SISTER Somewhere In The World (<i>Pure/Mercury</i>)	380	359	342	324	36/1
				3RD FORCE In The Full Moonlight (<i>Higher Octave</i>)	370	493	588	730	30/0
				BREAKER RICK BRAUN Missing In Venice (<i>Mesa/Bluemoon</i>)	355	267	98	59	43/4
				GROVER WASHINGTON JR. Bordertown (<i>Columbia</i>)	353	347	337	333	36/1
				BREAKER WILLIE & LOBO Napali (<i>Mesa/Bluemoon</i>)	350	336	294	258	41/1
				PATRICE RUSHEN Days Gone By (<i>Discovery</i>)	349	351	330	307	46/0
				BREAKER AVENUE BLUE Nightlife (<i>Bluemoon</i>)	348	296	227	63	46/1
				EL DEBARGE Dindi (<i>I.E./Verve</i>)	339	401	422	444	37/0
				BREAKER LEE RITENOUR Favela (<i>I.E./Verve</i>)	335	317	273	160	42/3
				RICK BRAUN Notorious (<i>Mesa/Bluemoon</i>)	309	372	518	654	29/0
				DEBUT BUCKSHOT LEFONQUE Another Day (<i>Columbia</i>)	306	267	210	144	33/4

This chart reflects airplay from July 16-22. Songs ranked by total plays. Highlighted songs indicate Breaker. 54 NAC reporters. 52 current playlists. © 1997, R&R Inc.

BREAKERS

RICK BRAUN

Missing In Venice (Mesa/Bluemoon)

TOTAL PLAYS/INCREASE 355/88 TOTAL STATIONS/ADDS 43/4 CHART 22

AVENUE BLUE

Nightlife (Bluemoon)

TOTAL PLAYS/INCREASE 348/52 TOTAL STATIONS/ADDS 46/1 CHART 26

LEE RITENOUR

Favela (I.E./Verve)

TOTAL PLAYS/INCREASE 335/18 TOTAL STATIONS/ADDS 42/3 CHART 28

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
DAVID GARFIELD & FRIENDS Let's Stay Together (<i>Zebra</i>)	24
VANESSA WILLIAMS Start Again (<i>Mercury</i>)	22
3RD FORCE You Gotta Be Real (<i>Higher Octave</i>)	16
BOB MAMET News From The Blues (<i>Atlantic</i>)	16
GOTA All Alone (<i>Instinct</i>)	8
RICK BRAUN Missing In Venice (<i>Mesa/Bluemoon</i>)	4
BUCKSHOT LEFONQUE Another Day (<i>Columbia</i>)	4
COUNT BASIC Chasing The Sunset (<i>Instinct</i>)	4
RONNIE LAWS Listen Here (<i>Blue Note</i>)	4
MICHAEL PAULO Bumpin' (<i>Noteworthy</i>)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
RICK BRAUN Missing In Venice (<i>Mesa/Bluemoon</i>)	+88
RONNIE LAWS Listen Here (<i>Blue Note</i>)	+71
PAUL TAYLOR Pleasure Seeker (<i>Countdown/Unity</i>)	+69
RAY OBIEDO Sweet Summer Days (<i>Windham Hill</i>)	+60
DANCING FANTASY When Dreams Come True (<i>Innovative</i>)	+59
AVENUE BLUE Nightlife (<i>Bluemoon</i>)	+52
TIM WEISBERG Herbie's Blues (<i>Fahrenheit</i>)	+46
GOTA All Alone (<i>Instinct</i>)	+40
BUCKSHOT LEFONQUE Another Day (<i>Columbia</i>)	+39
KENNY G Northern Lights (<i>Arista</i>)	+37

Breakers: Songs registering 325 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

NEW & ACTIVE

BRAXTON BROTHERS Sunset Bay (*Kokopelli*)

Total Plays: 300, Total Stations: 40, Adds: 0

RAY OBIEDO Sweet Summer Days (*Windham Hill*)

Total Plays: 276, Total Stations: 31, Adds: 3

JIM BRICKMAN Picture This (*Windham Hill*)

Total Plays: 242, Total Stations: 33, Adds: 2

RONNIE LAWS Listen Here (*Blue Note*)

Total Plays: 232, Total Stations: 31, Adds: 4

JONATHAN CAIN Body Language (*Higher Octave*)

Total Plays: 220, Total Stations: 29, Adds: 1

KENNY G Northern Lights (*Arista*)

Total Plays: 203, Total Stations: 28, Adds: 3

DAVE KOZ Under The Spell Of The Moon (*Capitol*)

Total Plays: 199, Total Stations: 26, Adds: 0

FOURPLAY 4 Play And Pleasure (*Warner Bros.*)

Total Plays: 188, Total Stations: 28, Adds: 1

DIRK K Under The Sun (*Countdown/Unity*)

Total Plays: 150, Total Stations: 23, Adds: 1

INCOGNITO Misunderstood (*Verve Forecast*)

Total Plays: 122, Total Stations: 13, Adds: 1

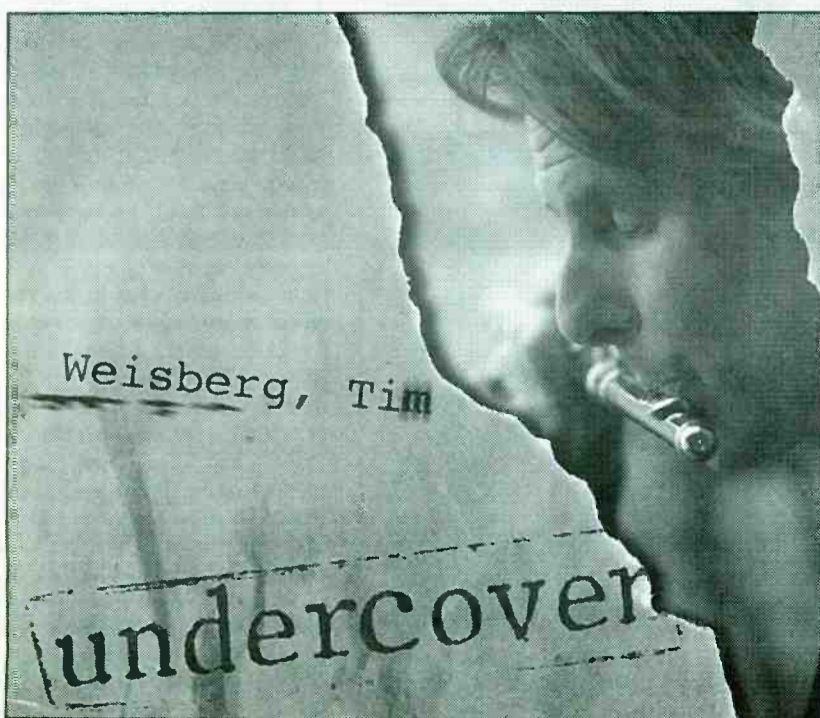
GOTA All Alone (*Instinct*)

Total Plays: 122, Total Stations: 30, Adds: 8

VANESSA RUBIN That Was Then This Is Now (*RCA*)

Total Plays: 122, Total Stations: 14, Adds: 1

Songs ranked by total plays



Weisberg, Tim

"Herbie's Blues"

From the new album... UNDERCOVER

NAC TRACKS CHART **25** - **18**

NAC ALBUMS CHART **27** - **23**

Thank You NAC Radio!

New This Week: WJCD





NAC/SMOOTH JAZZ ALBUMS

AUGUST 1, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	EMPHASIS TRACKS (PLAYS)	
1	1	1	1	BONEY JAMES Sweet Thing (Warner Bros.)	1103	-2	"Nothin" (1003)	"Sweet" (51)
10	6	5	2	CHRIS BOTTI Midnight Without You (Verve Forecast)	880	+29	"Way" (855)	"Midnight" (12)
6	4	3	3	NELSON RANGELL Turning Night Into Day (GRP)	873	0	"Turning" (873)	
2	2	2	4	VARIOUS ARTISTS A Twist Of Jobim (I.E./Verve)	860	-95	"Dindi" (339)	"Favela" (335)
9	5	4	5	SPECIAL EFX Here To Stay (JVC)	854	0	"Since" (854)	
14	14	10	6	DANCING FANTASY Love Letters (Innovative)	732	+59	"Dreams" (727)	"Miss" (5)
8	10	8	7	RICK BRAUN Body And Soul (Mesa/Bluemoon)	718	+26	"Venice" (355)	"Notorious" (309)
13	13	14	8	PAUL TAYLOR Pleasure Seeker (Countdown/Unity)	681	+68	"Pleasure" (679)	"Groove" (2)
7	7	7	9	URBAN KNIGHTS Urban Knights II (GRP)	681	-41	"Promise" (647)	"Step" (21)
3	3	6	10	GATO BARBIERI Que Pasa (Columbia)	662	-95	"Sunrise" (600)	"Gala" (40)
11	11	11	11	ERIC MARIENTHAL Easy Street (I.E./Verve)	651	+4	"Easy" (603)	"Until" (39)
12	12	13	12	STEVE WINWOOD Junction Seven (Virgin)	624	+2	"Plenty" (598)	"Real" (14)
17	16	15	13	KEN NAVARRO Smooth Sensation (Positive)	571	+34	"Smooth" (500)	"Kiss" (32)
4	9	9	14	WARREN HILL Shelter (Discovery)	534	-139	"U" (491)	"Man" (22)
5	8	12	15	3RD FORCE Vital Force (Higher Octave)	503	-125	"Moonlight" (370)	"Real" (114)
28	28	20	16	PHILLIPE SAISSE Next Voyage (Verve Forecast)	469	+38	"Moanin" (401)	"Riviera" (68)
15	15	16	17	HERB ALPERT Passion Dance (Almo Sounds/Geffen)	467	-37	"Passion" (461)	"Beba" (6)
21	17	17	18	WALTER BEASLEY Tonight We Love (Shanachie)	463	-25	"Slowly" (432)	"Name" (11)
19	18	18	19	SOUNDTRACK Mad About You (Atlantic)	459	+7	"Frontier" (457)	"Baby" (2)
23	20	19	20	PAUL HARDCASTLE Hardcastle 2 (JVC)	446	+5	"Peace" (442)	"Jokers" (4)
29	25	23	21	SWING OUT SISTER Shapes And Patterns (Pure/Mercury)	396	+20	"Somewhere" (380)	"Picnic" (14)
DEBUT	30	27	22	RAY OBIEDO Sweet Summer Days (Windham Hill)	388	+76	"Sweet" (276)	"Current" (95)
—	30	27	23	TIM WEISBERG Undercover (Fahrenheit)	387	+46	"Herbie's" (387)	
24	22	22	24	SPYRO GYRA 20/20 (GRP)	385	+5	"Unwritten" (254)	"Together" (113)
27	23	21	25	NATALIE COLE A Smile Like Yours (Elektra/EEG)	385	+3	"Smile" (385)	
25	27	26	26	GROVER WASHINGTON JR. Soulful Strut (Columbia)	358	+8	"Bordertown" (353)	"Soulful" (5)
26	26	25	27	KENNY G The Moment (Arista)	352	+2	"Northern" (203)	"Havana" (113)
—	—	28	28	WILLIE & LOBO Caliente (Mesa/Bluemoon)	350	+14	"Napali" (350)	
—	—	24	29	PATRICE RUSHEN Signature (Discovery)	349	-2	"Days" (349)	
DEBUT	—	—	30	AVENUE BLUE Nightlife (Bluemoon)	348	+52	"Nightlife" (348)	

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
VARIOUS ARTISTS Tribute To Jeff (Zebra)	24
VANESSA WILLIAMS Next (Mercury)	23
BOB MAMET Adventures In Jazz (Atlantic)	16
GOTA It's So Different Here (Instinct)	6
BUCKSHOT LEFONQUE Music Evolution (Columbia)	4
RONNIE LAWS Tribute To Eddie Harris (Blue Note)	4
MICHAEL PAULO My Heart And Soul (Noteworthy)	4
VARIOUS ARTISTS Sweet Emotions (Instinct)	4
JOYCE COOLING Playing It Cool (Heads Up)	3
RAY OBIEDO Sweet Summer Days (Windham Hill)	3
PHILLIPE SAISSE Next Voyage (Verve Forecast)	3
3RD FORCE Vital Force (Higher Octave)	2
BOB BALDWIN Summer Breeze (Shanachie)	2
JIM BRICKMAN Picture This (Windham Hill)	2
NATALIE COLE A Smile Like Yours (Elektra/EEG)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
RAY OBIEDO Sweet Summer Days (Windham Hill)	+76
RONNIE LAWS Tribute To Eddie Harris (Blue Note)	+71
PAUL TAYLOR Pleasure Seeker (Countdown/Unity)	+68
DANCING FANTASY Love Letters (Innovative)	+59
AVENUE BLUE Nightlife (Bluemoon)	+52
TIM WEISBERG Undercover (Fahrenheit)	+46
BUCKSHOT LEFONQUE Music Evolution (Columbia)	+39
ROB MULLINS Dance For The New World (Zebra)	+39
PHILLIPE SAISSE Next Voyage (Verve Forecast)	+38
JONATHAN CAIN Body Language (Higher Octave)	+35
FOURPLAY The Best Of Fourplay (Warner Bros.)	+34
KEN NAVARRO Smooth Sensation (Positive)	+34
GOTA It's So Different Here (Instinct)	+30
CHRIS BOTTI Midnight Without You (Verve Forecast)	+29
BIRDS OF A FEATHER Stand Together (Playfull)	+28

This chart reflects airplay from July 16-22. Albums ranked by total plays, with plays from all cuts from an album combined. 54 NAC reporters. 52 current playlists. © 1997, R&R Inc.

NAC NOTES By Carol Archer

It almost goes without saying that adding the right songs to playlists in any music format is critical to a station's success. And now that NAC/Smooth Jazz has achieved mainstream maturity, only the most supremely compelling, melodic, and artful tracks from the best artists should get airplay. The days of generic, faceless music are over! Judging from the quality of a spate of new releases, artistry is at an all-time high.

David Garfield's cover of "Let's Stay Together" (Zebra), which features Michael MacDonald's vocal, was instantly embraced by nearly half the format for top Most Added. Twenty-four stations, including titans like KTWV/Los Angeles, KKSF/San Francisco, and KOAI/

Dallas, provide a kickstart to one of summer's most important tracks.

Joyce Cooling, whose track "South Of Market" from her "Playing It Cool" CD (Heads Up) was added immediately by KTWV and KKSF, was the first artist ever to play a KKSF listener party. Late PD Steve Feinstein's early confidence in Cooling's talent is borne out on her superb new release. This woman's got chops!

Predictably, Vanessa Williams's "Start Again" (Mercury) had a huge first week, earning 22 adds, including WQCD/NY, WJZZ/Philadelphia, WNUA/Chicago, and KTWV.

Both Third Force's "You Gotta Be Real" (Higher Octave) and Bob Mamet's "News From The Blues (Atlantic)

picked up 16 adds apiece, with the former poised for a strong debut next week (helped by power rotation — 33 plays — at WJZZ, for example).

Two other outstanding tracks are Julian Coryell's melodic, groove-laden "Gay's Flight" and Jonathan Butler's tender, emotional "Song For Elizabeth," both new from N2K Encoded Jazz.

Jeannie Bryson's "Fever" (Telarc), now in maximum rotation at WQCD with 17 plays, is a new add at WNUA. Take this track seriously.

Question Of The Week: Can Chris Botti's CD "Midnight Without You" (Verve Forecast) — now at 3* — make it to No. 1 without The Wave's support?

