

FMQB

FRIDAY MORNING QUARTERBACK

THE #1 PROGRAMMING SOURCE

ISSUE: 1,398

MARCH 17, 1995

609.424.7080/FAX 609.424.3881

Best New Singles

Atlantic/AG



Hootie & The Blowfish
"Let Her Cry"

Island



4 P.M.
"Lay Down Your Love"

Reprise

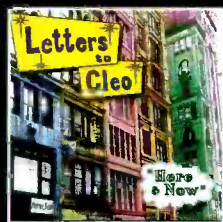


Barenaked Ladies
"Alternative Girlfriend"

The Edge

Top Of The Modern Rock Priority Stack

Giant



Letters To Cleo
"Here And Now"

Atlantic/AG



Stone Temple Pilots
"Pretty Penny"

Reprise



Belly
"Now They'll Sleep"

Special Feature

AT ISSUE: Spring Book Prep



Don London



Clarke Ingram

With the all-important Spring Book upon us, FMQB asks some of the formats brightest programmers what they have on their agenda. KISF's Chuck Geiger, KRQ's Mark Todd, KKFR's Ricc Stacy, WPXY's Clarke Ingram, WNVZ's Don London, WGRD's Alex Tear, and WPST's Michelle Stevens offer their words of wisdom. (page 14)

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- Jeff Roteman To M.D. At WHTO

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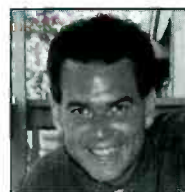
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Joey Arbagey

- KMEL's Joey Arbagey

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13

92 ZOO
LIMA

diana king



"The first single from her debut album Tougher Than Love is also the first from the soundtrack to the Will Smith/Martin Lawrence Motion Picture."

A DON SIMPSON AND JERRY BRUCKHEIMER PRODUCTION

BAD BOYS

MUSIC FROM THE MOTION PICTURE

Also featuring Songs By:

WARREN G

69 BOYZ featuring K-NOCK

2PAC

JON B featuring BABYFACE

KEITH MARTIN

DA BRAT featuring

THE NOTORIOUS B.I.G.

XSCAPE

INI KAMOZE

MN8

CHECK OUT THESE BAD BOYS

B96
WJMN
WWKX
KZHT
WXKS
WILD107

WZJM
KTFM
KMEL
KMXV
KLUC
WKSS

WHHH
Z90
WHJX
HOT97.7

THE
BOX
MUSIC TELEVISION
YOU CONTROL.

"DIANA KING 'SHY GUY' IS THE
BEST SOUNDING SONG ON
WXKS...PERIOD."

TAD BONVIE, MD WXKS

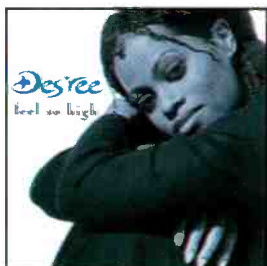
Produced by Andy Marvel
Management: David Sonenberg for DAS Communications LTD.

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WORK

ACTION PAGE

Most Added



#1 Most Added

Des'ree (43)
"Feel So High"
(550 Music)

Human League (36)
"Tell Me When" (EastWest/EEG)

Stone Temple Pilots (29)
"Pretty Penny" (Atlantic/AG)

Letters To Cleo (26)
"Here And Now" (Giant)

T.L.C. (17)
"Red Light Special" (LaFace/Arista)

Foreigner (17)
"Until The End Of Time"
(R. Safari/Generama/Priority)

Dave Matthews (17)
"What Would You Say" (RCA)

Rednex (15)
"Cotton Eye Joe" (Battery)

Technotronic (15)
"Move It To The Rhythm" (SBK/EMI)

Soul For Real (15)
"Candy Rain" (MCA)

Performance Stars



Human League
"Tell Me When"
(EastWest/EEG)



Annie Lennox
No More "I Love You's"
(Arista)



cranberries
"Ode To My Family"
(Island)



Blues Traveler
"Run-Around"
(A&M)

Top Reactors



Rednex: "Cotton Eye Joe", Battery...
"Getting calls from adults! We're getting
country listeners, who usually don't listen to
CHR, calling to request Rednex!"
- Sean Sellers, M.D., WNVZ/Norfolk



Foreigner: "Until The End Of Time",
R. Safari/Gen./Priority... "A great record!
Huge phones on our dedication show at night
after only one week of testing and one week
of airplay! Now on all dayparts!"
- R. Charles Snyder, P.D./M.D., KTMT/
Medford



Diana King: "Shy Guy", WORK...
"Requesting through the roof! Phones should
continue as the movie opens!"
- Scott Thomas, P.D./M.D., KLYV/Dubuque

Best New Singles

Hootie & The Blowfish: "Let Her Cry", Atlantic/AG

4 P.M.: "Lay Down Your Love", Island

Barenaked Ladies: "Alternative Girlfriend", Reprise

Various Artists: "Encomium-A Tribute To Led Zeppelin",
Atlantic/AG

Pharao: "I Show You Secrets", Columbia

Dr. Dre: "Keep Their Heads Ringin'", Priority

Quarterback Pick



Various Artists
"Encomium-A Tribute To
Led Zeppelin"
(Atlantic/AG)

TECHNORONIC

T

**OFFICIAL
IMPACT DATE
MARCH 27TH!**

featuring Ya Kid K

MOVE IT TO THE RHYTHM

These Stations Already Have The Rhythm:

B96 - 28 Spins	KUBE - 38 Spins	KHKS - 20 Spins
WEDJ - 21 Spins	WKSS - 10 Spins	KZZU - 19 Spins
	WPXY - 12 Spins	

These Stations Feel The Rhythm:

PWR96 KZHT WKSE

KFFM	KWNZ	FUN107
WA1A	WILN	K106
KJYO	KWTX	BOSS97



SERVING THE MUSIC

From the album **RECALL**. Management: **Dick Scott Entertainment**

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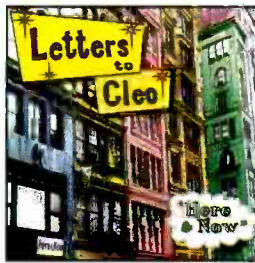
Premier Crossovers

Rock



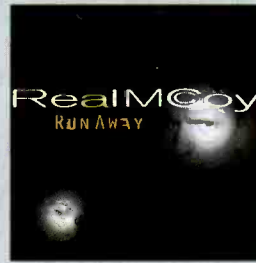
Stone Temple Pilots
"Pretty Penny"
(Atlantic/AG)

Modern Rock

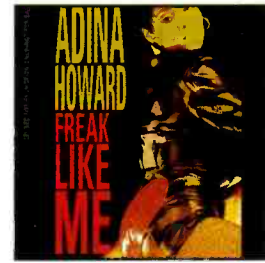


Letters To Cleo
"Here And Now"
(Giant)

Dance



Real McCoy
"Runaway"
(Arista)



Adina Howard
"Freak Like Me"
(EastWest/EEG)

Next To Cross

Rock



Various Artists
"Encomium-A Tribute To Led Zeppelin" (Atlantic/AG)

Modern Rock



Belly
"Now They'll Sleep"
(Reprise)

Dance



Pharao
"I Show You Secrets"
(Columbia)

Crossover Radio



Diana King
"Shy Guy"
(WORK)

STREET BEAT'S BEST VIBES



Dr. Dre
"Keep Their Heads Ringin'"
(Priority)



Diana King
"Shy Guy"
(WORK)



IV Example
"I'd Rather Be Alone"
(MCA)

FMQB

FRIDAY MORNING QUARTERBACK

The #1 Programming Source

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Cherry Hill, NJ 08003
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Dave Hoeffel Operations Director	Grace Pietropaolo Production Coordinator
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Mark LaSpina Associate Director	Terry Benedetti Art Director
Editorial/Research Assistants: Marie Pitner, Mary Voglesong, Ginny Reilly, Donna Chiarulli, Frances Anderson, Carol Bakey, Monica Herczeg	

FOREIGNER

Until The End Of Time

Over 1,000 FMQB Spins!

Most Added!

#4 Most Increased Plays - +547!

New This Week:

WHHY	WPXR	KQIZ
KISN	WAAL	KSMB
WPLJ	WFHN	KJYO
	WNTQ	

KPLZ - 18 Spins	KKLQ - 20 Spins	WKEE - 30 Spins	KFTZ - 27 Spins	WXIL - 27 Spins
WNSL - 26 Spins	WCIR - 23 Spins	WRFY - 20 Spins	WDDJ - 20 Spins	WWCK - 17 Spins
KBOZ - 16 Spins	KSKG - 16 Spins	WNKI - 15 Spins	WPRR - 15 Spins	WHTO - 18 Spins
	WNDU - 14 Spins	WZOQ - 14 Spins		



© 1995 Rhythm Safari

Management: Steve Barnett & Stewart Young Hard To Handle

TOP 40 TRAX

(Plays Per Week)

Position	Artist	Track	Label	TW	LW	Move	Cume	New
1	MADONNA	TAKE	(Maverick/Sire/WB)	7876	8422	-546	188	0
2	DIONNE FARRIS	KNOW	(Columbia)	6579	6254	325	171	2
3	SHERYL CROW	STRONG	(A&M)	6027	5772	255	172	1
4	HOOTIE/BLOWFISH	HOLD	(Atlantic/AG)	5268	5402	-134	141	0
5	M. ETHERIDGE	WANTED	(A&M)	5147	4934	213	160	0
6	GREEN DAY	WHEN	(Reprise)	4916	4922	-6	147	2
7	DES'REE	GOTTA	(550 Music)	4761	4876	-115	131	0
8	MARTIN PAGE	HOUSE	(Island)	4288	4121	167	146	3
9	BOYZ II MEN	BENDED	(Motown)	4254	5142	-888	123	0
10	JAMIE WALTERS	HOLD	(Atlantic/AG)	4101	3830	271	131	5
11	REAL MCCOY	RUNAWAY	(Arista)	4099	3525	574	145	6
12	BROWNSTONE	LOVE	(MJJ/Epic)	4059	4005	54	128	0
13	T.L.C.	CREEP	(LaFace/Arista)	3980	4521	-541	111	0
14	LONDON BEAT	COME	(MCA)	3865	3650	215	139	1
15	BLESSID UNION...	BELIEVE	(EMI)	3855	3394	461	141	6
16	FIREHOUSE	LIVE	(Epic)	3592	3172	420	129	7
17	EAGLES	LOVE	(Geffen)	3473	3590	-117	122	3
18	TOM PETTY	FEELS	(Warner Bros.)	3425	3990	-565	101	1
19	REAL MCCOY	ANOTHER	(Arista)	3235	3791	-556	86	0
20	BOYZ II MEN	THANK	(Motown)	2951	2573	378	129	10
21	ELTON JOHN	BELIEVE	(Rocket/Island)	2950	2298	652	158	6
22	SOUL FOR REAL	CANDY	(MCA)	2925	2852	73	92	15
23	GLORIA ESTEFAN	LOVE	(Epic)	2793	2909	-116	110	2
24	SIMPLE MINDS	RIVER	(Virgin)	2791	2651	140	113	1
25	BRANDY	BABY	(Atlantic/AG)	2665	2584	81	93	4
26	T.L.C.	RED	(LaFace/Arista)	2632	2170	462	93	17
27	BON JOVI	ALWAYS	(Mercury)	2551	3116	-565	86	0
28	BONNIE RAITT	YOU	(Arista)	2532	2510	22	120	3
29	4 P.M.	SUKIYAKI	(Next Plateau/Is.)	2516	3030	-514	86	0
30	CORONA	RHYTHM	(EastWest)	2385	2821	-436	73	0
31	PEARL JAM	BETTER	(Epic)	2365	2493	-128	87	4
32	JADE	EVERY	(Giant)	2292	2712	-420	68	0
33	VAN HALEN	STOP	(Warner Bros.)	2282	1871	411	116	7
34	LIVE	LIGHTNING	(Radioactive)	2222	1833	389	118	6
35	CRANBERRIES	FAMILY	(Island)	2177	2109	68	109	5
36	R.E.M.	BANG	(Warner Bros.)	2129	2987	-858	78	0
37	2 UNLIMITED	GET	(Critique)	1996	1987	9	69	0
38	M. ETHERIDGE	ONE	(A&M)	1865	2041	-176	60	0
39	ANNIE LENNOX	MORE	(Arista)	1759	1409	350	110	7
40	WEEZER	BUDDY	(DGC)	1627	1949	-322	78	0

Plays TW: Total number of Plays during current airplay week; Plays LW: Total number of Plays during previous airplay week; Move: Increase or decrease in number of Plays from previous airplay week; Cume: Total number of stations playing; New: Number of stations reporting as an add.

TOP GAINERS

(Most Increased Plays Per Week)

1.	HUMAN...	"Tell Me When"	(EastWest/EEG)	(1323)
2.	ELTON JOHN	"Believe"	(Rocke/Island)	(652)
3.	REAL MCCOY	"Runaway"	(Arista)	(574)
4.	FOREIGNER	"Until The End Of Time"	(R.S./Gen./Priority)	(547)
5.	T.L.C.	"Red Light Special"	(LaFace/Arista)	(462)
6.	BLESSID...	"I Believe"	(EMI)	(461)
7.	HOOTIE...	"Let her Cry"	(Atlantic/AG)	(450)
8.	FIREHOUSE	"I Live My Life For You"	(Epic)	(420)
9.	VAN HALEN	"Can't Stop Lovin' You"	(WB)	(411)
10.	REDNEX	"Cotton Eye Joe"	(Batter.)	(394)

MOST REQUESTED

1-	1-	1*	GREEN DAY	"When I Come..."	Reprise
2-	2-	2*	BOYZ II MEN	"On Bended Knee"	Motown
9-	8-	3*	FIREHOUSE	"I Live My Life..."	Epic
D-	10-	4*	LIVE	"Lightning Crashes"	MCA
6-	5-	5*	DIONNE FARRIS	"I Know"	Columbia
3-	3-	6	T.L.C.	"Creep"	LaFace/Arista
5-	4-	7	DES'REE	"You Gotta Be"	550 Music
7-	6-	8	SHERYL CROW	"Strong Enough"	A&M
10-	7-	9	BLESSID UNION...	"I Believe"	EMI
D-	10*		REDNEX	"Cotton Eye Joe"	Battery

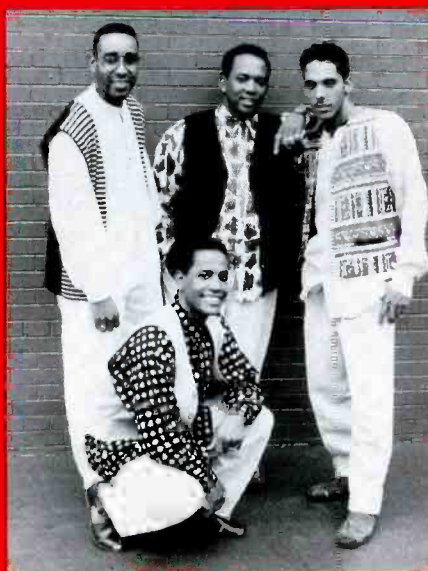
4 P.M.

"Lay Down Your Love"

Follow-up To The Gold Top 5 Smash

"Sukiyaki"

**THE
BOX**
MUSIC TELEVISION
YOU CONTROL.



From Their Smash Debut Album

"Now's The Time"

**Over 150 Plays At
Rhythm Crossover BDS**



GRAPEVINE

AROUND THE DIAL

Suddenly, **Madonna** is all over the radio this week, focusing her attention on two of America's biggest CHRs. On Wednesday morning 3/15, she bestowed her first radio interview in 10 years upon **Rick Dees** at **KIIS/L.A.** Dees, playing the role of real estate agent to the stars, offered to sell Madonna's colorful Hollywood Hills mansion. She responded, "I don't know if anyone would buy a house in a place where it never stops raining." She added that she loves the house, and would love to take it to New York with her, where she spends much of her time working. She also admitted that her memorable appearance on the Late Show with **David Letterman** was, "a performance in every way." When Dees asked about basketball player **Dennis Rodman**, her only reply was, "Oh my gawd, that idiot. Somebody shut him up... that's all I have to say." And she revealed exclusively to Dees that she has the starring role in the upcoming movie "Evita," saying, "I have only been on my knees for five years." The interview ended with Dees asking Madonna if they were friends, to which she replied, "Treat me the way you want me to treat you." Dees, without hesitation, said, "Come over for a spanking!"

Madonna's next stop is the **Z100 Pajama Party** on Saturday night 3/18 at Webster Hall in New York. **MTV** will carry the event live, as Madonna and remix master **Jr. Vasquez** will spin tunes. Madonna will also read one of her favorite bedtime stories for the 1,500 lucky Z100 winners. At midnight eastern time, her "Bedtime Stories" video will air on national TV for the first time. Z100 is reaping a ton of press coverage from this event.

Y100/Philadelphia promotes Production Director **Sean Caldwell** to Creative Director, and ups Assistant Production Director **Lucy St. James** to Production Director. Y100 GM **Lynn Bruder** commented, "Sean and Lucy are making the difference at Y100. They are dedicated, professional, and most importantly, team players." Caldwell commented, "It's great being part of a station where strong emphasis is placed on both imaging and commercial production. The full-time use of my talents will now be focused on making Y100 continue to stand out in Philadelphia."

At **WJMN/Boston**, **Pebbles** joins morning host **Baltazar** for news/traffic duties, from crosstown Urban outlet **WILD**. She replaces **Lori Duschene**, who exits.

At **WHTO/Williamsport**, **Jeff Roteman**, a.k.a. **J.P. McCartney**, is the new Music Director.

Jason Wright, a.k.a. **Kidd "The Hitman" Kelley**, joins **WYCR/York** for afternoons. He'll also cruise to Richmond regularly for weekend duties at **Q94**. Kelley hails from the A.P.D./7-midnight position at **WOSC/Ocean City**.

Also at **WYCR**, P.D. **Davey Crockett** moves to mornings from middays, flip-flopping with **John E. Quest**, who gets to sleep a little later, seguing from mornings to middays.

Lots of names are in the hopper for the **KDWB/Minneapolis** P.D. gig. In addition to the usual suspects, we've heard that **EMI's Michael Steele** may be contemplating a return to radio! (And if you believe that, we'd like to make you a great deal on the Mall of America). Who will really land the gig? Grapevine knows that some "horse

sense" would be good for the station, but the candidate in question is quite comfortable in the winner's circle that he currently occupies.

Congratulations (we think) to **KFTZ/Idaho Falls P.D./morning host Rich Summers** who had his navel pierced live on the air recently. We can't wait to see the pictures.

As we go to press, word comes that **Chancellor Holdings** has offered to acquire **SFX Broadcasting** for \$26 per share, which would make the value of the transaction \$160 million. The combined company would become the nation's third largest radio-only group. Chancellor owns **CHR KGGI/Riverside**, and has announced that it will purchase **KDWB/Minneapolis**.

RECORD ROULETTE

Ron Gregory exits his VP/Promotion position at **Elektra Entertainment Group**.

Nick Bull has been promoted to Director, National **PAR/West Coast Alternative Promotion**; and **Ron "Jetson" Poore** has been appointed Director/National



*SBK/EMI artist Jon Secada kicked off the North American leg of his tour in L.A., where he was presented with a triple-platinum plaque for his debut album, and a platinum plaque for his current release **Heart, Soul & A Voice**. (l-r): Jorge Pinos, Willian Morris agent; Secada; Emilio Estefan, Jr., manager; Jose Behar, President/EMI Latin; and Davitt Sigerson, President/EMI Records.*

The National Best Seller!

CONFIRMED:

Mary J. Blige
add to M.T.V.'s "Jam Of The Week" rotation with 8 new Pop stations.

UNCOVERED:

~~Soul For Real~~'s dominance as the #1 selling single in the nation!

RAGING

The intimate story of the hits MCA's promotion team has produced.

REVEALED:

Why *Live* is on over 100 stations, the most played video on MTV, the nation's most played Rock single, the most played Alternative track and receiving new spins at KDWB and K92!

LIVE

moves 36-29* Mainstream Monitor and now has over 1100 Top 40 spins!

DIVULGED:

LONDONBEAT's 1700 spins at Top 40 radio with adds at Y100, WMTX and major action at WPLJ, WZJM, WXKS, PRO FM, WFLZ, WZPL, B94, KDWB and WIOQ.

By Noted *Tri!l* Superstar Author
ROSA LOPEZ
With Exclusive Impersonal Photographs!

EXPOSED:

IV XAMPLE's second straight week as one of *Crossove*'s most added singles. "I'd Rather Be Alone" now over 500 spins and on KMEL, POWER 106, WPGC, 92Q, WJMN, POWER 96, WHHH, HOT 97.7, KYLD, K3XX and more

Mary J. Blige

15 new Mainstream stations in the past 2 weeks. 150,000 albums sold 'at 2 weeks alone!

UNBELIEVABLE:

15 new Mainstream Pop stations add "Candy Rain" including KIIS Los Angeles and WZJM Cleveland. Now Soul For Real is on over 90 stations!

The Nation's Best Sellers Can Always Be Found On MCA!

GRAPEVINE

Alternative Promotion, for **RCA Records**. **Dave Loncao**, VP/Rock Promotion at RCA, commented, "Losing **Lisa Worden** to **KROQ** was a tough pill to swallow, until I realized that while Nick was heading up our Triple A department, he could also take on Alternative promotion. He was capable of so much more, so we gave him more. The next task was to find the right person to sit by my side here in New York. After a long, tedious process, my gut led me to 'Jetson,' and he and Nick immediately grabbed hold of our **Dave Matthews Band** project, as well as our 'Dumb And Dumber' soundtrack, making our spin stories start to soar."

Jeri Heiden joins **A&M** as Sr. VP/Creative Services.

Amy Kaplan joins **American Recordings** to oversee regional promotion and marketing efforts in the Midwest. Based in Chicago, Kaplan will work closely with the **Reprise**, **Warner**, and **WEA** staffs promoting American releases at every format. American GM **Mark Di Dia** commented, "Over her career, Amy has stood out as a



Elektra Entertainment Group recording artist Freedy Johnston attempts to improve his reputation by hanging with EEG Chairman/CEO Sylvia Rhone.

person who has great ideas, and the nerve to make them happen. We're delighted to have her on board." Kaplan added, "This compa-

ny is music-intensive, and so am I. The people at American are a bunch of renegades, so I think I'll fit right in."

CHARTBUSTERS & BUZZ CUTS

The **Dionne Farris** single continues to explode! And if you've spent time with the album, you know that there are plenty more hits on it. Hopefully you caught her show in New Orleans. Don't miss her performance on **Saturday Night Live** April 8th!

Encomium-A Tribute To Led Zeppelin contains twelve... count 'em... *twelve* buzz cuts! **Atlantic's Danny Buch** tells Grapevine, "We're not going for a particular single. Stations can choose the tracks that work for them." Obviously, the **Sheryl Crow** track is off to a fast start. There's also lots of action on **STP** and **Hootie & The Blowfish**. And we love the **4 Non Blondes** cut.

The **Virgin Megastore** in Hollywood had to be closed last week due to an Ant problem. No, it wasn't an exterminator that caused the closing, it was the L.A. Fire Department. The fire codes were violated when over 1,300 fans showed up for a live performance by **Capitol** artist **Adam Ant**. He performed for the SRO X 4 crowd, but had to cancel a planned autograph signing session when officials closed the event down. Ant commented, "The turnout was wonderful (no pun intended!), and it was an exhilarating performance. I'm just sorry that I could not meet the fans. I thought that the fire department and Virgin handled the situation very professionally, and I'm glad that everyone was safe. *Wonderful* is the first album of new music from Adam Ant in five years, and the title track - which has been picking up lots of "picks to click" for several weeks now - is poised to explode this Spring.

KQKQ's Jimi Jamm tells Grapevine, "**All-4-One** is hot here." **KIXY's Brad Douglas** says, "**Rednex** is huge." **WGTZ's Gretchen Corbett** adds, "**Duran Duran** is getting killer phones!" **WLAN's Dave Skinner** tells Grapevine, "**Rednex** is getting top 5 phones at night, and **Blues Traveler** is getting calls." **WPXR's Terry Simmons** adds, "**Rednex** is #1 phones at night." **WRFY's Mike Browne** says, "**Belly's** getting good 18-24 male and female phones; **Blues Traveler** is pulling top 15 phones; and **Foreigner** is getting top 10 phones." **WPXY's Clarke Ingram** tells Grapevine, "**Nicki French** went from 40-11 in Soundscan singles sales here, and we're the only station playing it!" **WZEE's Dana Landon** says, "**Sheryl Crow** is awesome, **Real McCoy's Another Night** won't go away, and **Dionne Farris** is strong. Check out *Passion* on her album." **WPRR's Tommy Edwards** adds, "**Firehouse** and **Sheryl Crow** are pulling big phones, **Jamie Walters** is doing well, and **Green Day** is still huge." **WZYP's Nikki Nite** says, "**Blessid Union Of Souls** is reacting. We're getting curiosity calls everytime we play it." **WHTO's Shawn Carey** adds, "We still get calls for **Deadeye Dick's New Age Girl**, and **Jamie Walters** is getting good phones." And **WBHT's Danny Ocean** tells Grapevine, "**Gillette** is doing great, **T.L.C.** is hot, and **Duran Duran** is picking up.

Rhythm Monitor: 36* - 32*
SoundScan Single Debut 70*

RAPPIN' 4-TAY

I'll Be Around

FEATURING **THE SPINNERS**

Spinning At:

WJMN - 38X

WHJX - 31X

WHHH - 23X

Z90 - 12X

WJJS - 15X

HOT97.7 - 46X

KTFM - 29X

KUBE - 24X

FM102 - 12X

KZFM - 20X

PWR106 - 38X

WWKX - 42X

KMEL - 14X

KLUC - 16X

KPRR - 10X

WILD107 - 46X

KZHT - 20X

KS104 - 12X

KJYK - 15X

New At: KCAQ, KDON



FROM THE ALBUM DON'T FIGHT THE FEELIN'

EMI Records
Chrysalis
SERVING THE MUSIC

MANAGEMENT: FRANKY J. HUDSON / RAG TOP ENTERTAINMENT



GRAPEVINE

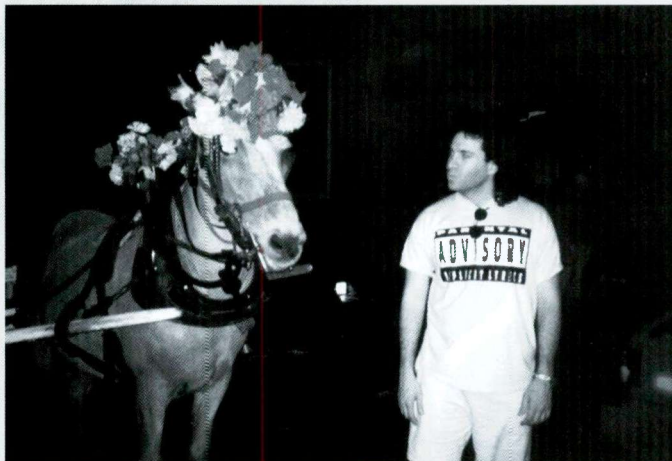
Eamon Sherlock has been promoted to Vice President/International, at **MCA Records**. Also, **Laura Merry** has been upped to Vice President/Royalties at the label.

Ted Kryczko has been promoted to the position of Director of Product Development at **Walt Disney Records**.

MCA Records recently presented the **Blues Heaven Foundation** with a check for \$50,000 to assist in the restoration of the original **Chess Records** building in Chicago. The grant was jointly organized by the **MCA Music Entertainment Group** Chairman/CEO **Al Teller**; Sr. VP/Special Marketing & Products **Bruce Resnikoff**; and VP/Catalog Development & Special Products **Andy McKaie**, to help provide a permanent home for the **Blues Heaven Foundation**. The foundation was founded by the late Blues legend **Willie Dixon** as an organization dedicated to promoting and celebrating the rich history of the Blues with educational programs and grants to ensure the health and welfare of Blues artists through health care and royalty recovery.

