

UPDATED REPORTING PANELS

This week's **R&R** contains the complete and *updated* lists of the reporting stations for each **R&R** music format, effective with this issue.

Listings appear in each section

OVERLOOKED SALES POINTS

Everyone listens to radio, 25-54 listening is up, and weekend listening is strong. **Katz Sr. VP Gerry Boehme** addresses some facts about radio that salespeople often overlook.

Page 18

KISS BUILDS A HOUSE

KISS/San Antonio is the first radio station in the nation to become a "Habitat For Humanity" affiliate, building a home with the help of its listeners. How did they do it?

Page 120

WGCI SPOTLIGHTS 'GIRL X'

Urban **WGCI/Chicago** succeeded in bringing national attention to a horrific local crime and raised more than \$160,000 for the nine-year-old victim in the process.

Page 98

PEOPLE IN THE NEWS

- **Ed Goldman** named WBZ/Boston VP/GM; **Ted Jordan** becomes WODS/Boston VP/GM; **Scott Herman** appointed CBS Radio Nets Sr. VP/News
- **Dan Balla** becomes PD at KKRW/Houston
- **Dr. Dave Ferguson** now PD for WXYV/Baltimore
- **Tim Dukes** named PD for KIOZ/San Diego; **Mark Todd** now PD at sister KKLQ/San Diego
- **Dan Beck** appointed V2 label President

Page 3

THIS #1 WEEK

- CHR/POP**
• **CARDIGANS** Lovelool (*Mercury*)
- CHR/RHYTHMIC**
• **SPICE GIRLS** Wannabe (*Virgin*)
- URBAN**
• **MONICA** For You I Will (*Warner Sunset/Atlantic*)
- URBAN AC**
• **BABYFACE** Every Time I Close My Eyes (*Epic*)
- COUNTRY**
• **DEANA CARTER** We Danced Anyway (*Capitol*)
- NAC/SMOOTH JAZZ**
• **BRAXTON BROTHERS** When Love Comes... (*Kokopelli*)
- HOT AC**
• **NO DOUBT** Don't Speak (*Trauma/Interscope*)
- AC**
• **J. BRICKMAN w/M. MCBRIDE** Valentine (*Windham Hill*)
- ACTIVE ROCK**
• **LIVE** Lakini's Juice (*Radioactive*)
- ROCK**
• **AEROSMITH** Falling In Love... (*Columbia*)
- ALTERNATIVE**
• **WALLFLOWERS** One Headlight (*Interscope*)
- ADULT ALTERNATIVE**
• **WALLFLOWERS** One Headlight (*Interscope*)

NEWSSTAND PRICE \$6.50



Commission Approves DARS Plan

■ **FCC to conduct spectrum auction on April 1**

The FCC has finally approved a plan to provide two satellite digital audio radio service (DARS) licenses. The Commission voted Monday (3/3) to conduct an auction among the four pending DARS applicants on April 1.

The agreement was a close call: Chairman **Reed Hundt** and Commissioner **Susan Ness** had said as late as last week that they wanted the auctions opened to new applicants. Both backed down on this criterion, but did win the right of the Commission to adopt rules sometime in the future that would place public interest obligations on the licensees. The licensees still must comply with EEO and political broadcasting rules.

The four existing applicants — **American Mobile Radio Corp., DARS/See Page 28**

R&R Talk Radio Seminar: Style Plus Substance

■ **While talk hosts and execs hone their skills, McCurry outlines White House radio agenda; political advisor Morris impresses audience**

By **JEFFREY YORKE** AND **HEATHER VAN SLOOTEN**
R&R WASHINGTON BUREAU

What do White House Press Secretary **Mike McCurry**, former Clinton advisor **Dick Morris**, **Larry King**, and **MADD** National President **Katherine Prescott** have in common? They were all among the more than 200 in attendance at the second annual **Radio & Records** Talk Radio Seminar, held February 27-March 1 in Washington, DC.

The Clinton administration's commitment to Talk radio will deepen during its second term, McCurry told the seminar audience. "As you may expect, there will be fewer coffees at the White House," McCurry joked. "And that could open up more [radio] opportunities for the president."

McCurry said Clinton's second-term radio activity would most likely take the form of "radio roundtables" airing on several commercial stations. But Clinton won't be given free reign. "He loves to gab. You really need someone there to say, 'OK, next caller please.'"

An aide to Rep. **Joe Kennedy** (D-MA) confirmed that within two weeks, Kennedy will in-

roduce another bill that would ban or severely restrict all forms of alcohol advertising on radio and television. Kennedy's Sr. Legislative Assistant, **Heather Mizeur**, joined **Distilled Spirits Council of America** President **Fred Meister**, **Mothers Against Drunk Driving** National President **Katherine Prescott**, **Association of National Advertisers** Exec. VP/Gov't Relations **Dan Jaffe**, and **Rudy Baca** (senior advisor to FCC Commissioner **James Quello**) in a roundtable discussion debating the legality and social repercussions of alcohol advertising.

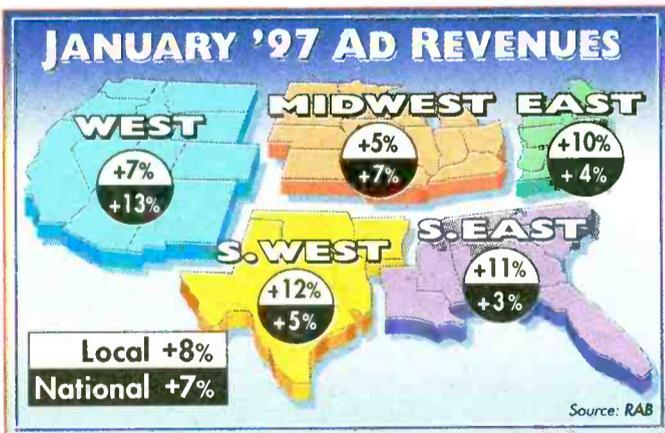
Prescott was quick to clarify that MADD "does not advocate a ban on alcohol advertising." Instead, she stated, "We would like to see 'counter-ads' to alcohol ads." Additionally, Prescott opposed the use of images that may be enticing to those under age 21.

Referring to Kennedy's several unsuccessful attempts to push similar legislation through Congress, Mizeur said the initiatives have failed because "members of Congress are addicted to the funds they receive from alcohol companies and

SEMINAR/See Page 39



Former Clinton White House advisor **Dick Morris** delivers his keynote address at R&R's second annual Talk Radio Seminar.



'97 Numbers Hit High Note

The radio industry started 1997 just where it left off in 1996 — with another month of revenue increases. January business was 8% ahead of last January, according to the **RAB's** revenue index of more than 100 markets. The numbers likely signal another record-setting year of radio revenues, which last year topped \$12 billion.

"Last year will be a tough act to follow, but by all indications 1997 has the potential to surpass it," declared **RAB** President/CEO **Gary Fries**. "Other than the growth we've experienced as a result of positive economic conditions, the principal reason for our industry's optimism in 1997 is the enthusiastic acceptance of radio as the medium of choice for an increasing number of local and national advertisers."



Country Special Stresses Spirit Of Cooperation

Country's continuing success has come in large part because local and national radio, records, and the touring industry have worked hand-in-hand to elevate the music's quality, visibility, and availability.

With radio's consolidation, the proliferation of artists and labels, and the changing face of retail, the future presents the country music community with fresh challenges.

Taking our cue from **CRS 28's** theme of "Winning Through Learning — How To Keep Country Strong," this year's Country Radio Seminar special edition of **R&R** brings together experts from each of these allied fields to discuss "where we've been, where we are, and where we're going."

SPECIAL BEGINS PAGE 43.

Stern's 'Private Parts' Unveiled!



Howard Stern entertained a throng of fans in front of **Madison Square Garden** last Thursday (2/27) before the premiere of his "Private Parts" movie, which opens nationwide today (3/7). Care to predict the movie's opening weekend grosses? See **STREET TALK**, Page 30.

Welcome To Our House

Big House

See You at CRS '97



Cold Outside

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CBS Moves Goldman, Jordan To VP/GM Positions In Boston

■ WINS's Herman now network Sr. VP/News



Goldman

Ed Goldman has returned to CBS Radio Station Group's WBZ-AM/Boston as VP/GM. He succeeds Ted Jordan, who has moved to co-owned WODS-FM to replace Bob Pates as VP/GM.



Jordan

In related news, Scott Herman has been named Sr. VP/News for CBS Radio Networks. He'll also retain his VP/GM post at WINS-AM/New York. Larry Cooper — currently VP, CBS News/Radio — will assist with the transition, but will leave in the spring to pursue other radio opportunities.



Herman

CBS Radio Station Group President Dan Mason commented on Goldman's and

Jordan's appointments: "Ed's previous success with WBZ and his intimate knowledge of the Boston market will serve him and the company very well. Ted's solid performance with FM stations makes him the perfect choice to build upon the great

CBS/See Page 28

Balla Becomes PD At Houston's KKRW

Dan Balla has been named PD at Classic Hits KKRW/Houston. He most recently was PD at KRXO/Oklahoma City, where he spent seven years.

"I'm extremely pleased to be selected to come to Houston, program the station, and take it up to its next level," Balla told R&R. "I'm very impressed with the quality of the people here and their ideas about radio. I'm especially excited to be working with [Station Manager] Frank Carter, [Manager/Marketing] Mike Crushan, and SFX Broadcasting's [Regional VP] Dusty Black and [VP/Programming] Dave Dillon.

BALLA/See Page 28

'Q-Jam'n The Vote



WKQX(Q101)/Chicago and WJMN(Jam'n 94.5)/Boston recently "Rocked The Vote" as honorees at the fourth annual Patrick Lippert Awards held last week (2/25) in New York City. On hand for the event, which was co-hosted by MTV, were (back row, l-r) Q101 Marketing Director Ray Mena, L.L. Cool J and Coolio, and Jam'n 94.5 Marketing Director Dennis O'Heron; (front row, l-r) Joan Osborne, 'JMN air personality Fast Freddy and Promotion Coordinator Shaileen Renshaw.

Justice Clears Way For ARS/EZ Merger

■ DOJ also wraps probe into Cox Radio's acquisition of NewCity's Syracuse outlets

In an antitrust settlement with the Department of Justice, American Radio Systems has agreed to sell KSSJ-FM/Sacramento and EZ Communications said it will sell WRFX-FM/Charlotte. The agreement clears the way for ARS and EZ to complete their \$655 million merger, which they agreed to last August (R&R 8/9/96).

Without the divestiture, ARS/EZ would have had 55% of Charlotte's radio advertising revenues and 36% of Sacramento's ad revenues. After the sales, the companies will have 40% in Charlotte and 33% in Sacramento. But the real issue may have been format control in Charlotte: Had a previously announced deal

DOJ/See Page 28

Katz Forms ABC Rep Firm

Katz Radio Group has formed a new division that will represent all 21 of ABC Radio's stations. Bob McCurdy, who was most recently President of Sentry Radio Sales, will preside over this division, which hasn't yet been named.

"ABC is an extremely important core KRG client," noted KRG President Stu Olds. "ABC is strategically critical to our marketing strength and flexibility in the Top 20 markets as we build on our growing new business development efforts."

The division is expected to bill more than \$70 million this year. It will open its doors April 1.

In addition to his new post with the ABC rep firm, McCurdy was also appointed an Exec. VP for KRG. Banner Radio/Detroit VP/GSM Mitch Kline will become VP/GM under McCurdy.

'Dr. Dave' Sets Up PD Practice At WXYV

"Dr. Dave" Ferguson has been hired as the new PD at CBS Radio Urban outlet WXYV (V103)/Baltimore. He transfers to V103 from the Creative Services Director post at co-owned WPGC-FM/Washington.

"We're all very happy about Dave coming to 'the V' and are excited about the future now that he's on board," said WPGC President/GM Benjamin Hill, who is currently overseeing WXYV.

Ferguson added, "This station has historically been the dominant Ur-



Ferguson

ban station in town. Now it's time for history to repeat itself. Now that CBS is involved, we'll have the backing that has been missing for the past couple of years. The priority is for V103 to reconnect with the community and re-establish the on-air consistency that helped make it such a heritage property."

Ferguson returned to WPGC in 1994 after a three-year stint as PD of KSFM/Sacramento. He had worked at WPGC between 1987-1991, the last two years as its PD.

MARCH 7, 1997

NEWS & FEATURES

Radio Business	4	National Video Charts	26
Business Briefs	4	Street Talk	30
Transactions	6	Sound Decisions	37
Sales	18		
Management	21	Product Showcase	27
Marketing & Promotion	22	Opportunities	137
Show Prep	24	Marketplace	139
'Zine Scene	24		

FORMATS & CHARTS

News/Talk	39	AC Chart	110
Country	43	Hot AC Chart	113
Country Chart	80	NAC/Smooth Jazz	115
Country Action	81	NAC/Smooth Jazz Tracks Chart	116
CHR	87	NAC/Smooth Jazz Albums Chart	117
CHR Callout America	88	Rock	120
CHR/Pop Chart	89	Active Rock Chart	121
Pop/Alternative Chart	90	Rock Chart	124
CHR/Rhythmic Chart	95	Alternative	126
Hip-Hop Chart	96	Alternative Chart	128
Urban	98	Alternative Specialty Shows	133
Urban Chart	100	Alternative Action	132
Urban AC Chart	106	Adult Alternative Tracks	134
Adult Contemporary	108	Adult Alternative Albums	135

The Back Pages 142

Jacor/San Diego Taps Two Programmers

■ Dukes adds KIOZ duties; Todd heads to KKLQ

Jacor Communications/San Diego has tapped two new PDs: Tim Dukes at Active Rock KIOZ-FM and Mark Todd at C H R / P o p K K L Q - F M . Dukes will retain his Jacor/San Diego OM post; Todd formerly served as PD at KRQQ/Tucson.

Dukes — who also has served as OM at Alternative sister XTRA-FM — replaces Greg Stevens at KIOZ; Stevens exited last week. "This is



Dukes



Todd

the first time in my career that I've crossed the street without pissing off the station I left," Dukes told R&R. "But then again, it's not like I really crossed the street, it's like crossing the alley."

KKLQ has been without an official PD since Al Peterson left and reopened his consultancy. Todd told R&R, "It is extremely exciting to

JACOR/See Page 28

V2 Welcomes Beck As President

Virgin Records founder Richard Branson's new label V2 has tapped Dan Beck as President of its North American operations. Beck — who will be based in New York — spent two decades with Epic Records, where he most recently was Sr. VP/Marketing.

"We're thrilled that V2, in its infancy, has managed to attract someone of Dan's caliber to take the helm in America," V2 Group COO Jeremy Pearce said. "In addi-



Beck

tion to his tremendous marketing experience, Dan has exactly the personal qualities to lead what we believe will be a very special company."

Virgin Group Of Companies Chairman Branson added, "We are absolutely delighted that Dan has joined us at the start of this exciting new venture. He was our number-one choice, and it's always good to be number one."

As head of Epic's marketing team,

BECK/See Page 28

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

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OPPORTUNITIES/MARKETPLACE:						
EDITORIAL, OTHER DEPTS:						
WASHINGTON, DC BUREAU:						
NASHVILLE BUREAU:						

Federal Court Strikes Down FCC Gambling Rule

By HEATHER VAN SLOOTEN
R&R WASHINGTON BUREAU

Radio stations have a constitutional right to air advertisements for gambling casinos, a federal appeals court has ruled unanimously. The 9th Circuit Court of Appeals in San Francisco upheld 3-0 a district court ruling that said the FCC's ban on casino advertising violates the First Amendment.

The suit was brought against the Commission by **Valley Broadcasting** and **Sierra Broadcasting** companies in Nevada.

Decision 'Right On Track'

The ruling is good news, especially for radio companies in New Jersey, Louisiana, and California, where broadcasters had been angry that Nevada could run the ads, while they were excluded from doing so. "The Circuit Court decision is simply another nail in the government coffin," said **Steve Perskie**, attorney for **Players International Inc.**, which is contesting the FCC rule in New Jersey. "It is a decision that's right on track and that makes many

The Circuit Court decision is simply another nail in the government coffin.

—Steve Perskie

of the same points we are making in our case."

Nevada received a waiver to the regulation in 1992. The FCC rule and a U.S. statute prohibit "any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes depending in whole or in part upon lot or chance."

That rule is jointly enforced by the Department of Justice.

While the court was sympathetic to the FCC's purported goal of discouraging what the FCC calls a "social ill" (i.e., gambling), the court said the numerous exceptions to the rule make it ineffective. The rule does not apply to government-run, Indian-run, or non-profit gambling advertising.

The NAB late last year filed a brief in support of Valley and Sierra's arguments. "We're pleased with the decision, but we realize there are future court battles ahead, and the Supreme Court will likely be the final arbiter," said NAB spokesperson **Dennis Wharton**. One FCC source said the Commission has yet to decide what it will do next, but others say it is likely the court's decision will be appealed.

Currently 49 states allow gambling; 22 allow casinos.

BUSINESS BRIEFS

Tauzin, Gregg Back Burns; Warn FCC

House Telecommunications Subcommittee Chairman **Billy Tauzin** (R-LA) and Sen. **Judd Gregg** (R-NH) have warned the FCC that it cannot use its own methods for determining whether a station sale would create too much consolidation in a market. In a letter to Chairman **Reed Hundt** last week, Tauzin said Congress, in creating the ownership rules in the Telecom Act, precluded the FCC from using criteria such as "diversity of voices" or "competitive effect" in granting transfer applications. Tauzin's letter came days after an almost identical one from Senate Communications Subcommittee Chairman **Conrad Burns** (R-MT).

Gregg asked Hundt, "Does the Commission undertake its own review of the competitive impact of a proposed transfer that is otherwise permitted under the caps established by the Act? If so, on what authority? What standard is the Commission employing and how is it justified?"

Tauzin said only the Department of Justice has the authority to determine whether concentration is anti-competitive or unhealthy for the market. "Any review the FCC would perform in this area would be both duplicative and wasteful," Tauzin wrote.

Meister Responds To Tauzin Alcohol Proposal

House Telecommunications Subcommittee Chairman **Billy Tauzin**'s (R-LA) proposal that broadcasters enact an industrywide policy on alcohol advertising did not go unnoticed by the **Distilled Spirits Council of the U.S.** (DISCUS). DISCUS President/CEO **Fred Meister** indicated this week that his group could support an antitrust exemption allowing broadcasters to develop a code targeting all alcohol advertising to adults.

"If the intent of this exemption is correct, and beer and wine would fully participate, then we would support it," Meister said. "If, on the other hand, the exemption would perpetuate discrimination against distilled spirits, we would strongly oppose it."

Financial Update

SFX Broadcasting Inc. has closed its \$41 million acquisition of **KNUZ-AM & KQUE-FM/Houston** from **Texas Coast Broadcasters** and its \$25 million buy of **WWYZ-FM/Hartford** from **WATR Inc.** ... The **Federal Trade Commission** has granted early antitrust clearance to **American Radio Systems'** acquisition of **WGRR-FM/Cincinnati** from the **Dalton Group** ... **Jacor Communications** will sell its interest in amusement park firm **Australia's Wonderland Partnership** for \$9 million to **Hartford Lane Pty. Limited** as trustee for **Sunway Australia Unit Trust**. The proceeds will provide Jacor with approximately 26 cents per share.

CEA Realigns Executive Tier

Communications Equity Associates has shuffled its executive line up:

- **Tom Cardy** to Exec. VP/Entertainment & New Media from Sr. VP/Entertainment & New Media
- **Beverly Harns** to Sr. VP/Managed Investments from Sr. VP/New Business Ventures
- **Even Blum** to VP/Broadcasting from Senior Associate
- **Scott Feuer** named VP/Entertainment & New Media from Manager/Business Planning & Development for the **Walt Disney Co.**'s Attractions Division. Other appointments include:
- **Mike Xenick** to VP/Entertainment from Financial Analyst
- **George Pollock Jr.** to CFO/Merchant Banking Division from Manager/Affiliated Investments

Continued on Page 28

EARNINGS

ARS, EZ Report Revenues

Soon-to-be-merged American Radio Systems (NYSE: AFM) and **EZ Communications** (Nasdaq: EZCIA) have announced their fourth-quarter and year-end earnings.

ARS saw revenues jump 129.2% (14% on a same-station basis) in the fourth quarter of 1996. Earnings were \$2.4 million (one cent per share) on revenues of \$64.4 million, compared to \$971,000 (6 cents) on revenues of \$28.1 million for fourth-quarter 1995. Broadcast cash flow before net local marketing agreement fees increased 119.4% to \$22.6 million. On a same-station basis cash flow was up 22%. For the full year ARS had income

of \$5.1 million (one cent) on revenue of \$178 million, compared to last year's \$8.3 million (59 cents) on revenue of \$97.8 million. Broadcast cash flow for 1996 increased 85.3% to \$58 million from \$31.3 million.

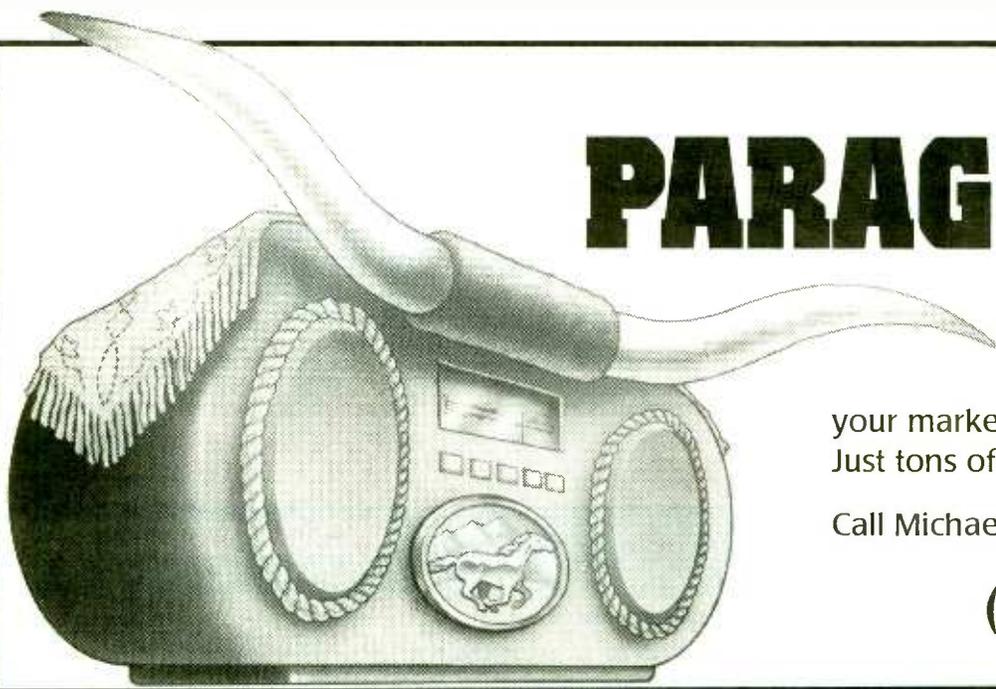
"We believe the work we have done in 1996 sets the stage for accelerating same-station growth rates in 1997 and beyond," said SFX Chairman/CEO **Steve Dodge**. "With strong initial ratings results in hand, we feel very good about our prospects for 1997 and for the second half of the year in particular."

EZ Communications

For the most recent three-month period, EZ posted a loss of \$6.9 mil-

lion (76 cents) on net revenue of \$30.7 million, compared to earnings of \$294,000 (3 cents) on revenue of \$23.5 million for fourth-quarter 1995. Broadcast cash flow increased 41% to \$12.1 million from \$8.6 million. EZ attributed to loss in part to costs associated with the ARS merger. Broadcast cash flow increased 35%.

On a same-station basis net revenue and broadcast cash flow increased 5% and 13%, respectively, for the full year. The company reported a loss for the year of \$4.7 million (52 cents) with \$121.2 million in revenues. For '95 EZ had net income of \$2.2 million (25 cents) on revenue of \$95.6 million.



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where your listeners are
(by zip and by location),
how your **format** is
performing in your market,
and the strength
of your **P1** listeners.

Oh, and you'd like to see it
over a **five-book** period

...along with your
competitors' numbers.

Anything else?

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ARBITRON

DEALS OF THE WEEK

• **American Radio Systems/Alta Broadcasting merger \$24 million**

- KEZR-FM/San Jose
- KLUE-FM/Soledad (Monterey-Salinas)

• **SFX/EZ Communications swap \$65 million**

- WDSY-FM/Pittsburgh
- WRFX-FM/Charlotte

1997 DEALS TO DATE

Dollars To Date: \$2,989,892,662
(Last Year: \$2,006,636,376)

This Week's Action: \$146,896,343
(Last Year: \$653,709,127)

Stations Traded This Year: 407
(Last Year: 368)

Stations Traded This Week: 58
(Last Year: 46)

TRANSACTIONS AT A GLANCE

- Communications Properties Inc. acquisitions \$2.5 million
 - KGGY-FM/Dubuque, IA
 - WJOD-FM/Galena, IL (Dubuque, IA)
- KOLX-FM/Barling (Ft. Smith), AR \$450,000
- KZAL-FM/Desert Center, CA \$50,000
- KTOM-AM & FM/Monterey-Salinas, CA \$8 million
- KCBQ-AM/San Diego \$6 million
- KPAG-AM & KRQS-FM/Pagosa Springs, CO \$315,000
- WDRK-FM/Callaway & WPFM-FM/Panama City, FL \$2.75 million
- WNTF-AM/Mount Dora, FL \$75,000
- WGUJ-FM/Punta Gorda (Ft. Myers-Naples), FL \$2 million
- WFVR-AM/Valdosta, GA \$114,500
- KXLT-FM/Eagle (Boise), ID \$391,000
- KCIX-FM/Garden City (Boise), ID \$7.56 million
- WEJM-FM/Lansing (Chicago), IL \$14.7 million
- KCRR-FM/Grundy Center (Waterloo-Cedar Falls), IA \$2 million
- WHBN-AM & FM/Harrodsburg, KY \$300,000
- WNVL-AM/Nicholasville (Lexington-Fayette), KY \$165,600
- KDBS-AM & KRRV-FM/Alexandria, LA \$1.9 million
- KRVE-FM/Brusly (Baton Rouge), LA \$7,078,700
- WBIU-AM/Denham Springs (Baton Rouge), LA \$250,000
- KFRB-AM & KFMV-FM/Franklin, LA \$100,000
- WFRB-AM & FM/Frostburg, MD \$3,325,000
- KMRN-AM & KNOZ-FM/Cameron, MO \$430,543
- WMHX-FM/Canandaigua, WRCD-FM/Honeoye Falls & WMAX-FM/Irondequoit (Rochester), NY \$7 million
- WBAZ-FM & WLIE-FM/Nassau-Suffolk \$1.65 million
- WBTB-AM/Beaufort (Greenville-New Bern), NC \$18,000
- WMBL-AM/Morehead City (Greenville-New Bern), NC \$40,000
- WDUK-AM, WFXC-FM & WFXK-FM/Raleigh-Durham \$20 million
- WREB-AM/Reidsville, NC \$225,000
- KOTK-AM/Portland, OR \$8.3 million
- WXVX-AM/Monroeville (Pittsburgh), PA \$150,000
- WXRJ-AM/Guayama, PR \$300,000
- Root Communications South Carolina acquisitions \$10.3 million
 - WJMX-AM & FM, WDAF-FM, WSQN-FM/Florence
 - WGTR-FM & WWSK-FM/Myrtle Beach
- WLJI-FM/Summerton, SC \$108,000
- KIKM-FM/Sherman, TX \$14 million
- KKBY-AM/Puyallup (Seattle-Tacoma), WA \$350,000

TRANSACTIONS

ARS/Alta Broadcasting Merger Nets \$24M

ARS gets two more California FMs; SFX, EZ swap in Pittsburgh, Charlotte

Deals Of The Week

American Radio Systems/Alta Broadcasting merger

PRICE: \$24 million

TERMS: Merger; \$20 million worth of American Radio Systems Class A common stock and \$4 million cash

BUYER: American Radio Systems Corp., headed by President Steve Dodge. It owns KKSJ-AM, KBAY-FM, KSJO-FM & KUFX-FM/San Jose. Phone: (617) 375-7500

SELLER: Alta Broadcasting Co., headed by President James Levitt. Phone: (408) 287-5775

BROKER: Eliot Evers of Media Venture Partners

KEZR-FM/San Jose

FREQUENCY: 106.5 MHz
POWER: 50kw at 430 feet
FORMAT: Hot AC

KLUE-FM/Soledad (Monterey-Salinas)

FREQUENCY: 106.3 MHz
POWER: 5.1kw at 345 feet
FORMAT: Country

Swap Deal

SFX/EZ Communications swap

EXCHANGE VALUE: \$65 million
TERMS: SFX is swapping its WDSY-FM Pittsburgh and \$20 million for EZ Communications' WRFX-FM/Charlotte.
BROKER: Ed Dugan & Assoc.

WDSY-FM/Pittsburgh

TRADED TO: EZ Communications, headed by President Alan Box. It owns WBZZ-FM & WZPT-FM/Pittsburgh. Phone: (703) 591-1000

FREQUENCY: 107.9 MHz
POWER: 50kw at 827 feet
FORMAT: Country

WRFX-FM/Charlotte

TRADED TO: SFX Communications, headed by President Bob Sillerman. It owns WLYT-FM & WTDR-FM/Charlotte. Phone: (212) 407-9126

FREQUENCY: 99.7 MHz
POWER: 84kw at 1056 feet
FORMAT: Classic Rock

Group Deal

Communications Properties Inc. acquisitions

PRICE: \$2.5 million

TERMS: Asset sale for cash
BUYER: Communications Properties Inc., headed by President Phillip Kelly
SELLER: Iowa Communications Investments Inc., headed by President John Cox

KGGY-FM/Dubuque, IA

FREQUENCY: 102.3 MHz
POWER: 1.65kw at 410 feet
FORMAT: Rock

WJOD-FM/Galena, IL (Dubuque, IA)

FREQUENCY: 107.5 MHz
POWER: 3kw at 328 feet
FORMAT: Country

Arkansas

KOLX-FM/Barling (Ft. Smith)

PRICE: \$450,000

TERMS: Asset sale for cash
BUYER: Toccoa Falls College Inc., headed by President Paul Alford. Phone: (706) 886-6831

SELLER: Hendren-McChristian Communications, headed by President Kim Hendren. Phone: (501) 787-6500

FREQUENCY: 94.5 MHz
POWER: 31kw at 502 feet
FORMAT: Gospel

California

KZAL-FM/Desert Center

PRICE: \$50,000

TERMS: Asset sale for cash
BUYER: Worldwide Multi-Media Broadcasting Co., headed by President Frank Jordan. Phone: (619) 586-0046

SELLER: Desert Broadcasting Corp., headed by President Wolfram Dochtermann. Phone: (619) 324-7553

KTOM-AM & FM/Monterey-Salinas

PRICE: \$8 million

TERMS: Asset sale for cash
BUYER: Lartigue Multimedia Systems Inc., headed by President John Lynch. It has agreed to acquire KHTX-AM, KDON-FM & KRQC-FM/Salinas. Phone: (619) 299-8900

SELLER: California Broadcasting Co. L.P., a wholly owned subsidiary of California Broadcasting Investors L.P.
FREQUENCY: 1380 kHz; 100.7 MHz
POWER: 5kw; 1.4 kw at 2421 feet
FORMAT: Country; Country
BROKER: Media Services Group

KCBQ-AM/San Diego

PRICE: \$6 million

TERMS: Asset sale for cash
BUYER: JS Communications Inc., headed by President Terry Jacobs. Phone: (606) 292-0030

SELLER: Citicasters Co., a wholly owned subsidiary of Jacor, headed by President Randy Michaels. Phone: (606) 655-2267

FREQUENCY: 1170 kHz
POWER: 50kw day/1kw night
FORMAT: Talk

Colorado

KPAG-AM & KRQS-FM/Pagosa Springs

PRICE: \$315,000

TERMS: Asset sale for cash
BUYER: Stubbs Broadcasting Co. Inc., headed by President Donald Stubbs. Phone: (970) 264-4733

SELLER: A & B Broadcasting Inc., headed by President Monte Spearman. Phone: (719) 336-2206

Florida

WDRK-FM/Callaway & WPFM-FM/Panama City

PRICE: \$2.75 million

TERMS: Asset sale for cash
BUYER: Root Communications Ltd., headed by President Jim Devis. It has agreed to acquire WAKT-FM & WRBA-FM/Panama City. Phone: (904) 258-4700

SELLER: Milblack Inc., headed by President J.T. Milligan. Phone: (904) 234-8858
FREQUENCY: 103.5 MHz; 107.9 MHz
POWER: 100kw at 423 feet; 100kw at 1000 feet
FORMAT: Rock; Hot AC
BROKER: Donald Clark

WNTF-AM/Mount Dora

PRICE: \$75,000

TERMS: Asset sale for cash
BUYER: Telford Resort Hotel Inc., a wholly owned subsidiary of Peoples Network Inc., headed by President Charles Harder. Phone: (904) 397-4489
SELLER: Cross Country Communications Inc., headed by President George Zarris. Phone: (812) 941-1570
COMMENT: Until recently, WNTF's call letters were WBGB

WGUJ-FM/Punta Gorda (Ft. Myers-Naples)

PRICE: \$2 million

TERMS: Asset sale for cash
BUYER: Renda Broadcasting Corp., headed by President Anthony Renda. It owns WWGR-FM/Ft. Myers, WEJZ-FM/Jacksonville, and WFKS-FM/Palaska, FL. Phone: (412) 531-9500
SELLER: Intermart Broadcasting of Naples Inc., headed by President James Martin. Phone: (941) 639-1188
FREQUENCY: 98.9 MHz
POWER: 4.1kw at 328 feet
FORMAT: NAC/Smooth Jazz

Georgia

WFVR-AM/Valdosta

PRICE: \$114,500

TERMS: Asset sale for \$100 cash and

assumption of existing notes
BUYER: Telford Resort Hotel Inc., a wholly owned subsidiary of Peoples Network Inc., headed by President Charles Harder. It has agreed to acquire WNTF-AM/Mount Dora, FL. Phone: (904) 397-4489
SELLER: Florida Welcome Center Inc., headed by President Millicent Saunders. Phone: (352) 376-6285

Idaho

KXLT-FM/Eagle (Boise)

PRICE: \$391,000

TERMS: Asset sale for cash
BUYER: Lartigue Multimedia Systems Inc., headed by President John Lynch. It has agreed to acquire KCIX-FM/Garden City (Boise), ID (see following deal). Phone: (619) 299-8900
SELLER: Eagle Broadcasting Inc., headed by President Humberto Fuentes. Phone: (208) 376-6666
FREQUENCY: 107.9 MHz
POWER: 45kw at 2684 feet
FORMAT: B/EZ
BROKER: Greg Merrill, Austin Walsh, and Tom McKinley of Media Services Group

KCIX-FM/Garden City (Boise)

PRICE: \$7.56 million

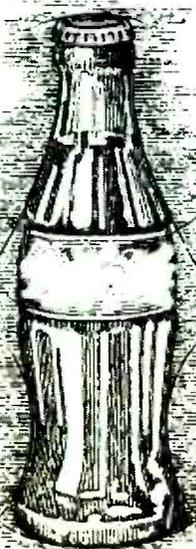
TERMS: Asset sale for cash
BUYER: Lartigue Multimedia Systems Inc., headed by President John Lynch. It has agreed to acquire KXLT-FM/Eagle, ID. Phone: (619) 299-8900
SELLER: Contemporary Media Corp., headed by President Edwin Guth. Phone: (208) 376-6666
FREQUENCY: 105.9 MHz
POWER: 49kw at 2700 feet
FORMAT: Hot AC
BROKER: Greg Merrill, Austin Walsh, and Tom McKinley of Media Services Group

Illinois

WEJM-FM/Lansing (Chicago)

PRICE: \$14.7 million

Continued on Page 8



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NEST MARKETING

Nest Marketing: The Latest Database Weapon

■ Trademarked tool converts at-work listeners into station advocates

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



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

'Maximedia' Faults

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

CRITICAL MASS MEDIA

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

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

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

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

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

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

Group Efforts

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

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

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

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

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

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

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

Work Vs. Drive Times

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

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

Building The Perfect Nest

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

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

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

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

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

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

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

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

Create, Cultivate, Superserve

Albl outlines Nest Marketing's strategies:

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

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

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

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

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

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TRANSACTIONS

Continued from Page 6

TERMS: Asset sale for cash
BUYER: Dontron Inc., headed by President Donald Crawford. Phone: (215) 628-3500
SELLER: WEJM-FM License Trust, managed by trustee Charles Giddens. Phone: (703) 827-2727
FREQUENCY: 106.3 MHz
POWER: 2kw at 397 feet
FORMAT: Urban
COMMENT: The station was placed in a trust while previous owner Evergreen Media sought a buyer to comply with FCC market ownership limits.

Iowa

KCRR-FM/Grundy Center (Waterloo-Cedar Falls)

PRICE: \$2 million
TERMS: Asset sale for cash
BUYER: Connoisseur Communications of Waterloo L.P., a wholly owned subsidiary of Connoisseur Communications Inc., headed by President Jeffrey Warshaw. It owns KKCW-FM/Cedar Falls, IA and KOEL-AM & FM/Oelwein, IA. Phone: (203) 227-1978
SELLER: Grundy Broadcasting Co., headed by President Audrey Osmundson. Phone: (319) 233-9770
FREQUENCY: 97.7 MHz
POWER: 16kw at 407 feet
FORMAT: Rock
BROKER: Gary Stevens of Gary Stevens & Co.

Kentucky

WHBN-AM & FM/Harrodsburg

PRICE: \$300,000
TERMS: Asset sale for cash
BUYER: Rod Burbridge
SELLER: Fort Harrod Broadcasting

Addendum

In last week's Transactions (R&R 2/28), the price of Lartigue Multimedia's purchase of KHTX-AM, KDON-FM & KRQC-FM/Monterey-Salinias had not yet been made available. The announced purchase price of \$8.25 million has been added to the year's dollars to date total.

Corp., headed by President Robert Martin

WNVL-AM/Nicholasville (Lexington-Fayette)

PRICE: \$165,600
TERMS: Asset sale for \$165,600 cash and assumption of an existing loan
BUYER: Benedictus Broadcasting Co. L.L.C., headed by co-owners James and Caroline Cloud. Phone: (606) 281-5190
SELLER: QB Communications Inc., headed by President Bobby Becknell. Phone: (606) 885-6031
FREQUENCY: 1250 kHz
POWER: 500 watts
FORMAT: Urban

Louisiana

KDBS-AM & KRRV-FM/Alexandria

PRICE: \$1.9 million
TERMS: Stock sale for cash
BUYER: Champion Broadcasting Corp., headed by President Don Kidwell, is acquiring KDBS Inc. It owns KKST-FM/Oakdale, LA. Phone: (804) 648-8504
SELLER: Judy Karst-Campbell. Phone: (706) 896-7018
FREQUENCY: 1410 kHz; 100.3 MHz
POWER: 1kw day/49 watts night; 97kw at 1053 feet
FORMAT: News/Talk; Country
BROKER: Bill Cate of Sunbelt Media

KRVE-FM/Brusly (Baton Rouge)

PRICE: \$7,078,700
TERMS: Asset sale for cash
BUYER: Gulfstar Communications Baton Rouge Inc., headed by President John Cullen. It owns WJBO-AM, WYNK-AM, WLSS-FM & WTNK-FM/Baton Rouge. Phone: (512) 320-7222
SELLER: McForhun Inc., headed by President Nancy David. Phone: (504) 665-5154
FREQUENCY: 96.1 MHz
POWER: 43kw at 449 feet
FORMAT: AC
BROKER: John Barger

WBIU-AM/Denham Springs (Baton Rouge)

PRICE: \$250,000
TERMS: Asset sale for cash
BUYER: Gulfstar Communications Baton Rouge Licensee Inc., headed by President John Cullen. It owns WJBO-AM, WYNK-AM, WLSS-FM &

WTNK-FM/Baton Rouge and has agreed to acquire KRVE-FM/Brusly (Baton Rouge). Phone: (512) 320-7222
SELLER: Livingston Communications Inc., headed by President Nancy David. Phone: (504) 665-5154
FREQUENCY: 1210 kHz
POWER: 10kw day/1kw night
FORMAT: Religious
BROKER: John Barger

KFRA-AM & KFMV-FM/Franklin

PRICE: \$100,000
TERMS: Asset sale for cash
BUYER: FM Radio L.C., headed by President Kenneth Noble. Phone: (804) 272-7101
SELLER: Investors Broadcast Group Inc., headed by President Robert Holbrook. Phone: (318) 989-2237

Maryland

WFRB-AM & FM/Frostburg

PRICE: \$3,325,000
TERMS: Asset sale for cash
BUYER: WTBO-WKGO Corp. L.L.C., a wholly owned subsidiary of the Wooster Republican Printing Co., headed by President G. Charles Dix II. It owns WTBO-AM & WKGO-FM/Cumberland, MD. Phone: (301) 722-6666
SELLER: Western Maryland Broadcasting Co. Inc., headed by President D.C. Loughry. Phone: (301) 689-8871
FREQUENCY: 560 kHz; 105.3 MHz
POWER: 5kw; 13.5kw at 958 feet
FORMAT: Country; Country

Missouri

KMRN-AM & KNOZ-FM/Cameron

PRICE: \$430,543
TERMS: Asset sale for \$60,000 cash, assumption of a \$295,160 in existing loans, and a seven-year, \$75,383 promissory note at 8.5% interest
BUYER: NFO Inc., headed by Dennis Rowley. Phone: (702) 252-8920
SELLER: Osland Broadcasting Co., headed by President Norman Osland. Phone: (816) 632-6661

New York

WMHX-FM/Canandaigua, WRCD-FM/Honeoye Falls & WMAX-FM/Irondequoit (Rochester), NY

PRICE: \$7 million

TERMS: Asset sale for cash
BUYER: Jacor Communications, headed by President Randy Michaels. It owns WHAM-AM, WHTK-AM, WNVE-FM & WVOR-FM/Rochester. Phone: (606) 655-2267
SELLER: Auburn Cablevision Inc. Phone: (716) 232-8870
FREQUENCY: 102.3 MHz; 106.7 MHz; 107.3 MHz
POWER: 3.4kw at 282 feet; 6kw at 305 feet; 3.5kw at 266 feet
FORMAT: Alternative; NAC/Smooth Jazz; Rock
BROKER: Bruce Houston of Blackburn and Co.

WBAZ-FM & WLIE-FM/Nassau-Suffolk

PRICE: \$1.65 million
TERMS: Asset sale for cash
BUYER: Malcolm Kahn. Phone: (212) 288-9494
SELLER: Peconic Bay Broadcasting Corp., headed by President Joseph Sullivan. Phone: (516) 765-1017
FREQUENCY: 101.7 MHz; 102.5 MHz
POWER: 5.5kw at 341 feet; 4.8kw at 103 feet
FORMAT: AC; Country
BROKER: Dick Foreman of Richard A. Foreman & Assoc.

North Carolina

WBTB-AM/Beaufort (Greenville-New Bern)

PRICE: \$18,000
TERMS: Asset sale for cash and assumption of existing debt
BUYER: Eastern Carolina Broadcasting Co., headed by President L. Gene Gray. It owns WRHT-FM/Morehead City, NC and WCBZ-FM/Williamston, NC. Phone: (919) 247-2002
SELLER: Hope Communications, headed by Chairman Bob Vander. Phone: (919) 728-7635
FREQUENCY: 1400 kHz
POWER: 1kw
FORMAT: Religious

WMBL-AM/Morehead City (Greenville-New Bern)

PRICE: \$40,000
TERMS: Asset sale for cash
BUYER: Ashley Moseley. Phone: (919) 523-3521
SELLER: WMBL Inc., headed by President Randall Hanson. Phone: (910) 379-2465
FREQUENCY: 740 kHz

POWER: 1kw day/14 watts night
FORMAT: Nostalgia

WDUR-AM, WFXC-FM & WFXK-FM/Raleigh-Durham

PRICE: \$20 million
TERMS: Not available
BUYER: Clear Channel Communications, headed by President Lowry Mays. It owns WQQK-FM & WTCD-FM/Raleigh-Durham. Phone: (210) 822-2828
SELLER: Pinnacle Broadcasting Co. Inc., headed by Chairman Phillip Marella. Phone: (212) 247-1760
FREQUENCY: 1490 kHz; 107.1 MHz; 104.3 MHz
POWER: 1kw; 26 kw at 502 feet; 100kw at 981 feet
FORMAT: Urban/Oldies; Urban AC; Urban AC
BROKER: Paul Leonard of Star Media Group

WREV-AM/Reidsville

PRICE: \$225,000
TERMS: Asset sale for cash and a nine-month, \$112,500 promissory note
BUYER: HHGD Broadcasting Co., headed by President Alfonso Fernandez. Phone: (714) 263-9172
SELLER: MHR Broadcasting Co. Inc., headed by President Caswell Mullins. Phone: (910) 349-2986
BROKER: Edward Chase

Oregon

KOTK-AM/Portland

PRICE: \$8.3 million
TERMS: Asset sale for cash
BUYER: Jacor Communications, headed by CEO Randy Michaels. It owns KEX-AM, KKCW-FM & KKRZ-FM/Portland. Phone: (606) 655-2267
SELLER: EXCL Communications Inc., headed by CEO Christopher Marks. Phone: (408) 274-1170
FREQUENCY: 620 kHz
POWER: 5kw
FORMAT: Talk

Pennsylvania

WXVX-AM/Monroeville (Pittsburgh)

PRICE: \$150,000
TERMS: Asset sale for \$40,000 cash and a one-year, \$110,000 promissory note at 10% interest
BUYER: Michael Horvath. Phone:

Continued on Page 13



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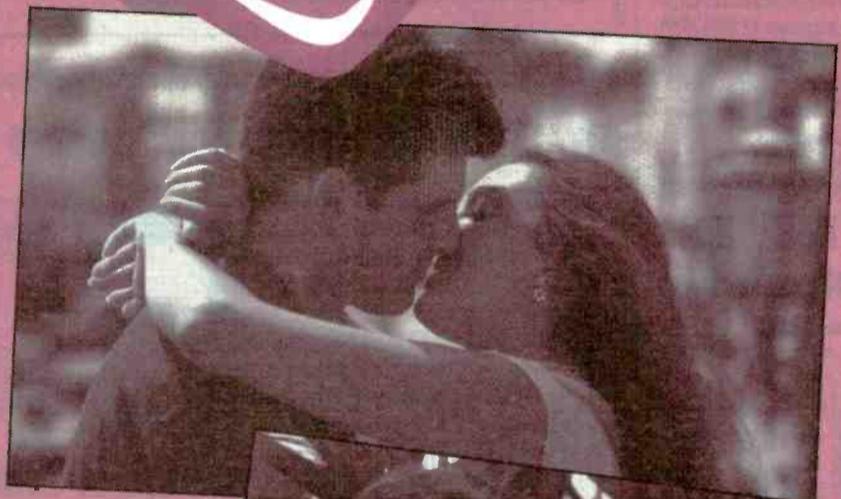
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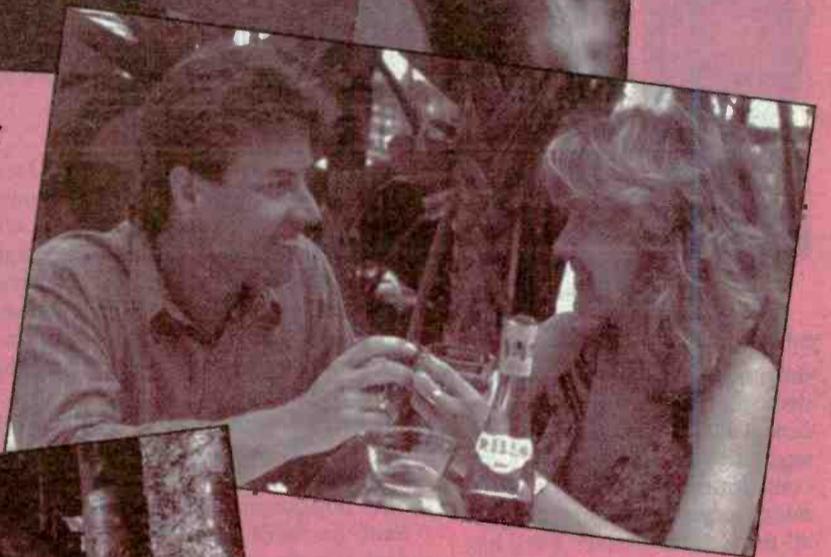
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Pough Heads To MCA For Sr. Dir./Nat'l Urban Promo Duties

MCA Records has named **Benny Pough** Sr. Director/National Urban Promotion. Pough, who will report to VP/Urban Promotion **Stanley Winslow**, comes to the label after 18 months at **Arista Records**, where he served as Mid-Atlantic Director/Promotion.