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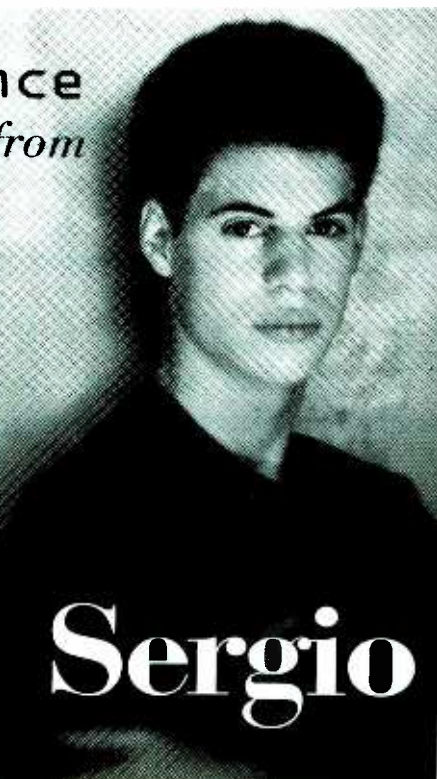
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Stations and their adds by track listed alphabetically by market

KNIK/Anchorage, AK GM/PD: Dean Williams BUCKSHOT LEFONQUE "Day" GROVER WASHINGTON... "Bordertown" PAUL HARDCASTLE "Peace" JOYCE COOLING "Home" GRAINGER BROTHERS "Shine" COUNT BASIC "Sunset" DAVID GARFIELD... "Together" FARZIN "World" JEFF LINSKY "Passport" RICK BRAUN "Venice" URBAN KNIGHTS "Summer" NEAL SCHON "Yesterdays"	WZJZ/Columbus, OH PD/MD: Bill Harmon KENNY G "Northern"	KCIY/Kansas City, MO PD: Bret Michael MD: Michelle Chase RONNIE LAWS "Listen" MICHAEL WHITE "Cry" DAVID GARFIELD... "Together"	KXDC/Monterey, CA PD/MD: Scott O'Brien 3RD FORCE "Real" VANESSA WILLIAMS "Start" DAVID GARFIELD... "Together" JOYCE COOLING "Hours"	WSMJ/Richmond, VA PD/MD: Tommy Fleming 3RD FORCE "Real" DAVID GARFIELD... "Together" VANESSA WILLIAMS "Start" BOB MAMET "News"	KJZY/Santa Rosa, CA PD: Gordon Zlot MD: Rob Singleton DONALD HARRISON "Hope"
KAJZ/Austin, TX MD: Candace Andrews DAVID GARFIELD... "Together"	KOAI/Dallas, TX PD: Michael Fischer MD: Ken Glaser VANESSA WILLIAMS "Start" DAVID GARFIELD... "Together" RAY OBIEDO "Current"	WEZY/Lafayette, IN PD/MD: Bob Miller DAVID GARFIELD... "Together" DAVID GARFIELD... "Babylon" VANESSA WILLIAMS "Start" BOB MAMET "News" NEAL SCHON "Yesterdays" BOB BALDWIN "Summer"	WQCD/New York, NY PD: Steve Williams MD: Rick Laboy LEE RITENOUR "Favela" SOUL BALLET "Moves" VANESSA WILLIAMS "Start" BOB BALDWIN "Summer"	KQBR/Sacramento, CA PD: Clifford Brown, Jr. No Adds	KWJZ/Seattle, WA PD: Carol Handley 3RD FORCE "Real" BOB MAMET "News" DAVID GARFIELD... "Together" VANESSA WILLIAMS "Start"
KSMJ/Bakersfield, CA PD/MD: Joel Widdows 3RD FORCE "Real" LEE RITENOUR "Favela"	JRN/Denver, CO PD: Steve Hibbard MD: Greg Allen DONALD HARRISON "Hope" GOTTA "Alone" JIM BRICKMAN "Picture" AVENUE BLUE "Nightlife"	KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart VANESSA WILLIAMS "Start" BOB MAMET "News" JOYCE COOLING "South" GOTTA "Alone" DAVID GARFIELD... "Together"	WJCD/Norfolk, VA PD: Terry Steele MD: Larry Hollowell SWING OUT SISTER "Somewhere" TIM WEISBERG "Herbie's"	KSSJ/Sacramento, CA PD: Don Langford MD: Keli Garrett GOTTA "Alone" BOB MAMET "News" DAVID GARFIELD... "Together" COUNT BASIC "Sunset"	WJZT/Tallahassee, FL PHILLIPE SAISSE "Moanin" JIM BRICKMAN "Picture"
WOAZ/Boston, MA PD/MD: Bill George JONATHAN CAIN "Language"	KHHH/Denver, CO PD: Becky Taylor MD: Cheri Marquart VANESSA WILLIAMS "Start" DAVID GARFIELD... "Together"	WSJW/Louisville, KY PD: Brian Conn 3RD FORCE "Real" BOB MAMET "News" DAVID GARFIELD... "Together" VANESSA WILLIAMS "Start" GOTTA "Alone"	KTNT/Oklahoma City, OK PD: Steve English MD: Stephanie Stewart FOURPLAY "Pleasure"	KCLC/St. Charles, MO PD: Rich Reigert MD: Terry Ward BIRDS OF A FEATHER "City" JOE FUENTES "Dinner" SOUL BALLET "Moves"	WSJT/Tampa, FL PD/MD: Ross Block RAY OBIEDO "Sweet" PHILLIPE SAISSE "Moanin" LEE RITENOUR "Favela"
WJZK/Charleston, SC PD/MD: Tom Kennedy 3RD FORCE "Real" BOB MAMET "News"	WVMV/Detroit, MI PD/MD: Tom Sleeker EARL KLUGH "Walk" RAY OBIEDO "Sweet" VANESSA WILLIAMS "Start"	WLVF/Miami, FL PD: Shirley Maldonado 3RD FORCE "Real" BOB MAMET "News" DAVID GARFIELD... "Together" VANESSA WILLIAMS "Start"	KOSJ/Omaha, NE PD: Kurt Owens 3RD FORCE "Real" DAVID GARFIELD... "Together"	KBZN/Salt Lake City, UT PD: Rob Riesen 3RD FORCE "Real" VANESSA WILLIAMS "Start" DAVID GARFIELD... "Together" BOB MAMET "News"	KOAS/Tulsa, OK PD/MD: Ron Allen INCOGNITO "Misunder" MICHAEL PAULO "Bumpin" RONNIE LAWS "Listen"
WCCJ/Charlotte, NC PD: James Alexander APD/MD: Greg Morgan MICHAEL PAULO "Bumpin" NATALIE COLE "Smile"	WUGF/Ft. Myers, FL PD/MD: Bill Gray JOHN TESH "Polar" WARREN HILL "Subway" DIRK K "Under" ROB MULLINS "Wednesday" RONNIE LAWS "Listen" MICHAEL PAULO "Bumpin" KENNY LOGGINS "Hiding"	WJZI/Milwaukee, WI PD: Fred Heller APD/MD: Chris Moreau RICK BRAUN "Venice" DAVID GARFIELD... "Together"	WLOQ/Orlando, FL PD: Steve Huntington VANESSA WILLIAMS "Start" GOTTA "Alone" 3RD FORCE "Real" RAY OBIEDO "Sweet" DAVID GARFIELD... "Together" VANESSA WILLIAMS "Someone" VANESSA WILLIAMS "First"	KCJZ/San Antonio, TX PD/MD: Norm Miller BOB MAMET "News" GOTTA "Alone" 3RD FORCE "Real" VANESSA WILLIAMS "Start" DAVID GARFIELD... "Together"	WJZW/Washington, DC PD/MD: Steve Kosbau BUCKSHOT LEFONQUE "Day" DAVID GARFIELD... "Together" 3RD FORCE "Real" VANESSA WILLIAMS "Start" BOB MAMET "News"
WNUA/Chicago, IL VP/Prog: Paul Goldstein MD: Steve Stites PHILLIPE SAISSE "Moanin" NATALIE COLE "Smile" BONEY JAMES "Sweet" STEVE WINWOOD "Plenty" BUCKSHOT LEFONQUE "Day" PAUL TAYLOR "Pleasure" BOB MAMET "News" VANESSA WILLIAMS "Start" JEANNIE BRYSON "Fever" AFTER 7 "Sara"	KEZL/Fresno, CA PD/MD: Mike Vasquez DAVID GARFIELD... "Together" VANESSA WILLIAMS "Start"	KMJZ/Minneapolis, MN PD: Rob Moore MICHAEL PAULO "Bumpin" COUNT BASIC "Sunset" URBAN KNIGHTS "Summer"	WJZZ/Philadelphia, PA PD: Ann Gress MD: Michael Tozzi 3RD FORCE "Real" VANESSA WILLIAMS "Start"	KIFM/San Diego, CA PD: Mike Shepard APD/MD: Kelly Cole STEVE REID "Mates" DON DIEGO "Top" DANCING FANTASY "Dreams" ERIC MARIENTHAL "Summer" VANESSA WILLIAMS "Start" MEHMET ERGIN "Beyond" JULIAN CORYELL "Lament"	KWSJ/Wichita, KS PD/MD: Nancy Johnson 3RD FORCE "Real" BOB MAMET "News" DAVID GARFIELD... "Together" VANESSA WILLIAMS "Start"
WVAE/Cincinnati, OH PD: Rad Messick KENNY G "Northern" DAVID GARFIELD... "Together" 3RD FORCE "Real"	KUCD/Honolulu, HI PD/MD: Mahlon Moore WILLIE & LOBO "Napali" JOHN TESH "Avalon" BOB MAMET "News"	KSBR/Mission Viejo, CA PD: Terry Wedel MD: Wally Davidson COUNT BASIC "Sunset" JEFF CAMPBELL "Much"	KOAZ/Phoenix, AZ PD/MD: Angela Handa VANESSA WILLIAMS "Start"	KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadet BOB MAMET "News" VANESSA WILLIAMS "Surrender"	54 Total Reporters 54 Current Reporters 52 Current Playlists Reported Frozen Playlist (1): KKJZ/Portland, OR
WNWV/Cleveland, OH PD/MD: Bernie Kimble VANESSA WILLIAMS "Start" BOB MAMET "News" 3RD FORCE "Real" DAVID GARFIELD... "Together"	WFSJ/Jacksonville, FL PD: Hank Dole MD: Craig Williams RICK BRAUN "Venice" RONNIE LAWS "Listen" GOTTA "Alone"	KRVR/Modesto, CA PD: Jim Bryan MD: Doug Wulff KENNY G "Northern" GOTTA "Alone" ROB MULLINS "Wednesday" VANESSA RUBIN "That" MICHAEL WHITE "Here's"	WJZZ/Pittsburgh, PA PD: Carl Anderson MD: Herschel BUCKSHOT LEFONQUE "Day" DANCING FANTASY "Dreams" ERIC MARIENTHAL "Easy" RICK BRAUN "Venice"	KKSF/San Francisco, CA PD: Lee Hansen MD: Blake Lawrence DAVID GARFIELD... "Together"	Did Not Report, Playlist Frozen (1): KYOT/Phoenix, AZ

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CYNDEE MAXWELL

Targeting Norfolk's Active Rock Audience

□ WNOR flips from mainstream and still wins in 25-54 demo

Few upper-demo, classic-based, fairly conservative Rock stations that have changed to Active Rock have continued to enjoy success with the upper demos. Such cases are most likely to occur in an "under-radioed" market. However, WNOR/Norfolk has achieved exactly this kind of success in a crowded rock market, competing against an Alternative, Adult Alternative, and Classic Rock under PD Harvey Kojan.

Kojan began in radio 21 years ago as a personality at WQBK-FM/Albany, followed by stints at crosstown WPYX, WGRQ/Buffalo, KLOL/Houston, and was AOR Editor at R&R for six years before joining Saga Communications' WNOR as PD in February 1993.

The WNOR rock story began in September 1969. According to Kojan, "Like its pioneering peers, the station

used a wide-open, 'progressive' approach encompassing an extremely wide variety of music. There was a format, but it was almost laughably broad by today's standards. In the ensuing 15 or so years, the station underwent several changes — depending on who was in charge — occasionally dropping entire genres of music only to re-add them later."

A measure of continuity was established when consultant Fred Jacobs began working with the station in 1983. It was his first client and he continues to work with the station today. Still, Kojan says, recent "market conditions have dictated some significant musical shifts, none more dramatic than our switch to Active Rock.

"We began evolving in 1993, shortly after buying our Classic Rock competitor, WAFX. The two stations shared a lot of music, and it was obvious that we needed to separate them to allow each to grow. Unfortunate-



Harvey Kojan

ly, it also was obvious that successfully contemporizing WNOR would be difficult ... and dangerous. We'd spent the previous five years locked in mortal combat with 'AFX and had done a superb job stealing its classic rock images. Naturally, that meant being extremely conservative regarding new music."

Risky Business

He continues, "Thus our credibility among young, active listeners — particularly those weaned on Pearl Jam, Nirvana, and the like — was questionable at best. So to suddenly toss out the classic rock we'd relied on for years and embrace new music — much of which we'd clearly ignored — seemed a pretty risky strategy. We knew there'd probably come a time when we'd be forced to make some truly hard choices, but we weren't there yet.

"After all, we were doing quite well clunking along, thank you. It wasn't as though we needed to change. Ratings and revenue were good. So we took it slow and easy at first, gradually adding more '90s titles and dropping superfluous older stuff. Concurrently we attempted to solidify our music position under the 'best classic rock, best new rock' umbrella, hoping like hell the listeners actually considered old/new a benefit. And we continued to lean on our powerful morn-

ing show. Tommy Griffiths & Henry 'The Bull' Del Toro, figuring they could help smooth out any bumps along the road.

"That strategy worked for a couple of years. But in February '96, after much communal hand-wringing, we jumped off the bridge into full-blown Active Rock. A crucial research study conducted the previous fall revealed that [Alternative WROX] 96X, which had signed on two years before but had yet to have a serious ratings impact, was poised to make potentially significant inroads.

"Their musical images were pretty well-defined, while ours were all over the road. While that hadn't been a problem in the past, the market's appetite for alternative had greatly increased. In fact, alternative's appeal had eclipsed that of more traditional, mainstream rock — our bread and butter. The study also confirmed what we already knew: Despite our two-year evolution, we were still saddled with abundant classic rock images.

"As if that weren't enough, we also had a real morning drive battle on our hands. The Bull, our morning co-host for 12 years and the most recognizable air talent in town, had defected to 96X. Howard Stern had signed on at the [Adult Alternative WKOC] Coast. We'd countered by replacing Henry with Rick Rumble, a gifted talent with major-market experience and felt strongly that Tommy & Rumble would prevail in the long run. But we knew we couldn't rely on our morning show alone. We had some intrinsic weaknesses that had to be dealt with right away. We needed to shed our old skin and become musically vital to a younger audience. That called for bold action."

'Buh Bye'

A hatchet was wielded to library artists such as Lynyrd Skynyrd, Boston, ZZ Top, and Journey, says Kojan. "When the carnage was over, only a relative handful of pre-'90s titles remained, most from Van Halen, Pink Floyd, Aerosmith, and Zeppelin. At the same time, we dramatically upped the rotation of guitar-based, alternative-friendly product like Pearl Jam, Alice In Chains, and Soundgarden.

"All in all, WNOR is a drastically different station than when I first arrived. Back then, 75% of our music was pre-1990. Now more than 80% of our music comes from this decade. And we're significantly harder with very little dayparting.

"In fact, you'd be hard-pressed to find much of a difference between us and our more well-known sister, WLZR (Lazer 103)/Milwaukee. That may come as a surprise to some people, but [PD] Keith Hastings and I recently compared clocks, libraries, etc., and both stations are quite similar.

"While becoming more aggressive musically has certainly been fun, I



FISTFUL OF ROCK — Alice Cooper (second from left) recorded his new record for Guardian ("Fistful Of Alice") at Sammy Hagar's Cabo Wabo Cantina, where the event was taped for a VH1 special to be aired on August 12, 8pm ET. Other rock legends performing on Alice's record mugged with the original shock rocker himself for this pic: (l-r) Slash, Sammy Hagar, and Rob Zombie.

want to stress that we made the move for one reason only: To boost ratings and solidify our position in the market. If our switching to Active Rock is looked upon favorably by the record community, that's great. But no one here is on a music mission. We're simply doing what we need to do to win. If we believed playing nothing but Bavarian folk ballads would get the job done, that's what we'd do. Programmers who let themselves be swayed by personal taste are doomed to fail."

Face Lift

What is some of the new verbiage the station now uses to describe itself to the audience? "We dumped the 'best classic/new' language in favor of 'FM99 Rocks,'" replies Kojan. "The idea was to label everything we played 'rock,' and help the audience become more comfortable with bands who might previously have been considered 'alternative.' It really wasn't much of a stretch, because Pearl Jam wasn't 'alternative.' Nor was Alice In Chains, Soundgarden, or Bush.

"We reinforced that with a series of production pieces linking key bands with the word 'rock.' For example, 'Alice In Chains rocks ... Soundgarden rocks ... Bush rocks ... if it rocks, it's on FM99.' We used a similar concept for a TV campaign later in the year. We also made a real effort to 'modernize' our production sound itself, buying some of that ultra cool AV Deli stuff and hiring Sandy Thomas as our station voice.

"We also updated our logo — what a torturous process that was! We wanted to make it look more contemporary without having it be a complete break from the past, which ain't easy to do, let me tell you. It literally took months, but we finally settled on our current design."

One major personality adjustment was made. "We moved Mike Arlo, our 20-year midday institution, to WAFX. As the guy who 'made the classics classic,' we felt his association with our past might impede our move to Active. We also felt he could provide a boost to WAFX. It was a classic (pun intended) win-win situation."

However, the station brain trust never considered changing calls, explains Kojan. "The name 'FM99,' which is how we ID ourselves, was saddled with some serious baggage to be sure, but you only change the brand name as a last resort, when you're absolutely convinced it has no worth. As a 25-year brand, 'FM99' was, and remains, a tremendous asset."

Active Metamorphosis

It takes time to shed your skin and grow into a new one, but Kojan says that after 18 months as an Active Rock, WNOR's music images, which were once skewed, are becoming clear to the audience. "Our credibility among 18-30-year-olds is improving. When you make significant changes like this you're bound to lose old listeners faster than you attract new ones. Hopefully, recent results indicate the tide has turned."

Indeed, in the Spring '97 Arbitron, 'NOR rose 5.8-6.7 in 12+ and 6.3-8.4 in 25-54, both good for No. 2 in the market. Kojan is elated with the results. "Since we bottomed out last summer at 4.7 we've trended 4.9-5.8-6.7! So not only can Active Rock work, you can even do well 25-54. Of course, it's absolutely mandatory that you have a killer morning show.

"Our morning show has been sounding better than ever. As far as we're concerned, the ratings are just beginning to reflect their true popularity. We have other, more concrete evidence that they're about to explode. Their Christmas charity CD sold 10,000 copies in under three weeks, and their summer follow-up is selling briskly as well. Their band (Tommy & The Rumlbers) sold out the Boathouse, which holds 2500, and hundreds more were turned away at the door!

"I'm particularly proud of the way our morning show has performed during this whole deal. Two years ago we had to be considered vulnerable. The Bull was railing against us on one side, and Howard was on the other. But neither ever came close to beating us, and now both are gone. As you can imagine, we've got great expectations for the future."

Team Work's Rewards

Kojan summarizes that while their recent ratings success is certainly encouraging, he admits the change was "a difficult, scary move. From a programming standpoint it's unrealistic to make long-range plans, particularly when you play contemporary music. Music changes. Tastes change. And your competitive situation changes. Who knows what ownership changes will happen down the road?

"But as long as Saga owns FM99, we'll be the number one Rock station in this market. I can say that with assurance because of the strength of our management team: [Exec. VP/Group PD] Steve Goldstein, Fred Jacobs, [GM] Jeff Scarpelli, and [Marketing Director] Lisa Namerow. As PD I may be answering questions for this article, but make no mistake about it, we engineered this change together."

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Stations and their adds listed alphabetically by market

ACTIVE ROCK

Table of station and add information for the ACTIVE ROCK category, including stations like KEYJ/Abilene, TX and KCMQ/Columbia, MO.

ROCK

Table of station and add information for the ROCK category, including stations like WONE/Akron, OH and KLAQ/EI Paso, TX.