Warner Music Group and **Wu-Polashock, Inc.**, have formed a joint venture, **China Television Enterprises (CTE)**. In partnership with the Chinese-owned **Fujian Broadcasting Television Advertising Agency**, the new venture will syndicate TV programming to a potential audience of 900 million. CTE's programming will include **Warner Music Stars**, a music video series featuring both English and Mandarin-language music. Warner Music Group, through **Warner Music International**, is the largest owner of contemporary Mandarin-language music repertoire in the world. Warner Music Group Chairman/CEO **Robert J. Morgado** commented, "In light of the intellectual property-protection agreement just signed with the Chinese government, I'm particularly excited about the possibilities this new venture with Messrs. Wu and Polashock, and Fujian Broadcasting will bring to us in China. In combination with our previously announced participation in **STAR TV, s Channel (V)**, Warner Music Group is now positioned to bring the broadest selection ever of music videos featuring English and Mandarin-language artists to the world's most populous country."

FMQB's PHOTO CAPTION CONTEST



Here it is... week #2 of the FMQB Photo Caption Contest. Fax us your caption for this lovely photo, and qualify to win an all expsne paid one week subscription to FMQB, and a visit from Columbia's Charlie Walk. Ask him to bring his dog Sydney.

Fax your entry to 609-424-3881

Captions we've received so far:

- Hey babe, what's with the long face?
- You know, if you got a nose job, you'd be a knockout.
- Didn't I date your sister, Minnie Pear?
- Sleep with you? I hardly even know you!
- Who farted?
- I lost a hat just like that last night at the House Of Blues.
- What do you mean you've never heard of Kid Kelly?
- Kid Kelly? Sorry, I was hoping to meet Mr. Ed!

THE END ZONE

They don't give an award for it, but there is a hands-down winner for the Most Stolen CD of All Time... **Danzig's** latest **American Recordings** release, *Danzig 4*. Estimates of the total number of units swiped from the nation's retailers range from 50,000 to 60,000 copies. The reason? In addition to the fact that this is a strong album, band leader **Glenn Danzig** approved an environmentally-sound, but unusual package design for the CD. The package is smaller than the standard jewel box, making it easy to remove from those plastic keepers that are used for security at retail. **Beth Faith**, Senior Buyer for **Specs Music** in Miami, said, "You could easily fit ten of them in your back pocket." *American* has now shipped another package for the album that will fit properly into the retail keepers.

Last week, **WPLJ/New York** world-premiered a new duet by **Bruce Springsteen** and **Melissa Etheridge**. Last month, Etheridge filmed an **MTV Unplugged** concert, and was joined on stage by Bruce for one tune, *Thunder Road*. The concert has not yet aired, but 'PLJ gave their listeners their first exposure to the four minute performance on March 8th. The station received tons of calls, and also a cease and desist order, which the station complied with.

And finally, **AC WXLO/Worcester** sent judge **Lance Ito** a WXLO coffee mug, along with 2 oz. of their local morning blend of coffee. The staff was thrilled to see the judge use the mug on TV! **GM Richard Krezwick** said, "The switchboard has been swamped with calls from listeners boasting the news. We are honored that Judge Ito would use our mug." The station has now ordered 1000 additional mugs with the inscription: "As used by Judge Ito, The People vs. O.J. Simpson, March 14, 1995."

Grapevine strokes... Jerry Blair, Joe Nicolo, Phil Nicolo, Chris Schwartz, Keith Martin, Ed Pinka, Kolorz, and everyone at Studio 4/Ruff House; Craig Lambert; Brenda Romano; Marc Ratner; Danny Ostrow; Peter Napoliello; David Leach; Glenn Kalina; Clarke Ingram; Michelle Stevens; Don London; Mark Todd; T.C.; Danny Buch; Valerie DeLong; Chris Lopes; Mike Morgan; Rick Stacy; Dave McKay; Andy Shane; Ruby Cheeks; Rich Panama; Jan Krum; Chuck Geiger; Danny Ocean; Dana Ludson; and Anne Marie Reggie... stop by anytime!

Grapevine was written and compiled by **Dave Hoeffel**, with **Bob Burke, Mark LaSpina, and Mike Bacon**. Phone 609-424-7080. Fax 609-424-3881. E-Mail to hoeffel@aol.com.



Barenaked Ladies

'Alternative Girlfriend'

THE NEW SINGLE FROM **MAYBE YOU SHOULD DRIVE**

Produced by Ben Mink Management: Nigel Best Management, Inc.



STATION



SNAPSHOT

CALL LETTERS: WZOQ
MARKET: Lima, OH
FORMAT: Mainstream CHR
FREQUENCY: 92.1
PRIMARY IDENTIFIER: Lima's Hottest Hits, 92 Zoo!
OWNER: Logan Broadcasting Inc.
GM: Todd Taylor
PD/OM: Steve James
APD/MD: Tommy Frank
PROMO. DIR.: Joe Friday
PROD. DIR.: Bill Dotson
NEWS DIR.: Sean Bratton
PUBLIC SERVICE DIR.: Rebecca Wilde
MASCOT: The Tookey Bird!
ADDRESS: 710 N. Cable Road
 Lima, Ohio 45805
PHONE: (419) 222 9292
FAX: (419) 222 3755



International Pancake Day Promotion: (l-r) Morning guys Beans Bratton, Tommy Frank; Mid-day host Rebecca Wilde; Morning show producer Human Newman.

FULL TIME AIRSTAFF

6-10A: Tommy Frank and Sean "Beans" Bratton ("Frank and Beans for Breakfast")
10A-3P: "The Wilde Child", Rebecca Wilde
3P-7P Steve James
7P-12A: Joe Friday
12A-6A: Sean Bratton

SLOGANS/POSITIONERS

- "The Fountain of Youth With A Volume Knob, 92 Zoo!"
- "At work, at home, or in the car, Lima's hottest hits are on 92 Zoo!"
- "We're not just a radio station, we're a way of life! 92 Zoo!" (Interspaced through out are little pieces of popular tv commercials).
- "Fresh and up to date (Piece of news of talk show that is topical for the week) 92Zoo!"

KEY MORNING SHOW BITS:

- Liar Liar
- Friday Morning Intersection Poll
- Stump The Chumps

- Frank-N-Beans Birthday Club
- Stupid Stunts for concert tix
- In Your Face Fridays
- Spousal Arousal

NEWS/SPORTS:

- 92 second update, "Sean Beans" Bratton, top and bottom of the hour

CURRENT AND RECENT PROMOTIONS

- We just did a BIG Valentines Day bash at a local club with Deadeye Dick, 1000 people there! \$1000 Search For Stuff is currently underway.
- International Pancake Day 2/28/94: Morning show "Frank-n-Beans" Raising Money for St. Jude's Children Hospital. We poured pancake syrup all over mid day host Rebecca Wilde and Morning Show Producer Human Newman. Listeners came by and stuck \$1.00 bills to them.

CURRENT MARKETING:

- Not much of a budget for TV/Billboards yet, so my

jocks work extra hard to be out on the street every day promoting the Radio station.

- Speaking at High School Career days, Club Nights, that sort of thing. Lots of handshaking and baby kissing! You gotta win in the streets!

REGULAR SPECIAL FEATURES:

- Limo Lunch- every Friday the Morning Show takes winners in a limo to lunch at a local restaurant!
- Coffee break classics - at 9:15 weekday mornings, Tommy Frank plays 4 in a row from the 70/80's, listeners repeat them back to win.
- All request lunch hour at noon with Rebecca Wilde.
- Drive at 5 with Steve James, requests and special tunes to get ya home.
- Hot 8 at 8, the 8 most requested of the day.
- Zoo it or screw it, new music test at 9 PM.

REMOTE VISIBILITY:

- 92 Zoocruiser (Van), In the process of getting the 92 Zoo money machine up and running. Tookey Bird Mascot!

TYPES OF RESEARCH:

- Talk to the local clubs, record stores and watch those requests!

MAX # OF UNITS PER HOUR:

- 12

POSITION BREAKS:

:32/ :44/ :53.

RATINGS:

12+ Cume Persons: 39,500

Persons 12+ Metro Share:

Spr.'92	Spr.'93	Spr.'94
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Mon-Sun/6A-Mid.		
20.5	11.9	17.6

Mon-Fri./6A-10AM		
16.3	12.1	12.5

Specific Demo Rankings: Rank

Persons 18-34	1st
Persons 18-49	2nd
Persons 25-54	2nd
Women 18-34	1st
Women 25-54	2nd

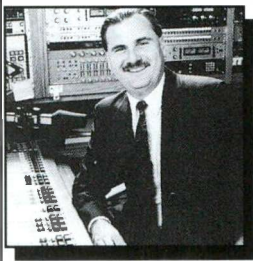
Ratings © 1994 Arbitron Ratings Co. May not be quoted or reproduced without the prior written permission of Arbitron.

AT ISSUE

Time to gear up for the all-important Spring book. What are you doing to make sure that your station is on target? What's the marketing plan? What cool promotions do you have lined up? Will you be freshening up the music? What musical trends do you think will be important to the format in general, and your station in particular this Spring?



Chuck Geiger, P.D.
KISF/Kansas City



I'll round up the jocks, the GM, the engineer, and other staffers, and we'll spend about six to eight hours locked up in a hotel suite, going over the elements of the station.

We'll discuss execution, how the personalities can become better personalities, and how to avoid distractions, and stay focused. We'll discuss how to make this a fun, rather than a bor-

ing job. And while we'll analyze the competition, and size up their marketing and promotion tactics, our main goal will be to make sure that our ducks are in a row, and that this is a fine oiled machine. We'll do this about two weeks before the start of the book. I did this in Reno, and it worked really well. About 45 days before the book, I re-tool the production elements, and redo anything that's stale. This is very important when you're doing a Modern Hit Radio format... these production elements have to change a lot.

Our marketing plan involves hitting the streets, being visible at concerts and in the clubs, and at outdoor events, like the St. Patrick's Day parade. This market is very active. We're also looking at presenting our own concerts. I saw some recent research that claimed that less than five percent of listeners find a radio station through TV, billboards, or newspaper advertising. 55% just stumbled onto the station, and 36% heard about the station from a friend. So we're not going to throw a lot of money into those media.

We will be freshening the music. Research is starting to come back, and hopefully we'll also be doing an auditorium test on the oldies. We're doing call-out on the currents and re-currents, so they should be good to go. As far as trends go, I'll continue to watch and analyze how far we can take this kind of radio station in one direction or the other before it becomes too Alternative or too hard. We don't want to become too much of a male-oriented station. If you're not careful, you can become an AOR station. We want to make sure that we're playing the right amount of music that's going to appeal to 18-34 year old females.

Mark Todd, P.D.
KRQ/Tucson

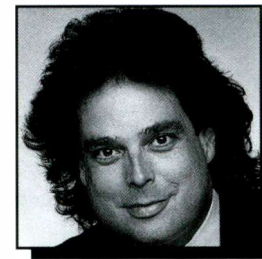
I have a whole checklist that I use that covers every element that needs to be looked at going into the book. We always plan all of our major promotions prior to the first of the year. Everything is mapped out well in advance, and taken care of. All that we have to do is make sure that we have all of the details prepared. We always do an auditorium test in the first part of the year. In fact, I'm in the process of printing mine right now, and I'll be tweaking the library... adjusting it according to the latest research. I always plan the test so that I get fresh results right before the Spring book, so that I can freshen up the station. It's a matter of fine tuning every element, from the formatic clocks, to the music categories, to jingles,

sweepers, everything. I don't change things just to change them. We go through and double-check everything, and see to it that the format-ics that we want are on the air. We double check everything.

We're doing TV and billboard advertising, and on the air, we're doing the birthday game. And we just wrapped up a pre-book promotion that received phenomenal response. We did match and win. It's like radio Concentration. There were 93 squares, to match our frequency, and we put 46 prizes under them. We distributed game boards via direct mail to every house in Tucson, and also made them available at a local retailer. Listeners followed along on the air, and picked numbers. The prize announcements were all carted up with corresponding numbers. A listener would call a number, the jock would plug in the cart, and the prize was announced. We gave away cash, trips to Vegas, and more. It was very cool. In fact, I was surprised at how well it went.

This may sound sarcastic, but the musical trend that I pay attention to is hits. All I'm gonna do is play the hits. I don't care if it's Alternative, Dance, Pop, or whatever, I'm gonna play the hits.

Rick Stacy, P.D.
KKFR/Phoenix

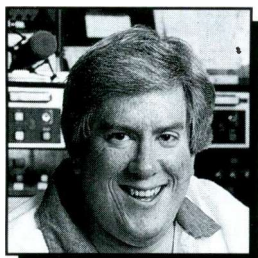


I'll make sure that the jocks shower, change their clothes, eat right, and get plenty of exercise. We do the stuff that you need to do: check the music, do a monitor on the

jocks, make sure that your promotions are simple, entertaining, and understandable, and make sure that your marketing matches what you're doing on the air. As far as musical trends are concerned, that's a tough question. Top 40 seems to be changing again. It's a very fickle time right now. I think that Top 40 is in a tough position. Everyone's predicting great Spring books for the format. I think that some stations will do well, but I still think that there's a lot of trouble ahead. I don't think that it's as easy to program Top 40 anymore as it used to be. It's very tough to play different styles of music on a single radio station at this point. I think that you have to be real careful as to how you do that. If there's any trend, it's being real careful bridging the music, and controlling how broad you get.

AT ISSUE

Clarke Ingram, P.D.
WPXY/Rochester



The most important thing to do is to listen constantly, make sure that all of the elements are in place, that the music is right, that the flow, the consistency, and

the popularity of the different types of music are all in place. Make sure that your contesting is in place, that your jocks are focused and saying the right things while being concise. Make sure that they're targeting the listener, speaking to the target audience, selling the things that they need to sell, getting the call letters in the right place, etc. It's like putting up a building... you have to have your girders in place before you put in the windows and hang the curtains. Things have to be put up in the right order, and everything has to be in its place. I just keep an ear on everything, and make sure that everything is where it should be, and sounding good.

We're doing some television in the Spring. We're also getting ready to do a free money song of the day contest. Also, we have some direct mail going out next week. Our Summer Jam will happen at the end of the Spring book, on June 1st. We've got some bands coming in... two confirmed already, and more on the way. We also do a lot of weekend promotions.

We just freshened up our music, following some auditorium testing that we did. Actually, I'm always tweaking the music to get the sound the way that I want it to be. I'm never 100% happy! That has its upside, and its downside. But, we always tweak the music, and try to make sure that the flow, consistency, and variety are all working the way that they're supposed to.

I think that playing the hits is the most important thing that Top 40 can do. I think that in this market, Alternative music has historically been slow to develop, but I expect to see that pick up, as Rochester starts to catch up with the rest of the country. I'm just looking out for hit records, and when I find 'em, I play 'em. It's not rocket science... just do it, market it, make it all right, and hopefully the audience will respond. Get into their lifestyle. That's the most important thing, because that's how you get into the diary.

Don London, P.D.
WNVZ/Norfolk



Basically, I'll review everything on the air... song titles, promos, sweepers... all on-air elements. Review all the basics. Make sure that our contest is easy to understand, and that the

airstaff is aware of how to present it in advance. Make sure prizes are in house. We adjust our marketing plan based on where we are in the ratings, and where we think that we need to go. This time around, our plan revolves on time spent listening, and getting our logo into the hands of our heavy users. We'll give them merchandise with our logo. We did a good promotion with our sales department. They got us a bunch of quality prizes that we asked for. We'll give them away with a Song-of-the-Day promotion, highlighting artists and titles. Musically, we retest our recurrenents to freshen things up. As far as trends, I think that the rhythm thing will continue to be very hot.

Alex Tear, P.D.
WGRD/Grand Rapids



We've solidified our beach patrols, and lined up our sponsorships. We're working on our Summerstock event, a huge, free outdoor show featuring at least three acts. I realize

that these are Summer promotions as opposed to Spring, but we're trying to lay down the groundwork early. During the Spring, we're giving away "Kev-cash," which ties in with our morning guy, Kevin Matthews. Winners get \$100, or \$1000 on Thursday. But, that's kind of a typical radio promotion. I get more excited about the creative stuff, like St. Panties Day. Our party will feature bikini's, boxers, briefs, and brew. There will be a \$500 pot 'o gold prize for the most creative use of panties. They can wear them on the outside of their clothes, or wherever.

We'll continue to use TV. We'll use billboards, but not the king size billboards. They're called posterboards. We'll use them to promote Kev-cash. I've been freshening up the music. Our callout is now into its second month, and I'm beginning to see the patterns of what burns, and the difference in 18-24's and 25-34's. I'm freshening the liners, but I do that weekly, all the time. We're always pretty fresh. I think that you're going to see bands like Blues Traveler and Dave Matthews become very hip, and very important,

as we enter the next phase of what we're doing. I think that you can weave those in with Live records, and R.E.M. without a problem.

Michelle Stevens, P.D.
WPST/Trenton



I'm refocusing all of the jocks with profiles of the radio station... redefining the radio station, and making sure that all of the jocks are on the same page. In aircheck sessions and staff

meetings, we've been talking about where the station is, and where we're going. We talk about being plugged into what's going on musically, in the community, and entertainment-wise. I just typed up a "Checklist For Success." It's lots of preparation, concentration, moderation stuff, focused on the most effective ways to reach people. I do a lot of handouts that reinforce our position. I don't want to create paperwork central here, but it's a good way to generate motivation, and keep all of the jocks on the same page, and focused. And they, in turn, are very involved in the imaging of the station.

As far as the music, I'm working very closely with M.D. Dave McKay. He's very focused. We're freshening up the music with "retrocuts," which is what we're calling our gold. We're playing a lot of cool records, and positioning them properly. They're sort of "oh wow" records that we launch with cutting edge production. The sweepers are very creative going in, and the concept freshens up our sound substantially. If we just went into one of these songs without the sweeper, the station wouldn't sound focused. The production makes all the difference in the world. We're more than a radio station... we're a lifestyle, a culture, and a mindset. For most of the promotions that we do, it's the promo, and the way that it's presented, that's more important than the actual prize. For Valentines Day, we gave away PST Self Pity Packages to people who didn't have dates, including dinner for one, one movie ticket, a box of doughnuts to sit home and gorge yourself on, plus a chance to go on the morning show and publically humiliate the person who broke your heart. The promo really scored a direct hit on that left of center, emotional chord. This spring, we'll send people on cool concert trips to places like England and New Orleans. And we're working on a new look for our logo, to freshen it up for print advertising this Spring.

As far as musical trends go, I don't predict 'em. I just reflect what the market dictates to me as far as what their musical tastes are. That's been the key to our success here. It's important that the station be very cutting edge, but also balanced and accessible. We need to be careful that we don't get over-grunged-out.

FMQB SPECIAL REPORT

A VIEW FROM THE OTHER SIDE

FMQB visits the Pollack Media Group's 11th Annual Convention

In this week's Special Report, FMQB takes a look at the recent Pollack Media Group (PMG) confab held in Los Angeles, March 1-4. Although PMG's client base is largely AOR, the firm has extended itself into the Top 40 and Modern Rock marketplaces as well. The buzzwords this year for the approximately 100 clients who made the trek to LA were: Alternative, New Technologies and Re-invention.

While PMG remains "bullish" on Modern Rock, President **Tommy Hedges** sees problems for several individual format positions. "Mainstream Rock and Classic Rock are formats at crossroads," he said in an exclusive interview with **FMQB** at the convention. They need to make some basic decisions because they're getting niched to death. Much the same as Arrow and 70s Oldies are nipping at the sides of Classic Rock, the Mainstream rockers are being forced into a decision when they have Classic Rock on one side and Modern Rock on the other side."

Against those competitive challenges, PMG client **KLOS** completely re-invented itself last Fall. "Re-invention" was a recurring theme this year, with **KLOS** serving as a prototypical 90s Mainstream rocker. Hedges articulated the dilemma faced by **KLOS** and other Heritage rockers in tightly competitive markets. "In order to flourish, we needed to move in a more Modern direction, super-serving a specific audience with a specific era spread, while improving that link with the audience.

The Modernizing of AOR is, of course, well underway, with current artist sharing between Alternative and AOR at record levels. According to PMG Chairman/CEO **Jeff Pollack's** estimates, the overlap between the two formats is presently 80%. To Hedges, the challenge becomes one of musical ownership. "Who's going to own these acts?" he asks. "If, as a listener, I want to hear Pearl Jam, do I go to the Rock station or the Alternative station? That's the essence of the battle, that's where the lines are being drawn right now, because

both sides need to win that battle. We asked both formats and each said it was a battle they thought they could win. But if Rock stations don't fight for it, the Modern stations will certainly take it away from them."

The current music battle is not being fought on an even playing field. "Typically, Mainstreamers are fighting against an Alternative station programmed by a former CHR program director who believes in repetition of hit music," PMG Sr. VP **Dave Brewer** told **FMQB**. "If your Mainstream station is only going to play a hit 2 or 3 times a day and your competitor is playing it 7 or 8 times a day, your competitor is going to own that particular music. If you're going to own the music, you've got to play the music."



Top: Pat Welsh,
Bottom: Dave Brewer



Top: Jeff Pollack
Bottom: Tommy Hedges

The Pollack people see an identity crisis looming on the horizon for Modern Rock stations. Much the same way that CHRs recently grappled with divergent music styles like Rock vs. Pop vs. Dance vs. Rap, so too will Modern Rockers. Alternative radio's Rock vs. Pop quandary could actually benefit Rock Radio. "A station like **KLOS** isn't going to play the Cranberries, regardless of how many albums they sell," Hedges remarked.

"But they're certainly going to play Stone Temple Pilots and Pearl Jam and Nirvana. So the question becomes, if I want to hear STP, would I rather sit through Tom Petty or the Cranberries? If your only criteria is that it's a hit, you end up with schizophrenic positioning. Is being a hit enough? The one over-riding premise that came out at this conference that applies to all formats is the need for subjectivity in musical choices—what fits and what doesn't. No longer is it enough to have a universe of songs that test well, because there will be certain songs that test with your target demo that are simply inappropriate to include in your playlist. It comes back to the PD knowing what they need to maintain the focus of the radio station. In the tightly congested markets where you've got to be focused, the research will only get you so far. Beyond that, it's a matter of taste, fit and style."

As stations rely more on "vision" and subjectivity, the program director's role becomes even more essential. "It will become much easier to tune a station off, slightly, when a good program director leaves," Brewer warned. "Three or four years ago, it was easier to keep some of these stations on the beam. Today, if you've got a good PD, you better pay him or her because it'll be a little easier to get **KROQ** off the beam. And if it gets slightly off... big problems."

Among other things, The Changing Face Of Rock Radio: Crises Or Opportunity examined the double-edged sword of musical sharing. "The fact that so much of the music is now being played on AOR and CHR does present opportunities and problems for some of the New Rock stations," Jeff Pollack told **FMQB**.

"Opportunities because of the increase in familiarity and wide acceptance of the music, problems because the listener can actually hear his or her bands on several radio stations. That complicates the exclusivity aspect of the ownership of the key Modern bands. You love to have some of the Pop bands if you're a New Rock station because it enables you to attract more cume and increase your sharing potential with the

FMQB SPECIAL REPORT

CHR station. However, since so much of that Pop is disposable, the AOR that's covering you very closely can make some headway in positioning itself as a radio station that avoids some of that music. Right now, as long as a New Rock station hardens up and plays a minimum of that music, it really isn't a problem."

The PMG philosophy for Alternative aims to make the format more "horizontally appealing" by using "contemporary production and packaging along with exciting music presentation," Pollack added. "Before, it was done in a lethargic, almost old AOR progressive way. There's a completely different attitude about building an audience through familiarity and a much higher cume. The old-fashioned way of Alternative, still being done a lot around the country, is very much programming to the active core as opposed to the potential Rock audience for the entire marketplace. The attitude that, if a band becomes popular, somehow that band is less viable to the Alternative audience, is really an old-fashioned absurd philosophy. The Offspring has sold over 5 million albums around the world. Are they suddenly less viable? A lot of the changes that are being done at Alternative radio are being done by people who've worked in different formats and they're bringing some great energy to it."

"The Rock Of The Eighties was a sound," added Pat Welsh. "Modern Rock today is not a sound. Some is acoustic, some is grunge, some is pop... it's not one style of music."

Soundalike bands and disposable music portend a major musical crises ahead, says Pollack. "We are concerned that the cycle of great music may be coming to an end. Over the past three years, contemporary radio has had the great fortune of experiencing one of the more fertile music periods in the history of Rock Radio. This was, perhaps, the biggest revolution since the '60s... But, over the past few months radio program directors are dealing more and more with relatively insignificant one-hit wonder novelty bands. These unusual sounding, pop, almost novelty groups and songs are, for the moment, researching great across format, psychographic and demographic boundaries. There are a lot of new bands, but not a lot of real quality stars."

"The difference between this music trend—or is it a fad?—compared to the recent Alternative rage, is that much of the popular Alternative music that crossed formats in the past few years was well-written intelligent guitar-based Rock music. This new

craze that we have seen developing within the past six months, is based almost entirely upon novelty songs that are very Pop-based and disposable. Rock stations would never have played music like this a few years ago, but their research now shows that this music is extraordinarily popular. The only problem is that stations aren't adding these bands into their libraries. These one hit wonders will not become core to the library, instead they will be novel to the era. Thus, each month's disposable record replaces last month's, which is not a healthy sign.

"What will be fascinating to observe within the next 12 to 18 months, is whether or not the new Punk popularity trend flourishes. It is very likely that audiences will get sick of this music quickly. Remember, the novelty bands of the late '70s, like the Knack, Gary Numan, Dexy's Midnight Runners and Soft Cell, burned rapidly. In the late '70s, this phenomenon was the warning signal of a new era of Rock music to come, Corporate Rock. Will we see history repeat itself, and will Alternative develop their own new brand of corporate bands? Guess what... they're already here."

Rapidly emerging new media and interactive technologies were both discussed and demonstrated at the PMG conference. According to Dave Brewer, database marketing has been put on the back burner at many stations while broadcasters deal with more pressing concerns like duopoly. "It's something most stations have left behind because they have so much on their plate. Plus, it's a lot of work and very expensive. The tools are there [for programming and sales applications] but are most broadcasters using them? I don't think so. But they will be in the next 2-3 years as they become more comfortable with new technology and new applications available from Arbitron and other outside vendors. In the future, it's very likely that stations will be doing database and there will be tremendous sales opportunities with the data we will retrieve."

Hedges offered a cautious outlook on database marketing: "It's not going to take the place of your other promotional opportunities. It also involves a tremendous time commitment. Once you start making contact with these people you've got to maintain it, or else it could have a negative connotation. 'Once they cared about me, now they've forgotten about me, I haven't heard from them in three months.' It's very enticing, the potential is great but we're saying 'be cautious.' Don't just go running into it because it's a fad and it's trendy."

Eagle Marketing's **Mark Hayden**, one of the conference's few guest speakers, sees sales applications for station databases. Imagine sales people armed with reliable audience estimates and qualitative listener profiles. "In other words, it may be more important to a car dealer to know that we have a certain psychographic and we can target certain people that are more likely to buy Chevy vans than to say we've got 15,000 people between this age group and this age group," Hedges explained.

Hedges also suggested a "pragmatic view" when it comes to radio stations going online. Acknowledging that "future potential is great" for stations that establish their own Web site on the internet, Hedges believes "right now, it's an image builder. It's trendy and happening but it's not really a profit center for stations, since there are still a very limited number of people who will be impacted. But it sends a forward-thinking, hip message to your listeners that you're accessible, whether they have the equipment or not."

Getting ready to buy a second FM? Dave Brewer reminded clients of duopoly's First Commandment: there's no one right way to do them. Interestingly, none of the three duopolies represented on Brewer-moderated Duopolies—Common Mistakes panel, had engaged in extensive consolidation. But that doesn't mean job-slashing isn't occurring. In fact, as Brewer noted, a recent FCC study shows duopoly has resulted in the elimination of 2,500 radio jobs.

PMG believes in running co-owned stations separately with strong independent middle managers and separate sales staffs. "For each individual staff, it's best to feel like they're fighting with each other 100%," Hedges remarked. "Why not? They should be competitors but there should be some sort of friendly overseer" who coordinates the combo's strategic gameplan. "Duopolies are going to control the vast majority of sales in individual markets. In many cases, they already do. If you're a stand-alone, there's no way you're going to be able to survive from an economic standpoint because of the roadblocks duopolies are going to put in your way. If you have an opportunity to put together a duopoly, do it. Take advantage of the law as it's written now."