"He's the industry's best-kept secret," said Winslow. "He exemplifies the meaning of settling for nothing less than the best. His passion for music and overall passion for people set him above and beyond anyone who stakes that claim. We are very fortunate to have him as a part of the rising Black Music Group at MCA."

In addition to his tenure at Arista, Pough spent one year (1994-95) at **Perspectiv Records** as Director/Marketing and two years (1992-94) at **Motown Records** as Director/Northeast Promotion.

Denver's 'Peak' Ups Schoenwetter To PD

Gary Schoenwetter has been promoted from Asst. PD to PD at Adult Alternative **KXPK (The Peak)/Denver**. He succeeds **Doug Clifton**, who resigned last week to replace **Bryan Schock** on March 10 as **Jones Satellite Networks'** Director/Rock Programming.

GM **Ray Skibitsky** told R&R, "I'm confident to promote Gary to this position, having watched his dedication and abilities blossom here at KXPK. Gary is young and aggressive and will give KXPK the commitment we will need as we intend to put our 'foot on the pedal' this year in Denver. Gary has had a great background in Adult Alternative ... He has had radio in his blood all his life."

"Doug has been part of a group of us that dates back 15 years. From the work we did together at [crosstown] **KBCO** to initially putting the Peak on the air, he has always been a thoughtful programmer and I'll miss him."

Schoenwetter added, "I have mixed feelings watching Doug leave. He's been a mentor and a friend. On the other hand, I have

Radio Visionaries Honored



Twelve cutting-edge radio programmers were the recipients of **Sabo Media Management's Programming Visionary Award 1997** during a gala dinner at the **Capital Hilton Hotel** in Washington, DC. Not afraid to launch new ideas are (l-r) **Westwood One Director/Talk Programming Larry Kahn**, **United Stations Networks VP Tom Tradup**, **WIOD/Miami Station Manager Harry Valentine**, **Paxson Communications VP/Programming Alan Mason**, **WINZ/Miami Director/Programming Peter Bolger**, **WRKO/Boston PD Kevin Straley**, **Jacor VP/Sector A Gabe Hobbs**, **WIP/Philadelphia VP/Operations Tom Bigby**, and **Westwood One Networks VP/Programming Denise Oliver**. Not pictured are **KFBK & KSTE/Sacramento VP/Operations Ken Kohl**, **Odyssey Communications VP/Programming Steve Blatter**, and **VP/Command Audio of San Francisco Al Brady Law**.

Sly, Saito Get New Jacor/Portland Gigs

KKRZ-FM (Z100)/Portland President/GM **Clint Sly** has returned to **Jacor Communications** Full-Service sister **KEX-AM** for similar duties; he'll also serve as VP/GM at **Talk KOTK-AM**, which Jacor recently purchased from **EXCL Communications**. Sly succeeds **KEX's Dave Milner**, who announced he will retire on March 31 (R&R 2/28). Meanwhile, co-owned **KKCW-FM VP/GM Ronald Saito** has added **KKRZ** managerial duties.

Commenting on Sly's appointment, Jacor COO **Robert Lawrence** said, "Clint's success with **KKRZ**, along with his knowledge of the Portland market and credibility there, will help **KEX** regain its lead in Portland. We can count on his management skill and broad radio experience to bring us continued success."

Lawrence said of Saito, "Ron is definitely an asset to **Jacor Communications**. His unwavering success with **KKCW** for these many years proves his knowledge of the Portland market and expertise in radio leadership."

Sly first joined **KEX** in 1986 as an AE and ascended to co-GM in January 1988; he was upped to VP/GM in April of that year. In 1990, Sly departed for the VP/GM post at **KBPI/Denver** and segued to a similar position at **WRIF/Detroit** two years later.

Saito has been **KKCW's** GM duties since 1985. Before that, he served in a similar capacity at **KSFO-AM & KYA-FM/San Francisco**. He's also served as GM of Portland outlets **KGW-AM**, **KYTE-AM & KRCK-FM**, and **KINK-FM**. "I am thrilled with the opportunity to work with everyone at **KKRZ**," Saito told R&R. "It is the leading CHR and has been for many years. Without question, it is a well-programmed and well-run radio station. I'm approaching it as a piece of cake."

an opportunity to help put **KXPK** back at the top of the rock heap in this market, and I will not rest until we're back."



Sly

Saito

Schoenwetter's prior experience includes the MD post at **WEQX/Albany** and a Programming Asst. stint at **WXRT/Chicago**.

EXECUTIVE ACTION

Gaylord Lifts London From CFO To Exec. VP/COO

Terry E. London has been promoted to Exec. VP/COO of **Gaylord Entertainment**. London has served as CFO since the company became public in 1991 and was promoted to Sr. VP and Chief Financial & Administrative Officer in 1993.

According to **Gaylord President/CEO E.W. "Bud" Wendell**, "Terry is a seasoned professional who has proven through his handling of the acquisitions and divestitures of the company and his administrative duties that he is more than capable of being elevated to the position of COO of **Gaylord Entertainment**. I feel very fortunate that we found someone from inside **Gaylord Entertainment** to fill this important position."

The COO position had been vacant since October when **Richard Evans** left **Gaylord** to become President/CEO of **Huizenga Sports** in Ft. Lauderdale. London has begun a search for a new CFO.

JSN Launches 'Classic Hit Country'; Jones OM

Jones Satellite Networks has launched "Classic Hit Country," its third 24-hour, satellite-delivered Country network. Complementing JSN's mainstream "U.S. Country" and Hot Country "CD Country" formats, the new network will focus on music from the '70s and '80s.

"The research continues to show there is a significant audience for this music," JSN VP/Operations & Programming **Phil Barry** said. "Many of these artists were in the mainstream of country music just a few years ago and now receive little or no exposure."

Veteran programmer **Lew Jones** has been named OM for "Classic Hit Country" and will handle the 11am-3pm ET shift. Most recently PD for the **Branson Music Network**, the 30-year vet has worked at **KYGO/Denver**, **KZZP/Phoenix**, **KKSS/Albuquerque**, **KTKT/Tucson**, **KIOA/Des Moines**, and **KRMG/Tulsa**.

According to JSN Sr. OM **Jim Murphy**, "Not only does **Lew** have outstanding radio credentials as both a Country programmer and air talent, he also has successfully run two different national network radio formats. His background and enthusiasm will be an important part in making **Classic Hit Country JSN's** tenth format success story."

The rest of the "Classic Hit" lineup (all times Eastern): **Murphy** (3-8pm); **Mark McColl** (8pm-1am); and **Cherokee Wells** (1-6am). The morning personality had not been announced at presstime.



Jones

Mason Rises To WCKY & WSAI/Cincy OM

Ellis succeeds him as sister WWNK's PD

Jacor Communications has promoted **WWNK-FM/Cincinnati PD Dave Mason** to OM of crosstown **Talk/Adult Standards** combo **WCKY-AM & WSAI-AM**. **Brad Ellis** — previously **Nest Marketing** GM for **Critical Mass Media** in the Queen City — has been named PD of **WWNK**.

"I'm putting another line of defense between myself and these guys," joked **Jacor Director/Programming Operations, Cincinnati Marc Chase**. "Actually, these two are great guys and they're perfect for the job. **Dave** has the experience to win in Cincinnati, and I've been a fan of **Brad's** for a long time. It's a logical move, with us putting together programming clusters like this."

Mason became **WWNK** PD as well as morning co-host of CHR sister **WKRQ-FM** in 1991. Before that, he served as PD of **WBUF/Buffalo** and **WLAC-FM/Nashville** and as Station Manager of **WTAE-AM & WHTX-FM/Pittsburgh**. Mason first worked in Cincinnati between 1983-85 as PD of the former **WKRC-AM** (now **WCKY**).

Ellis's resume' includes PD stints at **WMJJ/Birmingham**, **WODL & WZZK/Birmingham**, and **WTKT/Lexington, KY**.



Ellis

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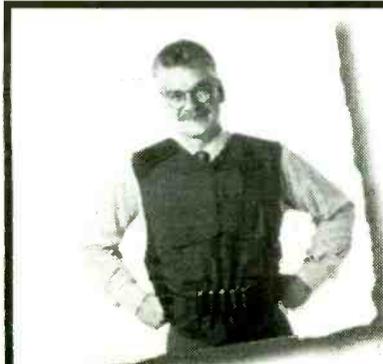
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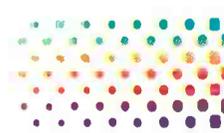
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KIMN/Denver: From '70s Format To AC

Denver picked up a Bright AC at 5am Monday (3/3) when '70s KIMN-FM transitioned in that direction. PD **Ron Harrell** and the heritage KIMN calls remain in place. However, "Today's Hits And Yesterday's Favorites" replaces "Greatest Hits Of The '70s" as the new handle.

VP/GM **Graham Satherlie** told **R&R**, "We did the most extensive research I've seen since I've been in this business. Many Denver stations are male-focused, and we found there was a major hole here for an uptempo AC targeted to females 30-40."

Already in the market's AC arena are **KOSI-FM** as well as KIMN Hot AC sister **KALC-FM**. Satherlie said, "KIMN isn't as 'up' as 'Alice,' but has personalities that [KOSI] doesn't have. We have people who do more than time/temp. There was a need for a station that doesn't have quite the brashness of Alice or the sleepiness of a Soft AC. I don't think we'll take a lot of audience from Alice or KOSI — we'll just expand the pie a little."

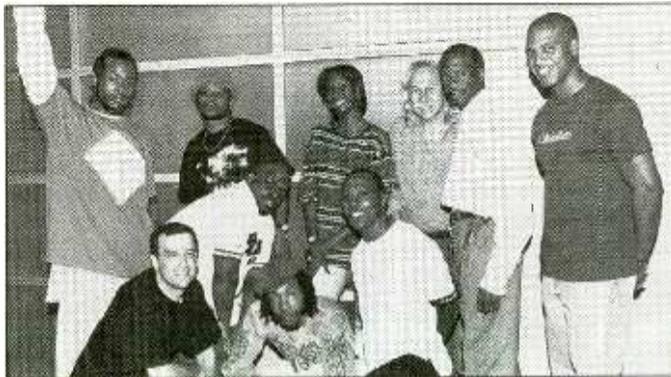
WQIK/Jacksonville Appoints Austin PD

KBOB-FM/Quad Cities, IA PD **Gail Austin** has been named to the vacant programmer's post at **WQIK-FM/Jacksonville**. She succeeds **Jon Allen**, who left a couple of months ago for the **KMLE/Phoenix** Asst. PD/middayer gig.

Austin told **R&R**, "I am absolutely thrilled to be joining such a talented staff and management at WQIK. It's a great opportunity for me to learn and grow."

Immediately prior to joining

Chrysalis Gets The Goods



Members of the Goodie Mob celebrate their recent signing with Chrysalis. Getting to know each other are (standing, l-r) Goodie's **Willie Knighton**, **Thomas Burton** and **Robert Barnett**, former label staffer **LaRhonda Sutton**, VP/Business Affairs **Jeff Brabec**, band attorney **Kendall Minter**, and professional manager **Antoine Shamlee**; (kneeling, l-r) Chrysalis Music President **Leeds Levy**, Goodie's **Cameron Gipp**, and band manager **Bernard Parks**.

Schurr Set To Manage Jacor/Louisville

Jacor Communications has appointed **Tom Schurr** Market Manager for its Louisville outlets: Religious **WFIA-AM**, CHR/Pop **WDJX-FM**, '70s Oldies **WSFR-FM**, NAC/Smooth Jazz **WSJW-FM**, and AC **WVEZ-FM**, as well as its pending acquisition, AC **WLRS-FM**.

"Tom Schurr has the talent and experience to be the leader of a very strong management team for these key radio assets in Louisville," stated Jacor Sr. VP **John Hogan**. "His longtime management experience will enable us to effectively coordinate all of our efforts in this important broadcast area."

Schurr most recently was GM for **Citicasters'** Sacramento stations; Jacor acquired Citicasters last year (**R&R** 2/16/96).

May Named Ops Dir. At KURR/Salt Lake City

Former **KKLZ/Las Vegas** PD **Bill May** has been named Operations Director for Classic Rock **KURR-FM/Salt Lake City**. May replaces **Chet Buchanan**, who will retain PD duties at CHR/Pop sister **KZHT-FM**.

May told **R&R**, "I understand the challenges of the market, and I'm looking forward to working with the people of **Jacor Communications**."

Aside from **KKLZ**, May has been PD at **WRNO/New Orleans**, **WQMF/Louisville**, and **WRBT/Evansville, IL**. May was also part of the sign-on crew at **KBER/Salt Lake City** 11 years ago.

KBOB-FM two and a half years ago. Austin served as PD at **KDMG & KKMI/Burlington, IA**. Her radio

career also includes tenures at **WGBQ/Galesburg, IL** and **KIXY/San Angelo, TX**.

TRANSACTIONS

Continued from Page 8

(412) 863-7804
SELLER: **Pupsha Reddy**. Phone: (412) 820-2345
FREQUENCY: 1510 kHz
POWER: 1kw
FORMAT: Urban

Puerto Rico

WXR-FM/Guayama
PRICE: \$300,000
TERMS: Asset sale for \$200,000 cash and a one-year, \$100,000 promissory note at 7% interest
BUYER: **Southwestern Broadcasting Corp.**, headed by President **Pedro Collazo**. It owns **WVOZ-AM/San Juan, PR**.
SELLER: **Guayama Broadcasting Corp.**, headed by President **Raul Fuster**

South Carolina

Root Communications South Carolina acquisitions
PRICE: \$10.3 million
TERMS: Asset sale for cash
BUYER: **Root Communications**

Ltd., headed by President **Jim Devis**. Phone: (904) 258-4700
SELLER: **Atlantic Broadcasting Co.**, headed by President **Fred Avent**. Phone: (803) 667-4600

WJMX-AM & FM, WDAR-FM & WSQN-FM/Florence
FREQUENCY: 970 kHz; 103.3 MHz; 105.5 MHz; 102.9 MHz
POWER: 10kw day/3kw night; 50kw at 492 feet; 17kw at 400 feet; 2.9kw at 466 feet
FORMAT: News/Talk; CHR; Country; AC

WGTR-FM & WWSK-FM/Myrtle Beach
FREQUENCY: 107.9 MHz; 107.1 MHz
POWER: 20kw at 784 feet; 50kw at 492 feet
FORMAT: Country; Rock

WLJI-FM/Summerton
PRICE: \$108,000
TERMS: Asset sale for promissory note
BUYER: **Glory Communications Inc.**, headed by President **Alex Snipe Jr.** It owns **WFMV-FM/South Congaree, SC**. Phone: (803) 939-9530
SELLER: **Summer Town Partners**, headed by partners **Jean Hovermale** and **Christine Harvin**. Phone: (803)

473-2758

Texas

KIKM-FM/Sherman
PRICE: \$14 million
TERMS: Asset sale for cash
BUYER: **First Broadcasting Networks Inc.**, headed by President **Ronald Unkefer**. Phone: (415) 398-3300
SELLER: **Hunt Broadcasting Inc.**, headed by President **Janice Hunt**. Phone: (303) 789-1118
FREQUENCY: 96.7 MHz
POWER: 5.5kw at 315 feet
FORMAT: Country

Washington

KKBY-AM/Puyallup (Seattle-Tacoma)
PRICE: \$350,000
TERMS: Asset sale for cash
BUYER: **Jean Suh**. Phone: (213) 933-1234
SELLER: **Joy Broadcasting Inc.**, headed by President **Barbara Geesman Chase**. Phone: (206) 745-1957
FREQUENCY: 1450 kHz
POWER: 1kw
FORMAT: Country

UPDATE

EXCL CHR KJMN/Denver Flips To Spanish AC

As expected, **EXCL Communications** has flipped CHR/Rhythmic **KJMN-FM/Denver** to a satellite-delivered Spanish AC format as "Radio Romantica." **Mike Murphy** will remain GM; co-owned **KXMA-AM** Marketing Director **Carmen Torres** adds those duties at **KJMN**. PD **Mark Feather** — along with the entire airstaff — has departed.

"Last year, we launched **KXMA-AM** as 'Radio Tri-Color,'" **Murphy** stated in a release to local sales clients. "The success of **Radio Tri-Color** has been unprecedented in the Denver market. The Spanish-speaking market here had been relatively untested by a major-market operator, and **KXMA's** rise only fueled the fire to the thought that Denver was ready for its first Spanish FM." Core artists include **Eros Ramazzotti**, **Ana Gabriel**, **Luis Miguel**, and **Enrique Iglesias**.

Murphy added, "This combo will be the dominant Spanish-language properties in Denver, period. The overall Hispanic universe has grown in terms of overall shares reflected in the market. Through aggressive marketing and increasing awareness levels, we will own Denver." **KJMN** has applied for new call letters.

Kenny Adds VP Stripes At KVOD/Denver

KVOD-FM/Denver GM **Pamela Kenny** has added VP stripes at the Classical outlet. She has served as the **Chancellor Broadcasting** station's GM since 1987.

"Pam has done an excellent job in helping to chart the growth of **KVOD-FM** for over 12 years," commented Chancellor Exec. VP/Regional Manager **Samuel "Skip" Weller**. "She has been an outstanding GM and we look forward to her contributions as VP."

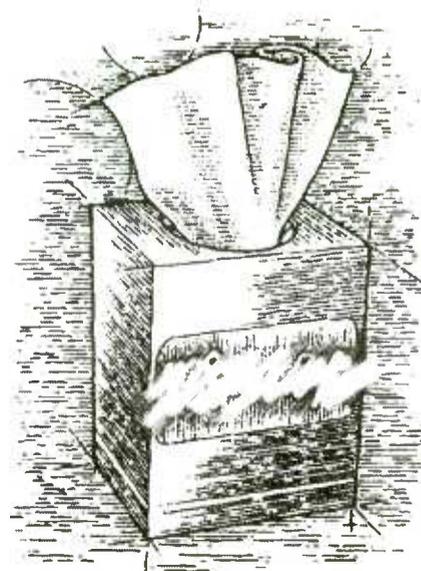
Prior to joining **KVOD-FM** in 1985 as GSM, **Kenny** spent eight years at crosstown **KOA & KOAQ** as LSM. She remarked, "**KVOD** has over 25 years of history in Denver with a loyal following and a commitment to Denver's fine arts community. Chancellor's support of this successful Classical format has been appreciated by the entire region."

WLAC Legend Hoss Allen Dies At 74

Legendary disc jockey **Bill (Hoss) Allen** died on February 25 in Nashville following a lengthy illness. He was 74.

After joining **WLAC-AM/Nashville** in 1949, **Allen** and personalities **John R. Richbourg**, **Gene Nobles**, and **Herman Grizzard** established the station as one of the most powerful forces in R&B radio during the '50s and '60s. With a strong nighttime signal, **WLAC** was among the first stations to play R&B nationally for a multiracial audience.

In lieu of flowers, **Allen's** family requested that memorial donations go to the **Cumberland Heights Foundation**, a non-profit alcohol and drug treatment center in Nashville. For additional information on memorials, call (615) 353-4375.



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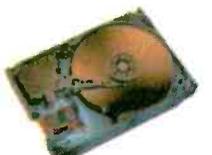
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Radio

• **GARY JAMES** has been elevated to VP/GM of WHYN-AM & FM/Springfield, MA. He had previously been the combo's OM and morning show host of WHYN-FM.

• **SANDY GAMBLIN** has been appointed GM of KCBN-AM, KRNO-FM & KWNZ-FM/Reno, NV. A 25-year radio veteran, Gamblin most recently served as a principal with Ranger Communications. Before that, he served as GM of KKZR-AM & KRBE-FM/Houston.

• **BRAD SEGALL** has been named Operations/News Director of WBUX-AM/Doylestown, PA. He had previously served as afternoon news anchor at WOGL-FM/Philadelphia since 1989.



Forbes

• **CAROLINE FORBES** has risen from Affiliate Relations Representative to Manager/Affiliate Relations for United Stations Radio Networks' Radio Comedy Division.

• **KNX/Los Angeles** has won four first-place awards in the 45th annual AP Television & Radio Association of California-Nevada competition. The all-News station was honored for best news writing, best sports segment, best anchor team, and best editorial. The awards will be officially presented during the association's gala banquet, to be held April 19 at the Crowne Plaza Park 55 Hotel in San Francisco.

Records

• **BRAD POLLAK** has been promoted from Director/Product Development to VP/Marketing at A&M Records.



Pollak

• **MARTY MAIDENBERG** has been named VP/Marketing at Mercury Records. He most recently served as VP/Product Development for the label.



Maidenberg

PROS ON THE LOOSE

Jack Broady — Afternoons KKLQ-FM/San Diego (619) 755-3589

Chris Kerr — PD/middays WHZZ/Lansing, MI (517) 333-6584

Jeff Newcomer — Morning co-host/Production Dir. WWCK/Flint, MI (810) 529-9574

• **STEVE ROSENBLATT** has risen from VP/Field Sales to VP/Marketing at Capitol Records.



Rosenblatt



Isaacs

• **BILL ISAACS** has become VP/A&R of K-tel International Inc. He most recently served as VP/Nashville Operations for Malaco Records & Music Group. In related news, Platinum Entertainment has entered into a definitive agreement with K-tel that enables Platinum to acquire its worldwide music business assets (except in Europe), and Dominion Entertainment Inc. The acquisition was made through the purchase of \$35 million in stock.

• **AMY WELCH** has been appointed National Director/Media Relations at Island Records. She most recently served as National Director/Publicity at Caroline Records.



Welch

Changes

AC: Afternoon driver **Greg Carpinter** succeeds **Steve Cross** as MD of WWMX-FM/Baltimore ... **Donna McCoy** becomes MD/middays at KYXY/San Diego ... **Gary Cee** is the new APD at WLIR-FM/Nassau-Suffolk. **Lynnda Lopez** becomes Music Coordinator ... **Shirley Jordan** joins WJLK-FM/Monmouth-Ocean as morning co-host ... **Josh Goodman** is now APD/middays at Hot AC WWSN/Charlotte. **JT Austin** joins WWSN and sister combo WBT-AM & FM as Production Dir. ... **WKTJ/Milwaukee** MD **Leonard Peace** adds APD duties ... **WLEV-FM/Easton-Allentown** APD **Bill Marvin** adds MD duties ... **WLRQ/Melbourne-Titusville** Promotion Dir. **Karen Kay** and MD **Mark Cantoni** swap jobs.

Alternative: **Dave Justus** is paired with **WLUM/Milwaukee** APD **Chuck Summers** for mornings ... **Chris Feenix** joins **KTOZ/Springfield, MO** for nights ... **Mike Simmons** is new to afternoons at **KFGX/Fargo, ND**. **Greg Crosswhite** shifts to middays.

Classic Hits: **Maggie McKay** rises to late-nights at **KCBS-FM/Los Angeles**.

CHR: **KGGI/Riverside-San Ber-**

• **ALLAN FLAUM** has been promoted from Director/Production to VP/Production at **Relativity Records**.



Flaum

Industry

• **BREW MICHAELS** has become Promotion Executive/Rock & AAA at **McKeon Music Marketing**. He most recently served as Head/Programming for **Bee Broadcasting of Montana**.



Scobey

• **Almo/Irving Music** GM **MARY DEL SCOBEY** has added VP duties at the Nashville-based music distribution firm.

• **BIA Companies** has realigned its company structure, service, and product offerings. **MARK O'BRIEN** will serve as COO. He most recently served as VP of **BIA Publications** and is the company founder.

• **BIA Consulting**, its financial arm, has formed three subsidiaries: **BIA Media** will serve the radio, television, and newspaper industries; **BIA Telecom** will service the wireless communications industry; and **BIA International** will focus on planning and financial

consulting for overseas markets.

• **BIA Research**, which will be led by VP **Debbie Metcalf**, assumes the operations of the former **BIA Publications**.

• **BIA Capital Corp.** will serve as an investment banking and financial advisory firm for the communications industry.

For more information, call (703) 818-2425

Products & Services

• The **RADIO ADVERTISING BUREAU** has announced it will add 2500

new commercials to its existing library of 1000 radio scripts. The **RAB** reached a special agreement with **BENMAR Radio** to obtain the scripts; (972) 753-6743.

• **THE HOLLYWOOD EDGE** has released a two-disc audio CD featuring more than 120 minutes of sampling, songwriting, and record production pieces. The package teams producer **Tony Harris** with engineer **David Cole** and session keyboardist **Matt Rollings**; (213) 466-6723.

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AMANDA MARSHALL Fall From Grace
SPICE GIRLS Wannabe
U2 Staring At The Sun

MR-35 — Cary Pall

U2 Staring At The Sun

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818

CHR/Rock

R.E.M. Electrolite
VERVE PIPE The Freshman

Mainstream AC

DON HENLEY Through Your Hands
JOURNEY If He Should Break Your Heart
SAVAGE GARDEN I Want You

UC

E-40 Things Will Never Change
SWEETBACK You Will Rise
GINA THOMPSON You Bring The Sunshine

BROADCAST PROGRAMMING

Walter Powers • (800) 426-9082

CHR — J.J. Cook

LEAH ANDREONE It's Alright, It's OK

Digital AC — J.J. Cook

MICHAEL ENGLISH When I Need You
MAXI PRIEST It Starts In The Heart

Digital Soft AC — Mike Bettelli

RICHARD MARX Until I Found You Again

Digital AC Mix — Mike Bettelli

JOOSE If Tomorrow Never Comes

Alternative — Leslie Cohan

MIGHTY MIGHTY BOSSTONES The Impression ...
MOBY That's When I Reach For My Revolver
ORBIT Medicine (Baby Come Back)
SCREAMING TREES Traveler
TONIC If You Could Only See

JONES SATELLITE NETWORKS

Phil Barry • (303) 784-8700

Adult Hit Radio — JJ McKay

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JON SECADA Too Late, Too Soon
WALLFLOWERS One Headlight

Soft Hits — Rick Brady

BRYAN ADAMS I'll Always Be Right There

WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (805) 294-9000

Bright AC — Bill Michaels

BRYAN ADAMS I'll Always Be Right There
WHITNEY HOUSTON Step By Step
JON SECADA Too Late, Too Soon

Soft AC — Andy Fuller

JON SECADA Too Late, Too Soon

Adult Rock & Roll — Jeff Gonzer

U2 Staring At The Sun

CHRONICLE

BIRTHS

KZFM/Corpus Christi, TX APD/MD **Tony Manero** to Anne Valuch, March 1.

KIIS-FM/L.A. middays **Billy Burke**, wife Victoria, daughter Jasmine, March 2.

CONDOLENCES

Longtime **KSHE/St. Louis** Sales Executive **Jay Oller**, 39, February 26.

Longtime **WHN/NY** disc jockey and former **KPOK & KDOT/Phoenix** owner/operator **Richard Gilbert**, 93, February 23.



Just a sneaker.

IMAGE IS EVERYTHING

Continued on Page 28

Selling Points That Get Overlooked

By Gerry Boehme

As we've been crunching through the latest Arbitron survey estimates (Fall 1996), we continue to see strong sales points for radio as a medium. While many individual station and format strengths have already been summarized in this — and other — publications, we thought we'd spend a bit of time covering some important sales points that tend to get buried in the mounds of data.

Everyone Listens

How many times do we hear that "only kids listen to the radio" or "radio doesn't reach the movers and shakers in business"?

Nothing could be further from the truth.

The latest Arbitron listening figures (see adjacent graph) prove once again that all age groups listen to the radio, and every age cell listens for similar amounts of time (22-24 hours) during a typical week. Note that while Arbitron does credit teens with less listening — slightly more than 15 hours — the evidence suggests that their radio listening goes up when they hit adulthood.

Average Weekly Listening Time Mon-Sun 6am-Midnight Arbitron Fall '96 Hours Per Week

Men 18-24	21.8
Men 25-34	24.5
Men 35-44	23.8
Men 45-54	23.1
Men 55-64	22.6
Men 65+	21.5
Women 18-24	21.8
Women 25-34	22.2
Women 35-44	21.8
Women 45-54	21.8
Women 55-64	22.5
Women 65+	22.5
Teens 12-17	15.5

25-54 Listening Is Up!

Last month we showed that radio listening levels for persons 12+ have been stable for the last 12 years, and that they've actually increased in the 25-54 age cells. The point bears repeating.

In this era of greater media competition for our listeners' time, since 1984 radio has increased its weekly listening time (Mon-Sun, 6am-midnight) from 22.2 to 22.9 hours per week in the adults 25-54 demo — the one most demanded by advertisers.

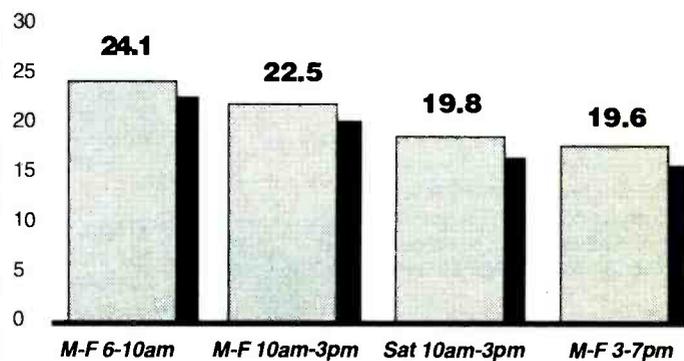
The 'Biggest' Dayparts

How many times have we heard "I'm buying drives — the biggest radio dayparts"? Sorry. Many other dayparts have great value as well.

Morning drive still stands as the largest radio daypart in terms of listening, but middays follows close behind. What's more, midday listening levels for weekdays or weekends beat afternoon drive.

12+ Persons Using Radio

(AQH % Of Population)



Source: Arbitron, Fall 1996

Weekends Are Strong

Even better, the average person spends more times with radio during weekend time periods than during the week:

Average Daily Listening Time

(Hours: Minutes)

	M-F	Sat	Sun
6-10am	1:10	1:28	1:24
10am-3pm	1:33	2:02	1:47
3-7pm	:58	1:31	1:29

Buy All Dayparts On Each Station

Some advertisers have good reasons to run their spots in specific time periods. For example, a fast-food client may want to advertise breakfast sandwiches in morning drive or large-size sodas during the afternoon rush.

However, other advertisers miss the boat by limiting their schedules to certain dayparts. They tend to view radio in the same way as television — different audiences for different programs.

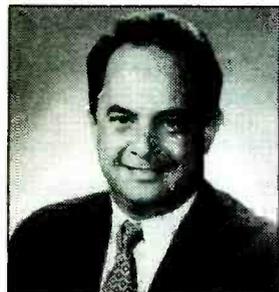
These advertisers may think they're getting different types of people during individual radio dayparts, but the figures prove them wrong. The size of the audience may vary on a radio station in morning, afternoon, or evening, but the same listeners tune to a station throughout all dayparts.

Most station rate cards make it advantageous to buy packages, mixing spots through many time periods. The figures below show that smart sponsors can reach the same listeners, building frequency as well as reach, by efficiently using a station's inventory.

Shared Listening Across Dayparts

Format	Percentage Of That Also Listens To:					
	6-10am	6-10am	10am-3pm	10am-3pm	3-7pm	3-7pm
AC	60	64	66	68	64	62
Rock	61	66	62	69	59	62
CHR	62	68	62	69	62	63
Country	63	71	68	72	68	63
Gold	60	67	64	70	61	60
News/Talk	56	51	57	54	60	59
Urban	64	67	66	71	63	63

Gerry Boehme is Sr. VP/Director of Radio Information Systems, Katz Radio Group. He can be reached via phone at (212) 424-6784 and via e-mail at gerry_boehme@katz-media.com



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- Inventory Management
- Higher Rates
- New Business Revenue Streams
- Incentive Programs
- Start-Up Guidance
- Sense of Urgency Training
- Recruiting, Interviewing, & Hiring

Seminar Topics

- A Year's Worth of Great Sales Ideas
- Effective Negotiating
- Prospecting and Qualifying
- Talking ROI With Clients
- Better Copywriting
- 30 Habits of Radio's Super-Achievers
- Account List Management
- Super-Shrewd Sales Presentations
- Making Your Station a "Must Buy"
- Effective Sales Management

"When you hire me to consult with you for just one day, I'll find at least 10 documentable ways to improve your billing... or the day is FREE!"

Can you say, without a doubt, that your sales department is reaching its fullest potential? Be honest. Do you have inventory or rate problems? An inordinate amount of agency business? A sales management problem that you can't seem to overcome? If the answer to any of these questions is yes, then you need my help.

My name is Irwin Pollack, and I'm sure you've heard of our radio sales and management training. My companies have helped more than 10,000 radio salespeople, 750 radio stations, and countless TV stations increase their billing.

In just one day, I'll identify at least 10 significant opportunities that will increase your billing and drive cash flow through the roof... or my time is free.

My training reflects the lessons I've gathered over the past 15 years visiting, speaking to, and observing this country's best radio stations, along with their managers and salespeople.

Quite frankly, the training I provide is for those who really want to out-perform their revenue shares. Those who want to "shake things up". Even rock the boat. In fact, if we don't help improve things at your station, we simply aren't doing our job... that's why I've put teeth into my guarantee.

Just ask a small sample of our client stations:

- KLSX-FM/KRLA-AM, Los Angeles
- WLEV-FM/WEST-AM, Allentown
- WRKZ-FM, Harrisburg
- WHOT-FM, Youngstown
- KHTQ-FM, Spokane
- WCBW-FM, St. Louis
- WPRO AM/FM, Providence
- WVVE-FM, Mystic

As you can see, if you're in a larger market or a smaller one... right now, at this very moment, your station is capable of exponential improvement in its sales performance. You really don't have to settle for things as they are now. If you're ready, I'm ready.

Stop and think about it. Here's the way it goes — "more of the same" usually gives you more of the same.

When you would like to schedule a consultation, please give me a call at (603) 598-9300.

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WZJM - Cleveland
WGRR - Cincinnati
KFRG - Riverside
KRAK - Sacramento
WSOC - Charlotte
WSM FM - Nashville
WJNO - W. Palm Beach
WQIK - Jacksonville
KMXZ - Tucson
KZZU - Spokane
KJZY - Santa Rosa

KABC - Los Angeles
K101 - San Francisco
KFOG - San Francisco
WJZW - Washington
WKLB - Boston
KUBE - Seattle
Q106 - San Diego
WIL FM - St. Louis
WZPT - Pittsburgh
KGME - Phoenix
KWJJ - Portland
KCMO - Kansas City
Y92 - Sacramento
KHTK - Sacramento
WWMG - Charlotte
WSM AM - Nashville
WRLX - W. Palm Beach
WGY - Albany
KKHG - Tucson
WAIA - Melbourne
CKBD - Vancouver

KMPC - Los Angeles
KNBR - San Francisco
WXTU - Philadelphia
KISS - Boston
KMPS - Seattle
KJR FM - Seattle
KIOZ - San Diego
WPOC - Baltimore
KEDJ - Phoenix
WZAK - Cleveland
KFXX - Portland
KLTH - Kansas City
KNCI - Sacramento
KSSJ - Sacramento
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B106 - Columbia
KZST - Santa Rosa
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The Fairwest Direct Loyalty Marketing System is now considered a mainstream strategy for leading stations. Based on the efficiencies and effectiveness of Loyalty Marketing, stations are enjoying dramatic rating increases and new revenue.

Fairwest Direct is a full service direct marketing company. From interactive phone systems, the building and management of a *pure* database and the development of targeted direct mail and telemarketing campaigns, leading stations rely on the company that pioneered the concept of Loyalty Marketing for Radio.

Call Reg Johns, Rob Sisco, Jyl Auxter or Dave Parks at Fairwest Direct and let us help you chart your course in direct marketing strategies.

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So, you think you know Prophet Systems? Take a look at us now!

Prophet Systems has expanded to better serve our customers. Here are just some of the things you will notice—

AGGRESSIVE - Aggressive pricing and delivery schedules for 1997

New changes in hardware prices and configurations enable us to be very aggressive in pricing both the CFS and XPS systems.

HARDWARE - We continue to expand our approved hardware list as hardware becomes more stable industry-wide. Ask us about using your own hardware.

SALES - More sales people and a Sales Manager!

Our Sales Manager will make sure your account gets the attention you deserve. And with a larger sales staff we will respond quickly to your needs.

SALES SUPPORT - Pre-Sales Engineering Support

More support! We have added a broadcast engineer with 15 years of experience to our staff to help your engineer configure the system.

EXPANDED - Manufacturing capabilities fourfold

Our expanded facility and inventory allow us to ship more systems faster.

ADDED - Hundreds of software additions and improvements

We are well known for offering the most innovative software. Last year was no exception. With the additions over the last four years, Audio Wizard for Windows is the most complete, full-featured system on the market.

OFFICE MANAGER - Fast and accurate business system

Colleen, our new Office Manager, will make sure your accounting and sales orders will be processed quickly.

DEVELOPED - An internal support/business database system

We have developed an extensive support and business database system that allows us to track your needs on a continuous basis. We can access your records quickly to reduce the time you spend on the phone.

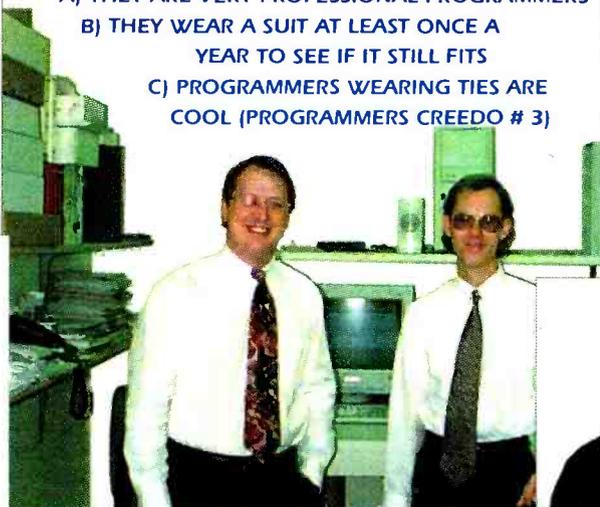
JD (HARDWARE SUPPORT) IS STARING AT A SILENT PHONE BECAUSE:

- A) OUR SYSTEM IS JUST THAT GOOD
- B) HE REALLY WANTED TO BE A MAYTAG REPAIRMAN
- C) KEVIN TURNED HIS PHONE OFF AGAIN



GEORG* (L) AND SCOTT (R) ARE THE ONLY ONES WEARING TIES BECAUSE:

- A) THEY ARE VERY PROFESSIONAL PROGRAMMERS
- B) THEY WEAR A SUIT AT LEAST ONCE A YEAR TO SEE IF IT STILL FITS
- C) PROGRAMMERS WEARING TIES ARE COOL (PROGRAMMERS CREEDO # 3)

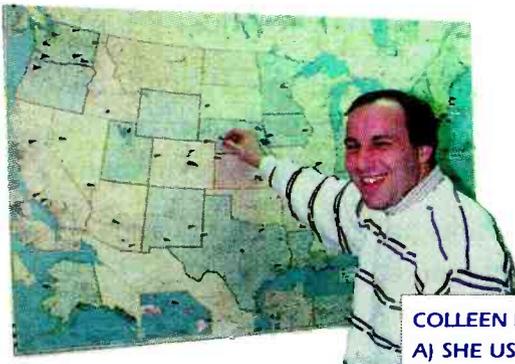


* YES, THAT IS HOW GEORG SPELLS HIS NAME.

EVEN IF YOU'VE CALLED BEFORE—CALL US IN '97

JEFF (ENGINEERING SUPPORT) IS POINTING TO A MAP BECAUSE:

- A) HE IS POINTING TO OGALLALA, NEBRASKA THE HEADQUARTERS OF PROPHET SYSTEMS
- B) WE CAUGHT HIM PRETENDING TO BE A TV WEATHERMAN
- C) WHERE THE HECK IS SOLDOTNA, ALASKA ANYWAY?



COLLEEN IS A GREAT OFFICE MANAGER BECAUSE:

- A) SHE USES 20-YEARS EXPERIENCE TO KEEP PROPHET SYSTEMS ORGANIZED
- B) SHE STARTED WORK WHEN SHE WAS 3 (SEE ABOVE)
- C) 5 KIDS— 'NUFF SAID!



KEVIN'S OFFICE IS FULL OF WOLF PICTURES BECAUSE:

- A) PROPHET SYSTEMS IS LIKE A WOLF— INNOVATIVE AND AGGRESSIVE
- B) PLEASE— DON'T GET HIM STARTED ON WOLVES!
- C) ALL OF US THINK HE WAS RAISED BY WOLVES



TODD (SALES) IS GETTING READY TO LEAVE BECAUSE:

- A) HE IS LEAVING TO GIVE A DEMONSTRATION
- B) OUT OF SIGHT, OUT OF MIND (SALES RULE #1)
- C) IT IS 5 O'CLOCK— WATCH OUT!



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Make Every Talent A Superstar!

By John Lund

Talent development is a key component in the relationship that a consultant has with client radio stations, regardless of format. Great talents aren't born, but work hard to produce a terrific show that targets their listeners every day.

Over the years, I've been involved as a consultant and program manager to such talents as Don Imus, John Lanigan, Steve & D.C. Dave Justus, and Bob Grant. This involvement manifested itself in one key ingredient — show preparation. The following tips are intended for every talent and potential superstar.

If possible, talents listen to the station for a few hours before their shifts.

Show preparation is evident in every shift, especially in morning drive. When talents prepare for a show — regardless of format — it shows. They consistently read, write, and prepare pertinent information, even using a dictionary to find a more colorful way to sell a song or promotional idea.

When prepping a show, talents strike an emotional bond by being personal, not necessarily topical. People relate to people. Listeners want to talk about their spouses, lovers, co-workers, job, movies, etc.

Whether reading liners or back-announcing songs, talents should communicate with listeners one-on-one and be extremely personable.

Talents keep break comments concise and abbreviated. Planning, thinking ahead, and editing saves listeners' time.

Talents do research daily, and know more about the music than merely title and artist names. They should keep a notebook with interesting music notes, and read about artists and music pertinent to their formats and core demos.

Being involved in the local community often means acting like the listener's social director and keeping the audience plugged into what's happening in town.

People in the listening audience should feel energized. Talents make them feel that if they tune out, they will really miss something.



Talents strike an emotional bond by being personal, not necessarily topical.



Call letters or station name are constantly and consistently delivered along with slogan/identifier. Each quarter-hour, listeners are given another reason for coming back later in the hour, later in the day, and tomorrow (to build TSL). We've found that when the station name becomes a household word, phantom cume diminishes, and the station achieves improved recognition — resulting in higher ratings. Also, the station name is used in conjunction with memorable bits or features and station promotions, and always attached to station features.

All talents should closely follow the formatics as outlined in the station programming stylebook or operations manual. The format is consistent in all dayparts. All talents use the same identifiers and slogans to build "stationality."

Every show, every stop-set, every segue sounds perfect. The air talent is in control of every aspect of his or her show.

In the morning, the talent prepares each show at least 12 hours in advance of air time. Preparation includes scripting, recording, and reviewing bits, and rehearsing. Since less music is played in the morning in comparison to other dayparts, each song should be among the best-tested gold or recurrent — or an established current hit.

Live copy and promos are truly "sold" to the audience. Promos and liners are consistent with other dayparts. A talent must tap his/her personality to truly "sell" the benefits of station listening.

Time and weather are part of every break in morning drive. Weather can be as brief as the few words describing what will happen today, but always be in the language of the listener — not a meteorologist.

The morning show sounds so local that it couldn't be rebroadcast in another town or state, and so interesting and memorable that it's mandatory listening every day.

Air talents are online daily, tapping the creativity and inspiration of other talents in other cities, the numerous computer sources on the Internet, and specialized radio services such as Bit-Board and Radio Star.

There's archived and stockpiled morning show material available for "nothing happening" days. Bits and scripts can be easily updated to remain topical and current. If telephone interaction is tough between 5-7am, owing to too few callers, tape listener calls between 9-10am, edit them, and use them the following morning.

Contestants and callers are handled in a positive, entertaining, and succinct fashion. Fun listener interactive bits are well-executed on-air.