77 Total Reporters
77 Current Reporters
77 Current Playlists

86 Total Reporters
86 Current Reporters
84 Current Playlists

Did Not Report, Playlist Frozen (2):
WKLC/Charleston, WV
WKQZ/Saginaw, MI



ROCK TOP 50

AUGUST 1, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
	1	1	1	WALLFLOWERS The Difference (Interscope)	1778	1822	1830	1726	82/0
	3	3	2	COLLECTIVE SOUL Listen (Atlantic)	1718	1705	1607	1557	83/0
	4	4	3	BLUES TRAVELER Carolina Blues (A&M)	1616	1626	1544	1457	78/0
	2	2	4	TONIC If You Could Only See (Polydor/A&M)	1546	1727	1792	1725	77/0
	6	5	5	MATCHBOX 20 Push (Lava/Atlantic)	1347	1371	1463	1351	73/1
	12	8	7	LIVE Turn My Head (Radioactive)	1301	1208	1068	858	75/0
	7	7	8	JOHN FOGERTY Walking In A Hurricane (Warner Bros.)	1127	1103	1117	1080	63/0
	5	6	6	AEROSMITH Hole In My Soul (Columbia)	1087	1256	1406	1397	62/0
	15	13	9	PAUL RODGERS Soul Of Love (VelVel)	1007	949	836	688	63/1
BREAKER			10	SAMMY HAGAR Marching To Mars (MCA)	808	389	197	152	64/5
	19	16	11	METALLICA Bleeding Me (Elektra/EEG)	773	819	749	674	58/3
	18	15	12	U2 Last Night On Earth (Island)	763	775	752	678	53/1
	10	10	13	COREY STEVENS One More Time (Eureka/Discovery)	760	842	891	908	55/0
	20	18	14	QUEENSRYCHE You (Virgin)	748	740	707	606	62/4
	30	26	20	JACKYL Locked & Loaded (Epic)	714	639	513	350	61/2
	—	30	22	GOO GOO DOLLS Lazy Eye (Warner Sunset/WB)	710	572	397	206	63/4
	16	17	17	NIXONS Baton Rouge (MCA)	700	735	719	681	53/0
	9	12	14	OFFSPRING Gone Away (Columbia)	677	773	878	918	51/0
	23	21	21	MEGADETH Trust (Capitol)	641	624	589	553	57/3
	8	9	15	SAMMY HAGAR Little White Lie (MCA)	616	760	929	1068	46/0
	11	11	12	MOTLEY CRUE Afraid (Elektra/EEG)	580	784	881	873	51/0
	13	14	18	PAUL MCCARTNEY The World Tonight (Capitol)	571	665	755	741	42/0
	14	19	19	JONNY LANG Lie To Me (A&M)	567	643	706	708	51/0
BREAKER			24	LYNYRD SKYNYRD Bring It On (CMC)	528	491	408	301	41/2
BREAKER			25	38 SPECIAL Fade To Blue (Razor & Tie)	516	481	417	331	41/3
	46	37	30	MIGHTY JOE PLUM Live Through This (Fifteen...) (Atlantic)	493	419	318	241	50/5
	31	34	31	AEROSMITH Pink (Columbia)	450	414	353	338	31/5
	—	—	45	CRY OF LOVE Sugarcane (Columbia)	441	276	34	11	49/9
	24	23	25	VERVE PIPE The Freshmen (RCA)	440	467	529	521	46/0
	42	39	34	VERVE PIPE Villains (RCA)	435	365	304	267	42/3
	—	—	37	STIR One Angel (Aware/Capitol)	435	342	184	56	41/6
	25	24	28	THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG)	430	454	518	520	27/2
	—	48	41	DAYS OF THE NEW Touch, Peel, And Stand (Geffen)	404	308	222	170	48/8
	22	22	27	DAVE MATTHEWS BAND Tripping Billies (RCA)	404	461	573	567	32/0
	39	38	33	OUR LADY PEACE Superman's Dead (Columbia)	402	376	305	289	40/4
	43	41	36	FAITH NO MORE Last Cup Of Sorrow (Slash/Reprise)	386	361	292	262	34/2
	21	25	29	FOO FIGHTERS Monkey Wrench (Roswell/Capitol)	353	432	516	601	26/0
DEBUT			38	JONNY LANG Hit The Ground Running (A&M)	336	173	113	66	48/19
	32	35	38	AEROSMITH Falling In Love... (Columbia)	315	332	345	335	45/0
	—	—	47	OASIS D'You Know What I Mean (Epic)	290	246	162	52	23/2
	28	27	39	COLLECTIVE SOUL Precious Declaration (Atlantic)	289	324	434	421	38/0
	29	32	35	CUNNINGHAMS Bottle Rockets (Revolution)	287	364	369	377	29/0
	17	20	26	TOAD THE WET SPROCKET Come Down (Columbia)	287	462	649	681	28/0
	33	36	40	QUEENSRYCHE Sign Of The Times (Virgin)	264	313	336	334	34/0
DEBUT			45	COUNTING CROWS Have You Seen Me Lately? (DGC/Geffen)	250	100	52	36	29/7
	47	40	43	SEVEN MARY THREE Make Up Your Mind (Mammoth/Atlantic)	244	293	299	236	26/0
	26	33	42	COUNTING CROWS Daylight Fading (DGC/Geffen)	232	296	366	439	22/0
	—	—	50	SHERYL CROW A Change Would Do You Good (A&M)	208	222	201	208	11/0
	48	45	48	WILCO Monday (Reprise)	202	222	253	229	22/0
	—	50	50	MANBREAK Ready Or Not (Almo Sounds/Geffen)	198	201	212	187	22/2

This chart reflects airplay from July 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker.
86 Rock reporters. 84 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

NEW & ACTIVE

- NAKED** The Road Home (Red Ant)
Total Plays: 192, Total Stations: 20, Adds: 1
- TOOL** Aenema (Volcano)
Total Plays: 171, Total Stations: 20, Adds: 3
- SCORPIONS** Over The Top (Mercury)
Total Plays: 171, Total Stations: 16, Adds: 0
- MEREDITH BROOKS** Bitch (Capitol)
Total Plays: 162, Total Stations: 8, Adds: 0
- REEF** Place Your Hands (Epic)
Total Plays: 142, Total Stations: 19, Adds: 6
- SISTER HAZEL** All For You (Universal)
Total Plays: 129, Total Stations: 8, Adds: 0

- VERUCA SALT** Shutterbug (Outpost/Geffen)
Total Plays: 122, Total Stations: 14, Adds: 1
- OFFSPRING** I Choose (Columbia)
Total Plays: 119, Total Stations: 16, Adds: 6
- WIDESPREAD PANIC** Aunt Avis (Capricorn/Mercury)
Total Plays: 105, Total Stations: 10, Adds: 1
- MIGHTY MIGHTY BOSSTONES** The Impression That I Get (Big Rig/Mercury)
Total Plays: 100, Total Stations: 6, Adds: 1

Songs ranked by total plays

BREAKERS

SAMMY HAGAR
Marching To Mars (MCA)

TOTAL PLAYS/INCREASE: 808/419
TOTAL STATIONS/ADDS: 64/5
CHART: 10

LYNYRD SKYNYRD
Bring It On (CMC)

TOTAL PLAYS/INCREASE: 528/37
TOTAL STATIONS/ADDS: 41/2
CHART: 24

38 SPECIAL
Fade To Blue (Razor & Tie)

TOTAL PLAYS/INCREASE: 516/35
TOTAL STATIONS/ADDS: 41/3
CHART: 25

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
GENESIS Congo (Atlantic)	32
JONNY LANG Hit The Ground Running (A&M)	19
FLEETWOOD MAC Silver Springs (Reprise)	14
CRY OF LOVE Sugarcane (Columbia)	9
CREEO My Own Prison (Wind-up)	8
DAYS OF THE NEW Touch, Peel, And Stand (Geffen)	8
COUNTING CROWS Have You Seen Me Lately? (DGC/Geffen)	7
FOO FIGHTERS Everlong (Roswell/Capitol)	7
COREY STEVENS My Neighborhood (Eureka/Discovery)	7
OFFSPRING I Choose (Columbia)	6
REEF Place Your Hands (Epic)	6
STIR One Angel (Aware/Capitol)	6

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SAMMY HAGAR Marching To Mars (MCA)	+419
CRY OF LOVE Sugarcane (Columbia)	+165
JONNY LANG Hit The Ground Running (A&M)	+163
COUNTING CROWS Have You Seen Me Lately? (DGC/Geffen)	+150
GOO GOO DOLLS Lazy Eye (Warner Sunset/WB)	+138
DAYS OF THE NEW Touch, Peel, And Stand (Geffen)	+96
LIVE Turn My Head (Radioactive)	+93
STIR One Angel (Aware/Capitol)	+93
FLEETWOOD MAC Silver Springs (Reprise)	+81
FOO FIGHTERS Everlong (Roswell/Capitol)	+75
JACKYL Locked & Loaded (Epic)	+75

HOTTEST RECURRENTS

- WALLFLOWERS** One Headlight (Interscope)
- METALLICA** King Nothing (Elektra/EEG)
- LIVE** Lakini's Juice (Radioactive)
- METALLICA** Hero Of The Day (Elektra/EEG)
- U2** Staring At The Sun (Island)
- SUBLIME** What I Got (Gasoline Alley/MCA)
- TONIC** Open Up Your Eyes (Polydor/A&M)
- BUSH** Greedy Fly (Trauma/Interscope)
- SWEET VINE** Mountainside (Columbia)
- LYNYRD SKYNYRD** Travelin' Man (CMC)

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

VH
MUSIC FIRST
SPECIAL
"A FISTFUL OF ALICE"
Premieres Aug. 12 8pm

Network: Hugh Syme and Dimo Safari

ALICE COOPER

Already on "Is Anyone Home"

KQRS WFYV WKQZ WXP
WZZQ KRNA WEGW KCLB
KWBR KFMX WHMH WBXQ

TONIGHT SHOW 7/31
TOUR STARTS 7/30

© 1997 GUARDIAN RECORDS

ROCK PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ROCK REPORTERS ON R&R ONLINE

MARKET #2 KLOS/Los Angeles (310) 840-4836 Duncan/Wilde. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #3 WMMR/Philadelphia (610) 771-0933 Bonadonna/Zipeto. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #6 WWBR/Detroit (810) 589-7900 Sevilacqua/Flynn. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #12 WKLS/Atlanta (404) 325-0960 Ervin/Keppele. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #15 WBAB/Long Island (516) 587-1023 Buchmann/Welman. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #16 KQRS/Minneapolis (612) 545-5601 Hamilton/Endersbe. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #18 KDKB/Phoenix (602) 897-9300 Maranville/Lea. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #20 WDVE/Pittsburgh (412) 937-1441 Winter. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #25 WEBN/Cincinnati (513) 621-9326 Richards/Jamie. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #26 KCAL/Riverside (909) 793-3554 Shaw/Mathews. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #28 KYYS/Kansas City (816) 561-9102 McMurray/Adams. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #31 WHJY/Providence (401) 438-6110 Weston/Schifino. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #39 WCKW/New Orleans (401) 831-8811 Level. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #42 WCCC/Hartford (860) 233-4426 Dresner/Karolyi. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #45 KOMP/Las Vegas (702) 876-1460 Culotta/Marty. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #46 WCMF/Rochester, NY (716) 272-7260 Jacobs/Kane. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #47 WRAT/Moonmouth (908) 681-3800 Craft/Lane. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #50 WTFX/Louisville (502) 560-1069 Future/Bob. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #52 KATT/Oklahoma City (405) 848-0100 Baker/Daniels. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

MARKET #53 WFYY/Jacksonville (904) 642-1055 Moore/Carlson. PLAYLIST with columns SW, 2W, LW, TW and rows of artist/title pairs.

I Need

*The new single from her
platinum debut album*

Blurring The Edges

meredith brooks

1 Million albums sold

1 Million singles sold

#1 Mainstream Pop

Top 5 Modern Rock

#1 VH1 video

#1 MTV video

MTV Video Award Nominations:

Best Female Video

Best New Artist In A Video

On Tour this summer.

Life's a bitch, then your album goes platinum.



SKY DANIELS

While The Guitar Gently Weeps

■ Musical question: 'Has rock become a dirty word at Alternative?'

KROQ/Los Angeles PD **Kevin Weatherly** recently suggested a positive factor in Alternative's formatic favor. He was taking satisfaction in the belief that Alternative benefits from its heightened, inclusionary musical position.

Basically, he contends, Alternative has a license to steal even more than CHR. Lately, the looters have been passing by the rock shop, opting not to lift any of its offerings.

In R&R Rock Editor **Cyndee Maxwell's** recent column [7/18], a number of Active Rock proponents revelled in the fact that Alternative had basically abdicated the rock genre. When looking at the R&R Alternative chart, you'll find only a handful of rock-based acts. Is rock dead, as far as Alternative is concerned?

Oversaturation

XTRA (91X)/San Diego PD **Bryan Schock** has an acute perspective regarding rock music's relevance to the format. Having begun his career in Alternative at 91X, then working at various Rock stations such as KNAC/Los Angeles, Schock knows the nature of the beast.



Bryan Schock

Schock notes, "In 1997, the prognosis for rock at Alternative is not good. While a lot of this is driven by industry issues, the fact is the audience grew tired of the oversaturation of grunge in the mid-'90s. Looking at my list, only a handful of rock-based material is flourishing. I've got the Offspring, which is hanging on, and a number of post-punk titles, which really are the closest things to rock that remains active."

Talk like this is ironic, admits Schock, recognizing it is not what the industry might expect from someone with his rock legacy. He allows, "I am not purposely distancing myself from rock. I just sense that the audience has pursued other areas, be it ska or electronica, that they feel are more cutting-edge. I know a lot of people thought I would do the opposite and make 91X a Rock entity, but that's why we have sister-station

[Active Rock] **KIOZ.**"

Schock raises a point that many people in the industry fear: That clusters like Jacor's in San Diego will underscore relegation of forms to respective formats, not allowing for multiformat acceptance. Schock counters, "KIOZ OM Tim Dukes and I discuss strategy, but I can honestly say I don't consciously relegate music in my mind to one station or another. If I think it's right for us, I'll play it. I think I represent a lot of the format when I say you're seeing a return to the original blueprint of the format, pre-grunge."

Concentrate On Hits

WENZ/Cleveland PD **Sean Robertson** does support the occasional rock record, as the heartland demands require. He says, "I don't purposefully avoid playing rock songs if I believe they are hits. Why should I give great material to my rock competitor? I try to offer the most balanced menu I can, from Texas to Matchbox 20. Our Lady Peace is a great example of a record that's rock-based that is exploding in the market. The band is great live, has a universal appeal, and I refuse to not take advantage of it."



Sean Robertson

WRZX/Indianapolis PD **Scott Jameson** has guided his station from an Active Rock origin to its current position, which has increasingly shed its rock ties. Jameson explains, "The format really was forced to respond to Modern AC's flank on the upper-end. In doing so, the poppier side of Alternative started to re-manifest itself. A lot of it is cyclical, a response of grunge overkill. It'll probably keep going more pop, right into white rap — the closest thing we can go to without becoming Rhythmic CHR. In turn, that pendulum swing will create a demand for edgier rock."

Why not forego the inevitable, and fulfill the prophecy now? KXTE/Las Vegas PD **Mike Stern** has watched his station's ratings rise by doing just that. He says, "The format has long held a bias against rock. Recently a consult-

ant warned against a backlash against 'dark, edgy rock.' Well, what about the current perceptual backlash brewing against artists like Jewel. National perceptual studies have shown that, already,



Mike Stern

a lot of the Modern AC-Pop/Alternative type superstars are losing their Alternative credibility, while acts like Tool retain theirs. Tool sold a thousand tickets in five minutes in this market. Rage

Against The Machine sold 2.5 million copies, and still the format was hesitant. Doesn't Alternative want to lay claim to the most active cutting-edge music going?"

Epic VP/Alternative **Stu Bergen** would like it to stake that claim. Having promoted Rage, and now both the Reef record and "Spawn" soundtrack, Bergen recognizes Alternative's reticence to commit to rock-based material. He says, "The 'Spawn' soundtrack is taking things to a new level through the marriage of the rock and electronic forms. I question whether the format would necessarily deal with many of the acts on an individual basis. The collaboration of the two — a Filter and Crystal Method, a Korn and the Dust Brothers — is intriguing. The extreme aspects of both idioms are modified enough that they meet in a perceived 'middle' that Alternative is comfortable with."

Bergen has heard the theory that artists like Rage and the Prodigy actually benefit from not receiving saturated Alternative airplay, which supposedly helps them retain "outlaw" images. He scoffs, "If gaining this format's endorsement lessens, rather than strengthens, the credibility of an artist, then we've got deeper issues to consider. What loyalty from listeners have we? I would like to believe the listeners trust Alternative to lead it by offering meaningful, credible acts. We should be able to shape the image of acts from various mediums by our endorsement. If we can't, it's our image, not the artists that can be held to question."

Mark Chotiner, who now does A&R at Polydor after acting as the label's National Alternative Director, helped build the slow acceptance of Tonic at Alternative. He

4

Everyone says rock is passive and doesn't matter. How do you explain the sales of Matchbox 20, Tonic, and Verve Pipe?

These records will go platinum in an era when sales are tough to come by. I understand PDs having a bias against mundane music, but if people are actively passionate about a record, then is it meaningless?"

—Mark Chotiner

recalls. "We had to rely on heartland acceptance from stations like KPNT/St. Louis and KEGE/Minneapolis. Alex Luke was a big hero to Tonic. He competed with his Rock stations and gave no ground. We had to rely on the heartland, because the coasts didn't want to commit. Everyone says rock is passive and doesn't matter. How do you explain the sales of Matchbox 20,



Stu Bergen

Tonic, and Verve Pipe? These records will go platinum in an era when sales are tough to come by. I understand PDs having a bias against mundane music, but if people are actively passionate about a record, then is it meaningless?"

Question Of Balance

Sheri Sexton is MD at WKDF/Nashville, a station that evolved from Active Rock to Alternative. Of those changes, she recalls, "We had to be cognizant of records that belied our attempt to move and evolve to an Alternative position. We knew which records sent those overt signals and avoided them. There are a lot of rock records that the alternative core still regards as cool enough to accept. The way we regard it, to be truly versatile, you have to include elements from the right as well as the left."

TVT Records National Alternative Director **John Perrone** has sought to connect Sevendust, a band building a real live legacy, to Alternative radio. He laments, "Too heavy." I hear it every day. There aren't a lot of places you can start a record with an extreme edge these days. I get airplay at KXTE and we sell out the show in two days. The crowd goes nuts and sales take off in Vegas.