Special thanks to FMQB Album Report Executive Director Paul Heine for filing this report.

modern **TOP 50 ROCK AIRPLAY**



March 7 - 13, 1995

Position	Artist	Track	Label	TW	LW	Move	Cume	Adds
1	LIVE	LIGHTNING	(Radioactive)	1864	1806	58	57	0
2	PJ HARVEY	DOWN	(Island)	1513	1441	72	61	0
3	OASIS	LIVE	(Epic)	1460	1421	39	52	0
4	BUSH	ZEN	(Trauma/Inter./AG)	1360	1391	-31	47	0
5	R.E.M.	STAR	(Warner Bros.)	1184	1128	56	50	2
6	SPONGE	PLOWED	(Chaos)	1173	1095	78	47	0
7	BETTER/T/EZRA	GOOD	(Elektra/EEG)	1152	1024	128	54	1
8	ELASTICA	CONNECTION	(DGC)	1142	1044	98	55	2
9	LETTERS TO CLEO	HERE	(Cherry Disc/Giant)	1130	1137	-7	45	0
10	NIRVANA	MAN	(DGC)	1103	1206	-103	40	0
11	GREEN DAY	WHEN	(A&M)	1012	1098	-86	36	1
12	COLLECTIVE SOUL	GEL	(Atlantic/AG)	987	996	-9	36	0
13	STONE ROSES	LOVE	(Geffen)	983	1193	-210	42	0
14	MATTHEW SWEET	SICK	(Zoo Entertainment)	896	779	117	44	3
15	DAVE MATTHEWS	WHAT	(RCA)	864	806	58	39	2
16	PEARL JAM	CORDUROY	(Epic)	851	1007	-156	41	0
17	BELLY	NOW	(Sire/Reprise)	850	841	9	47	0
18	CRANBERRIES	ODE	(Island)	785	915	-130	35	0
19	JULIANA HATFIELD	UNIVERSAL	(Atlantic)	765	190	575	45	3
20	SHERYL CROW	STRONG	(A&M)	761	915	-154	37	0
21	MIKE WATT	AGAINST	(Columbia)	750	667	83	45	1
22	PEARL JAM	BETTER	(Epic)	737	724	13	32	0
23	ADAM ANT	WONDERFUL	(Capitol)	708	643	65	43	2
24	SIOUX/BANSHEES	BABY	(Geffen)	666	751	-85	36	0
25	SIMPLE MINDS	RIVER	(Virgin)	648	8751	-227	33	0
26	OUR LADY PEACE	STARSEED	(Relativity)	599	439	160	41	6
27	RANCID	SALVATION	(Epitaph)	582	619	-37	38	0
28	SARAH MCLACHLAN	HOLD	(Arista)	569	564	5	37	0
29	PORTISHEAD	SOUR	(London)	565	935	-370	31	0
30	ASS PONYS	LITTLE	(A&M)	553	643	-90	35	0
31	JEFF BUCKLEY	LAST	(Columbia)	543	367	1761	37	8
32	THROWING MUSES	BRIGHT	(Sire/Reprise)	530	744	-214	27	0
33	BAD RELIGION	INFECTED	(Atlantic/AG)	526	521	-33	33	0
34	HOLE	VIOLET	(DGC)	508	370	138	37	1
35	WOLFGANG PRESS	GOING	(4AD)	488	521	-33	33	0
36	THE THE	SAW	(500 Music/Epic)	472	597	-125	33	0
37	THE PRIMITIVES	CRASH	(RCA)	463	486	-23	24	1
38	WAX	CALIFORNIA	(USA Side1/Int./AG)	453	359	94	35	4
39	VERUCA SALT	NUMBER	(DGC/M. Fresh)	414	511	-97	23	0
40	BLUES TRAVELER	RUNAROUND	(A&M)	412	309	103	28	1
41	OFFSPRING	GOTTA	(Epitaph)	401	452	-51	18	0
42	STONE/T/PILOTS	PRETTY	(Atlantic/AG)	396	362	34	23	2
43	FACE TO FACE	DISCONNECT	(Atlas/A&M)	384	407	-23	30	4
44	PEARL JAM	NOT	(Epic)	318	213	105	24	5
45	SOUNDGARDEN	DAY	(A&M)	301	189	112	22	7
46	RUSTED ROOT	SEND	(Mercury)	296	294	2	20	0
47	SONS OF ELVIS	FORMALDEHYDE	(Priority)	283	363	-80	17	0
48	S/PUMPKINS	NEVER	(Virgin)	269	237	32	11	1
49	GOO GOO DOLLS	ONLY	(Metal Blade/WB)	252	190	62	21	4
50	DIONNE FARRIS	KNOW	(Columbia)	248	251	-3	13	0

MOST ADDED

1 MAD SEASON
18 adds
"River" (Columbia)

- 2 **STONE TEMPLE PILOTS**
11 adds
"Dancing" (Atlantic/AG)
- 3 **OFFSPRING**
10 adds
"Kick" (Epitaph)
- 4 **SHERYL CROW**
9 adds
"D'yer" (Atlantic/AG)
- 5 **JEFF BUCKLEY**
8 adds
"Last" (Columbia)
- 6 **SOUNDGARDEN**
7 adds
"Day" (A&M)
- 7 **OUR LADY PEACE**
6 adds
"Starseed" (Relativity)
- 8 **PEARL JAM**
5 adds
"Not" (Epic)

TOP PHONES

- 1. **LIVE**
"Lightning" (radioactive)
- 2. **PJ HARVEY**
"Down" (Island)
- 3. **BUSH**
"Zen" (Trauma/Interscope/AG)
- 4. **ADAM ANT**
"Wonderful" (Capitol)
- 5. **BETTER THAN EZRA**
"Good" (Elektra/EEG)

Plays TW: Total number of Plays during current airplay week; Plays LW: Total number of Plays during previous airplay week; Plays +/-: Increase or decrease in number of Plays from previous airplay week; Cume: Total number of stations playing; Adds: number of new stations reporting as an add.

THE EDGE

PROGRAMMING to WIN

RESEARCH...WITHOUT A BUDGET

by Liz Janik

The Modern Rock rush is on. The number of Modern Rock stations has doubled in the past year, with new stations signing on weekly. This means many of the Program Directors who are being hired to program these stations are new to the PD position or new to the format.

There are two key pieces of advice offered by seasoned, successful Modern Rock programmers. The first is: Don't copy what Modern Rock stations in other markets are doing. Create something which fits your market. The second is: Build familiarity into the music mix. Familiar songs are needed as a balance for the high level of unfamiliar new artists introduced by Modern Rock.

To address these two issues, Modern Rock programmers must research their markets. Even though you might not have a budget for research, that does not mean you can't do any research! Instead, you will have to be a detective and personally research the market's music and radio history.

Even when you have a research budget, you can maximize the information you collect when you do some investigative ground work before you design the questionnaire for a quantitative study, or select songs for a music test.

The gold for one Modern Rock station may be completely wrong for another. Since there were so few Modern Rock stations in the eighties, most markets - large and small - don't have a Modern Rock music history. If Talking Heads, Elvis Costello and The B-52's were never played in your market, they would have little use in your gold library. Don't assume MTV exposure from the eighties guarantees familiarity.

People respond best to the songs they loved when they were growing up. Normally people are the most musically active between the ages of 16 and 24. Therefore, you must find out what were the audience's favorite, familiar songs when they were young.

To find gold when there hasn't been any history for the format locally, you will have to research what songs from Modern Rock's early days crossed over to other formats. Then you must establish if they were played in your market. Modern Rock has historically been a blend of Rock, Pop and Dance music styles. You could find Modern Rock gold on Rock, CHR and sometimes AC playlists. It's likely The Police, Blondie and The Pretenders were played in your market. The era of gold you will want to research is determined by the age range of your target audience. To attract listeners who are thirty years

plus, consider music from the late seventies and early eighties. You will also need to schedule a higher ratio of gold in the mix, to add appeal and familiarity for the older listener. If your audience is younger, you won't need to go as far back in time for its gold.

The first step in your investigative research is to track down the published weekly charts, or the "best records of the year" lists, from stations during that period. If those aren't available, find people who worked in the market at the time and interview them about the market's gold songs. Sometimes a college or community station has had significant influence in a market, so their histories can be reviewed.

Look up retail sales numbers from the past. Talk to local record retailers directly, especially those stores which have cultivated the Alternative fans. There is at least one such store in every market. It usually serves as a community center for the musically active listener. Ask which new artists have caught on lately, what gold records are still selling, and so on.

To further research your market's music and audiences, introduce yourself to the local concert promoters, club owners and dance pools. They will be able to give you insights and information about the historical and current tastes of your potential audience. Which artists have the biggest draw? What music styles are popular? What are the hip clubs for live music, and what size are they? Which artists and songs are played at dance clubs? The local newspaper's entertainment editor(s) is another good resource for determining the market's music preferences.

Detroit music industry locals advised me that Detroit was known internationally for its Techno artists. Yet, until recently, Detroit radio did not play any Techno, or any other "non-urban" dance music styles! In Buffalo, the music community identified a big demand to hear local artists on radio.

Your detective work about your market's history will help you map out the gold parameters for the station. The added benefits are that you will get to know your music industry colleagues and develop working relationships with them. This network of peers can help the station with events and promotions in the future. It will also establish your stations' presence and profile in the community.

Liz Janik has been directly involved with Modern Rock for 18 years. She worked as an air talent at seminal Modern Rock outlet CFNY/Toronto for 11 years before joining Joint Communications in 1989 as Senior Programming Consultant, working with Q101/Chicago, KROQ/Los Angeles and others. Liz formed her own consultancy/research firm in 1993. Her clients include CIMX/Detroit-Windsor, CKEY/Buffalo-Niagara Falls and KKNB/Lincoln. Liz can be contacted at (905) 454-3865.



TOP ALBUMS

Position	Artist Title (Label)	Total Plays	TW	LW	Move
1	LIVE <i>Throwing Copper</i> (radioactive)	2026	1965	61	
2	PEARL JAM <i>Vitalogy</i> (Epic)	2019	2046	-27	
3	PJ HARVEY <i>To Bring You My Love</i> (Island)	1568	1489	79	
4	BUSH <i>Sixteen Stone</i> (Trauma/Interscope/AG)	1517	1569	-52	
5	OASIS <i>Definitely Maybe</i> (Epic)	1490	1452	38	
6	GREEN DAY <i>Dookie</i> (Reprise)	1353	1396	-46	
7	R.E.M. <i>Monster</i> (WB)	1348	1398	-46	
8	NIRVANA <i>Unplugged In New York</i> (DGC)	1312	1442	-130	
9	SPONGE <i>Rotting Pinata</i> (WORK)	1192	1115	77	
10	BETTER THAN EZRA <i>Deluxe</i> (Elektra/EEG)	1183	1052	131	
11	MELROSE PLACE OST (Giant)	1142	1164	-22	
12	ELASTICA <i>Elastica</i> (DGC)	1142	1044	98	
13	STONE ROSES <i>Second Coming</i> (Geffen)	1127	1330	-203	
14	JERKY BOYS OST (Atlantic/AG)	987	9964	-9	
15	MATTHEW SWEET <i>100% Fun</i> (Zoo Ent.)	925	808	117	
16	BELLY <i>King</i> (Sire/Reprise)	910	900	10	
17	DAVE MATTHEWS <i>Under The Table And...</i> (RCA)	905	852	53	
18	MIKE WATT <i>Ball-Hog Or Tugboat?</i> (Columbia)	879	745	134	
19	CRANBERRIES <i>No Need To Argue</i> (Island)	832	992	-160	
20	SIMPLE MINDS <i>Good News From The...</i> (Virgin)	787	962	-175	

PRIORITY STACK

LETTERS TO CLEO *Here & Now* (Cherry Disc/Giant) A breakthrough week for one of the most contagious songs in America. Their sparkling debut earns 26 FMQB adds, bringing the total cume to 43 stations and 328 spins! The hook and riff in this monster grow on you quicker than you'd expect, and this week's stats are proof of this song's explosive popularity. New at **KTMT, OK95, WBNQ, WERZ, WEZB**, and on at **WHYT, KWOD, Z94, 99X, KISF, WXSR, Q99 & KRBE**.

STONE TEMPLE PILOTS *Pretty Penny* (Atlantic/AG) STP's latest smash has an impressive week at Top 40 with 29 adds! 45 FMQB stations are all over this one, with 12 stations spinning it 15 or more times a week. This soft and simple ballad highlights STP's engaging songwriting abilities and cohesiveness as a band. New at **OK95, Q99, WHYT, WBHT, KYYY, JET-FM, WPLY, WRQK**, and on at **KWOD, WPST**, and **Z100**.

BELLY *Now They'll Sleep* (Reprise) Belly's latest foray into the Mainstream continues to do well, bringing the total station cume to 43 FMQB reporters and 537 spins! **Tanya Donnelly's** infectious lyrical hook, and an extremely solid performance from the rest of the band make this song anything but sleepy. Plenty of spins at **WGRD, KWOD, WENZ, 99X, WXSR, WBNQ**, and **WHYT**.

LIVE *Lightning Crashes* (Radioactive/MCA) The #1 spot on the Modern Rock chart is currently owned by this band, as the *Throwing Copper* album - holding steady at #8 on the *Billboard* album chart - is approaching double Platinum. Some have gone as far as to call this band the new R.E.M. 2222 spins on 118 FMQB stations is certainly an indication that the third single from this album may easily out-perform the first two, both of which were very successful. Heavy airplay at **KISF, KRBE, WPST, WPLY, WEDJ, WKBQ, WKSE, KWOD**, and more.

BLUES TRAVELER *Runaround* (A&M) 79 FMQB stations played this all-format smash 1409 times last week! Awesome numbers for an uptempo, sing-along record that's hard as hell to resist. 7 new stations have signed on to this one, including **KISF, KJYO, WA1A, WGRD**, and **WKSE**. Also on **Q99, OOK95, WENZ, 99X, WBNQ, KRBE**, and **JET-FM**.

TOAD THE WET SPROCKET *Fly From Heaven* (Columbia) One of the most consistent bands in Rock 'n Roll keeps up the good work this week, with 8 more stations to add to its collection. 43 total FMQB stations played this passionate and melodic classic 637 times last week. It's hard not to feel comfortable adding a band that has experienced nothing but success since they hit the scene. This tune should be no exception. New at **KSMB, KRBE, JET-FM**, and very active at **Z94, WXSR, WENZ**, and **KWOD**.

BUSH *Everything Zen* (Trauma/Inter/AG) Recently eclipsing the 400,000 units sold mark, and moving into the 25th spot on the *Billboard* Album chart, this band continues to tear up the airwaves and phone lines all across the country. It's the #2 Modern Rock song in the land because of its fierce energy, tight chords, and knock-out vocals. This tune shows no signs of slowing down. Tons of spins at **WHYT, 99X, Q99, LIVE 105, WRQK, WPLY, KISF, Z100, WKSE, KRBE**, and **WENZ**.

OASIS *Live Forever* (Epic) 1319 total spins on 80 FMQB stations is a good reason why this song checks in at #3 on our Modern Rock airplay chart. This is classic English guitar-driven Power Pop from beginning to end. The opening drumbeat sucks you right in, and it only gets better from there. 20 or more spins this week at **Q99, WENZ, WXSR, WPST, Z100, KWOD, KISF, LIVE 105, WPLY, AND WRQK**.

SPONGE *Plowed* (WORK) Plowing forward again this week is this straight-ahead rocker. Strong airplay on MTV has helped carry this track to the #6 position on our Modern Rock Airplay chart. The engrossing chorus and backbeat is the key to its appeal on the airwaves. If STP or Soundgarden worked for you, then this one's a safe bet to have similar success. 15 or more spins at **WPFM, 99X, Z100, LIVE 105, KISF, WPST, WRQK, WGRD**, and **KWOD**. New on **KRBE, KTMT, JET-FM**, and **WNDU**.

ENCOMIUM - A TRIBUTE TO LED ZEPPELIN (Atlantic) Everyone is buzzing about this incredible project. No matter what format you program, there's a tune on here that'll work for you. There will be no official single... feel free to program the cut, or cuts, that work for you. With multiple Grammys propelling her popularity into the stratosphere, the **Sheryl Crow** cut makes a lot of sense. The **4 Non Blondes** and **Hootie & The Blowfish** tracks are extremely strong. **Duran Duran** does a beautiful version of *Thank You*, and *Going To California* by **Never** **The Bride** just might be the sleeper here. Let us know what your favorites are.

—Dave Hoeffel & Mike Bacon

AlternATips From THE EDGE

LISA WORDEN

KROQ/ LOS ANGELES

Elastica (LP) "This is the new wave band of the 90's. Check out *Blue, Hold Me Now, & Car Song*..." **Poster Children** *Junior Citizen* "Totally awesome. Great video..." **Catherine Wheel** *Way Down* "Love this band. This tune rocks..." **Korn** *Blind* "They blow me away everytime I see them live..." **Belly** *Superconnected* "This entire album is great, but this tune especially rules!"

BILL HANSON

Host of *The Sunday Night News*

WHTF/ YORK

Cake *Rock 'N Roll Lifestyle* "Lyrics of the year so far...and the album is packed with clever, quirky & totally unique pop songs. One fantastic record..." **Grant McLennan** *Simone & Perry* "More great songs than even the best Go Betweens album, which is saying a lot. Grant can do no wrong. It's unbelievable to me that this isn't all over the radio...any format..." **Kirsty MacColl** *Caroline* "Check out this disc and discover the amazing number of cool tunes Kirsty has voiced over the years. This is another great song..." **Juliana Hatfield** *Universal Heartbeat* "Check out the video...Juliana wearing less than Courtney Love..." **Faith No More** *Digging The Grave* "Doesn't sound like Faith No More. Does sound like a hit."

SEAN ROBERTSON

WENZ/ CLEVELAND

Morphine *Yes* (LP) "It's all I have been listening to..." **Juliana Hatfield** *Universal Heartbeat*.

JAKE DANIELS

Host of *Off The Beaten Track*

KATT/ OKLAHOMA CITY

Weezer *My Name Is Jonas* "Great song. This one is the first one I played when we got the CD..." **Poster Children** *Junior Citizen* ... **Mad Season** *River Of Deceit*... **Flaming Lips** *Turn It On*... **Quicksand** *Delusional* "Goodbye to Grunge, hello to Sledge!"... **Juliana Hatfield** *Universal Heartbeat*.

R.CHARLES SNYDER

KTMT/ MEDFORD

Elastica *Connection*... **Hootie & The Blowfish** *Hey, Hey What Can I Do* ... **Sheryl Crow** *Dyer Maker*... **Cracker** *Good Times, Bad Times*... **Adam Ant** *Wonderful*... **Stone Temple Pilots** *Pretty Penny* "All dayparts. Very cool record."

PJ FINN

WABN/ TRI-CITIES

Jeff Buckley *Last Goodbye* "Amazing voice, amazing lyricist. The album has yet to leave my home turntable..." **Goo Goo Dolls** *Only One* "Replacements like guitar-driven Rock..." **Encomium** (**Led Zeppelin** **Tribute Album**) "The whole freakin' thing."

THE EDGE

JOEL KATZ

Host of *Post Modern 'PST*
WPST/ TRENTON

Encomium-Led Zep Tribute Album

"Faves, Cracker, Sheryl Crow and Gino Vanelli!"... **Peter Murphy** *Scarlet Thing In You* "Creates joyful vomiting and pleasant diarrhea. It's given me enough phlegm to fill a bucket and I love that."... **Elastica** *Connection* "This will be huge, and, as an added bonus, it's short enough to play 30 times an hour."... **Pearl Jam** *Not For You* "This band will become popular and save the frogs."

BILL REID

Host of *Loudspeaker*
KNDD/ SEATTLE

Supergrass *Lose It* "Sub-Pop 7 inch."...

Matthew Sweet *Sick Of Myself*...

Morphine *Honey White*... **Bad Religion** *Infected* "Erik Estrada in video!"

REED COLLINS & TOM DELANEY

Co-Hosts of *Progression*
KJKJ/ GRAND FORKS

Mad Season *River of Deceit* "Amidst the rumours about Layne Staley and his future in music, this is truly an outstanding single. A great line-up of musicians as well!"...

Stone Temple Pilots *Dancing Days* "These tired Led Zeppelin songs have never sounded so good! This tribute CD is the greatest I've heard."... **The Honeydogs** *That's Me*

"Another Minneapolis band following in the footsteps of their forefathers: Husker Du, the Replacements, Soul Asylum. Success is what this release is all about."... **Goo Goo Dolls** *Only One* "Big phones!"... **Hostage**

Symphony *25 Slow* "Their following just gets bigger and bigger."

RYAN MICHAELS

Host of *The Inner Edge*
KZOZ/ SAN LUIS OBISPO

Juliana Hatfield *Universal Heartbeat* "An instant pleaser. This is my favorite Juliana Hatfield song to date. There's something instantly familiar about it, but it is completely fresh. I'm just bummed that I missed the video on 120 minutes this week!"... **Mike Watt** *Ball-Hog or Tugboat?* (LP) "An impressive line-up on this album. It's too good to just stick to one tune."... **Everclear**

Pennsylvania Is... "After listening to this album over and over on a trip to San Diego, this tune became our favorite. Thanks to Tawny Frogmouth for pounding this band into my head."... **Encomium** *Tribute To Led Zeppelin* "An impressive tribute to the mighty Zep. I started with the Sheryl Crow tune, and will spotlight many tracks on the collection."... **Human League** *Tell Me When*

"This one's kinda fun. I was pleased that it sounds like their older stuff."

SCOTT DANIELS

Host of *The Far Side*
WPRR/ ALTOONA

The Primitives *Crash* "Good song in a Go Go's kind of way."... **Big Chief** *Map Of Your Failure* "Map this song into your hit list."...

Danzig *Dominion* "Another great from a 5 star CD."... **Pearl Jam** *Not For You* "A new number 1."... **Faith No More** *Digging The Grave* "Blue collar Rock and Roll. One for the working class."

JONATHAN PIRKLE

Z94/ KNOXVILLE

Hootie & The Blowfish *Let Her Cry ... The Primitives* *Crash* ('95 remix)... **Indigo Girls** *Power Of Two*... **Jeff Buckley** *Last Goodbye*... **Elastica** *Connection*... **Throwing Muses** *Bright Yellow Gun*.

GEORGE ROSTA

Host of *The Other Side*
KSJL/ SAN LUIS OBISPO

Mad Season *River Of Deceit* "Unexpectedly mellow first track from a band which will undoubtedly receive great sales and airplay. The strength of their Lp will carry Mad Season well into mid '95."... **Human League** *Tell Me When* "Using their tried-and-true formula of groovy vocal harmonies, catchy keyboard tinkering, and a pulsing Euro-dance beat, 'Tell Me When' this came out again? Is it from '85 or '95? Heck, whaddo I care? My feet are tappin' and my fingers snappin'."... **Morrissey** *Boxers* "A cool rainy-day-curl-up-with-the-cat-and-read-a-good-book kinda tune. It's rainy season here now, so this song will fit in just fine. I just hope the flood waters don't rise and carry away the couch like they did last week."

AUSTIN GLENN

WZOW/ SOUTH BEND

Bush *Everything Zen* "I am still getting great phones from this one. This has been top 2 phones for 3 weeks."... **Pearl Jam** *Not For You* "Yet another killer song from the Vitalogy album, this is a very strong song. I think it's one of the better cuts from the Lp."... **Our Lady Peace** *Starseed* "This song reminds me a lot of The Cult. Great phones as well."

STEVE PICARD

Host of *Moods For Moderns*
WFNX/ BOSTON

Extra Fancy *You Look Like A Movie Star*...

The Pastels *Yoga*... **P.J. Harvey** *Meet Ze Monster*... **Sinkhole** *See Through*... **Archers**

Of Loaf *Harnessed In Slums*... **Portastatic** *My Favorite Sound*... **New Bomb Turks** *Dented 'N Spent*.

MICHAEL DEAN

OK95/ TRI CITIES

Pearl Jam *Not For You* "It's for the listener and it's for anybody who wants to see the phones explode after just a couple of spins."...

R.E.M. *Strange Currencies* "Michael Stipe's emotional voice takes center stage, it's a must-play."... **Barenaked Ladies**

Alternative Girlfriend "This is an accessible, cleaver song, give it a chance and you will like what happens."... **Waterlillies** *Never Get Enough* "Light and airy, nice change of pace."

MIKE STONE

WPFM/ PANAMA CITY

P.J. Harvey *Down By The Water* "Getting some good phones."... **Goo Goo Dolls** *Only One*... **Faith No More** *Digging The Grave*...

Hole *Asking For It*... **Mad Season** *River of Deceit*... **Filter** *Hey Man, Nice Shot*... **Our Lady Peace** *Starseed*

KENNY KNIGHT

WKBQ/ ST. LOUIS

Dave Matthews Band *What Would You Say* "It fits exactly to a T what's going on at Q104. We need more tunes like this."... **The Primitives** *Crash ('95 Remix)* "Doing real well."... **Blues Traveler** *Runaround*...

Duran Duran *White Lines* "Top 10 phones; Top 5 18-24."... **Live** *Lightning Crashes* "I wasn't a believer at first, but now I have been proven wrong. Great song."

JOSH JONES

KQHT/ GRAND FORKS

Flaming Lips *Turn It On* "Very unique voice. This could be the one."... **Dave Matthews Band** *What Would You Say* "Bigger, hotter than anything I have seen for a long time!"... **Bush** *Everything Zen* "Finally catching on here. Retail leads this time."... **Letters To Cleo** *Here & Now* "Smokin' riff. Very hot!"... **Sponge** *Plowed* "Way cool. Good timing on these guys!"

MR. MIKE

Host of *Zero Hour*³

WSBG/ STROUDSBURG

Mad Season *Lifeless Dead* "A dark, pounding, ominous sound. Frightening."... **Face To Face** *Debt* "Okay kids, time to stop playing the oldie and join FTF in '95."... **Pizzacato** *Five Baby Love Child* "A fun, funky, spring-time kind of feel."... **Peter Murphy** *Scarlet Thing In You* "Holy smoke! Murphy returns with his best work since *Indigo Eyes*."... **Prick** *Other People* "Industrial Glam = The New Rage."

JAY MICHAELS

KDGE The Edge/ DALLAS

Hootie & The Blowfish *Let Her Cry* "The next big call-out smash for The Edge."... **Juliana Hatfield** *Universal Heart-Beat* "Could be the next *Zombie* reaction record."... **Collective Soul** *December* "This has #1 written all over it, an absolute smash!"... **Annie Lennox** *No More I Love You's* "Been on it for 3 weeks, requests are starting to kick in. A killer song."... **Better Than Ezra** *Good* "Moved up in rotation, this record is happening!"

KEN ZIPETO

Planet M Producer

WMMR/ PHILADELPHIA

Mad Season *I'm Above* "They've got a future! Layne and Mark totally blend like a milkshake! Put that one in your hat, fatty!"... **They Might Be Giants** *Sleeping In The Flowers* "Perfect springtime tune. So run out and sleep in the flowers!"... **Our Lady Peace** *Starseed* "It's f**kin' great dude! (* - It's a family show!)... **Cracker** *Good Times, Bad Times* "Close your eyes, you'll swear it's Zeppelin. These guys really cook."... **Goo Goo Dolls** *Name* "The songwriting's killer, the music is killer, let's face it, the tune's killer. It sends shivers down my spine. We love that!"

DAVE HUBBELL

Host of *The Underground Lounge*

KSMB/ LAFFAYETTE

Mad Season *River Of Deceit* "It's Pearl Jam & Alice In Chains. What do you want me to say?"... **Pearl Jam** *Not For You* "Should've been the first single. Can't wait to see the video. Huh-huh. Can't wait to see them on tour. Huh-huh-huh."... **Stone Temple Pilots** *Dancing Days* "Weiland makes this his own. And the band sounds awful good, too."... **Huge** *Bag Of Goo* "On Calico Records. Super-smart Pop/Rock. As much Zappa as Matthew Sweet. Well done."... **Sheryl Crow** (The as-yet-to-be-recorded first single from her next album) "Just seeing if I have what it takes to be a big record Exec."