John Lund is President of the **Lund Consultants To Broadcast Management** and **Lund Media Research**, a full-service radio consulting and research firm based in San Francisco. He may be reached by phone at (415) 692-7777 or by e-mail at JLC2RADIO@aol.com



DATELINE

- **January 2 (through March 26)** — Winter '97 Arbitron.
- **March 5-8** — 28th Country Radio Seminar. Opryland Hotel, Nashville; (615) 327-4487.
- **March 8-11** — 39th Annual NARM Convention. Orlando World Center; (609) 596-2221.
- **March 12-16** — South By Southwest Conference. Austin Convention Center; (512) 467-7979.
- **March 22** — NARAS L.A. Chapter "9th Annual Bowling Bash." Sports Center Bowl, Studio City, CA; (310) 392-3777.
- **March 27** — NABOB 13th Annual Communications Awards Dinner. Sheraton Washington Hotel; (202) 463-8970.
- **March 27 (through June 18)** — Spring Arbitron.
- **April 4-7** — Broadcast Education Assn. 42nd Annual Convention "Reinventing Electronic Media: Multimedia in the New Millennium." Las Vegas Convention Center; (202) 429-5354.
- **April 5-10** — NAB '97. Las Vegas Convention Center; (202) 775-4970.
- **April 5-10** — NAB Multimedia World. Las Vegas Convention Center; (202) 775-4970.
- **April 23** — Academy of Country Music Awards. Universal Amphitheatre, Los Angeles; (213) 462-2351.
- **April 30-May 2** — Radio Only Management Conference. Phoenixian Hotel, Scottsdale, AZ; (609) 424-6800.
- **May 15-21** — 21st Annual NABOB Spring Broadcast Management Conference. Site TBA; (202) 463-8970.
- **May 21-24** — 37th Annual Broadcast Cable Financial Mgmt. Convention. Hyatt Regency, San Francisco; (708) 296-0200.
- **June 4-7** — PROMAX Convention. Chicago Navy Pier; (310) 788-7600.
- **June 11-14** — 46th Annual AWRT Convention. Adolphus Hotel, Dallas; (818) 783-7886.
- **June 16-22** — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville; (615) 244-2840.
- **June 26 (through September 7)** — Summer Arbitron.
- **July 8** — Major League Baseball All-Star Game. Jacobs Field, Cleveland.
- **July 16-20** — Upper Midwest Conclave. St. Paul Radisson, Minnesota; (612) 927-4487.
- **August 14-16** — Talentmasters Morning Show Boot Camp. Westin Canal Place Hotel, New Orleans; (770) 926-7573.
- **August 23-26** — Jack The Rapper Convention. Site TBA.
- **September 17-20** — NAB Radio Show. New Orleans Convention Center; (202) 429-5420.
- **September 17-20** — 52nd RTNDA International Conference & Exhibition. New Orleans Convention Center; (202) 659-6510.
- **September 18 (through December 10)** — Fall Arbitron.
- **September 24** — CMA Awards. Grand Ole Opry, Nashville; (615) 244-2840.
- **October 19** — Radio Hall Of Fame Awards Ceremony. Chicago Cultural Center; (312) 629-6005.

1997

CLARION AWARDS

Continuing an 87-year tradition of honoring the achievements of outstanding communicators, *The Association for Women in Communications* offers its 25th annual Clarion Awards competition to recognize excellence in all areas of communications.

The Clarion Awards recognize outstanding achievement in more than 90 categories of professional communications in the areas of *Advertising • Audiovisual Productions • Books • Brochures and Special Publications • Magazines • New Media • Newsletters • Newspapers • Photography • Public Relations and Marketing • Radio • Television*.

The competition is open to women and men. Membership in *The Association for Women in Communications* is not required to enter. Entry deadline is May 15, 1997. The entry fee is \$50 for members and \$75 for non-members.



For entry forms and information contact: *The Association for Women in Communications*, 1244 Ritchie Highway, Suite 6, Arnold, MD 21012-1887 • Telephone: 410-544-7442 • Fax: 410-544-4640 • e mail: WOMCOM@aol.com • Web page: WOMCOM.org



25th
Annual

SCREEN SCENE

Radio Goes To The Movies

Movie openings can make for great promotion ideas. And the time to create a promotion based around a forthcoming release is *now*. R&R will detail some of the major movies set to be released in the coming months. For information on creating a promotion for a specific movie, call the studio's regional/field representative for your market. Check out movies opening this week and charting movie soundtracks on Show Prep (Pages 24 and 26).

March 7

HOWARD STERN'S PRIVATE PARTS (Paramount) — This semi-satirical biopic, based on Stern's best-selling autobiography, follows the rise of **Howard Stern** from small-time radio guy to his current status as self-proclaimed "King Of All Media." **Betty Thomas** directs.

March 14

JUNGLE2JUNGLE (Walt Disney) — Before successful commodities trader **Michael Cromwell** (**Tim Allen**) can marry **Charlotte** (**Lolita Davidovich**), he must finalize his divorce with his former wife (**JoBeth Williams**), who happens to live in the Amazon jungle. He goes, only to find he has a son (**Sam Huntington**) who has been raised by tribesmen. **Michael** takes his son back to his jungle — New York — and chaos ensues.

LOVE JONES (New Line) — Deftly capturing the rhythms of modern courtship, **Nia Long** and **Larenz Tate** play a struggling photographer and writer, respectively, who meet at a poetry bar and proceed to experience the joy and heartbreak of creating a trusting relationship and proving you can never underestimate the power of a love jones.

RETURN OF THE JEDI (20th Century Fox) — Among the changes made to this — the third chapter of the "Stars Wars" series — are a fleshed out musical number that takes place in **Jabba the Hutt's** palace and an enhanced sand pit sequence where the protagonists clash with **Jabba's** henchman.

WIDE AWAKE (Miramax) —

Denis Leary, Dana Delaney, Robert Loggia, and Rosie O'Donnell are among the adults newcomer **Joseph Cross** comes across during a mission to find God and make sure his beloved, recently deceased grandfather is in the right hands.

March 21

COMMANDMENTS (Gramercy) — A morose doctor (**Aidan Quinn**) decides to take revenge on God after his wife dies by breaking each of the Ten Commandments. **Courteney Cox** co-stars as his sister-in-law and **Anthony LaPaglia** plays her shady husband.

MIMIC (Miramax) — **Mira Sorvino** and **Jeremy Northam** star in this thriller about a brilliant scientist and her husband, a department health official, who, after saving New York City from a budding infectious disease that killed dozens of people two years ago, must now deal with the effects of their genetic engineering genius.

SELENA (Warner Bros.) — **Jennifer Lopez** portrays the charismatic singer, whose tragic death cut short a rising career that transcended the Tejano scene and launched her into crossover, mainstream success.

March 26

CATS DON'T DANCE (Warner Bros.) — **Natalie Cole, Scott Bakula, Jasmine Guy, and Don Knotts** are among the stars lending their voices to this animated tale of **Danny**, an idealistic cat, who comes to Hollywood to make his fortune. **Randy Newman** wrote the film's music.

THE DEVIL'S OWN (Colum-

bia) — NY police officer **Tom O'Meara** (**Harrison Ford**) welcomes his young Irish houseguest **Rory Devaney** (**Brad Pitt**), not realizing he has a violent purpose for coming to America. Horrified the young soldier has brought centuries of bloody war into his home, O'Meara must walk the fine line between rage and duty when he joins the manhunt to find Devaney.

TURBO: A POWER RANGERS ADVENTURE (20th Century Fox) — They're back! Now imbued with new Turbo powers and driving custom-designed Turbo Zords, the five superheroes battle an evil space pirate to save a wise and gentle alien.

March 28

CHASING AMY (Miramax) — The final installment in writer-director **Kevin Smith's** New Jersey trilogy ("Clerks" and "Mallrats") follows two best friends (played by **Ben Affleck** and **Jason Lee**) enjoying success as creators of the cult hit comic book "Bluntman & Chronic" and the problems that arise after they meet fellow artist **Alyssa Jones** (**Joey Adams**).

April 4

BLISS (Triumph Films) — A sensual story about love, relationships, and self-discovery between a young couple (**Craig Sheffer** and **Sheryl Lee**). After he discovers his wife has been seeing an unconventional sex therapist (**Terence Stamp**), he confronts the therapist and learns unexpected truths about his life.

DOUBLE TEAM (Columbia/Mandalay) — They're a lethal combination: **Jean-Claude Van Damme** is a world-class counter terrorist and **Dennis Rodman** is a weapon's specialist and (surprise!) a free spirit.

PICTURE PERFECT (20th Century Fox) — Directed by **Glenn Gordon Caron**, this romantic comedy stars **Jennifer Aniston, Jay Mohr, Olympia Dukakis, Ileana Douglas, and Kevin Bacon**. **Aniston** attempts to rev up her dormant ad



Tim Allen and Sam Huntington find themselves in a tough spot in Walt Disney's "Jungle2Jungle."

exec career by using a random photo to invent a fictional "picture perfect" boyfriend and love life. Trouble ensues when she actually meets the man in the picture.

THE SIXTH MAN (Touchstone) — Just as college basketball star **Antoine Tyler** (**Kadeem Hardison**) is about to realize his dream of making the NCAA Championships, he dies, leaving his brother (**Marlon Wayans**) to take his place. **Wayans** loses his drive until **Antoine's** ghost appears to cheer him on to win.

April 11

KISSED (Goldwyn Entertainment) — Childhood fantasies and experiences and her initiation into the extraordinary world of undertakers all fuel **Sandra Larson's** (**Molly Parker**) fascination. A fateful meeting with a young medical student (**Peter Outerbridge**) develops into an obsession which threatens to expose **Sandra's** secret passion and redefine the bounds of love.

MURDER AT 1600 (Warner Bros.) — **Wesley Snipes** plays a Washington, DC homicide detective who is called to investigate a murder in the White House and ultimately becomes embroiled in a top-level, cover-up plot. **Dennis Miller, Alan Alda, and Diane Lane** co-star.

April 18

ADDICTED TO LOVE (Warner Bros.) — Two spurned lovers (**Meg Ryan** and **Matthew Broderick**) team up to spy on their former mates, who have moved in together in New York. **Ryan** wants revenge, while **Broderick** just wants his girlfriend back.

ANACONDA (Columbia) — A taut adventure about a documentary film crew that strays into dangerous territory when it takes on a passenger obsessed with exploring the habitat of the world's largest snake. **Jennifer Lopez, Ice Cube, Jon Voight, and Eric Stoltz** star in this slithery tale.

IN PURSUIT OF HONOR (working title) (Hollywood/Caravan) — **Demi Moore** plays ambitious Navy Intelligence officer **Lt. Jordan O'Neil**, who sets a historical precedent when she is chosen as the first female candidate for the Navy's elite Combined Reconnaissance Team training as a Navy SEAL. However, a disgruntled officer (**Viggo Mortensen**) makes her life miserable and then **O'Neil** must decide his fate when he is critically injured during a mission gone wrong.

Dates are subject to change.
Compiled by R&R Associate Editor **Margo Ravel**; (310) 788-1659

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America's original radio psychologist, Dr. Toni Grant achieved national notoriety and phenomenal ratings with her syndicated program on over 180 radio stations across the U.S. before going on creative hiatus in 1990. Now she's back by popular demand and ready to sweep the nation once again.

Although others have tried, no one has come close to capturing Dr. Grant's unique delivery style and special bond with listeners. She is a practicing licensed psychologist, but don't be afraid of her Ph.D. - she provides both clinical and common-sense solutions with candor and compassion, while never losing sight of the entertainment value of radio.

You have a choice when programming talk radio, and this is the easiest choice you'll ever make. To lock Dr. Grant in your market, call Radio Shows, Ltd. at 800-988-4341 today, and start enjoying success with the one and only, the true original, the brilliant Dr. Toni Grant.

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'ZINE SCENE

Howard Stern Covers Everything!

Howard Stern is the cover star of *Rolling Stone*, *Entertainment Weekly*, *TV Guide*, *New Yorker*, and *Penthouse* this week. Here are some highlights:

"Most of my great radio bits have been born out of sitting and watching TV. It relaxes me so much that I think clearly" (*TV Guide*).

"Being in that room at Paramount, where they kiss your ring, it's great. And if I ever got caught up in that moment and said, 'I love this, I'm basking in this, this is what I craved my whole life,' I'm finished! I'll go out and make a Coneheads movie" (*Entertainment Weekly*).

"It's something different — maybe not for everybody but certainly something of more substance than just saying 'fart' and 'penis' and 'vagina.' I wouldn't have been on the air this long if that's all I did" (*New Yorker*).

"That movie ['The People Vs. Larry Flynt'] is pompous bullshit. Hero? I put my ass on the line every day, and the FCC and censors keep coming after me. They fine me millions of dollars and keep me out of cities where I want to syndicate my show. If there is a poster boy for the First Amendment, it ain't [Larry Flynt]" (*Penthouse*).

"I got depressed after the movie. You play all these scenes in your life and realize, 'What the fuck kind of life is this? I must have been insane'" (*Rolling Stone*).

And ... Stern sidekick Robin Quivers describes working with the King Of All Media for *Us*: "If I could find a personal relationship like the friendship I have with Howard, I'd be married."

Radio & Rockers

"Dance songs have a message and that message is fun. Grunge songs say, 'My life is not good and I should shoot myself in the head' — KHOM/New Orleans PD Bill Thorman explains dance music's appeal (*Entertainment Weekly*).

"It does seem absurd that there are punk rockers in the late '90s rebelling against their parents with their parents' music. I can't quite get my head around that. It's 'Dad, you suck — can I borrow your Sex Pistols album?'" — U2 frontman Bono addresses the "Is rock dead?" question in *Time*.

"I had to laugh when the group gets a gig at a restaurant near the airport because I once managed a band, Eddie Haddad & Canyon, that played at the Tiki Hut out by LAX" — Syndicated radio star/

guest critic Casey Kasem praises the attention to detail found in "That Thing You Do" for *Entertainment Weekly*.

The Love Show

"I take 'em 22 and up. LeAnn will just have to be 'blue' until then" — Country heartthrob Bryan White, 23, informed that 14-year-old LeAnn Rimes has a crush on him (*Star*). In the meantime, Ms. Rimes scores a two-page story in *Time*.

Janis Joplin's personal publicist says the late singer had a one-night stand with Joe Namath back in the '60s (*Globe*).

Jon Secada's wedding to "music promoter Maritela Vilar" merits a two-page photo spread in the *Star*. Incidentally, the *Globe* and *People* spell her first name "Maritere" and the *National Enquirer* spells her first name "Mari-Tere."

"People all over the country are calling in crying and saying, 'It happened to me'" — Peggy Scott-Adams describes the reaction to her man-leaves-woman-for-another-man hit, "Bill" (*People*).

Really Sayin' Somethin'

"The most glamorous thing the band did this year is we chartered the Chicago Bulls' private jet and flew with the Smashing Pumpkins to the MTV Awards. We kept sniffing the seats to see if we could locate Michael Jordan or Dennis Rodman — to no avail" — Garbage frontwoman Shirley Manson, one of *Us*'s "Break-through Stars Of '97."

"I'm dreaming a lot, and I can't believe what is happening to me. But my two feet are on the ground" — Celine Dion reflects on her recent success (*Us*).

"Anyone who has dealt with him — genuinely dealt with him — knows he is a liar. I'm not afraid of Michael Eisner. That's why he's so angry with me. Because in this town where people are all about business and making money, I am the only one willing to say the truth" — SKG DreamWorks honcho David Geffen calls it like he sees it (*Us*).

"The only other people doing real pop is Spice Girls" — Gina G. explains her appeal (*Entertainment Weekly*).

"First, you have to please yourself, and then it might be interesting for other people. But if it's not interesting for you, then you're fucked. You've got nowhere to go" — Van Morrison explains himself to you (*Entertainment Weekly*).

MUSIC & MOVIES

CURRENT

- **BOOTY CALL**
Single: Can We/SWV
 - **JERRY MAGUIRE (Epic Soundtrax)**
Other Featured Artists: Neil Young, Aimee Mann
Single: Secret Garden/Bruce Springsteen
 - **SCREAM (TVT Soundtrax)**
Featured Artists: Nick Cave & The Bad Seeds, Moby, Connells
 - **MICHAEL (Revolution)**
Single: Through Your Hands/Don Henley
Other Featured Artists: Kenny Wayne Shepherd, Bonnie Raitt
 - **LOST HIGHWAY (Nothing/Interscope)**
Single: The Perfect Drug/Nine Inch Nails
Other Featured Artists: David Bowie, Lou Reed, Smashing Pumpkins
 - **SPACE JAM (Warner Sunset/Atlantic)**
Single: For You I Will/Monica
Other Featured Artists: Coolio, D'Angelo, All-4-One
 - **DANGEROUS GROUND (Jive)**
Singles: The World Is Mine/Ice Cube
Ghetto Smile/B-Legit f/Daryl Hall (Sick Wid' It/Jive)
Other Featured Artists: Keith Murray, Jay-Z, KRS-One
 - **ONE FINE DAY (Columbia)**
Single: For The First Time/Kenny Loggins
Other Featured Artists: Keb'Mo', Tina Arena, Natalie Merchant
 - **WHEN WE WERE KINGS (Mercury)**
Singles: Rumble In The Jungle/Fugees
When We Were Kings/Brian McKnight & Diana King
Other Featured Artists: James Brown, B.B. King
 - **THE PREACHER'S WIFE (Arista)**
Single: Step By Step/Whitney Houston
 - **SUBURBIA (DGC/Geffen)**
Featured Artists: Beck, Butthole Surfers, Girls Against Boys
- COMING**
- **HOWARD STERN'S PRIVATE PARTS (Warner Bros.)**
Single: Hard Charger/Porno For Pyros
Other Featured Artists: Marilyn Manson, Green Day, Van Halen
 - **LOVE JONES**
Single: Hopeless/Dionne Farris (Columbia)
 - **JUNGLE2JUNGLE**
Single: It Starts In The Heart/Maxi Priest (Walt Disney)
 - **SELENA**
Single: Dance Medley/Selena (EMI/Latin)
 - **THE SAINT (Virgin)**
Single: Out Of My Mind/Duran Duran
Other Featured Artists: Sneaker Pimps, Duncan Sheik, Luscious Jackson

CYBERSPACE

Hot new music-related World Wide Web sites, cool cyber-chats, and other points of interest along the information superhighway.

'Net Chats

Jewel, Monday (3/10) at 8pm ET/5pm PT, America Online (keyword: LIVE).



The Mighty Mighty Bosstones, Thursday (3/13) at 7:30pm ET/4:30pm PT, Prodigy (jump: CHAT).

Reba McEntire, Thursday at 8pm ET/5pm PT, America Online (keyword: LIVE) and at <http://www.reba.com> on the web.

Sir Mix-A-Lot, Thursday (3/13) at 9pm ET/6pm PT, Microsoft Network ("Riff") forum, Onstage Channel 3).

On The Web

Sky Cries Mary performs live from Seattle on Saturday night (3/8) at midnight ET/9pm PT (<http://www.LiveConcerts.com>).

MUSIC DATEBOOK

MONDAY, MARCH 17

- 1968/The Bee Gees make their U.S. debut, performing on "The Ed Sullivan Show."
 - 1976/Boxer Ruben "Hurricane" Carter is granted a retrial for murder thanks, in part, to Bob Dylan's song "Hurricane."
 - 1995/Suzanne Vega marries producer Mitchell Froom.
- Born: The late Nat King Cole 1917, John Sebastian (Lovin Spoonful) 1944, Van Conner (Screaming Trees) 1967, Billy Corgan (Smashing Pumpkins) 1968

TUESDAY, MARCH 18

- 1965/Rolling Stones members Mick Jagger, Keith Richards, and Bill Wyman are arrested for urinating on the wall of a gas station after the owner wouldn't let them use the restroom.
 - 1982/Teddy Pendergrass is paralyzed after he crashes his Rolls Royce into a tree in Philadelphia.
 - 1989/Phil Collins and wife Jill become parents to daughter Lily Jane.
 - 1994/Nirvana's Kurt Cobain has four guns and 25 boxes of ammunition confiscated after his wife, Courtney Love, called police fearing he'd commit suicide.
- Born: Wilson Pickett 1941, Vanessa Williams 1963, Jerry Cantrell (Alice In Chains) 1966, Queen Latifah 1970

WEDNESDAY, MARCH 19

- 1957/Elvis Presley buys the Graceland mansion.

- 1958/Simon & Garfunkel — using the pseudonym Tom & Jerry — release their first single, "Hey Schoolgirl."
 - 1982/Ozzy Osbourne guitarist Randy Rhoads is killed in an airplane accident.
 - 1994/Pat Benatar and Neil Giraldo become parents to daughter Anna Juliana.
- Born: Billy Sheehan (Mr. Big) 1953

THURSDAY, MARCH 20

- 1969/John Lennon marries Yoko Ono in Gibraltar.
- 1970/David Bowie marries Angela Barnett.
- 1990/Gloria Estefan breaks several bones in her back when a truck slams into her tour bus. She'll make a full recovery within 10 months.
- 1991/Eric Clapton's four-year-old son, Conor, falls to his death from a 53-story window.



Michael Jackson — making history.

Also ... Michael Jackson signs the richest deal in history when Sony inks him to a reported \$1 billion record/video/movie contract.

Born: Carl Palmer (ELP) 1950, Jimmie Vaughan 1951

FRIDAY, MARCH 21

- 1961/The Beatles play Liverpool's Cavern Club for the first time.
 - 1970/The Jackson 5 release "ABC."
- Also ... The Small Faces release "First Step," their first album with new members Rod Stewart and Ron Wood.
- 1994/Bruce Springsteen wins a Best Original Song Oscar for "Streets Of Philadelphia" from the movie "Philadelphia."

SATURDAY, MARCH 22

- 1956/Carl Perkins is injured in a car accident en route to perform on "The Ed Sullivan Show." He's hospitalized for several months.
 - 1969/Newlyweds John Lennon & Yoko Ono begin their first "Bed-in For Peace" at the Amsterdam Hilton.
 - 1977/Stevie Wonder releases "Sir Duke."
- Born: George Benson 1943, Stephanie Mills 1957

SUNDAY, MARCH 23

- 1963/The Beach Boys release "Surfin' U.S.A."
 - 1978/The Police sign with A&M.
 - 1985/Billy Joel marries model Christie Brinkley in New York.
- Born: Ric Ocasek (ex-Cars) 1949, Chaka Khan 1953, Damon Albarn (Blur) 1968

— Paul Colbert

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

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59.4 million households
Patti Galluzzi,
VP/Music Programming

ADDS

- GHOST FACE KILLER All I Got Is You (Epic)
- MARY J. BLIGE Love Is All We Need (MCA)
- JAMIROQUAI Virtual Insanity (Work)
- ALLURE I/NAS Head Over Heels (Crave)
- PAULA COLE Where Have All The Cowboys Gone (Warner Bros.)
- BIG HEAD TODD & THE MONSTERS Resignation... (Revolution)
- JONNY LANG Lie To Me (A&M)
- SQUIRREL NUT ZIPPERS Hell (Mammoth/Atlantic)

EXCLUSIVE

- AEROSMITH Falling In Love (Is Hard On...) (Columbia)
- BECK The New Pollution (DGC/Geffen)

HEAVY

- AALIYAH One In A Million (BlackGround/Atlantic)
- BABYFACE Everytime I Close My Eyes (Epic)
- ERYKAH BADU On & On (Kedar/Universal)
- BUSH Greedy Fly (Trauma/Interscope)
- COLLECTIVE SOUL Precious Declaration (Atlantic)
- SHERYL CROW Everyday Is A Winding Road (A&M)
- JEWEL You Were Meant For Me (Atlantic)
- LIVE Lakini's Juice (Radioactive)
- METALLICA King Nothing (Elektra/EEG)
- NINE INCH NAILS The Perfect Drug (Nothing/Interscope)
- OFFSPRING Gone Away (Columbia)
- PORNO FOR PYROS Hard Charger (Warner Bros.)
- PUFF DADDY Can't Nobody Hold Me Down (Bad Boy/Arista)
- VERVE PIPE The Freshman (RCA)
- WALLFLOWERS One Headlight (Interscope)

JAM OF THE WEEK

- GHOST FACE KILLER All I Got Is You (Epic)

STRESS

- FIONA APPLE Sleep To Dream (Work)
- BLACKSTREET Don't Leave Me (Interscope)
- MARY J. BLIGE Love Is All We Need (MCA)
- SNOOP DOGGY DOGG Vapors (Death Row/Interscope)
- FUN LOVIN' CRIMINALS Fun Lovin' Criminal (EM)
- WARREN G I Shot The Sheriff (Def Jam/RAL/Mercury)
- DRU HILL In My Bed (Island)
- WHITNEY HOUSTON Step By Step (Arista)
- KORN A.D.I.D.A.S. (Immortal/Epic)
- MAKAVELI To Live & Die In L.A. (Death Row/Interscope)
- MONICA For You I Will (Warner Sunset/Atlantic)
- NO DOUBT Excuse Me Mr. (Trauma/Interscope)
- DUNCAN SHEIK Barely Breathing (Atlantic)
- SILVERCHAIR Abuse Me (Epic)
- SUBLIME Santeria (Gasoline Alley/MCA)
- U2 Discotheque (Island)
- VERUCA SALT Volcano Girls (Outpost)
- WILCO Outtastite (Outta Mind) (Reprise)

BREAKTHROUGH

- JAMIROQUAI Virtual Insanity (Work)

ACTIVE

- ALLURE I/NAS Head Over Heels (Crave)
- FOXY BROWN I'll Be Good (Def Jam/RAL/Mercury)
- CAKE I Will Survive (Capricorn/Mercury)
- CAMP LO Luchini (Profile)
- PAULA COLE Where Have All The Cowboys Gone (Warner Bros.)
- DJ KOOL Let Me Clear My Throat (American/WB)
- LUSCIOUS JACKSON Naked Eye (Grand Royal/Capitol)
- MAXWELL Sumthin' Sumthin' (Columbia)
- NO MERCY Please Don't Go (Arista)
- SDUL ASSASSINS The Puppet Master (Columbia)
- KEITH SWEAT Just A Touch (Elektra/EEG)
- WESTSIDE CONNECTION Gangstas Make... (Lench Mob/Priority)
- ZHANE Request Line (Illtown/Motown)

ON

- LEAH ANDREONE It's Alright, It's OK (RCA)
- BIG HEAD TODD & THE MONSTERS Resignation... (Revolution)
- JON SPENCER BLUES EXPLOSION Wail (Matador/Capitol)
- KULA SHAKER Hey Dude (Columbia)
- JONNY LANG Lie To Me (A&M)
- MARILYN MANSON Tourniquet (Nothing/Interscope)
- MIGHTY MIGHTY BOSSSTONES The Impression I Get (Mercury)
- PRODIGY Firestarter (Mute/Maverick/WB)
- SPACE Female Of The Species (Gut/Universal)
- SQUIRREL NUT ZIPPERS Hell (Mammoth/Atlantic)

Video airplay from March 10-16



50.8 million households
Lee Chesnut, VP/Music Programming
Wayne Isaak, Sr. VP/Music & Talent Relations

XL

- CARDIGANS Lovefool (Mercury)
- WHITNEY HOUSTON Step By Step (Arista)
- JEWEL You Were Meant For Me (Atlantic)
- NO DOUBT Don't Speak (Trauma/Interscope)
- WALLFLOWERS One Headlight (Interscope)

LARGE

- "AFKAP" Somebody's Somebody (NPG/EMI)
- BABYFACE Every Time I Close My Eyes (Epic)
- PAULA COLE Where Have All The Cowboys Gone (Imago/WB)
- SHERYL CROW Everyday Is A Winding Road (A&M)
- COUNTING CROWS A Long December (DGC/Geffen)
- CELINE DION All By Myself (550 Music)
- EN VOGUE Don't Let Go (Love) (EastWest/EEG)
- JOHN MELLENCAMP Just Another Day (Mercury)
- U2 Discotheque (Island)

MEDIUM

- ERYKAH BADU On & On (Kedar/Universal)
- DAVID BOWIE Little Wonder (Virgin)
- R. KELLY I Believe I Can Fly (Jive)
- JON SECADA Too Late, Too Soon (EMI)
- DUNCAN SHEIK Barely Breathing (Atlantic)

CUSTOM

- AALIYAH One In A Million (BlackGround/Atlantic)
- LEAH ANDREONE It's Alright, It's OK (RCA)
- FIONA APPLE Sleep To Dream (Work)
- MERRIL BAINBRIDGE Under The Water (Universal)
- BIG HEAD TODD & THE MONSTERS Resignation... (Revolution)
- BLACKSTREET No Diggity (Interscope)
- CRANBERRIES When You're Gone (Island)
- PHIL COLLINS It's In Your Eyes (Atlantic)
- DAVE MATTHEWS BAND Crash Into Me (RCA)
- GINA G Ooh Aah... Just A Little Bit (Eternal/WB)
- JOHNNY GILL It's Your Body (Motown)
- DRU HILL In My Bed (Island)
- ISLEY BROTHERS Tears (T-Neck/Island)
- FREEDY JOHNSTON On The Way Out (Elektra/EEG)
- AMANDA MARSHALL Fall From Grace (Epic)
- MAXWELL Sumthin' Sumthin' (Columbia)
- GEORGE MICHAEL Star People (DreamWorks/Geffen)
- MONICA For You I Will (Warner Sunset/Atlantic)
- ODDS Someone Who's Cool (Elektra/EEG)
- R.E.M. Electrolite (Warner Bros.)
- SPICE GIRLS Wannabe (Virgin)
- KEITH SWEAT Nobody (Elektra/EEG)
- LUTHER VANDROSS I Can Make It Better (LV/Epic)
- WILCO Outtastite (Outta Mind) (Reprise)

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



36 million households
Lydia Cole,
VP/Music Programming

Video Playlist

- DRU HILL In My Bed (Island)
- ERYKAH BADU On & On (Kedar/Universal)
- PUFF DADDY Can't Nobody Hold Me Down (Bad Boy/Arista)
- AALIYAH One In A Million (BlackGround/Atlantic)
- MAXWELL Sumthin' Sumthin' (Columbia)
- BRAT I/T-BOZ Ghetto Love (So So Def/Columbia)
- WHITNEY HOUSTON Step By Step (Arista)
- BABYFACE Every Time I Close My Eyes (Epic)
- KEITH SWEAT Just A Touch (Elektra/EEG)
- ZHANE Request Line (Illtown/Motown)

Information for week ending March 7.

Rap City Top 10

- PUFF DADDY Can't Nobody Hold Me Down (Bad Boy/Arista)
- FUGEES Rumble In The Jungle (Mercury)
- TRACY LEE The Theme (Universal)
- REDMAN Whateva Man (Def Jam/RAL/Mercury)
- ARTIFACTS The Ultimate (Big Beat/Atlantic)
- FOXY BROWN I'll Be (Violator/Def Jam/RAL/Mercury)
- JAY-Z Feelin' It (Roc-A-Fella)
- RZA Tragedy (Genius)
- TELA Sho' Nuff (Suav House/Relativity)
- WESTSIDE CONNECTION Gangstas Make... (Lench Mob/Priority)

Information for week ending March 7.

TELEVISION

TOP TEN SHOWS FEBRUARY 24-MARCH 2

Total Audience
(97 million households)

- 1 Seinfeld
- 2 Friends
- 3 The Naked Truth
- 4 Suddenly Susan
- 5 ER
- 6 Home Improvement
- 7 60 Minutes
- 8 Movie (Sunday) ("The Fugitive")
- 9 Movie (Sunday) ("Journey Of The Heart")
- 10 39th Annual Grammy Awards

Adults 18-34

- 1 Seinfeld
- 2 Friends
- 3 Suddenly Susan
- 4 Party Of Five
- 5 The Naked Truth
- 6 Beverly Hills, 90210
- 7 Melrose Place
- 8 Movie (Sunday) ("The Fugitive")
- 9 King Of The Hill
- 10 The Simpsons (tie) When Disasters Strike 2

Source: Nielsen Media Research

COMING NEXT WEEK

All show times are ET/PT unless otherwise noted; subtract one hour for CT. Check listings for showings in the Mountain time zone. All listings subject to change.

Tube Tops

Frank Black, Foo Fighters, Lou Reed, Sonic Youth, the Cure's Robert Smith, and Smashing Pumpkins' Billy Corgan perform when "David Bowie & Friends — A Very Special Birthday Concert" premieres as a two-hour, pay-per-view concert (Saturday, 3/8, check local listings for time and PPV channel).

Friday, 3/7

• Babyface and Curtis Mayfield are slated to receive special awards when Brandy, Gladys Knight, and L.L. Cool J host the "1997 Soul Train Music Awards" (WB, check local listings).

• Jewel performs and Howard Stern is interviewed on "The Tonight Show With Jay Leno."

Saturday, 3/8

• Rick Trevino performs on "The Statler Bros. Show" (TNN, 9pm ET/6pm PT)

Monday, 3/10

• Suzy Bogguss and the Oak Ridge Boys, "Prime Time Country" (TNN, 9pm EST/6pm PST).

• Deana Carter, "Jay Leno."

Tuesday, 3/11

• Garth Brooks, Reba McEntire, and Tony Rich are slated to perform live on the "Blockbuster Entertainment Awards," a two-hour special hosted by Vanessa Williams (UPN, 8pm).

• Travis Tritt and Lee Roy Parnell perform on "Waylon Jennings & Friends" (TNN, 8pm ET/5pm PT).

• Kim Richey, "Late Night With Conan O'Brien."

Wednesday, 3/12

• Willie Nelson is profiled on TNN's "The Life And Times Of..." series (8pm ET/5pm PT).

• Mila Mason, "Prime Time Country."

Thursday, 3/13

• Johnny Paycheck, "Prime Time Country."

• Collective Soul, "Jay Leno."

• Freedy Johnston performs and Howard Stern is interviewed on "Conan O'Brien."

FILMS

WEEKEND BOX OFFICE FEB. 28-MAR. 3

- 1 The Empire Strikes Back (Fox) \$13.14
- 2 Donnie Brasco (TriStar)* \$11.66
- 3 Star Wars (Fox) \$6.85
- 4 Booty Call (Columbia)* \$6.42
- 5 Absolute Power (Columbia) \$5.72
- 6 Dante's Peak (Universal) \$5.26
- 7 Vegas Vacation (WB) \$4.55
- 8 Fools Rush In (Columbia) \$3.60
- 9 Marvin's Room (Miramax) \$3.25
- 10 Rosewood (WB) \$2.90

All figures in millions
* First week in release

Source: Entertainment Data Inc.

COMING ATTRACTIONS:

This week's openers include "Private Parts," starring "King Of All Media" Howard Stern and sidekick Robin Quivers. The film's Warner Bros. soundtrack features Porno For Pyros' current single ("Hard Charger") as well as cuts by Rob Zombie w/ Howard Stern ("The Great American Nightmare"), Howard Stern & the Dust Brothers ("Tortured Man"), Marilyn Manson ("The Suck For Your Solution"), Ramones ("Pinhead"), and cover tunes by Ozzy Osbourne w/Type O Negative (Status Quo's "Pictures Of Matchstick Men") and Green Day (the Kinks' "Tired Of Waiting For You"). Deep Purple's "Smoke On The Water," Cheap Trick's "I Want You To Want Me," Ted Nugent's "Cat Scratch Fever," Van Halen's "Jamie's Cryin'," a live version of AC/DC's "You Shook Me All Night Long," and more complete the LP.

Hip-hop music documentary "Rhyme & Reason" also opens this week. Its Buzztone/Priority soundtrack showcases new tunes by Mack 10 & Tha Dogg Pound, Busta Rhymes & A Tribe Called Quest, Eight Ball & MJG, Ray Kass & Heltah Skeltah, Crucial Conflict, E-40, the RZA, MC Eiht, Lost Boyz, KRS-One, Master P, Volume 10, Nyoo & DeCoca, Deliquent Habits, and Guru, Lil' Dip & Kai:Bee.

Tim Allen stars in "Jungle 2 Jungle," whose forthcoming Walt Disney soundtrack sports Maxi Priest's current single ("It Starts In The Heart"), the "97 Jungle Version" of "Shaking The Tree" by Peter Gabriel & Youssou N'Dour w/Shaggy, and songs by Jam Nation, the Sha-Shees, and more.



21 million households
Liz Kiley,
VP/Programming

National Top 20

- TRU I Always Feel Like... (Priority)
- SPICE GIRLS Wannabe (Virgin)
- DRU HILL In My Bed (Island)
- LIL' KIM Crush On U (Big Beat/Atlantic)
- RAHSAAN PATTERSON Stop By (MCA)
- PEGGY SCOTT-ADAMS Bill (Miss Butch/Mardi Gras)
- FOXY BROWN I'll Be (Violator/Def Jam/RAL/Mercury)
- T. CAMPBELL Don't Ask My Neighbors (Warner Bros.)
- "AFKAP" Somebody's Somebody (NPG/EMI)
- ROME I Belong To You (RCA)
- PUFF DADDY Can't Nobody Hold Me Down (Bad Boy/Arista)
- HEAVY D Big Daddy (Uptown/MCA)
- WESTSIDE CONNECTION Gangstas Make... (Lench Mob/Priority)
- AALIYAH One In A Million (BlackGround/Atlantic)
- MACK 10 & DOGG ... Nothin' But... (Buzztone/Priority)
- 112 Cupid (Bad Boy/Arista)
- ZHANE Request Line (Illtown/Motown)
- BILLY LAWRENCE C'Mon (Elektra/EEG)
- MINT CONDITION You Don't Have... (Perspective/A&M)

Most requested for week ending February 28.



Pos.	Artist	Avg. Gross (in 000s)
1	WHO	\$682.9
2	METALLICA	\$494.5
3	BETTE MIDLER	\$482.9
4	KENNY G/TONI BRAXTON	\$472.2
5	KISS	\$464.1
6	REBA MCENTIRE	\$409.8
7	TRAGICALLY HIP	\$352.8
8	RUSH	\$309.9
9	PHISH	\$253.4
10	SMASHING PUMPKINS	\$242.0
11	STONE TEMPLE PILOTS	\$225.8
12	ALAN JACKSON	\$213.3
13	DAVE MATTHEWS BAND	\$208.5
14	HOOTIE & THE BLOWFISH	\$191.9
15	VINCE GILL	\$176.9

Among this week's new tours:

- FIONA APPLE
- CHEAP TRICK
- ENUFF Z' NUFF
- JAZZ PASSENGERS
- PANSY DIVISION
- SON VOLT
- STANLEY TURRENTINE
- TYPE O NEGATIVE

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DARS

Continued from Page 1

CD Radio, Digital Satellite Broadcasting Corp., and Primosphere L.P. — filed their applications in the early 1990s. Although it is too early to tell how much revenue the auctions will bring in, sources predict the dollar figure could be upwards of \$200 million.

NAB spokesperson **Dennis Wharton** was quick to reiterate NAB's long-held position: "The bottom line is that satellite-delivered radio threatens the thousands of community radio stations that provide local news, weather, and sports and have made the U.S. system of broadcasting the envy of the world."

But the Commission disagreed. "We find that the effect of satellite DARS on terrestrial radio is likely to be significantly smaller than the effect of additional terrestrial radio stations," the Commission wrote. It also said it estimates DARS listenership not to be more than 4% by the year 2005. Similarly, the FCC said it expects DARS to have a negligible effect on national radio advertising revenues should one or both of the licensees choose to accept advertising.

The new system, which could be available in the next couple of years, would provide CD-quality radio to a national audience and would most likely be a subscription-based service. CD Radio President **David Margolese** said although the market will determine actual costs, he estimates the price of the service to be about \$10 per month, with initial hardware costs of a couple hundred dollars.

"A significant number of persons in the U.S. receive few high-quality audio signals," the FCC said. "Satellite DARS offers the substantial benefit of providing these persons with many additional high-quality audio signals."

— Heather Van Slooten

CBS

Continued from Page 3

heritage of WODS. And while Bob is eager to take on new challenges, we are working with him to find those challenges within the CBS Radio family."

Most recently CBS's President/AM Stations — a post that no longer exists — Goldman had worked at WBZ prior to Westinghouse's acquisition of CBS Radio and **Infinity Broadcasting**. He told R&R, "I'm delighted to be back in Boston where I enjoyed working for three years. Nothing better could have happened to me. My job is to keep [WBZ] where it is, which is the market leader. We have that heritage to help us stay as the market leader."

Jordan has worked for CBS for more than 20 years and has managed **KDKA-AM/Pittsburgh** and **KOAX-FM** (now **KYNG/Dallas-Ft. Worth**). "It's nice to be back on the FM side," he told R&R. "It didn't take me long to go running to an **Arbitron** book and see that [WODS] was No. 2 25-54 for the past four years! It's consistent and I'm thrilled. I was at WBZ in time for its 75th anniversary, my last year at KDKA was its 75th anniversary, and now I'm here in time for WODS's 10th. After nine Westinghouse moves and a moving van outside of my house, it's nice not

Jacor

Continued from Page 3

be in San Diego and at Q106 — and even more exciting to be at Jacor. This is a product-oriented company and a programmer's company. I'm thrilled to be in the company of people like **Jacor/SD VP/Director of Operations Jack Evans**, **Tim Dukes**, **KHTS-FM PD Todd Shannon**, and **KGB-FM PD Todd Little**."

Todd discussed KKLQ's format:

to have to move again."

'Unparalleled Operation'

Reporting to CBS Radio Chairman/CEO **Mel Karmazin** and CBS News President **Andrew Heyward**, Herman will be responsible for the CBS News radio operation — including news gathering and programming — as well as its relationship with its affiliated stations.

"CBS Radio is in a unique position to build an unparalleled news operation," Karmazin said. "Scott's track record as a journalist and manager makes him the perfect choice for this position."

Heyward added, "Our goal is simple: to offer the highest quality news service in the business to our listeners and affiliated stations. Scott's mission is to build on the vast experience and expertise of the current CBS News radio operation, while forging new partnerships with our radio stations and affiliates."

Herman has held his current WINS post since January 1994. Prior to that, he served as Director/News Programming at **KYW-AM & TV & WMMR-FM/Philadelphia** (1992-93), News Director at **KYW-TV** (1990-92), and as Exec. Editor/PD at **WMAQ-AM/Chicago** (1988-90) and **KYW-AM** (1985-88). He also was News Director at WINS, where he began his career in 1987.

"On the left we have considerations [for CHR/Rhythmic sister] **KHTS**; on the right, we have [AC sister] **KKBH-FM**. We're going to try and draw this thing right down the middle and see where it takes us."

Regarding speculation that top-rated **KKLQ** morning drivers **Jeff & Jer** will exit when their contracts expire in April, **Todd** said, "Jeff & Jer are employees of Q106 until the completion of their contracts. At that time we will make our decision. Negotiations have taken place."

DOJ

Continued from Page 3

with **SFX Broadcasting** gone through, EZ would have controlled the Country format and SFX the Rock format, according to DOJ; SFX instead agreed last week (2/25) to acquire **WRFX** in exchange for EZ's **WDSY-FM/Pittsburgh** plus \$20 million.

KSSJ is being upgraded to a class B station. If that upgrade is not complete by December 31, 1997, DOJ said it has the "option to designate an additional Sacramento class B FM for divestiture."

"The Telecommunications Act of 1996 envisioned a great deal of consolidation in radio, and that's going forward," said DOJ Asst. Attorney General designate **Joel Klein**. "[DOJ] only gets involved in cases such as this one where the proposed deal could hurt consumers."

ARS Chairman/CEO **Steve Dodge** said, "We are pleased to be able to eliminate whatever investor uncertainty the Antitrust Division's review of our merger and acquisition activities in selected markets may have caused. We look

Balla

Continued from Page 3

Regarding his departure from **KRXO**, **Balla** added, "It's difficult to leave somewhere after being there for so long, and I knew it would take something special to make me leave. This was it. I'm very, very fortunate to have this opportunity."

Prior to his move to Oklahoma City, **Balla** spent two years as PD at **WMMQ/Lansing, MI**. He's also worked in Milwaukee at **WKTJ, WLZR, and WKLH**.

Beck

Continued from Page 3

Beck oversaw the campaigns for dozens of new and established artists, including **Pearl Jam, Michael Jack-**

son, Gloria Estefan, Luther Vandross, Sade, Indigo Girls, and Living Colour. He was also closely involved in the careers of **Boston, Meat Loaf, Culture Club, and Charlie Daniels Band**.

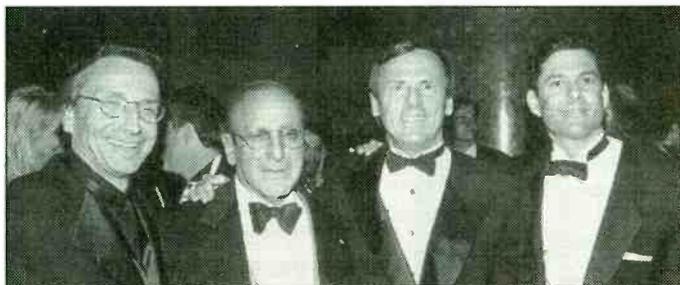
Changes

Continued from Page 17

MD. **Shana Rose** assumes afternoons as **Cadillac Jack** departs ... **Jennifer Linin** becomes MD at **KAJA/San Antonio** ... **KTEX-FM/McAllen-Brownsville PD/mornings Jim "Patches" Paczkowski** swaps shifts with afternoon driver **Frankie D. KJ** joins as morning co-host ... **KIZN/**

Boise, ID MD/afternoons Jake Murphy exits ... At **KEAN/Abilene, TX**, middayer **P.J. Rowland** shifts to mornings as **Justin Case** returns for Rowland's former shift.

News/Talk: Pablo Garcia becomes an engineering supervisor at **KFWB/L.A.** ... **WWJ/Detroit** taps **Bill Stevens** as afternoon co-anchor ... **WTVN/Columbus, OH** adds "Coast To Coast with Art Bell" to overnights as **Steve Cannon** shifts to late-nights.



BMG HEAVY-HITTERS — Marking another great year following the Grammys were (l-r) **BMG International President/CEO Rudi Gassner**, **Arista President Clive Davis**, **BMG Entertainment Chairman/CEO Michael Dornemann** and **North America President/CEO Strauss Zelnick**.

BUSINESS BRIEFS

Continued from Page 4

- **Nora Feeley** to Director/Marketing from Marketing Manager
- **Anne Brady** to Marketing Manager from Marketing Coordinator
- **Suzette Kolacki** has been named Office Manager.

Clear Channel Acquires Billboard Co.

Clear Channel Communications announced it will buy **Eller Media Corp.**, a billboard advertising firm, for \$1.15 billion (approximately \$750 million in cash and \$400 million in stock). Eller, which has more than 50,000 billboards in 15 markets, will operate independently from Clear Channel. Eller Media Chairman/CEO **Karl Eller** will retain his post and join Clear Channel's board of directors.

Compiled from reports by the **Associated Press, United Press International, Dow Jones News Service, and R&R staff writers.**

forward to now being able to focus all of our time and energy on the more productive business of growing the company and fully achieving its strategic objective."

Cox/NewCity

DOJ also said it has wrapped up its investigation into **Cox Radio Inc.**'s pending acquisition of **NewCity Communications Inc.** and its three stations in Syracuse, NY. Cox currently owns a pair of Syracuse stations.

In May 1996, Cox said it would pay \$250 million for **WSYR-AM, WBBS-FM & WYYY-FM**. The group expects to close the deal in the first half of this year.