John Perrone

"You know you have something, but radio doesn't think it's today's flavor ... Nirvana and Pearl Jam, need I say more? Whether we realize it or not, those Rock-based acts gave the format its rise to prominence. I went to a number of station festivals this summer, and every one had one thing in common: when the harder-edged rock acts like a Local H came on, it electrified the crowds; when the pop acts played, they cheered the single. The difference was that the rock acts tended to be regarded as bands, the pop ones were tracks."

So the cyclical shift will continue. As ratings rise, pundits will point to pop as the prime reason. "Just play hits," goes the refrain. Somewhere, a 16-year-old male is throwing a tape into his car stereo in exasperation. Heck, it's two years before he's worth worrying about.

TALK BACK TO R&R!

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

Call me at (310) 788-1666 or e-mail: sky@rronline.com

Buck-O-Nine
 "MY TOWN"
 FROM THE ALBUM TWENTY-EIGHT TEETH

R&R ALT 42 - 37
 Monitor Alt Debut 40*

NEW ADDS AT:
 KNRX WKRL KQXR WCYY

TOP 10 PHONES AT:
 KOME WENZ KDGE
 KCXX KFRR KJEE and more!

TOP SPINS:
 KROQ 23X LIVE 105 20X
 WHFS 23X 91X 32X
 KOME 28X and more!



ALTERNATIVE TOP 50

AUGUST 1, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
8	4	1	1	SUGAR RAY Fly (Lava/Atlantic) 3529 3208 2834 2248 104/0					
4	2	2	2	LIVE Turn My Head (Radioactive) 3124 3097 2942 2723 103/1					
2	1	3	3	MATCHBOX 20 Push (Lava/Atlantic) 3041 2990 2988 2930 88/0					
25	9	5	4	OASIS D'You Know What I Mean (Epic) 2681 2563 2216 1160 104/0					
3	3	4	5	WALLFLOWERS The Difference (Interscope) 2638 2797 2859 2728 87/0					
30	18	11	6	SMASH MOUTH Walkin' On The Sun (Interscope) 2492 2115 1645 1042 101/2					
11	11	8	7	SUBLIME Wrong Way (Gasoline Alley/MCA) 2373 2251 2100 1933 92/2					
15	13	10	8	SNEAKER PIMPS 6 Underground (Virgin) 2195 2138 1985 1809 80/2					
9	7	7	9	U2 Last Night On Earth (Island) 2163 2280 2358 2178 94/0					
1	5	6	10	THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG) 2159 2364 2667 2969 75/0					
17	17	14	11	SARAH MCLACHLAN Building A Mystery (Arista) 2145 1926 1772 1563 91/2					
6	8	9	12	TONIC If You Could Only See (Polydor/A&M) 2048 2193 2341 2511 69/0					
14	12	13	13	311 Transistor (Capricorn/Mercury) 1995 2047 1997 1812 98/0					
5	6	12	14	MIGHTY MIGHTY BOSSTONES The Impression... (Big Rig/Mercury) 1756 2073 2426 2551 67/0					
13	14	15	15	COLLECTIVE SOUL Listen (Atlantic) 1644 1888 1890 1826 67/0					
19	19	18	16	ARTIFICIAL JOY CLUB Sick & Beautiful (Interscope) 1622 1583 1525 1407 80/1					
24	22	20	17	REEL BIG FISH Sell Out (Mojo/Universal) 1478 1343 1270 1162 82/5					
10	15	16	18	BLUR Song 2 (Virgin) 1477 1788 1881 1971 66/0					
33	28	24	19	MONACO What Do You Want From Me? (Polydor/A&M) 1301 1228 1100 955 67/2					
28	25	21	20	MANSUN Wide Open Space (Epic) 1296 1312 1194 1077 75/1					
46	37	26	21	GOO GOO DOLLS Lazy Eye (Warner Sunset/WB) 1292 1124 844 584 77/6					
36	31	25	22	PRODIGY Breathe (Mute/Maverick/WB) 1233 1140 962 836 87/4					
BREAKER	23	BECK Jack-Ass (DGC/Geffen) 1232 858 475 184 79/6							
44	36	28	24	FIONA APPLE Criminal (Work) 1212 1095 858 653 70/6					
12	16	19	25	K'S CHOICE Not An Addict (550 Music) 1207 1375 1810 1868 54/0					
7	10	17	26	SMASHING PUMPKINS The End Is... (Warner Sunset/WB) 1182 1597 2197 2453 55/0					
26	24	23	27	ECHO & THE BUNNYMEN I Want To Be There... (London/Island) 1166 1239 1198 1133 63/0					
18	21	22	28	DAVE MATTHEWS BAND Tripping Billies (RCA) 1117 1271 1383 1522 52/0					
BREAKER	29	VERVE PIPE Villains (RCA) 1082 974 862 750 73/7							
BREAKER	30	FOO FIGHTERS Everlong (Roswell/Capitol) 1081 666 437 276 70/20							
34	30	31	31	LOCAL H Eddie Vedder (Island) 975 960 971 943 62/0					
37	33	34	32	SOUL COUGHING Soft Serve (Slash/WB) 897 883 884 822 59/0					
—	—	48	33	MIGHTY MIGHTY BOSSTONES The Rascal King (Big Rig/Mercury) 873 576 193 117 62/10					
40	43	38	34	OUR LADY PEACE Superman's Dead (Columbia) 869 750 661 705 49/3					
—	47	39	35	CHARLATANS UK One To Another (MCA) 814 737 581 314 58/2					
DEBUT	36	THIRD EYE BLIND Graduate (Elektra/EEG) 811 566 342 227 65/17							
—	46	42	37	BUCK-O-NINE My Town (TVT) 794 713 607 482 50/4					
—	44	40	38	DANDY WARHOLS Not If You Were The Last... (Tim Kerr/Capitol) 773 736 642 456 54/7					
21	23	27	39	SHERYL CROW A Change Would Do You Good (A&M) 766 1112 1205 1254 33/0					
22	27	33	40	DEPECHE MODE It's No Good (Mute/Reprise) 751 890 1112 1197 34/0					
23	29	32	41	MEREDITH BROOKS Bitch (Capitol) 718 920 1093 1170 32/0					
48	42	41	42	LAUREN CHRISTY Breed (Mercury) 688 713 663 538 47/2					
16	20	29	43	FOO FIGHTERS Monkey Wrench (Roswell/Capitol) 688 1033 1399 1682 35/0					
—	—	49	44	RADIOHEAD Let Down (Capitol) 679 575 413 122 46/4					
35	38	43	45	VERVE PIPE The Freshmen (RCA) 568 667 838 868 28/0					
—	50	47	46	OFFSPRING The Meaning Of Life (Columbia) 562 595 509 433 40/3					
27	32	37	47	ABRA MOORE Four Leaf Clover (Arista Austin/Arista) 536 769 957 1105 31/0					
DEBUT	48	SISTER HAZEL All For You (Universal) 525 449 444 412 20/1							
20	26	36	49	SUMMERCAMP Drawer (Maverick/Reprise) 512 801 1153 1347 34/0					
32	39	46	50	SQUIRREL NUT ZIPPERS Hell (Mammoth) 510 638 808 993 29/0					

This chart reflects airplay from July 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker. 104 Alternative reporters. 102 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

NEW & ACTIVE

REEF Place Your Hands (Epic)
Total Plays: 509, Total Stations: 33, Adds: 4

DAMBUILDERS Burn This Bridge (EastWest/EEG)
Total Plays: 482, Total Stations: 47, Adds: 12

BEN FOLDS FIVE One Angry Dwarf And 200... (550 Music)
Total Plays: 480, Total Stations: 34, Adds: 3

FILTER & CRYSTAL METHOD (Can't You) Trip Like I Do (Immortal/Epic)
Total Plays: 466, Total Stations: 61, Adds: 23

BEN HARPER Faded (Virgin)
Total Plays: 421, Total Stations: 23, Adds: 2

COUNTING CROWS Have You Seen Me Lately? (DGC/Geffen)
Total Plays: 409, Total Stations: 38, Adds: 13

OMC How Bizarre (Mercury)
Total Plays: 405, Total Stations: 16, Adds: 3

TOOL Aenema (Volcano)
Total Plays: 376, Total Stations: 34, Adds: 1

LIONROCK Fire Up The Shoesaw (Time Bomb)
Total Plays: 352, Total Stations: 31, Adds: 7

MATTHEW SWEET Come To California (Volcano)
Total Plays: 347, Total Stations: 21, Adds: 1

Songs ranked by total plays.

BREAKERS

BECK
Jack-Ass (DGC/Geffen)
TOTAL PLAYS/INCREASE: 1232/374
TOTAL STATIONS/ADDS: 79/6
CHART: 23

VERVE PIPE
Villains (RCA)
TOTAL PLAYS/INCREASE: 1082/108
TOTAL STATIONS/ADDS: 73/7
CHART: 29

FOO FIGHTERS
Everlong (Roswell/Capitol)
TOTAL PLAYS/INCREASE: 1081/415
TOTAL STATIONS/ADDS: 70/20
CHART: 30

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
FILTER & CRYSTAL METHOD (Can't You) Trip... (Immortal/Epic)	23
FOO FIGHTERS Everlong (Roswell/Capitol)	20
THIRD EYE BLIND Graduate (Elektra/EEG)	17
BLUR M.O.R. (Virgin)	13
COUNTING CROWS Have You Seen Me Lately? (DGC/Geffen)	13
DAMBUILDERS Burn This Bridge (EastWest/EEG)	12
BLUES TRAVELER Most Precarious (A&M)	11
MIGHTY MIGHTY BOSSTONES The Rascal... (Big Rig/Mercury)	10
FOREST FOR THE TREES Dream (DreamWorks/Geffen)	8
DANDY WARHOLS Not If You Were The... (Tim Kerr/Capitol)	7
LIONROCK Fire Up The Shoesaw (Time Bomb)	7
VERVE PIPE Villains (RCA)	7

LOCAL H

"EDDIE VEDDER"

"Slow starter, but kicked in harder. We think this will only get better, because WBCN's audience is into Local H's 'Eddie Vedder.'"



-Steven Strick / WBCN
Active

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FOO FIGHTERS Everlong (Roswell/Capitol)	+415
SMASH MOUTH Walkin' On The Sun (Interscope)	+377
BECK Jack-Ass (DGC/Geffen)	+374
SUGAR RAY Fly (Lava/Atlantic)	+321
MIGHTY MIGHTY BOSSTONES The Rascal... (Big Rig/Mercury)	+297
COUNTING CROWS Have You Seen Me Lately? (DGC/Geffen)	+280
FILTER/CRYSTAL METHOD (Can't You) Trip... (Immortal/Epic)	+251
THIRD EYE BLIND Graduate (Elektra/EEG)	+245
SARAH MCLACHLAN Building A Mystery (Arista)	+219
GOO GOO DOLLS Lazy Eye (Warner Sunset/WB)	+168

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
SUBLIME Santeria (Gasoline Alley/MCA)
TOAD THE WET SPROCKET Come Down (Columbia)
OFFSPRING Gone Away (Columbia)
WALLFLOWERS One Headlight (Interscope)
DAVE MATTHEWS BAND Crash Into Me (RCA)
WHITE TOWN Your Woman (Chrysalis/EMI)
BUSH Greedy Fly (Trauma/Interscope)
BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG)
LUSCIOUS JACKSON Naked Eye (Grand Royal/Capitol)
BECK The New Pollution (DGC/Geffen)

Breakers: Songs registering 1000 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

DREAM

The First Track From
FOREST FOR THE TREES

Already On: KROQ, KDGE, LIVE 105, KOME, KEGE, KMYZ, WBZU, KWOD, WXEG, KTEG, WDST, WHMP, KJEE, WWSK, WDOX

Produced, Recorded, Engineered, Arranged & Mixed by Carl Stephenson
Executive Producer: Melissa Komorsky
Management: Melissa Komorsky Assisted by Adam Katz

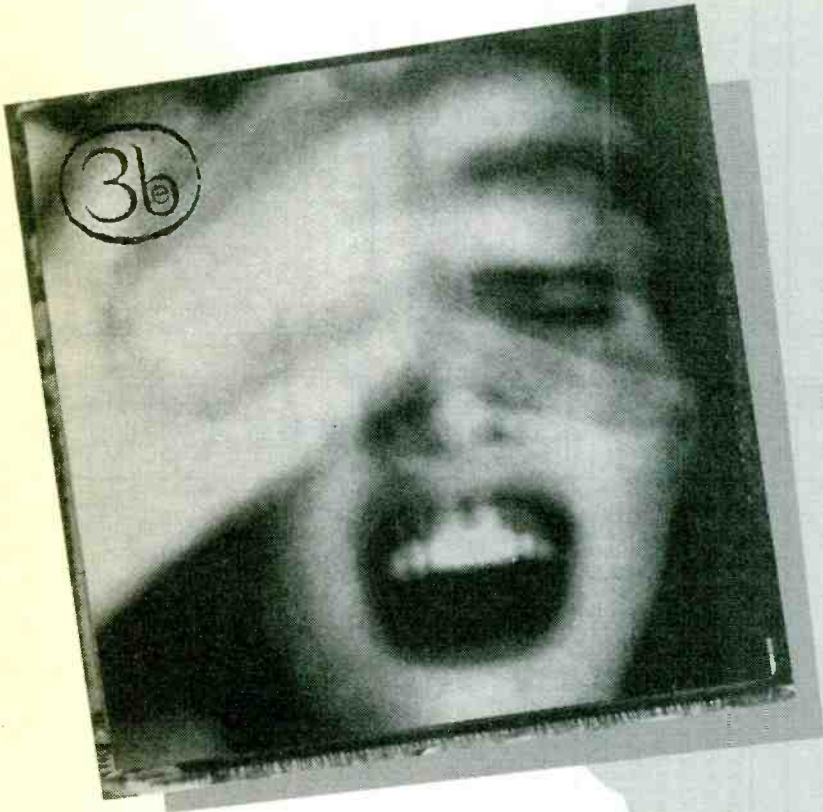
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THIRD EYE BLIND

"Graduate"

The new single from their self-titled debut album and the follow-up to the *multiformat* #1 smash "Semi-Charmed Life"

NOW ON TOUR.



Over 600 BDS Spins!

WXRK 15X
 WHFS 31X
 KROQ 24X
 99X 12X
 KDGE 18X
 KWOD 21X
 LIVE 105 23X
 KOMA 25X
 WLUM 11X
 XHRM 18X
 KEDJ 21X
 and more...

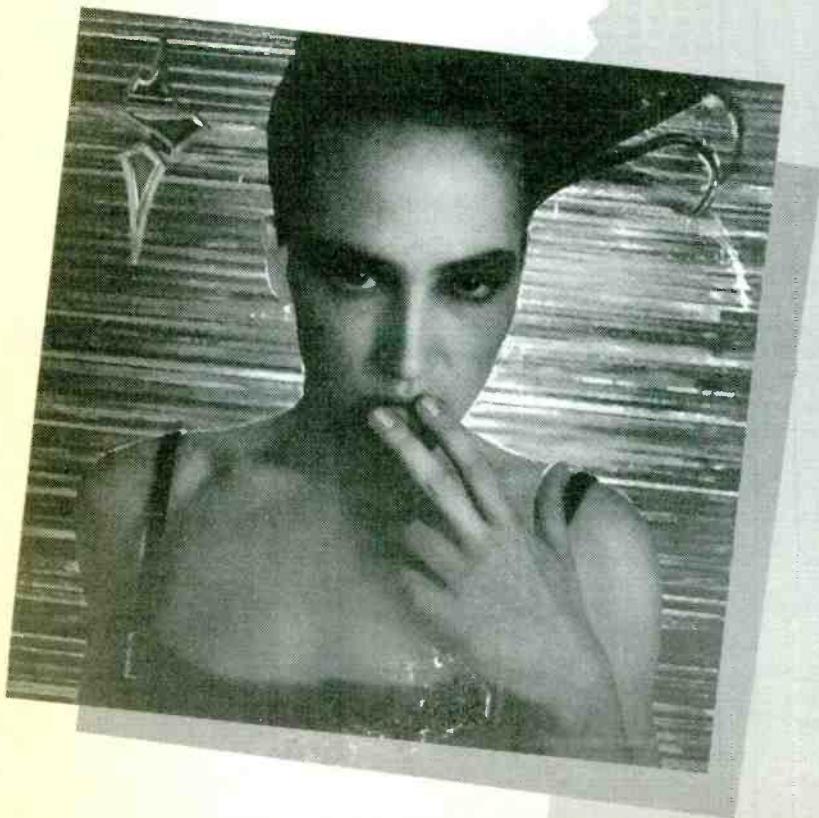
Over 20 new adds this week including:

Q101 KXRK
 KPNT WBRU
 KZON WRXR
 WENZ WROX
 KTOZ WZAZ
 WLIR WNVE

The Dambuilders

"Burn This Bridge"

"The best American band that doesn't sound like 'Dinosaur Jr.' or 'Pavement.'"
 - SPIN



ON FIRE AT!

KROQ
 WBCN
 WHFS
 Q101 (24X)
 KNDD
 LIVE 105 (22X)
 WFNX (#1 Phones)
 WBRU
 XHRM (25X)
 WRXQ

NEW THIS WEEK!

15 Adds! Including:

WLUM
 WENZ
 KXPB
 WBZU
 KHTY
 KLZR
 KTOZ

BreakThrough

Artist:

REEF

TRACK: "PLACE YOUR HANDS"

LP: "GLOW"

PRODUCER: GEORGE DRAKOULIAS/

REEF

LABEL: EPIC

developed rock-phobia at Alternative, which isn't going to stop Reef from scoring anyway.

With the help of Black Crowes mastermind **George Drakoulias**, Reef has fashioned an irresistible, universal song that many programmers feel could well end up a HIT SINGLE. The fact that it comes from a British rock act is gravy. If you let this once get past you to Modern AC, you'll regret it. Their live shows are legendary, and an imminent tour with Rule 62 will certainly elicit sweat in nightclubs.

P.S. MTV doesn't care if you're in or not, they've committed. Let's see, the last time that happened was Prodigy.