Picks to Click

EAST



J.J. Rice/ WPXY

J.J. RICE/ WPXY: *Darkness; Human League; Des'Ree; Nikki French.*
TOMMY EDWARDS/ WPRR: *Des'Ree; Stone Temple Pilots; Letters To Cleo.*
DAVE McKAY/ WPST: *Letters To Cleo; Elastica; Stone Temple Pilots.*
CLARKE INGRAM/ WPXY: *Nikki French; Blackstreet; Simple Minds.*
CRUZE/ WABB: *Bush; P.J. Harvey.*
MIKE BROWNE/ WRFY: *Stone Temple Pilots; Pearl Jam; Fossil; Rusted Root; Indigo Girls; Todd Snider.*
CHUCK TISA/ WPLY: *Human League; Van Halen; Elastica.*
DANNY OCEAN/ WBHT: *Human League; Blues Traveler; Badlees.*
TED MATHEWS/ 98.3 WESA: *Blues Traveler; Hootie & The Blowfish.*
SHAWN CAREY/ WHTO: *Des'Ree; Stone Temple Pilots.*
TONY BRISTOL/ WTIC-FM: *Foreigner; Firehouse; Bruce Springsteen "Secret Garden"; Ben Taylor "I Will."*
DEE DEE McGUIRE/ WIOQ: *Stevie B; Technotronic; Fun Factory.*
TINA SIMONET/ WKSS: *Vybe; Max-A-Million.*
MICHELLE STEVENS/ WPST: *R.E.M.; Better Than Ezra; Hole; Gillette; Adam Ant; Elastica.*

LIZ JORDAN/ WERZ: *Letters To Cleo; Hootie & The Blowfish; Seal.*
RICK McAUSLIN/ WYCR: *Letters To Cleo; Hootie & The Blowfish.*
DAN PERSIGHEL/ WKEE: *Hootie & The Blowfish; Jamie Walters.*
DAVE SKINNER/ WLAN: *Human League; Dave Matthews Band; Soul For Real.*
SAMANTHA WILDE/ WZPK: *Des'Ree; Joshua Kadison; Seal.*
NEAL SHARPE/ JET-FM: *Belly; Stone Temple Pilots; Dave Matthews Band.*
CAT SUMNER/ 103CIR: *Elton John; Dave Matthews Band; Blues Traveler.*
WALLY McCARTHY/ WKDY: *Stone Temple Pilots.*

SOUTH

DON LONDON/ WNVZ: *T.L.C.*
LARRY D./ WXXL: *Stevie B.; Max-A-Million; Soul For Real.*



Chris Taylor/ K92

CHRIS TAYLOR/ K92: *Gillette; Adam Ant; Bryan Adams; Hootie & The Blowfish.*
NIKKI NITE/ WZYP: *Hootie & The Blowfish; 4PM; Capella.*
TONY STEELE/ KORQ: *Rednex; Boyz II Men; Annie Lennox; Siouxsie & The Banshees.*

PRIME PICKS

AUTOMATIC CLUB

(Most mentions for established artists)

AUTOMATIC CLUB CHAMP



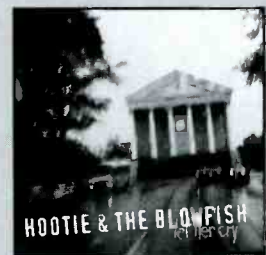
HUMAN LEAGUE, EASTWEST/EEG

Stone Temple Pilots, Atlantic/AG
Foreigner, Rhythm Safari/Generama/Priority
T.L.C., LaFace/Arista
Van Halen, WB

THE BUZZ CLUB

(Most mentions for new/developing artists)

BUZZ CLUB CHAMP



HOOTIE & THE BLOWFISH, ATLANTIC/AG

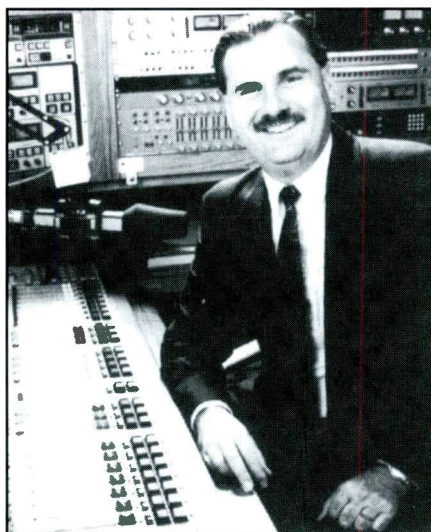
Letters To Cleo, Giant
Des'Ree, 550 Music
Blues Traveler, A&M
Dave Matthews Band, RCA

PICKS TO CLICK

MICHAEL STORM/ KISX: *Des'Ree*.
MIKE STONE/ WPFM: *Mad Season*;
Filter; *Our Lady Peace*.
RICH STEVENS/ WFKS: Sheryl Crow;
Duran Duran.
JONATHAN PIRKLE/ Z94: *Hootie & The
 Blowfish*; *Seal*; *Indigo Girls*.
T.J. McKAY/ WNOK: *Human League*; *Van
 Halen*.
TANK SHERMAN/ WYAV: *Van Halen*.
ROB ROBERTS/ WILN: *Technotronic*;
Gillette.
JACK DIAMOND/ X99: *Barry White*;
Mint Condition; *Freddie Jackson*.
KAREN RITE/ WMXS: *Mike & The
 Mechanics*; *Shaw/Blades*; *Manhattan
 Transfer w/Phil Collins*.
SEAN PHILLIPS/ WILN: *Green Day*;
Technotronic; *Rednex*.
BURKE ALLEN/ WAEV: *Londonbeat*;
Foreigner; *Melissa Etheridge*; *Firehouse*.
BRAD DOUGLAS/ KIXY: *Rednex*; *T.L.C.*;
Max-A-Million.
TONY CASTLE/ WWST: *Human League*;
Real McCoy; *Rednex*.
ROD PHILLIPS/ WDDJ: *Bruce
 Springsteen*; *Foreigner*; *Human League*.
MICHAEL STEELE/ 95.1 THE EDGE:
Pearl Jam "Not For You."
DAMON COX/ WAPE: *Des'Ree*; *Blessid
 Union Of Souls*.
LEO CARO/ KCHX: *Letters To Cleo*;
Technotronic; *Des'Ree*.
GATOR HARRISON/ Y107: *Letters To
 Cleo*; *Blues Traveler*; *All-4-One*.
JOEL WIDDOWS/ WLRS: *Van Halen*;
Foreigner; *Firehouse*.
TOM STEELE/ WFLZ: *Dink*; *Live*;
Blessid Union Of Souls.
JERI BANTA/ WYKS: *Hootie & The
 Blowfish*; *Human League*.
JEFF HUGHES/ KNIN: *Duran Duran*;
Hootie & The Blowfish; *Des'Ree*.
SCOTT SANDS/ WNSL: *Sheryl Crow*;
Letters To Cleo.

MIDWEST

RUBY CHEEKS/ WRQK: *Tommy James*;
Fun Factory; *Dick Dale & The Deltones*
 from "Pulp Fiction"; *Low Pop Suicide* "Life
 And Death."
ALEX TEAR/ WGRD: *Better Than Ezra*;
Matthew Sweet.

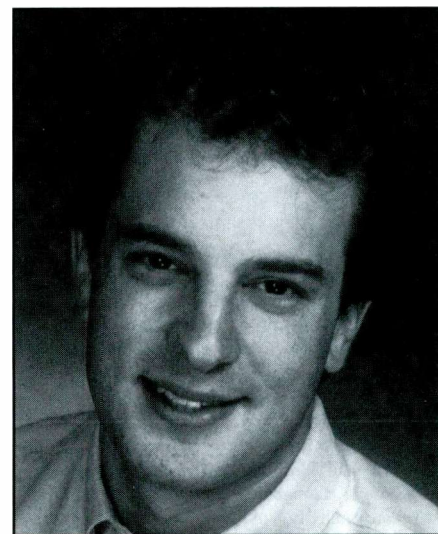


Chuck Geiger/ KISF

CHUCK GEIGER/ KISF: *Blues Traveler*;
Zeppelin Tribute: Hootie & The Blowfish; *Sheryl
 Crow*; *4 Non Blondes*; *Stone Temple Pilots*.
DANA LUNDON/ Z104: *T.L.C.*
BILL MITCHELL/ WNDU: *Sponge*; *Stone
 Temple Pilots*.
STEVE JAMES/ WZOQ: *Bush*; *Toad The
 Wet Sprocket*; *Blues Traveler*.
TERRY SIMMONS/ WPXR: *Des'Ree*;
Letters To Cleo; *Stone Temple Pilots*.
TOM PAPPAS/ WHTO: *Blues Traveler*;
T.L.C.; *Human League*.
JAMES BAKER/ KZIO: *Hootie & The
 Blowfish*; *Bon Jovi*.
ROB HAZELTON/ WKHQ: *Human
 League*; *Dave Matthews Band*; *Hootie &
 The Blowfish*.
DAVE BAVIDO/ WDEK: *Blessid Union Of
 Souls*; *cranberries*; *Human League*.
GREG WILLIAMS/ KKRD: *Human
 League*; *Adina Howard*.
DAVE EUBANKS/ WZJM: *Hootie & The
 Blowfish*; *Nikki French*; *Fun Factory*; *4PM*.
ROB MORRIS/ KDWB: *Foreigner*; *Fun
 Factory*; *Brandy*.
JON NORTON/ KYYY: *Dave Matthews
 Band*; *Jeff Buckley*.
MICHAEL GAMBY/ WDBR: *Human
 League*; *Soul For Real*; *Danielle Brisebois*;
Mike & The Mechanics.
JIM ALLEN/ KQCR: *Dave Matthews
 Band*; *Letters To Cleo*.
GRETCHEN CORBETT/ WGTZ: *Human
 League*; *Dave Matthews Band*; *Rednex*.
JIMI JAMM/ KQKQ: *Toad The Wet
 Sprocket*; *Des'Ree*; *T.L.C.*
DUFF DAMOS/ WIFC: *Adam Ant*; *Stone
 Temple Pilots*; *Hootie & The Blowfish*;
Sheryl Crow.
BILL KLAPROTH/ WDBR: *cranberries*.

WEST

ROBERT ELFMAN/ KMGZ: *Mary J.
 Blige*; *Human League*; *Hootie & The
 Blowfish*; *Foreigner*; *Letters To Cleo*.
MARK TODD/ KRQ: *Human League*;
Diana King; *Corona*.
GARY MICHAELS/ Q99: *P.J. Harvey*;
R.E.M.; *Elastica*.
DAVE CHRISTOPHER/ KSLY: *Stone
 Temple Pilots*; *Human League*.
JAMES COLES/ HOT 194: *Sam The
 Beast*; *Dr. Dre*; *Lost Boys*.
LUCY BARRAGAN/ Q105: *Brownstone*; *4
 Xample*; *2 Pac*.
ROOSTER RHODES/ Q105: *Luther
 Vandross*; *Bandit*.
MARK RADWAY/ KDUK: *Stone Temple
 Pilots*; *Letters To Cleo*.
MAURICE DeVOE/ KKBT: *4 Xample*; *2
 Pac*; *4PM*; *Dr. Dre*.
RICK STACY/ KKFR: *N II U*.
GLEN ROBBINS/ KQIX: *Stone Temple
 Pilots*; *Hootie & The Blowfish*.



Jon Zellner/ Mix 102.7

JON ZELLNER/ MIX102.7: *Luther
 Vandross*; *T.L.C.*
BOOGIE D/ KJYK: *Blackgirl*; *Roula*.
TOM GJERDRUM/ STAR 100.7: *Human
 League*.
GREG SIMS/ STAR 100.7: *Real McCoy*;
Human League.
R. CHARLES SNYDER/ KTMT: *Adam
 Ant*; *Hootie & The Blowfish*; *Letters To Cleo*.

ONE TO ONE

TALENT TIPS

"How Many People Can Relate To That?" by Jay Trachman

A Jock Doc student, PD of a medium market station, said to me, "Sometimes the boss likes to critique me. Last week he asked, 'How can the average listener relate to your talking about having eight children?' Here's the easy answer: "Practically everyone in our target audience has at least *one* child. I rarely talk about all eight, and when I talk about one or the other at a time, nearly everyone can relate." In its more basic form, the boss's question was, "How can listeners relate when you talk about experiences you've had, that they haven't?" To put it a more aggressive way, I've heard consultants say, "Nobody cares about the trivial details of your life." My experience has shown me otherwise. It all depends on how you talk about them.

Everyone's life is different. When you and the person you're talking to have had the same experience, that's great. We go out of our way to find those little universals. I'm all for it. But most of the details of life are not universal. What is, are the responses we have to those events. There are an infinity of possible occurrences and circumstances. But there are only a finite number of emotions. And when you structure your raps to that the point of them is your emotional response, then you stand a chance of reaching anyone who has ever felt that emotion. Which is, potentially, 100% of humanity.

I demonstrate this at my Talent Development Workshops. Think of some small event that happened to you in the past 24 hours — not the big things, like "I started a new job," or "I won the lottery"; more on the order of "A friend paid me a warm compliment," or, "My mom cried over the birthday card I sent her.

Pick one, and focus, not on the circumstances, but on the emotions it gave you. In my case, the warm compliment gave me a sense of self-satisfaction, of affirming that I'm good at what I do, and that others know it — and of gratitude to him for saying it.

Think of how you can express that emotion to a close friend in a way which will invite him or her to Share the feeling you've had. Write it down: "I said to him, 'Thanks Mike — actually, it's been my refuge...' And I said to myself, 'Yes! It's the one thing I know I'm still good at!' He made my day!" That is my "kicker" — the concluding line of rap — the line I'm counting on to make you feel what I felt. The bit will succeed or fail based on whether or not that statement affects you emotionally.

Here's the "top" of the rap: A Family Member called yesterday and congratulated me on the consistency of the material on *One To One*; he said, he's been through a divorce himself and knows what an emotional wrench that has to be — and added, "How you can keep writing humor through all that is beyond me."

Now, let's assume (unlikely for a DJ) that you've never been through a separation and divorce; say

you're a newlywed, passionately in love with your new spouse. Can you relate to that line? My experience is yes, if you've ever had to keep a stiff upper lip through trying times, if you've ever managed to muddle through a catastrophe — even one of your own choosing — by retreating inside your work, if you've ever gotten an unexpected compliment — you know exactly what I felt. There's a fair likelihood that as you read the bit, you flashed on that personal experience. That's the universality of emotions.

I may not have eight kids — or even one — but I was a kid, many of my friends have kids, and I sure know about frustration, satisfaction, joy in watching another grow, helplessness in impossible situations, and all the other emotions tied in with raising one or more kids.

Will my student's raps about child-rearing, or mine about muddling through, reach everyone listening or reading? Probably not. I believe the perspective of "How many people can relate to that?" is a potentially damaging one. Performers who screen their material this way typically talk only about the weather, sports and TV. My feeling is, I'd rather have 10% of my listeners respond deeply over something I've said — this time — and another 10% respond deeply next time until, over a period of time, I've reached most of them passionately. That's how friends are made. And loyal listeners.

A NOTE FROM THE PUBLISHER — by Jay Trachman

I want to expand on the comments I made to "N.W." in this week's "DJ Vu" column, because it's important stuff.

One to One sends free samples to about 100 radio stations every week. In the course of a year, we cover most of the stations in the United States, excluding religious and ethnic formats. Our source for call letters and addresses is the *M Street Directory*, which is also used as a back-up to our subscriber database: all new subscriptions are marked on it, along with formats when we know them.

Thus, when we go through the *Directory* we can see the stations where our Family Members work (if they've given us the format, we can easily avoid sampling their direct competitors. The fly in this ointment is: a large number of people don't bother to mark their call letters or format on the renewal or subscription blank. I'll never understand why! But, it's been going on for years.

There's so little we can do for you in the way of "protection," short of being prepared to yank subscriptions of jocks who move to the "wrong" stations...At least let us render this one little service, by being sure your renewal or subscription blank includes your calls and format.

Ever listen to a public speaker and wish you could grab him or her by the scruff of the neck and teach them a thing or two about what they're doing? The

religious discussion show host who uses literary words that nobody would ever attempt in real conversation...The civic club speaker who fills every pause with, "Ya' know?"

Last night, at the monthly computer club meeting, the guest speaker was from Intel...(You know, the chip maker who believes that Quality is Job 99999999!)

It wasn't a bad presentation, although he drove me up the wall with his inflection pattern: a middle-aged man? Using the SoCalif. teenage girl device of ending every sentence with an upnote?...As though it were a question? But, what really made him eligible for purgatory was, after using his allotted time, half of it for questions from the group, the program chair turned up the lights as a signal for him to wrap it up. He said, "I can wrap it up now, or I can continue with more questions, if you like: I'm not going anywhere else tonight..." Naturally, a bunch of voices invited him to continue. The majority of us, who figured 45 minutes about

**"THINK OF HOW YOU CAN EXPRESS THAT EMOTION
TO A CLOSE FRIEND IN A WAY WHICH WILL INVITE HIM OR HER
TO SHARE THE FEELING YOU'VE HAD."**

Pentium and P-6s was enough, kept quiet. So, he went on for another fifteen minutes.

What ever happened to "Always leave 'em wanting more!"??

Have a super week, Family!

PROMOTIONS

**FROM: JOHN O'LOUGHLIN
Richardson, TX**

(Editor's note: the following material is embargoed for air use before March 20, 1995.)

"Proposal Day"

Currently there are over seventy million unmarried adults living in the USA — tens of millions of whom hope one day to become engaged or to be married, and later, happily wed.

Single adults, both men and women, are encouraged to propose marriage to their true loves on "Proposal Day," the days of the equinoxes. On this twice-yearly date, day and night are of equal length everywhere around the world, symbolizing that although men and women are as different as night and day, they are equal. The special holiday on March twentieth provides a specific time to propose marriage for those singles who know exactly who they'd love to marry, but aren't sure exactly which day would be appropriate for popping the Big Question.

ONE TO ONE

ARTIST PROFILES

Bonnie Raitt

Her musical history is inspiring. Her deep-felt love of Rhythm & Blues was first revealed in the early seventies when she emerges as a unique Folk and Blues singer/guitarist in the Northeast club scenes. Her 1971 debut, "Bonnie Raitt" featured traditional material from Robert Johnson and Sippie Wallace, with guest appearances from Chicago Blues greats Junior Wells and A.C. Reed.

The album also covered a range of styles that would become a Raitt tradition: a mixture of Country Blues, early R&B and interpretations of material by new songwriters, as well as some original compositions. Characterized by her evocative voice, deft phrasing and eloquent slide guitar playing, her talent was immediately apparent.

"Bonnie Raitt" was followed by "Give It Up" (1972), "Takin' My Time" (1973), "Streetlights" (1974), "Home Plate" (1975), "Sweet Forgiveness" featuring "Runaway" (1977), "The Glow" (1979), "Green Light" (1982) and "Nine Lives" (1986).

After nearly twenty years of making downright terrific music, "Nick Of Time" was released, and Raitt was suddenly rewarded with an avalanche of Grammy Awards and public admiration. When it happened again for "Luck Of The Draw," it was clear that luck had nothing to do with it.

"Bonnie Raitt may be our foremost singer of the secular gospel," the Los Angeles *Times* commented following a concert on her "Luck Of The Draw" tour. "Someone whose songs of hopes dashed, deferred and realized at last encompass the broad lead from mid-life crisis to mid-life catharsis. Her comforting voice and assured, resilient presence are a kind of loving, been-there counsel." Her next album, "Loving In Their Hearts," is scheduled for release on March 22.

Promotional Opportunities Include:

1. Your single listeners who want to propose live on the air.
2. Invite your listeners to Share: which celebrity would you most like to propose to? Where would you take your favorite celebrity to pop the question — Paris? Hawaii? A Caribbean Island at sunset? How would you ask — direct and to the point? Flowery and poetic?
3. For your married listeners: how did you propose, or how were you proposed to?

Possible Contests: Include best marriage proposal made on-the-air, best fantasy proposal you'd make to a celebrity, which listener can guess who the DJ would most like to propose to, and best marriage proposal story that really happened, to you or someone you know. (Be aware that it can and does happen that marriage proposals get turned down on the air!)

Who are the most eligible celebrities in the world? Here's my list, based on interviews with single adults between October 1, 1994 and February 14, 1995:

Most Eligible Men: 1. John F. Kennedy, Jr. 2. Pierce Brosnan. 3. Brad Pitt. 4. Joey Lawrence. 5. Fabio.

Most Eligible Women: 1. (Miss America) Heather Whitestone. 2. Gloria Trevi (Mexico). 3. Xuxa (Brazil). 4. Nancy Kerrigan. 5. Oprah (Stedman - time is running out!)

(For more information, phone John O'Loughlin, creator of "Proposal Day" at (214) 721-9975. On-air interviews by arrangement.)

EDITORIAL

"Beating Expectations" - from DeMers Dispatch Client Newsletter of DeMers Programming, Exton, Penna.

The challenge facing business, in an increasingly fragmented marketplace, is winning customer loyalty. In pursuit of it, many make the mistake of just trying to meet consumers' expectations, rather than exceeding them.

Broadcasters spend a ton of money on research, seeking the answer to the question, "What do people want?" Good stations build their product to fulfill the needs they've discovered in the research process. Once the product is consistent, they develop a marketing campaign so potential users will give the station a try. Those that follow through will likely reap the benefits derived from the proper execution of a well-thought out plan.

But, radio's competitive environment is such that the basic research tools and marketing concepts are available to most players. The result? Increased fragmenta-

tion and share compression. In market after market, stations seek their specialized niche and win their piece of the pie. The problem is that it has become increasingly difficult to show a clear difference in audience levels among competitive stations.

If you want to win big, you have to learn from exceptions — the "great" radio stations that somehow transcend average performance on a consistent basis. Sure, they do the research, they plan, they execute and they market. But somehow, there's more punch to their plan; more impact on the market. Their level of success surpasses the competition. In rare cases, their plan may not even be the best technically. Yet they still win — consistently. What's their secret?

The key to long-term winning in any competitive environment is to go beyond giving people what they want. Real winners exceed that goal and seek to satisfy the customer. Given the recall method by which radio listenership is gauged, perceived product satisfaction has a strong influence on the measure of product consumption. In other words, how listeners feel about particular radio stations often affects who they fill out their diaries.

Think about your favorite restaurant, dry cleaner or auto repair shop — what do they have in common? Certainly the quality of goods or services matches or exceeds that of the competition. But, the business that gets the repeat visits satisfies the needs that go beyond the mere product or service they offer. The restaurant that remembers your favorite table, the dry cleaner that calls if you haven't picked up your clothes, the auto repair shop that squeezes you in on a Saturday — the little extras that make certain establishments your favorite. These people are out to win you over, not just give you the goods.

Getting any business to the point where it continually exceeds customer expectations is not simple — in fact it is a cultural process. The leaders in any field develop their consumer satisfaction plans from the inside out. The winners work hard to make every employee, bottom to top, a team member.

Another key to beating expectations is to rethink how listeners use radio. Each time someone tunes in, they have entered into a transaction with your station. The result can be pleasurable, neutral or negative. Try not to make your product technically correct, but instill in the air staff the need for flawless execution.

From your own experience, you know that if you like a product or service, you're likely to tell your friends about it. Personal recommendation is the strongest endorsement of all, and it is won on a customer-by-customer basis. Make every listener and client contact with your station a positive experience. If your staff looks at every customer interaction as an opportunity to win a new fan for the station, then you're on the road to greatness.

ONE TO ONE: THE JOURNAL OF CREATIVE BROADCASTING

Jay Trachman, Publisher

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QUESTION OF THE WEEK

What song is so good that you can't get out of the car until it's over?

EAST

Tad Bonvie/ Kiss 108: Diana King "Shy Guy."

Tommy Edwards/ WPRR: Van Halen "Can't Stop Lovin' You."

Dave McKay/ WPST: Bush "Everything Zen."

Danny Ocean/ WBHT: Live "Lightning Crashes."

Ted Mathews/ 98.3 WESA: Rednex "Cotton Eye Joe."

Shawn Carey/ WHTO: Pearl Jam "Better Man."



Tony Bristol/ WTIC-FM

Tony Bristol/ WTIC-FM: Any Beatles song.

Tina Simonet/ WKSS: Nine Inch Nails "Closer."

Andy Shane/ Z100: Pearl Jam "Black", Melissa Etheridge "Like The Way I Do", Offspring "Gotta Get Away, and Oasis "Live Forever."

Rob Wagman/ 93Q: cranberries "Ode To My Family."

Clarke Ingram/ WPXY: It's a toss up between Nikki French and Boy Zone.

Mike Browne/ WRFY: Dave Matthews Band "What Would You Say."

Garrett Michaels/ WRPLY: Live "Lightning Crashes."

Chuck Tisa/ WPLY: Stone Temple Pilots "Interstate Love Song."

Liz Jordan/ WERZ: Hootie & The Blowfish "Let Her Cry."

Steve McKay/ WSBG: Duran Duran "White Lines."

J.J. Rice/ WPXY: Darkness "In My Dreams."

Dave Skinner/ WLAN: Dave Matthews Band "What Would You Say."

Samantha Wilde/ WZPK: Gloria Estefan "Everlasting Love" (the video remix.)

Dee Dee McGuire/ WIOQ: The System "Don't Disturb This Groove."

Ben Barber/ W100: Wolfgang Press "Going South."

Rick McAuslin/ WYCR: Hootie & The Blowfish "Let Her Cry."

Michelle Stevens/ WPST: Elastica "Connection."

Neal Sharpe/ JET-FM: Pearl Jam "Better Man."

Cat Sumner/ 103CIR: Van Halen "Jump."

Wally McCarthy/ WKDY: There isn't one.

Joe Friday/ B104: Real McCoy "Runaway."

Dr. Michael Lynn/ Boss 97: Art Of Noise "Moments In Love."

Cat Collins/ WJMN: Live "Lightning Crashes."

Jay Towers/ Boss 97: Blues Traveler "Runaround."

SOUTH

Jimmy Steele/ KIXY: Real McCoy "Runaway."

Scott Chase/ WOVV: None... my car stereo got stolen.

Chris Taylor/ K92: Styx "Don't Let It End."

Don London/ WNVZ: Real McCoy "Run Away."

Nikki Nite/ WZYP: Falco "Rock Me Amadeus."

Tony Steele/ KORQ: Bonnie Tyler "Total Eclipse Of The Heart."

Rich Stevens/ WFKS: Dionne Farris "I Know."

Alex Valentine/ KDGE: "Runaround" by Blues Traveler.

Jonathan Pirkle/ Z94: Jeff Buckley "Last Goodbye."

Damon Cox/ WAPE: Prince "Little Red Corvette."

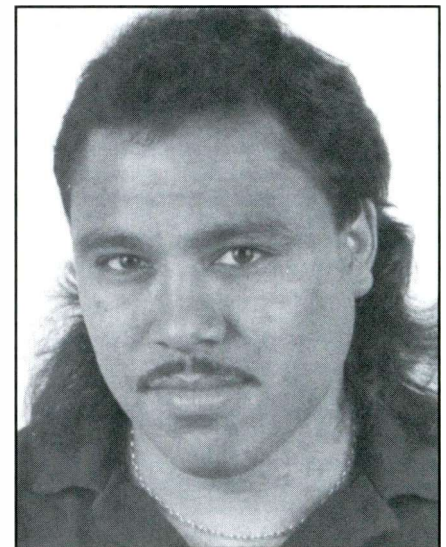
T.J. McCay/ WNOK: Real McCoy "Runaway."

Rob Roberts/ WILN: Fun Factory "Close To You."

Jack Diamond/ X99: Blackstreet "Before I Let You Go."

Karen Rite/ WMXS: Bonnie Tyler "Total Eclipse Of The Heart."

Sean Phillips/ WILN: When Tom Gjerdrum and I were driving to our new job in Paoli, we used the opportunity to scan radio stations all over the country. While scanning the dial we chanced upon a song that was so exciting we both literally went into shock exclaiming "Eee-gad man, I can barely control my bowels." Tom demanded we seek out a record store instantly and purchase multiple copies of the cassette. For the rest of the trip we forgot radio altogether and listened to the cassette over and over and over again regaling our fellow travelers with our rousing rendition of the incredible song "Gypsies, Tramps And Thieves" at gas and rest stops. We even went so far as to have the "Cher Butterfly" tattooed on our buttocks.