— Heather Van Slooten



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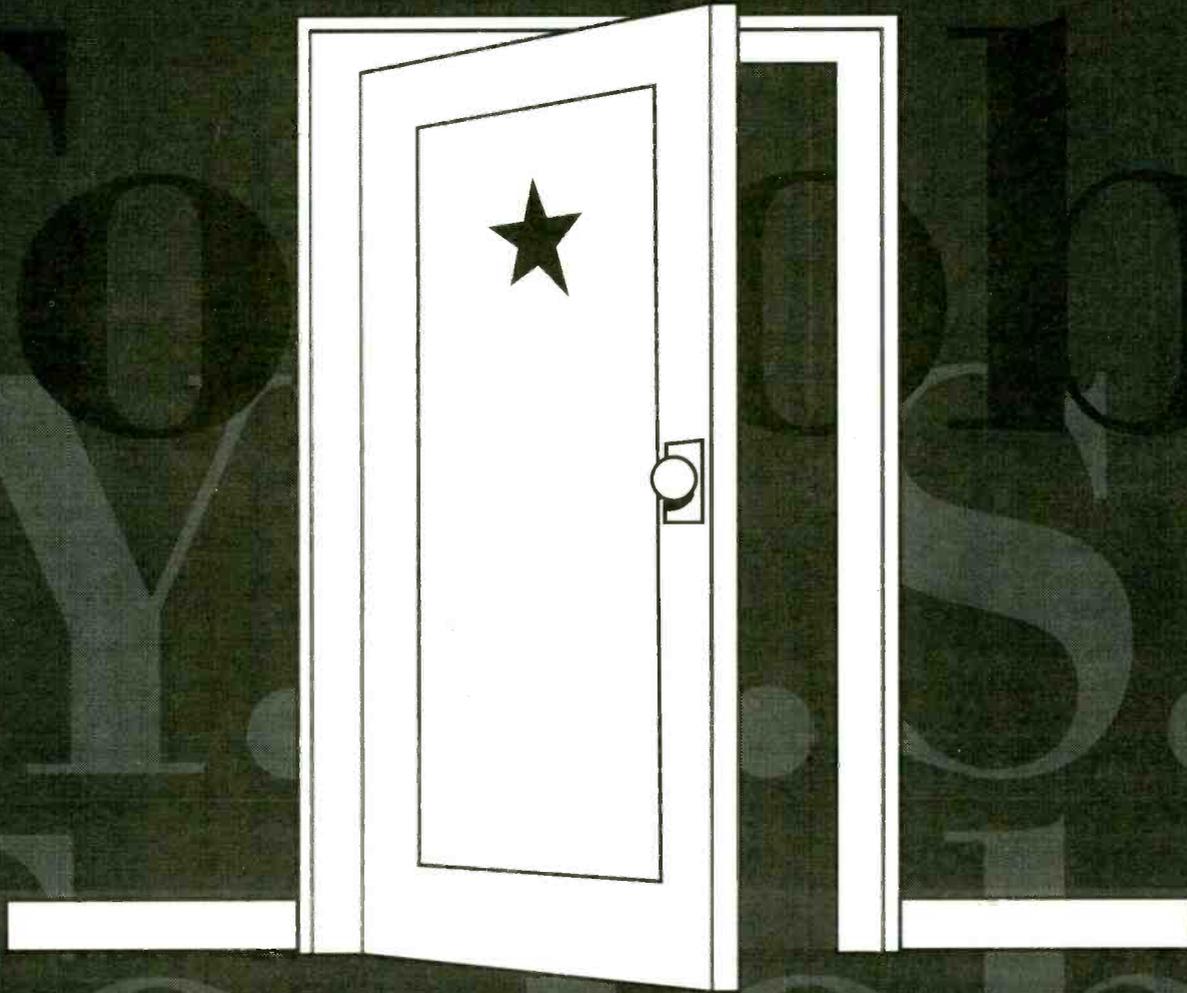
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Clinton Wants R&R Talk Confab Video!

ST hears that no less than President **Bill Clinton** wanted a copy of the videotape that **Art "Radio's Best Friend" Vuolo** shot at the R&R Talk Radio Seminar last weekend (see Page 1). Well, White House Press Secretary **Mike McCurry** was one of the speakers ...

Longtime **KIIS/L.A.** VP/Mktg. & Promotion **Karen Tobin** becomes Mktg. Dir. for **KNBC-TV/L.A.**

AC WLVG/Long Island welcomes new PD **Stef Rybak**, formerly PD at crosstown **WBLI**.

Was it mere coincidence that **Jacor's KKBH (The Beach)/San Diego** picked up the "Mix" slogan — just prior to **Nationwide's** launch of crosstown **KUPR's** new format? (Doesn't **Nationwide** use the "Mix" handle in a number of other markets, including Phoenix and Dallas? *Hmmm.*)

Active Rock **WRCX/Chicago** morning manatee **Mancow's** syndication efforts kicked off when Alternative **WEJE/Ft. Wayne** came aboard Monday (3/3). Look for Alternative **KISF/KC** to follow suit on March 17.

In the meantime ... **KISF** welcomes new Station Mgr. **Bob Gould**, formerly a media consultant.

Rumors

- Is there anything to the persistent pavement palaver that **Jacor** and **ARS** are talking about getting together?

- Is **WRKS/NY** looking for an energetic partner to work with legendary recording star/morning driver **Isaac Hayes**?

- Now that **KIIS-AM/L.A.** has started simulcasting **Jacor** sister Sports outlet **XTRA-AM/San Diego**, will the station's new format debut shortly?

- Will **Back Bay Broadcasting's** CHR/Rhythmic **WWKX/Providence** have increased its southeastern coverage by picking up crosstown **WPJB** and begun simulcasting on **WPJB's** 102.7 frequency by the time you've finished reading this sentence?

- **KMGQ/Santa Barbara, CA** welcomes new PD **Vince Garcia**, formerly PD at **KGBY/Sacramento**. With crosstown **KHTY** now an Alternative, will Garcia take **KMGQ** CHR?

- Has **Decca** VP/Promo **John Lytle** resigned to become **Decca** artist **Gary Allan's** new manager?

Rumbles, Pt. 1

- Former **WHTZ/NY** research guru **Anthony Iannini** becomes Research Dir. at crosstown **WKTU**.

Speaking of **WKTU**, look sharp for programming asst./swing shifter **Geronimo** on the March 20th episode of **ABC-TV's** soap "The City."

- **WNDD/Gainesville, FL** welcomes new PD **Trevor Scott**, formerly PD at **WMAD/Madison, WI**.

- **WHZZ/Lansing, MI** PD **Chris Kerr** exits; MD **Woody Houston** becomes interim PD.

- **WOSC/Salisbury-Ocean City, MD** PD **Bob Maxwell** exits; **T.J. Roberts** becomes interim PD.

- **KRRV-FM/Alexandria, LA** welcomes new PD **Dru LaBorde**, coming from PD at **WKTF-FM/Jackson, MS**. LaBorde replaces **Michael Bailey**, who segues to AC sister **KKST**.

- Hot AC **WMXP/Peoria, IL** flips to an all-"Louie, Louie" format.

- **WTBB/Panama City, FL** ups **Dom Theodore** to OM, names **Brian Holmes** PD, and elevates **Rob Roberts** to APD/MD.

- **WBAM/Montgomery, AL** flipped from Country to CHR and sister **WRWO** flipped from Classic Rock to Soft AC on Friday (2/28).

Meanwhile, **WRWO** OM/PD/MD **Trish Carpenter** adds **WBAM** OM/PD/MD/midday duties, **WRWO** afternoon driver **Marty Blair** joins **WBAM** for mornings, and former **WBAM** morning co-host **Todd Stone** picks up afternoons at the station.

Back at **WRWO**, midday maven **Bill Morgan** segues to mornings and **Doug Sinclair** shifts from middays at **WBAM** to afternoons at **WRWO**. In all other dayparts, the station is automated.

- **KYCY/SF** welcomes new weekend **Dan Cheatham**, coming from mornings at **KRAK/Sacramento**.

- **WXTU/Philly** morning co-host **Michael Lynn** exits.

Just The Fax

Someone tried to pull a fast one on **WRAL-FM/Raleigh**. ST received a fax on official **WRAL** letterhead advising of a flip from AC to CHR. The hoaxster even went so far as to name **Coleman Research** as the company that advised the switch and gave quotes from GM **Bob Lind** and PD **Steve Reynolds**.

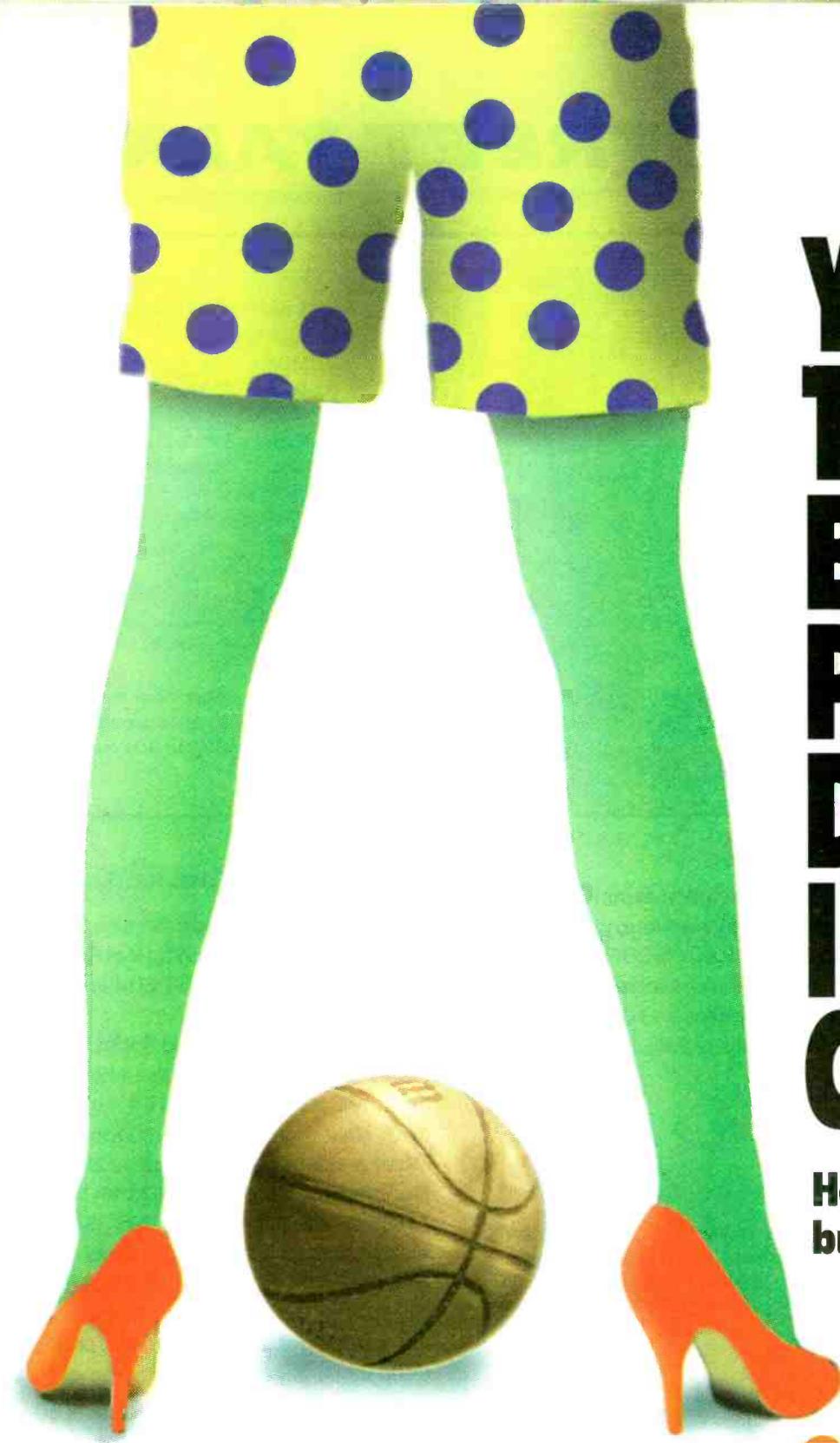
After some careful checking, **Reynolds** told ST, "There is absolutely no truth to the rumor."

Former **WNEW-FM/NY** OM **Steve Young** forms **Youngradio Management Strategies**, a programming/management consultancy.

Continued on Page 32

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FAST FACTS

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Pit Crew: Charlene & David Ross

Shows excellent motor skills. Likes to be in the driver's seat. Requires frequent pit stops for refueling and emission checks.

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LITTLE BIG WHEEL — Check out the front (left) and back (top) of this racy birth announcement from Capitol VP/Rock Promo Dave Ross and wife Charlene.

Continued from Page 30

Rick Jamie becomes **Jacor/Cincy MD**. His responsibility will be to facilitate communication with record companies for **WEBN, WAQZ, and WWNK**. Each station's respective APDs and/or MDs will retain their titles and continue to handle the day-to-day duties of the job.

Rumbles, Pt. 2

- **WARW/Washington** middayer **Bill Bush** segues to mornings at crosstown **CHR WWZZ**. Bush replaces **George McFly**, who buzzed off to **KQKS/Denver** a while back.

- In the wake of **Jacor's LMA** with **PAR's KKLQ/San Diego**, **KKLQ** afternoon driver **Jack Broady** exits.

- **WIYY/Baltimore MD** **Rob Heckman** adds APD duties.

- **KTFM/San Antonio** welcomes new midday maven **Christopher Lance**, who segues from the same shift at **KPRR/EI Paso**.

- **WEZB/New Orleans** welcomes **WGGZ/Baton Rouge** air talent **Scott Robb** and ex-**WLSS/Baton Rouge** morning driver **Charese Fruge** as its new morning co-hosts. The rest of **WEZB's** new lineup: station vet **David Marxx** (middays), ex-**KDON/Monterey** personality **Rob Holloway** (afternoons), and former **WLTS/New Orleans** night slammer **Kim Diamond** (nights).

- Having signed on way back in June 1996, **Cox CHR WWHT/Syracuse** went *live!* on Monday (3/3) under PD **Ed LaComb**. And the opening lineup is ... ex-**WZPL/Indy** morning driver **Mark Vanness** and entertainment reporter **Paige** (mornings), **LaComb** (10am-noon), ex-**WTNY/Watertown, NY** personality **Blaire** (noon-5pm), former **WPXY/Rochester** air talent **Marty The One Man Party** (5-10pm), ex-**WDAQ/Danbury, CT** personality **Kane** (10pm-2am), former **WSKS/Utica-Rome, NY** overnight sensation **J.D. Redmond** (overnights).

- **KOMQ/Honolulu** weekender **Richie Aquino** adds MD duties.

- **WBTT/Dayton** afternoon delight **Big Mama** exits.

Karmazin Kontest Continues

While **O.J. Simpson** remains the front-runner in ST's ongoing "Guess Who **Mel Karmazin's** Courting?" contest (see ST 2/14 for details), his odds have jumped to 4-1.

David Letterman and **Robin Williams** remain tied for second, but are now only 12-1 shots. **Johnny Carson** surges to 17-1, but remains in third. New candidate **Rosie O'Donnell** ties **Dennis Miller** and **Madonna** for fourth at 29-1. **Dennis Rodman** and **Bob Dole** join **Oprah Winfrey, Arsenio Hall, Billy Crystal, Jerry Seinfeld, Bill Maher, and Jay Leno** as 43-1 shots.

New to the field of longshots are **Bill Murray, Bryant Gumbel, Chevy Chase, Roseanne Barr, Jerry Springer, Charles Grodin, and Rick Dees**. Keep those guesses (via fax or e-mail to mailroom@rroonline.com) comin' ...

Meanwhile ... on a parenthetical, but nonetheless fascinating note, **Westwood One** announced that excerpts from "Dennis Miller Live" — set to debut at 11:30pm ET, Friday (3/7) on **HBO** — will be available the following Monday through Friday to **WW1** affiliates. *Hmmm.*

R&R Grammy Contest Winners

R&R sends kudos, superlatives, and *cash* to **Alan Austin** — Production Mgr. for **WBVR, WVVR & WGBV (Beaver FM)/Russellville, KY** — who won our 13th annual Grammy Contest and walked off with the glittering grand prize of \$500.

Tribune/Denver Dir./Programming & Ops Scott Taylor placed second, winning \$300. **Banner Radio Exec. Asst. Robert Kilgore** took third place and picked up \$100.

Continued on Page 34

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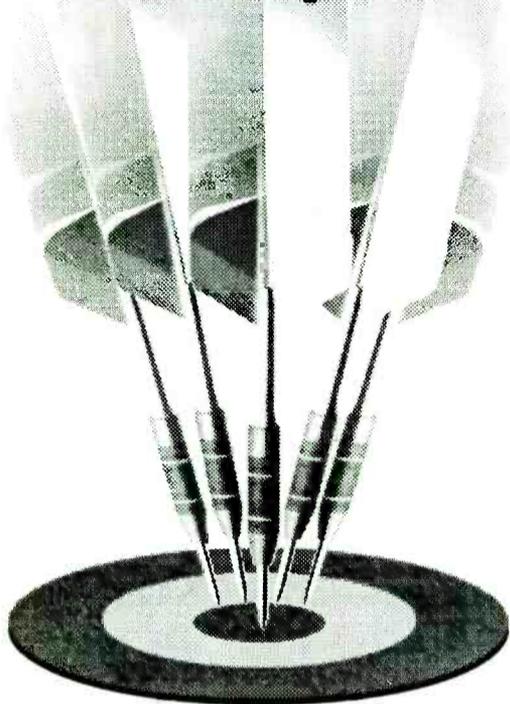
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Continued from Page 32

Former **WDRQ/Detroit** morning co-host **Sharon Santoni** is suing the station for firing her within weeks of notifying the **Viacom**-owned outlet's management that she was being treated for cancer.

According to the *Detroit News*, Santoni's suit claims she notified station management early last month that she would be taking some time off for further treatment and that "within weeks of the conversation, she was canned."

Santoni's lawyer told the paper that "despite her illness, Sharon continues to be perfectly able to perform her job" and that "WDRQ management refused all of my efforts to even meet to discuss the matter." WDRQ GM **George Kenyon** did not return ST's call.

When **Nationwide** officially takes over recently purchased **KHTC (K-Hits)/Phoenix** on Friday (3/7), look for Country **KNIX** programmer **Jeff Daniels** to come aboard as APD/MD. (This will reunite the former crosstown **KMLE** troika of PD **Shaun Holly**, GM **Bruce Blevins**, and APD/MD **Daniels**.)

Congratulations to voiceover specialist **Randy Thomas**, who was chosen to announce the Academy Awards for the third consecutive year. (She's also the only woman ever to voice the event.) The 69th Academy Awards ceremony will be broadcast via **ABC-TV** on Monday (3/24).

Condolences to the family and friends of longtime **KCBS-AM/SF** VP/GM (and, more recently, **KSSK-AM & FM/Honolulu** VP/GM) **Ray Barnett**, who succumbed to cancer on Friday (2/28) at age 71.

No Stern Untoned

One final question: Now that its S*T*A*R has been on every other magazine cover in the free world (see 'Zine Scene, Page 24), just how

Records

- Warner Nat'l Dir./Adult Top 40 Promo **Steve Zap** joins **Red Ant** as VP/Pop Promo.
- EMI names **Troy Shelton Sr.** Dir./Rap Promo, **Kevin Black Collins** Mgr./Rap Field Promo, and **Damon Lott** Southeast regional rap promo rep. Lott will be based in Atlanta.
- Universal names former **RCA** promo rep **Bob Osborn** as its new Southwest regional, based in Dallas.
- *Ooops.* It's **A&M Associated Labels** — not **A&M** itself — that welcomes new Northwest promo rep **Bob Smith**, formerly with **Revolution**.

RADIO RECORDS



1

- **Big Deals:** **Infinity** buys **Granum** for \$410 million and **Clear Channel** buys **U.S. Radio** for \$140 million.
- **Kenneth O'Keefe** named **Evergreen Media** Exec. VP/Ops.
- **Steve Swenson** becomes **WTOP/Washington** VP/GM.
- **Marie Kordus** elevated to **KPWR/L.A.** GM.
- **Tim Dukes** appointed **XTRA-FM (91X)/San Diego** OM.

5

- **Matt Pollack** named **Atco/EastWest Records** VP/AOR Promo.
- **John Mackin Ade** appointed **KLUV/Dallas** VP/GM.
- **KVI & KPLZ/Seattle** GM **Shannon Sweatte** adds VP stripes.
- **Bruce Raven-Stark** becomes **KDBK/SF & KDBQ/Santa Cruz** GM.

10

- **Les Garland** joins **Bob Pittman's Quantum Music Inc.**
- **WYSP/Philly** GM **Ken Stevens** adds **WBW/Washington** duties.
- **Charlie Kendall** becomes **WSHE/Miami** OM.
- **Pete Bolger** named **WINZ/Miami** PD.
- **Fleetwood Gruver** ascends to **WQXI-AM & FM/Atlanta** PD.
- **Andy Bickel** returns to **WBT-AM/Charlotte** as PD.

15

- **Jeff Trumper** upped to **KSRR/Houston** GM.
- **J.D. Spangler** selected **KSAN/SF** PD.
- **Gerry DeFrancesco** named **KIIS-FM/L.A.** PD.
- **Rick Candea** elevated to **KILT-AM & FM/Houston** PD.
- **WSB-FM/Atlanta** to go AC with **Donna Brake** as PD.

20

- **Rick Sklar** promoted to **ABC Radio Division** VP/Programming.
- **John Lego** becomes **KERE/Denver** GM.
- **Cleveland Wheeler** boosted to **WMAK/Nashville** APD.

much money will **Howard Stern's** "Private Parts" movie take in at the box office during its opening weekend?

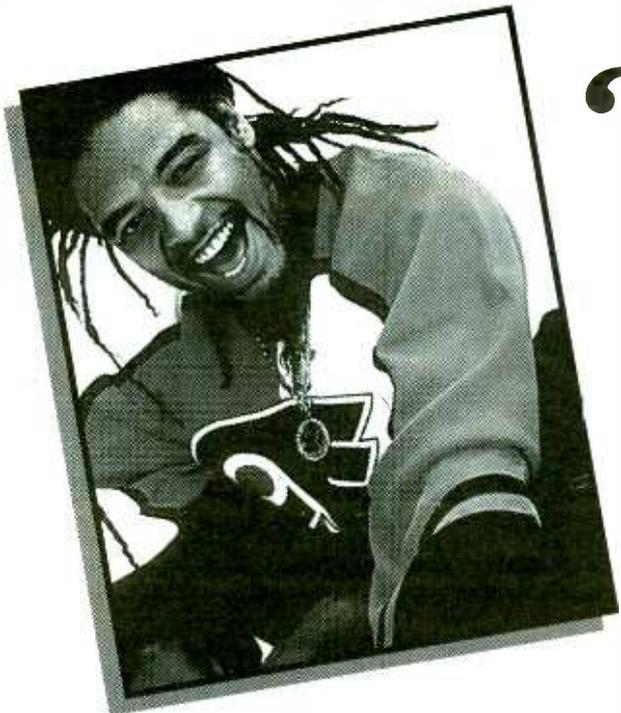
Send your best guess-timates via fax or e-mail to mailroom@rronline.com no later than 5pm EST Friday (3/7).

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Grammy Gold Glitters At Label After-Parties



UNIVERSAL WINNERS — Universal Music Group boasted numerous Grammy winners in a wide assortment of categories. Toasting the evening at the Four Seasons were (l-r) MCA Records President Jay Boberg and Sr. Director/A&R, Black Music Division Jeff Redd, Mary J. Blige, MCA Records President/Black Music Division Ken Wilson and Exec. VP/GM Abbey Konowitch.



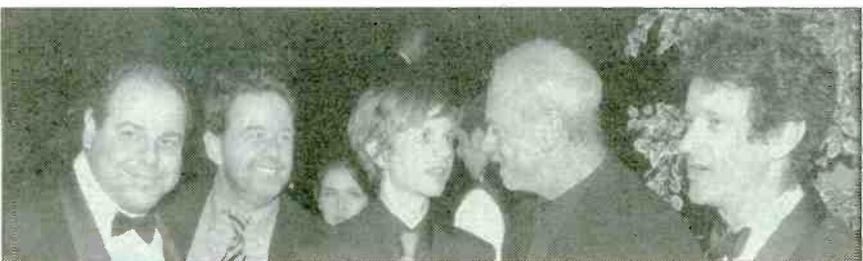
ATLANTIC GROUP HUG — Atlantic's big guns were on hand for an after-party at the Amory. Shining in their own right were (l-r) Atlantic Group co-Chairman/co-CEO Val Azzoli, Atlantic Sr. VP/Promotion Danny Buch, Big Beat/Atlantic artist Robin S., Jewel, Atlantic Sr. VP/GM Ron Shapiro, STP's Scott Weiland, Atlantic Exec. VP/Promotion Andrea Ganis, and artists Donna Lewis and Marc Cohn.



RCA GOES NATURAL — Joining RCA and BMG execs at the Museum of Natural History were (l-r) BMG Entertainment North America President/CEO Strauss Zelnick, Lisa Hartman-Black and Clint Black, BMG Dist. President Pete Jones, and RCA Label Group/Nashville Chairman Joe Galante.



'EXHALE' ECSTASY — Arista President Clive Davis's annual pre-Grammy bash saluted the 12 Grammy nominations that the "Waiting To Exhale" soundtrack received this year — an achievement shared only with Michael Jackson's "Thriller." Basking in the multi-plaque glow are (l-r) Aretha Franklin, Davis, Whitney Houston, and Kenneth "Babyface" Edmonds.



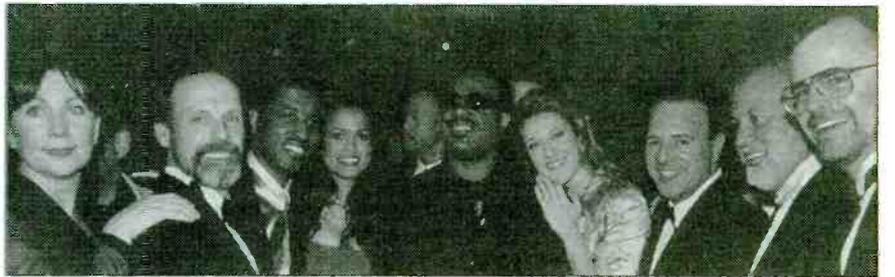
DOUBLE WINNER — Geffen artist Beck (c) walked away with two Grammys and joined the Universal Music Group party parade. Hoping to be a part of "Where It's At" were (l-r) Geffen A&R exec. Mark Kates, President Bill Bennett, Chairman/CEO Ed Rosenblatt and marketing head Robert Smith.



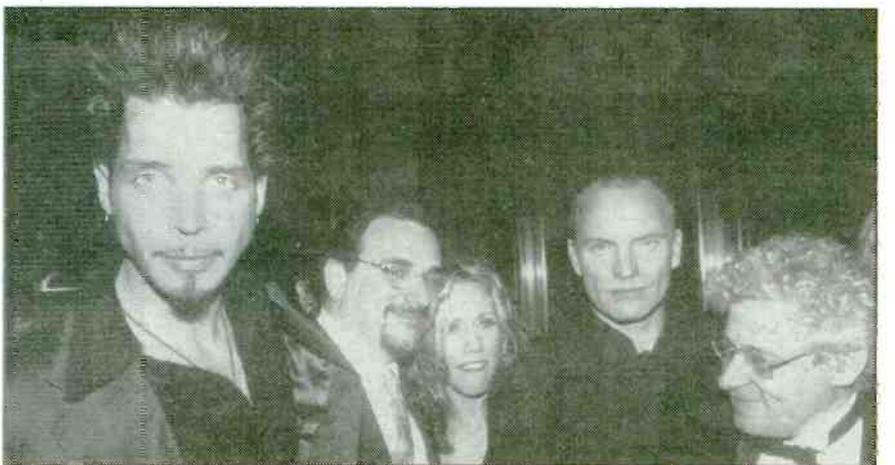
CLAPTON'S 'WORLD' — Eric Clapton joined Reprise and Warner Bros. execs to celebrate his multi-Grammy evening. All smiles were (l-r) Reprise Exec. VP/GM Rich Fitzgerald, Warner Music Group Chairman/co-CEO Bob Daly, Clapton, Warner Bros. Records CEO Russ Thyret, Carole Bayer Sager, Warner Music Group Chairman/co-CEO Terry Semel and wife Jane.



A 'JAZZED' GATHERING — Blue Note Records artist Cassandra Wilson (l) took home the Grammy for Best Jazz Vocal Performance. She stopped by the EMI-Capitol Music Group soiree at New York's Tavern on the Green to celebrate with (l-r) Capitol Records President/CEO Gary Gersh, Ruth Brown, Bonnie Raitt, EMI-Capitol Music Group North America Chairman/CEO Charles Koppelman, and EMI Music President/CEO Jim Fifeild.



ABOUT-FACE — Among the big winners convening at Sony Music Entertainment's post-Grammy bash at the Hammerstein Ballroom in the Manhattan Center were (l-r) 550 Music President Polly Anthony, Epic Records Group Chairman David Glew, Kenneth "Babyface" Edmonds and wife Tracey, Stevie Wonder, Celine Dion, Sony President/COO Thomas D. Mottola, Dion's manager Rene Angelil, and Epic President Richard Griffiths.



SOMETHING TO CROW ABOUT — Double Grammy winner Sheryl Crow partied with label-mates; (l-r) Soundgarden's Chris Cornell, A&M Chairman/CEO Al Cafaro, Sting, and PolyGram Holding President/CEO Alain Levy.



HERE'S TO THE GRAMMYS — Columbia artist Tony Bennett (l) celebrates winning a Grammy for Best Traditional Pop Vocal Performance for "Here's To The Ladies" with (l-r) Columbia Records Group Chairman Don Ienner and President/COO Thomas D. Mottola and manager Danny Bennett.



STEVE WONSIEWICZ

Reaching Beyond Country

■ Sales slump, current radio state begs question: How far should Music Row push into other genres?

How far should Nashville venture into the adult alternative, alternative, and rock worlds? That's a question on the minds of many of Music Row's top guns after last year's disappointing sales.

With the worlds of country music and radio converging at the Opryland Hotel this week for the 28th annual Country Radio Seminar, I thought it might be interesting to see what some of Music Row's labels are up to in that regard.

Granted, there's a wealth of talent in other musical genres breaking out of Music City, be it urban, pop, or contemporary Christian. However, each one of those genres might take up an entire column. So in an effort to stay focused, here are the strategies of a trio of Nashville-based label execs on how they plan to broaden their reach.

Luke Lewis, Mercury/Nashville

Mercury/Nashville President **Luke Lewis** has been in a whirlwind of activity the past year in his efforts to reach beyond the country market. His division has forged a closer alliance with Mercury's NY headquarters, to jointly develop non-country artists signed to Nashville. He also signed a marketing and distribution deal on January 17 with **Pete Anderson's Little Dog Records**.



Luke Lewis

The label's first project is already at radio. **William Topley** has two singles receiving airplay at Adult Alternative and AC. On March 4, **Kim Richey's** first single from her new album goes to radio, including Country.

"A lot of what we are doing is due to the fact that we have some great artists who don't make mainstream country music, and we have to find ways take their music to the marketplace. We can't count on Country radio to get the word out. The key questions are: What is the definition of country music, and who are we going to let define it? I don't know the answers, but I'm not happy with letting radio define it.

"I want to be able to tell Kim Richey, **Kathy Mattea**, or **Neal Coty**, 'Use your vision and go make music. Don't spend a moment thinking about the marketplace. That's our job.' And to set them that free you have to back it up."

To bolster his efforts, Lewis has the blessing — and muscle — of

New York. And while he's added only one person to his staff, everybody else in Nashville is lending a hand; New York picks up when it's necessary. "What set me free the most is [Mercury President/CEO] **Danny Goldberg's** support. He believes in our artists and basically has turned his entire staff loose whenever we need them. Without that we couldn't do it."

Lewis isn't going overboard. "We have a full plate. Now we have to prove that we can do it, especially to the artists. If it works — and it doesn't affect our core business in any way — then fine, we will have allowed our artists more latitude. At the end of the day they are the ones who are going to come up with the magic. If you set them free creatively, you are much more likely to come up with a long ball."

Mercury's efforts come at an interesting time at radio given the current cycle of pop music. Lewis observes, "At the moment there are not a lot of twangy things on the Adult Alternative chart or at other formats, so I suppose we might fall between the cracks. But it seems to me the lines are blurred at most formats right now."

"We shouldn't underestimate our audience. They have pretty diverse tastes. And after all, they are the ones who are going to define the music. They just have to be able to find it."

Lewis stresses that nothing's really changed at the label. "I hope nobody tries to read signals into this. We're just taking care of our artists and making music with most of it southern- or country-based. Our core business will remain country."

"I still have hopes that Country radio is going to find songs on **Kim Richey's** and **Neal Coty's** records and will support them. Country radio at the moment seems to be more adventurous. They've exhibited that with their support of **Deana Carter's** second track and **Big House's** first song. So I'm probably going to beat them up about the records and tell them they should play them. They might not, but we have to try."

"I understand Country radio's need to keep its identity, and I pray that it does. But if programmers don't become a little more adventurous than the format's going to become stale. And that's something a lot of people are

concerned about right now."

Tony Brown, MCA/Nashville

For a label that did much to bring left-of-center artists to the attention of mainstream Country, **MCA/Nashville** has been noticeably quiet of late. The reason, according to President **Tony Brown**, is simple: He hasn't found the right talent.



Tony Brown

"I still get those kinds of artists pitched to me, but I'm not going to sign an alternative left-of-center country band just because it's the cool, hip thing to do," he says. "The instinct is to jump on board. Yet when I hear the music, all I can say to myself is, 'I wouldn't play this at home.' I'll buy into one that's real, but I haven't heard one that blows me away."

"We sort of started the whole approach of signing artists who by accident ended up not being country. I signed **Steve Earle**, **Lyle Lovett**, and **Nanci Griffith** because I thought they were the future of country music."

"Most of today's country artists are conceived by a producer, manager, or lawyer. They are good-looking, get voice lessons, find songs, get a producer, and by God they're off. The others, like **Vince Gill** or **George Strait**, are discovered and go on to superstardom. But artists like **Steve** and **Lyle** don't come along very often."

While it certainly is frustrating to Brown — and most of Music Row — that the edgier country records don't sell or are embraced by Country radio as well as expected, it's not a problem unique to the genre. Other musical styles experience the same thing.

"Country radio basically kept dismissing those acts and they eventually went on to our Los Angeles division," Brown says. "You can say, 'That's terrible,' but it isn't. If an artist for the most part is a pop or rock act, then that's exactly what you need to do. It's not that you are doing anything wrong; you're just doing your job, which is artist development."

That belief goes a long way toward explaining why MCA/Nashville now is focusing almost exclusively on signing artists for mainstream Country radio. "The idea is to break artists to the mass audience. If an artist is getting airplay at Adult Alternative or Rock radio and is get-

ting press attention from those areas, then Los Angeles is the best place for them to be. It's a natural progression.

We have some great artists who don't make mainstream country music, and we have to find ways to take their music to the marketplace. We can't count on Country radio to get the word out.

— Luke Lewis

"It's very important that MCA/Nashville be a cool place to be signed, but it's also very important that we help artists. **Todd Snider** blew me away. I really wanted to keep working with him, and I hated that we had to let him go to L.A., but it was the right thing to do. It's where he needed to be."

The closest Brown has come to signing a left-of-center country act is the Bakersfield group **Big House**. "They are everything that shouldn't work. They aren't pretty boys. They're cool, middle-aged guys who draw from **J.J. Cale** and **Creedence Clearwater Revival**. But they're a country band; not a rock band with a country influence. There's a big difference. I'll take you to the mat for them. That's the way I have to feel about an artist."

Even though country has cooled considerably from the heated heyday in the late '80s-early '90s, Brown isn't concerned about Nashville losing its cache as a hip music center. "At one point everybody thought you had to come to Nashville in order to be a left-of-center country act. Now some people think it's too contrived if they want to be able to rock and roll. But a lot of alternative bands are contriving themselves just like the hat acts. I don't buy into that shit, and I don't think listeners do either."

"Some people are saying we're losing the audience to Alternative or Adult Alternative. But other people are now saying Alternative is dead. What it means is we all draw from each other and this business moves in cycles. What is going on in Country happens in every format. Country music didn't cross over. Country music became mainstream just like alternative, rap, and hip hop."

Steve Schnur, Arista/Nashville

Sometimes it's best to jump in with both feet. That seems to be the strategy taken by **Arista/Nashville** President **Tim DuBois** in launching **Arista/Austin (AA)**, a new rock imprint with offices on Music Row and in Austin.

DuBois oversees the operation, which was formed about one and a half years ago. Day-to-day operations are left to VP/GM **Cameron Randle** and VP/Artist Development **Steve Schnur**, a veteran rock promotion exec. The label has its own heads



Steve Schnur

of promotion, marketing and sales, and publicity.

As far as the label's future plans, Schnur explains, "Cameron and I do all the A&R, so I visit Austin about every week. The only common thread to the artists we've signed is that they are all rock-based. Some of the music fits into Adult Alternative, some Active Rock and Rock, and some Alternative."

One thing the label will not do is country. Schnur uses **BR5-49**, as an example of a left-of-center act that's being worked at mainstream country by Arista/Nashville. "They don't belong here. They belong on Arista/Nashville. There's a big difference between their music and our music."

"Initially, everybody assumed we would be doing country because we were a Nashville-Austin operation. Maybe in the future we might have something that leans in that direction. But right now we're in the world of Alternatives **KROQ/Los Angeles** and **WKQX/Chicago** and Adult Alternatives **KGSR/Austin** and **KXPK/Denver**."

Schnur says AA plans to focus on a handful of acts rather than "sign 100 and see what sticks to the wall. We have four releases this calendar year, and I'm speaking to two new artists right now. We want to keep it around four or five a year before we start building."

The first release is a new album by Austin vet **Robert Earl Keen**. Other projects include an alternative album from female singer/songwriter **Abra Moore** and an active rock disc from the band **Sister 7**. As it stands now, AA will develop the artists and get the ball rolling. After that, it's a case-by-case basis as to whether AA or New York will take over. "We're discussing that right now. They have a tremendous amount of enthusiasm for the artists we've signed, but they also have a lot on their plate so we have to be sensitive to that. Our new head of promotion is [former WRLT/Nashville PD/MD] **Jon Werten**. He's our insurance that the music gets heard."

Even though country rules, Schnur believes Nashville can continue to move forward in developing more rock-based artists. Being too closely associated with country "hasn't been a problem," he says. If anything, he suggests that the community seems to perpetuate the idea that pop is best left to the left and right coasts.

"There's a big sense of 615 paranoia internally and externally. I think it's more internal. Too many people in Nashville believe the rest of the country thinks we are capable of getting or doing something only one way. People are more open than that. The bottom line is that artists will still come to Nashville to get [signed]."

RR LAUNCHING PAD

Urban, Rhythmic Craving Allure's Debut Single

Out of the box and onto the charts. Female vocal quartet **Allure's** "Head Over Heels" not only marks the debut release from **Mariah Carey's** newly launched **Sony Crave**,



Allure

label but it's quickly found a welcome home at CHR/Rhythmic and Urban.

Produced by Carey and the **Track Masters** duo of **Poke and Tone** (who are partners in the project with Crave), the single is being played by a marquee list of stations. Crossover outlets include **WQHT/New York**, **KPWR/Los Angeles**, San Francisco outlets **KMEL & KYLD**, **KBXX/Houston**, and **KUBE/Seattle**. Urban stations supporting the record include **KKBT/Los Angeles**, **KKDA/Dallas**, **WKYS/Washington**, and **WHTA/Atlanta**.

In setting up the record, Crave kept things pretty low-key. The label initially focused on crossover and Urban radio in six markets — New York, Los Angeles, Chicago, San Francisco, Houston, and Washington — and serviced 12-inch versions to clubs and mix shows in December.

Crave VP/Marketing & Artist Development **Julia Eisenthal** says, "We wanted it to be very natural because we are so confident about the music. The early feedback and reactions confirmed that. There wasn't any reason to add to the hype."

The quartet currently is rehearsing in preparation for an extensive promo tour. "People are going to take notice. They are an extremely talented group of women who know how to relate and express themselves."

According to most programmers, the single works in a variety of ways. The mainstream tone and tempo and Carey's production work make it almost instantly familiar, while **Nas's** rapping lends a street edge. "There's nothing quite like it on the airwaves right now," comments **KUBE APD/MD Lindsey Cipcic**. "It seems the format has been bombarded with a lot of rap and hip hop, but we haven't had anything quite this mainstream

and pop in a while."

Cipcic agrees the song works on multiple levels. "Mariah's influence is all over the record, and **Nas** gives it extra credibility. It's a mass-appeal record that hits all demos. It's consistently been top 10 phones." The single hit retail on February 25, and the album will be in stores on April 22.

Jensen No Plain Jane

Slow and steady often wins the race. That's the approach **Interscope** is taking with alternative

singer/songwriter **Jane Jensen**. Her current single, "More Than I Can," is being embraced by a growing number of stations in the format. Outlets reporting success with the track include **KXRK/Salt Lake City**, **KROX/Austin**, and Active Rocker **KBPI/Denver**.

The label, which picked up the album from indie **Flip Records** in September, has been taking its time building a firm base, mostly in the southwest. And it's paying dividends. Interscope VP/Promotion **Lynn McDonnell** explains, "We've been doing a lot of micro-marketing in a couple of markets where we've been getting some great airplay, like Houston, Austin, and Denver. Our marketing team has come in and done a lot of things like getting price and positioning at retail and doing print ads. The result is that we're

seeing a spark of sales."

Interscope also has Jensen crisscrossing the region opening for **Better Than Ezra** and performing radio shows. "With things being so crowded at the format it makes sense. We've also been very successful with this kind of campaign in the past," says McDonnell. "We did it with the **Toadies** and the spark market was **WXTB/Tampa**. And we did it years ago with **4 Non Blondes** and **KEDG/Las Vegas**."

Programmers agree. Notes **KROX PD Sara Trexler**, "The PIs will get it immediately. But it's a record that has to be played to be made familiar. You can't spike it at middays and expect your audience to get it. It's a little rough and definitely has an edge to it, but our listeners really love it."

Trexler says Jensen's live show also is a big draw. "She reminds me of **Gwen** in **No Doubt** before they got as big as they did. She has an excellent chemistry with the au-



Jane Jensen

dience. It's not surprising it sells as well as it does after they do a show."

Jane Jensen will be performing on March 13 at South By Southwest.



GROUP HUG — Work songstress **Sabelle** was a busy artist on *Valentine's Day*, making the radio rounds in support of her new single "One O'Clock." Feeling the love are (l-r) **Sabelle**, Work Sr. Director/National Crossover Promotion **Johnny Coppola**, and CHR **KFSM/Sacramento MD Trejo**.

MUSIC NEWS & VIEWS

Richie Readies New Record

Bon Jovi guitarist **Richie Sambora** is about one month away from wrapping up work on his new **Don Was**-produced solo album on **Mercury**. Commenting about the disc, he says, "This album is about the joy of making records again. This is the best [material] I've ever written. Things have come flying out." Two songs — "Falling From Graceland" and "Black And Blue" — were featured on **Fox-TV's** "Beverly Hills, 90210" and "Party Of Five," respectively, last month. Sambora says he's talking with Mercury President/CEO **Danny Goldberg** about when the disc will hit retail, which will be sometime in the summer or fall. "This is an important record for me. We all want to make sure it gets a good shot. We're not going to rush it."

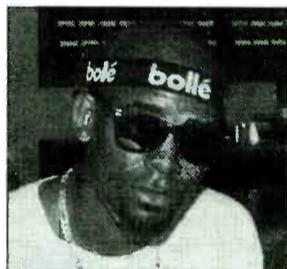


Richie Sambora

As for **Bon Jovi**, Sambora says don't expect a new album until 1999. "Jon's putting his own record out and working on his acting career. I want to tour and support this record. We're all doing different things. There's a healthy atmosphere for individual growth and evolution in the band. No one begrudges each other from doing what they have to do. Over the last three years we did two huge 40-country tours, so we basically needed this break."

Red, Hot Flies With Kelly Song

R. Kelly's song "Every Nation" has been selected as the first single from the album "Red, Hot And R&B," the AIDS benefit project that will provide support to minority children and families. Joining Kelly, who will produce the track, are such artists as **Curtis Mayfield**, **Mary J. Blige**, **Monica**, **Tony Rich**, **112**, **Dru Hill**, **Total**, **SWV**, **Faith Evans**, and **Montell Jordan**. The album is due on **Arista** this spring.



R. Kelly

Oasis Tapes Stolen

Oasis found itself in the middle of yet another controversy. This time it appears that rehearsal tapes from the band's new album were stolen from the studio and found their way to a British newspaper, which was promptly warned by the group not to make available the purloined material. No word yet if the tapes were recovered. The band's new album is slated to be released by year-end. Meanwhile, one unconfirmed story making the rounds is that the band will open a handful of dates for **U2**. **U2** has yet to announce a tour mate this year.



Oasis

In other fun tour news, the **Breeders' Kim Deal** and friends hit the road on March 14 in New Haven to test out newly written material. The group so far has lined up about a dozen dates ... **Cheap Trick** begins its national tour on March 18 in Albuquerque ... Word coming out of the **Depeche Mode** camp is that the band won't tour until next year when its greatest-hits album is expected to be released ... A quartet of new and upcoming hip-hop and rap acts — **Hyanas In The Desert**, **M.O.P.**, **Xzibit**, and the **Jungle Brothers** — start their club tour beginning on March 30 in New York.

Album news: The new album from the **Stereo MCs** ("Connected") is being slated for a fall release in the UK. The Brit hip-hop/dance act is in the studio putting the finishing touches on the disc ... **Urge Overkill**, which recently moved over from **Geffen** to **Sony 550**, is eyeing a fall release for its new album. The band also has a new guitarist, **Nils St. Cyr**, who replaced **Ed Roesser** ... Alternative country group the **Old 97's** lined up some great artist to appear on its upcoming album debut due in June on **Elektra**. Lending a hand are former **X** member **Exene Cervenka** and **Waylon Jennings**.

R&R Talk Radio Seminar: Style Plus Substance

Continued from Page 1

from broadcasters."

Blurring News & Talk

During the "News In Talk Shows" panel, former RTNDA President **David Bartlett** reminded News/Talk programmers, "Talk is talk and news is news. While it may seem they are inextricably entwined, that entwining can take you down to the bottom of the ocean and drown you. Just because something is the No. 1 news story doesn't mean it is the No. 1 talk topic."

The panelists' consensus: Political talk is getting pretty boring. But even though that only changes when the political climate does, stations shouldn't eliminate politics from their palette. "Leave politics if you choose, but do so at your own risk because it is a universal," explained **KGO & KSFO/San Francisco PD Jack Swanson**.

Keys To Success

"Talk stations must be able to evolve," **WSBA-AM/York, PA** and **WARM-FM/Wilkes Barre-Scranton OM Jim Horn** explained during the "Ratings Success Stories Of The '90s" session. "There's no reason why Talk can't be successful on FM except that there are so few strong FM signals, group owners are not willing to take the risk."

KFMB-AM/San Diego PD Dave Sniff said air talent should have "passion, relatability, and tell a good story" in order for a station to succeed.

WKNR/Cleveland's Jim O'Brien agreed: "I want hosts to jump out of the radio and grab me by the throat!"