• **Influences:** Parliament, Paul Weller, AC/DC

• **Artist POV:** Says bassist **Jack Bessant**, "A lot of people think 'Place Your Hands' sounds really different for us because there's more of a Motown feel to it. Do you know what I mean — that kind of Motown, R&B sort of soul? But whatever we write, whatever we come up with, if we think it sounds good we don't really care what style it is. We just want to sound like ourselves. The energy is still there and the groove is still there."

—Sky Daniels

essentials: Is rock dead? Funny, people in England don't think so. That's right, jolly old: The land where Raves rule. The same place the imports come from that you slavishly seek to suck up to. Meanwhile, in Britannia, **Reef** has created a phenomenal buzz.

See, the one thing about England is that trends last 3 minutes, so nobody gets very righteous about 'em. Basically, anything gets a shot, and for that reason Reef, with it's straightforward rock awareness, made complete sense to a country fully aware of it's notable excess. Here in America, we've



Breakthrough Artist highlights breaking artists with strong chart momentum.

Blur
"M.O.R." (Virgin)
WOXY/Cincinnati
PD Dave Tellman



Blur is hot of their best radio song ever with "Song 2." So what to do next? Offer yet another great track in "M.O.R." Trust your ears and realize that this one is definitely not middle-of-the-road! Blur has been due — since "Boys And Girls" — to make it here in the States, and "Blur" is the album to do it with. This is by far their deepest and most aggressive album yet. "M.O.R." was a no-brainer for us, considering how much interest "Song 2" generated and how much fans clamored for more ("M.O.R.") from the album. It's a loaded effort, with "Beetlebum" and "Look Inside America" other notable tracks. "M.O.R." remains a truly Alternative track you won't have to share with your neighborhood Active Rocker ■ Please, no excuses that "we're playing too much British," just play this, a great song.

Dave Tellman ON THE RECORD



Foo Fighters are really solidifying their Colour and Shape as "Everlong" connects in a big way. The subject of second tracks remains an issue at the format, however ... Such is the case with **Third Eye Blind's** "Graduate" as it methodically builds acceptance following the phenomenal success of "Semi-Charmed." PDs have said this album remains viable in its overall depth ... Another second track that actually eclipses the first in minds of programmers is **Blues Traveler** ... If you haven't added **Filter/Crystal Method**, prepare to do so and avoid embarrassment. This album will top the chart ... Somebody alert **Smokey The Bear**, as **Forest For The Trees** looks ready to start a blaze ... **Junkster** is capable of following the success of **Luscious Jackson** and **Sneaker Pimps** by adding some guitar to that blueprint ... **Talk Show** is getting a lot of chatter around Atlantic's set-up. Meanwhile, **Scott Weiland** is readying a solo release said to be phenomenal. Handicappers on the STP outcome are having a field day ...

ON THE RADIO With Sky Daniels

RECORD OF THE WEEK: Catherine Wheel.

pick up some  stay at home and stare at my

CLAIRE DANES POSTER

IMPACT DATE: 8/11

WAY EARLY ADDS: KXTE/LAS VEGAS KPOI/HONOLULU



From the self-titled full length album
Produced by Mike Clink
Management: Jonathan Cohen and Jeffrey Norskog for JCM
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SIZE

14

DELICIOUS



CATHERINE WHEEL DELICIOUS



THE NEW SINGLE

DELICIOUS

TAKEN FROM THE FORTHCOMING ALBUM

ADAM *and* EVE

PRODUCED BY

GGGARTH, BOB EZRIN & ROB DICKINSON

WITH THANKS TO TIM FRIESE-GREENE

RECORDED AND MIXED BY

RANDY STACH

MANAGED BY MERCK MERCUREADIS

ROD SMALLWOOD AND ANDY TAYLOR

FOR SANCTUARY MUSIC MANAGEMENT LTD



Over 140,000 units soundscanned in the first 4 weeks!!
 Alternative Chart **49 - 44**
 Most Added Again This Week!!
 Including: CIMX KWOD KXPX WMAD WCYY

Already On:
 WXRK Q101 KROQ WBCN KITS
 KOME WFNX 99X KNDD KEDJ
 KNRK WBRU WPLY WXDX WENZ
 WHFS KTCL KCCX

Early Phones:
 KITS KNDD WFNX WXRK WHMP
 WBTZ KJEE WRLG WHFS

Let Down
 the first track from

RADIOHEAD
OK COMPUTER



Not if you were the last junkie on earth

The first single from **...THE**
DANDY WARHOLS
COME DOWN

The inevitably overtyped
 major label debut.

Most Added This Week!
 Including: WBRU WMRQ KHTY WOSC
 KFMZ WCYY KACV WKRO



**ACTIVE
 ROTATION!**

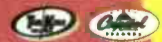
Alternative Chart **44 - 38**

Leading The Way:
 KROQ Q101 WFNX WHFS KITS KNRK KNDD WNNX
 KEDJ 91X KOME KXRK KPNT WLUM KEGE KDGE
 KLZR KTCL WENZ WRLG KWOD WHMP WROX and more!

Early Phones:
 KNRK KNDD WHFS WXRK KEDJ WFNX KROX
 WRLG KKND KNRX KFMA KITS 99X WHMP

Heroin is so passé

Produced by Tony Lash and Courtney Taylor • Management: Mike Guinn for Monqui Management • hollywoodandvine.com/thedandywarhols © 1997 Capital Records, Inc.



NEW MUSIC SPECIALTY SHOWS

The Trip (To Platinum) Begins

Every indication suggests that the "Spawn" soundtrack may join Prodigy as the "records that save the business." The L.A. Times ran a scathing report, laughing at the music industry for bothering to even consider the rock universe...

XHRM/San Diego

Whatever Greg Pearson Sunday, July 20

92.5 The Last

Table of radio shows: FOREST FOR THE TREES, CRYSTAL METHOD, ALABAMA 3, RADIO IODINE, NO KNIFE, TOASTERS, APOLLO 440, OLIVE, SITTER, CAST, GINGER, ERASURE, BLUEBOY, CAKE LIKE, FUTURE BIBLE HEROES.



TOP 20 ARTISTS

Ranked by total number of shows reporting artist.



Filter/Crystal Method

- 1 FILTER/CRYSTAL METHOD (Epic)
2 LIONROCK (Time Bomb)
3 BLUR (Virgin)
4 SPIRITUALIZED (Dedicated/Arista)
5 PRODIGY (Maverick/Mute/WB)
6 BUCK-O-NINE (TVT)
7 CATHERINE WHEEL (Mercury)
8 DAMBUILDERS (EastWest/EEG)
9 RANCID (Epitaph)
10 DANDY WARHOLS (Capitol)
11 RADIOHEAD (Capitol)
12 BEN HARPER (Virgin)
13 BLINK 182 (Cargo/MCA)
14 MORRISSEY (Mercury)
15 FOREST FOR THE TREES (DreamWorks/Geffen)
16 GUIDED BY VOICES (Matador)
17 CIRRUS (Moonshine)
18 HOLY HAND (Countdown/Unity)
19 LONDON SUEDE (Nude/Columbia)
20 GENEVA (Work)

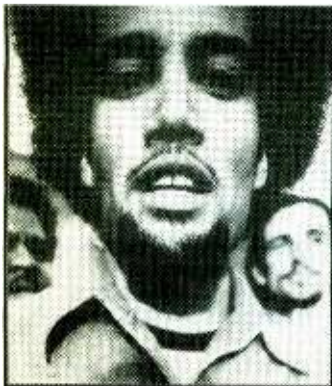
Compiled by Rich Michalowski

SPECIALTY SHOW REPORTERS

Shows and their Top 5 songs listed alphabetically by market

Table with columns for station/market, show name, host, and top 5 songs. Markets include Albany, Harrisburg, Monmouth, Providence, San Diego, Nashville, New Orleans, Kansas City, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, Milwaukee, Memphis, Dayton, Ft. Wayne, Dallas, Las Vegas, and Baltimore.

45 Total Reporters



BEN HARPER

"FADED"

New Adds include: KOME KNRK CKEY WNFZ

Over 45,000 scanned in just one month!



Leading the way! Live 105 XHRM WHTG WMAD WBTZ KFTE KEDJ WHFS WBCN WFNX... and more!

"Ben Harper is an artist who has crossed labels and boundaries to connect with an audience that is hungry for substantive, emotional, multi-faceted rock. He will be around long after the current flavor of the month lands in cut-out bins. At KQXR, 'Faded' quickly became a Top 5 requesting record...

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
4	1	1	1	SARAH MCLACHLAN Building A Mystery (Arista) 789 754 716 596 36/0					
1	2	3	2	WALLFLOWERS The Difference (Interscope) 608 644 688 698 28/0					
3	4	4	3	MATCHBOX 20 Push (Lava/Atlantic) 576 623 645 613 27/0					
2	3	2	4	SHERYL CROW A Change Would Do You Good (A&M) 557 668 686 682 23/0					
5	6	5	5	ABRA MOORE Four Leaf Clover (Arista Austin/Arista) 501 543 524 546 29/0					
14	13	7	6	FIONA APPLE Criminal (Work) 474 458 403 369 32/1					
8	7	8	7	SISTER HAZEL All For You (Universal) 467 454 474 498 21/0					
6	5	6	8	DAVE MATTHEWS BAND Tripping Billies (RCA) 440 515 551 541 27/0					
18	17	10	9	HUFFAMOOSE Wait (Interscope) 381 380 365 333 28/1					
16	18	13	10	10,000 MANIACS More Than This (Geffen) 367 374 352 343 24/0					
26	25	20	11	LIVE Turn My Head (Radioactive) 349 297 227 185 21/1					
19	16	12	12	TONIC If You Could Only See (Polydor/A&M) 333 378 374 328 16/0					
9	9	9	13	THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG) 332 394 424 457 14/0					
13	12	11	14	BLUES TRAVELER Carolina Blues (A&M) 322 379 406 396 24/0					
17	15	18	15	U2 Last Night On Earth (Island) 309 311 378 341 20/0					
12	11	15	16	BIG HEAD TODD & THE MONSTERS Please Don't Tell Her (Revolution) 297 360 418 399 22/0					
10	14	14	17	INDIGO GIRLS Shame On You (Epic) 296 368 380 453 20/0					
BREAKER			18	JOHN FOGERTY Blueboy (Warner Bros.) 268 193 87 55 26/6					
20	20	21	19	SHAWN COLVIN Sunny Came Home (Columbia) 264 277 321 324 14/0					
7	8	16	20	TOAD THE WET SPROCKET Come Down (Columbia) 262 339 436 518 16/0					
15	19	17	21	COLLECTIVE SOUL Listen (Atlantic) 248 313 328 365 15/0					
25	26	24	22	JOHN HIATT Little Head (Capitol) 247 251 221 196 18/0					
24	21	22	23	ZIGGY MARLEY & THE MELODY... People Get Ready (Elektra/EEG) 241 269 271 212 22/0					
23	24	23	24	PAULA COLE I Don't Want To Wait (Imago/WB) 237 260 236 226 24/2					
DEBUT			25	BLUES TRAVELER Most Precarious (A&M) 216 98 51 7 22/10					
30	30	25	26	EDWIN MCCAIN See The Sky Again (Lava/Atlantic) 212 238 195 167 19/1					
—	—	28	27	DAR WILLIAMS Are You Out There (Razor & Tie) 206 197 163 113 18/1					
11	10	19	28	PAUL MCCARTNEY The World Tonight (Capitol) 205 299 420 448 16/0					
—	28	26	29	SHERRI JACKSON Maple Tree (Hybrid) 199 220 198 159 18/0					
28	27	—	30	MIGHTY MIGHTY BOSSTONES The Impression... (Big Rig/Mercury) 195 143 209 175 7/1					

This chart reflects airplay from July 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker. 37 Adult Alternative reporters. 37 current playlists. © 1997, R&R Inc.

NEW & ACTIVE

TOAD THE WET SPROCKET Whatever I Fear (Columbia)
Total Plays: 174, Total Stations: 18, Adds: 5

WIDESPREAD PANIC Aunt Avis (Capricorn/Mercury)
Total Plays: 167, Total Stations: 19, Adds: 1

BEN HARPER Faded (Virgin)
Total Plays: 162, Total Stations: 17, Adds: 0

DAVID BYRNE Miss America (Luaka Bop/WB)
Total Plays: 150, Total Stations: 17, Adds: 1

SUGAR RAY Fly (Lava/Atlantic)
Total Plays: 148, Total Stations: 11, Adds: 1

FLEETWOOD MAC Silver Springs (Reprise)
Total Plays: 139, Total Stations: 21, Adds: 11

PRETENDERS Goodbye (Hollywood)
Total Plays: 132, Total Stations: 17, Adds: 1

RICKIE LEE JONES Firewalker (Reprise)
Total Plays: 131, Total Stations: 15, Adds: 0

JEWEL Foolish Games (Atlantic)
Total Plays: 130, Total Stations: 9, Adds: 1

MONACO What Do You Want From Me? (Polydor/A&M)
Total Plays: 128, Total Stations: 8, Adds: 1

Songs ranked by total plays

BREAKERS®

JOHN FOGERTY Blueboy (Warner Bros.)

TOTAL PLAYS/INCREASE: 268/75
TOTAL STATIONS/ADDS: 26/6
CHART: 18

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
FLEETWOOD MAC Silver Springs (Reprise)	11
BLUES TRAVELER Most Precarious (A&M)	10
JOHN FOGERTY Blueboy (Warner Bros.)	6
PATTY GRIFFIN Let Him Fly (A&M)	5
TOAD THE WET SPROCKET Whatever I Fear (Columbia)	5
WORLD PARTY Call Me Up (Enclave)	5
BOTTLE ROCKETS 24 Hours A Day (Atlantic)	4
BIG BLUE HEARTS Nobody Wants Her (Geffen)	3
JONNY LANG Hit The Ground Running (A&M)	3
KAMI LYLE Polka Dots (MCA)	3
WHISKEYTOWN 16 Days (Outpost/Geffen)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BLUES TRAVELER Most Precarious (A&M)	+118
FLEETWOOD MAC Silver Springs (Reprise)	+116
JOHN FOGERTY Blueboy (Warner Bros.)	+75
PRETENDERS Goodbye (Hollywood)	+75
TEENAGE FANCLUB Take The Long Way... (Columbia)	+61
LIVE Turn My Head (Radioactive)	+52
MIGHTY MIGHTY BOSSTONES The Impression... (Big Rig/Mercury)	+52
TOAD THE WET SPROCKET Whatever I Fear (Columbia)	+51
COUNTING CROWS Have You Seen Me Lately? (DGC/Geffen)	+40
WHISKEYTOWN 16 Days (Outpost/Geffen)	+39

Breakers: Songs registering 250 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

WIL WKLX WLZR WMZQ WPGC WRUF WRVA WSNE WTPI WWDB WWWM CHOM KNIX WCSX WGST WHCN WTPA KTFM KBOS WSSL KSFO

WISH KKL T CIMX KLT Y WDVE KZLA WZTR KWJ J KWZN

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WISH KKL T CIMX KLT Y WDVE KZLA WZTR KWJ J KWZN



ADULT ALTERNATIVE ALBUMS

AUGUST 1, 1997

MOST ADDED®

ARTIST	TITLE	LABEL(S)	ADDS
FLEETWOOD MAC	The Dance (Reprise)		11
PATTY GRIFFIN	Living With Ghosts (A&M)		5
BOTTLE ROCKETS	24 Hours A Day (Atlantic)		4
STEVIE RAY VAUGHAN	Live At Carnegie Hall (Epic)		4
BIG BLUE HEARTS	Big Blue Hearts (Geffen)		3
NEIL COTY	Chance And Circumstance (Mercury)		3
JONNY LANG	Lie To Me (A&M)		3
KAMI LYLE	Blue Cinderella (MCA)		3
TAJ MAHAL	Senor Blues (Private)		3
WHISKEYTOWN	Stranger's Almanac (Outpost/Geffen)		3
WORLD PARTY	Egyptology (Enclave)		3
BEN FOLDS FIVE	Whatever And Ever Amen (550 Music)		2
BLUES TRAVELER	Straight On Till Morning (A&M)		2
PAULA COLE	This Fire (Imago/WB)		2
COUNTING CROWS	Recovering The Satellites (DGC/Geffen)		2

MOST INCREASED PLAYS

ARTIST	TITLE	LABEL(S)	TOTAL PLAY INCREASE
FLEETWOOD MAC	The Dance (Reprise)		+116
SOUNDTRACK	G.I. Jane (Hollywood)		+75
TEENAGE FANCLUB	Songs From... (Columbia)		+61
BLUES TRAVELER	Straight On Till Morning (A&M)		+59
MIGHTY MIGHTY BOSSTONES	Let's Face It (Mercury)		+54
LIVE	Secret Samadhi (Radioactive)		+50
SARAH MCLACHLAN	Surfacing (Arista)		+48
WHISKEYTOWN	Stranger's Almanac (Outpost/Geffen)		+39
SUGAR RAY	Floored (Lava/Atlantic)		+33
JEWEL	Pieces Of You (Atlantic)		+28
COUNTING CROWS	Recovering The Satellites (DGC/Geffen)		+27
TEXAS	White On Blonde (Mercury)		+26
DOG'S EYE VIEW	Daisy (Columbia)		+20
DUNCAN SHEIK	Duncan Sheik (Atlantic)		+20
RIC OCASEK	Troublizing (Columbia)		+19