Larry D./ WXXL

Larry D./ WXXL: Double You "Run To Me" and Blessid Union Of Souls.

Burke Allen/ WAEV: There isn't a song that good but when I am talking to Rachael Randolph on my cellular phone I just can't hang up.

QUESTION OF THE WEEK

Brad Douglas/ KIXY: 10,000 Maniacs "Don't Talk."
Tony Castle/ WWST: Martin Page "In The House Of Stone And Light."
Michael Storm/ KISX: Red Hot Chili Peppers "Give It Away."
Rod Phillips/ WDDJ: Blessid Union Of Souls "I Believe."
Michael Steele/ 95.1 The Edge: Dire Straits "Sultans Of Swing."
Leo Caro/ KCHX: Duran Duran "White Lines."
Gator Harrison/ Y107: Lester Flatt/Earl Scruggs "Foggy Mountain Breakdown."
Joel Widdows/ WLRS: Martin Page "In The House Of Stone And Light."
Tom Steele/ Power Pig: Todd Snyder "Talkin' Seattle Grunge Rock Blues."
Jeri Banta/ WYKS: Blues Traveler "Run-around."
Jeff Hughes/ KNIN: Anything by Sarah McLachlan.
Scott Sands/ WNSL: Sheryl Crow "All I Wanna Do."
Camille Cashwell/ 92Q: Kirk Franklin "Why We Sing."

MIDWEST

Bill Mitchell/ WNDU: Collective Soul "Gel."
Steve James/ WZOQ: Hootie & The Blowfish "Let Her Cry" or Blues Traveler "Run Around."
Terry Simmons/ WPXR: Blessid Union Of Souls "I Believe."
Ruby Cheeks/ WRQK: Cult "She Sells Sanctuary" and the original 12" mix of "Blue Monday" by New Order, the import 12", and "Computer Blue" by Prince.
Alex Tear/ WGRD: Pearl Jam "Corduroy."
Chuck Geiger/ KISF: "Rose Garden" by Lynn Anderson. Actually, The Cult "She Sells Sanctuary."
Dan Bowen/ WNCI: Boys Are Back In Town "Thin Lizzy."
Rich Panama/ WTCF: Live "Lightning Crashes."
Dan Persigehl/ WKEE: "Let Her Cry" by Hootie & The Blowfish.
Tom Pappas/ WHOT: "Alone" by Heart.
James Baker/ KZIO: Dave Matthews Band "What Would You Say."
Rob Hazelton/ WKMQ: Dionne Farris "I Know."
Dave Bavido/ WDEK: Soundgarden "Black Hole Sun."
Greg Williams/ KKRK: Mariah Carey "Dream Lover."
Dave Eubanks/ WZJM: Hootie & The Blowfish "Let Her Cry."



Dana Lundon/ Z104

Dana Lundon/ Z104: "It's Too Late" by Carol King, "Cotton Eye Joe" by Rednex, "Baby I Love Your Way" or "Show Me The Way" by Peter Frampton, and "Peace Of Mind" by Boston.
Jon Norton/ KYYY: The Dave Matthews Band "What Would You Say."
Michael Gamby/ WDBR: Barney "I Love You, You Love Me."
Jim Allen/ KQCR: Stone Temple Pilots "Pretty Penny."
Gretchen Corbett/ WGTZ: Anything by Toad The Wet Sprocket.
Jimi Jamm/ KQKQ: Freedy Johnston "Bad Reputation."
Duff Damos/ WIFC: Any good record I haven't heard in a long time, as there are too many to only choose one.
Bill Klaproth/ WDBR: Ambrosia "How Much I Feel."
Erik Bradley/ B96: T.L.C. "Red Light Special."

WEST

Jon Zellner/ Mix 102.7: Dionne Farris "I Know."
Robert Elfman/ KMGZ: Elton John "Believe."
Mark Todd/ KRQ: "Ordinary World" by Duran Duran.
Gary Michaels/ Q99: Bush "Everything Zen."
Dave Christopher/ KSLY: "When I Come Around" by Green Day.
James Coles/ Hot 194: Harry Connick, Jr. "You Didn't Know Me When."
Lucy Barragan/ Q105: K-Ci Hailey "If You Think."
Mark Radway/ KDUK: Wolfgang Press "Going South."

Maurice DeVoe/ KKBT: 4 Xample "I'd Rather Be Alone."
Glen Robbins/ KQIX: Stone Roses "Love Spreads."
Boogie D./ KJYK: Blessid Union Of Souls "I Believe."
Tom Gjerdrum/ Star 100.7: Anything by Joey Lawrence, Jeremy Jordan or Big Chung King and La Choy Big.
Greg Sims/ Star 100.7: New Edition "Can You Stand The Rain."



Rick Stacy/ KKFR

Rick Stacy/ KKFR: Pearl Jam "Better Man."
R. Charles Snyder/ KTMT: Shaw/Blades "My Hallucination."
Chet Buchanan/ KUBE: Montell Jordon "This Is How We Do It."
Sonia Jimenez/ KGGI: Skee Lo "I Wish."
Joey Arbagey/ KMEL: Spanish Fly "Crimson & Clover."
Bob Perry/ Hot 97.7: BeastieBoys "Brass Monkey."
Bob Perry/ Hot 92.7: Beastie Boyx "Brass Monkey."

NEXT WEEK'S QUESTION:

**It's Spring cleaning time...
 What needs to be cleaned
 up the most at your station?**

MUSIC NEWS

Terry Marshall's **DAILY INSIDER**



Danzig

DANZIG: Danzig kicks off the second leg of their North American tour March 24 in San Francisco. They'll tour for two months with Marilyn Manson and KoRn opening - before spending the summer in Europe playing festivals and headlining concerts. The third single and video from *Danzig 4*, "I Don't Mind The Pain," is out March 28.

WILSON PHILLIPS: With Wilson Phillips on indefinite hiatus, Carnie and Wendy Wilson are making some lifestyle changes. They're both moving East. Carnie is leaving L.A. for Connecticut to begin hosting her talk show later this year. Wendy has just put her million dollar home (near the Sunset Strip) up for sale to move to New York to pursue modeling, acting, and music.

THE DOORS: *An American Prayer*, the Doors' spoken word album released after Jim Morrison's death, will be out on CD for the first time April 16.

MELISSA ETHERIDGE: "If I Wanted To" and her Grammy win helped boost sales of Melissa Etheridge's *Yes I Am* to triple platinum.

THE CRUEL SEA: The hot Australian band, The Cruel Sea, arrives in the U.S. for a brief tour starting in Los Angeles March 29. They'll also play Atlanta, Chicago, New York, and Boulder before the tour ends April 6. Their album, *The Honeymoon Is Over*, has just been released on A&M. The Cruel Sea is the band that was nominated for 10 Arias, the down-under equivalent of the Grammys, and took home five: Best Band, Record, Single, Producer, and Song — despite competition from INXS, Crowded House, and Midnight Oil.

D GENERATION: New York's D Generation just played one final gig at the East Village hot spot, Coney Island High, before deciding if they'll sign with Columbia, Virgin, Mercury, A&M, or Atlantic. Being

dropped by EMI Records after the release of their critically acclaimed debut, went from being a bad dream to a dream come true for the guitar rockers... After weeks of Sony Club lunches, all-expense-paid trips to L.A. for Grammy parties, and dinner with the heads of the major labels, D Generation now claims that Rock and Roll never tasted so good.

RED HOT CHILI PEPPERS: The April 1 benefit concert in

Hollywood with The Red Hot Chili Peppers to help send children in war-torn Serbia and Croatia to summer camp has been canceled. No reason was given for the cancellation.

MADONNA'S NEW VIDEO DEBUTS IN MOVIE THEATERS: Madonna's latest video, "Bedtime Story," will be exclusively previewed at selected theaters in New York, Chicago, and Los Angeles prior to its broadcast premiere on MTV March 18. The Mark Romanek-directed clip will be shown before the feature presentation at one Cineplex Odeon Theater in each city. Madonna's album, *Bedtime Stories*, has just been certified double platinum.



Patty Smyth

PATTY SMYTH: Patty Smyth will sing "Look What Love Has Done" (the Oscar-nominated song that she recorded for *Junior*) at the Academy Awards. Randy

Newman will do "Make Up Your Mind" (from *The Paper*), while Hinton Battle does "Circle Of Life." Elton John has already said that he'll be there to sing "Can You Feel The Love Tonight." But there's no one set for "Hakuna Matata."

AMERICANS WILL GET "BRIT AWARDS" TELECAST ON APRIL 1: Last month's Brit Awards will air as an ABC-TV special on Saturday, April 1, at 11:30 p.m. Blur swept the awards (winning in the four major categories). But the show also featured Elton John opening with "Philadelphia Freedom" and doing "I Believe" and "I'm Still Standing" later on. Madonna does "Bedtime Story" and M People join Sting for "If You Love Somebody Set Them Free" — while R.E.M. perform "What's The Frequency, Kenneth?" live in concert via satellite from Spain.

PORTRAIT: Portrait, who had the hit "Here We Go Again," released their second album, *All That Matters*, on March 7 before heading to Europe for a promotional tour... Portrait underwent a personnel change between albums with Kurt Jackson replacing Philip Johnson (who is now pursuing a solo career).

YOKO ONO SUED BY GARMENT MANUFACTURER: Yoko Ono's been sued for \$51 million by a garment maker which claims that it was defrauded into believing it had purchased an exclusive license to use John Lennon's pictures and drawings on clothing. Leggoons, Inc. of St. Louis claims that Ono went on to sign similar agreements with other companies for the use of Lennon's picture, signature, and drawings. The suit puts actual damages at \$1 million - and punitive damages at \$50 million.

MORPHINE: Boston's bass, drums, and sax trio, Morphine, released their third album, *Yes*, on March 21. It's the follow-up to 1993's *Cure For Pain* which sold 300,000 copies and prompted *Rolling Stone* to pronounce them "1994's biggest underground Pop success." Two of the 12 tracks were recorded live, the rest with producer Paul Kolderie in Boston.

LEVERT: Sean Levert will follow his father, O'Jay Eddie Levert, and brother, Gerald Levert, with his own solo album next month. Sean shot a video in Los Angeles for "Put Your Body Where Your Mouth Is," his first single (that was co-written and co-produced by his brother). The single will be out April 22 - followed by an album, *The Other Side*, at the end of May.

NINE INCH NAILS: Nine Inch Nails are making a movie from footage shot on the tour that they just completed. It could be ready as early as this summer.

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PATTI SMITH: Patti Smith is returning to live performances. She'll do two spoken word and acoustic sets accompanied by her longtime collaborator, Lenny Kaye, April 8 at a small club called The Ark (in Ann Arbor, Michigan). The evening will be a tribute to MC5 member Fred "Sonic" Smith, Smith's husband, who died last year.

ROLLING STONES: After he finishes the live album from the *Voodoo Lounge* tour (that he's working on with the Rolling Stones in Tokyo), producer Don Was will record a live album for Bonnie Raitt this summer.



Heart

HEART TAKES ACOUSTIC ROAD

HOME IN JUNE: The live acoustic album that Heart recorded in Seattle last summer (with John Paul Jones of Led Zeppelin producing) has been set for release in June. *The Road Home* was recorded over a five-night stand at the Backstage Club last August. The upcoming disc will mark the debut of a new Heart song, "Cherry Blossom Road," alongside new versions of early Heart songs such as "Dream Of the Archer," "Dreamboat Annie," and "Crazy On You." Also on tap: new arrangements of Heart's later period hits "These Dreams," "Alone," and "All I Want To Do Is Make Love To You." Jones joined Heart on piano, bass, and mandolin. He assembled a five-member string and oboe section of Seattle symphony players.

SHERYL CROW: On March 3rd in her first concert appearance after winning three Grammy awards, Sheryl Crow told a San Francisco audience, "So we had a good week. We're thinking of retiring now while people still like us." Crow was so hoarse and flat some critics wondered if she should be touring. She did introduce some new songs: "Hard To Make A Stand" and "Coffee Shop."

B-BALL DIARIES SOUNDTRACK HAS PEARL JAM, READINGS: *The Basketball Diaries* soundtrack will be in stores April 4. Author Jim Carroll re-recorded one of his

songs, "Catholic Boy," with Pearl Jam. Another, "People Who Died," first released in 1980, appears in its original version. Carroll also gives readings from his book, accompanied by Graeme Revell (who scored *The Basketball Diaries* and *The Crow*). Flea and Soundgarden recorded songs specifically for the film, while other contributions come from PJ Harvey, The Cult, The Doors, and The Posies. *The Basketball Diaries*, which opens April 21, stars Leonardo Di Caprio as the teenage junkie street poet growing up in New York.

'70s STARS RETURN FOR THREE-HOUR CONCERT IN NEW YORK: The '70s will live again in the Paramount at Madison Square Garden on March 24. New York radio station WPLJ has assembled a line-up of '70s stars for a three-hour concert. Some of the artists haven't played the Big Apple for over a decade. When was the last time you heard some of these names? Three Dog Night, Looking Glass, Andrew Gold, Alan O'Day, Robert John, David Naughton, Climax, and Ian Lloyd and Stories. The show will also feature Rupert Holmes (who had the hits "The Pina Colada Song" and "Him") - before going on to become a successful composer with the musicals *Edwin Drood* and *Accomplice*.

VEGAS HOTEL & CASINO OPENING ROCKS MANHATTAN: The New York skyline rocked like never before when the MTV concert from the grand opening of the Hard Rock Hotel and Casino in Las Vegas was broadcast on the Sony Jumotron in Times Square. Taking part in the show: Sheryl Crow, Al Green, Duran Duran (with special guests Grandmaster Flash and Melle Mel), Weezer, and Duff McKagan's All-Star Band. The band includes Seal, Billy Idol, Bo Diddley, Iggy Pop and many more surprises. While the concert was airing, another show was going on at the new hotel's Rock venue, The Joint, starring the Eagles and Sheryl Crow.

BEASTIE BOYS INVITE BAD BRAINS ON TOUR: The Beastie Boys have invited Bad Brains to open shows for them starting May 15 in Montreal. Beastie Adam Yauch claims that the Washington, D.C. Rastafarians influenced him more than anybody - and called them the most powerful live band around when he was growing up. Bad Brains have just completed a new album (with Ric Ocasek producing). *God Of Love* will be out on Maverick Records May 9... Their tour with the Beastie Boys will continue through early June and will hit New York's Madison Square Garden and Los Angeles' Velodrome.

ONE HENDRIX FILM FINISHED, ONE MORE TO BE MADE: The first of two Jimi Hendrix movies is expected out this summer. *Jimi* stars Hendrix impersonator Anthony Aquarius, and does not use any music that had to be approved by the late

guitarist's estate. Daniel Rivera, director of the \$12 million film, says that they licensed songs Hendrix made famous but did not write, such as "All Along The Watchtower," "Hey Joe," "Wild Thing," and, of course, "The Star Spangled Banner." He calls *Jimi* "a historical musical fantasy inspired by Jimi Hendrix." Still to be made is *Scuse Me While I Kiss The Sky*. Laurence Fishburne is working on that one for Touchstone Pictures.

BLOODLINE'S OAKLEY, JR. LOSES HOME, MEMENTOES TO FLOOD:

Berry Oakley, Jr., lead singer and bassist for Bloodline, has suffered a tremendous loss as his Northern California home was devastated by floods. In addition to the demise of the house, the family pets fell victim to the flood waters, as did all personal property, including irreplaceable memorabilia from his father, the late Allman Bros. bassist. Precious Allman Bros. heirlooms that had been given to him were also lost or destroyed. Oakley's mother and brother required the services of rescue units to bring them to safety as the rising waters drove them to the rooftop. Bloodline was almost at the end of their tour. But the emergency did mean that they had to cancel an appearance on TV's *Sound FX* and a final club gig in New York.

FASHION COMMENTARY FROM LITTLE RICHARD AT HALL OF FAME:

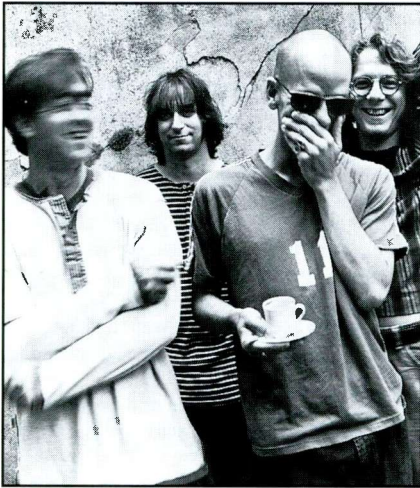
Little Richard stars in one of the major exhibits at the Rock and Roll Hall of Fame. Ethan Russell, creator of *Little Richard's House Of Style*, says that the Reverend will give a guided tour of four decades of Rock styles — all in just 12 minutes. "We're going to 'Gump' him into the videos," says Russell. That means when visitors see a Tina Turner dress or the suits from the Beatles' *Sgt. Pepper* era - Little Richard will be there in the center of things - even showing Elvis how to dance. Russell says that it's a struggle to jam Rock fashion into such a short time - considering that it has to cover everything from before Elvis to black leather, punk safety pins, urban streetwear and, of course, flannel. The museum opens in September.

REDDING, PICKETT, MAYFIELD ITEMS TO HALL OF FAME R&B EXHIBIT:

A key exhibit at the Rock and Roll Hall of Fame Museum has just received contributions from Otis Redding, Wilson Pickett, and Curtis Mayfield. The Redding archives feature lyric manuscripts, tour items, photos, and a black wool double-breasted sweater that he wore on the old TV show, *Where The Action Is...* The Pickett collection has his custom Gibson J200 acoustic guitar and a black jumpsuit... Mayfield contributed his Fender telecaster guitar, stage costumes (including one from *Superfly*), and other items from his days with the Impressions and as a solo artist... The items

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will be exhibited in a display that examines the evolution of Rhythm and Blues and Soul music, showing how R&B is one of the foundations upon which Rock and Roll was built. Ruth Brown, Lavern Baker, Ike and Tina, James Brown, and Booker T. And The MGs are among the other artists who will be represented in the exhibit.



R.E.M.

R.E.M. CANCELS REST OF EUROPEAN TOUR; SUMMER SHOWS STILL ON:

R.E.M. has announced the cancellation of the remainder of their European tour, following Bill Berry's brain surgery. It was scheduled to go through April 20 in Sheffield, England. The band says it's unlikely that any of the shows in Switzerland, France, Holland, Germany, Finland, Sweden, Norway, Denmark, the Czech Republic, or England will be rescheduled. R.E.M. is planning to go ahead with outdoor shows in late June and early July. No announcement has been made about the North American tour - which is scheduled to begin May 5 in Phoenix. Berry is expected to be out of the hospital.

CROSBY MAKES IMPASSIONED PLEA FOR ORGAN DONORS:

Recent liver transplant recipient David Crosby lent his support to a concert in Los Angeles to raise funds for a kidney transplant for the wife of popular bass player Orge Calderone, Yvonne Calderone. Crosby told the sold-out audience at the Palace, "What you see here tonight is a family gathering around one of its members. When the spirit leaves the body, it's just a little meat suit. So fill out the organ donor cards and save someone's life . . . someone saved mine." Crosby's reunion with Graham Nash was just one highlight of the Show Of Friends benefit. David Lindley played with his former band, El Rayo X, for the first time in five years. Jackson Browne, Ry Cooper, and Warren Zevon also performed during the five-hour show.

CHAMBER GROUP RECORDING CAPT. BEEFHEART, MORE ZAPPA:

While the paintings of Don Van Vliet remain on display at the Michael Werner Gallery (on East 67th Street in New York through March 18), a

chamber group is keeping alive the music of his alter ego, Captain Beefheart. The New York-based brass quintet, the Meridian Arts Ensemble, has recorded six of his songs for an album they'll release later this year. They did five Frank Zappa pieces on their 1993 album, and they've recorded six more to go with the Beefheart works on the new album. Van Vliet has heard tapes of the Meridians' interpretations of his music and has given his approval. They played the six Zappa pieces for the composer shortly before he died.

EX-PRINCE ON TOUR; REPORT CLAIMS DISC FEUD MAY BE ENDING:

While the war between the artist "formerly known as Prince" and Warner Bros. Records continues over his unreleased album, *The Gold Experience*, he has started performing the songs in concert. At the opening of the former Prince's first concert on a U.K. tour in London, the show started with a video medley of Prince hits and an offstage voice announcing, "Prince is dead! Long live the New Power Generation!" Emerging from behind a red velvet curtain with "slave" branded on his cheek, the ex-Prince put on a two-hour show with songs from *The Gold Experience* plus "The Most Beautiful Girl In The World" - and even a cover version of "Proud Mary." Back in Los Angeles, a spokesperson for the artist "formerly known as Prince" could not confirm a *Los Angeles Times* report on March 5 which stated that both artist and record company are "cautiously optimistic" that the feud will be patched up so that *The Gold Experience* can be released by summertime.

CELINE DION EXPECTED TO SING BALLAD IN NEW DISNEY FILM:

A *Los Angeles Times* report claims Celine Dion is likely to sing the ballad from the next Disney movie, *Pocahontas*, because Whitney Houston has turned it down. Singing "Colors Of The Wind" is considered a plum job, because all the big ballads from Disney's animated films become such monster hits. The report says that the studio has also talked to Janet Jackson and Toni Braxton. It also says that Dion hasn't accepted yet, and time is running out because the disc is due out in just three months. Houston (who is preparing for her next film role in *Waiting To Exhale*) claimed that a busy schedule was her reason for turning it down.

COACH & FRIEND DOESN'T EVEN KNOW BARBRA'S POLITICAL PLANS:

Even those who appear to know Barbra Streisand very well can't seem to figure out her political aspirations. Seventy-five year old Judy Davis, a vocal coach who started working with Streisand over 30 years ago (still stays in touch and calls her "my darling child"), admits that not even she can tell if Streisand plans to run for office - and she seems to know her pretty well. When the late concert promoter Bill Graham told Davis in 1976 that Streisand was so impressed with his work on *A Star Is Born* that she'd agreed to let him handle a tour for her, Davis warned him, "Barbra will never tour" - and she didn't for 18 years. Davis told a San Francisco newspaper that

Streisand "has so many facets to her personality, she might be the first woman president." Davis received a Lifetime Achievement Award at the Bay Area Music Awards (March 11) for her work with Streisand, Jerry Garcia, Eddie Money, Peter, Paul And Mary, and many others.

WRITING AUTOBIOGRAPHY INSPIRED

ROGER McGUINN TOUR:

Roger McGuinn says that writing his autobiography helped inspire the set he's playing on the month-long tour he kicked off in Scottsdale, Arizona. McGuinn has almost completed his book. It helped him collect his memories - and put them in one place, he says. "Before," he explains, "it was kind of fragmented and I didn't really have a full picture of what I'd done. It's a nice feeling to have them accessible this way." The 52-year-old singer/songwriter hasn't released an album since 1990's *Back To Rio*, and that was his first in a decade. He's written some new songs; but he isn't seeking a recording contract yet. In the meantime, he's doing the solo acoustic tour. McGuinn calls it a "chronological musical history tour." He says: "It starts with the songs I was influenced by - that got me to want a guitar in the first place. Then came songs I learned from people I worked with: the Chad Mitchell Trio, The Limelights, Bobby Darin, and Judy Collins. It's easy to see how the songs I learned in those days came out later in The Byrds."

EASTON'S "CHERIE" IS JUST FOUR

MONTHS OLD:

First Amy Grant had a hit with a song about her infant daughter, "Baby, Baby." Now Sheena Easton says that she's singing about her four-month-old son, Jake, in the new single she just released, "My Cherie." Easton didn't write the song. It was another baby who inspired the lyrics. Easton says that when songwriter Antonina Armato came to one of her songs in Las Vegas over the holidays, she told her that she'd written the song about her year-old son. "We were both being kind of motherly," recalls Easton. "She told me that she got all choked up when she watched me perform the song because she'd written it about her little boy. Knowing that really puts a whole new perspective on the song," says Easton, adding that young Jake will not be appearing in the video with her... Before taking off for Japan, Easton was back at work doing voiceovers with Charlie Sheen and Dom DeLouise for the latest rewrites on *All Dogs Go To Heaven 2* (which will be out this Christmas). Easton also sings two songs in the film *Count Me Out* - and - "I Will Always Be With You." While she's been off the Pop charts, her career has flourished on stage, screen and TV. But Easton plans to put that work on hold until she gives the new album a proper launch. That might include a late summer tour.

HAVENS SAYS "STREETS OF PHILADELPHIA" IS "A GREAT STEP":

The Oscar and Grammy winning song, "Streets Of Philadelphia," is back on the streets - by Richie Havens. Havens cut the Bruce Springsteen song for Rhino Records' five

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disc set, *The Envelope Please . . . Academy Award Winning Songs 1934-1993*. He loved the song the moment that he heard it the first time he saw *Philadelphia*. He quickly learned it and even did it once in concert before he was asked to record it. "I was afraid that it would have a tough time getting on the radio because of its poignancy and its depth," Havens recalled. "But it did! - and I thought to myself, we have made great steps when something like this can get to the radio and become popular. It's so much a part of all of our 'now.' It's exactly what songs have to reflect from now on." Havens praised today's artists in all kinds of music for "coming as close as we can possible come to looking at ourselves." He feels that the immediacy of songs such as "Streets Of Philadelphia" has "been educating hordes of people who buy music." Havens isn't the only one who contributed to *The Envelope Please* without winning an Oscar: Barbra Streisand's "Evergreen" is covered by Paul Williams. The set ranges from Fred Astaire, Bob Hope, and Bing Crosby to recent winners by Stevie Wonder, Carly Simon, Lionel Richie, Bill Medley, and Jennifer Warnes.

VIDEO, ACOUSTIC TOUR TO LAUNCH RADIOHEAD'S THE BENDS: Radiohead will follow the U.K. dates they began March 9th with a six city acoustic tour of America starting April 1 in Seattle. The shows, which are also booked in San Francisco, Los Angeles, Chicago, Boston, and New York will coincide with the release of *The Bends* (the follow-up to their gold debut, *Pablo Honey*). They started work on the album a year ago this month. Now it will be in stores April 4... The first video from *The Bends* has been completed with Jake Scott. Scott directed Live's "Lightning Crashes" and R.E.M.'s "Everybody Hurts." The Radiohead clip, "Fake Plastic Trees," is set in a surreal, futuristic supermarket through which the band travels in shopping carts. The song got a good response when Radiohead debuted it last November - during acoustic performances in New York and Los Angeles. The title cut from a CD5 released last fall, "My Iron Lung," is on *The Bends*. But the other four tracks are not. Bassist Colin Greenwood calls "My Iron Lung" "the least obvious of any of the singles that we've got on the album." The title track, says Greenwood, is a mid-tempo rocker, which opens with a sample that Thom Yorke got while watching a high school marching band practice in Phoenix on their last U.S. tour.

LIZ PHAIR PLANNING BRIEF SOLO TOUR: After canceling a tour (when her critically acclaimed second album *Whip Smart* was released last year), Liz Phair feels that she's now ready to do a brief solo tour next month. But, Phair told the *Los Angeles Times* that

ultimately she'd just like to make records and restrict performances to her hometown of Chicago. Phair said that she canceled her shows the first time because she wasn't comfortable with the lifestyle on the road, which she described as "the temptation to party every night because you are trying to connect with people who want to get to know you." Now she feels that she's had enough time to work things out. "It is going to be a trial-and-error thing to figure out how much and how little to do," says Phair. "And it'll just be me - no band." Phair says that playing solo, she can get into the songs better because she doesn't have to worry about listening to a band to hear what they are doing. After the tour, Phair's immediate plans include adjusting to married life and starting her next album. Phair says that falling-in-love has had an effect on her music. "I've gone back to simple melodies," she says. "But it's a changing thing..." Liz Phair's tour begins April 7 in Denver and plays Portland, San Francisco, Los Angeles, Seattle, Milwaukee, and New York before ending in Atlanta April 28.