To seek out hot topics, programmers were encouraged to go beyond newspapers and instead

hang out at malls, bars, and restaurants to find what people are interested in.

Personality Power

No matter what panel you listened to, there was an unplanned but consistent theme throughout this year's seminar: Personalities make a Talk station win.

Talk is talk and news is news. While it may seem they are inextricably entwined, that entwining can take you down to the bottom of the ocean and drown you.

—David Bartlett

"In every market, there is a **Rush Limbaugh** or a **Howard Stern**. You have to develop talent." **WIP-AM/Philadelphia PD Tom Bigby** told attendees during the Sports/Talk "Dollars & Demos" panel.

"Personalities are what make for success — look at **Howard Stern**," Bigby noted, adding that he hired "four newspaper guys" for his Sports outlet. "I hired a Pulitzer prize-nominated guy to be a babbling idiot in the morning for \$50,000 a year. I don't think he minds me telling this, but now he's making seven figures a year!"

Bigby and the session's other panelists — **WKNR/Cleveland GM Jim Glass**, **WGST/Atlanta Station Manager Bob Houghton**,

and **ESPN's Drew Hayes** — agreed that it's nearly impossible for an all-Sports station to generate revenue by selling spots based only on 12+ Arbitron results or having on-air rights to a sports franchise.

"12+ can blow. We don't care, we don't use it, we don't sell it, and we don't need it. Sports stations are tremendously underrated because the same guys who listen read gambling sheets, and they don't give a damn about Arbitron books," Bigby said. "And we can't build a station on a franchise. It's got to be programming."

Glass added that he hired a conduit pipe salesman "who butchers the English language. But he's entertaining and gets an 8.5-9.5 share. He's a real person; honest, open, and willing to make mistakes on the air."

Hayes, who once programmed **WLS-AM/Chicago**, emphasized, "If you don't take chances, you go out of business."

Morris Makes A Splash

Thinking like that could put former Clinton advisor **Dick Morris** back in business. Morris — who fell from grace last summer after stories of his sexual escapades made headlines and became Talk radio fodder — was Friday's keynote luncheon speaker. In his 40-minute speech, Morris drew a parallel between politics and Talk radio, while also proving that he could be insightful, informative, likable, and funny — many of the qualities sought in a talk host. He took gentle pokes at political movements on the left and right, then asked both groups, "Do you continue this endless moronic debate? Or do you talk about what people want?"

Morris's mixture of self-depre-



Bill McMahon lectures during his panel, "Why Talk Shows Fail."

cation, honesty, and humor was warmly received. For instance, he acknowledged, "We all have our own scandals: this is my own, and I'm proud of it. I just wish it were only 15 minutes of fame. **Andy Warhol** miscounted."

After a week of fill-in work at **WABC/New York**, Morris is under consideration for a weekend slot there. "I'm fascinated not only by his story, but his wit and his intelligence. This guy has a talk show in him," **WABC PD Phil Boyce** told R&R.

For those who fear his previous behavior is too outlandish to sell to listeners and advertisers, Boyce pointed out, "**G. Gordon Liddy** committed a felony in a hotel not too far from here, and he's doing well in radio." (At that very moment, in fact, Liddy was celebrating his fifth anniversary on the air with a live broadcast at a hotel a few blocks away.)

Morris made it clear that he'd like an opportunity in radio. "Let's get back to what I'm good at: Politics is my forte; sex is only my minor suit."

Why Talk Shows Fail

Talk hosts must give listeners something "to learn and discover," **Mediavision Ltd.** President

Bill McMahon told the audience at his "Why Talk Shows Fail" panel. How they do that, he added, almost doesn't matter.

McMahon drove home the point that listeners can't help but learn something they didn't know when listening to such performers as **Howard Stern**, **Rush Limbaugh**, and **Dr. Laura Schlessinger**. And he noted that while **National Public Radio** "has no passion and personality, it compensates with learning and discovery elements. They understand half the equation that we, as commercial broadcasters, often don't. We have a passion for hiring loud, obnoxious people."

Hosts without direction don't cut it, either, said McMahon. "If there is anything I hate, it's 'what do you think?' radio."

Critics Take On Talk

Audience members' tempers flared when five media critics aired their views about the format. Particularly inciting: the views of **People for the American Way** National Field Director **Mary Jean Collins**, who revealed that

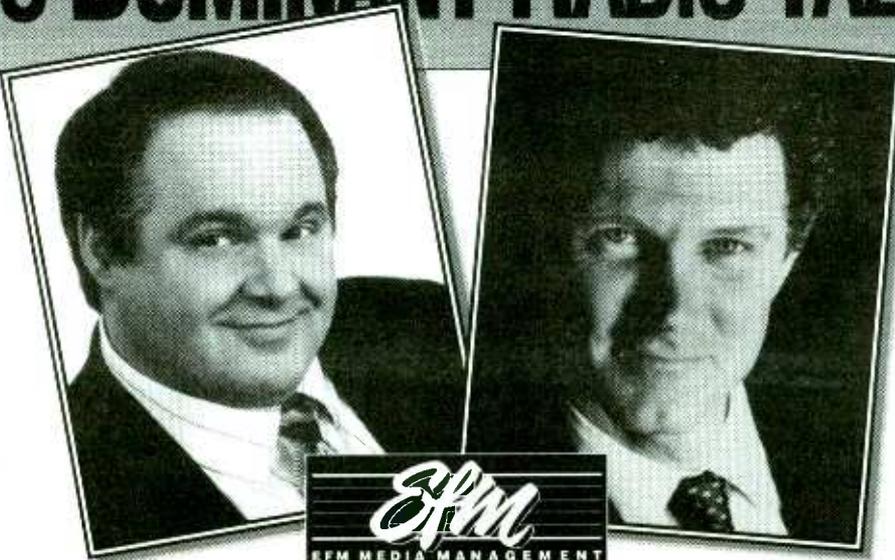
Continued on Page 40

AMERICA'S DOMINANT RADIO TALK SHOWS

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R&R Talk Radio Seminar: Style Plus Substance

Continued from Page 39

her organizations holds seminars across the nation to teach people with liberal or minority views "stealth tactics" to get past call screeners. Talk hosts, she said, have a responsibility to ensure that all views get aired. "When [Talk radio] influences public policy, it's not just entertainment.

"I want people to reflect on what it feels like when you turn on Talk radio if you're gay or if you're a welfare mother ... what people are saying about you and how that feels," Collins said. "Why do you have to get a license to use the public airwaves if you have no responsibility to air these views?"

Most of the other critics disagreed. *Washington Post* writer **Juan Williams** argued there's a different standard for Talk radio than for radio news. **Accuracy In Media** Chairman/CEO **Reed Irvine** seconded that thought, saying talk hosts, unlike news reporters, cannot be expected to "go out and check everything before it is put on the air."

Audience members argued that because radio is a business, stations will put anyone on who will generate calls. And some of the most interesting and entertaining callers, they pointed out, oppose the views of the hosts.

Deans Of Talk II

KABC/Los Angeles's Ken Minyard, **WJR/Detroit's Paul W. Smith**, and **WSB/Atlanta's Neal Boortz**, this year's panel of extemporaneous elite, delighted a Saturday afternoon crowd by sharing recollections of their decades on the dial.

"All of us have benefited from ... the baby boom bubble traveling along with us," Boortz said, pointing out that he doesn't take

them for granted because "listeners are not followers. You are there to entertain them, not to lead them."

And when Minyard stated, "Wives are the ones who influence your shows the most," Smith was quick to agree. "I would be irritated if my wife didn't listen," he said. "I even make my *ex-wife* listen."

But Minyard faulted today's talkers for lack of communication. "Talent is not good about listening to their own radio stations," he lamented, calling for more cross-promotion among talent.



I want people to reflect on what it feels like when you turn on Talk radio if you're gay or if you're a welfare mother ... what people are saying about you and how that feels.

—**Mary Jean Collins**

Productive Sessions

Cocktail parties, cigars, and extra helpings of food aside, broadcasters accomplished quite a bit at the seminar. Here are some of the session highlights:

• "It's not about radio, it's about Wall Street," consultant **Jim Taszarek** told his seminar audience. Taszarek cautioned that stations need to be flexible within a changing business landscape and the coming digital age. "Our tech-

nology may be outmoded, but they still need our skills." He also said managers should avoid becoming "Arbitron slaves" because there are other ways to entice advertisers. "Come to the seller with an edge," Taszarek said, "Be a resource to your advertisers."

• Call screeners are undervalued and overworked — give them a break, and they will come through for your station. That was the consensus at "Call Screeners: Unsung Heroes." When an attendee asked why screeners are not paid more, **Westwood One's Larry Kahn** said, "Being a call screener is not a career ... it's a chance to get into the business."

• Massive industry consolidation has left many new multistation programmers wringing their hands. In "The More Stations ... The Merrier?" **Gabe Hobbs**, who gave up his programming duties at **WFLA/Tampa** in order to oversee several **Jacor** stations mused, "At times I don't feel like a programmer, I feel like a manager."

But there are ways to manage the increased demands. "You have to give up more and more control, and that is very hard," said **KHOW & KTLK/Denver PD Kris Olinger**. "You have to get a really good staff, and then just let go."

• How do you increase your station's talent pool? Look outside the industry, most of the "Digging Up Home-Grown Talent" panelists concurred. But once you find a potential yakker in **Joe Public**, one attendee asked, "How do you get his butt from a bar stool to afternoon drive?"

KTCK/Dallas PD Mike Thompson warned, "The worst thing you can do is put them on the air ... they get distracted by the technology." Radio talent agent **George Hiltzik** of **N.S. Bi-**



WABC PD **Phil Boyce** (l) mingles with EFM President **Edward F. McLaughlin** and WJR-AM's **Paul W. Smith** at the 1997 Talk Radio Seminar.

enstock agreed: "You have to walk before you can run. Still, I prefer to take someone in a smaller market and develop them," he said, rather than looking outside the industry.

• "David is more willing to take risks than Goliath is," said **WCBM/Baltimore PD Sean Casey** of stations that challenge a market leader. But while acknowledging that David's ideas and innovations are often stolen by Goliath, the other speakers — **WGST/Atlanta PD Nancy Zintak**, **WWDB/Philly PD Matthew Zucker**, **WJFK/Washington PD Jeremy Coleman**, and **WTAE/Pittsburgh PD Bruce Gilbert** — offered suggestions on how to beat Goliath, including ways of getting the station's name out through newspapers and, most importantly, television.

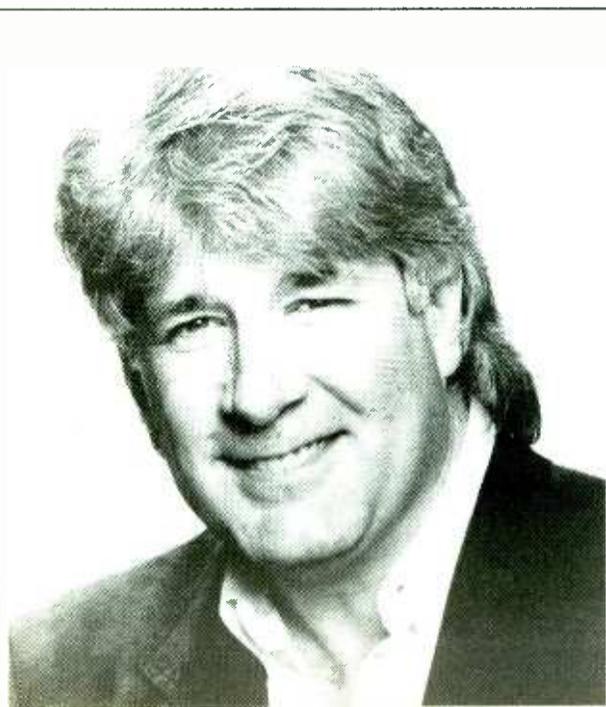
• Web sites can help stations strengthen listener loyalty, extend privileges to existing listeners, and provide a viable outlet for news flashes and promotional events. But stations should not depend on sites for supplementing advertising revenues, said **Chris Nakea** of **New Media Technologies/Jet Internet** at the

"True Lies About The Internet" panel. Panelist **Tob Seven**, Executive Director of the **Internet Advertising Association**, countered that once a site is set up and established, it may then play a minor role in netting advertising revenue.

• A dizzying array of available research methods can leave stations wondering which are the most accurate. Representatives from several research companies offered suggestions in "How To Design Research." One of the more insightful points was made by **Benchmark Company's Rob Balon**, who presented a video showing how stations' efforts to get Arbitron diarykeepers to write down the station's call letters are almost wholly ineffective.

And despite all the great research techniques available, **Critical Mass Media Exec. VP Joel Lind** and **The Research Group Exec. VP Dick Springfield** agreed, "Research will not program your station."

Washington Bureau editorial assistant Patrice M. Wittrig contributed to this report.



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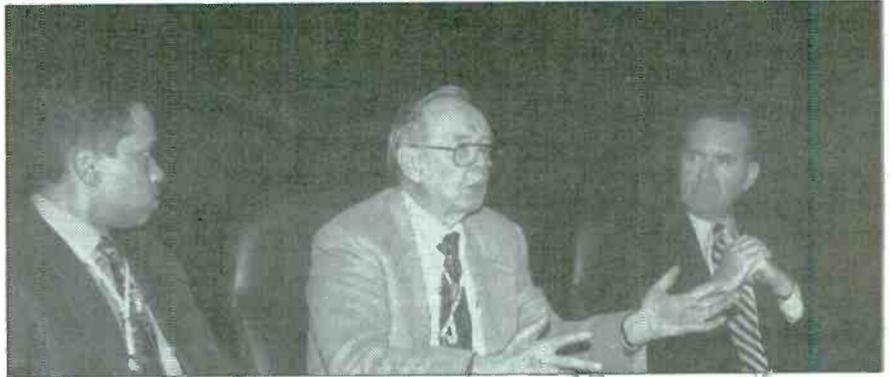
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R&R Talk Radio Seminar '97 Photo Highlights



KGO/San Francisco's Jack Swanson, former RTNDA President David Bartlett, Super Talk Radio consultant Brian Jennings, and moderator Ted Dorr of Metro Traffic/DC comprised Friday's "News & Talk Shows: Getting The Right Mix" panel.



The Washington Post's Juan Williams, Accuracy In Media's Reed Irvine, and former RTNDA President David Bartlett were three of the "Critics Of Talk Radio."



Larry King and Westwood One's Jim Bohannon chat during Thursday evening's opening cocktail party.



White House Press Secretary Mike McCurry's address opened R&R's 1997 Talk Radio Seminar.



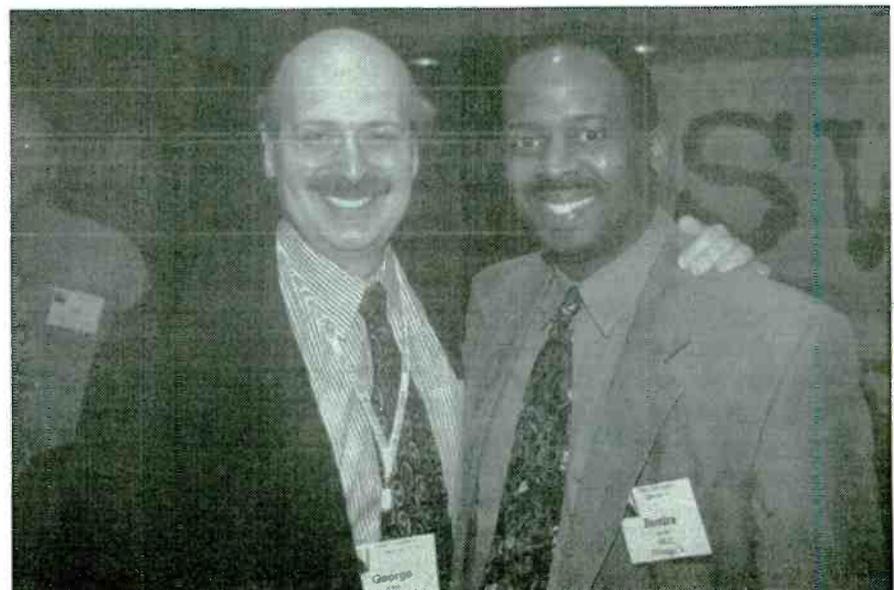
WOR-AM/New York's Bob Grant, Westwood One's Larry Kahn, and Radio Hall of Fame President Bruce DuMont enjoy a lively conversation at the Talk Radio Seminar.



Sean Joyce, Ph.D. works the crowd at his Talk Radio Seminar session.



WOR/New York overnight host Joey Reynolds shows consultant Randy Kabrich his homemade cheesecake. Reynolds's cheesecakes are set to debut in the Bloomingdales Spring 1997 catalog.



N.S. Bienstock's George Hiltzik socializes with WLS-AM/Chicago GM Zemira Jones.

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WELCOME TO "COUNTRY CONNECTION '97."
 In recent years, R&R's annual Country special has been devoted to the greats who pioneered Country radio. This time, we're departing from

that theme to examine what's taking place within the country music industry. These are interesting times, to say the least. With overall declines in ratings shares and retail, the pinch is being felt throughout the industry. The pressure, of course, extends to the labels, whose livelihood is directly linked to the success of those two other sectors.

Contributing heavily to the always fascinating swirl of activity around Country radio was last year's passage of the Telecom Act. As group owners embarked on a buying frenzy, they boosted their corporate clout while strengthening their positions in specific markets.

The purchases have also had an effect at radio's grass-roots level. As one label executive told R&R, "We've had some MDs say, 'I don't know who my boss is going to be tomorrow.' Some of them are too busy writing resumes to know who their new boss is going to be. They don't have time to listen to the music anymore. They've got such stress on them, but I'd have to say we're working well together."

With the cyclone of change still spinning throughout the marketplace, executives are waiting for the dust to clear. In the meantime, rest assured that they're giving serious thought to the road ahead.

In tune with the 28th annual Country Radio Seminar, R&R asked some of the industry's leading forces to provide their perspectives on "where we've been, where we are, and where we're going." The executives shared candid opinions of how the radio and record industries view each other, along with their thoughts on what may transpire as we enter the new millennium.

On the following pages, radio executives at both the local and national level offered their views regarding:

- Country ratings: How to halt the ratings slide and increase shares
- The changing focus of today's Country PD
- The growing emphasis on balancing currents and recurrents.

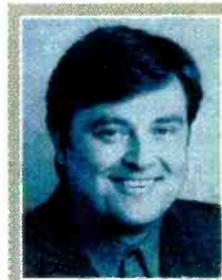
The record company perspective comes from several executives who are in the unique position of overseeing two or more labels. Addressing the overall record business, as well as the situation at their individual labels, they provide an overview of 1996 and projections for the remainder of the year. They discuss the Internet's potential in marketing music to consumers and explain how technology will affect the way labels do business.

Additionally, three of Nashville's top booking agents outline how the touring industry is evolving and how artists are re-evaluating the time they spend on the road.

Nobody claims to have all the answers, but there's no shortage of opinions. With the pieces of the puzzle beginning to come together, the image is becoming more sharply defined. The good news is: Nobody's fearful of the future. The overwhelming consensus:

- The recent decline in the bottom line was not unexpected.
- Business is still extremely strong, but the industry must still look for ways to build artists' careers, attract and maintain radio listenership, move CDs and cassettes at retail, and sell concert tickets.
- Great music remains the ultimate remedy for the industry's ills, real or imagined.
- Despite any changes the industry has undergone, an undeniable optimism remains.

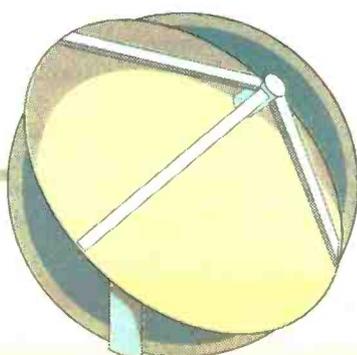
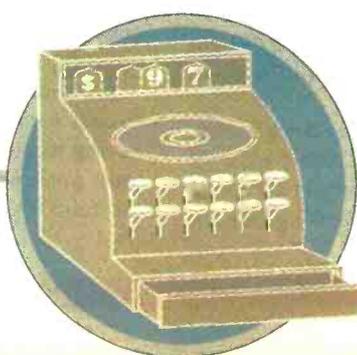
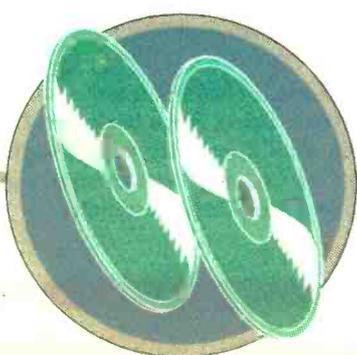
Let's acknowledge the past, deal with the present, and — above all — prepare for the future.



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Country Radio Takes A Close Look At A Consolidated Future

Major players look at stations' expanding role

TIM CLOSSON

CHANCELLOR BROADCASTING VP/COUNTRY TIM CLOSSON is, to date, the only person to hold that title among all the companies currently building large radio groups that have a large contingent of Country outlets. He works with Country WUBE-FM & WYGY-FM/Cincinnati, KZLA-FM/Los Angeles, KEEY-FM & WBOB-FM/Minneapolis, KMLE-FM/Phoenix, and KNEW-AM & KSAN-FM/San Francisco.

Offering his national perspective on the course of Country ratings, Closson philosophizes, "There have always been up and down cycles. But one of the best things of this last up cycle is something that *didn't* happen.

"In previous up cycles, a lot of our music was available on other formats. Records that crossed over watered down our [radio] product. It later made the down cycle that much quicker. Over the last few years, the music from our stars has only been on Country radio. That's better for this format because people know they have to come to a Country station to hear country music."

As for what can be done to slow or halt share erosion, Closson says, "Radio programmers have to be sharper. They have to do great radio. In 1993, just about any radio station that wanted to call themselves Country played records that were country and did just fine. The format was so hot that what went on between the records didn't matter as much in '92 and '93. In '97, what goes on between the records is of vital importance because the records overall are not quite as strong." (A subject we'll return to later.)

Consolidation 'Good For Country'

Consolidation, of course, has been on everyone's lips the last year. Closson feels it's good for Country. "Consolidation is going to make it less likely for battles to occur. When battles occur, competitors tend to beat the crap out of each other, fighting over all the P1s — while nobody's working to grow the P2s or P3s or to really promote country music. The ultimate effect of consolidation is going to be good for Country.

"However, it's a market-by-market situation. Markets with a history of two Country stations will continue to have a pair. If you currently own both and give up one, history tells you the chances are rather good that someone else will go Country with another radio station that you don't control. But in markets where there's only room for one, it may not be a viable option for another operator to get into a Country battle."

Will a single owner controlling two Country stations be able to prevent, or at least minimize, future downturns? "When it's done effectively. But the ultimate battle is not necessarily at winning ratings but winning revenue. There are a lot of different ways to operate co-owned Country FMs. I'm not going to give secrets on how we do it, other than to say there are definitely right and wrong ways to do it. You have to find what's going to work for your particular market. Once you find it, it's good for stopping the downswing of country music and it's good for ratings and revenue."

Can two Country stations, under one owner, achieve better ratings over a wider demographic range than two Country stations owned by two owners in a market? "No question about it, no doubt in my mind. The reason why is simple. Instead of two separately owned Country competitors slugging it out, a single owner of both can create an on-ramp to the format to introduce young demos to Country. Then, as they get more comfortable with the music and as

Continued on Page 64



Tim Closson

RUSTY WALKER

RUSTY WALKER & ASSOCIATES IS CONSIDERED BY MANY AS COUNTRY'S PREEMINENT consultancy. President Rusty Walker and his staff currently work with more than 100 Country outlets around the nation, which gives Walker a broad overview of the format's past and present position.

Notes Walker, "The inherent health of the format and the stations in it has not diminished. It's just that the desire has diminished for country music to be more than an entertainment medium, a point which it transcended during the boom. It became almost a reason for people to live and breathe. They went nuts over it. They aren't nuts over it any more. But the folks who used to love it still love it.

"The biggest problem with Country radio is 'we won the lottery.' And as a result, we thought we then knew how to win the lottery — as opposed to being thankful that we won and going back to earning our living."

While Walker says there are things that can be done to ease the pain during down cycles, there's still not much you can do about them. "Cycles are not just about Country radio or country music as an art form. Restaurants go through cycles where hamburgers go out of vogue. Does anybody think 'Oh my gosh, there are fewer people eating hamburgers right

now. We'd better shut down all the hamburger joints?' They just work within the cycle.

"Striking while the iron is hot is important, and Country radio did a really good job of that. But we weren't willing to acknowledge that it may go back to normal. Once you've achieved riches, you don't want to go back to being an average, everyday Joe again."

As for the future of Country shares, Walker says, "I think we're still in the eye of the hurricane. At some point there'll be either another new big star or a group of new stars. I have no doubt in my mind that we won't discover another style, feel, person, star, or whatever that will get everything going again. But the problem that we've all had — and not only is radio guilty of this, but so are the folks who make the music — is that we're trying to legislate creativity. And we can't do that. You've got to *allow* it to happen."

Radio's Role

Walker is very clear about the role he thinks radio should play in the creative process. "Absolutely none. We should provide and impart information that leads the people who are creating in the direction that's helpful to them. And please, this is not a negative thing. Radio has tried too much to get involved, and [record] folks were listening to us when they shouldn't.

"People who make music come to radio and ask, 'What type of music should we make?' And the folks at radio answer with whatever type was missing that particular week. So they'd



Rusty Walker

Continued on Page 64

JOHN CULLEN

JOHN CULLEN IS PRESIDENT/COO OF GULFSTAR COMMUNICATIONS, AN AUSTIN-BASED company that owns 52 radio stations, 19 of which are Country.

But, he says, "If you did a pro forma, our Country stations would probably represent 50% of our broadcast cash flow. The Country properties are the real cornerstone of Gulfstar. Pretty much across the board they exceed the performance of any of our other formats. Country is the bread and butter of the company."

A 'Gold Star' For Country

It's interesting to note Cullen's unbridled enthusiasm for the format, especially at a time when lots of folks are bemoaning the 20% decrease in Country shares from three years ago. It seems a bit incongruous. "Perhaps it is," he responds. "But the things that make Country radio so special are as true today as they were some time ago.

"Country radio is the passion format of the listener. Even the advertisers love the product, which is a huge help. It's an active format. It has that passion and involvement that allow you to have the promotional activities that garner additional visibility and additional revenue. It's very much driven, or can be driven, by big personalities. Is there any better place to be than Nashville to prove that point?"

"And I guess maybe it's just because Gulfstar, from top to bottom, is so comfortable with the format. When Steve Hicks is the Chairman, you have some confidence in the Country format."

Does that mean Gulfstar is looking for Country stations, in particular, to buy? "I would have to say that when Steve, Jim Shea at [sister company] Commodore, Frank Osborne at [sister company] Osborne, or myself are looking at acquisitions, there's a little gold star beside the name 'Country' on the format grid."

What is it about Country stations that jumps out from a balance sheet? What are its unique qualities? "A balance sheet is a pretty mundane piece of paper. You have to take it past that and recognize that here's a passion-driven format we're familiar with. We understand this product. So we don't mind putting a bunch of our eggs in that one basket."

From Main Street To Wall Street

Cullen is quick to point out that Gulfstar's heavy Country concentration is also a factor in the company's regional acquisition strategy, which presently is heaviest in Texas and other southern states. "This isn't to cast aspersions at other formats that we have some belief in, but radio is a true flight to quality business. There's a desire to buy the bigger radio stations in many markets. Particularly in the region of the country that Gulfstar's in, this is the format of choice. In those markets, Country is not just country music. It's the soundtrack of the lives of the community. It's integrated from top to bottom."

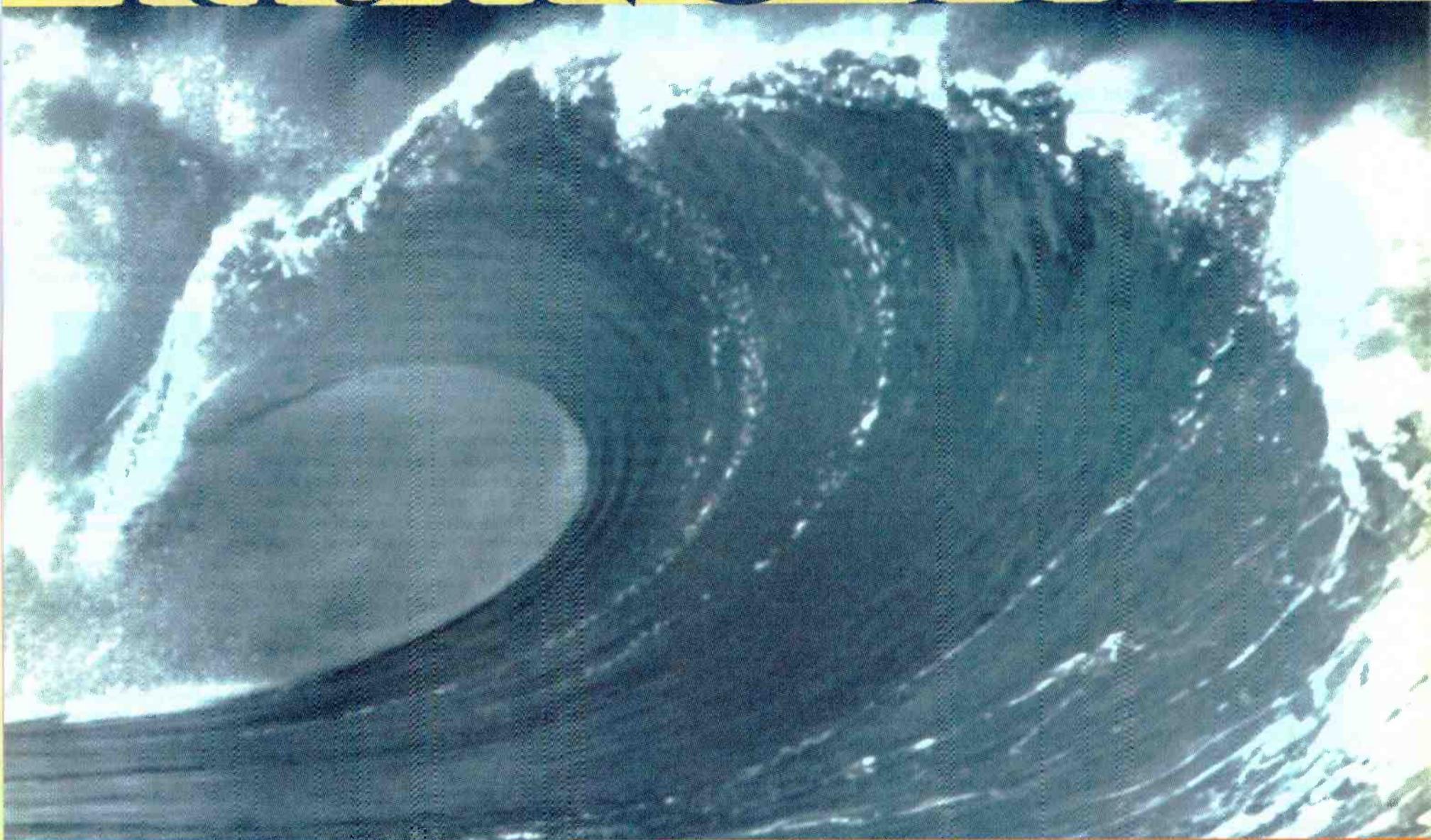
For better or for worse, Country listeners aren't the only folks major corporations have to deal with these days. Being in the business of buying radio properties can also mean having to deal with Wall Street and venture capitalists, who may not always have the most positive view of Country. Do they ever express concern if a company's station portfolio is overloaded with Country stations?



John Cullen

Continued on Page 66

RISING TIDE



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Ratings & Revenues Remain Strong On The Local Level

Music selection important component in landing Country shares



BILL HAGY

IN ADDITION TO PROGRAMMING WXBQ-FM/JOHNSON CITY-Kingsport-Bristol, Bill Hagy's duties for parent Nininger Stations includes music responsibilities for Country outlets WKDQ-FM/Evansville, IN (which was recently sold to Brill Media) and WQBE-FM/Charleston, WV.

Outlining the recent ratings in those markets, he says, "Like most in this format, we've been on a roller coaster the last couple of years. But in this last round, we seem to have everything on an upswing in all our markets — kind of a resurgence in the various demos that are important to us."

New Music, New Excitement

Hagy feels a variety of things from both sides of the business has factored into the format's recent roller coaster ratings. "It's been difficult lately to hold the younger people's attention for an extended period, although we seem to be doing a little better job of that recently than we did 12-18 months ago. Part of the reason is listeners skip from our format to check out other options. It's not anyone's fault; it's not because labels or artists went in the wrong direction. We just allowed [listeners] to experiment with other stations and their music.

"The good news is country music's been getting a little better, and that might be part of the reason for the recent upturn. We're getting some things we were missing 18 months ago, artists with roots and music attractive to the younger demos — and we're getting away from the music sounding the same. I've always thought the big attraction to the Country format was the fact that by definition it is so broad. We have Alan Jackson and Burnin' Daylight and a whole lot of stuff in between.

"A number of [radio] people I've talked with are real excited about the new music and the feel of where it's going. We're real excited about Burnin' Daylight, the Buffalo Club, and Big House — artists who are going to be attractive to young people. Of course, we can't just absolutely have nothing but that. But that's the style and sound

that have been missing in the recent past. We're excited that what we feel is a missing ingredient is returning to the music. Hopefully they'll be better tools to help us manage our audience."

Take Chances

Hagy's convinced proper music handling and selection are keys to the format's maintaining its current shares and regaining some that have been lost. "We try to deliver more variety in Country than most other formats do. The Country listener, the real fan of the format, has a deep affection for the artist and is a lot more informed than a lot of programmers give him credit for. Because of that these listeners want to hear a wider variety. We should give it to them and let them decide if records are hits or not."

As for his view of the label side of things, Hagy says, "They're giving us plenty of choices. They should be complimented as an industry for trying to find the next new superstar. They need to continue to give us enough variety so we can play it and see who the public is going to get behind."

The lament that the "music's sounding the same" has been echoed by both sides of the industry, of late. Hagy believes radio bears a fair degree of culpability for the situation, putting some of the blame on "chart watchers." He adds, "Radio doesn't have to go to the edge of the earth and jump off to play new music. But it has to give new music a chance to see if there's something there that can be good for the radio station and the format. It's detrimental to the format when programmers follow the charts and drop records that stall or make a backward move one week. Obviously, people should only stick with records that are doing well for them. I just wish more would do that. I get real disappointed when charts follow one particular mindset.

Continued on Page 68

BEVERLY BRANNIGAN

DES MOINES HAS HAD AS MANY AS FIVE COUNTRY OUTLETS IN RECENT YEARS. FROM 1993-95, there were consistently over 20 Country shares each quarter in this four-book-a-year market. It's now down to two Country stations, and the format's shares are in the mid-teens. Through the '90s, market and Country leader KJJY has seen its shares rise from the mid-teens to the 20s, with current share levels in the low teens.

While KJJY PD Beverly Brannigan certainly sees direct format competition affecting her station's numbers, she sees another factor affecting shares of all radio stations. "Over the last couple of years we've begun to see a market parity that was never there before. It used to be you had three stations at the top with 20 shares and a bunch of 'also rans' picking up the crumbs behind them. Now consolidation has brought to many markets the brain trust of successful radio operators who know how to win and have the resources to join the pack at the top — as opposed to a bunch of stand-alone operators who are trying to sort of figure it out on their own. So there aren't 20-share radio stations any more. I don't think it's going to spiral down to the point where

every station's a five-share station, because I think there will always be stations that are able to overachieve and rise to the top. But I think the difference between the stations at the top and the stations at the bottom is going to be a little closer than it has been."

Refocus To Regain

For Brannigan, recent share declines have meant refocusing on some areas. "We're paying more attention to basic marketing issues, trying to really address what it takes to attract and keep listeners — kind of going back to school."

Brannigan thinks some Country outlets might have lost sight of those basics in recent years. "In the euphoria at the peak of country music, there was probably a period where you could have put barking dogs on the air on a Country station and got ratings. Things were all going our way, and we were all caught up in the tide. Maybe we did take our eyes off some of the details. Then, when the euphoria isn't there any more, every little detail starts to matter more. Now we've kind of gotten the wake-up call: It's time to pay attention to the details again. We're doing that, and I think we're showing the benefits of our attention to details."

Asked whether anything can be done about the declining Country shares — or whether it's just cyclical so all you can do is hold on for the ride — Brannigan says, "It's very cyclical. Historically there have been music formats that come in and out of favor for myriad reasons. Something will get hot for a while and it cools off. Then something else will be hot and it will cool off. The key is to take advantage when you're hot, and I think Country did that."

Super-Lights: Right Or Wrong?

Brannigan is another in the long list of programmers who adopted a very light rotation of five-seven spins per week in recent years. She explains, "We try to limit it because it really does have a limited benefit. We use it as a way to rotate some music through. We do a show called 'New Country At Noon,' where we showcase music that we think we're probably going to add to the playlist but we're not quite on yet. We want to see what type of reaction we might be able to get from listeners."

Adding that she tries "not to go crazy with that," she notes that its benefit to the station or labels and artists depends on how it's used. "If someone's going to try something out to see what reaction it gets, that's probably the right reason to do it. If it's being used as a form of manipulation or a favor, that's probably not the best use of that. I think people are guilty of

Continued on Page 70



Beverly Brannigan

ALAN SLEDGE

WUSN-FM/CHICAGO PD ALAN SLEDGE HAS A UNIQUE PERSPECTIVE ON TODAY'S LOCAL Country radio, with his view forged on a more national basis than most programmers. In the last seven years, he's programmed Country stations in Phoenix, Detroit, San Francisco (all for the same company), Seattle and, for the last few months, Chicago.

Looking at the format as a whole, he says, "Country listening is stable right now. If we've flattened out, we've flattened at a plateau that we have not seen in a number of years. Even though it's very healthy, the market is oversaturated — both from the radio and from the music side. There's too much choice for a lot of people.

"During the time Country was booming, there was a point of difference between Country and a lot of other radio formats. Now some of those other formats have gotten their acts together.

"Also, this is a different time. Ten years ago, a lot of markets had Country flying high and ACs were battling it out. Now AC is doing well in many of those markets and Country is battling it out. As a format we must understand that oversaturating the market is going to hurt Country radio due to the fact that there is simply too much choice.



Alan Sledge

"If you stay the course, have committed ownership, and understand there's only room for so much Country — or there's only room on the record side for so much product — then we'll be fine, we'll survive this. The qualitative research of those who really accept Country as a format shows this to be a very healthy format from a revenue point of view."

Good News, Bad News

Gazing into his crystal ball, Sledge sees good times ahead for the format, although there might be some casualties. "Multiples are very high in this era of consolidation, and that has to be taken into account. There's a greater demand on return of investment: We have to service very high multiples. I think you'll begin to see a shakeout, which is going to be very good for country music. You'll probably see the same thing in the record community.

"And I don't think [the shakeout] is a bad thing for Country radio. There are a lot of markets like Chicago, where, when the format is really healthy, there is usually just one Country

Continued on Page 70

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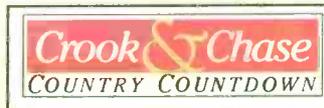


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Label Executives: Great Music Paves Road Ahead

Identifying unique talent is one key to continued success

JOE GALANTE

WHEN YOU ASK RCA LABEL GROUP/NASHVILLE Chairman **Joe Galante** for his overview of the record industry during the past two years, he immediately offers the phrases "too much," "too many labels," and "too many artists."

"This is the entire business, not just country," Galante says. "There is certainly a lack of people who are total executives."

Knowledge Is Power

Continuing his observation, Galante notes, "You may have somebody who is certainly a very creative individual given a responsibility to run a label, which takes away from the thing that got them there in the first place. Or you get somebody who is more of an administrative person and winds up being the creative executive who is trying to learn on the job."

"There's a whole lot of that going on throughout the entire industry. As a result, some of the people who are making signing decisions — on both production deals and artists — aren't really used to what the true definition of the creative unit is, and they're really hooking up more with affiliations than anything else."

As a theoretical example, Galante offers, "Juan knows so and so, so I'll hire him because he was in the room at the same time **Alan Jackson** showed up in [**Arista/Nashville** President] **Tim DuBois**'s office, so he probably knows everything there is to know about country music."

"I think there's a lot of that going on. This has been kind of like the gold rush down here the last couple of years. People have decided to stake a claim, and there's going to be a whole lot of bloodshed. Some people are going to get knocked over by the bigger guys, some guys will survive. There are some people who may strike it rich, but their vein will play out because it's not very deep — especially if you have a lot of one-hit wonders."

Radio & Labels

While he has no objections to radio playing a large number of new acts, Galante has some reservations about the quality of those acts: "On the record side and the radio side, people have gotten further and further away from judging what talent is because they really haven't been involved in that. Therefore, people play things that are new and think they're satisfying what the audience wants."

Galante observes, "People are disconnecting from radio more than they ever did before, and they're doing the same thing in retail. They're not buying records because they're not motivated."

"That takes us into the present environment, which is too many retail stores, too many radio stations playing the same stuff, too many artists, and too much of the same music. It's not distinctive at all. People are not taking chances. They're overresearching, overconcerned, and everything revolves around money."

"People are very concerned about how much they paid for something. You know, 'I've got to get it back in six months,' and nobody plans more than a year. I've listened to all the group broadcasters talk about, 'We're in this for the long haul.' The long haul is five or 10 years. Nobody's in it for five or 10 years."

"People keep saying, 'How long can this go on?' Having run a pop label, you can lose between \$15 million-\$20 million dollars a year, and that's acceptable ... not for long, but it's acceptable."

Continued on Page 74

ALLEN BUTLER

IN RECENT YEARS, NASHVILLE WAS BASKING IN THE GLORY OF THE COUNTRY EXPLOSION. **Sony Music/Nashville** Exec. VP/GM **Allen Butler** admits the labels enjoyed the worldwide recognition, especially the attention from the corporate offices in New York and L.A.

And then came 1996, which Butler says was, "at least for me, kind of a wake-up call." He, like other label executives, began searching for answers — and solutions — when the early alarm sounded.

Broader Vision

From Butler's standpoint, country's future depends on the music Nashville provides to radio and consumers. He explains, "We have two choices. We can open ourselves up to a broader kind of music coming out of Nashville — and radio can be willing to play a broader kind of music — or we need to resign ourselves to the fact that we're going to be a smaller format."

"If we want to stay the course, we'll come back to a place where we see reasonable yearly growth, like any mature industry. If we want to have another explosive growth era, it's going to have to start with the music."

Part of country's sales decline was linked directly to the evolving retail landscape. Butler points out, "Actually, our inventories [at retail] have been very good, but it's got to have an

impact when your 'accounts open to buy' is way down, when they're slow to pay, and when returns are coming back instead of checks. They're paying off their bills with returns. This has a huge impact on country music."

Butler also thinks the lack of cassettes on store shelves may be to blame for the country sales dip, noting that a large segment of the country audience still prefers the tape format: "They're no longer stocking the inventory of cassettes in retail like they did five years ago."

According to research conducted by Sony, only 50% of country consumers have CD capability. "If that cassette wasn't available," Butler points out, "we basically lost a sale."

Analyzing the numbers, Butler says there's also been a tendency to overlook the average country fan's disposable income. "The average worker out there — our core consumer who buys country CDs and tapes and goes to concerts — hasn't had a real wage increase in four years. Those people are trying to figure out how to pay their light bills, their food bills, their clothing, and the basic necessities of life."

"For a 25- to 35-year-old guy trying to make ends meet in a household with two young kids, they may not think that much about [buying recorded music]." Those individuals are likely to curtail their purchases of cassettes, CDs, and concert tickets. Butler notes, "Multiply that times millions of people, and you're talking about significant decreases in consumer spending in our format."

'Fresh, Different, Unique'

Butler says Sony/Nashville's future lies in the A&R decisions made at its two labels, **Columbia** and **Epic**. He explains, "We're trying to identify something fresh, different, and unique that still fits in this format. We're not trying to find a rock act and disguise it as a country act. We're truly trying to identify talent that has some kind of base and roots in country music, but is unique and different from all the glob — as everybody wants to call it — of 'invisible acts' out there."

Charging that the glut of faceless acts is hindering the format's growth, he adds, "Every label in town has gotten that wake-up call, and all the smart producers and A&R people are

Continued on Page 74

TIM DUBOIS

BUSINESS HAS BEEN BETTER, BUT **ARISTA-CAREER/NASHVILLE** PRESIDENT **TIM DUBOIS** believes country music is in better shape than it was five or six years ago.

"The numbers are in," notes DuBois, who heads **Arista/Nashville** and sister label **Career**. "You don't have to guess anymore. We [as an industry] did slow down a little this past year, and you can slice and dice that a bunch of different ways."

Realistic Expectations

DuBois continues, "I don't think it was the end of the world, and you have to remember how much and how fast we've grown over the last five years to put that in perspective. Anyone who understands the nature of business in general didn't have any dream that we could continue to grow at that rate."

Referring to sales figures and ratings for Country radio and **CMT**, he adds, "It's obvious that we're a lot stronger than we were five or six years ago when this run started. Once everything bottoms out, I think we're going to be way ahead of where we were before."

Not anticipating a drastic turnaround in '97, DuBois adds, "If a couple of superstars come into being and direct the media attention back to us, we could turn things around. More likely, just a leveling off is what I see. I'm always hopeful that the stars will line up and we'll have another **Garth [Brooks]** and **Billy Ray [Cyrus]** come in and attract so much attention that the whole market gets hot. But we'll have to wait and see."

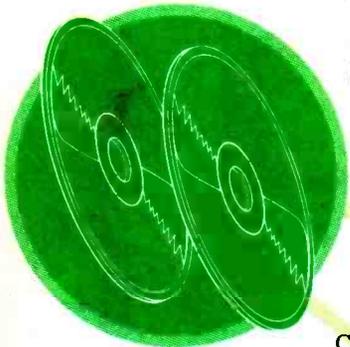
Competing For Entertainment Dollars

Noting that the retail industry has had a tough time during the past two years, DuBois says, "Analysts point to the fact that we probably overbuilt. The music industry as a whole — not just country music — was riding a pretty nice growth curve over the last few years, running about 9%-10% growth. The music industry has flattened out, and we probably have more retail outlets than is healthy. Again, that's a part of the capitalistic system."

"Some of those people are going to have some trouble, and some are going to go away. And there are all kinds of factors that fit into that: For instance, the fact that some retailers use records as loss leaders to sell refrigerators."