3W	2W	LW	TW	ARTIST	TITLE	LABEL(S)	TOTAL PLAYS	+/- PLAYS	EMPHASIS TRACKS (PLAYS)
7	4	2	1	1	SARAH MCLACHLAN	Surfacing (Arista)	836	+48	"Mystery" (789) "Adia" (24)
1	1	1	2		WALLFLOWERS	Bringing Down The Horse (Interscope)	778	-40	"Difference" (608) "Headlight" (93)
2	2	4	3		DAVE MATTHEWS BAND	Crash (RCA)	667	-46	"Tripping" (440) "Crash" (222)
3	3	3	4		SHERYL CROW	Sheryl Crow (A&M)	597	-120	"Change" (557) "Everyday" (21)
5	5	5	5		MATCHBOX 20	Yourself Or Someone Like You (Lava/Atlantic)	576	-47	"Push" (576)
14	10	7	6	6	BLUES TRAVELER	Straight On Till Morning (A&M)	574	+59	"Carolina" (322) "Precarious" (216)
8	8	6	7		ABRA MOORE	Strangest Places (Arista)	512	-42	"Clover" (501) "Cryin'" (11)
15	15	10	8	8	FIONA APPLE	Tidal (Work)	485	+17	"Criminal" (474) "Sleep" (11)
4	7	8	9		TOAD THE WET SPROCKET	Coil (Columbia)	480	-18	"Come" (262) "Fear" (174)
10	11	11	10	10	SISTER HAZEL	Somewhere More... (Universal)	480	+14	"All" (467) "Wanted" (13)
19	16	13	11	11	JOHN FOGERTY	Blue Moon Swamp (Warner Bros.)	452	+6	"Blueboy" (268) "Walking" (141)
9	12	12	12		INDIGO GIRLS	Shaming Of The Sun (Epic)	411	-53	"Shame" (296) "Map" (101)
6	6	9	13		PAUL MCCARTNEY	Flaming Pie (Capitol)	408	-75	"World" (205) "Young" (56)
11	9	14	14		U2	Pop (Island)	398	-16	"Earth" (309) "Staring" (56)
17	17	16	15		10,000 MANIACS	Love Among The Ruins (Geffen)	393	-6	"More" (367) "Rainy" (26)
20	19	18	16		HUFFAMOOSE	We've Been Had Again (Interscope)	385	-10	"Wait" (381) "Enigmatic" (4)
27	26	23	17	17	LIVE	Secret Samadhi (Radioactive)	362	+50	"Turn" (349) "Merica" (13)
12	14	15	18		THIRD EYE BLIND	Third Eye Blind (Elektra/EEG)	359	-53	"Life" (332) "Graduate" (14)
13	13	17	19		BIG HEAD TODD & THE MONSTERS	Beautiful World (Revolution)	334	-64	"Tell" (297) "Boom" (12)
21	18	19	20		TONIC	Lemon Parade (Polydor/A&M)	333	-45	"Could" (333)
25	25	22	21		JOHN HIATT	Little Head (Capitol)	314	-1	"Head" (247) "Pirate" (37)
23	22	20	22		PAULA COLE	This Fire (Imago/WB)	312	-29	"Wait" (237) "Cowboys" (69)
18	20	24	23		SHAWN COLVIN	A Few Small Repairs (Columbia)	299	-6	"Sunny" (264) "House" (13)
16	21	21	24		COLLECTIVE SOUL	Disciplined Breakdown (Atlantic)	254	-75	"Listen" (248) "Link" (6)
24	27	27	25	25	COUNTING CROWS	Recovering The Satellites (DGC/Geffen)	252	+27	"Daylight" (116) "Seen" (97)
26	24	25	26		ZIGGY MARLEY & THE MELODY...	Fallen Is Babylon (Elektra/EEG)	241	-28	"People" (241)
29	28	-	27	27	MIGHTY MIGHTY BOSSTONES	Let's Face It (Mercury)	234	+54	"Impression" (195) "Rascal" (39)
30	-	26	28		EDWIN MCCAIN	Misguided Roses (Lava/Atlantic)	219	-26	"Sky" (212) "Strange" (7)
-	-	30	29	29	DAR WILLIAMS	End Of The Summer (Razor & Tie)	219	+12	"There" (206) "Hear" (6)
-	29	28	30		SHERRI JACKSON	Sherri Jackson (Hybrid)	206	-14	"Maple" (199) "Ego" (7)

This chart reflects airplay from July 21-27. Albums ranked by total plays, with plays from all cuts from an album combined. 37 Adult Alternative reporters. 37 current playlists. © 1997, R&R Inc.

REPORTERS

Stations and their adds by track listed alphabetically by market

WXLE/Albany, NY PD: Neil Hunter NEIL COTY "Tainted"	WXR/VBoston, MA PD: Joanne Deedy MD: Mike Mellaney 5 INDIGO GIRLS "Alright" 3 PATTY GRIFFIN "Fly" 2 TEENAGE FANCLUB "Long" 1 GENESIS "Congo"	WXRC/Charlotte, NC PD/MD: Neil Rowe WORLD PARTY "Call" STIR "Angel" JOHN FOGERTY "Blueboy" FIONA APPLE "Criminal" BIG BLUE HEARTS "Wants"	KBCO/Denver, CO PD: Dave Benson MD: Scott Arbough 6 BLUES TRAVELER "Precarious" WIDESPREAD PANIC "Avis"	KXPT/Las Vegas, NV PD: Chris Fox MD: J.D. Davis No Adds	WRLT/Nashville, TN DM: David Hall PD: Jessie Scott MD: Keith Coes 2 NEIL COTY "Tainted" 1 BLUES TRAVELER "Precarious" 1 FLEETWOOD MAC "Silver" 1 TAJ MAHAL "Pifful" BEN FOLDS FIVE "Brick" JONNY LANG "Ground" KAMI LYLE "Polka" CHRIS WHITLEY "Weightless" GREG GARING "Real"	KTHX/Reno, NV PD: Bruce Van Dyke MD: David Chaney 7 JOHN FOGERTY "Blueboy" 7 WHISKEYTOWN "Days" 7 BOTTLE ROCKETS "Hours" 7 SALGADO & ROBB "Me" 7 SHERRI JACKSON "Ego" 7 ROBBIEN FORD "Beginning" 7 TAJ MAHAL "Think"	KOTR/San Luis Obispo, CA PD: Drew Ross MD: Donn Kattari 14 BLUES TRAVELER "Precarious" 9 TOAD THE WET... "Fear" 5 FLEETWOOD MAC "Silver" 5 CLARENCE G. BROWN "Midnight" 4 BOTTLE ROCKETS "Hours" 4 KAMI LYLE "Polka" 4 WHISKEYTOWN "Days" 4 TINSLEY ELLIS "Just" 4 DUKE LEVINE "Fever"	KAEP/Spokane, WA PD: Scott Sawtrada MD: Haley Jones SUBLIM "Wrong" BARENBEID LADIES "Apartment" MONACO "Want"	WMMW/Madison, WI PD: Pat Gallagher MD: Tom Teuber 2 STEVIE RAY VAUGHAN "Bee" BLUE RODEO "Happen"	KTCZ/Minneapolis, MN PD: Laura MacLeish APD/MD: Jane Frederickson 3 CHALK FARM "Lit" WORLD PARTY "Call" TOAD THE WET... "Fear"	WMAX/Rochester, NY PD: Tom Sheridan MD: David Joslin BLUES TRAVELER "Precarious"	WRNH/Springfield, MA PD: Tom Davis MD: Bruce Stubbins BIG BLUE HEARTS "Wants" PAULA COLE "Walk"	WXRC/Chicago, IL VP/Programming: Norm Winer MD: Patsy Martin GENESIS "Congo" PRETENDERS "Goodbye" FLEETWOOD MAC "Silver" BETH ORTON "Cried" BOTTLE ROCKETS "Hours" HUFFAMOOSE "Walk"	KIDR/Detroit, MI PD: Murray Brackshaw MD: Ann Detala BLUES TRAVELER "Precarious" TEENAGE FANCLUB "Long"	WKOC/Norfolk, VA PD: Perry Stone MD: Holly Williams LIVE "Turn" EDWIN MCCAIN "Sky"	WWRV/St. Louis, MO PD: Scott Strong MD: Mike Richter No Adds	WVXN/Philadelphia, PA DM: Bruce Rosen MD: Steve Stewart 8 SARAH MCLACHLAN "Surrender" 8 SOUTHWEST NUT ZIPPERS "Lit" 6 MICHAEL PENN "Eggy" 5 DAVID BYRNE "Vaseline" 3 DAVID BYRNE "Daddy" 3 MICHAEL PENN "Around" FLEETWOOD MAC "Silver" FOREST FOR THE TREES "Dream" KAMI LYLE "Polka" MORRISSEY "Masters"	KENTZ/Salt Lake City, UT PD: Bruce Jones APD/MD: Don Caswell DEPECHE MODE "Useless" COUNTING CROWS "Seen"	KMTT/Seattle, WA DM: Chris Shepp APD: Jason Parker MD: Deane Carlson 1 BETH ORTON "Cried" WORLD PARTY "Call" FLEETWOOD MAC "Silver"	WXXR/Toledo, OH PD: Donny Scott MD: Laura Linn 15 VERVE PIPE "Treatmen" 9 SUGAR RAY "Fly"	WTTW/Indianapolis, IN PD/MD: Rich Anton 1 BIG BLUE HEARTS "Wants" 1 DAR WILLIAMS "There" TOAD THE WET... "Fear" BLUES TRAVELER "Precarious" FLEETWOOD MAC "Silver"	KPIG/Monterey, CA PD/MD: Laura Hepper 8 JOHN FOGERTY "Blueboy" 8 AMAZING RHYTHM ACES "Out" 6 NEIL COTY "Slow" 5 NEIL COTY "California" 5 COREY STEVENS "My" 5 DAR WILLIAMS "Teenagers" 2 BOTTLE ROCKETS "Hours" PAT MACDONALD "Track" PATTY GRIFFIN "Fly"	KINX/Portland, OR PD: Carl Whiting APD: Aalto Garlock PATTY GRIFFIN "Fly" JULIA FORDHAM "Gilling" JULIA FORDHAM "Goodbye" CAEDMON'S CALL "Bus" STEVIE RAY VAUGHAN "Lenny"	KFOG/San Francisco, CA PD: Paul Marzellek MD: Bill Evans JOHN FOGERTY "Blueboy" STEVIE RAY VAUGHAN "Sculler"
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37 Total Reporters
37 Current Reporters
37 Current Playlists

No Longer A Reporter (1):
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ADULT ALTERNATIVE PLAYLISTS

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93.1 ART MARKET #3 WXRT/Chicago (773) 777-1700 Winer/Martin

KFOG/San Francisco 104.5 97.7 MARKET #4 KFQO/San Francisco (415) 995-6874 Marszalek/Evans

88.5 MARKET #5 WXPX/Philadelphia (215) 898-6677 Ranes/Warren

THE RIVER 93.9 FM MARKET #6 CIDR/Detroit (519) 258-8888 Brookshaw/Delisi

ZONE MARKET #7 KKZM/Dallas (214) 526-2400 Doyle

WBOS 92.9 FM MARKET #10 WBOS/Boston (617) 254-9267 Herron/Nash

THE RIVER 92.5 FM MARKET #10 WXRV/Boston (508) 374-4733 Doody/Mulianey

The Mountain 103.7 FM MARKET #13 KMTT/Seattle (206) 233-1037 Mays/Carlson

Cities 97.7 FM MARKET #16 KTCZ/Minneapolis (612) 339-0000 MacLeash/Fredericksen

THE RIVER MARKET #17 WVRV/SI, Louis (314) 231-3699 Strong/Richter

102.5 The Point MARKET #21 WHPT/Tampa (813) 577-7131 Beck/Taylor

KBCO 97.3 FM MARKET #23 KBCO/Denver (303) 444-5600 Benson/Arbough

96.1 The Peak MARKET #23 KXPK/Denver (303) 989-1340 Schoenwetter/Schmidt

link fm 102 MARKET #24 KINK/Portland, OR (503) 226-5071 Widing/Garlock

THE COAST MARKET #33 WKOC/Norfolk (757) 640-8500 Stone/Williams

107.5 the end. MARKET #35 KENZ/Salt Lake City (801) 485-6700 Jones/Casual

92.3 WTTW MARKET #36 WTTW/Indianapolis (812) 332-3366 Anton

music one 95.7 FM MARKET #37 WXRZ/Charlotte (704) 464-4041 Hills

LIGHTNING 100 MARKET #44 WRLL/Nashville (615) 242-5600 Scott/Coes

THE POINT MARKET #45 KXPT/Las Vegas (702) 876-1460 Fox/Davis

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for WXRT/Chicago.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for KFQO/San Francisco.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for WXPX/Philadelphia.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for CIDR/Detroit.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for KKZM/Dallas.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for WBOS/Boston.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for WXRV/Boston.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for KMTT/Seattle.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for KTCZ/Minneapolis.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for WVRV/SI, Louis.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for WHPT/Tampa.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for KBCO/Denver.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for KXPK/Denver.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for KINK/Portland, OR.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for WKOC/Norfolk.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for KENZ/Salt Lake City.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for WTTW/Indianapolis.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for WXRZ/Charlotte.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for WRLL/Nashville.

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists tracks and play counts for KXPT/Las Vegas.

OPENINGS
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Today it's hard to find the right radio job. It's not enough just to send out tapes and resumes, or call for a list of jobs, you've done that. Today you need a hired gun, someone who has their foot in the door of the radio stations. National will present you and your tape LIVE to stations that call us looking for radio people, and get immediate reaction. Call for registration information. **MAYBE WE CAN MAKE YOUR DAY.**

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OPENINGS
OPENINGS
OPENINGS

Northeast Radio Corporation expanding. Looking for AM/PM drive, production director, promotion director and news director. We want team players with a desire to overachieve. If you're interested in earning a competitive salary, having great benefits, and working in a top notch facility with a high standard of excellence, send your resume, tape and references to: Radio & Records, 10100 Santa Monica Blvd., #335, 5th Floor, Los Angeles, CA 90067. EOE

Clear Channel New Haven has 2 Fulltime openings. Production Director: Be a SAW PLUS genius and a great juggler for 3 stations. Night Jock: Sexy pipes, wild, phones. We'll pay for the best. T&R to: Tony Bristol, P.O. Box 85, New Haven, CT 06501. EOE


Job Tip Sheet

We're the largest, most complete job listing service in radio offering over 400 of the hottest jobs weekly for air talent, PD, MD, news, talk, sports, production, promo & more, in all markets/all formats. 22 years of on-air experience helps me understand your needs. Whatever level of your experience...we can help. Call now to subscribe. You have the talent... We have the jobs!!!

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MORNING TALENT/ TEAM WANTED!

Exciting AC opportunity in one of the nation's fastest growing Top 50 markets. If you are looking for a stable company committed to the radio industry, a safe place to raise a family, good climate, and a fun professional environment... send your tape and resume NOW! Show us the personality! We need a morning performer/team that is topical, good with phones and guests, female friendly - relatable to women, good sense of humor, meticulous about show prep, and willing to work the streets daily! Have you sent the tape and resume yet? Radio & Records, 10100 Santa Monica Blvd., #329, 5th Floor, Los Angeles, CA 90067. M/F EOE

Make the move!

Ready for the TOP 50, TOP 100, Top 200? We've placed talent at all levels. OUT, wanting back in? Call and let's discuss your situation. Former major market GM, VP/Programming with inside track, constantly striving to find positions for those we represent. Many unadvertised openings.
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EAST

B-Boys, B-Girls. Can you rock the mic? T&R: Claude, WUSL, Box 33160, Philadelphia, PA 19142 EOE (8/1)

Providence has immediate opening for experienced parttimers. T&R: Sharon Schifino, WHJY, 115 Eastern Ave., East Providence, RI 02914 EOE (8/1)

L.I.'s fastest growing station seeks promotion animal for appearances/remotes. T&R: Jeff Levine, WLIR, 1103 Stewart Ave. Garden City, NY 11530 EOE (8/1)

Parttime openings at Country giant. T&R: Mark Ericson, WOKQ/WPKQ, Box 576, Dover, NH 03821-0576 EOE (8/1)

Cape Cod AC seeks experienced AT, full and parttime openings. T&R: Chris Boles, WCOD, 745W Main Street, Hyannis, MA 02601 EOE (8/1)

News Director. Classic Rock/ CHR. Morning shift/ remotes. T&R: Jules Riley, WFBY/WSSN, 1065 Radio Park Dr., Mt. Clare, WV 26408 EOE (8/1)

Erie CHR seeks hot night AT, great phones and production. T&R: Jon Reilly, WRTS, 1 Broadcast Park, Northeast, PA 16428 EOE (8/1)

ASSISTANT PRODUCTION DIRECTOR

Creative genius needed for #1 radio group in Bangor, Maine market. Excellent pay, benefits, facilities, co-workers. Great place to live! Rush T&R to: Mark Osborne, President, WKSQ, Box 9494, Ellsworth, ME 04605. EOE

Talk Show Host—WBEN (930 AM), Buffalo, New York's leading News/Talk radio station has immediate opening for issues-oriented talk show host. Send tape/resume to: Kevin Keenan, 2077 Elmwood, Ave., Buffalo, NY 14207. EOE

Become a part of Maine's most successful radio group. Portland Radio, a division of Saga Communications. Looking for a highly motivated professional sales manager. Please send your resume and a letter of interest to: Bonnie Grant, Director of Sales, Portland Radio Group, 420 Western Ave., So. Portland, ME 04106. EOE

94.3 The Point (Hot AC-Top 50 Market) is looking for a new MORNING SHOW. Can you relate to females 25-44...be real... and compete with New York? Are you the next Rosie O' Donnell? If so, we'll pay you what you're worth. Send your stuff to: Mike Kaplan, PD, WJLK, 280 Seaview Square Mall, Ocean, NJ 07712. EOE

RADIO SPORTS TALK SHOW HOST

East Coast heritage station is seeking a strong PERSONALITY to host sports talk show. Creativity, showmanship and a keen knowledge of sports (special emphasis on baseball) are a must. Applicants must have prior talk show experience, a solid work ethic and know how to entertain audience. Send tape and resume. Women and minorities are encouraged to apply. Radio & Records, 10100 Santa Monica Blvd., #334, 5th Floor, Los Angeles, CA 90067. EOE

CLASSIC Q104.3

MORNINGS IN NEW YORK CITY

Be a part of New York's Classic Rock Station, Classic Q 104.3? We need a talent that has fun, relates to adults, and plays a lot of great music. Can ya dig it? Send T&R to: Kurt Johnson, PD, WAXQ, 1180 6th Ave., 5th Floor, NYC, 10036. Evergreen Media Corporation. EOE

STAR 104.5 FM
 philadelphia

BOARD OPERATOR

WYXR-Star 104.5 is looking for a "Star" to do 10am-3pm. At least 3 years major market experience required and females are encouraged to apply. No phone calls please. Send tape and resume to: Dave Allan, Operations Mgr., WYXR, One Bala Plaza, Suite 243, Bala Cynwyd, PA 19004 Evergreen Media Corporation is an Equal Opportunity Employer.