FERRICK LAUNCHES SECOND ALBUM ON WEEZER TOUR: Melissa Ferrick just launched her second album - opening four shows for Weezer in the Northwest. *Willing To Wait* will be out April 11. Ferrick toured as a solo artist following the release of *Massive Blur* in 1993. But this time she'll be accompanied by her bassist, Marika Tjelios, who also co-produced the new album with Ferrick and Julie Last. Ferrick also changed her approach on the new album. "My live shows didn't sound like my first record," explains Ferrick. "I needed to make a record that sounds like what these people are going to come to see me play live. They're going to come to the show - and see me onstage with my bass player. I really need to get across just the simplicity of my songs..." Ferrick recently added another new dimension to her honesty, announcing that she is a lesbian. Christened "The Other Melissa" by Melissa Etheridge, Ferrick says "I hope it doesn't change anything. I found it really amazing that on the first record, no one asked me. It's important to be honest with one's self, and that's my reason for coming out, especially because of the kind of music I play. Lyrically, they really are genuinely honest songs, and they are about me. It got to the point where I didn't think it was fair that I wasn't being completely honest with my fans."

TERRY MARSHALL'S DAILY INSIDER
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ALL-4-ONE



All-4-One

The current smash single from the group All-4-One is titled, "Skillz..."

Where do these young men get their ability to harmonize so well? It might have something to do with the fact that they grew up listening to groups such as Take 6 and new Edition...

The four men in this group who work to sound as one are, Jamie Jones, Tony Borowiak, Alfred Nevarez, and Delicious Kennedy...

What kind of power did the song, "I Swear," have? Well, it not only launched All-4-One's career, it also made a star of a country music singer named, John Michael Montgomery...

- Incidentally, John's version was a hit just before All-4-One released their version...

It was just about this time last year that All-4-One was releasing their self-titled debut album...

- Between its March '94 release date and early September, this album sold over 2 million copies...

All of the members of All-4-One, except Delious, were raised in Lancaster, California...

- Delious is from an Air Force family so he grew up all over...

Tony says that if he didn't make it as a singer he probably would have chosen a career as a mechanic or maybe a chiropractor... Before coming on board as a member of All-

MUSIC NEWS

4-One, Delious sold perfume to pay his bills...

The guys say that the President of their record company gave them a list of names to choose from and that is how they became All-4-One.

ANITA BAKER

The current release from Anita Baker is titled, "I Apologize..."

Anita celebrated her thirty-seventh birthday back in December...

Anita lives in a fifteen room mansion near the water just outside of her home town of Detroit...

Anita met her husband, Walter Bridgforth, back in 1986 at a bar where she was performing. Anita claims that she was at first embarrassed to tell her friends that he picked her up in a bar...

- Over the embarrassment now, the couple welcomed a baby boy, named Edward, last year...

As a child Anita was left on the door step of Mary and Granville Lewis. The preacher and his wife took in the infant and raised her as one of their own. It wasn't until after their death that Anita first met her birth mother...

- Anita was thirteen at the time...

As a teen, Anita claims that she hit a wild streak that caused her to, in her words, "get kicked out of every high school in the city..."

At an early point in her career, Anita moved to Los Angeles to an apartment complex called Oakwood Gardens. In the unit above hers lived a group of guys called new Edition, and below her lived *Saturday Night Live's* Garret Morris...

BLESSID UNION OF SOULS

The current single from the Blessid Union of Souls is titled, "I Believe." Their debut album is called, "Home..."

The group describes its music as being, "socially conscious without being preachy..."

- The call their style "rural soul..."

"I Believe" was released in record stores in the group's hometown of Cincinnati last fall, and its popularity has turned the record into a nationally charting single...

Blessid Union of Souls is comprised of lead singer, Eliot Sloan; guitarist, Jeff Pence; percussionist, Eddie Hedges; and, keyboardist, C.P. Roth...

- Hedges has toured with names such as Bell Vib DeVoe and Johnny Gill, while C.P. Roth is a former member of Ozzy Osborne's band...

The group got its name when Sloan heard some people talking about "a union of souls, blessed by God..."

- They changed the spelling of blessed, to blessid, so people would pronounce the band's name correctly...

Sloan and Pence are the main songwriters for this group...

"The goal of our band is to make a change," Eliot Sloan...

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ROCK REPORT

Rock and Roll memorabilia has become big business in the past several years. And no artist has reaped bigger dollars on the col-

lectibles market than **John Lennon**.

Copies of Lennon's handwritten lyrics have brought in astronomical sums. Now Bag One Arts Inc., through the cooperation of **Yoko Ono**, is offering limited edition lithographs of Lennon's lyrics. Sold as a limited edition portfolio of ten lithographs limited to 1000, there are two different collections being offered to the Lennon fan: *John Lennon - The Beatle Years* and *John Lennon - The Solo Years*. Featuring a plate signature of Lennon and an introduction by Yoko Ono, each portfolio is limited to 1000 and retails for \$2000. Songs included in *John Lennon - The Beatles Years* are "Revolution," "Nowhere Man," "In My Life," "Day Tripper," "Lucy In The Sky With Diamonds," "Julia" (featuring an extra unpublished verse), and "Dear Prudence" among others.

Handwritten lyrics represented by *John Lennon - The Solo Years* comprise most of the songs Lennon wrote while vacationing in Bermuda in April of 1980 including "Clean Up Time," "Borrowed Time," "Real Love," "I'm Losing You," "Beautiful Boy," "Woman," "Watching The Wheels," "Stepping Out," "Grow Old With Me," and "Little Flower Princess." Both portfolios will be made available in April. Info: Lynne Clifford (212) 595-5537.

Grateful Dead fans can rejoice with the release of *Dick's Picks Volume II*. Showcasing the archives of devoted Dead

tape archivist **Dick Latvala**, this live album is culled from the band's Halloween 1971 performance in Columbus, Ohio. Six extended tracks comprise the record which captures The Dead at their ragged best. Included is a 23-minute version of the perennial Dead favorite "Dark Star," as well as "St. Stephen," "Sugar Magnolia," "Not Fade Away," "Going Down The Road," and a reprise of "Not Fade Away." *Dick's Picks Vol. II* is only available by mail order and can be ordered by calling 1-800-225-3323.



U2

The sheer spectacle of watching **U2** live is a joyous experience. Now fans of the Dublin, Ireland quartet can relive those memorable days by picking up *U2 Live - A Concert Documentary*, a splendid new book just published by Omnibus Press (\$22.95). Written by **Pimm Jal De La Parra**, the editor of the U2 fanzine *Collectormania*, the book provides detailed information on every concert performed by the supergroup, from the group's early shows in Dublin clubs to their most recent *Zooropa* stadium gigs. Dates, venues, set lists, radio and TV broadcasts, impromptu sessions with fans and friends, and acoustic jams during radio interviews are among the comprehensive entries. The book is adorned with a potpourri of previously unpublished color and B&W photos of the band spanning their entire career. In addition, rare U2 ephemera including concert tickets, tour posters, backstage passes and ads are pictured throughout. For more information on this book contact 1-800-OMNIBUS.

At a 1968 press conference announcing the formation of Apple Records, **John Lennon** and **Paul McCartney** were asked who was their favorite recording artist. Without hesitation, both chimed in with Nilsson. Now the majesty and innovation of the late **Harry Nilsson** is commemorated in the new 2-CD *Personal Best: The Harry Nilsson Anthology* (RCA Records). In the works while Nilsson was still alive, the compilation is a perfect summation of his star-studded career. Along with a handful of unreleased cuts, the collection includes such Nilsson gems as "Without You," "Everybody's Talking," "Coconut," "Jump Into The Fire," "Girlfriend" (an early version of the theme

MUSIC NEWS

for *The Courtship Of Eddie's Father*), "You're Breakin' My Heart," "Me And My Arrow," "1941," and "One" (later popularized by *Three Dog Night*). Packaged with lavish liner notes featuring an introduction by Beatles' press agent **Derek Taylor**, a long-time Nilsson friend, and sporting many rare photos of the artists with the likes of John Lennon, Paul McCartney, **Ringo Starr** and **Ray Charles**, *Personal Best* is an essential addition to any music fan's library.

The *Rock Report* spoke with **Woodstock** creator and organizer **Michael Lang**, who told us about plans for the 30th anniversary of the legendary festival. Instead of staging the event in America, it looks like Lang and his business cohorts will put on a Woodstock festival in Europe. In other related news, Lang mentioned plans for the opening of the Woodstock Cafe. The first two will be built in New York City and Seoul, Korea with others being franchised a la the Hard Rock Cafe.

BIRTHDAYS THIS WEEK:

Carl Palmer	3/20/50	45
Eddie Money	3/21/49	46
Keith Relf	3/22/43	—
Ric Ocasek	3/23/49	46
Lee Oskar	3/24/46	49
Elton John	3/25/47	48
Steven Tyler	3/26/48	47

NOTES AROUND THE WORLD:

"No More I Love You's" by **Annie Lennox** is the #2 single in the U.K... **Sheryl Crow's Tuesday Night Music Club** is the #8 album in France... "Out Of Tears" by the **Rolling Stones** is the #12 single in Canada.

HISTORY THIS WEEK:

- 3/20/69 **John Lennon** marries **Yoko Ono** at the Rock Of Gibraltar.
- 3/21/76 **David Bowie** and **Iggy Pop** are busted for marijuana possession in Rochester, NY.
- 3/22/74 **Ten Years After** perform their last concert at London's Rainbow Theater.
- 3/23/63 "Surfin' U.S.A." by the **Beach Boys** is released.
- 3/23/85 **Billy Joel** marries **Christie Brinkley**.
- 3/24/58 **Elvis Presley**, Private No. 55310761, is drafted.
- 3/24/73 **Lou Reed** is savagely bitten on the rear end by an overzealous fan at a concert in Buffalo, NY.
- 3/25/67 "Happy Together" by the **Turtles** is the #1 single in the U.S.
- 3/26/77 "Feels Like The First Time," **Foreigner's** debut single, is issued.

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Following the collapse on stage of **R.E.M.** drummer **Bill Berry** at a show in Switzerland, the band have canceled all their remaining indoor European shows in nine countries, including the British dates scheduled for April. Refunds are available from the point of purchase, but R.E.M.'s stadium dates in June and July will go ahead, following the successful brain surgery carried out on Berry, 36, on March 3.

Stevie Wonder topped the bill on the first edition of "The White Room," Channel 4's new seven-part live music show, last Saturday night. Recorded the night before, the show featured Wonder playing "Superstition" and "You Haven't Done Nothin'," plus the new song "Cold Chill" from his *Conversation Peace* album, which is out this week. Also starring were **Des'Ree**, **Sleeper**, newcomers **Skunk Anasie** and **Ultimate Kaos**, both on their own and backing soul veteran **P.P. Arnold** on her best-known song "The First Cut Is The Deepest."

London band **Bush**, who are enjoying amazing success in the States where their Trauma/Interscope album *Sixteen Stone*, climbs 39-25 on this week's *Billboard* 200 and has already more than 120,000 copies there, will release their Modern Rock air-play smash "Everything Zen" here on April 17 with the album to follow on May 8.

The Chieftans will follow the Top 20 British success of their current album *The Long Black Veil* with a UK tour in May. It begins on the 7th in Cardiff and the eight-date itinerary also includes a night at the Royal Albert Hall on May 9.

Timbuk 3, remembered for their 1987 Top 30 entry "The Future's So Bright I Gotta Wear Shades," are back this week with the new single "I Just Wanna Funk With Your Mind" on RCA and an album titled *A Hundred Lovers* due to follow on April 3. The duo of **Pat MacDonald** and **Barbara K** have now been augmented by **Wally Ingram** on drums and bassist **Courtney Audain**.

Simple Minds release "Hypnotised" as the second single from *Good News From The Next World* on March 27. The band have just

completed a video for the track in Los Angeles, directed by **The Wiz**, and the single will feature the "TLA Edit," the extended mix and the Malfunction Mix, the last two both by **Tim Simenon** of **Bomb The Bass**. **Simple Minds** European tour starts in Dublin on St. Patrick's Day, March 17.

Terence Trent D'Arby returns with the new single "Holding On To You" on March 27 with his fourth album *Vibrator* following April 17. It features contributions by ex-**Bros** member **Luke Goss**, **Branford Marsalis** and **Patrice Rushen**. The song featuring **Goss**, "Supermodel Sandwich," is also featured on the soundtrack of **Robert Altman's Pret-A-Porter**.

Reggae label Greensleeves is hoping to cash in on the recent chart success of **Ini Kamozé** and **Pato Banton** with a pair of classic CD re-issues. Kamozé's self-produced *Shocking Out* Lp was recorded in Jamaica in 1988 while Banton's *Never Give In* dates from 1987 and includes "Pato & Roger Come Again," another collaboration with **Ranking Roger of The Beat** and **General Public** (just as their new single "Bubbling Hot" is about to appear).

In addition to his work on his new single "Funtime" and album and autobiography *Take It Like A Man*, **Boy George** has co-written "You Can Have It All," the new single from **Eve Gallagher**. Gallagher first emerged in 1990 as one of George's proteges on his More Protein label which now has a licensing deal with Cleveland City, home of last year's UK #1 artist **Tony Di Bart**. "You Can Have It All" is out next week and Gallagher is recording an album for release this summer.

Celine Dion's seventh week at #1 with "Think Twice" should be her last, because although **Alex Party** stalled at two, **Freakpower** crashed in at three with the reissued "Turn On, Tune In, Tune Out". **The Comic Relief** single "Love Can Build A Bridge," by **Cher**, **Chrissie Hynde**, **Neneh Cherry** and **Eric Clapton**, entered at five, with Euro stars the **Othere Brothers** new at nine via "Don't Stop (Wiggle Wiggle)," **Janet Jackson** at 10 with "Whoops Now," **The Prodigy** at 15 with "Poison" and the **Human League** at 18 with "One Man In My Heart." **Terrorvision** entered in their customary area of the chart with "Some People Say" at 22, the **Cranberries** rose 12 to 23 with "I Can't Be With You," and #29 marked the first Top 40 appearance since their 1978 #1 "Dreadlock Holiday" for 10cc with a new version of their 1975 chart-topper "I'm Not In Love." **Green Day's** "Longview" arrived at 30, Italy's **49ers** returned with "Rockin' My Body" at 31, **Prince** with the "Purple Medley" at 33, and **BT** with "Embracing The Sunshine" at 34.

DR. DRE

"KEEP THEIR HEADS RINGIN'"

NEW THIS WEEK!!!!
WJMN WWKX KJYK

KBXX	56 Plays	WJMH	28 Plays	WPGC	25 Plays
WJMN	23 Plays	KPWR	23 Plays	KWIN	22 Plays
KJYK	21 Plays	WHHH	18 Plays	KYLD	16 Plays
KKBT	15 Plays	WERQ	13 Plays	KMEL	12 Plays
Z90	12 Plays	KHQT	9 Plays	WWKX	7 Plays
WPOW	5 Plays				

TOP 5 PHONES!!!
WJMN

FROM THE ORIGINAL MOTION PICTURE SOUNDTRACK

Produced by Dr. Dre.
Co-Produced by Sam Snead



FRIDAY

ALSO NEW SONGS FROM
ICE CUBE • CYPRESS HILL • SCARFACE • MACK 10 • 2 LIVE CREW
E-A-SKI • THREAT • FUNKDOOBIEST • THA ALKAHOLIKS
THE ISLEY BROTHERS • BOOTSY COLLINS AND BERNIE WORRELL

PRIORITY
10 YEAR ANNIVERSARY

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Street BEAT

ON THE BEAT

DIANA KING IS THE BOMB!

Last week Diana King "Shy Guy" (WORK) was the Street Beat Buzzzzz. This week the Buzzzzz blows up! It's Da Bomb! One-to-one calls had this cut in many music meetings and on the priority list. It's one of "Street Beat's Best Vibes". KZFM's **Charlie Maxx** back from well deserved time off wasn't shy. KPRR's **Candyman** gives it the thumps up! HOT 97.7's **Bob Perry** is in! WOCQ's Wookie Man delivers! **Burt Baumgartner** and **Johnny Coppola** will WORK this baby. Get Ready!

Stevie B. "Dream About You" (Emporia/Thump) continues to find believers: Q105's **Lucy Barragan**; KJYK's **Boogie D**; Z90's **Jeff Nelson**; and POWER 96's **Frank Walsh**. KISS 108 gives the green light! 800+ FMQB TOP 40 TRAX spins! The come-back is in high gear! Major requests! This is a proven HIT! Heavy and healthy rotations at WILD 107; KIIS FM; and, BOSS 97!

MCA's **Mark Gorlick** has a huge HIT! IV Xample "I'd Rather Be Alone" (MCA) continues to perform where given airplay... POWER 106's **Bruce St. James**; KIX106's **Joe Dawson**; KZFM's **Mike Steele**, and KZHT!... Soul For Real "Candy Rain" (Uptown/MCA) gets a huge report from KIIS-FM!

Curb's **Steve Ellis** has Fun Factory "Close To You" (Curb/Edel) heating up many a airwaves. New reports: KHFI; POWER PIG; and; WHHH! Mix shows have laid the ground work! it's time to come to the party!

Capitol's "Mad Man", **Bruce Reiner**, has hits for U! Portrait "I Can Call You" (Capitol) grabs early support from WHJX's **Greg Brady**; Hot 105's **Pete Jones**; and, KZHT! It's already in rotation at Q105; Z90; and WPGC... Channel Live "Mad Ism" (Capitol) is blowin' up! New reports: THE BOX and THE BEAT! Major airplay: HOT 97; WPGC; 92Q; WHJX; WJMH; and, HOT 97.7!... Duran Duran "White Lines" (Capitol) Check your CD-pro for the remix! Action at: POWER 96; WHHH; KIX106; KZFM; KCAQ.

Columbia's **Jerry Blair** continues to develop Keith Martin "Never Find Someone Like You" (Ruff House /Columbia). (See Newz & Notes) New support: WPGC's **Albie Dee**; KS104's **Mark Feather**; Z90's **Lisa Vee**; and, KZHT!... Pharaoh "I Show Secrets" (Columbia) continues to develop. BOSS 97's **Dr. Michael Lynn & Jay Towers** believe! Mix shows are having a field day!... Yo!Co Ross "Miss Me" (Columbia) will be large!

Big Beat's **Heidi Jo Spiegel** has a Grammy-Award winning song Joanne Farrell "All I Wanna Do" (Big Beat) is coming! A very limited amount of white labels are out. This cut was produced by Gary Q (BOSS 97 Supermixer). Mix shows will have a field day! It will appear X-clusively on FMQB's "CD Air Check" coming in April. Yes it's a remake, but it's also a Re-mix! Stations that couldn't or didn't play Sheryl Crow version will eat this up BIG time! Early detections already at: WJJS; KTFM; HOT 97.7 and KIIS-FM!

Arista **Rob Stone** gets TLC "Red Light Special" (La Face/Arista) on at B96!... Is it just me or is "Waterfalls" a SMASH!... Yo Rob What Up?... Real McCoy "Runaway" (Arista) grabs new support from HOT 105's Pete Jones.

Tommy Boy's **Mike Becce** is the "Craziest"! Naughty By Nature is creating quite a Buzzzzz. Check It Out! Major Action at: HOT 97; 92Q; THE BOX! New reports: KWIN; KJMZ; and WOCQ!... Total "Can't You See" (Tommy Boy), Could this be something?... New Jersey Drive Soundtrack will be HUUUGE!... K7 is still working!

NEWZ & NOTES!...

FMQB had the chance to spend some quality time this past week at the New Ruff House recording studios. I personally had a chance to chat with Keith Martin and hear some of the new material being mastered from the upcoming album "It's Long Over Due", due in April. This guy is the goods, period! While my partners in crime (Fred Deane & Dave Hoeffel) wondered off into another studio to sample some new rock, I wondered into another-and found a band that was in the midst of recording. The sound was unbelievable! The group "Final 4", formerly known as Kolorz, were recording a song that evoked a ton of emotion and passion! These kids were into it even after the 50th take. The song with a killer hook was called, "Never To Late". There was definitely magic in the room-and to see it first

hand was AWESOME! It's a total Homerun!... Trust Me! The project's Executive Producer is Joey Carvello and it is signed to Relativity. **Kevin Carroll & Joe Hetch** (Who was very instrumental in this signing!) could have a potential gold mine here! Keith Martin is producing-as well as Cliff Jones-among others. The single is coming sometime in April with an album to follow late Spring. Keep an eye on this one!... The night didn't end there. Later that evening during dinner, Jerry Blair, (as he promised) played 5 new Xscape cuts for me in the back of his limo. Jerry Blair loves what he does-and he does it with PASSESION! He sang every song, word-for-word and was loving it BIG time! He knows... and now I know...and soon you'll know! The trax are UNFU\$#KING believable! Get Ready for a HOT new look and Jermaine Dupri is back in the house "Just Kickin It" for the nine-five!... A night like this reminds me why I love what I do... "IT'S THE MUSIC!"

STREET BEAT BUZZZZZZ...

Dionne Farris "I Know" (Columbia) There is a Huge vibe being felt at the Crossover level. KMEL's **Joey Arbagey** loves it! 92Q's **Camille Cashwell** loves it! KUBE's **Shellie Hart** loves! KZFM's **Charlie Maxx** loves it!...Finally could it be?...YES "It's The Music!"

BONUS BEATS: (Beats To Check Out!)

Spanish Fly "Daddy's Home" (Upstairs)
Dana Dane "Rollin' Wit Dane" (Maverick)
The Roots "Silent Treatment" (Geffen)
Fabu "Just Roll" (Big Beat)
Roula "Lick It" (SOS/ZOO)
Max-A-Million "Fat Boy" (SOS/ZOO)
Asha "Get You Alone" (ZYX)
Newton "Sky High" (Critique)
DJ Quik "Safe & Sound" (Profile)
Usher "Think Of You" (La Face/Arista)
Nikki French "Total Eclipse Of The Heart" (Critique)
Spragga Benz "A-1 Lover" (Capitol)

SHOUT OUTS:

Joey Arbagey; Keith Martin; Jerry Blair; Joe "The Butcher" Nicolo; Phil Nicolo; Ed Pinka; Chris Schwartz; Bruce Reiner; Johnny Coppola; Greg Lee; Tery Anzaldo; Anne Marie Reggie.

I'm Out.....C-Ya!

—Bob Burke

Street BEAT

PROFILIN'

Joey Arbagey, M.D., KMEL/San Francisco

Give us a brief Joey Arbagey history.

I started in radio about three years ago. I was a music intern for Hosh Gureli (former KMEL M.D.) while promoting night clubs five nights a week and finishing my last year at San Jose State University. Six months later, **Keith Naftaly** hired me as Programming Assistant, Public Affairs Director, and Morning Show Producer. Soon after, I was promoted to Program Coordinator which expanded my responsibilities in the music department. At this time, I made my debut deejaying at Colossus. Within six months, major programming changes were occurring at KMEL. I was given the opportunity to be a Music Director by **Dave Shakes**. Since then, I have continued to deejay at several nightclubs including Martini's, Dekota, Spread, Product, the Sound Factory, and Epic, my latest gig. Now with **Michelle Santosuosso** as our new Program Director, I feel a renewed spirit at KMEL.

What movie best describes your life so far?

"The Sound Of Music"... kkkkiidding!!

What three songs sound awesome on KMEL?

Des'Ree "You Gotta Be," Stevie Wonder "For Your Love," and E-40 "1-Luv."

Take us inside the music meeting.

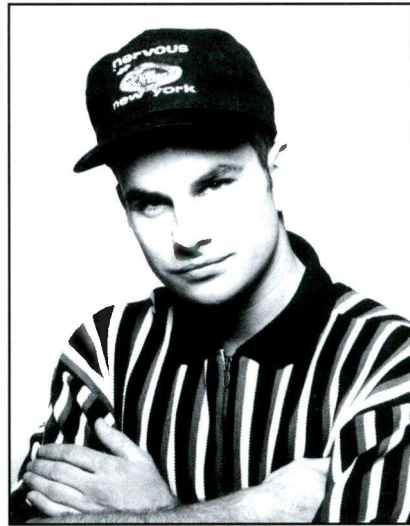
Most of our time is spent listening to new music. It's pretty obvious to our music-intense cast which songs fit the format of the "People's Station." Of course, we also spend a considerable amount of time studying tools such as callout research, sales, requests, and most importantly, gut instinct.

How often are you in the streets?

Constantly - with nightclub gigs, special events, and sometimes just to cool out and feel the vibe.

How has Michelle Santosuosso influenced you?

With an incredible amount of intelligence, superb organization, intense management skills, and very broad knowledge of music - not to mention the fact that she cracks a damn good whip. She's my mama.



Does the station do anything specific to support local artists?

Absolutely! Take a look at our playlist - E-40, Rappin' 4-Tay, RBL Posse - just to name a few of the artist that we broke. KMEL always pays special attention to local talent because they ARE the streets. I also have an open door policy when it comes to meeting any Bay Area artist.

The Mix Shows - how important are they to the sound of KMEL?

Extremely. Giving DJs the opportunity to be creative is what makes specialty shows unique. We have specific shows for specific segments of our audience... for example, the "10 O'clock Bomb" with Sway and DJ Quixx and the "Wake-Up Show" are nationally and locally acclaimed for their ground-breaking influence on the hip hop community. "Club 106" caters to our core audience with new music that often finds its place in regular programmed hours, and "Yo Momma's House," with Miss Foxy Brown and Pete Avila, has a large underground following that educates our listeners on dance music.

Is Rice-A-Roni still the San Francisco treat?

I've never tasted it - I wouldn't know.

If there was one thing you could change about your job, what would it be?

I would put a scramble on KMEL's BDS!!!

What's one cool thing about San Francisco that we wouldn't find in a travel brochure?

The incredible multi-cultural vibe in the street. People who live here are proud to live here and you can't put that type of emotion on paper.

What do you see in Joey Arbagey's crystal ball?

I'm not sure what the future holds for me; I just know that I'm gonna work hard, have fun in my job, and hopefully continue to grow and learn.



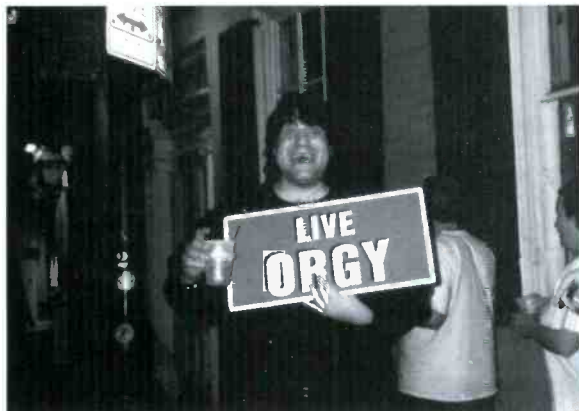
Street Scenes



LIVE FROM NEW YORK!... RCA recording artist WILLIE ONE BLOOD (left) hooked up with PATRA (center) and Spike Lee (right), after performing on Madison Square Garden network's "Live From The Play By Play."



THE NONCE!... American Recordings/Wild West Records artist THE NONCE recently did the morning show thing in L.A. at Power 106 with the Baka Boyz! (L To R): The Nonce's Nouka Base Type; Baka Boy Nick V.; The Nonce's Yusef Ahoat; and Eric V. of The Baka Boyz.



MORE BOURBON STREET SCENES... Need we say more? Okay...BRUUUUUCE!



STRIKE A PCSE!... WHHH's Carl Frye and Columbia's Jerry McKenna. Hey kids smile!



ON THE BEAT IN AC!... WIOQ's Glenn Kalina's "Body & So J!" made a rare appearance in Atlantic City at the Trump Taj Mahal Casino. FMQB's Bob Burke caught up with Glenn and his better half Stavra at the Anita Baker post-concert cocktail party.



ANITA HITS 10 MILLION IN ATLANTIC CITY!... Elektra recording artist ANITA BAKER recently performed two sold-out concerts at the Trump Taj Mahal. After the show Elektra Entertainment Group Executives including Sylvia Rhone EEG Chairman/CEO were on hand at a reception to present Anita with platinum plaques commemorating sales of two million for her latest "Rhythm Of Love", and 10 Million, for overall catalog U.S. sales.