"There are all kinds of other things that feed into the problems we have, including the fact

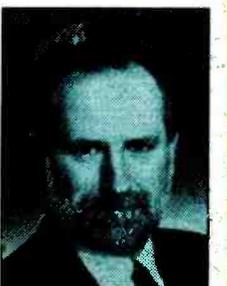
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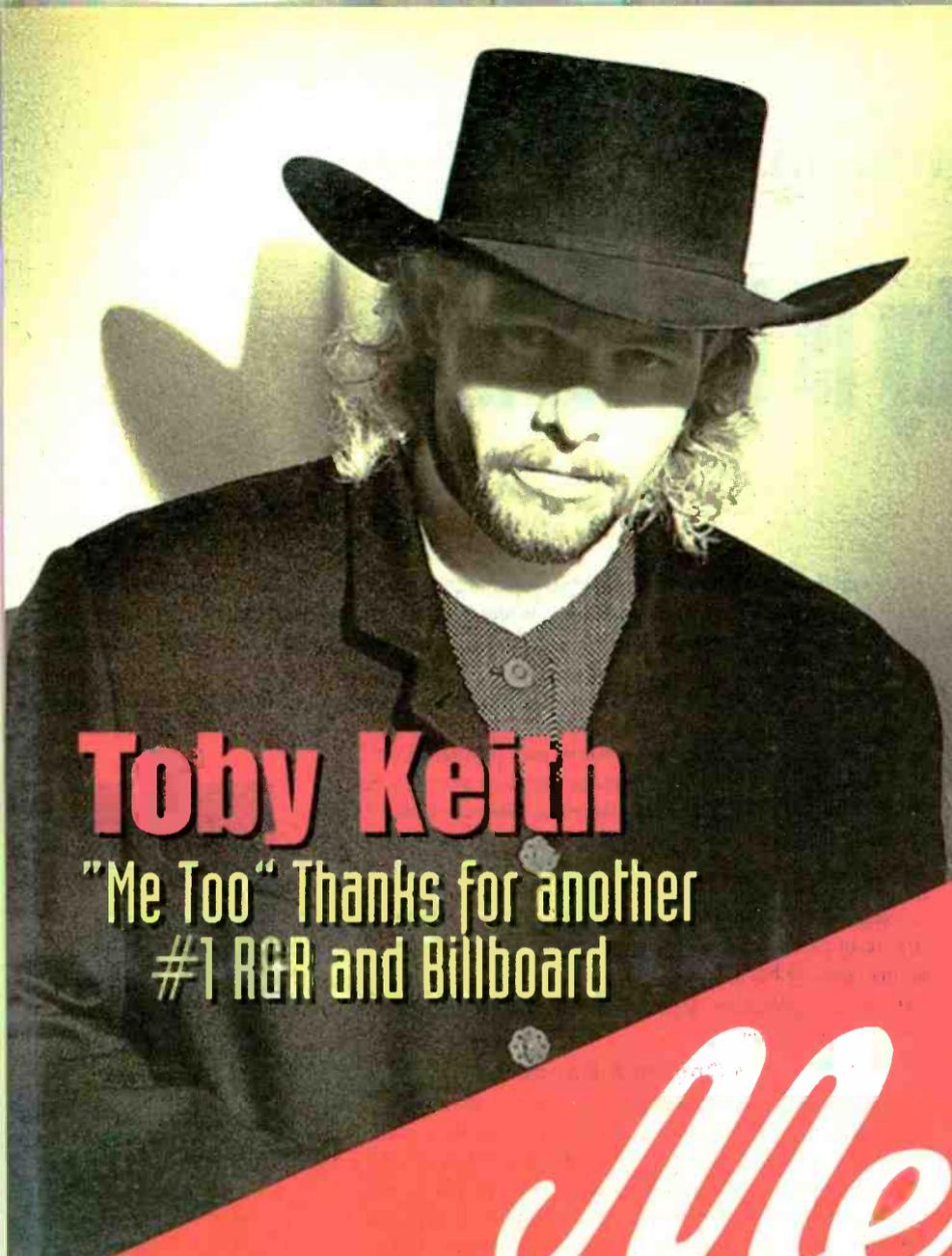
Joe Galante



Allen Butler

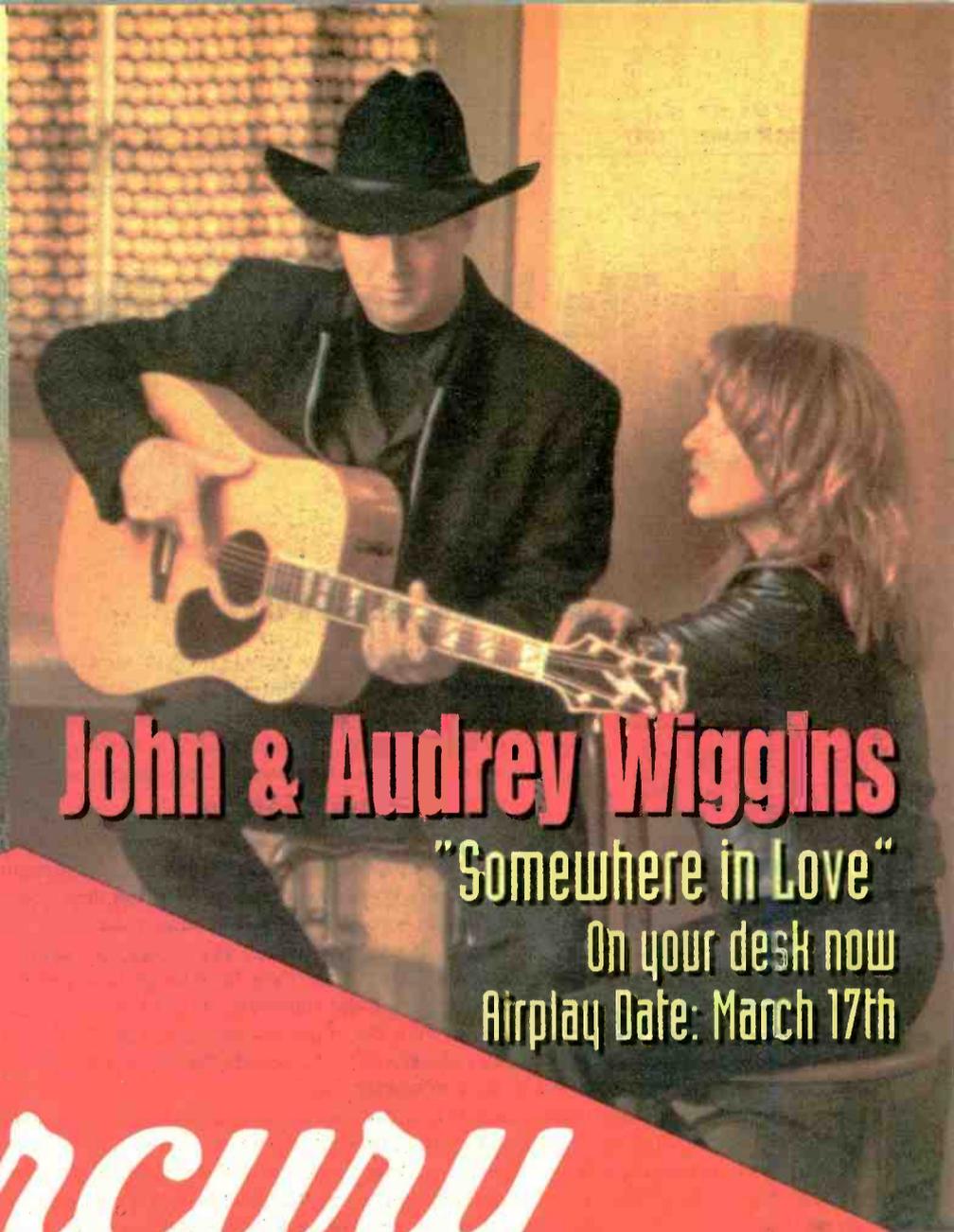


Tim DuBois



Toby Keith

"Me Too" Thanks for another
#1 R&R and Billboard



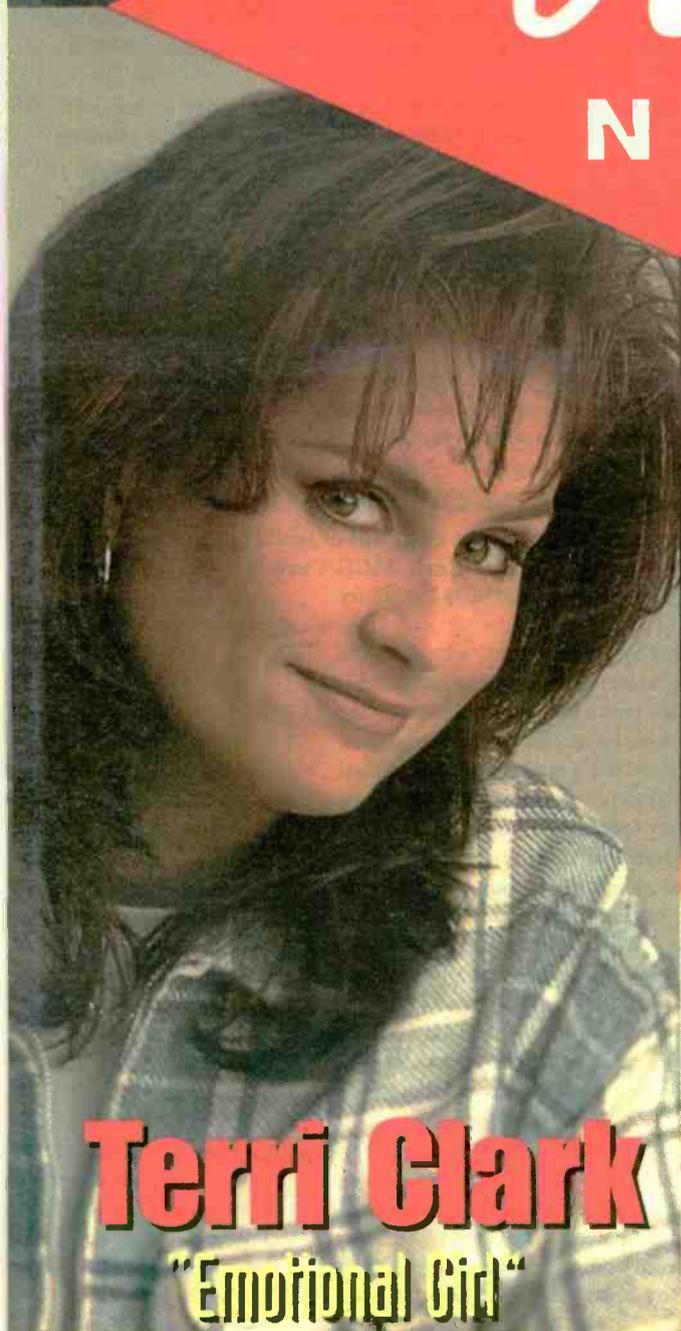
John & Audrey Wiggins

"Somewhere in Love"

On your desk now
Airplay Date: March 17th

Mercury

NASHVILLE



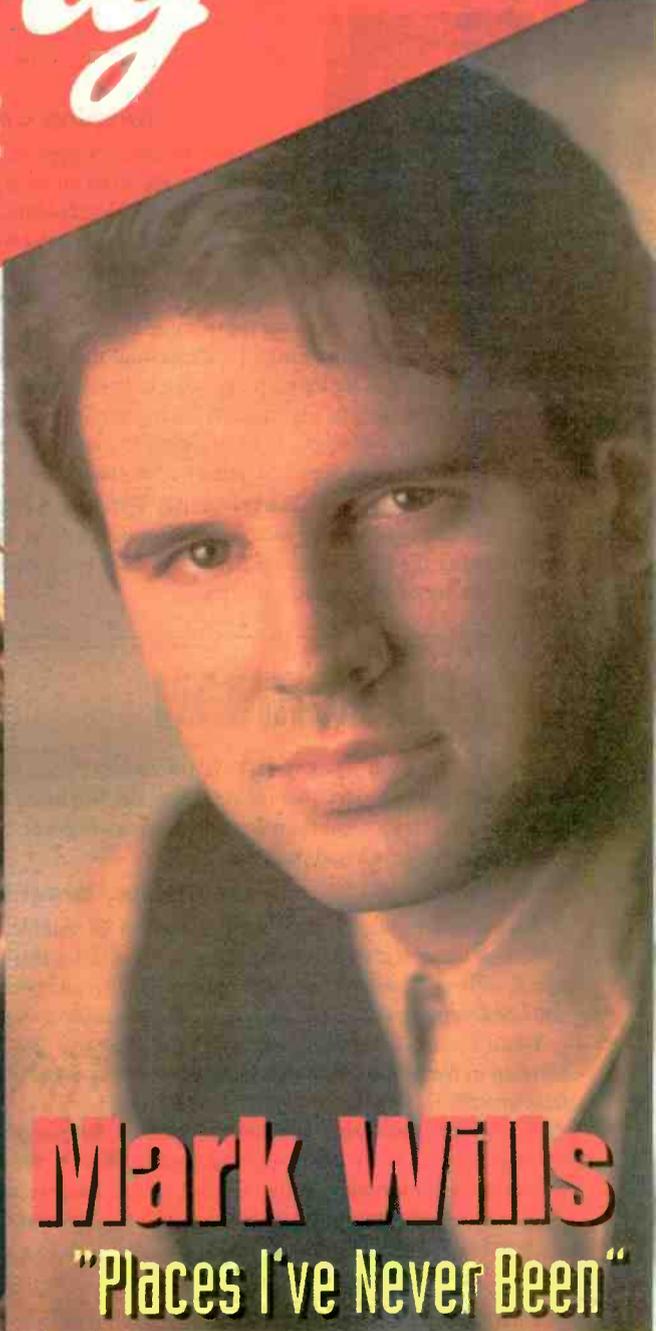
Terri Clark

"Emotional Girl"



Kathy Mattea

"455 Rocket"



Mark Wills

"Places I've Never Been"

R&R 16

R&R 28

R&R 38 BREAKER

Nashville Execs Say 'The Sky Is Not Falling'

Industry leaders still bullish on country

BRUCE HINTON

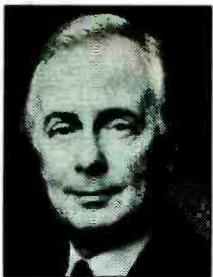
"I DON'T THINK THE SKY IS FALLING" IS MCA-DECCA/Nashville Chairman **Bruce Hinton's** assessment of country music's current condition. "Any time you graph a business, you see peaks and valleys. If you're kind of in a valley, it may look one way. And if you stand back, it looks another way."

Sales Strait Up

During his lengthy career, Hinton has seen his share of peaks and valleys, but he says business at MCA-Decca was up slightly last year, due in part to the strength of **George Strait**. "From **Reba** to **Vince Gill** and **Wynonna**, all the rest were out there doing well, but the George Strait sales just went up and beyond. It really went through the ceiling."

Hinton sees '97 as a "shake-out and transition year" for country's overall picture, adding, "I don't see this year as the benchmark that will tell us where it's at. Go through the transition, because there are a lot of different things happening and converging at one time — not the least of which is that the retail account structure is not in the best of shape. There will most certainly be many store closings. You can't necessarily try to explode the business this year. I don't know if the account base will be there to support that."

MCA-Decca's 1997 plans involve maintaining the status of its superstars, pushing other established artists to the next plateau, and breaking new acts. Hinton says, "We want to grow the gold acts to the platinum level. The other equation is the acts we hope to break this year. We're already in the process of breaking **Gary Allen** and **Big House**. Then we're going to come back with **Lee Ann Womack**, which everyone tells us is a home run. After that, we'll come back with **Chely Wright**. Over the course of this year, we have an extremely good shot at breaking four out of four acts."



Bruce Hinton

Keeping Consumers Active

As the 21st century approaches, Hinton says the record industry has to become even more aggressive in enticing consumers to purchase music. He explains, "We're at two ends of the consumer scale. On one end, we have the baby boomers moving into an age of life where, historically, one would not continue a record-buying habit. They've been a great demographic for the record business for quite some time. We're going to have to look at ways to keep

them in a record-buying climate. It's essential that we keep them in the fold.

"In the meantime, we're going to have to bring on that young consumer who, over the last five years, has helped us enormously by buying into country music. They've already become young adults, and we've got to be bringing in the next wave of artists that will appeal to them — as well as trying to appeal to artists at the baby boom age."

Retrieving Fringe Listeners

Acknowledging Country radio's overall ratings drop, Hinton believes, "The focus needs to be on getting the fringe listener back. We want to agree that they've gone away, and they're sampling a lot of other kinds of radio."

Continued on Page 76

JIM ED NORMAN

"I BELIEVE IN THE STRENGTH OF OUR ARTISTS AND OUR MUSIC IN THIS INDUSTRY," SAYS Warner-Reprise/Nashville President **Jim Ed Norman**. Responding to those who would talk about the industry's troubles from a business standpoint, Norman asks, "Yeah, so what's new? What business *hasn't* had problems?"

'Great Artists, Great Music'

Addressing public or industry perceptions of trouble in Nashville, Norman emphasizes, "The one thing we've got going for us — the thing that will take care of this time and time again — is great artists and great music. Our responsibility as an industry is to be receptive and open to changes. As we do that, these ups and downs are things we can clearly overcome."

When country's fortunes improved after the early '80s' "Urban Cowboy" explosion finally blew up in Nashville's face, Norman recalls being asked, "What are we going to do *next time* it falls apart?"

"I remember having a real strong opinion that has not changed. The last time we went through this, we had a boom and the bottom fell out. I always thought it was because we had somehow, as an industry, gotten fixated on our success and the way our success was attached to a movie. Once we got back on track, our success has been linked to music and artists."

The Retail Factor

Foreseeing a continuation of the fierce competition within the radio industry during '97, Norman also anticipates changes within the retail business. Citing a recent *Wall Street Journal*

piece which indicated that general retail sales increased in January, he points out a decline at two of the nation's largest retail chains: "While the rest of the retail marketplace is suggesting they had an upward trend in sales against January of last year, **Best Buy** and **Circuit City** were down."

The two chains have a reputation for selling merchandise — including CDs and cassettes — at near wholesale cost. Norman notes, "You can mark down the cost of what you're selling and sell more goods gross, but what is your profitability?"

Concluding that some of the music retailers have reached the limit of underpricing CDs and cassettes, Norman adds, "If you were to take where we were eight years ago as an industry and then project out a trend line at 10%-15% growth, at any given time, we were above or below that trend line as an industry."

"We need to realize that we've still got a great business and that, yes, we're encountering some issues that we're all going to have to not only be conscious of, but be responsive to. But there's still great opportunity. Right now, the indications are that the decrease is slowing."

A Common Concern

With group owners taking a bigger slice of the Country radio pie, Norman says a common concern on Music Row is the "possibility that, all of a sudden, there'll be 10 people deciding what music's getting played everywhere." Conceding that the thought frightens some people, Norman says no one seems convinced it will happen.

Considering the mere possibility of such a scenario, Norman says, "Maybe it scuttles that thing we all do this for: The music ... the chance to make a great record, a great piece of music, and take it to somebody who — in their sheer enthusiasm for the music — plays it and gives it a shot. There is some concern that process may somehow be undercut with this consolidation."

"I guess there are others who are more adept at this than me. Maybe they've had some practical experience with this in a way that leads them to believe that will be the absolute,

Continued on Page 77

MIKE CURB

"RADIO IS SAYING TO THE RECORD COMPANIES, 'GIVE US HITS AND WE'LL PLAY THEM,'" says **Curb Group** Chairman **Mike Curb** — a man who has heard the message loud and clear.

"And that's a good challenge for us because it means the record companies that can come up with hits will succeed. And the ones that want to just stay with the old approach won't. So I think it creates an opportunity for us."

'Ready For The Challenge'

Mike Curb has never been accused of avoiding a challenge or ignoring opportunity. He's built the Curb Group of labels — which includes **Curb**, **MCG/Curb**, and **Curb/Universal** — into the most powerful independently owned label in country music.

Curb is especially encouraged by programmers' willingness to look beyond established artists when it comes time to add records to a playlist. But he notes, "This puts a real responsibility on the record company ... to work for those hit records and, in some cases, to hold back the release of a record if it's not ready to be released and challenge our artists and producers to reach beyond themselves to come up with those very, very special records."

Regarding the Curb companies' relationship with radio, he says, "It's great. We love and value the relationship we have; radio has really been there for us. We're also intrigued by all the different research mechanisms. Obviously there are some we like more than others, but we feel very excited and challenged by radio. We think radio has the best consultants that it's ever had, and that radio wants to grow."

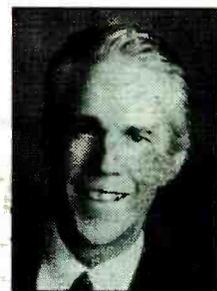
"Radio is saying 'We want to play hits, whether they're by new artists or veteran artists.' We are ready for that challenge. And we are not complaining. We're optimistic; we're going to meet that challenge with the best possible records that we can make."

Extra Planning

In terms of the record business overall in 1996, Curb says, "Obviously, we have been through an interesting year, and I believe that all of the record companies are going to be stronger because of this past year. We are all aware of the changing climate at retail, and we're all obviously aware of the fact that we need to develop more superstar country artists."

"In 1997, I think all the record companies are going to be much more careful in terms of how much product they release and how they time their releases. I think all of us are going to

Continued on Page 77



Jim Ed Norman



Mike Curb

THE BEST BLEND IN MUSIC CITY



Sherrié Austin

ARISTATM
NASHVILLE



BR5-49



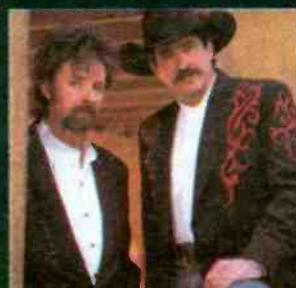
Alan Jackson



BlackHawk



Pam Tillis



Brooks & Dunn



The Tractors



Diamond Rio



Steve Wariner



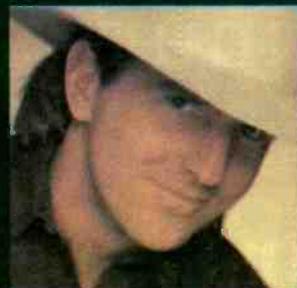
Tammy Graham



Rodney Foster



Michelle Wright



Brett James



Lee Roy Parnell

ARISTA
NASHVILLE

Sherrié Austin
BR5-49
BlackHawk
Brooks & Dunn
Diamond Rio
Radney Foster
Alan Jackson
Pam Tillis
The Tractors
Steve Wariner
Michelle Wright

CAREER
RECORDS

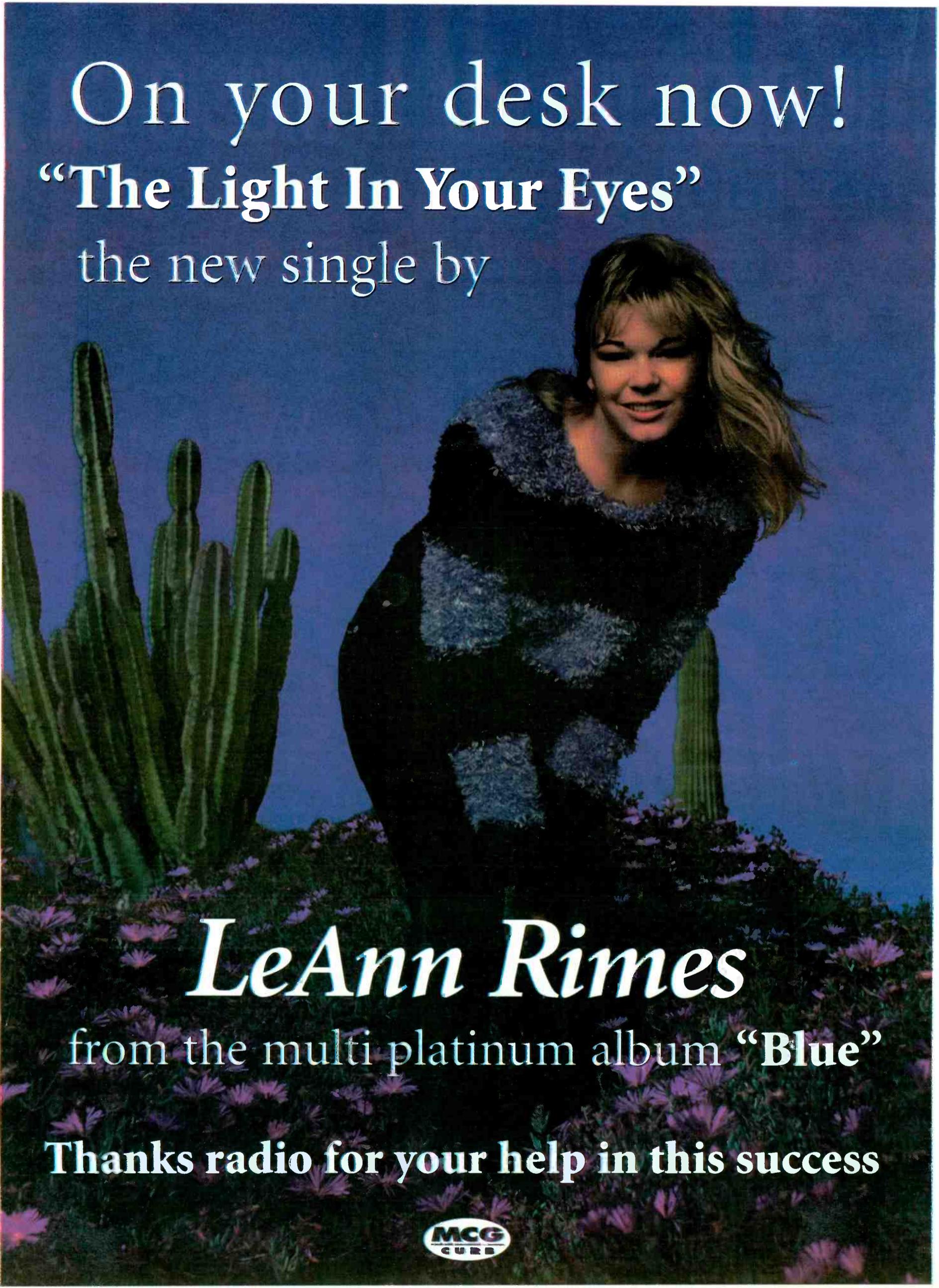
Tammy Graham
Brett James
Lee Roy Parnell

Welcome to
CRS '97

THANKS,
Country Radio,

for another
great year!

On your desk now!
"The Light In Your Eyes"
the new single by



LeAnn Rimes

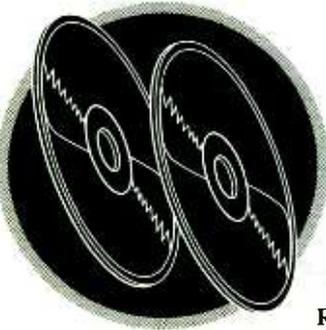
from the multi platinum album "Blue"

Thanks radio for your help in this success



Competing With The Majors

Executives outline struggles, advantages facing small labels



THE SAME ATTRIBUTES THAT MAKE THE NEWER, SMALLER record labels appealing are also the same ones that make it difficult to compete with well-established labels in a saturated market.

When country sales climbed dramatically in the early '90s, several companies began opening shop in Nashville in hopes of sharing in the success. Among them are **Rising Tide** (owned by **Universal Music Group**), **Almo Sounds** (owned by **A&M** co-founders **Herb Alpert and Jerry Moss**), and **Imprint** (a publicly held company). Other key independent players include **River North** and **Magnatone**.

'Clean Slate'

But since these labels were established, country record sales and Country radio listenership have dropped. These new labels are trying to make a name for themselves at a time when the country industry seems to be retrenching, playing it safe with more mainstream releases.

"The benefits are that you are starting with a clean slate in terms of just being brand new," says **Rising Tide** President **Ken Levitan**. "The drawbacks are that you're starting with a clean slate. It's been nice to build it the way we want artist-wise and staff-wise. The drawback is you are playing catch-up. You have to make a name for yourself quickly."

"Everybody brand new is at somewhat of a disadvantage because the other labels have acts that have already proven themselves. You're starting with brand new baby acts, for the most part. It's an exciting time because the way country is now, all bets are off. Anything can work and everybody is looking for that next new thing. Having a lot of next new things works well."

Rising Tide, which brought its 19 employees on board in June, emerged with a strong presence at retail and radio with **Dolly Parton's** "Treasures" album. In addition to **Tony Toliver's** self-titled project, **Rising Tide** will soon have album releases by the **Buffalo Club**, **Jack Ingram**, and **Kris Tyler**.

Of its nine-act roster, **Levitan** says. "We have tried to be aggressive in marketing and signing. It seems like some of the other new labels will sign one or two artists and, if something doesn't work, there's a long period of time waiting for the next single."

In terms of Country radio, **Rising Tide** has already demonstrated success with the **Buffalo Club**. In addition to inviting radio station staffs to attend a series of informal acoustic concerts in the company's conference room on Music Row, the label also presented a major showcase in Phoenix.

Despite the recent dip in sales, **Levitan** said there's still room for new labels. "When we decided to jump in, the boom had already slowed down a bit. But if you look at it historically, every 10 or 11 years, country music is looking for that next big thing. In 1987 or '88, there was **Randy Travis**, which led to **Garth Brooks**. We're in that next same wave."

"I wouldn't be doing it if I didn't think there was room. It comes down to great music. If you have great music and market it aggressively and correctly, you are going to do fine."

'The Good Fight'

Imprint is finding success with Oklahoma native **Jeff Wood**. The label, funded through a public offering, has 16 employees and a five-act roster, which includes **Gretchen Peters**, **Al Anderson**, **Ryan Reynolds**, and **Bob Woodruff**.

Imprint Chairman/CEO **Roy Wunsch**, a former **Sony Music** executive, explains that while independent labels don't have the corporate headaches, they don't have the corporate pockets either. "Essentially what is nice about having a smaller operation is the fact that there aren't corporate meetings that take you away from your mission so often. There aren't the meetings in New York or Los Angeles or the corporate mandates or policy studies. The benefit is just really being able to concentrate on what you are doing. I guess the downside is there's not this corporate mother that will constantly feed the country division with dollars."

Wunsch says **Imprint** just reached its first million-dollar year based on wholesale prices, which was a plateau for the company. "It's going to take substantially more than that for any company that hires talented people because the overhead can be tremendous. It was a great sign and we feel good about it. We're seeing a nice horizon and we're hitting our stride."

Wunsch acknowledges a bias against smaller labels by a certain segment of the industry. "Do I think we'll have a harder time? I honestly don't know. As we release the right music

and feel the response coming back from radio and listeners, that solves 99% of any company's problems. On **Jeff Wood**, we felt the feedback and positive response, and we felt the embrace radio was giving that project.

"I wish there was, philosophically speaking, a way to allow radio in general to get to see and hear an artist without the incredible preparation time it takes. With the number of actual single records and artists that ship from week to week, in order to call attention to a special artist, it really takes a lot of advance work."

That work can include artist visits to radio stations or showcases, which have become so frequent that radio programmers may have to choose among several, causing **Wunsch** to question his time availability. "I thought it would be a struggle, and it is. But it's the good fight. It hasn't been easy, but it's gratifying. We're going to be out there fighting the wars."

'A Lot To Do'

Almo Sounds Director/Nashville Operations **Garth Fundis**, who first made his mark as one of Nashville's most successful producers, says creating a label has been a little more difficult than he had imagined. "It's like buying a new house," he explains. "It looks great from the outside. It has all the rooms you like. But there are a lot of systems in the house that have to be maintained every day. There's a lot to do."

Although **Fundis** is now a label executive, he also maintains an active schedule as a producer. "I'm in the studio and running the label. I feel a little like a one-man band, like one of those guys with instruments strapped around them. If I can get some things going here, I can expand and take some of the weight off my right brain."

But being small also means that **Fundis** can devote more of his energies to a small roster. In 1996, the label's only album release was by singer-songwriter **Paul Jefferson**. This year, it has releases scheduled from **Bekka & Billy**, **Billy Yates**, and an as-yet-unnamed trio.

"You are not shuffling from act to act all day," **Fundis** notes. "You're not having to think about 15 acts at a time. You are thinking about two or three, and you only have to deal with two or three managers and two or three song searches. The song search is always critical, and you don't need as many. It's not so much different; it's just on a smaller scale. The dangers and pitfalls and the possible successes are pretty much the same."

One of the advantages of being new is that everyone wants to see an underdog win, he says. But it's hard being the new salesman on the block, dealing with people who have been dealing with the other labels for years. "It is an art form. We're talking about musical talent and emotion, trying to make people's feet tap. We still have the equal ability to do that."

Regarding the industry's view of small labels, **Fundis** says. "A lot of people's perception is that we don't have the clout. That puts us at a disadvantage ... that we can't hold a major act over a music director's head to get him to play our new act. But I've just got to believe that a great record is a great record, no matter who brings it to you."

"I've had enough radio people tell me that. Obviously I haven't had the success yet that can say I'm right, but I feel that it is near. I'm not discouraged to the point of giving up. It's a tough business for everybody."

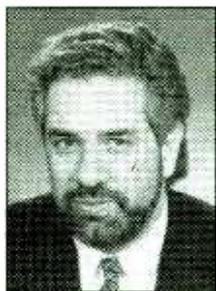
'Do The Best You Can'

Agreeing with **Fundis's** assessment, **River North** VP/GM **Ed Mascolo** adds. "I don't think the playing field will ever be level. It's very hard to compete with the major labels. You don't have **Garth Brooks** albums and tickets or **Reba** tickets to give away to help you get adds. Those are things that are all beneficial to you. You are better off trying not to compete. You just do the best you can."

River North opened its offices two years ago and now has eight employees. It is owned by **Platinum Entertainment**, which recently purchased **Double J Publishing** and **Intersound Records**. It released albums by **Steve Kolander** and **Crystal Bernard** earlier this year and will come out with a **Holly Dunn** project in April. Its biggest successes have been with releases by **Peter Cetera** and the **Beach Boys**.

Mascolo said **River North** has been able to better concentrate its efforts on working **Crystal Bernard's** album in cities where it's had initial success, such as Detroit, Chicago and Las Vegas. A major label wouldn't have been able to do that effectively, he contends. "It's been hard," **Mascolo** admits. "You kind of get overlooked to a degree. No matter who you have at the label per se, it's very difficult."

"I think we're a song-driven format, but the big acts are able to get in there and get their



Ken Levitan



Garth Fundis



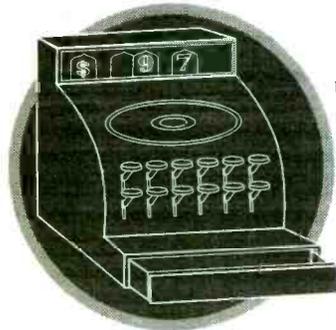
Roy Wunsch



Ed Mascolo

The Buying Game: Retail's Role In Country Music

Buyers for major chains looking for more information from labels



RECORD LABELS LOVE TO GET A HIT SINGLE AT RADIO, BUT the ultimate goal is to sell CDs and cassettes. Never underestimate radio's role when buyers for major retail chains decide how to balance bin space between country and all other genres vying for consumer attention.

Buyers recommend that labels provide them with more promotional materials and numbers on their acts if they hope to strengthen their relationships at retail.

"The more numbers I have, the more comfortable I feel about buying the product," says **Sue Peterson**, senior buyer of music for **Target** stores. "What is the national distribution going to be? What

is the single doing at radio? It's real important to have a hit single. It causes me to have more confidence in it."

She advises labels to "lay out their marketing plans for their priority records and give us more information on how they are setting up an album. And keep in touch on how it's going. Just keep the momentum going on that."

When deciding what to buy, Peterson says she keeps her personal feelings out of it most of the time. What's working now are any new sounds, especially from women. "It sure helps to like it ... There are times when you have a feeling about how something sounds. We're supposed to have a special ear, you know."

Mike Gionet, country buyer for **Tower Records'** Nashville store, says he would like to see more promotional and background materials on artists, as well as additional smaller promotions. Gionet is seeing more smaller promotions, such as guitar giveaways, and not as many large promotions, like in-store appearances.

"The bad things are overselling artists and pushing," he says of the labels' general approach. "I know that's their job, so I can't fault them for that. For me, being kind of persistent works. If I think they believe in it, they're behind it, and not just trying to sell it, that convinces me. Sometimes my personal preference comes in. If I believe it will do well, I don't have a problem ordering it."

In addition to the listening display slots that are purchased by the labels, Tower also has slots that are formatted at Gionet's discretion. "For those, I try to get the lesser-known artists. If someone sees a **Kevin Sharp** CD, for example, and they just know one song, that gives them a little more exposure. People are likely to buy **Mary Chapin Carpenter** or **George Strait** just off the strength of a name."

He also slots some folk and bluegrass records. "If I happen to have a surplus of a certain CD, I'll put it in there. They do have a big impact."

He uses a basic formula when ordering the first shipment of a new album. First, he examines sales from previous CDs to predict future success. Generally he'll order about 75-100 units on a moderately successful act. Obviously, he'll order more for superstar acts, such as **Garth Brooks** or **Reba McEntire**. For instance, he ordered 250 copies of **Chapin Carpenter's** latest release.

"For new artists, I'm more conservative," he says. "If they have a single out, I'll order 25-50

for the first shipment. If it's somebody brand new, I'll not order too many for the first few shipments and see how it sells. For **LeAnn Rimes's** second album, I ordered 60, which is good for a new artist. That is a low order that will probably be gone in a week."

Radio airplay does influence his buying decisions, but not significantly. "I try to stock the ones that are getting the most radio airplay. But I don't specifically go down the chart and see if I have enough of No. 1 or No. 2. I try to figure a little further than week by week."

But Gionet admits he can't afford to ignore the demands of country fans who get their first taste of a new release from airplay. "It does influence me because I hear people saying, 'I heard that on the radio.' If I don't have it, I try to get it."

Good & Bad News

SoundScan COO **Mike Shalett** provides a "good news/bad news" scenario regarding the big picture at retail. While projecting an increase in record sales, he also points to recent store closings by major chains.

"I think record sales will be up this year," Shalett says. "I don't know how much. The economy right now is showing no signs of inflation. The average non-union worker is getting a 3% increase in dollars over the last three years. There's not a tremendous amount of discretionary income floating around."

With CDs and cassettes facing competition from CD-ROMs, computer games, and satellite TV, Shalett says consumers are faced with many more decisions regarding how to spend those dollars. "There's a tremendous amount of product, most of which is coming from the parent company of those on Music Row. However, the music business is doing a good job of holding its own in regard to getting its fair share."

Despite a decline in country sales in 1996, Shalett says the drop reflects only a few artists rather than the overall industry. He says, "In 1996, **Garth Brooks** sold 2.7 million; in 1995, he sold 6.7 million. Four million units last year on 69 million is about 6%. Is

country music off, or is **Garth Brooks** off?"

Although country sales have experienced a drop, retailers are facing a much more serious situation. Hundreds of stores have closed across the nation, and more are expected to shut their doors this year. **Musiland Stores Corp.**, whose 1400 stores include **Sam Goody's** and **Media Play**, is closing more than 50 stores. **Blockbuster** has announced it will close 10% of its 500 stores. **Camelot Music**, **Wherehouse Entertainment Inc.**, and **Peaches** all are in Chapter 11 bankruptcy.

"Retail is in distress," Shalett says. "Retailers added a tremendous amount of square footage in 1993-94. We did not have a tremendous amount of increase in consumer demand to meet the increase in square footage. There are a lot of store closings. I would think things are going to have to get more efficient."

Shalett is encouraged by **Blockbuster's** recent announcement that it will sponsor a Dallas super-festival, which is expected to attract a crowd of 300,000. "That is a pretty positive undertaking. Retail is doing better with giving the consumers the opportunity to listen to music in their stores, although they could do much better."

—*Beverly Keel*

I think record sales will be up this year. I don't know how much. There's not a tremendous amount of discretionary income floating around.

—MIKE SHALETT

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Adapting To Radio's Needs

'Local' is the key as networks prepare for the future

TO SAY THAT 1996 WAS A YEAR OF CHANGE FOR RADIO IS LIKE saying the Opryland Hotel is a small, intimate lodging establishment. Can you say "understatement?"

With the passage of the telecom bill and the deregulation that followed, everything in radio was turned upside down last year: All the rules changed. To explain how radio networks plan to prepare for the next millennium, we spoke to two executives, each at companies that supply both 24-hour and specialty programming.

'Verge Of A Golden Era'

"The people who survive change are the ones who adapt to it. We're not going to *change change!*" laughs ABC Radio Networks Sr. VP/Programming **Robert Hall**.

Hall, who oversees all of the network's long-form syndicated shows (including "American Country Countdown With **Bob Kingsley**") and 10 24-hour formats (including two Country formats), sees this as a wonderful period in radio.

"Radio is on the verge of a golden era because it is one of the last mediums that can't be fragmented more than it already is. If you look at cable television, we are approaching a 500-channel universe. And the 'super-niching' of television can go on almost endlessly because there is an increasing number of channels that people can turn to. Radio isn't like that. We've reached the end of our spectrum limit, and there will only be so many radio stations to go around. We used to cry the blues because we were the most overfragmented of all media. The ironic thing is that by the end of the day we will probably be one of the least fragmented of all media."

Hall says the first time he felt the effects of the passage of the telecom bill was at an affiliate meeting — when he looked around and saw a much smaller group of folks. "There were probably 30% less people representing the exact same radio stations," he recalls. "That's when it really drove it home to me."

Programming Demand Increases

Westwood One Radio Networks President/Programming & Formats **Ed Salamon** also felt a shift after telecom's passage. A busy man, Salamon is in charge of programming for Westwood

One's eight 24-hour formats (including two Country formats), as well as being involved in the company's specialty programming ("Country Countdown USA," "The Weekly Country Music Countdown," "Inside Track," "Country's Cutting Edge, Hosted by **J.D. Spangler**," "'90s Country, Hosted by **Randy Davis**," "Country Gold Saturday Night"), and interactive interviews and daily prep shows.

"Our business was affected even before the bill passed," Salamon says. "A lot of operators and owners were talking and planning for it. We felt an increase almost immediately in the need for the 24-hour formats."

It makes sense that when group owners began acquiring stations, many would turn to the networks. "In the age of consolidation,

companies often look to networks to provide programming in areas where they don't feel they have the expertise," says Salamon. "If a group considers itself a News/Talk specialist, but sees an opportunity for a Country station in a specific

market, they will seek out a partner, like Westwood One, rather than try to build that from ground zero."

Adapting To Local Needs

Agreeing with Salamon's assessment, Hall adds, "Nobody has equal strengths across that many radio stations. Nobody did, nobody does, and nobody ever will. Some of the smart operators that we are dealing with are saying, 'Look, we're terrific programmers, but we need to focus our talents across our most important properties, and that means we have to look for alternatives in our secondary properties.'

"The stations that are going to flank their main products are perfect candidates for outside program suppliers, particularly in 24-hour formats. But these stations are also looking for resources to enhance their local programming."

"Local" is the key word. Hall continues, "I think the trend will be toward giving local programmers more of the tools they need to do their jobs. I'm seeing more creative approaches to backing up the local operations with feature programming and programming tools that the stations themselves just don't have the manpower to deliver."

Salamon says, "Some staples, like the countdown shows, will always be there. But the newest trend will be localizing those countdowns, like what we offer with the 'Weekly Country Music Countdown.' As stations invest considerable money in personalities, they are going to want to get the maximum value for them by extending that talent's exposure on their radio

station. Hosting a recorded countdown show allows them to put that person on the air for a sixth or a seventh day."

Hall explains, "The network industry has to continue to adapt to the needs of the local radio stations. Television came along and clobbered us in the 1950s. Networks were nothing but newscasts at the top of the hour and occasional programming that hardly anybody wanted — with the exception of **Paul Harvey**. Networks were reborn in the 1980s with the 24-hour formats, which gave stations the programming they needed to survive."

"Now people have accepted that networks can go into the biggest of markets and be competitive. Our biggest challenge is making radio as entertaining as television or any of the other resources that people have. Radio has to stop looking at the guy across the street and start looking at the media environment that their listeners live in and all the media they consume."

Noting that country fans have a greater interest in the artists than do listeners of other formats, Salamon says, "Those artist connections can really only be supplied by networks. With 2500 Country stations, the major artists can't be at those stations on a regular basis. So network programming has real value to Country radio stations, which is why it has remained so strong in the Country format."

Finding Superstar Air Talent

In the face of a tightening radio landscape, what must the networks do to prosper in the new age? "We stay the course and look for [air personality] superstars," Hall says. "The real area that we think has a lot of potential is national superstars — **Tom Joyner**, **Doug Banks**. We're constantly on the lookout for the next big superstar. We have **Moby In The Morning** out of Atlanta, and we're hoping to do a renewed marketing campaign on him this year."

"Obviously there has to be a resurrection of country. There are going to be new prophets who come out pointing the way. In the '70s and '80s, it was **Rusty Walker**. I think something new, exciting, and fun is going to happen before Country muddles out. Record companies are going to have to look at what they're doing, and radio stations are going to have to reinvent themselves."

Regarding the appeal of country music stars, Salamon notes, "We're fortunate in country in that we have young fans (getting younger every minute with the popularity of **abc ABC RADIO NETWORKS** **LeAnn Rimes** and **Bryan White**), and people who have been country fans forever, who like the music that **Reba McEntire**, **Alabama**, and **Garth Brooks** make. Country is the closest thing to a cradle-to-the-grave format."

Fragmentation Issues

Salamon's statement begs the age-old question: Will Country radio ever fragment into three or four distinct formats? "The fragmentation question has been asked at almost every Country Radio Seminar since the beginning," Salamon sighs. "Historically, Country has always absorbed and welcomed new musical idioms into the mainstream. Think of the 'outlaw' movement. **Waylon [Jennings]** and **Willie [Nelson]** were considered radical and progressive when they came along, yet they got absorbed into the mainstream."

Hall says, "There is more reluctance to fragment in the Country industry than any other format. In every other format, when there are more alternatives it drives up the overall audience. When you have three different choices for people in an Urban market, you see the Urban shares go up. It kind of baffles me, but then nobody in Country — from consultants to local programmers — has figured out how to differentiate musically and still be successful in the ratings."

"It was a big day when the younger, 'hot' Countries broke away from the mainstream. And the more traditional upper-end-oriented Country is still not really accepted as a genre. So Country has broken into two, maybe two and a half formats. Considering how huge it is, it certainly is bucking the trend that's going on in all other entertainment."

"Country has less restraints than most formats. The audience is personality-oriented, they're loose, fun, and very accepting of things. If anything, Country radio is underprogrammed. Formatically, Country radio was sort of a stepchild for a long time and very self-conscious about the fact that it didn't sound as good as other formats. And then it did a super job of disciplining itself. But it's gotten disciplined to the point where it's almost boring. I think the presentation of the Country format has to be more creative, more exciting, more fun. And *something* has to happen with the music. Look what's happening with the ratings."

"Some people aren't over the drunkenness of the Young Country experience yet," Hall says bluntly. "They haven't woken up to the fact that the upper end of the demographic is having a problem and is in search [mode]."