<http://www.monline.com>

The POINT in St. Louis is looking for a Program Director. It's a rare opportunity. Knowledge of the format a must. Do you have a great ear for music and production? Are you creative? Are you a problem solver? Do you have strong organizational skills? Do you have a great track record? Are you a great Manager? Are we asking too many questions? Do you need the address? Send all your stuff, ASAP to Frank Bell, Sinclair Communications, 2000 W. 41st Street, Baltimore, MD 21211 No Phone Calls Please. EOE



The River 99.5 WRVE Albany, NY is looking for experienced morning drive talent to join our outstanding co-host. The music comes first at this Classic Rock/AC hybrid, but you must be an entertainer who can relate to the lifestyle of today's adults who still love their Rock & Roll. No "Morning Zoos" please. Top 100 market experience preferred in AM/PM drive. Top compensation for Top Talent. Rush T&R to: Randy McCarten, WRVE, One Washington Square, Albany, NY 12205. Confidentiality assured. EOE


MORNING SHOW

Do you look in the mirror and see a person with so much creative juice that it runs out of your ears and into the sink? Can you write, produce and execute material so funny that the bookkeeper actually wants to write out your check? Do you REALLY want the major market CHR morning sidekick gig of the century with America's fastest growing radio conglomerate? No amateurs. No "Top 10 lists: for cover letters." No Jerky Boy imitators. If you're salivating, send your T&R to: Keith Clark at: WBZZ Foster Plaza Ten, 680 Andersen Drive, Suite 200, Pittsburgh, PA 15220. American Radio Systems is an Equal Opportunity Employer.

OPPORTUNITY KNOCKS

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Installation/Technical Support ace needed for Interactive Callout Systems. Computer/radio research experience helpful. Good salary, benefits, travel, live in San Diego. Fax resume: (619)659-3800.

OPPORTUNITIES

OPENINGS

PROGRAM DIRECTOR

Desirable NE market seeks AC programmer with great track record, people skills, ability to motivate and train talent, and bring station to the next level. Rush your T&R to: Radio & Records, 10100 Santa Monica Blvd., #330, 5th Floor, Los Angeles, CA 90067. EOE

SOUTH

RADIO NEWS DIRECTOR

WLYT (Lite 102.9) Radio in Charlotte seeks broadcast journalist with on-air experience for News/Public Affairs Director position. Will anchor morning drive newscasts, produce weekly public affairs programming, be responsible for quarterly FCC reports, and build network of local news contacts. Only applicants submitting audio tape and resume will be considered. SFX Broadcasting. Mike Berlak, Program Director, Lite 102.9, 301 S. McDowell, Suite 210, Charlotte, NC 28204

Bill Drake is looking for a few good jocks. National, 24-hour music network needs top-10 market, seasoned personality pros. Positive, proven, winners have put together the first ALL DIGITAL, state-of-the-art studios in Dallas. You need to know oldies.

Send your tape and resume to: Bill Drake, First Broadcasting Networks, Inc., 750 North St. Paul, 10th FL, Dallas, TX 75201

Killer Christmas parties. Our company is famous for them. If you're looking for one great party a year and a great company to work for, then we're looking for you. Dick Broadcasting of Birmingham, Greensboro, Knoxville and Nashville is combing the country (even Iowa) for the best talent. All formats and all positions including on-air program directors. Overnight tapes and resumes to: Dick Broadcasting Personnel Dept., 192 E. Lewis Street, Greensboro, NC 27406.

OPENINGS

America's 64th fastest growing company is in need of a Director of Affiliate Relations in its Atlantic Region. This individual will be trained for further advancement. The ideal candidate will have a strong sales management track record and a deep understanding of quality service. Exceptional people, communication and organizational skills, along with a strong attention to detail are essential. If you are a strategic-thinking leader who excels in a fast-paced, entrepreneurial environment, fax your work history and salary requirements to: VP/GM, Metro Networks, (301)718-0069. EOE

Patterson Broadcasting Inc.

Programmers—Want to live on the most beautiful beaches in Florida? How about a chance to make a real impact with one of the largest companies in the country! Patterson Broadcasting has an immediate opening for a AC Program Director in Pensacola, Florida. This is your chance to work and play in a great environment with a real opportunity for growth. RUSH tape and resume to:

Dave Cobb, Patterson Broadcasting/Pensacola, 1687 Quintet Road, Pace, FL 32571. Patterson Broadcasting is an Equal Opportunity Employer. M/F/D/V

Country PD

Country Radio Station seeks aggressive, positive, hard to keep up with, Program Director. Program Director must pull airshift. Arbitron-rated market with super living conditions. Please rush tapes and resumes to: Radio & Records, 10100 Santa Monica Blvd., #332, 5th Floor, Los Angeles, CA 90067. EOE

OPENINGS

MIDWEST

Rare talk show openings. 9A-12N and 9P-1A. No flame throwers! T&R: Chuck Dickemann, WCCO, 625 2nd Ave. South, Minneapolis, MN 55402. EOE (8/1)

Sioux City has rare afternoon opening. Possible MD T&R: Rich Randall, KSEZ, 1113 Nebraska Street, Sioux City, IA 51105. EOE (8/1)

Country station seeks morning AT immediately. Production/remotes. T&R: Sherry Lynn, KFXT, 1101 N. Highway 81, Marlow, OK 73055

PROGRAM DIRECTOR

Z104 is looking for an experienced program director! Great call letters in America's top city. Be a part of a new exciting company with six Madison station groups! Strong on-air sound, people skills, and CHR background needed! Be part of the Capstar future. Rush your T&R to: Jeff Tyler, Station Manager, Z104, 5721 Tokay Blvd., Madison, WI 53719. EOE



MIDDAYS

WSNY, one of the nation's most successful ACs, has an immediate opportunity for a proven at-work entertainer. Join our stable Saga Communications team in a great city (market #32). Rush T&R today to: Chuck Knight, 4401 Carriage Hill Lane, Columbus, OH 43220. EOE

Midwest's largest Country music nightclub looking for an experienced, creative, motivated, outgoing DJ to program & play music and entertain our customers. Send tape and resume to: Remington's, Attn Linda, 1155 Wanamaker, Topeka, KS 66604.

Midday air shift opening with leading radio station in Midwest market. May also include music director duties. Tapes and resumes to: Radio & Records, 10100 Santa Monica Blvd., #337, 5th Floor, Los Angeles, CA 90067. EOE

OPENINGS

Zimmer Radio of Poplar Bluff, MO is looking for versatile AT for either 100kw Country or 100kw Classic Hits station. Creative, personable, team-player, and strong production skills. Scott Studios and SAW production skills a plus. Send T&R to: Rick Sinclair, P.O. Box 399, Poplar Bluff, MO 63902. EOE

Looking for "Hot Country" Program Director and Air Personality for competitive small to mid-sized market in the upper Midwest. Send tape and resume to: Jim Wood Enterprises, P.O. Box 203, Franklin, TN 37065. EOE

AC Christian station KXOJ-FM/Tulsa, OK is seeking an afternoon drive announcer. Minimum 3 years experience. No calls please. Send aircheck ASAP to KXOJ, 2448 E. 81st. Street, Suite 5950, Tulsa, OK 74137. EOE

PROGRAM DIRECTOR: PD with proven track record for Kansas CHR. Music/people/promotions/airshift. T&R including station composite to: Consultant, Box 657, Dolores, CO 81323. EOE



CHR MARKETING DIRECTOR WKRQ CINCINNATI

If you aren't up to replacing the Marketing Director that's going to KIIS-FM in L.A., then save your stamp! Q102 has a premiere marketing job available now? Dazzle us with your incredible creativity and ideas, show us you love to have fun and can work with our high profile Morning Show. Send your brilliantly original colorful package to: Jimmy Steal, Program Director, Q102, 1906 Highland Avenue, Cincinnati OH 45219. Q102 is an ARS station and an Equal Opportunity Employer.

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coverage of industry events, breaking ratings results, and group owner listings updated daily.

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OPENINGS

WEST

Best morning show in America is sought in Eugene. T&R: Bruce Agler, KUGN, 4222 Commerce St., Eugene, OR 97402 EOE (8/1)

Promotions assistant sought. Long hours, great fun. CONTACT: Chris Cox, KEZY, 1190 E. Ball Rd. Anaheim, CA 92805 EOE (8/1)

News reporter/anchor for Citadel's News Talk. T&R: Dan Mason, KKOH, 595 East Plumb Lane, Reno NV 89502 EOE (8/1)

Production position. News/Talk AC seeks someone creative, organized and has digital skills. T&R: Francesca, KVON, 1124 Foster Rd., Napa, CA 94558 EOE (8/1)

OPENINGS

kdon 102.5 KDON in beautiful Monterey, CA has excellent opportunity for friendly (not hardcore) sounding newperson/Morning Show co-host. Females/minorities encouraged to apply. Rush T&R to: Jennifer Wilde, KDON, 55-B Plaza Circle, Salinas, CA 93901.

Love Digital Production? Have a great attitude? Want your production to impact lives? If you're motivated and talented, we'd love to hear from you! Production experience a must. On-air talent appreciated. We're a CCM outlet. Tape and resume to: Ed Lenane, K-LOVE Radio Network, 1425 North Market Blvd. #9, Sacramento, CA 95834. No Calls Please! EOE

Major daypart, major challenge. Can work the phones, communicate naturally with the 18-24 year-old listener, relate to music and lifestyle, and be a maniac? Prove it. Get us your tape, with production samples and resume. Good pay, great market, and all the tools you need to succeed. Radio & Records, 10100 Santa Monica Blvd., #336, 5th Floor, Los Angeles, CA 90067. EOE

AIR TALENT/ANNOUNCER: Major Market Air Talent sought for San Diego's Classic Hits station KPLN (The Planet). If you know and love Classic Hits, understand need for show prep, relate to "Boomers" & do well in front of crowds - we're looking for you. Good production skills a big plus! Rush tape, resume & references to Gene Abern, KPLN, 8033 Linda Vista Rd., San Diego 92111. No calls please. KPLN is a proud member of the SFX Broadcasting Family and is an Equal Opportunity Employer.

POSITIONS SOUGHT

Major market air personality. Twenty years experience, seeks position in Northeast/MidAtlantic. PHIL BRADY: (215) 357-0218 (8/1)

Part of your morning show puzzle. Comedy writer/producer. Topical, funny. Show prep, jokes, bits, voices, phoners, more! GREG: (916) 457-7609 (8/1)

Hottest AT in the world, ready to conquer America. Have headphones, will travel. CHRIS "The Stern slayer": (204) 475-1646 (8/1)

Wife makes alot more money than me. Relocating to Denver. Seeking parttime, chance to be great. Four years experience. ASHLEY: (303) 914-0577 (8/1)

Super personality. Young energetic self starter. Jersey shore preferred, ready to make waves for your station. PATRICK: (732) 255-4330 (8/1)

POSITIONS SOUGHT

Hot female voice! Excellent radio talent! Ready to work for your station! Broadcasting graduate. Will relocate. JENNIFER: (405) 948-1114 (8/1)

Former executive VP/GM The Dr. Laura program, seeks operations/programming position. Immediately available. PAUL DOUGLAS: (800) 335-4713 (8/1)

Talk Program Director news and/or sports - a creative, energetic motivator. Major market & network experience. JACK: (818) 973-3175 (8/1)

Semi-fabulous morning radio flamingo! MD/PD experience. Country, Oldies, AC. Buffet attitude & phones. MIKE: (517) 362-7251 (8/1)

Top-notch female AT seeks nights in So. Cal. Rock, NAC, Oldies, AAA, production. I play to win! KERRI: (512) 385-4069 (8/1)

24 year experienced CHR PD/AT, huge ratings success. Major markets. Ready for next challenge. Serious inquiries only. BEAU RICHARDS: (812) 234-8129 (8/1)

Midwest PD/AT seeks next challenge. Prefer South-East. DAVE: (785) 826-9782 (8/1)

Stand-up Comic/Air Talent seeking air shifts, any format. News/Sports morning drive experience. HENRY SCOTT: (312) 409-4656 (8/1)

My dog's bored with her backyard and needs a new challenge. Morning dog with big bark! Major yard experience. RICH: (804) 590-1217 (8/1)

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POSITIONS SOUGHT

Ten year vet seeks fulltime/parttime gig in Washington/Baltimore. Currently doing traf-fic on top 10 station. Can't move. MIKE: (301) 916-2844 (8/1)

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Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$60 for 1x, \$50 for 2x). In addition, all ads appear on R&R's web site. (www.rronline.com)

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Opportunities Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads are accepted by fax: (310-203-8727) or mail. Visa, MC, AmEx or Discover card accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to: R&R Opportunities 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067

R&R Opportunities Free Advertising

Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

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RADIO & RECORDS

10100 Santa Monica Blvd., 5th Floor, 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. © 1997. POSTMASTER: Send address changes to R&R, 10100 Santa Monica Blvd., 5th Floor, Los Angeles, California 90067.

Increase your exposure with Mediacasting's Talent Pool! For \$25.95 your aircheck will be posted on the Internet. To be heard send tapes and resume to: P.O. Box 1736, Fond du Lac, WI 54936-1736. (414) 926-9620 or www.mediacasting.com



KUZZ-AM/FM has a rare opening for evening air talent! Can you handle a high-volume request show with lots of fun and energy? Do you have strong production and live-remote appearance skills? Then this is your chance to join the Buck Owens Broadcasting family. Please send T&R, references and salary requirements to: Evan Bridwell, Program Director, 3223 Sillect Ave., Bakersfield, CA 93308. EOE

Rare Colorado opening at the foot of the Rockies. Fulltime on-air announcer with great production skills. Oldies or Country FMs. Tape and resume to: KDZA/KCCY, 106 W. 24th Street, Pueblo, Colorado 81003. Attention: Olene



Female Sidekick for nationally-syndicated show "After Midnight With Blair Garner." Send tapes, resume, and photo to: Rod West @ Premiere Radio Networks, 15260 Ventura Blvd., Suite 500, Sherman Oaks, CA 91403.

JAZZ FM98

Jefferson-Pilot's Smooth Jazz KIFM in San Diego has two exciting opportunities. Jazz FM 98 is looking for a focused, warm communicator for overnights. The ideal candidate will have at least two years fulltime experience, preferable in the NAC format. We are also looking for a "prime-time" weekend air talent. Please specify which position you are applying for. T&R plus cover letter to Human Resources, KIFM, 1615, Murray Canyon Rd., Suite 710, San Diego, CA 92108. Absolutely no phone calls. EEOC.

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AIRCHECKS

AUDIO & VIDEO AIRCHECKS

CURRENT #206 WFLZ/M.J. & B.J., WPLI/Archer, KDMX/Alan Kabel, KVIL/Larry Dixon, KYCY/J.D., WFLX/Kristie McInyre, KHKS/Hollywood Henderson, KLOU/Breg O. \$7.50
CURRENT #205 WKTU/Bill Lee, KHS/Magic Matt Alan, WPTT/Fred Winsott, B96/Eddie & JoBo, Z100/Lukas, KKB1/Theo, KFRC/Ron & Cammy. \$7.50
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PERSONALITY PLUS #PP-113 WSDX/Carl P. Mayfield, WPLI/Rocky Allen, KLOS/Mark & Brian, WSTR/Steve McCoy & Vicki Locke. \$7.50
PERSONALITY PLUS #PP-112 KSCS/Terry Dorsey, KTKO/Beau & Jimmy, KFMB-FM/Smaley, Kim & Matt, KALC/Wille & JoJo. \$7.50
ALL COUNTRY #CC-61 WRBQ, KOYK, WYAY, WKDX, WUSN, WYKA. \$7.50
ALL CHR #CHR-31 KHKS, WSTR, WPOW, Y100, WJHM, WOOL. \$7.50
ALL AC #AC-39 WWRM, WAKS, KLSY, KRWM, WLTV, WDBZ. \$7.50
PROFILE #P-341 TAMPAI CHR WFLZ, AC WAKS, WWRM, WMTX, ADR WXTB, WHPT, City WRBQ, WOYK, Gold WOOD, WYUU. \$7.50
PROFILE #P-343 NASHVILLE CHR WRVW, City WSKX, WSM, AC WJXA, WLAC, ADR WKDF, WSPX, UC WGOK, Gold WRMD. \$7.50
PROMO VALLEY #PV-29 promo samples - all formats, all market sizes. Cassette, \$10.
SWEETEN VALLEY #SV-15 Sweeper & Legal ID samples, all formats. Cassette, \$10.
#0-19 ALL COUNTRIES: #PCH-14 (ALL AM), #M-F 5 (MORNING ROCK), #T-F (TALK RADIO), #F-20 (LIVE FEMALE), #CHN-23 (CHR NIGHTS), #UC-18 (URBAN), #S-342 (ATLANTA) at \$7.50 each.
CLASSIC #C-350 KEWB/Gary Owens-1960, WNYZ/Rob Dearborn-1965, KEZY/Bruce Chandler-1975, KFRC/Rick Shaw-1978, K100/Don Bishop-1975, B100/1975. \$11
VIDEO #V-68 NY's Z100/Lukas, WNEW-FM/Pat St. John, Tampa's WRBQ/Cooper and Ritter, SF's K101/Kelly DeAngelo, KYLD/St. John, KFRC/Goss & Garrett. 2 HOT hrs, VHS \$25!
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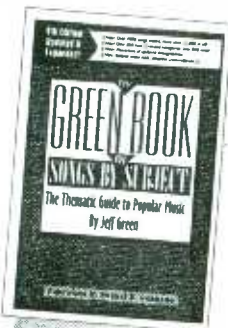
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310-553-4330 Fax: 310-203-8727

CHR/POP

LW	TW	
1	1	MEREDITH BROOKS Bitch (Capitol)
2	2	OMC How Bizarre (Mercury)
3	3	ROBYN Do You Know (What It Takes) (RCA)
5	4	THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG)
4	5	BACKSTREET BOYS Quit Playing Games (With...) (Jive)
6	6	SHAWN COLVIN Sunny Came Home (Columbia)
9	7	SISTER HAZEL All For You (Universal)
7	8	VERVE PIPE The Freshmen (RCA)
11	9	SPICE GIRLS 2 Become 1 (Virgin)
8	10	MARK MORRISON Return Of The Mack (Atlantic)
14	11	WILL SMITH Men In Black (Columbia)
16	12	HANSON Where's The Love (Mercury)
12	13	SHERYL CROW A Change Would Do You Good (A&M)
13	14	AZ YET Hard To Say I'm Sorry (LaFace/Arista)
15	15	WALLFLOWERS One Headlight (Interscope)
10	16	HANSON Mmm Bop (Mercury)
18	17	PUFF DADDY & FAITH EVANS I'll Be Missing... (Bad Boy/Arista)
20	18	10,000 MANIACS More Than This (Geffen)
17	19	SPICE GIRLS Say You'll Be There (Virgin)
30	20	JEWEL Foolish Games (Atlantic)
21	21	DAVE MATTHEWS BAND Crash Into Me (RCA)
22	22	SAVAGE GARDEN To The Moon And Back (Columbia)
28	23	MATCHBOX 20 Push (Lava/Atlantic)
27	24	WALLFLOWERS The Difference (Interscope)
23	25	SAVAGE GARDEN I Want You (Columbia)
32	26	MR. PRESIDENT Coco Jamboo (Warner Bros.)
31	27	TONIC If You Could Only See (Polydor/A&M)
34	28	98 DEGREES Invisible Man (Motown)
19	29	R. KELLY Gotham City (Jive)
26	30	WHITE TOWN Your Woman (Chrysalis/EMI)

CHR begins on Page 34.