NOTE: You send em'...I'll print em': Bob Burke-FMQB "Street Scenes" 1930 East Marton Pike, F-36 Cherry Hill, NJ. 08003

Street BEAT

PORTRAIT

"I Can Call You"

- New Adds At KZHT, WHJX, KHTN
- Already On Z90, KLRZ, KCAQ, WPGC
- Urban Airplay Over 1,000 Spins
- Most Played Video On 
- Big On 
- Top 20 at Urban Radio

CHANNEL LIVE

"Madism"

- New Adds This Week: KBXX, KKBT
- Already Blowing Up At: HOT97, WPGC, 92Q, HOT97.7, WHJX, WJMH
-  
- Big Phones At: HOT 97, WPGC, WJMH
- LP Out 3/21
- Shipping Over 115,000

DURAN DURAN

"White Lines"

- Over 750 Spins
- New Crossover Mixes At Radio
- 10*-5* On Billboard Club Play Chart
- Already on These Crossovers: PWR96, WHHH, WWKX, KLRZ, KZFM, KCAQ



VIBES

B104/ ALLENTOWN
JOE FRIDAY

2 Pac *Dear Mama*
Roula *Lick It*
Fat Boy *Max-A-Million*

B96/ CHICAGO
ERIK BRADLEY

Corona *Baby*
Jon B. *Someone To Love, Pretty Girl*
Real McCoy *Come And Get My Love*

B96/ CHICAGO
JEFF ANDREWS

Fast Eddie/DJ Funk *Pump It...* "Local Chicago artists... Great samples... Killer Hip-House track."
20 Fingers/Gilette *Mr. Personality...* "Another local Chicago artist. Huge phones. If you're a Crossover station try cut #4 on the CD."
Dr. Dre *Keep Their Heads Ringing...* "Gonna be huge."
Human League *Tell Me When...* "We just started playing this. Sounds fresh."
Le Clique *Tonight Is The Night...* "Another Eruo-hit in the same vein as Real McCoy and Fun Factory."
Other records to watch: **Outhere Bros.** *Boom Boom Boom...* **Real McCoy** *How Deep Is Your Love...* **2 In A Room** *Ahora...* **Kut Klose** *I Like*

92Q/ BALTIMORE
CAMILLE CASHWELL

Diana King *Shy Guy*
Dionne Farris *I Know*
Naughty By Nature *Craziest*

KUBE/ SEATTLE
CHET BUCHANAN

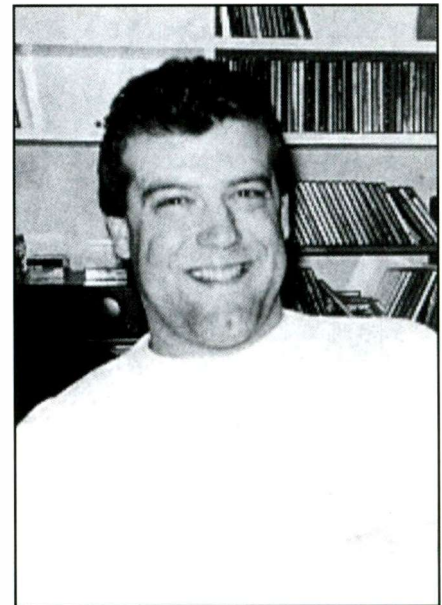
Technotronic *Move It To The Rhythm*
Spanish Fly *Crimson & Clover*

BOSS 97/ ATLANTIC CITY
DR. MICHAEL LYNN

Blackstreet *Joy*
Technotronic *Move It To The Rhythm*
Rednex *Cotton Eye Joe*

KGGI/ RIVERSIDE
SONIA JIMENEZ

Jon B. *Someone To Love, Pretty Girl*
Blackstreet *Joy*
Skee-Lo *I Wish*



Cat Collins/WJMN

WJMN/ BOSTON
CAT COLLINS

Jon B. *Someone To Love*
Shabba Ranks *Let's Get It On*
Dr. Dre *Keep Their Head Ringin'*

BOSS 97/ ATLANTIC CITY
JAY TOWERS

Spanish Fly *Daddy's Home*
Pharao *I Show You Secrets*

WOVV/ WEST PALM BEACH
SCOTT CHASE

Shades Of Love *Body To Body...* "Killer dance track... lots of energy. This is gonna be huge! A local store here sold 50 imports on this thing in 3 days with no radio airplay. Hit it early, this song will explode."

Boyz II Men *Thank You...* "One of my favorite songs right now. It's great to see them have success with an uptempo record for a change. it's already my #6 most requested song after one week."

Alex Party *Don't Give Me Your Life...* "This label is hot. Big Club record here already! Slammin' dance song with great female vocals."

Le Click *Tonight Is The Night...* "I have mentioned this one before... it's going to be a domestic hit, no doubt. Everytime we play it on the air, we get phone calls; everytime we play it in the clubs, the dance floor gasps and cheers. Find it now in the import bin."

Billie Ray Martin *Your Loving Arms...* "Big following on this song in South Florida, adult female phones... huge club record. Try it, your audience will love it."

KMEL/ SAN FRANCISCO
JOEY ARBAGEY

Dionne Farris *I Know*
E-40 *I-Luv*

Street BEAT

KJYK/ TUCSON
BOOGIE D

Blackgirl *Let's Do It Again*
Roula *Lick It*

Q105/ OXNARD
ROOSTER RHODES

Luther Vandross *Going In Circles*
Bandit *All Men Are Dogs*

WZJM/ CLEVELAND
DAVE EUBANKS

Nikki French *Total Eclipse Of The Heart*
Fun Factory *Close To You*
4PM *Lay Down Your Love*

KZFM/ CORPUS CHRISTI
CHARLIE MAXX

Joanne Farrell *All I Wanna Do*
Changing Faces *Keep It Right There*
Dionne Farris *I Know*
Blackstreet *Joy*

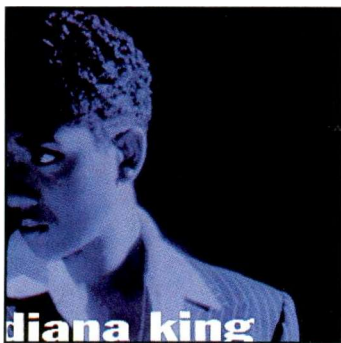
Q105/ OXNARD
LUCY BARRAGAN

Brownstone *Grapevine and I Can't Tell You*
Why
IV Xample *I'd Rather Be Alone*
2 Pac *Dear Mama*

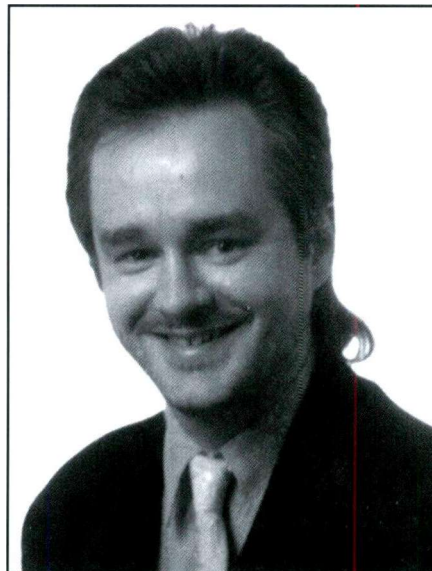
KNIN/ WITCHITA FALLS
JEFF HUGHES

Blackstreet *Joy*
Diana King *Shy Guy*

da BOMB



Diana King
"Shy Guy"
(WORK)



Bob Perry/ Hot 97.7

HOT 97.7/ SAN JOSE
BOB PERRY

Subway *This Lil' Game We Play*
IV Xample *I'd Rather Be Alone*
Rappin' 4-Tay *I'll Be Around*

KKBT/ LOS ANGELES
MAURICE DeVOE

IV Xample *I'd Rather Be Alone*
2 Pac *Dear Mama*
4PM *Lay Down Your Love*
Dr. Dre *Keep Their Heads Ringin'*

X99/ KNOXVILLE
JACK DIAMOND

Barry White *Come On*
Mint Condition *So Fine*
Freddie Jackson *Rub Up Against You*
Breakdown *Dip Baby Dip*

POWER PIG/ TAMPA
TOM STEELE

Soul For Real *Candy Rain*
Real McCoy *Runaway*
Rednex *Cotton Eye Joe*

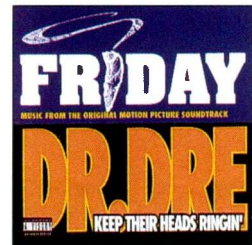
HOT 194/ HONOLULU
JAMES COLES

Sam The Beast *Gucci Dance*
Dr. Dre *Keep Their Heads Ringin'*
Lost Boys *Lifestyles Of The Rich And Shameless*

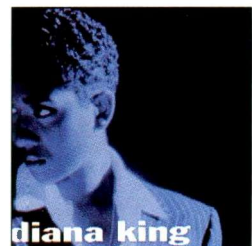
WOCQ/ MARYLAND
WOOKIE MAN

Diana King *Shy Guy*
Naughty By Nature *Craziest*
Dr. Dre *Keep Your Heads Ringin'*
Luther Vandross *Going In Circles*

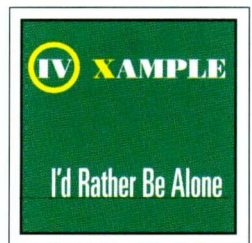
BEAT'S BEST VIBES



Dr. Dre
"Keep Their Heads Ringin'"
(Priority)



Diana King
"Shy Guy"
(WORK)



IV Xample
"I'd Rather Be Alone"
(MCA)

BEAT'S BUZZZZI



Dionne Farris
"I Know"
(Columbia)



MetroMix

Homan & Harris

Gloria Estefan	"Everlasting Love"
Corona	"Rhythm Of The Night"
Billie Ray Martin	"Your Lovin' Arms"
Rednex	"Cotton Eye Joe"
Judy Cheeks	"Respect"
Ce Ce Peniston	"Keep Givin' Me Your Love"
Human League	"Tell me When"
Clubzone	"Hands Up"
Kenny "Dope" presents the Bucketheads	"These Sounds Fall Into..."
Pharao	"I Show You Secrets"
Londonbeat	"Come Back"
Blondie	"Atomic"
Newton	"Sky High"
Technotronic	"Move It To The Rhythm"
Montell Jordan	"This Is How We Do It"
Kym Sims	"I Must Be Free"
Duran Duran	"White Lines"
Cynthia	"How I Love Him"
George Lamond	"It's Always You"
Jocelyn Enriquez	"Big Love"



Philadelphia, Tony Harris

DJ Trajic	"Show Me Your Face"
Fun Factory	"Close To You"
Mix Vibes	"Mam"
740 Boyz	"Shimmy Shake"
Alpha One	"Racer X"
CZR	"Do You Want My Car"
San Francisco/LA	"Volver-Volver"
San Francisco/LA	"Can You"
DJ Trajic	"I Love The Way"
Outhere Brothers	"Boom Boom Boom"
Gillette	"Me Presently"
DJ Funk/Fast Eddie	"Pump It"
Eddie X	"La Selva"
Rednex	"Cotton Eye Joe"
Cajmere	"Henry"
Reel To Reel	"Conway"
The Wildchild Exper.	"Bring It Down"
Outhere Brothers	"Pass The T Paper"
E.G. Fullalove	"Didn't I Know"
Two In A Room	"Ahorá"



Philadelphia, Robbie Tronco

The Real McCoy	"Runaway"
Fun Factory	"Close To You"
Billie Ray Martin	"Your Lovin' Arms"
Everything But The Girl	"Missing"
Cece Peniston	"Keep Givin' Me Your Love"
Madonna	"Bedtime Story"
Urban Discharge	"Drop A House"
Abigail	"Don't You Wanna Know"
Pharao	"I Show You Secrets"
Waterlillies	"Never Get Enough"
Bucketheads	"These Sounds"
2 In A Room	"Ahorá"
Shades Of Love	"Body To Body"
Sara Parker	"My Love Is Deep"
Kathy Sledge	"Another Star"
Swing 5	"Color Of My Skin"
DJ Sneak	"Polyester Ep"
Wink	"Don't Laugh Remixes"



WOVV, Dr. Mixx

Stevie B	"Funky Melody"
K-7	"Move It Like This"
Max-A-Million	"Fat Boy"
Heavy D & The Boyz	"This Is Your Night"
Fun Factory	"Close To You"
Roula	"Lick It"
Lil' Suzy	"Promise Me"
Cynthia	"How I Love Him"
Sex Club	"Big Lover Man"
La Bouche	"Sweet Dreams"
Crystal Waters	"What I Need?"
Bone Thugs-n-Harmony	"Thuggish Ruggish Bone"
Blast	"Crazy Man"
69 Boyz	"Kitty Kitty"
Real McCoy	"Runaway"
Crazy L'eggs	"If You're Happy & You..."
Gloria Estefan	"Everlasting Love"
Duran Duran	"White Lines"
Too Cool Chris	"Work That Body"
Toni DiBart	"Do It"



Atlantic City, Gary "Q" Quintin

EP	"Hot Mixers On Wax"
Billy Ray Martin	"Your Lovin' Arms"
Amazing Manfred	"Let me Be Free"
Rednex	"Cottoneye Joe"
Cynthia	"How I Love Him"
Real McCoy	"Runaway"
Waterlillies	"Never Get Enough"
Gillette	"Mr. Personality"
Trans. Under.	"Templehead"
Bucket Heads	"These Sounds"
740 Boyz	"Shimmy Shake"
Sara Parker	"My Love Is Deep"
Blondie	"Atomic"
Jon Secada	"Mental Picture"
Digi Soul	"Lift Me Up"
Le Click	"Tonite Is The Nite"
Shades Of Love	"Body To Body"
Technotronic	"Move It To The Rhythm"
B-Tribe	"Nadie Entiende"
Josh Wink	"Don't Laugh"



Allentown, Chris Baraket

Billy Ray Martin	"Your Lovin'"
Cece Penniston	"Keep Givin' Me..."
Londonbeat	"Come Back"
Traci Lords	"Control"
Montell Jordan	"This Is How We..."
Swing 52	"Color Of My Skin"
Waterlillies	"Never Get Enough"
Fun Factory	"Close To You"
Clubzone	"Hands Up"
Cynthia	"How I Love Him"
Repercussions	"Promise Me Nothing"
Rednex	"Cotton Eye Joe"
Erasure	"I Love Saturday"
Blondie	"Atomic"
Pharao	"I Show You Secrets"
Madonna	"Bedtime Story"
Sparks	"When Do I Get To Sing..."
Michael Waterford	"Happy Man"
Shanice	"I Like"
Moby	"Every Time You Touch..."

PATTI GALLUZZI
Vice President
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ADDS

MADONNA	"Bedtime Story"	Maverick/Sire/WB
SPRINGSTEEN	"Murder..."	Columbia
TOM PETTY	"It's Good To..."	Warner Bros.
ROLLSTONES	"I Go Wild"	Virgin
BLACKSTREET	"Joy"	Interscope/AG
WAX	"California"	Interscope/AG
USHER	"Think Of You"	LaFace
M. SWEET	"Sick Of Myself"	Zoo Enter.
J. HATFIELD	"Universal..."	Mammoth/AG
PJ HARVEY	"Down By..."	Island
FLAMING LIPS	"Turn It On"	Warner Bros.
MAD SEASON	"River Of..."	Columbia

HEAVY

BOYZ II MEN	"Thank You"	Motown
CRANBERRIES	"Ode To My..."	Island
SHERYL CROW	"Strong Enough"	A&M
GREEN DAY	"When I Come..."	Reprise Rec.
LIVE	"Lightning..."	Radioactive
MADONNA	"Bedtime Story"	Maverick/Sire/WB
•NOTORIOUS...	"Big Poppa"	Bad Boy Ent.
THE OFFSPRING	"Gotta Get Away"	Epitaph
SPRINGSTEEN	"Murder..."	Columbia
TLC	"Red Light..."	LaFace
•VAN HALEN	"Can't Stop..."	Warner Bros.

BREAKTHROUGH
WAX

"California"	Interscope/AG
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JAM OF THE WEEK
•MARY J. BLIGE

"I'm Goin' Down"	Uptown/MCA
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STRESS

BRANDY	"Baby"	Atlantic/AG
BROWNSTONE	"If You Love Me"	MJJ Music/Epic
BUSH	"Everything Zen"	Tra./Interscope/AG
D. MATTHEWS	"What Would..."	RCA
M. ETHERIDGE	"If I Wanted..."	Island
DIONNE FARRIS	"I Know"	Columbia
HOLE	"Violet"	DGC
LETTERS TO...	"Here And Now"	Giant
OASIS	"Live Forever"	Epic
TOM PETTY	"It's Good To..."	Warner Bros.
RANCID	"Salvation"	Epitaph
ROLLSTONES	"I Go Wild"	Virgin
SOUL FOR REAL	"Candy Rain"	Uptown/MCA
SPONGE	"Plowed"	Chaos/Columbia

ACTIVE

•BAD RELIGION	"Infected"	Atlantic/AG
BELLY	"Now They'll..."	Sire/Reprise
BLACKSTREET	"Joy"	Interscope/AG
JEFF BUCKLEY	"The Last..."	Columbia
COLLECTIVE...	"Gel"	Atlantic/AG
DA BRAT	"Give It 2 You"	SoSo Def/WORK
DURAN DURAN	"White Lines"	Capitol
ADINA HOWARD	"Freak Like Me"	Mecca Don/EW/EEG
ELTON JOHN	"Believe"	Rocket/Island
M. JORDAN	"This Is How..."	PMP/RAL
NATE DOGG	"One More Day"	Deathrow/Interscope
RAPPIN' 4-TAY	"I'll Be Around"	Chrysalis/EMI
D. SANDERS	"Must Be The..."	Bust It
STONE ROSES	"Love Spreads"	Geffen
SUBWAY	"This Lil'..."	Biv 10/Motown
USHER	"Think Of You"	LaFace
J. WALTERS	"Hold On"	Atlantic/AG
S. WONDER	"For Your Love"	Motown

ON

CORROSION...	"Clean My..."	Columbia
EXTREME	"Hip Today"	A&M
FLAMING LIPS	"Turn It On"	Warner Bros.
J. HATFIELD	"Universal..."	Mammoth/AG
THE JAYHAWKS	"Blue"	American
MAD SEASON	"River Of..."	Columbia
M. MANSON	"Lunchbox"	Interscope/AG
S. MCLACHLAN	"Hold On"	Arista

PJ HARVEY
SLASH'S...
M. SWEET
TYPE/NEGATIVE
(* = Upped Rotation/Adds are Bold)

"Down By..."
"Beggars..."
"Sick Of Myself"
"Black No. 1"

Island
Geffen
Zoo Enter.
Roadrunner

NEW ON 120 MINUTES:

BETTER THAN EZRA "Good" (Elektra); **VERUCA SALT** "Number One Blind" (Minty Fresh/DGC); **MORPHINE** "Honey Beat" (Rykodisc); **FAITH NO MORE** "Diggin' The Grave" (Slash/Reprise); **JON SPENCER BLUES EXPLOSION** "Bellbottoms" (Matador); **SICK OF IT ALL** "Step Down" EastWest/EEG.

NEW ON YO! MTV RAPS:

CASH MONEY CLICK "4 My Click" (Blunt); **DIGABLE PLANETS** "Dial 7" (Pendulum/EMI).

WAYNE ISAAK
SVP Of Music & Talent
LEE CHESNUT
VP of Music Programming
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New York, NY 10036
(212) 258-8000



XL

EAGLES	"Love Will..."	Geffen
HOOTIE...	"Hold My Hand"	Atlantic/AG
MADONNA	"Bedtime Stories"	Maverick/Sire/WB
M. ETHERIDGE	"If I Wanted..."	Island
SHERYL CROW	"Strong Enough"	A&M

LARGE

BONNIE RAITT	"You Got It"	Arista
BOYZ II MEN	"On Bended Knee"	Motown
SPRINGSTEEN	"Murder..."	Columbia
DES'REE	"You Gotta Be"	550
DIONNE FARRIS	"I Know"	Columbia
ELTON JOHN	"Believe"	Rocket/Island
G. ESTEFAN	"Everlasting Love"	Epic
MADONNA	"Take A Bow"	Maverick/Sire/WB
R.E.M.	"Bang & Blame"	Warner Bros.
TOM PETTY	"It's Good..."	Warner Bros.

MEDIUM

ADAM ANT	"Wonderful"	Capitol
ANNIE LENNOX	"No More I..."	Arista
BLESSID...	"I Believe"	EMI
BLUES...	"Run-Around"	A&M
DES'REE	"Feels So High"	550
FOREIGNER	"Until The End..."	Priority
HOOTIE...	"Let Her Cry"	Atlantic/AG
MARTIN PAGE	"In The House..."	Mercury
ROLLSTONES	"I Go Wild"	Virgin
SIMPLE MINDS	"She's A River"	Virgin

CUSTOM

ANITA BAKER	"I Apologize"	Elektra
BARRY WHITE	"Come On"	A&M
BOYZ II MEN	"Thank You"	Motown
BRANDY	"Baby"	Atlantic/AG
BROWNSTONE	"If You Love Me"	MJJ Music/Epic
CRANBERRIES	"Ode To My..."	Island
D. MATTHEWS	"What Would..."	RCA
DAVE STEWART	"Jealousy"	Elektra
THE JAYHAWKS	"Blue"	American
PLANT & PAGE	"Thank You"	Atlantic/AG
KARYN WHITE	"Can I Stay..."	Warner Bros.
L. VANDROSS	"Love The One..."	Epic
MARY J. BLIGE	"I'm Goin'..."	MCA
S. MCLACHLAN	"Hold On"	Arista
SOUL FOR...	"Candy Rain"	MCA
S. WONDER	"For Your Love"	Motown
TODD SNIDER	"Alright Guy"	MCA
V. WILLIAMS	"You R Loved"	Atlantic/AG

ADDS

TODD SNIDER	"Alright Guy"	MCA
SOUL FOR...	"Candy Rain"	MCA
MARY J. BLIGE	"I'm Goin'..."	MCA
SPRINGSTEEN	"Murder..."	Columbia
TOM PETTY	"It's Good..."	Warner Bros.
MADONNA	"Bedtime..."	Maverick/Sire/WB

OPPORTUNITIES

EAST

WAAF-FM, Program Director and PM Drive. Album Oriented Rock. Bruce Mittman (GM), 200 Frieberg Parkway #4000, Westborough, MA 01581.

WERZ-FM, On-Air News Director. CHR. Jack O'Brien, P.O. Box 1540, Exeter, NH 08383. Precision Media Corp. is accepting T&Rs for a talented news pro to do wake up anchoring chores and oversee the news department for a couple of stations.

WKCI-FM, News Anchor/Reporter. CHR. Nancy Grover (ND), P.O. Box KC, New Haven, CT, 06510.

WRGX-FM, Production Talent. Modern Rock. Steve Blatter, 11 Skyline Dr., Hawthorne, NY 10532. X-107 still accepting T&Rs for production talent to join the team. Local talent preferred/desired with digital exp. and solid copywriting ability. Couple good years of experience required.

WSBG-FM, Part-Time Air Talent, CHR. Wilkes Barre-Scranton Mkt. Steve McKay, 22 South 6th Street, Stroudsburg, PA 18360.

WKRZ-FM, Night-Time A.T., Mainstream CHR, Wilkes Barre-Scranton Mkt. Doc Medek, 350 Hwy. 315, Pittston Township, PA 18640.

WAFL-FM, On-Air Asst. P.D., Hot AC. Salisbury-Ocean City Mkt. Dan Gaffney, P.O. Box 808, Milford, DE, 19963. Dan is searching for an Assistant PD who can handle a fulltime air shift for Eagle 97.7.

SOUTH

WNVZ-FM, On Air/A.P.D/M.D., Mainstream CHR, Don London, 5555 Greenwich Rd., #104, Virginia Beach, VA 23462.

WEDJ-FM, Nighttime A.T. and Late Night A.T., Mainstream CHR, Brian Bridgman, 400 Radio Road, Charlotte, NC 28216.

WQPW-FM, (Future File) A.T., Hot AC, Jimmy Holmes, P.O. Box 1327, Valdosta GA 31603.

WMXQ-FM, Program Director, Bernie Barker (GM), 2146 Highland Avenue, Birmingham, AL 35205.

WMXS-FM, Nighttime A.T., Hot AC. Karen Rite, 100 Commercial St. #300, Montgomery, AL 36104. 7-12 Midnight slot open. team player, no ego. Excellent prod. ability.

KQID-FM, Air Talent. CHR. Pat Cloud, 1115 Texas Avenue, Alexandria, LA 71301.

KWTX-FM, Production Director, CHR. T.J. Martens, P.O. Box 2636, Waco TX, 76702.

KNNC-FM, Air Talent, New Rock, Austin Mkt., Lynn Barstow, 804 Austin Ave., Georgetown, TX 78626.

MIDWEST

KLYV-FM, On Air Program Director, Mainstream CHR, Kevin Kelly, P.O. Box 1280, Dubuque, IA 52004.

KDEC-FM, News/Sports Director, Hot AC. Paul Scott (GM), P.O. Box 27, Decorah IA 52101. KDEC AM/FM is searching for someone who can triple up as morning news anchor, ND and Sports Director.

KCLD-FM, AM Drive Sidekick. CHR. John Ramsey, P.O. Box 1458, St. Cloud, MN, 56301. Bright, up-beat co-host with some light news reading skills capable of successfully interacting with the show host with wit and wisdom.

WZOK-FM, AM Drive A.T., CHR. Tom Garrett, 3901 Brendenwood Road, Rockford, IL 61107.

KQLA-FM, Part Time Air Talent. Mainstream CHR. J.J. Davis, 5008 Skyway Drive, Manhattan, KS 66502.

KEZG-FM, Air Talent. Hot AC. Glen Hansen, 4343 "O" Street, Lincoln, NE 68510.

KATW-FM, PM Drive A.T., Adult Contemporary. Jeff Walker, P.O. Box 1540, Lewiston, ID

WEST

KLBQ-FM, AM Drive A.T., Hot AC. Brandt Heisner, 1904 West Hillsboro, El Dorado, AR 71730.

KIYS-FM, PM Drive A.T., Hot AC, Dave Ashcraft, 407-B West Parker Road, Jonesboro, AR 72401.

KRAI-FM, Nighttime A.T., Mainstream CHR, Rick Allen, 801 West Victory Way, Craig, CO 81625.

KKFR-FM, On-Air Music Director, CHR. Rick Stacy, 631 North First Avenue, Phoenix, AZ 85003.

XHTZ-FM, Part Time Air Talent, CHR. San Diego Mkt. Lisa Vasquez (OM), 1229 3rd Ave., Ste. C., Chula Vista, CA 91911.

XHRM-FM, Promotion Director, New Rock. San Diego Mkt., Sherman Cohen, 2434 Southport Way/Ste. A, National City, CA 91950.

KBOS-FM, (Future File) A.T., CHR. Mark Adams, 2020 E. McKinley, Fresno CA 93703.

KOME-FM, Production Director (P/T A.T.), Modern Rock, c/o Herman Gallegos, 3031 Tisch Way #3, San Jose, CA 95128.

KMUZ-FM, Full-Time Part-Time Air Talent, New Rock. Dick Sheetz, 4614 S.W. Kelly Avenue, Portland, OR 97201.

Information provided by:



Job Tip Sheet



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(Stations: List jobs for free/cover EEO responsibility)

STATION REPORTS

MAJORS

EAST

92Q, Baltimore P.D.-Russ Allen/M.D.-Camille Cashwell ...410-332-8200
New: Blackstreet; K.Franklin; Method Man/M.J.Blige; A.Baker.

98PXY, Rochester, NY P.D.-Clarke Ingram/ M.D. J.J. Rice New: Human League; A.Grant; Eagles.

B94, Pittsburgh P.D.-Buddy Scott/M.D.-John Cline... 412-381-8100
New: None.

HOT97, New York City P.D.-Steve Smith/A.P.D.-Paco Lopez/M.D.-Tracy Cloherty... 212-840-0097 New: Total; Method Man/M.J.Blige; Frankie Cutlass.

KISS108, Boston O.M.-Dale Dorman/P.D.-John Ivey/M.D.-Tad Bonvie... 617-396-1430 New: Stevie B.; A.Lennox; S.Wonder.

PRO-FM, Providence P.D.-David Simpson/M.D.-Tony Mascaro... 401-433-4200 New: S.Crow; N.French; Human League; Dave Matthews Band.

STAR104.5, Phila. P.D.-Chuck Knight/M.D.-Ann Gress...215-668-0750 New: None.