Country Music's Star System

"I think the excitement of the young, sexy superstars replacing the old, craggy drunks has worn off," laughs Hall. "And the record companies that looked at this as a gold mine are



Robert Hall



Ed Salamon



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Billy Montana



In the studio producing a new project for Summer '97

Kenny Rogers



In the studio with producer Brent Maher mixing 10 new songs for Summer '97

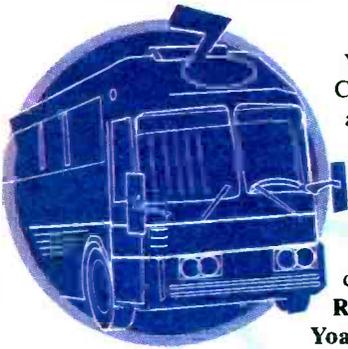
Rich McCready



In the studio recording a new project with Tracy Lawrence co-producing for late Summer '97

Don't Believe Everything You Hear

Three tour industry execs assess their side of the business



YOU'VE READ THE DOOMSDAY ARTICLES. YOU'VE HEARD Country's overall shares are down. You've heard record sales are down. You've heard ticket sales are down. But what's the real picture? Was 1996 really that bad?

Increased Business

The Creative Artists Agency had its biggest year ever in 1996, says **John Huie**, who heads the company's Nashville division. In addition to representing 39 country acts, including **Reba McEntire, Alan Jackson, Wynonna, and Dwight Yoakam**, CAA's Nashville office is the leading agency in contemporary Christian music.

"My company was up substantially from the year before," concurs **Rick Shipp**, President of the William Morris Agency's Nashville division. With more than 80 acts, William Morris boasts the largest Country roster, including **Brooks & Dunn, Patty Loveless, and Travis Tritt**. Shipp says, "All of my headliners were up, and we had a lot of great growth with new acts like **Bryan White, Trace Adkins, Paul Brandt, Gary Allen, Ricochet, and Lonestar**."

Buddy Lee Attractions President **Tony Conway**, whose clients include **Lorrie Morgan, Terri Clark, Ricky Van Shelton, and Emmylou Harris**, has similar news when he reports, "Overall, the country concert business was up last year."

Philosophical Changes

Who painted such a bleak picture, anyway? Shipp suggests, "I think the press takes unnecessary pleasure in saying that country is in the toilet. It isn't."

"Yes, record sales are down a little bit, but we're far above where we were 10 years ago. The only point of reference I have is looking at ticket sales, and ticket sales are doing well."

Yet everyone agrees the industry is going through a transition. "The biggest change will be that the smart headliners will get off the 12-month cycle," says Shipp. "It's ridiculous to think that every 12 months you can be in Little Rock. We are trying to get our headliners on 18- or 24-month cycles and in some cases longer. Of course, there will be exceptions in markets like Dallas, which most headliners can play every year."

Citing the competition as country acts hit the road, Conway explains. "There are 325 artists who are currently signed with the 27 labels in Nashville. Plus, there are another 100-125 artists without record deals who continue to tour. That's 450 country artists on the road, and they're all running into each other and competing with each other for the same ticket dollars."

"If you have an artist playing a club, and an artist playing an arena, and an artist playing a theater — all within the same month — the fan has to decide which show to go to."

Pointing out that the average country music fan only goes to three shows a year, Conway adds, "It all boils down to dollars and cents."

Sharper Focus

All agree that the industry as a whole has become more focused. Huie points out, "Last year, there was a fury to buy acts; this year people are a little more sober in their approach. They're being more analytical in how they're doing their buying. 'Certain places have cut back and taken different strategies. Dollywood is a good example. It used to book mid-level acts almost every weekend. Now Dollywood's replaced that with a revue during the summer, which enables it to buy bigger talent for the fall. The venue had been buying acts that were \$15,000 a night, and now it's spending substantially more for bigger names like Wynonna.'"

Shipp continues, "I think the mid-level acts are the ones who are going to suffer through this. The new acts are going to be fine, for the most part, and the headliners are going to be fine."

Huie says, "There has to be more astute planning. We'll start asking: 'Why are we doing this?' It has to be about more than making money. Yes, making money is a part of it, but the live experience is only part of a career."

"We spend a lot of time these days telling people to slow down. We encourage people to take time off. Ideally, once you are an arena act, it would be best to hit a market only once every two to three years."

Having given similar advice to his clients, Conway adds, "We're saying, 'Don't work 365 days a year. Don't put your band on salary. Don't lease a bus for a year. Lease it for six months or lease it for this run of dates. Don't let your overhead get so high that it controls what you do instead of the music.'"

"In the rock world there are a lot of \$500-a-night acts that are playing clubs and opening tours. In country, it's very rare to take brand new artists out on the road for the first time and get them for less than \$2500. They can't afford it because they've got the bus, the band, the driver, the overdrive driver, management, publicist, agent, attorney. It's quite a machine."

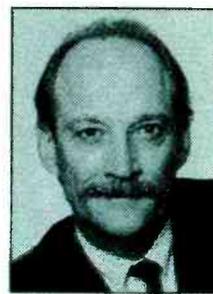
The agent's goal is to help an artist build a career, which often means hitting the road hard

in the early stages to build a following. Huie says, "We can already see it with the new Capitol/Nashville band **The Ranch**. Rather than lease an expensive bus, they're going out there in a van and build it from the ground up. That's what we did with **BR5-49**. Have they had a hit record? No. But they played Trammmps in New York and sold out a thousand seats — in New York City. They built a following from print, the Internet, and word of mouth. That's the way it is in the rock world, and I think it's a healthy thing."

Noting one major change in country music, Shipp says, "It used to be that country entertainers could not make a living selling records. They had to tour, and they toured constantly. Now, obviously, we've got folks making a substantial income from record sales."

Conway adds, "Yet a lot of Country acts are still in the mindset that they have to work 365 days a year. We're the only genre of music that does this. It doesn't happen in R&B, pop, AC, rock, heavy metal — or any other format. In those genres, most artists will record an album and go out and support that album on a six-month tour. Then they might not go back out for another two years."

Does that mean that all acts are going to give up the road? "I don't think these guys are going to stop touring," Shipp says. "It's too much a part of their lives. And most of the artists I know get a charge out of going out there and playing for the audience."



Rick Shipp

WILLIAM MORRIS AGENCY, INC.



Huie continues, "Remember, every artist is a different painting and a different canvas. When you look at the success that **Mindy McCready** and **Shania Twain** have had in selling records and having hit singles without touring, you realize there is no auto-pilot that goes into gear anymore as soon as you have a record out. It used to be, 'I've got a record! Let's hit the road!' That isn't the future. And that's actually not the present."

Big Acts, Big Tours

It seems contradictory that an industry that gains revenue from concert earnings would advise its artists to slow down their performing schedule. Huie says, "Fortunately, we have a company that has enough talent that our revenue stream is not dependent on any one particular artist. That's the advantage of having a strong roster. It's not like we can't make our mortgage payment unless so-and-so gets out on the road."

"Of course, we want our artists to work if it makes sense for them to work. We had this conversation recently about **LeAnn Rimes**: 'Is she overexposed? Is she playing too many dates?' We came to the conclusion that, 'No, she's on a roll. Play the roll.'"

"We still haven't saturated to the point that we feel it's necessary for her to sit back and take a break. She's doing the Alan Jackson tour in 80-90 cities, and she wants to also work the secondary and tertiary markets where Alan's not going. And her ticket sales have been through the roof."

All three agencies are bullish on their acts for 1997. "We've got some very exciting tour things going out this year," Shipp says. "Brooks & Dunn and Reba is going to be a huge show." The 85-city tour kicked off recently in Memphis, and Shipp predicts it will be the top-grossing tour of the year.

Shipp also mentioned the **Fruit of the Loom** Country Comfort Experience, a 60-date package featuring **Hank Williams Jr., Travis Tritt, Charlie Daniels, and Jo Dee Messina**. The "experience" refers to the 35,000-square foot mobile festival ground, featuring country lifestyle attractions (motor sports, line-dancing) as well as country music memorabilia from **Marty Stuart's** private collection.

Fruit of the Loom also recently announced plans for **Country Fest '97**, which will feature **Vince Gill, Hank Williams Jr., Wynonna, Travis Tritt, Randy Travis, the Charlie Daniels Band, Bryan White, and Jo Dee Messina** in the world's largest, single-day ticketed music festival at the Texas Motor Speedway.

Radio Retains Key Role

Although the three agents spoke about the potential of the Internet and the World Wide Web — for everything from the transfer of contract information to the way people buy tickets — that technology is still in its infancy. "I do believe that the Internet is a huge wave of the future," says Huie. "I also see that as an advertising medium, whereas if artists have a web page — and can post when their tickets go on sale — it's a great form of cheap advertising."

Continued on Page 78



John Huie

CAA



Tony Conway



R&R Country Radio Readers Poll

Best Group

...Thanks for making it happen!



RICOCHET

The R&R Country Radio Readers' Poll

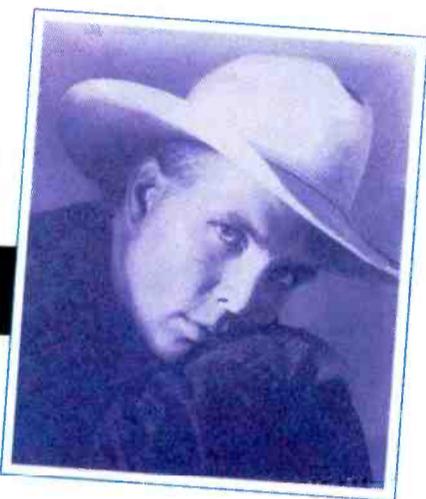
R&R's annual Country Radio Readers' Poll, now in its 21st year, features the only slate of award winners selected solely by PDs, MDs, and air personalities at our Country reporting stations. They were asked to list their choices in eight categories of excellence.

George Strait was a multiple award winner for the second year in a row. **Brooks & Dunn** also won two awards, including their sixth consecutive nod as Best Duo. After a one-year absence, **Garth Brooks** returned to the winner's circle as Performer of the Year.

Performer Of The Year

With 2 million tickets sold on his current tour, there's no doubt that **Garth Brooks** remains country's most popular touring act. *Pollstar's* year-end totals showed

GARTH BROOKS



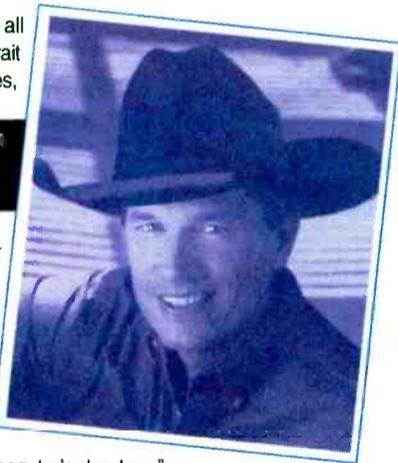
him grossing \$34.5 million for 121 shows in 1996. The figures place him right behind **Kiss** as the year's top-grossing tour. As for total box office revenues, Brooks remains committed to keeping ticket prices within the \$18 range. Remember that the next time you buy tickets to a rock show at the same arenas he's playing.

- Last year, **Capitol/Nashville** honored Brooks with a '60s-themed party celebrating total sales of more than 60 million albums.
- In May, Brooks performs three sold-out shows at an arena in Dublin, Ireland. At the moment, that's the extent of his overseas shows this year. But he's considering a European tour in '98.
- The tour continues to go full-throttle for upcoming U.S. dates. He's performing anywhere from two to six sold-out shows in each city. Even his management office is unsure when the tour will end. The concerts are still being booked approximately two months in advance.

Best Album • Male Vocalist

"Blue Clear Sky" was **George Strait's** 21st album, with all but the first three certified platinum or multiplatinum. His "Strait Out Of The Box" boxed set continues to enjoy brisk sales,

GEORGE STRAIT



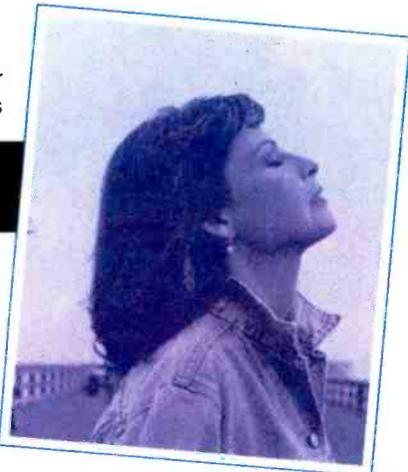
making it the third highest-selling boxed set of all time — right behind **Led Zeppelin** and **Bruce Springsteen**.

- With more than 30 No. 1 singles under his belt, the title track from "Blue Clear Sky" topped the **R&R** Country singles chart last year.
- With the **MCA/Nashville** album garnering a series of rave reviews from the national media, *USA Today* summed it up best: "Strait doesn't dabble. Whether it's Texas swing, a classic country upper or downer, or a shimmering pop song, he's dead-on."

Female Vocalist

Like a fine guitar, **Patty Loveless** seems to get better as each year passes. She's always been one of country's

PATTY LOVELESS



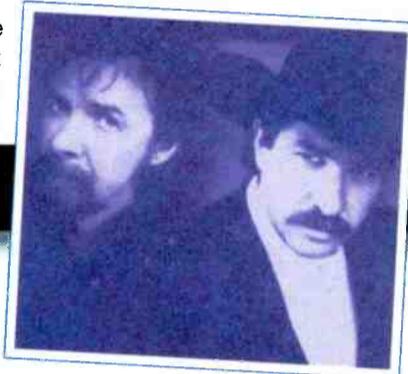
greatest singers, but her most recent albums exhibit a tremendous artistic growth. Keeping it country, she never obscures her Kentucky roots. With the assistance of husband-producer **Emory Gordy Jr.**, Loveless remains a prime example of a country artist who finds commercial success with music of an undeniable substance.

- Loveless's strides have not gone unnoticed by the industry. In addition to her status in this year's **R&R** Country Readers' Poll, she won Female Vocalist honors at last year's **CMA** and **ACM** awards shows. Her current **Epic/Nashville** album, "The Trouble With The Truth," was nominated for a Grammy.
- Loveless topped the **R&R** Country singles chart last year with "Lonely Too Long."

Vocal Duo • Best Single

When any major country awards show reaches the segment announcing the Vocal Duo winner, you might as well go to the kitchen, grab a snack, and open a cool one. You'll be back in time to see **Kix Brooks**

BROOKS & DUNN



and **Ronnie Dunn** make their acceptance speech. For the past six years, they've been unstoppable.

- Released last April, **Brooks & Dunn's** fourth **Arista/Nashville** album, "Borderline," wasted little time in achieving platinum status. It's another addition to their "heavy" metal collection, which includes "Brand New Man" (quintuple platinum), "Hard Workin' Man" (quadruple platinum), and "Waitin' On Sundown" (double platinum).
- "My Maria," which **R&R** readers declared Single of the Year, is the first cover tune ever recorded by Brooks & Dunn. The first single from "Borderline," it's a remake of a pop hit written and recorded by one of Brooks's friends, the late **B.W. Stevenson**.
- This year finds Brooks & Dunn co-headlining an 85-city tour with **Reba McEntire**.

Group

Newcomers to the **R&R** Country Radio Readers' Poll, **Ricochet** hit the ground running last year with the February release of a self-titled **Columbia/**

RICOCHET



Nashville debut album. The act grabbed radio's attention with the debut single "What Do I Know" and moved forward with its first **R&R** No. 1, "Daddy's Money."

- An early indicator of Ricochet's commercial potential occurred at last year's Country Music Fan Fair, where Ricochet logged the highest on-site sales of any artist.
- Shortly after 1997 arrived, the album received **RIAA** gold certification for sales of more than 500,000 units.
- Ricochet is continuing to work on its second Columbia album, tentatively scheduled for a June release. **Ron Chancey** and **Ed Seay**, who co-produced the debut album, return for the new project.

Best New Artist

Nobody could have predicted the phenomenal success of **LeAnn Rimes's** **MCG/Curb** debut single "Blue." Rimes certainly didn't. As she told **R&R** after the record ignited at Country radio, "I still can't believe it. I knew a lot of

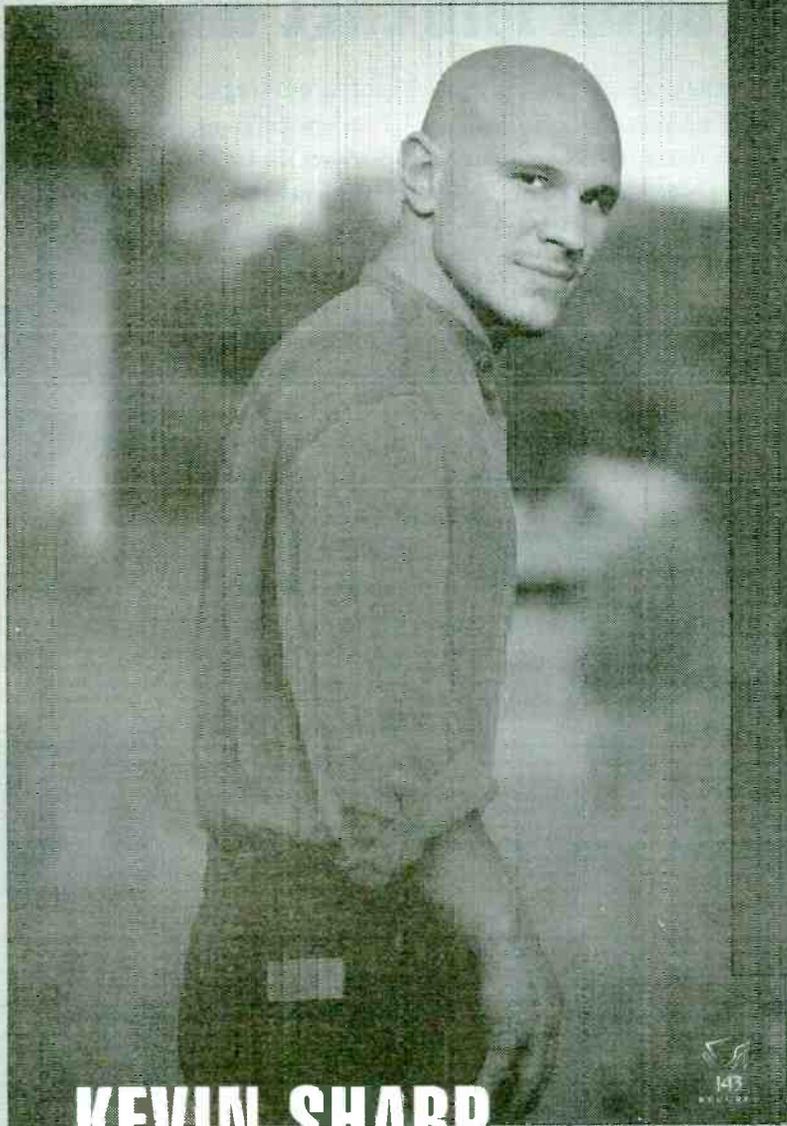
LEANN RIMES



people were saying they were going to add it, but I wasn't sure what was going to happen. We had been getting a lot of great feedback, but nobody expected it."

- Her brief status as a "one-hit wonder" changed when follow-up single "One Way Ticket" hit No. 1 on **R&R's** Country chart.
- Now 14, Rimes generated a massive amount of interest from the mainstream media, including feature stories in major newspapers and magazines and on television entertainment programs.
- Her nomination for 1996 **Horizon** Award made her the youngest person ever nominated for a **CMA** award.
- She stars in her first-ever television special, which airs on the **Disney Channel** this spring.
- There's a good chance that she'll be visiting your city in '97 as the opening act on **Alan Jackson's** national tour.

TWO HOT ARTISTS. ONE HOT LABEL.



KEVIN SHARP She's Sure Taking It Well

From his **gold** debut album *Measure Of A Man*

Produced by Chris Farren

Management: Sound & Serenity Management

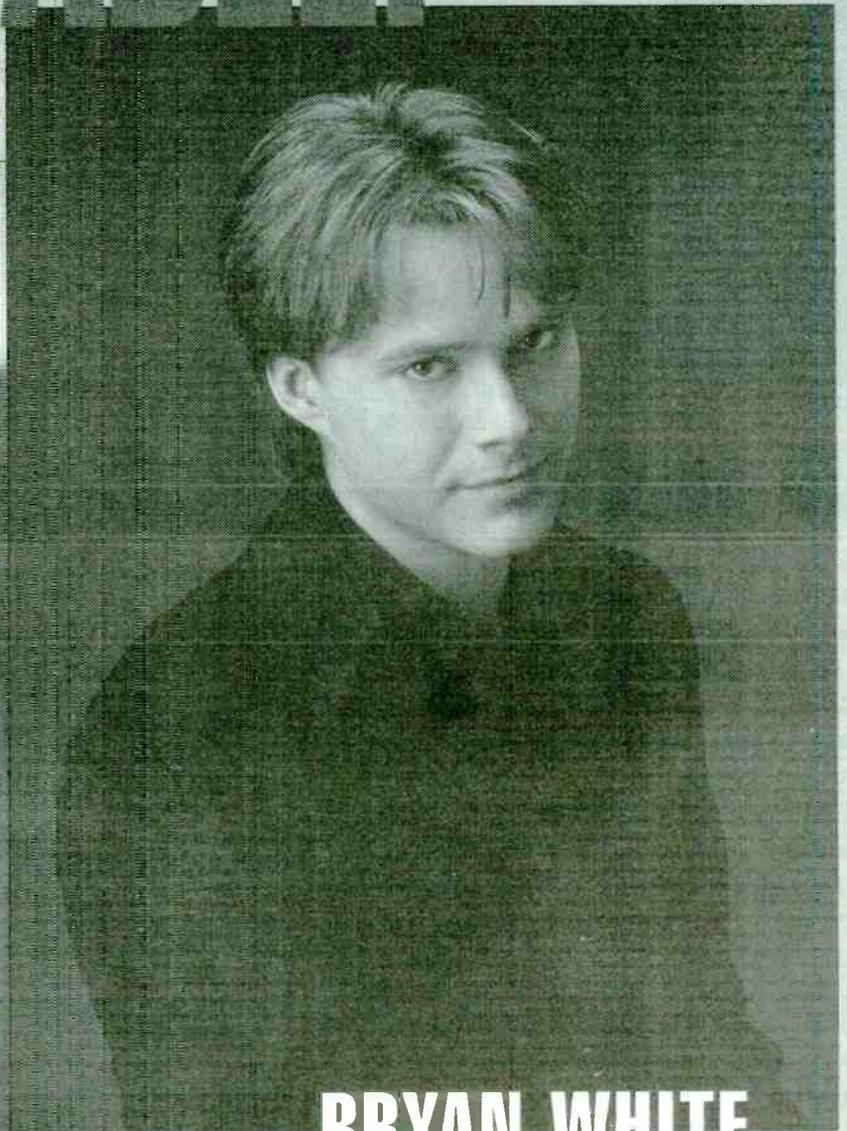


Photo: Lee Cahn

BRYAN WHITE Sittin' On Go

From his **platinum** album *Between Now And Forever*

Produced by Billy Joe Walker, Jr. and Kyle Lehning

Management: GC Management

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Garth, Alan, JMM Lead Country's Power Gold



GARTH BROOKS

The number of **Garth Brooks** songs in the 1997 Power Gold Top 50 doubled from 1996, with six songs on the list making him the undisputed "Power Gold King of the Year."

Brooks's "Ain't Goin' Down," "Rodeo," and "Two Of A Kind, Workin' On A Full House" reappear on this year's chart. Meanwhile, the three other Brooks songs on the list — "Shameless," "Friends In Low Places," and "The Dance" — represent interesting "comebacks" since all were absent from last year's Top 50.

"Shameless" actually posts its best-ever rank, coming in at No. 6. In '93 it was No. 14, in '94 it came in at No. 42, and in '95 it was No. 38. His anthemic "Friends In Low Places" has had an incredible PG run. It was No. 1 in '92-'93-'94 and then "fell" to No. 3 in '95. Perhaps "burn" caught up with it in 1996. But it returns with a vengeance at No. 10. "The Dance," which ranked No. 4 in '92, No. 10 in '93, and No. 7 in '95, didn't place in either '94 or '96 but waltzes in this year at No. 29.

Alan, JMM In At Four

Close on the heels of Brooks's ropers were **Alan Jackson** and **John Michael Montgomery**, each of whom placed four songs in this year's Top 50.

Jackson's top tune of last year, "Chattahoochie," makes a repeat appearance (13), while "Tall, Tall Trees" (16), "Livin' On Love" (32), and "Gone Country" (36) make their way in for the first time.

Montgomery hits the chart with first-timers "Sold" (5) and "I Can Love You Like That" (43), plus the second-year returns of "Be My Baby Tonight" (11) and "I Swear" (26).

Two artists place three songs apiece in this year's tally. **George Strait's** "Heartland" (28) makes its second consecutive showing, while

WYNONNA

his other two singles provide the chart's bookends — "Check Yes Or No" is No. 1, while "Love Without End, Amen" occupies the last pew at No. 50.

And **Wynonna** is the only woman to boast three songs in the PG Top 50. Returning are "No One Else On Earth" (8) and "I Saw The Light" (44). "Tell Me Why" (41) is back after missing last year. (It made the chart in '94 at No. 35 and '95 at No. 32.)

Comparatively Speaking

Some other interesting notes and comparisons:

- In 1996, 28 different acts placed songs in the PG Top 50. In '95 and '96, 30 different acts contributed.

- Only 20 of the tunes from 1996 made it onto this year's register versus a six-year average of 30 previous-year songs. One reason: An amazing 21 tunes from 1995's Top 50 were powerful enough to make the '97 list. Returns from other years: 12 from '94, nine from '93, and two from '92. (Both of those belong to Brooks: "Friends" and "The Dance.")

- Males continue to dominate the category. This past year saw 20 men/male groups hold down 38 slots, while eight

women placed 12 songs. Last year, men/male groups accounted for 40 records and seven women had 10 tunes in the Top 50. In 1995, 22 men had 39 songs versus eight women with 11 songs. By comparison, in 1992 — the first year we did a Top 50 instead of a Top 30 — 19 males accounted for 39 songs and eight women had 11 songs.

JOHN MICHAEL MONTGOMERY

• Only one song in this year's Top 50 is marking its fifth consecutive appearance among this vaunted group — **Trisha Yearwood's** "She's In Love With The Boy." It's had an amazing run since 1993: It's ranked No. 5 ('93), No. 4 ('94), No. 3 ('95), No. 25 ('96), and No. 39 ('97).

Four-Play

In addition to the aforementioned pair of Brooks songs, eight others appear on this chart for the fourth consecutive year:

- **John Anderson's** "Straight Tequila Night": It was No. 2 in '93 and No. 22 in '94. It bounced back

to No. 29 in '96 and comes in at No. 23 this year.

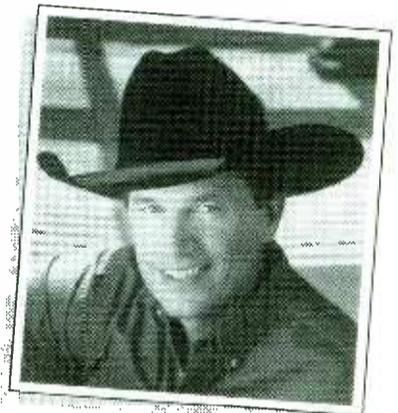
- **Brooks & Dunn's** "Boot Scootin' Boogie": Few signs of wear on this one. From 1994-present it's ranked 10, 5, 10, and 9.

- **Brooks & Dunn's** "Neon Moon": A resurgence with this song; it's ranked No. 21, 20, 37, and 19.

- **Diamond Rio's** "Meet In The Middle": It's No. 33 this year after placing 19th last year. It was No. 16 in '93 and No. 17 in '94.

- **Vince Gill's** "Don't Let Our Love Start Slippin' Away": It's ranked No. 3, 18, 9, and 15.

- **Pam Tillis** and



GEORGE STRAIT

"Maybe It Was Memphis": It was No. 4 in '93, No. 25 in '94, No. 39 in '95, and No. 48 this year.

- **Wynonna's** "I Saw The Light": This has found a home in the Top 50 at Nos. 35, 32, 41, and 44.

- **Wynonna's** "No One Else On Earth": From 1994-97 it's ranked, ironically, No. 20, No. 8, No. 20, and No. 8.

Adios, 'Amen'

Finally, it was sad to see an "old friend" — **Randy Travis's** "Forever And Ever, Amen" — fail to make the Top 50 for the first time since I started compiling these lists in 1990. From '90-'96 it's ranked No. 1, 2, 5, 12, 2(!), 28, and 42. Wow.

And, as always, thanks to the selected Country stations whose input was used for this year's Power Gold chart.



ALAN JACKSON

1. **GEORGE STRAIT** Check Yes Or No
2. **TIM MCGRAW** I Like It, I Love It
3. **SHANIA TWAIN** Any Man Of Mine
4. **DAVID LEE MURPHY** Dust On The Bottle
5. **JOHN MICHAEL MONTGOMERY** Sold
6. **GARTH BROOKS** Shameless
7. **SHANIA TWAIN** (If You're Not In It For Love) I'm Outta Here
8. **WYNONNA** No One Else On Earth
9. **BROOKS & DUNN** Boot Scootin' Boogie
10. **GARTH BROOKS** Friends In Low Places
11. **JOHN MICHAEL MONTGOMERY** Be My Baby Tonight
12. **SAMMY KERSHAW** She Don't Know She's Beautiful
13. **ALAN JACKSON** Chattahoochie
14. **MARTINA MCBRIDE** Wild Angels
15. **VINCE GILL** Don't Let Our Love Start Slippin' Away
16. **ALAN JACKSON** Tall, Tall Trees
17. **BLACKHAWK** I'm Not Strong Enough To Say No
18. **RHETT AKINS** That Ain't My Truck
19. **BROOKS & DUNN** Neon Moon
20. **GARTH BROOKS** Ain't Goin' Down (Til The Sun Comes Up)
21. **BRYAN WHITE** Rebecca Lynn
22. **REBA McENTIRE** Is There Life Out There
23. **JOHN ANDERSON** Straight Tequila Night
24. **JOE DIFFIE** Bigger Than The Beatles
25. **SAWYER BROWN** Some Girls Do
26. **JOHN MICHAEL MONTGOMERY** I Swear
27. **NEAL McCOY** Wink
28. **GEORGE STRAIT** Heartland
29. **GARTH BROOKS** The Dance
30. **TIM MCGRAW** Don't Take The Girl
31. **GARTH BROOKS** Rodeo
32. **ALAN JACKSON** Livin' On Love
33. **DIAMOND RIO** Meet In The Middle
34. **GARTH BROOKS** Two Of A Kind, Workin' On A Full House
35. **DWIGHT YOAKAM** Fast As You
36. **ALAN JACKSON** Gone Country
37. **DAVID LEE MURPHY** Party Crowd
38. **MARTINA MCBRIDE** My Baby Loves Me
39. **TRISHA YEARWOOD** She's In Love With The Boy
40. **TRACY LAWRENCE** If The World Had A Front Porch
41. **WYNONNA** Tell Me Why
42. **VINCE GILL** One More Last Chance
43. **JOHN MICHAEL MONTGOMERY** I Can Love You Like That
44. **WYNONNA** I Saw The Light
45. **FAITH HILL** It Matters To Me
46. **TERRI CLARK** Better Things To Do
47. **TRACY BYRD** Keeper Of The Stars
48. **PAM TILLIS** Maybe It Was Memphis
49. **TRACY LAWRENCE** Alibis
50. **GEORGE STRAIT** Love Without End, Amen

WARNER/GIANT/REPRISE THIS WEEK

Country Radio Excited And Fans Delighted At Warner/Giant/Reprise Show

Like a passel of pioneers racing to a barn-raising, more than 4000 star-struck fans and a record 325 Country radio programmers from across the nation packed Nashville's mellifluous mecca of melody — the Opry House, of course — Tuesday night (3/4) for the sixth edition of the Warner/Giant/Reprise Superstar CRS show — the annual kick off to the Country Radio Seminar.

The enlightened herbivores at the Bunny Hutch looked up from their leafy-lettuce and tapped some talented new faces to open the evening's festivities.

Pulling a rabbit out of a hat to start things off was a recent addition to the Warner family: **Rodney Crowell**, who kick-started the night to thunderous applause with his No. 1 smash "She's Crazy For Leaving." Having departed WB in '84, many are thrilled at Crowell's return to the fold. The singer/songwriter launched into his Top 10 hit "Lovin' All Night" to cap his special appearance. Then Crowell introduced the crowd to his friend and co-producer, **Brady Seals**.

The gathered faithful pulled Seals on stage with fervent applause. Though a new solo artist, Seals is no stranger to Country radio. Having already co-written three No. 1 songs — "My Love," "God Blessed Texas," and "What Might Have Been" — fans and programmers alike are already familiar with the man and his music. To the crowd's delight, Seals began with his current chart-climber, the defiant "Still Standing Tall." It's the second offering from his newly-released Reprise debut, "The Truth." He reminded the revelers of his rich musical heritage as he soared into the chart-topping power ballad "My Love," and then slid into the carefree, party-time tune "Natural Born Lovers."

The crowd rose as they recognized the opening bars of Seals's debut single, "Another You, Another Me," a heart-wrenching plea, penned by Seals's uncle and legendary songwriter **Troy Seals**. A triumphant finish! Seals once again demonstrated his own songwriting prowess with the Grammy-nominated "Amy's Back In Austin." A glowing past turns into a bright future for the Ohio native.

Two Stars Are Born

The momentum kept rolling with a spirited singer/songwriter, new

WARNER/GIANT/REPRISE FLASHBACK

1 YEAR AGO

• **Cliff Blake** inspires **Jeff Foxworthy's** "Bomber One to Mother Hen" bit.

5 YEARS AGO

• **Rowanne McIntyre** attends her one thousandth wedding. The **Guinness Book Of World Records** is notified.

10 YEARS AGO

• A young **David "Bubba" Berry** receives the very first **Krispy Kreme platinum credit card**. Two weeks later it is repossessed when he exceeds his limit.

15 YEARS AGO

• Sporting a gray and receding hairline, **Brad Howell** turns 19. Parents of prospective dates tell him their little girls can't go out with a man who looks old enough to be their father.

20 YEARS AGO

• **Bruce Adelman** first utters the phrase "That's not right!" And it wasn't. And it still isn't.

25 YEARS AGO

• **Jean Cashman** is born.

Warner Bros. artist **Anita Cochran**. She grabbed the crowd with her passionate voice and impressed the musicians in the audience (and backstage) with her skillful guitar lead in Gill-esque style on the painful, romantic soul-searching of "Will You Be Here." Showcasing her mastery of the mandolin, Cochran performed her

album's title cut, "Back To You," which she co-wrote with **Mary Ann Kennedy**. "Daddy Can You See Me," a powerful ballad, started with the sparseness of Cochran's acoustic guitar and finished with nary a dry-eye in the house. The multi-instrumentalist from Michigan cranked the dial to 11 and wowed the crowd with her scorching lead guitar, as she closed her set with her debut single, "I Could Love a Man Like That." The luck of the Irish will be with Cochran when radio starts playing her single March 17.

Fulfilling a longstanding dream, new Reprise artist **Michael Peterson** stepped onto the Opry stage. Peterson quickly exhibited his forte for both singing and songwriting, exhorting the fans to dance as he opened his set with the rollicking "Too Good To Be True." The Miller-esque (**Roger**, not **Mark**) "When The Bartender Cries," a thought-provoking ballad, absorbed the assembled and is destined to become a classic. Following that, Peterson intoned the exquisite "That's What They Said About The Buffalo," a song full of hope about a strained relationship. The tall talent from the Northwest had the crowd on its feet by the time he reached the twisting chorus of his self-penned debut single, "Drink, Swear, Steal & Lie." The uptempo tune will be heard on stations across America this May (if not sooner).

Walker Wows 'Em

Barely allowing the captivated congregation to catch its collective breath, the curtain soon reopened to reveal the night's biggest star, **Clay Walker**. The Beaumont, Texas native brought the Opry crowd out of their seats as he leaped headlong into his hard-driving portion of the show with the determined "Live Until I Die."

The hit-laden 45-minute set also included Walker's seven No. 1 songs and more — the frolicking "Who Needs You, Baby" (complete with a female chorus shouting "I do!"), the poignant power ballads "This Woman And This Man" and "Hypnotize The Moon." "Dreamin' With My Eyes Wide Open," the heartening "If I Could Make A Livin'," "Bury The Shovel," the uptempo "Only On Days That End In Y," and his breakthrough hit, "What's It To You."

With his fourth Giant album due in stores April 8, Walker took time to showcase material from the project: his fastest chart-climber and current single "Rumor Has It," the playful love song "One, Two, I Love You," and the Caribbean-flavored, cautionary "Then What" — complete with steel drums! The consummate showman left the crowd begging for more.

The Stars Came Out

Among those seen and heard at the posh post-concert party, again held at the Grand Ole Opry Museum, were **Faith Hill**, **Daryle Singletary**, **Little Texas**, **Peggy Fleming**, **Regina Regina**, **Victoria Shaw**, new WB duo **Crawford West**, WSM-FM's **Bill Cody**, **Lisa Kay**, **Richard Bachschmidt**, **Bob Meyer**, **Kyle Cantrell**, **Kevin Anderson**, and the stars of the show: **Clay Walker**, **Brady Seals**, **Anita Cochran**, and **Michael Peterson**, who mixed with Country programmers and retailers well into the night. It proved to be the perfect cap to a perfect evening.

Anita Cochran/Michael Peterson

WARNER/REPRISE NEW ARTIST FACT FILE



Anita Cochran



Michael Peterson

Anita Cochran
Label: Warner Bros.
Album/Producer/Release Date: "Back To You"/Jim Ed Norman, Anita Cochran/April 22
Influences: Loretta Lynn, Johnny Cash, Bill Monroe, Chet Atkins

Everything **Anita Cochran** has been doing since she was five years old has been pointing her toward the road she's on today.

Named after **Anita Carter** of the **Carter** family, the Michigan native started playing guitar when she was four-and-a-half, singing and playing with her Kentucky-born parents and cousins in a band. As she grew up, she performed whenever she could and spent hours with her guitar in her improvised home studio.

Throughout her high school and college years, Anita moved from one local band to another, before deciding to focus on a solo career and writing her own material. Then she landed a job running a studio, where she met **Dick Williams**, a former record executive who was there producing an artist for his production company. They developed a friendship, and eventually, Anita played Williams some demos she had recorded at home. Impressed with the tracks, he helped Anita add some vocals in the studio. "When we finished, I was surprised to see a tape and a Fedex package addressed to Jim Ed Norman at Warner Bros.," she recalls. I said, "I thought you and I were going to re-cut these with a band of studio musicians." He just shook his head and said "There's no way I would re-cut these. It's more impressive that you've created your own demos."

Within a week of receiving her tape, Norman called Anita for a meeting where they ultimately sealed the deal with a handshake. A masterful guitarist and handy with a half-dozen other stringed and keyboard instruments, she not only wrote or co-wrote nine of the ten songs, but also played the guitar leads, banjo, mandolin and dobro parts on her debut disc.

"Back To You," which she co-produced with Norman, clearly demonstrates there's much more than luck involved in Anita's long road to overnight success.

Michael Peterson
Label: Reprise
Album/Producer/Release Date: "Michael Peterson"/Josh Leo, Robert Ellis Orrall/July '97
Influences: Roger Miller, Willie Nelson, Kris Kristofferson

Michael Peterson has traveled a road filled with its share of curves and potholes, but through it all remains a love of music and great songs.

Born in Tucson and raised in Richland, Washington, sports and music competed for Michael's attention. In junior high he fronted a garage band and sang in a choir, which would lead to national acclaim during high school.

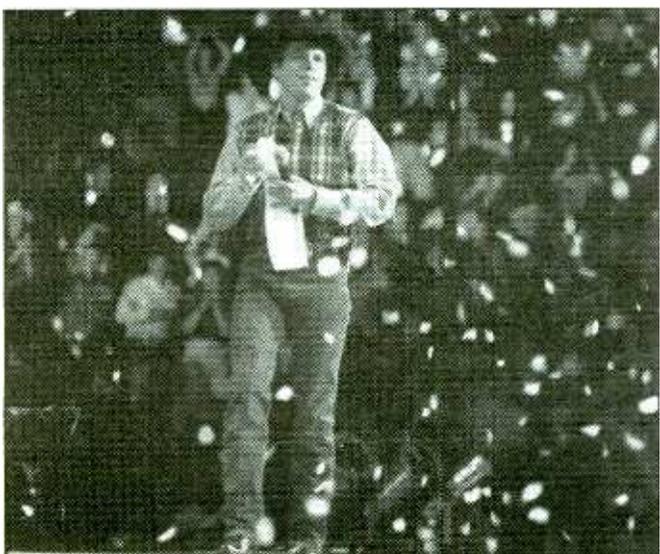
Time spent at his grandmother's house found him discovering a wide range of music. "I grew up liking standards, classic kinds of standard American music that she exposed me to," he recalls. "**Roger Miller** had a real influence on me because he made you laugh at the same time he was saying something. **Willie Nelson's** stuff grabbed me because he seemed to have a common thread with **Cole Porter** and **George Gershwin**, melodically."

Michael played for a state football championship while in high school, and received a dual scholarship to college for both football and music. Surprisingly enough, he decided not to pursue music, but to focus on football, where he played for a national championship team. Ironically, a teammate opened the door for a short-lived gospel deal, an experience that taught him quite a bit.

With a pocket full of songs, he made his first visit to Nashville to meet with music publishers. The meetings brought a realization: the songs he wrote were closer to the country music he was raised on than gospel.

As Michael began making regular trips to Nashville, word spread about the talents of the singer/songwriter. Soon, he signed a publishing agreement with **Warner-Chappell**, and immersed himself in his art. Within seven months, he wrote more than 70 songs — ten of the eleven songs on his debut album came from that unusual burst of creativity.

Michael Peterson's Reprise recordings are the product of his life experience channeled through that furious outpouring of inspiration.



RUMOR HAS IT — Clay Walker headlined the Warner/Giant/Reprise Superstar CRS Show for 4500 faithful at the Opry House, kicking-off CRS 28 on Tuesday night (3/4).

TIM CLOSSON Continued from Page 44

they get older and want something different from their favorite station, you switch them over to the main highway — the mainstream Country station."

Finally, Closson says consolidation will be good for the format — and the industry — because it will, by its very nature, raise programmers' competence level. "Only the strong will survive. Some of the weak programmers have let some good radio properties rot in the last few years because they didn't stay on top of their game. The same thing with general managers, too. It starts at the top and filters all the way down. They didn't understand all the nuances of today's programming and managing. As always, if you put garbage in you'll get garbage out. Well, the industry is going to slowly weed the garbage out as it consolidates. There'll be more quality going into the product — and when that happens you'll get better results out."

Programming: Present & Future

A veteran programmer himself, Closson works daily with his company's PDs, which gives him an overview of the PD gig — now and in the future. "Today's radio programmer doesn't just do the jock schedules and talk to the record companies. They have to be coaches, psychologists, people managers, forecasters, marketers, and bookkeepers. They have to pay attention to detail: they must be computer literate. To make your radio station great, you've got to be at the top of your game in every facet. Only the good ones are going to survive. In these days of consolidation, all companies are asking their best people to step forward and take on a bigger load."

Closson feels the PD of the future will have to be more specialist than generalist. "That's because Country may be one of the hardest formats to program properly. And that's because of the intensely loyal audience and the nuances of their lifestyles and their love for the artists. There's more love for artists in this format than any other."

Watching Our P's & Q's

For years, Country programmers and researchers have focused heavily on the P1 core listener, something that may change in the very near future. "If country music is to grow again, P2s and P3s are absolutely going to become more important. They're vital to us right now because we've lost a lot of P1s, many of whom have become P2s. And some of our P2s have become P3s, while some of our P3s are no longer turning to us anymore. They've gone back to other formats because the glow has worn off of country music."

"When that glow started to wear off, it wasn't necessarily because country got bad, it was because some of the other formats started to have a resurgence of their music. However, the surge we experienced made us a lot of friends who weren't friends before and who will always come back to the format in some capacity or another, whether they're P1, 2, or 3. And that's good for the format."

Lookin' For The Hits

Earlier, Closson said he didn't feel that records were as strong today as in the early '90s. Why? "It's supply and demand. Great songs are not coming out quite as often for the great artists because there are so many artists sucking up so many of the songs. And while some great songs are being cut, they're not being cut by the great artists, so they don't get noticed as much. And I think that's one of the things that led to this down cycle we're experiencing."

Closson's lukewarm on the product being presented to radio of late. "It comes in spurts. We go through little dry spells of two, three, four weeks at a time. There are periods when we get really concerned and actually go in search of the next stuff. One of those periods produced [LeAnn Rimes's] 'Unchained Melody' from Target that we all went out, bought, and started to play."

"Music is so important to this format; that's what's really going to make the difference. PDs didn't have to pay as close attention to the music a few years ago because all the music was there and, as mentioned earlier, the other formats were having problems with their music."

RUSTY WALKER Continued from Page 44

go out and make it. They tried to become radio-friendly or consumer-friendly to the point of losing variety and creativity."

Does radio have any role in or responsibility for the "creative" they're sent? "Yes. To remain open-minded to what is right for their particular station — as opposed to what is right for radio in general: to determine if what is presented to them fits their particular situation, their particular radio station."

Is Country Too Homogeneous?

A glance at the R&R Country chart reveals a format that's very homogeneous. Almost every record in the top 15 is being played by 98%-100% of our reporting panel — which is made up of stations from across the nation. Walker says we may have gone too far. "In some ways we've become too homogeneous, trying to help create an art form rather than reflecting it. We're caring more about country music as a whole than we are about country music for Columbus or country music for Baton Rouge. And I don't get that. There was a time when there was some regionality to the music radio played."

As for what's driving the musical homogeneity, Walker says, "Programmers aren't waiting long enough to find out what music is unique and right for their markets. They're throwing everything on that everybody else is throwing on. When stations did wait longer on determining

"PDs have to pay more attention than ever before — not because the format is bad, but because the other formats have gotten better. And frankly, I don't know how long that cycle's lasting because CHR has become a lot more dance-oriented. It's starting to move back into the arena they were in in the late '80s or '90s ... and that might be their demise again, only quicker."

Regarding the radio/record relationship, he notes, "Obviously, radio and records are related businesses. We need to continue to look at opportunities to work together in win/win situations. There are going to be all kinds of opportunities presenting themselves that we must identify and take advantage of."

Closson adds that radio must help labels make stars. "One of the major problems record companies face is developing careers and not just developing hit songs. As an industry we need to work together to develop some true career artists. We haven't developed any true career artists since the boom. We need to help labels develop careers like those of **Garth Brooks, Clint Black, Alan Jackson**, etc. to keep the format strong."

Message To Music City

The phrase "strength in numbers" was coined long before consolidation was a twinkle in radio's eye. But Chancellor and Closson are leaders in presenting a united front of stations to Music City. Says Closson, "We weren't the first radio station to come to Nashville to visit the labels and outline our plans, but we were the first major broadcast company to approach the record companies, artists, managers, and booking agencies to let them know that we are a unified company that can

work with them in a lot of business projects that will be win/win situations."