CHR/RHYTHMIC

LW	TW	
2	1	WILL SMITH Men In Black (Columbia)
1	2	PUFF DADDY & FAITH EVANS I'll Be Missing... (Bad Boy/Arista)
3	3	ROME I Belong To You (Every...) (RCA)
4	4	NOTORIOUS B.I.G. Mo Money Mo Problems (Bad Boy/Arista)
5	5	CHANGING FACES G.H.E.T.T.O.U.T. (Big Beat/Atlantic)
6	6	112 Cupid (Bad Boy/Arista)
8	7	MARK MORRISON Return Of The Mack (Atlantic)
9	8	GOD'S PROPERTY Stomp (B-Rite/Interscope)
10	9	BACKSTREET BOYS Quit Playing Games (With...) (Jive)
7	10	BLACKSTREET Don't Leave Me (Interscope)
14	11	MISSY ELLIOTT The Rain (Supa Dupa Fly) (EastWest/EEG)
15	12	INOJ Love You Down (So So Def/Columbia)
11	13	EN VOGUE Whatever (EastWest/EEG)
16	14	98 DEGREES Invisible Man (Motown)
17	15	SPICE GIRLS 2 Become 1 (Virgin)
12	16	ROBYN Do You Know (What It Takes) (RCA)
20	17	LIL' KIM Not Tonight (Undeas/Big Beat/Atlantic)
19	18	GINUWINE When Doves Cry (550 Music)
27	19	JOE The Love Scene (Jive)
18	20	LAURNEA Can't Let Go (Yab Yum/Epic)
13	21	BONE THUGS-N-HARMONY Look Into My Eyes (Ruthless/Relativity)
29	22	FOXY BROWN / DRU HILL Big Bad... (Violator/Def Jam/RAL/Mercury)
21	23	DRU HILL Never Make A Promise (Island)
36	24	BLACKSTREET Fix (Interscope)
23	25	CORINA Summertime Summertime (So So Def/Columbia)
33	26	MARY J. BLIGE Everything (MCA)
22	27	SCARFACE Smile (Rap-A-Lot/Noo Trybe)
25	28	NU FLAVOR Sweet Sexy Thing (Reprise)
31	29	NO MERCY When I Die (Arista)
28	30	R. KELLY Gotham City (Jive)

CHR begins on Page 34.

URBAN

LW	TW	
3	1	K-CI & JOJO You Bring Me Up (MCA)
1	2	MARY J. BLIGE I Can Love You (MCA)
4	3	PATTI LABELLE When You Talk About Love (MCA)
5	4	WILL SMITH Men In Black (Columbia)
6	5	MISSY ELLIOTT The Rain (Supa Dupa Fly) (EastWest/EEG)
7	6	DRU HILL Never Make A Promise (Island)
10	7	R. KELLY Gotham City (Jive)
9	8	SWV Someone (RCA)
15	9	GINUWINE I'll Do Anything/I'm Sorry (550 Music)
16	10	BLACKSTREET Fix (Interscope)
14	11	LIL' KIM Not Tonight (Undeas/Big Beat/Atlantic)
12	12	DANA HARRIS As We Lay (Tony Mercedes/LaFace/Arista)
2	13	EN VOGUE Whatever (EastWest/EEG)
8	14	PUFF DADDY & FAITH EVANS I'll Be Missing... (Bad Boy/Arista)
20	15	ROME Do You Like This (RCA)
11	16	GOD'S PROPERTY Stomp (B-Rite/Interscope)
25	17	JOE The Love Scene (Jive)
22	18	WYCLEF JEAN We Trying To Stay Alive (Ruffhouse/Columbia)
21	19	HEAVY D Keep It Comin' (Universal)
26	20	LAURNEA Can't Let Go (Yab Yum/Epic)
13	21	REFUGEE CAMP ALL-STARS The Sweetest Thing (Columbia)
29	22	PUFF DADDY & THE FAMILY It's All About... (Bad Boy/Arista)
38	23	USHER You Make Me Wanna... (LaFace/Arista)
24	24	DEBORAH COX Things Just Ain't The Same (Arista)
30	25	BIG BUB Need Your Love (Kedar/Universal)
35	26	FOXY BROWN / DRU HILL Big Bad... (Violator/Def Jam/RAL/Mercury)
32	27	AALIYAH Hot Like Fire (BlackGround/Atlantic)
31	28	NOTORIOUS B.I.G. Lovin' You Tonight (Bad Boy/Arista)
27	29	ADINA HOWARD (Freak) And U Know It (Mecca Don/EastWest/EEG)
19	30	CHANGING FACES G.H.E.T.T.O.U.T. (Big Beat/Atlantic)
42	35	MYRON We Can Get Down (Island)
43	37	MINT CONDITION Let Me Be The One (Perspective/A&M)

URBAN begins on Page 47.

HOT AC

LW	TW	
1	1	SISTER HAZEL All For You (Universal)
2	2	SHAWN COLVIN Sunny Came Home (Columbia)
4	3	SHERYL CROW A Change Would Do You Good (A&M)
3	4	WALLFLOWERS One Headlight (Interscope)
5	5	THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG)
8	6	OMC How Bizarre (Mercury)
7	7	VERVE PIPE The Freshmen (RCA)
6	8	DUNCAN SHEIK Barely Breathing (Atlantic)
13	9	JEWEL Foolish Games (Atlantic)
12	10	10,000 MANIACS More Than This (Geffen)
10	11	DAVE MATTHEWS BAND Crash Into Me (RCA)
9	12	HANSON Mmm Bop (Mercury)
14	13	INDIGO GIRLS Shame On You (Epic)
11	14	SAVAGE GARDEN I Want You (Columbia)
20	15	PAULA COLE I Don't Want To Wait (Imago/WB)
15	16	JEWEL You Were Meant For Me (Atlantic)
16	17	PAULA COLE Where Have All The Cowboys... (Imago/WB)
19	18	TONIC If You Could Only See (Polydor/A&M)
18	19	SARAH MCLACHLAN Building A Mystery (Arista)
21	20	WALLFLOWERS The Difference (Interscope)
17	21	MEREDITH BROOKS Bitch (Capitol)
25	22	MATCHBOX 20 Push (Lava/Atlantic)
24	23	ABRA MOORE Four Leaf Clover (Arista Austin/Arista)
26	24	SAVAGE GARDEN To The Moon And Back (Columbia)
—	25	BACKSTREET BOYS Quit Playing Games (With...) (Jive)
30	26	DUNCAN SHEIK She Runs Away (Atlantic)
27	27	MEXICO 70 I Want You (Big Pop/Red Ant)
28	28	SPICE GIRLS Say You'll Be There (Virgin)
—	29	MIGHTY MIGHTY BOSSTONES The Impression... (Big Rig/Mercury)
—	30	HANSON Where's The Love (Mercury)

No Songs Qualified For Breaker Status This Week.

AC begins on Page 68.

AC

LW	TW	
1	1	MICHAEL BOLTON Go The Distance (Columbia)
2	2	SHAWN COLVIN Sunny Came Home (Columbia)
4	3	JAMES TAYLOR Little More Time With You (Columbia)
5	4	PETER CETERA Do You Love Me That Much? (River North)
6	5	MONICA For You I Will (Warner Sunset/Atlantic)
3	6	CHICAGO Here In My Heart (Reprise)
7	7	PAUL CARRACK For Once In Our Lives (Ark 21)
9	8	AZ YET Hard To Say I'm Sorry (LaFace/Arista)
10	9	NATALIE COLE A Smile Like Yours (Elektra/EEG)
8	10	TONI BRAXTON I Don't Want To (LaFace/Arista)
13	11	LEANN RIMES How Do I Live (Curb)
12	12	JEWEL You Were Meant For Me (Atlantic)
11	13	BEE GEES Alone (Polydor/A&M)
15	14	STYX Paradise (CMC)
19	15	KENNY LOGGINS I Am Not Hiding (Columbia)
20	16	BACKSTREET BOYS Quit Playing Games (With...) (Jive)
16	17	BRYAN ADAMS I'll Always Be Right There (A&M)
22	18	BILLY JOEL To Make You Feel My Love (Columbia)
14	19	BOB CARLISLE Butterfly Kisses (DMG/Jive)
24	20	JEWEL Foolish Games (Atlantic)
—	21	FLEETWOOD MAC Silver Springs (Reprise)
23	22	MICHAEL ENGLISH Why Didn't I (Curb)
21	23	SWING OUT SISTER Somewhere In The World (Pure/Mercury)
18	24	KATHY TROCCOLI He'll Never Leave Me (Reunion)
26	25	AMY GRANT Takes A Little Time (A&M)
25	26	MICHAEL LINGTON/BOBBY CALDWELL Tell It Like It Is (Nu Groove)
28	27	PAULA COLE Where Have All The Cowboys... (Imago/WB)
27	28	HANSON Mmm Bop (Mercury)
—	29	NO MERCY When I Die (Arista)
29	30	R. KELLY Gotham City (Jive)

No Songs Qualified For Breaker Status This Week.

AC begins on Page 68.

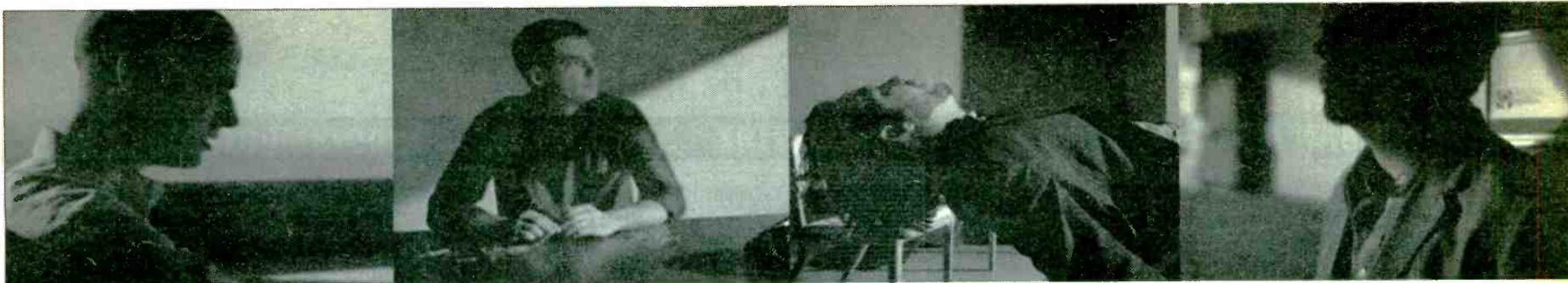
ACTIVE ROCK

LW	TW	
1	1	COLLECTIVE SOUL Listen (Atlantic)
3	2	NIXONS Baton Rouge (MCA)
4	3	WALLFLOWERS The Difference (Interscope)
2	4	TONIC If You Could Only See (Polydor/A&M)
7	5	LIVE Turn My Head (Radioactive)
5	6	MEGADETH Trust (Capitol)
6	7	METALLICA Bleeding Me (Elektra/EEG)
9	8	QUEENSRYCHE You (Virgin)
10	9	FAITH NO MORE Last Cup Of Sorrow (Slash/Reprise)
11	10	BLUES TRAVELER Carolina Blues (A&M)
16	11	GOO GOO DOLLS Lazy Eye (Warner Sunset/WB)
15	12	OUR LADY PEACE Superman's Dead (Columbia)
12	13	U2 Last Night On Earth (Island)
17	14	JACKYL Locked & Loaded (Epic)
18	15	DAYS OF THE NEW Touch, Peel, And Stand (Geffen)
13	16	MATCHBOX 20 Push (Lava/Atlantic)
8	17	FOO FIGHTERS Monkey Wrench (Roswell/Capitol)
22	18	311 Transistor (Capricorn/Mercury)
19	19	OFFSPRING Gone Away (Columbia)
21	20	MANBREAK Ready Or Not (Almo Sounds/Geffen)
28	21	OASIS D'You Know What I Mean (Epic)
23	22	TOOL Aenema (Volcano)
27	23	MIGHTY JOE PLUM Live Through This (Fifteen...) (Atlantic)
26	24	VERVE PIPE Villains (RCA)
49	25	SAMMY HAGAR Marching To Mars (MCA)
29	26	JIMMIE'S CHICKEN SHACK High (Rocket/A&M Associated/A&M)
20	27	SMASHING PUMPKINS The End Is... (Warner Sunset/WB)
30	28	REEF Place Your Hands (Epic)
35	29	OFFSPRING I Choose (Columbia)
14	30	MOTLEY CRUE Afraid (Elektra/EEG)

ROCK begins on Page 80.

Nest Marketing™

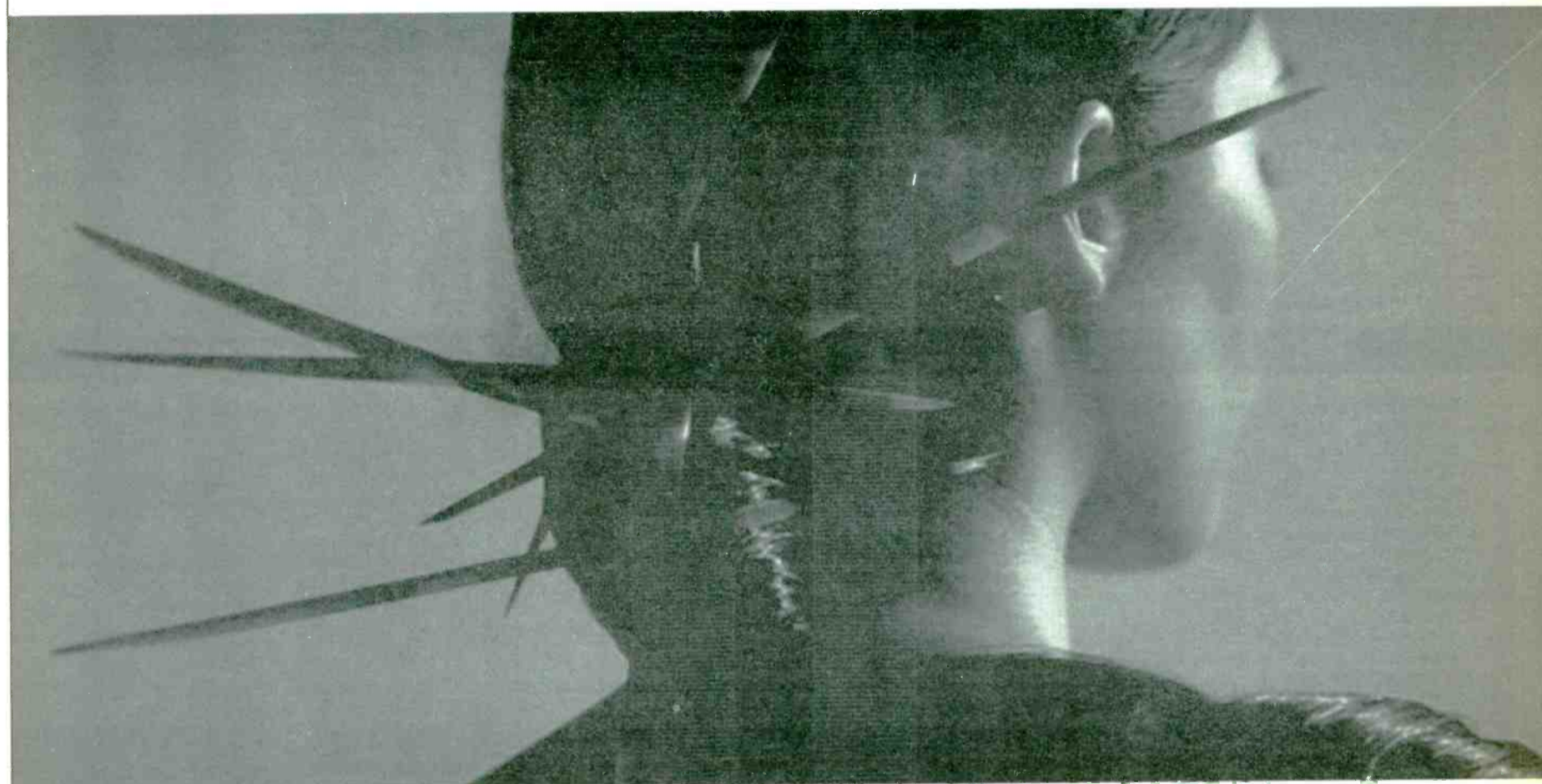
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LIVE

Turn My Head

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On Tour This Summer

R&R ALTERNATIVE 2
R&R ACTIVE ROCK 7-5

With Very Special Guest

*Luscious
Jackson*

R&R ROCK 7-6
R&R ADULT ALTERNATIVE 20-11



Heavy Rotation



radioactive