WIOQ, Phila. P.D.-Glenn Kalina/ M.D.-Dee Dee McGuire...215-667-8100 New: Martin Page; Boyz II Men; Van Halen.

WKSE, Buffalo P.D.-Brian Burns/ /M.D.-Sue O'Neill...716-884-5101
New: Technotronic; Blues Traveler; Cranberries; Eagles.

WKSS, Hartford VP/Programming-Jay Beau Jones/M.D. Tina Simonet 203-249-9577 New: Human League; Diana King; Max-A-Million.

WPGC, Wash. P.D.-Jay Stevens/ M.D.-Albie D... 301-441-3500 New: Blackstreet; Method Man/Mary J.; K.Martin; Nine.

WPLJ, New York City VP/Prog.-Tom Cuddy/ P.D.-Scott Shannon/Asst. P.D./M.D.-Mike Preston... 212-613-8900 New: Foreigner.

WPLY, Philadelphia, PA P.D.-Garrett Michaels/A.P.D./M.D.-Chuck Tisa...610-565-8900 New: Stone Temple Pilots; R.E.M..

WPST, Trenton, NJ P.D.-Michelle Stevens/Asst. P.D./M.D.-Dave McKay New: Human League; S.Crow; R.E.M.; Gillette; Hole; Elastica.

WRQX, Wash. P.D.-Randy James/M.D.-Linda Silver...202-686-3100 New: None.

WTIC-FM, Hartford P.D.-Paul Cannon/ Asst. P.D.-Steve Salhany/M.D.-Tony Bristol...203-522-1080 New: Des'Ree.

WUSL, Phila. O.M.-Dave Allen/ M.D.-CeCe McGhee...215-483-8900 New: 2 Pac.

WWKX, Providence P.D.-Scotty Snipes/ M.D.-Tom Naylor...508-222-1320 New: L.Vandross; Duran Duran.

Z100, New York City V.P./Dir. Ops. & Prog.-Steve Kingston/M.D.-Andy Shane...212-239-2300 New: Better Than Ezra; Real McCoy.

SOUTH

99X, Atlanta P.D.-Brian Philips/Asst. P.D.-Leslie Fram/M.D.-Sean Demery... 404-266-0997 New: Dada; Cake; Soundgarden; Pearl Jam; Mad Season; No Use For A Name; Ned's Atomic Dustbin; Indigo Girls; Phunk Junkeez.

B97, New Orleans P.D.-Scott Wright...504-581-7002 New: Letters To Cleo; Stone Temple Pilots; Des'Ree.

THE BOX, Houston O.M./P.D.-Robert Scorpio/ M.D.-Greg Head...713-978-7328 New: Too Short; ESG; Channel Live.

FM100, Memphis P.D.-Steve Conley/M.D.-Henry Nelson...901-726-0555 New:

KDMX, Dallas Asst. P.D./ M.D.-Steve Knoll...214-688-0641 New: J.Secada; J.Kaddison.

KHMX, Houston P.D.-Pat Paxton/A.P.D.-Barry McKay/M.D.-Rich Anhorn... 713-790-0965 New: Jamie Walters; A.Lennox.

KJMZ, Dallas P.D. Thomas Bacote... 214-556-8100 New: Dr. Dre; E-40; A.Baker; Naughty By Nature.

KRBE, Houston P.D.-Tom Poleman/M.D.-Paul Bryant... 713-266-1000 New: S.Crow; Toad The Wet Sprocket; Adam Ant; Sponge.

KTFM, San Antonio Acting P.D.-The Janitor/ M.D.-Charles Chavez...210-599-5500 New: Gillette w/20 Fingers.

POWER96, Miami P.D.-Frank Walsh/ M.D. John Rogers...305-653-6796 New: A.Lennox; Human League; A.Howard; Stevie B.; IV Example; Technotronic.

PWRPIG, Tampa P.D.-B.J. Harris/ Asst.P.D.-Jeff Kapugi/ M.D.-Tom Steele...813-839-9393 New: Firehouse; S.Crow; Fun Factory; Letters To Cleo; Des'Ree.

STAR94, Atlanta VP/Programming-Don Benson/A.P.D./M.D.-Kevin Peterson...404-261-2970 New: Real McCoy; Des'Ree; Human League.

STATION REPORTS

WAPE, Jacksonville, FL P.D.-Jeff McCartney/A.P.D.-Tony Mann/M.D.-Damon Cox...904-642-1055 New: Green Day; Blessid Union of Souls; Des'Ree.

WDJX, Louisville, KY P.D.-Chris Shebel/ Asst.P.D./M.D.-Jill Meyer...502-589-4800 New: Boyz II Men; Human League.

WEDJ, Charlotte P.D.-Brian Bridgman/M.D.-Michael Steele ...704-399-6195 New:

XL106.7, Orlando, FL P.D.-Adam Cook/ M.D.-Larry D...407-339-1067 New: Soul For Real; N.French.

Y100, Miami P.D. Casey Keating/M.D. Al Chio ...305-620-9299 New: London Beat; A.Lennox; Human League.

Y107, Nashville P.D.-Charlie Quinn/A.P.D.-Tom Peace/M.D.-Gator Harrison... 615-256-6556 New: Letters To Cleo; S.B.hawkins; A.lennox; Oasis.

Z104 (WNVZ), Norfolk P.D.-Don London/ A.P.D.-Larry Davis/M.D.-Sean Sellers... 804-497-1067 New: Rednex.

MIDWEST

B96, Chicago P.D.-Todd Cavanah/M.D.-Erik Bradley... 312-951-3763 Bus. Office: 944-6000 New: TLC.

KDWB, Minneapolis P.D.-Mark Bolke/ M.D.-Rob Morris... 612-340-9000 New: Human League; Boyz II Men; Live.

KISS107.3 (KISF), Kansas City P.D.-Chuck Geiger/M.D. Booker Madison...816-254-1073 New: S.Crow; Human League; Blues Traveler.

Q95FM, Detroit P.D.-Steve Weed/Music Coordinator-Fred Buchalter...313-967-3750 New: B.Raitt.

Q102, Cincinnati P.D.-Jimmy Steal/ M.D.-Brian Douglas...513-763-5500 New: D.Farris.

WENZ, Cleveland P.D.-Phil Manning/A.P.D.-Ric Bennett/ M.D.-Sean Robertson...216-348-0108 New: Soundgarden; Offspring; Collective Soul; Pearl Jam.

WHHH, Indianapolis P.D.-Scott Wheeler/M.D.-Carl Frye... 317-293-9600 New: Blackstreet; Fun Factory; Spanish Fly; Sam The Beast.

WHYT, Detroit P.D.-Rick Gillette/Asst. P.D./ M.D.-Mark Jackson/Research Dir. Mark Wussazer... 313-871-3030 New: New Order; Greenday; Bush; Monster Magnet; Pearl Jam; Stone Temple Pilots; Dave Matthews Band; Sheryl Crow.

WKBQ, St. Louis P.D.-Cruze/M.D.-Kenny Knight...314-644-1380 New:

WNCI, Columbus, OH P.D.-Dave Robbins/ M.D.-Dan Bowen... 614-224-9624 New: G.Estefan.

WZJM, Cleveland A.P.D.-Geronimo/M.D.-Big Dave Eubanks...216-621-9566 New: Duran Duran; TLC; Soul For Real.

WZPL, Indianapolis P.D.-Jim Cerone... 317-879-9999 New: Cranberries; Elton John; Rednex; Van Halen.

WEST

THE BEAT (KKBT), Los Angeles V.P. Prog.-Keith Naftaly/A.P.D.-Harold Austin/M.D.-Maurice DeVoe...213-466-9566 New: Brownstone; Scarface; Channel Live.

HOT97.7, San Jose P.D.-Bob Perry/A.P.D.-Trevor Carey/M.D.-Peter Manriquez ...408-943-0770 New: Blackgirl; Cynthia; Diana King; DJ Quick.

KFMB, San Diego P.D.-Tom Gjerdrum ...619-292-7600 New: B.Raitt; Human league.

KGGI, Riverside, CA P.D.-Carmy Ferreri/M.D.-Sonia Jimenez... 909-684-1991 New: All-4-One. **KIIS, Los Angeles P.D.-Steve Perun/M.D.-Tracy Austin...818-845-1027** New: K-Ci Hailey; Boyz II Men; Sons For Real.

KISN, Salt Lake City P.D.-Jim Morales...801-262-9797 New: Foreigner.

KKFR, Phoenix, AZ P.D.-Rick Stacy/A.P.D.-Super Snake/M.D. Mario DeVoe...602-258-6161 New: K.Martin; N II U; TLC: Live.

KKRZ, Portland, OR P.D.-Ken Benson/ A.P.D./M.D.-Eric Murphy...503-226-0100 New: Pearl Jam; TLC; A.Lennox.

KMEL, San Francisco V.P./Programming- Keith Naftaly/O.M.-Dave Shakes/P.D.-Michelle Santosuosso/M.D.-Joey Arbagey... 415-391-1061 New: Method Man/M.J.Blige; Da Brat.

KS104, Denver P.D.-Mark Feather... 303-721-721-9210; Fax: 303-721-1435 New: None.

KSFM102.5, Sacramento P.D.-Rick Thomas...916-920-1025 New: Montell Jordan.

KUBE, Seattle P.D.-Bob Case/M.D.-Shellie Hart...206-285-2295 New: Spanish Fly; Rednex; Des'Ree; Montell Jordan.

KVRY, Phoenix, AZ P.D. Steve Elliott/M.D. Dave Cooper...602-964-4000 New: None.

KWOD, Sacramento P.D.-Alex Cospser... 916-448-5000 New: Green Day; Mad Season; Pearl Jam; Stone Temple Pilots; Ned's Atomic Dustbun.

STATION REPORTS

KZHT, Salt Lake City P.D.-Gary Waldron/M.D.-Gary Michaels...801-264-8250 New: IV Example; Portrait; Diana King; Technotronic.

LIVE105, San Francisco P.D.-Richard Sands/ M.D.-Steve Masters...415-512-1053 New: General Public; Jawbreaker; Phunk Junkees; Stone Temple Pilots.

MIX107.5(KWMX), Denver P.D.-John Peake/A.P.D/M.D.-Randy Logan... 303-370-1447 New:

POWER106, Los Angeles P.D.-Michelle Mercer/M.D.-Bruce St. James... 818-953-4200 New: Montell Jordan; IV Example; E-40; The Coup.

Q99FM, Salt Lake City P.D.-Gary Waldron/M.D.-Gary Michaels...801-264-8250 New: Hootie & The Blowfish; T.Petty; S.Crow; Dave Matthews Band; Stone Temple Pilots.

Q106 (KKLQ), San Diego P.D.-Greg Stevens/A.P.D./M.D.-Ray Kalusa ...619-565-6006 New: Des'Ree.

STAR101.5, Seattle P.D. John Dimick/Asst. P.D./Creative Dir.-Mark Allen...206-223-5703 New: Blessid Union of Souls.

WOSC, Ocean City, MD P.D.-L.J. Smith/M.D.-Jeff Cushman New: Dave Matthews Band; Blessid Union Of Souls.

WPRR, Altoona, PA P.D.-Tommy Edwards New: Des'Ree; Duran Duran; Stone Temple Pilots; Letters To Cleo; Bush.

WQCM, Hagerstown, MD P.D.-David Miller/ M.D.-Will Kauffman New:

WQGN, Groton, CT P.D.-Frank Carofano/A.P.D./M.D.-Liz Jordan New: Des're; Belly; S.Crow; D.King; A.Howard.

WQIC, Lebanon, PA O.M./P.D.-Steve Todd/M.D.-Rich Firestone New: Firehouse; Simple Minds.

WQKX, Sunbury, PA P.D.-Tom Morgan/ M.D. Aaron Collins New: Dream Theatre; Stone Temple Pilots; Blues Traveller; Live.

WRFY, Reading, PA P.D.-Al Burke/M.D.-Mike Browne New: T.Petty; Rusted Root; Pearl Jam; Stone Temple Pilots.

WSBG (POWER 93.5), Stroudsburg, PA P.D.-Steve McKay/A.P.D. Jay Scott New: Stone Temple Pilots; L.Vandross; Real McCoy.

WSPK, Poughkeepsie, NY P.D.-Stew Schantz/ M.D.-Scotty Mac New: Foreigner; Des'Ree; Stone Temple Pilots; Strange Arrangement.

WSTW, Wilmington, DE P.D.-Mike Sommers/M.D. Mike Rossi New: Bon Jovi; Human League; Dave Matthews Band.

WVSR, Charleston, WV P.D.-Bill Shahan New: Hootie & The Blowfish; A.Howard; L.Vandross; M.J.Blige; Letters To Cleo; Gillette.

WWFX, Bangor, ME New: Dave Matthews Band.

WXMJ (MAGIC99), Mt. Union, PA M.D.-Tina Carbaugh New:

WXXX, South Burlington, VT P.D.-Ben Hamilton New:

WYCR, York, PA O.M.-Rick McCauslin/ P.D. Davey Crockett New: Hootie & The Blowfish; Boyz II Men; Belly; M.Page; Letters To Cleo.

SOUTH

BAYOU104, Lake Charles, LA P.D.-Brett Dumler New: Duran Duran.

G105 (WDCG), Durham/Raleigh, NC A.P.D./M.D. Kandy Klutch New: 12-Soul For Real.

K106, Beaumont, TX P.D.-Mark Landis/M.D.-Jack Daniels New: Letters To Cleo; Stone Temple Pilot; S.Crow; C.Waters; Technotronic.

KCHX, Midland/Odessa, TX P.D.-Clayton Allen New: Belly; Indigo Girls; Des'Ree; Letters To Cleo.

KHFI, Austin O.M./P.D.-John Roberts/M.D.-Fernando Ventura/A.M.D.-Krash Kelly New: Fun Factory.

KISR, Ft. Smith, AR P.D.-Fred Baker, Jr./A.M.D.-Jim Grady New: Brandy; Letters To Cleo; Siouxsie & The Banshee; Stone Temple Pilots; 2Pac.

KISX, Tyler, TX P.D.-Michael Storm New: Cranberries; Des'Ree.

KIXY, San Angelo, TX O.M./P.D. Jimmy Steel/M.D.-Brad Douglas New: Max-A-Million; R.Saadiq; 4PM; L.Vandross.

KMCK, Fayetteville, AR P.D.-Dan Hentschel/ M.D.-Mike Chase New: Stone Temple Pilots; Letters To Cleo; S.Crow; Des'Ree; Belly.

KNIN, Wichita Falls, TX P.D.-J.J. McKay New: Rednex; Duran Duran.

KOLZ, Fayetteville, AR M.D.-Sandy Scott: E.John; Brandy; Human League; Foreigner; TLC.

KORQ, Abilene, TX P.D.-Tony Steele/M.D.-Don Cole New: Real McCoy; Foreigner; Blessid Union Of Souls.

KPRR, El Paso, TX P.D.-John Candelaria New: 2 Pac; D.King; Blackgirl; R.Saadiq.

KQIZ, Amarillo, TX P.D.-Ted Kelly New: Boyz II Men; Foreigner; Des'Ree; Belly; Technotronic; Letters To Cleo.

KRRG, Laredo, TX M.D.-Michael J. Lang/Asst.M.D.-A.B. "The Hitman" New: Yo Co Ross; DJ Bobo; Pharoa.

STATION REPORTS

KSMB, Lafayette, LA P.D.-Bobby Novosad/M.D.-Kurt Kruzer New: Stone Temple Pilots; Toad The Wet Sprocket; Soul For Real; Foreigner.

KWTX, Waco, TX P.D.-Tom Martens/M.D.-Flash Phillips New: J. Walters; Cranberries; M.J.Blidge; Technotronic.

KZII, Lubbock, TX O.M.-Mark Harlan/ P.D.-Chuck Luck/M.D.-Jay Shannon New: M.Blige; Letters To Cleo; Stevie B; Green Day.

WA1A, Melbourne, FL 32901 P.D.-Dan Deeton M.D.- Mike Lowe New: Technotronic; TLC; Blues Traveller.

WABB, Mobile, AL P.D.-Dusty Hayes New: Bush; Human League.

WAEV, Savannah, GA P.D./Operations Mgr.-Burke Allen New: Foreigner.

WDDJ, Paducah, KY P.D.-Rod Phillips New: Des'Ree.

WHHY, Montgomery P.D.-Willie B./M.C.-Joshua Fleming New: Rednex; Blues Traveler; Foreigner; Firehouse.

WILN, Panama City, FL P.D.-Robbie Raggs & Hawk Harrison/M.D.-Crash Test Opie New: Human League; Technotronic; Boyz II Men; Soul For Real.

WJMX, Florence, SC O.M./P.D.-Dave Baker/M.D.-Dena Desnick New: Des'Ree; Dave Matthews Band; Letters To Cleo; S.Crow; Belly.

WNSL, Hattiesburg, MS P.D.-Rick James/A.P.D.-Scott Sands/M.D.-Kevin Vaughn New: Soul For Real; Letters To Cleo.

WOVV, West Palm Beach, FL P.D. Neil Sullivan/M.D.-Scott Chase New: Blessid Union Of Souls; Human League.

WPFM, Panama City, FL P.D.-Michael J. Stone New: Pearl Jam; Duran Duran; M.Sweet.

WXXM, Myrtle Beach, SC P.D.-Calvin Hicks New: Des'Ree; Stone Temple Pilots; K.Martin.

WXKB, Fort Myers, FL P.D.-Chris Cue/M.D.-Randy Sherwyn New: Oasis.

WXHR, Tallahassee, FL P.D.-Jay Cresswell/M.D.-Orlando New: Better Than Ezra; New Order; Elastica; M.Sweet; B. Springsteen.

WXLK, Roanoke/Lynchburg, VA O.M.-Ashby Coleman/P.D.-Chris Taylor New: TLC; Live; Human League.

WYKS, Gainesville, FL P.D.-Jeri Banta New: Hootie & The Blowfish; V.Halen; D.King; A.Howard.

WZNY, Augusta, GA P.D./M.D.-Bruce Stevens New: Rednex; Des'Ree; Human League.

WZYP, Huntsville, AL P.D.-Cat Thomas/M.D.-Nikki Nite New: Pearl Jam; V.Halen.

Z94.3, Knoxville, TN O.M.-Jonathan W. Pirkle New: None.

MIDWEST

99KG, Salinas, KS M.D. Joe West New: S.Crow; K.Hunt.

ENERGY88.7, Chicago IL P.D.-Rob Creighton; M.D. Christina Smith New: None.

KFRX, Lincoln, NE Interim P.D.-Sunny Valentine New: L.Vandross; Oasis; TLC; Human League.

KG95, Sioux City, IA A.P.D./Promo Dir./M.D.-Jerry Liby New: None.

KHITS, Tulsa, OK P.D./M.D.-Michael Ring New: None.

KJ103, Oklahoma City, OK P.D.-Mike McCoy/ M.D.-"Billy The Kidd" New: Des'Ree; Spanish Fly; Blues Traveler; Foreigner; TLC; Technotronic.

KKRD, Wichita, KS P.D.-Jack Oliver/M.D.-Greg Williams New: TLC.

KKXL, Grand Forks, ND P.D.-Rick Acker/M.D.-Kory Lee New: Soul For Real; Rednex.

KLYV, Dubuque, IA P.D.-Joe Dawson/A.P.D./M.D.-Scott Thomas New: D.King; Letters To Cleo; Toad The Wet Sprocket; Duran Duran; Des'Ree; Indigo Girls.

KMGZ, Lawton, OK P.D.-Robert Elfman New: Human League; Technotronic; Rednex; M.J.Blige.

KQHT, Grand Forks, ND P.D.-Jay Murphy/ A.P.D./M.D.-Josh Jones New: None.

KYYY, Bismarck, ND P.D.-Bob Beck/M.D.-John Norton New: Human League; Des'Ree' Stone Temple Pilots; Letters To Cleo.

KZIO, Duluth, MN P.D.-James Baker/M.D.-Justin Case New: 27-Hootie & The Blowfish; 17-T.Petty.

WAZY, Lafayette, IN O.M.-Fred Stewart/M.D.-Craig Quinn New: 30-Human League; 14-Londonbeat.

WBIZ, Eau Claire, WI P.D.-Beau Landrey/M.D.-Dave Daniels New: Des'Ree; Dave Matthews Band.

WBNQ, Bloomington, IL P.D.-Scott Robbins/ M.D.-Scott Laughlin New: Des'Ree; Letters To Cleo; D.King; Dave Matthews Band.

WBWB, Bloomington, IN P.D./M.D.-Tony Manes New: None.

WCIL, Carbondale, IL P.D.-John Riley New: Indigo Girls; Stone Temple Pilots.

STATION REPORTS

WCRX, Columbia College, Chicago, IL P.D./M.D.-Raul Diaz
New: Vicious; Tyree Cooper & Renee; DJ Tragic.

WGRD, Grand Rapids, MI P.D.-Alex Tear New: P.J.Harvey; Blues Traveler.

WGTZ, Dayton, OH P.D.-Louis Kaplan/M.D.-Gretchen Corbett
New: Madonna; TLC; N.French.

WIFC, Wausau, WI P.D.-Duff Damos/Asst. P.D./M.D.-Jackie Johnson New: Hootie & The Blowfish; Rednex; Stone Temple Pilots; Des'Ree; Brandy.

WKDD, Akron, OH P.D./M.D. Chuck Collins New: 10-Firehouse.

WKFR, Kalamazoo, MI P.D.-Glen Dillon New: None.

WKHQ, Northwest, MI P.D.-Rob Hazelton New: Human League.

WLRW, Champaign, IL P.D.-Mike Blakemore/ M.D.-John McKeighan New: Foreigner.

WNDU, South Bend, IN P.D.-Bill Mitchell New: Boyz II Men; Spnge; Des'Ree; Dave Matthews Band; D.King.

WPXR, Davenport, IA O.M.-Dan Kennedy/ P.D.-Terry Simmons
New: Foreigner; Toad The Wet Sprocket; Stone Temple Pilots.

WRQK, Canton, OH P.D.-Ruby Cheeks/A.P.D. Matt The Rat/M.C. Todd Downard New: Stone Temple Pilots.

WSNX, Muskegon, MI P.D.-Mark McGill/M.D. Keith Curry New: Toad The Wet Sprocket.

WTCF, Saginaw, MI V.P./Programming-Rich Panama/P.D.-Steve Williams/M.D. A.P.D./M.D. Greg Fry New: E.John; Duran Duran.

WVKS, Toledo, OH P.D.-Mike Wheeler/M.D.-Curt Kruse New: TLC; Dave Matthews Band; Des'Ree; Real McCoy; Indigo Girls.

WWCK, Flint, MI P.D.-Lee St. Michaels/M.D. Rick Steele New: 24-Hootie & The Blowfish; L.Vandross.

WZOK, Rockford, IL P.D.-Tom Garrett New: TLC; Soul For Real; Des'Ree; Letters To Cleo; Human League.

WEST

B95, Fresno, P.D.-Mark Adams/M.D.-Mickey Freeman
New: Subway.

Hot 105, Modesto, CA P.D.-Pete Jones/ M.D.-Allen Chase New: Jamecia; Portrait; Real McCoy.

KDUK, Eugene, OR P.D.-Greg Adams/M.D.-Mark Radway New: Des'Ree; L.Vandross.

KFFM, Yakima, WA P.D.-Michael Jack Kirby New: Technotronic; Des'Ree; L.Vandross; Mike & The Mechanics.

KKMG, Colorado Springs, CO O.M./ P.D.-Scooter B. Stevens/M.D.-Kevin Kincaid
New: Rednex; Live; G.Estefan; Firehouse; Pearl Jam.

KKSS, Albuquerque, NM P.D.-Roy Jaynes/ M.D.-Jacques James New: 73-TLC; L.Vandross; Ice Cube.

KRQ, Tucson, AZ P.D.-Mark Todd/M.D.-Tim Richards New: Stevie B.; Soul For Real.

KTMT, Medford, OR P.D./M.D.-R. Charles Snyder New: Des'Ree; 4 Him; Letters To Cleo; Spnge; Stone Temple Pilots.

KTRS, Casper, WY O.M.-Stan Icenogle/ P.D.-Martha Steele/M.D.-Dave Collins New: Des'Ree; Human League.

KWIN, Stockton, CA P.D.-Bob Lewis/M.D.-Ken Carr New: Boyz II Men; Usher; Naughty By Nature.

KWNZ, Reno, NV M.D.-Ed Parreira New: L.Vandross; Soul IV Real; Technotronic; S.Crow.

KZMG, Boise, ID P.D.-Mike Kasper/M.D.- Jim O'Brien New: Letters To Cleo; Rednex.

KZZU, Spokane, WA P.D.-Ken Hopkins/M.D.-Casey Christopher
New: Live.

MIX102.7, Fresno, CA O.M./P.D.-Jon Zellner New: 20-L.Vandross; 27-Subway.

OK95, Tri Cities, WA P.D.-Paul Walker/M.D.- Michael Dean
New: Rednex; Hootie & The Blowfish; Stone Temple; Letters To Cleo; Desree.

Luis Obispo, CA P.D.-Jonathan Harte/Asst. P.D./M.D.-Dean Clark
New: None.

HOT SHOTS



SBK/EMI artist Jon Secada performed at B95/Fresno's Valentine's Day Concert. (l-r): EMI's Jim Burgin; Secada; P.D. Mark Adams; and Promotions Director Chris Miller.



Z100/New York welcomed Atlantic recording artists Hootie & The Blowfish to the Z Morning Zoo. (l-r): John Lander; Elliot Segal; Darius Rucker and Jim "Soni" Sonfeld of Hootie & The Blowfish; Patty Steele; and John Bell.



WIOQ/Philly P.D. Glenn Kalina (right); and Judge Goodheart (his real name... we kid you not) married 102 couples at City Hall on Valentine's Day. Here they are with a lucky couple who brought their kids along for the ceremony.



AveX/Critique artist Jaki Graham visited Z100/Portland, and congratulated the winners of the station's \$10,000 giveaway. (l-r): Critique President Carl Strube; Graham; Z100 P.D. Ken Benson; a winner, and (kneeling) Z100's Nelson The Intern and Stephanie Steele.



Capitol artists Duran Duran crashed the Rick Dees show on KIIS/L.A. to talk about their new album. (l-r, top): Ellen K.; Dees; and Duran Duran's Warren Cuccurillo and Simon LeBon. (l-r, bottom): M.D. Tracy Austin; and Capitol's Susan Epstein.



Columbia artist Sophie B. Hawkins visited Y100/Philly's Barsky show, and stuck around to enjoy brunch with the staff. (l-r): News Director Sherri Lee Stevens; Barsky; Sophie B.; Shemp; Kim Douglas; and Chad Brueske.

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**28* - 25* Top
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Over 6.5 Million**

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**Increased Major Market Airplay: Y100-Miami
WHHH-Indianapolis, WWKX-Providence
KTFM-San Antonio, KLUC & KXTZ-Las
Vegas, KGGI-San Bernardino**

San Francisco	Wild107 33 plays KMEL, HOT97.7	#13 SoundScan Single
Boston	WJMN 40 plays Top 5 requests & call-out	#16 SoundScan Single
Seattle	KUBE 26 Plays	#22-#8 SoundScan Single Sales Doubled!
Baltimore	92Q 18 plays	#50-#40 SoundScan Single
Houston	KBXX 40 plays	#24 SoundScan Single
Sacramento	FM102 19 Plays	#20-#18 SoundScan Single
Jacksonville	WAPE 17 plays WHJX 24 plays	#36-#30 SoundScan Single
Los Angeles	POWER106/Slow Jams	70% SoundScan Single Increase

**The debut single from the album "It's Long Over Due," coming in April.
Also available on the "Bad Boys" Soundtrack.**

Produced by: Marti Sharron and Danny Sembello
Management: (617) Management / Brooke Payne

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"I love it...A great record for Top 40 radio, with a real 90's sound."

-Kevin Peterson -STAR94

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-Glenn Kalina -W100

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WPRO WKBQ WNVZ KKFR KKRZ WXKS
KDWB B100 KIMN STAR94 WZJM WPLY
WEDJ Y100 WKSS KHKS WHYT Q102
KISF Q99 KLRZ KMXV B94 PWR96
Q106 B97 WZPL



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TELL ME WHEN

The premiere single and video from the forthcoming album **OCTOPUS**.

Produced by Ian Stanley