"We have assembled the products that, given the proper partnerships, can really give us some terrific opportunities to work together. What you're seeing at this year's Country Radio Seminar is a company with a strong belief that we can work together to enhance each one of our individual radio station's position in the marketplace."

Indeed, Chancellor's company-concentrated activities at this year's CRS may be a harbinger of things to come as

fewer operators own more Country outlets. Though reluctant to tip his hand as to what Chancellor will be doing as a company at this year's CRS, Closson agreed to offer his view on an event that has become public knowledge, a Chancellor employee-only suite. Explains Closson, "That's an opportunity for our managers, PDs, MDs, and promotion people to get a little more one-on-one time with some of the record company executives, artists, and managers. This business is all about relationships. You get a lot of good business done when you have strong relationships."

More Takes

Here are Closson's takes on other areas of this business and the way they intersect with radio.

- **CMT:** "With all due respect to the folks at CMT, if you compare them to a radio station, they're a bad radio station. But it's not all their fault. Part of the problem is there's not a video made for every piece of country music, so they're forced to hang on to some 'stiffs' that radio stations don't have to deal with."

Closson does feel good about CMT's marketing efforts. "They've done a heck of a job trying to increase their market awareness in certain cities. Unfortunately, they still do not have full penetration in some of the markets."

- "Their impact has fallen off a bit from where it was. But that may be more due to country as a whole being off than any other reason."

- **Touring:** "I'm afraid 1997 is going to be the year of unpaid vacations for a lot of artists. There's a glut in the marketplace. And when you combine two headliners like **Reba McEntire** and **Brooks & Dunn** into one package, you're leaving four other acts sitting at home. And, hopefully, prices will come back down. Some of the prices the acts are demanding have gotten way out of hand."

- **Networks:** "It's been interesting that Country has been the only format unable to develop an effective, syndicated, nationwide morning show. You'd think there would be an opportunity for it. But maybe that speaks to the lifestyle issue of programming Country, telling us it's so much more important to be local and in your community. Maybe that's why nobody's succeeded [nationally] at this point, and maybe there will never be an opportunity for that in Country."

- **Retail:** "I'm concerned about how the whole industry will be impacted by what's going on at retail and with retailers. We're all so connected. If any side of our business has problems, it can affect us all."

the acceptability, the hit factor, or whatever of a song, you did see differences. But we're all putting everything on at the same time everybody else is putting it on.

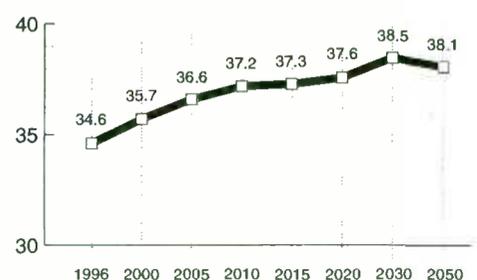
"What people fail to see is that regional differences are what doesn't appear in your market as opposed to what does appear in your market. That is, it's as much what you don't play that shapes your sound as much as what you do play."

"We're to the point where everybody's playing everything; everybody's tied up in the whole national hit syndrome. Maybe nowadays folks don't deserve to be a national act until they've gotten some impact at the regional level. Of course, that's kind of specific because

Continued on Page 66

Appearing throughout this special are graphs depicting factors that will have a future impact on the Country audience, courtesy of Interep Research.

MEDIAN AGE PROJECTIONS



Source: Interep Research



ASCAP



Walt Aldridge



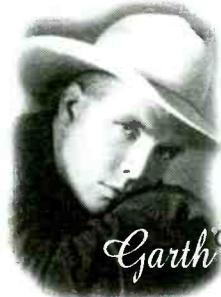
Jeb Stuart Anderson



Angelo



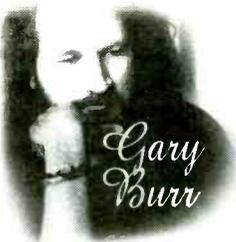
Larry Boone



Garth Brooks



Jess Brown



Gary Burr



Steve Duker

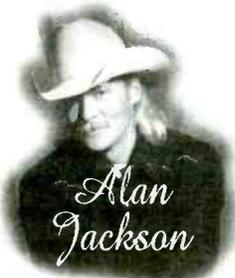


Derek George



Larry Gottlieb

Keith Hinton



Alan Jackson



John Jarrard



Eric Kaz



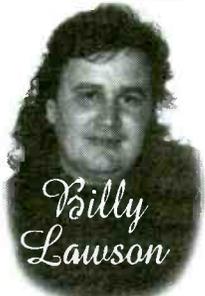
Bryan Kennedy



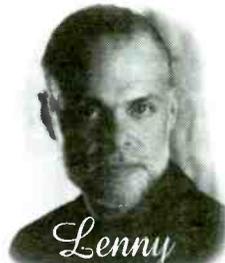
*Gordon Kennedy

Mike Lawler

Robert John "Mutt" Lange



Billy Lawson



Lenny LeBlanc



Mike Reid

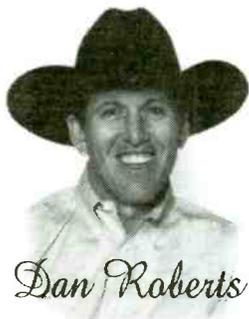


Bill Rice



Sharon Rice

Tracy Lawrence



Dan Roberts



Annie Roboff



Don Sampson



Mark D. Sanders



Steve Seskin



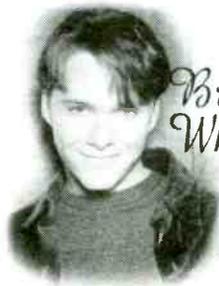
*Tommy Sims



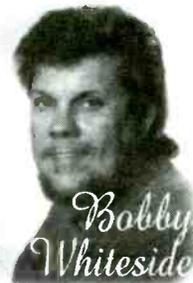
John Tirro



Kim Tribble



Bryan White



Bobby Whiteside



Craig Wiseman

CONGRATULATIONS TO OUR 1996 No. 1 CLUB SONGWRITERS

ASCAP's No. 1 CLUB HONORS THOSE ASCAP MEMBERS WHO WRITE A SONG THAT REACHES NO. 1 ON BILLBOARD'S HOT COUNTRY SINGLES & TRACKS AND RADIO & RECORDS COUNTRY TOP 50. THE WRITERS LISTED HAVE EARNED THAT DISTINCTION IN 1996.

*THESE WRITERS HAD A #1 BILLBOARD LISTING IN ADULT CONTEMPORARY, CONTEMPORARY AND POP.

RUSTY WALKER Continued from Page 64

there are a lot of folks who obviously do deserve to be a national act. It would be hard to put that kind of albatross around LeAnn Rimes's neck, wouldn't it?"

'Musical Heartbeat'

Music is very much on Walker's mind, and he thinks it should be on the minds of today's programmers. "It ought to be getting back to determining the musical heartbeat of their markets. You do that with ears, guts, and information.

"We were talking about how everything is so homogeneous from market to market to market. We seem to feel we are a part of a national thing. Jane and Joe at the street level have no desire to be a part of a national thing. As a matter of fact, some folks believe there's negative feedback from people who love country music because they believe it now belongs to everybody. We need to get back in and listen to these people instead of trying to force-feed them with something."

Walker sees a need for today's programmer to possess the skills of both a generalist and a specialist. "The need is to become a specialist but the necessity, as a result of the environment we work in, is to be a generalist. Those who can accommodate the generalist need while still being a specialist are the ones who are going to flourish in the next few years. Sometimes what we need to do and what we have to do are two different things."

Program To Two Camps

The consensus seems to be that Country will focus more on understanding its P2 and P3 listeners in the future than it has in the past. Walker agrees — but cautions against going too far. "I hope it doesn't become inordinate to the point of causing a divorce or separation from the P1s. We always have to keep in mind there are two camps that make up a radio station.

"We generally think of our audience as lemmings — all looking, feeling, and acting alike. That may have worked for a while. But now we have to realize there are two factions that make up the Country audience — both groups yield the tonnage, the girth, the cume. That obviously includes some P2s and fringe people plus, of course, the P1s, the folks who give us our real bread and butter and the core of our ratings. Trying not to serve both factions the same way is our biggest challenge."

Walker believes radio may have made some mistakes in the euphoria of the early '90s. "We may have gone too far in a lot of areas. Some of the folks joining the format back then required additional entertainment value above and beyond the music. How many stations blew away liner mentality a few years ago in response to that? People said, 'OK, we won't have our jocks to do liners. We're going to give them bullet points. We're not going to have a focused way of positioning the station. We're going to let that be a lot less formal.'

"That worked for a while when Country was the best thing since sliced bread, whether you positioned yourself effectively or not. Looking back, we have to wonder if we went too far with this energy and entertainment freedom aspect. Now we need to go back and make sure we regularly say on the radio whatever those things are that listeners have determined as important to them. It's back to the liner mentality again.

"We also may have made the feel and sound of some stations too youthful in contrast to the reality of the audience makeup. If the format's median age was 42 before the wave hit us, afterwards it might have wound up being 39. But we started chasing after the 18-year-olds because they had started coming to the format. And in reality the median age of the format might have only dropped three years. The mistake was in chasing the fringe young demo rather than the median-aged listener."

With those mistakes behind us, Walker says the task now is temperance. "Temperance with the way we get on board with the next new thing — and actually that's the same task that the artists have in front of them.

"If we're correcting due to the fact that we went too far with new music, that's good. But if we wind up overcorrecting, it's going to be bad again. The majority of the folks out there now have a sense of temperance because they saw what happened to them when they got caught up in the euphoria and tried to move too far too fast.

"But there are some guys sitting pretty nowadays — those who didn't jump all the way in the water but got in the water deep enough to be famous. They're in a lot better situation because they didn't go lunatic over it."

Added Views

Here are Walker's views on what's going on in Country's other arenas.

- Networks/syndication: "If we see any other syndicated dayparts, it will be based upon the

JOHN CULLEN Continued from Page 44

"We do get some questions from those who aren't familiar with the strength of Country in this region. Obviously, there are certain regions that happen to be big in the financial community that aren't particularly huge in the Country format. Those who aren't as well versed or experienced in broadcast lending may ask that question.

"But Gulfstar has the good fortune of having our senior debt syndicated by Nation's Bank, which has a group of members who are more experienced than perhaps the typical broadcast company and who understand the format's strength within our region. And they understand, frankly, that Gulfstar's management, managers, programmers, and air talent are experienced in this format.

ability and the quality of the shows, not the desire for them. Somebody's got to create something that's so radically good that consumers, after the fact, discover they want it.

"But I haven't heard anybody saying, 'You know, the fact that the guy who's doing nights on this station is from our town is a problem. I wish we could get some guy from Duluth.

"But if there's a concept that somebody comes up with that's so brilliant and so accommodating to a lot of people's diverse needs that they can plug it in and have a win/win situation, fine and dandy. We'll have another hit on our hands."

- **CMT:** "I love the fact that there's an opportunity for trial that doesn't put the radio station's acceptance or popularity at risk. The bottom line is folks don't tune out of CMT as quick as they tune out of radio. So the folks at CMT and TNN can play start-up videos that wind up being stiff and don't get tuned out. If radio plays a stiff, it's going to get tuned out instantly.

"I've never thought that video competed with radio. I see it as a complement to radio. Until they make a cord long enough so you can watch the video while still driving down the road — or until people start watching videos at work — I don't see it as being an encroachment.

"If there's one disappointment I have, and I can understand where they're coming from, it's that labels haven't produced as many videos for their star acts as they have for their new acts."

- **Touring:** "Country radio folks are just beginning to see the impact and importance of touring. For a long time we took it for granted and never understood the intricacies. We now see the necessity of enhancing the accessibility of an artist through a live performance. That's important, because we're hearing complaints that some of the acts are so big they can't do all the touchy-feely stuff that they used to do. But if, as they were moving up through the various grades of venues, they built relationships where folks could touch them, feel them, see them, that helps them a lot when they do get to the plateau that says 'I am a star.'"

Radio & Records

As Walker's preceding points articulate, we are all in this together. Radio's role in shaping the public's perception of this format is critical. And the industry needs to better understand that role, as well. "People in this business have to realize this whole thing goes beyond adds and drops. A lot of folks, in a lot of ways, grade radio's level of participation [in

Country] simply by adds and drops. The industry needs to look at what Country radio's bringing to the whole table.

"Radio has become so much more educational [to listeners]. Ten years ago, how many stations were doing the 'Nashville Minute' segments or 'News From Music City?' Nobody. Nowadays there are tons of stations doing them. That's a great thing; listeners just absolutely love it. The things that radio does to elicit a direct response or an indirect response down the road could pay big dividends.

"And you know something? When the liner mentality began to diminish a little, we lost some of that. That's because guys forgot to do it because they weren't forced to do it on a regular basis."

Finally, addressing the radio/record relationship, Walker says, "It's never been better.

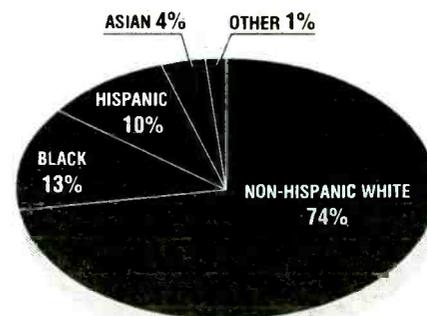
We're sharing a pain right now and there's a tremendous desire on both sides to be responsive to what's going on and to communicate about it.

"But in the record company's or producer's desire to be responsive to us, I'm not sure we've always been giving them the right information. I'm afraid we led them on a wild goose chase and, in our desire to be responsive to them, they've led us on some wild goose chases. What we've got to do is be more responsible to each other and try to minimize the wild goose chases."

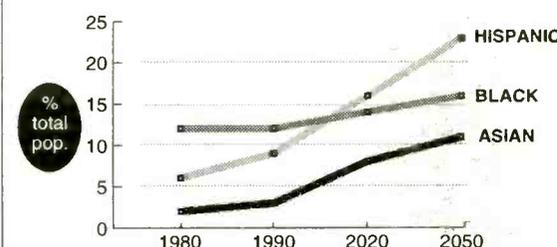
The inherent health of the format and the stations in it has not diminished. It's just that the desire has diminished for country music to be more than an entertainment medium.

—RUSTY WALKER

CURRENT ETHNIC COMPOSITION U.S. POPULATION



ETHNIC GROWTH TREND



Source: Interep Research

"We just held a bank syndication meeting and during the entire meeting, one person asked a question about that issue. We told them that in this part of the country, this is the format we need to be in, and we make these radio stations very successful. Here's our track record. It must

Continued on Page 68

HOLLY DUNN

HOLLY DUNN

leave one bridge standing



“When I think back about all the highlights in my music career, they were often the result of old friends getting together and doing a project for the best of reasons---the love of the music. When Holly Dunn asked me to be involved with she and her brother Chris Waters in the making of her new album, there was not a minutes hesitation. I expected the project to be a great experience because of my long standing friendship and respect for Holly and Chris and their incredible talents. What came out of the studio can only be described as a ‘labor of love’. It was truly an honor to be a part of the team and it is my hope that you enjoy listening as much as we enjoyed doing the album.”

-Don Cook

produced by:

DON COOK
&
CHRIS WATERS

RIVER
NORTH
NASHVILLE





JOHN CULLEN

Continued from Page 66

have been a good answer because they committed to give us a lot of money."

New Opportunities

Companies with large numbers of Country outlets may also find new opportunities inside the Country business. Says Cullen, "Country touring packages is one area where we've really fallen down. There's absolutely no reason for a company that's as regionalized as Gulfstar not to look at forming alliances. I know that's sort of a hot thing right now, and in some circles it's not even considered the most positive thing.

"I understand promoters are concerned that might happen and it will be a negative. But I don't understand that. I look at it as a real opportunity for them to establish some economies of scale. How could it be a bad thing for country music — which I'm a huge partisan of personally and professionally — if a network of 20 top-rated radio stations got behind an artist for a three-week period? If that's bad, let me know, and we'll try to fix it."

Cullen feels much the same about companies forging alliances with record companies. "We aren't doing that, and we should," he admits. "In '97, that's where we've got to go. We must eliminate the adversarial issues and focus on the common ground. Hey, if President Clinton and Newt Gingrich can do it, surely records and radio people can."

The Law Of Division

While consolidation presents a number of opportunities for large group owners, it may also present some interesting problems that companies haven't had to face before. A competitor with one or two FMs may have thought twice before going head-to-head with the market-leading Country outlet. Is there a greater propensity to attack it head-on with a handful of FMs in an arsenal?

The things that make Country radio so special are as true today as they were some time ago. Country radio is the passion format of the listener.

—JOHN CULLEN

Cullen answers that by referring to Al Reis's book, "Focus": "Read the chapter that explains the law of division. The inevitable law of nature is that it will divide. And if you are going to be the successful broadcaster, you'd better be willing to handle that division, wherever it is. If it's in Polka Country, you'd better be the first one there with the most. The most people with the highest ground. Isn't that the law? So our response to it has been, 'Yeah, sure, there's a little bit of a chessboard mentality to it. But if the audience demands it, the successful broadcaster is going to be the one who gets it on the air first, right, properly researched, and properly marketed.' That was true when you could own one FM; it would be true if you could own every FM in a market."

Bullish On The Future

The ability to own an unlimited number of radio stations presents an amazing number of opportunities for broadcast companies, some of which haven't even begun to be realized. "There are such huge integration opportunities here and we're not taking advantage of them," exclaims Cullen. "But we're working on that. 1996 was the year to go on an Easter egg hunt and gobble up radio stations. We went from 8 to 52. But '97 is the year to run them, run them efficiently, and to look for even more efficiency."

As consolidation continues to roll out, a question comes to mind: Are there any sales advantages for companies owning a large group of Country stations? Cullen quickly says, "Absolutely. Country's a mass-appeal format but there's still certain product categories that have remarkable indexes for some vendors. Country will forever have some product with which it indexes very well. I don't know that we've done a good job of discerning how to best market that, and I think that's our goal going forward."

And when it comes to maximizing future revenues, Cullen says it's up to individual operators whether Country is able to grow revenues as fast or faster than other formats. "Our philosophy is to have separate and competitive sales staffs and separate and competitive programming departments. I guess that's not quite realizing all the economies of scale possible with consolidation. But I'd rather have my top line grow at 18% — and expenses not decrease as dramatically as they could have — and be hugely successful than have a 5% top line growth."

BILL HAGY

Continued from Page 46

"If a programmer really, really likes a new record or act and there's only 10 stations on it, I don't see anything wrong with giving it a try. But not enough programmers do that. There are a whole lot of people who either don't know any better or are afraid to rock the boat. But they play the chart game and won't even look at something until it gets to whatever place on the chart. There may be a place for that. But I don't think that needs to be where the majority of this format is.

"Country didn't break Randy Travis, Clint Black, or Garth Brooks by waiting for them to reach No. 25 on the chart. We broke those artists because enough people were passionate about their music."

Of course, Hagy isn't advocating that programmers play everything. "Some people play everything with a hole in it. They'll play something three or five times a week — and that kind of a rotation isn't going to do anybody any good."

Hagy admits that at one point he did have a "super-light" category of five-seven spins per week, something he's eliminated. "Honestly, the only reason I had it was to play the game. After you try it a while, it's really obvious that it isn't doing anybody any good. It isn't helping the artist or the label because it isn't getting played enough. You don't really expose it, so you don't get any feedback. That being the case, I'd rather use those slots to play something 15 times to see what's going to happen."

Hagy believes the super-light rotation actually hurts radio stations. "You're just filling a slot, treating it like a throwaway. People are playing an awful lot of stiffs in those five-seven times-per-week categories. We'd all be further ahead if people would play the songs they like the best with more frequency."

Asked what he would suggest labels do to help them break new acts, Hagy says, "I'd want to know more about radio and how it feels about the artists and music. I'd try to get more of that input and an understanding of it, particularly singles before they're released. That seems to have worked well for Capitol/Nashville and Doug Baker. It's hard to tell for sure. But I bet there's a connection between the success the label's had with Deana Carter and Trace Adkins and Doug's relationship with radio."

Songs Vs. Artists

There's been much comment about whether Country is artist- or song-driven. Says Hagy, "It needs to be a marriage. Whatever the format is, the listener is initially song-driven because the song is how the listener makes an emotional connection with the artist. If the listener knows the artist, it's all that much better.

"Country artists have a tremendous advantage over those in any other format because they have the fan base that the Top 40 of 20 years ago used to have. Country listeners and fans are involved more and know more about the artist than in any other format. Sure, everybody knows who Michael Bolton is, but so what? With Reba, on the other hand, they stand in line until they pass out in the heat at Fan Fair just to get a kind word from her and an autograph. This is a whole other world."

The good news is country music's been getting a little better, and that might be part of the reason for the recent upturn.

—BILL HAGY

Does it make any difference who has the major hit — a faceless artist with a big hit or a recognizable artist with a big hit? "Ultimately, no. It doesn't matter to the listener. I'm tickled when a new artist has a killer first song. Look at what Kevin Sharp did with 'Nobody Knows.' It's a great song, and anyone who delivered it as passionately as he did probably would have had a hit with it. Hopefully, he has what it takes to be a star and this will help propel him in that direction. But it's not necessarily better for stations either way. It's not unhealthy for new acts

to have great songs, but it would be more healthy if the superstars had more super songs. It reinforces their careers. The excitement and publicity might entice a few of our listeners to say, 'OK, it's time for me to go back.'"

No Video Fan

When it comes to country videos, suffice it to say Hagy isn't much of a fan. "Despite the fact that all our Country stations are in markets where fans live and breathe the format, CMT has never been a factor in any of the markets. I know videos are expensive propositions, and

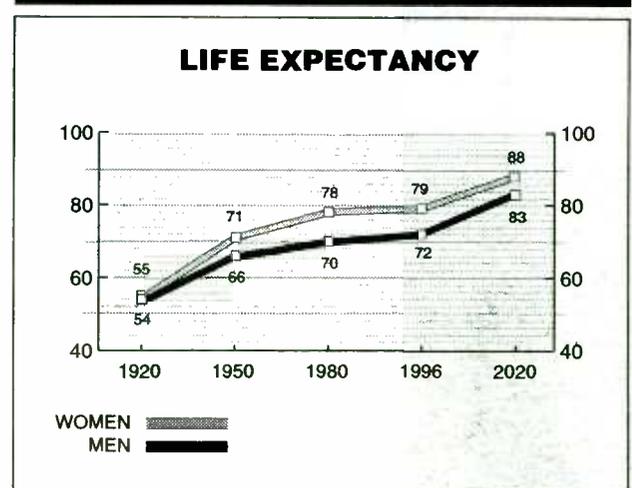
I really wonder if they're worth it. If it were up to me I would suggest the labels take the enormous amount of money that they spend on videos and spend it on radio.

"When they're trying to break a new artist or have a new album by a big talent, why not take it right to the listeners of a market-leading Country station, letting it drive fans to the stores to buy the product? That's going to help us all a lot more."

Learning A Lesson

On the subject of cycles, Hagy says, "Cycles do have a lot to do with how people feel about things. But we throw things even further out of proportion when a lot of stations jump on the hot bandwagon of the moment.

"Eighteen months ago we had four stations in the market doing the same Country format, bashing each other over the head. The ones that couldn't get it done went away. The competitive spirit from that fray seems to be pretty well in place, which leaves me with a pretty good feeling for the format's health. Hopefully, the stations that survived learned an important lesson. We don't want to get blind-sided again."



Source: Interep Research

"Thanks for believing..."

Patty Loveless

1997 R&R Country Readers Poll

BEST FEMALE ARTIST

1997 Nashville Music Awards
Female Vocalist of the Year

1997 Grammy Album of the Year nomination
The Trouble With The Truth

*Thanks for believing
in the music...*

*...and making my dreams
come true!*



BEVERLY BRANNIGAN

Continued from Page 46

that on both sides of the fence. If people use it to try something without jumping in all the way, then it's OK."

'Finger Pointing' Not Allowed

Brannigan sees the record industry going through many of the same things the radio industry is, noting, "It seems they're trying to return to paying more attention to details, too. What bothers me is the finger pointing at one another [radio and records]. I'm uncomfortable when an artist is quoted in the press tearing down other artists or radio, or radio is quoted as pointing fingers at the recording industry. A healthy dialogue is good. But it's not anyone's fault. We all went around for a real nice ride. The euphoria is over; let's figure out what's going on. But it's not a problem that any one sector created.

"It's encouraging that we all seem to have common ground in that we all agree there's a certain sameness that has come to Country radio and country artists. We all need to own up to the responsibility for that and for the fact that both sides participate in it."

And how does radio participate in the sameness? "Radio stations have gone that route as they've leaned toward programming more conservatively. We don't have the leeway sometimes to take the chances we did when we were alone in the market.

"When you're a bit more conservative, you're probably a bit more predictable. Radio has continued to support artists who sound alike. But I don't buy into the fact that radio has not exposed different acts. That gets thrown at radio all the time. The record people seem really quick to point the finger at radio, and I don't think they've got an idea of what's going on competitively in the markets. Programmers have been open to new music and they've tried it on the air. How much new and different than **LeAnn Rimes** and **Deana Carter** can you get? Both moved up the charts and sold a lot of albums because listeners responded to them. That's what it's all about.

"On the other hand, I'm sure [radio] frustrates some label execs at times because they sign acts they perceive to be different that the listeners don't respond to. That happens, too. Sometimes listeners don't respond to 'different.' If we always knew exactly what listeners wanted, we'd all be hugely rich. But I think radio has given shots to some new and different-sounding stuff, and I hope Nashville continues to bring us music with integrity. They are artists, you know."

Song- Vs. Artist-Driven

Expressing her views on the song- vs. artist-driven format debate, Brannigan says, "I hear people lament about the old days when this was an artist-driven format. But one thing people forget is how difficult it is to break new acts in that environment, that they really had a hard time getting people to listen to new acts. It was virtually unheard of for a new act to have a hit out of the box — it was four or five singles on down the line before radio would pay attention to any new act they put out."

Asked whether song- or artist-driven was better for radio, Brannigan says, "I'm not sure it matters. The listener cares a lot less about the career of an artist than I do, you do, or the record industry does. They become attached to the artist by a great song on the radio to start with, so at some time it must start with the song. It must start with the song because no one is going to decide that Deana Carter is their favorite new artist if they don't have her song to start with.

"The trick is to have enough great songs in a row that they can connect with the artist as an artist and personality and put a face with it. And that becomes more difficult when there are so many distractions for people's time today than there were 10 years ago. But clearly

there are personalities today that we're playing that people know and care about and want to hear every single song from them no matter what. But we are creating them from what is, at least initially, a song-driven thing."

Fragmentation Foe

Brannigan feels Country's future is more secure with broad-based, current-oriented mainstream stations, though she sees Country Gold as a more viable option in the years ahead. "In this market it's been beneficial for us to have 12 different flavors of rock music fighting it out among themselves. It's been a very positive thing that the Country format hasn't fragmented. Now there may be slightly different versions of this and that, but for all intents and purposes [Country] is playing the same set of songs, the same libraries.

"While that may be responsible for some of the sameness, the positive side is that we've been able to maintain this one big block and haven't fragmented. That would be really damaging to Country.

"However, we may be approaching the development of some sort of Country Oldies format — I can see that on the horizon as the records from 1989 come back around and, maybe in 1999, there may be a format there. In the late '80s we finally had the mass listenership to create the mass exposure that would make a Country Oldies format possible. The problem some of the [Country] Oldies formats have found thus far is that people don't know the songs. But maybe in a few years enough people will have been familiar with those big hits starting in '89."

CMT's Impact

Describing CMT's impact in her market and on her station, Brannigan states, "Sadly, I see CMT having a decreasing impact on us. For a while it had a very strong impact. We heard all the time from people who had seen videos on CMT that they liked, new artists that they liked, and called us

wanting to hear the song or wondering why we weren't playing the song. I get very little of that any more. And I'm kind of sad about that because it was a great tool. You could tell which of the new artists had really caught people's eyes or ears."

Asked whether she had a feeling for why that impact is lessening, Brannigan says, "Well, here I'm going to do something I said I hate. But a lot of the videos look alike, don't they? If I see one more person walking through a field ..."

Touring Mid-America

Situated virtually in the center of the nation, Des Moines sees more than its fair share of "A" and mid-line artists playing local venues. Says Brannigan, "It's getting more and more difficult to get the tickets sold. There's a lot of people on the road with one and two hits. People go to the shows and have spent \$10 or \$15 at a club to see an act, or more, and the show is perhaps less than inspiring. It happens a lot."

KJYY remains heavily involved with every show coming through the area. "We do our best to get people out to see them. Anytime we can expose country music in any way, we want to do that because that's beneficial for us. We certainly haven't backed off. But I have found we have to work harder to get people there and excited."

Don't Worry, Be Happy

As for the future, Brannigan believes those in Country should be realistic about where the format is and optimistic about where it's going. "At one point we had every one to ourselves and we don't anymore. And remember, it's not just Country being pressured. A lot of formats are having these same discussions about 'what's happening to our music?' and 'what's happening to our radio?'"

Overall Brannigan feels very good about where the format is heading. "We had a great fall book. I don't feel pessimistic about where the numbers are headed at all. In fact, I'm quite optimistic because I think it's probably bottomed out. The shares are there for the grabbing."

We may be approaching the development of some sort of Country Oldies format — I can see that on the horizon.

—BEVERLY BRANNIGAN

ALAN SLEDGE

Continued from Page 46

station. Six years ago, the direct format competitor that you didn't own was getting its audience from the younger side of the demo. That's no longer the case today. It's just a matter of too much noise being made [by other formats] on the young end to support a second Country competitor in the market. So we've come back to a core kind of mentality in this format. And there's nothing wrong with that, since the core seems to really like the new music.

"I just came from Seattle where a company went in and bought its direct competitors and is now able to manage the Country market shares in a very appropriate way. Unless you have that kind of situation, and very few of them exist in the country, I think you'll find that, after the shakeout, Country will settle into a very stable and healthy environment."

Revenue Still Strong

Despite the format's declining shares, Sledge makes the point that the format remains especially attractive to advertisers. "In the last presidential campaign, they dubbed a very influential group as 'soccer moms.' We're a soccer mom-eating format. We're loaded with women listeners who are making huge purchase commitments. They're buying everything from mini-vans to color TVs to washers and dryers. They're making the household decisions and also raising their kids, and we're the format that speaks to them. When you look at the qualitative research that's available in market

after market, you see Country is a player on that playing field. So if there are three-four Country shares in a market, the qualitative from those shares would suggest that Country is an extremely viable purchase."

New Environs, New Methods

Everything looks easy when a product is booming as Country was a few years ago. But, as the marketplace tightens, people have to work smarter and harder. Sledge's advice for PDs:

"Country PDs must really pay attention to the everyday basics that make our products work. We tend to overthink. We want to come up with, 'Are we playing too much new, unfamiliar music?' or 'Are we playing too much old music?' What's really important is putting together a strategy and a game plan and sticking to it.

"PDs must understand that we're in a different environment in this age of consolidation. Many PDs tend to be territorial about their product. They tend to resist any effort by the sales department to invade their

turf. PDs must embrace that and try to work with the sales department to try to help them generate the type of revenue that it's going to take to regain revenue share in the marketplace.

"PDs coming up in this new environment probably will be better off than some of us who came up when each company only owned one FM in the market and you competed with radio. After all, the whole notion today is we're not necessarily competing with radio, we're competing

Continued on Page 72

The biggest challenge is not buying into the notion that there's something terribly wrong with Country.

—ALAN SLEDGE

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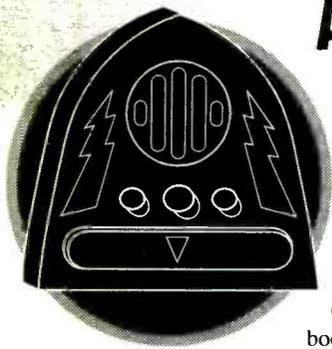
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ALAN SLEDGE Continued from Page 70

with other media for those advertising dollars. So PDs really have to figure out how to keep the programming integrity together, while they also try to extend an olive branch across the hallway to the sales department to get them to buy into what we're all about."

The Audience We Attract

There are a number of issues Country must face in terms of who the listeners are and how we focus on them. The recent boom generated loads of excitement about Country among 18-24s, who have now actually moved up a rung on the demo ladder since the format got hot. Is there anything we can do to get them or is that just gravy that comes when you're hot, and you really don't have much control over them?

Sledge says, "There's a lot of noise being made out there for both 18-24s and 18-34s in major U.S. markets. To launch a challenge for them, you have to grow [in mass popularity] first. For whatever reason, right now that growth isn't there. Country's core is 30+. They seem to be very happy with what we're doing. I come back to the fact that even though Country is stable and healthy, the market is oversaturated. Once the shakeout comes — and I think it will be this year — we're going to regroup and find that Country indeed is on the right track."

Will the degree of emphasis on P1s, versus P2s and P3s, be changing? "That will depend on your situation — the size of the market and what your competitive landscape is like. Each station must develop strategies that include tactics to address that. So if you need to develop your P2s, you'll go out and develop them."

Cutting Through The Noise

On the subject of music, Sledge notes he's closer to it now than at any time in his tenure as a Country PD. "In the past I've been extremely busy with other facets of the operations. But upon arriving in Seattle, and now in Chicago, I know that choosing the right music has become even more critical to a station's success."

"I'm concerned that there is a formula mentality that exists in Nashville with respect to songs that almost could be interchangeable. At any given point, I'm not sure I know who I'm listening to unless the artist has a story. For instance, a **LeAnn Rimes** or a **Kevin Sharp** are two people who have a story behind them that people can relate to. If I can give my audience something beyond the formula of music, something they can relate to in their everyday life, I find that those artists really seem to cut through the noise."

Asked to assess the relationship right now between the radio and record industries, Sledge says, "We have a lot in common. We were all flying high a few years ago and now we're kind of sitting back, scratching our heads, and saying, 'Gosh, where are we at this moment?' I don't think anyone has the right answer, but I do find that there are some brilliant record people out there running companies that absolutely have their eye on the ball."

"They know they have to develop a plan, much like we do in radio. They have to plan their work and work their plan. They understand that you either choose to look forward at where you have to go or you're worried about looking in your rear view mirror, worrying about the upstart labels. The record companies and the executives of those companies who have that vision and that strategy spend more time telling me about their visions and where they're going versus trashing other record companies. Those are the companies with whom I prefer to work."

"Of course. I work with them all. But I really want to spend time talking about the future and talking about projects that they're developing. I'm very curious. There's one company out there doing a lot of market research and they're willing to share it with me, which I find very innovative. It may seem very basic, but it's important for me to be able to share that research with them. I can certainly share things that we see that pertain to their industry, and I'm more than willing to do that."

A Product Glut?

Just as Sledge feels that listeners with too many choices isn't necessarily good for Country radio, he doesn't think that too many musical choices for programmers works very well, either. "More choice does not mean more places on the playlist. So what we have is more time being spent making some very tough decisions. The record companies spend a tremendous amount of time, effort, and money to develop these projects. I want to give each one my due diligence — to sit down, listen, and really make a judgment call based on what we have room for. So even though there are more logs coming into the pipeline, the pipeline can only handle so many logs at a time. I have to be very careful about what I choose every week."

"I don't buy into the theory that because I'm a Country station I have to play everything that's released. As a format, too many PDs have bought into that. When you do, your radio station will be in trouble."

"This is one of the reasons why I'm spending more time today on the music than I've ever spent at any previous time. I understand [label reps] are working a record. I respect that, that's their job. But I still have to contribute to the bottom-line cash flow of my radio station. I know what our goals are; I have to make judgment calls based on how we're going to get there."

Other Issues

Here are Sledge's responses to some of the other issues addressed by our experts.

• **Song- or artist-driven format:** "It has to be both. If it's too artist-driven you can get big-name artists doing remakes or material not as strong as it should or could be. That's not necessarily in the format's best interest. If it's too song-driven, you have the unfamiliar factor that does not play well with your audience. It has to be balanced."

• **CMT's impact:** "I haven't felt much impact. But given wider distribution, CMT could really help us as an industry. That's both their challenge and their opportunity. It sure can't hurt country as an industry and, as an entertainment vehicle, it's got a clean message that people can relate to."

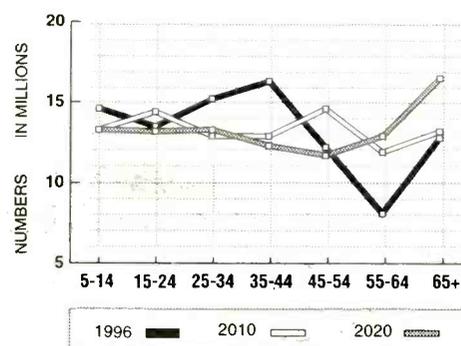
• **Touring:** "I spent last summer in Seattle watching some terrific shows. And people are really looking at the value for the dollar, which is what's great about country shows. The audience knows they're going to get value for the money they've spent, and there's a reciprocity between the audience and the artist that seems to be magical. People don't seem to be afraid to come out and support their country acts."

"Touring is also very important in the sense that it's during that time the artists are making themselves available to the country audience, not only through touring but through special radio station promotions and things of that nature."

Realistic Expectations

What does Sledge feel is the biggest challenge out there right now facing a Country radio programmer? "The biggest challenge is not buying into the notion that there's something terribly wrong with Country. I just am so excited about the position of Country radio and country music today. I see it when I'm dealing both locally and nationally on advertising. I see it from the radio station's audience, who support not only the station but the events that we do. I see it in the eyes of the radio company executives who are out there really doing some innovative head-scratching at this point, trying to figure out where we go next. We have to be very careful to set realistic expectations of growth — expectations that aren't based on 1991 growth, but on 1997 growth. We need to articulate that to owners and general managers and put a plan together to meet those expectations."

AGE POPULATION PROJECTIONS



Source: Interop Research

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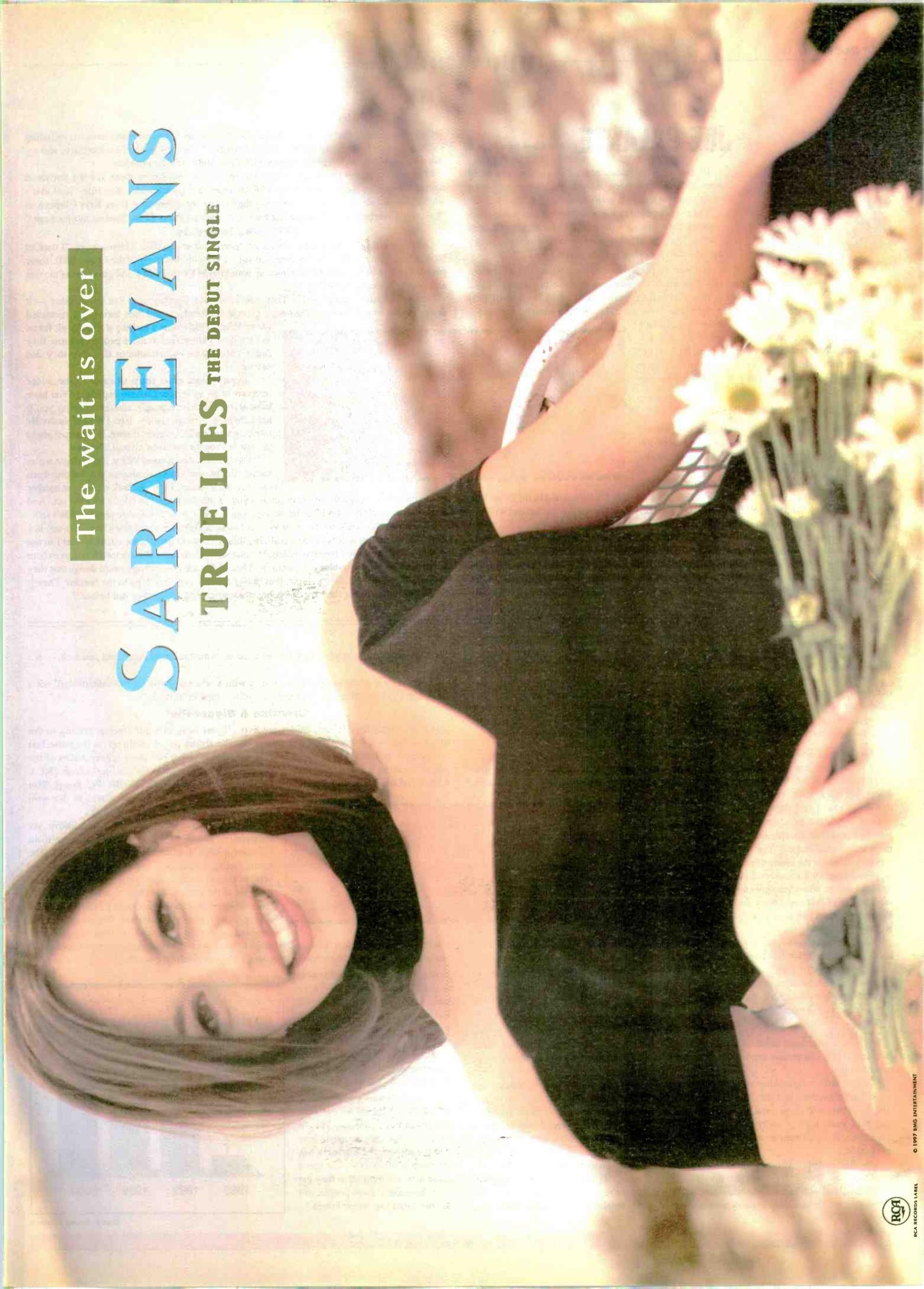
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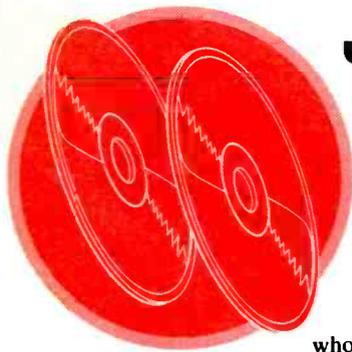
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JOE GALANTE

Continued from Page 48

By comparison, Galante notes, "Down here, you could lose \$10 million in three years. So the parent companies don't look at this as a major bloodletting."

The crunch could come when parent companies start seeing their business decline internationally. Galante notes, "As a result, their income overseas starts to dry up, and then everybody starts looking back."

Galante respects the one non-Nashville executive who last year made the decision to close his label's Music Row operation. He says, "The only person that had any sense was [A&M President/CEO] Al Cafaro, who said, 'This is not the right time to be there. I can't find somebody to run a company, and I don't know enough about that, so don't let me invest in that.' It took courage to do that, but he's absolutely correct. Sooner or later, we have to get people to understand that this is about artists' careers, and it's about building a company. It's not about a series of one-hit wonders."

Continued Challenges

Galante admits he still sees some rough times ahead: "There's nothing on the horizon that convinces me anything is going to change. I see continuous shrinkage at retail. I see the same problems at radio in terms of continued consolidation: people in jobs who don't have a history and a perspective on what it takes to really build a radio station and build jocks. The one thing we keep hearing in all the focus groups we do is that people are not thrilled with the level of entertainment on their radio station."

"We all have our jobs to do on that side. If we're such a hot format, why is it that every time a movie premiere comes out, it goes to the CHR station or the AC station? Why does that happen? Why is it that people come into our format, and the first things they hear about are tractor pulls, rodeos, and animals? These folks are coming from other walks of life, and they're used to a certain level."

People are disconnecting from radio more than they ever did before, and they're doing the same thing in retail. They're not buying records because they're not motivated.

—JOE GALANTE

Galante contends that Country listeners' tastes in other forms of entertainment, including TV, don't differ much from other formats' listeners. "This is a general marketplace, and we still treat ourselves as a regional lifestyle. It's not, and that's the problem."

"The subject matter needs to be there. The promotions need to be there. It's not just about the local rodeo or 'here comes the NASCAR race.' It's a lot broader than that. And that's what these people are telling us, because they're buying everything from Eric Clapton to 'Evita' to George Strait, then coming back and buying a Patsy Cline greatest hits package."

Widening Interests

Country's changing landscape involves listeners and artists alike. Galante says, "I used to have artists come in here all the time and say, 'I grew up listening to the Opry.' Well, these people come in here, and they've grown up watching MTV and CMT and going to the movies and seeing 'Independence Day.'"

"These are just everyday folks. They may raise tobacco, they may live in Arkansas — it doesn't make any difference. They are a general marketplace, and their taste is not restricted to one thing. That's what's making it so difficult for us as an industry to market to these people, because they don't value their entertainment the way they did before."

Country radio must learn to cater to the wider interests of its audience. Galante explains, "You have to be able to hold these people, and the only way you'll hold them is through people like [WSIX/Nashville morning personality] Gerry House. It's not just about the music. You've got to be able to entertain."

"The labels have a responsibility, too, because we're taking people who are demo singers and making them into one-hit wonders. Then we think we can put another album out on them, and the marketplace is going, 'I like the song, but I don't love the act.' And that's why half of your top 15 is not selling. And half of the most valuable players didn't sell."

"I've come full circle on the song vs. artist issue and realize that somewhere between is a happy medium. But unless we start realizing that we have to build more artists — and I'm not saying it's totally exclusive just to artists, because we have to make that compromise somewhere in between — these troubles will continue. These folks are gravitating toward things that they like. They'll buy the cassette single, they'll buy the CD, and they'll go to the concert. They'll do all those things, but they are not going to experiment the way they did before."

ALLEN BUTLER

Continued from Page 48

out trying to identify something different, unique, and fresh. But consequently, it's going to take us the better part of this year to get that music to the marketplace — and even more time to see if the consumer will respond to it. So '97 may still be a transitional year; we may not have enough time to expose any of this music to the extent that it could explode."

Virtual Reality

As the new millennium approaches, Sony is taking a cautious approach as it looks for new ways to sell product. Butler says, "Obviously we have every intent of selling the records direct, but we're very sensitive about doing it in a way that doesn't hasten the demise of our current retail base."

How can those two seemingly opposing goals be accomplished? Butler explains, "You can sell it at a higher price than [retail stores]. You can have a \$2 per piece service charge for the convenience of having it delivered to your home by UPS second day. There are a lot of different things. When Sony goes online, our virtual record store will probably only carry Sony music products; if Walmart goes on line, they'll carry Warner Bros., MCA, RCA, and Sony."

Sony's virtual record store, Butler adds, is in "the experimental stages right now. I haven't had a look at it yet, but I'm hoping to do that real soon."

The web site will also sell hardware and may even provide advertising opportunities to other companies. Because Sony's web site gets a tremendous number of hits per day, Butler says, "We have a marketable site that, for example, Coca-Cola might come on board looking for strategic alignments."

Playlist Cycles

While much has been made of Country radio's shrinking playlists, Butler counters, "This format still plays more new music than any other format and still has longer playlists than any other format."

"There's always tightening and loosening. It comes in cycles. When they tighten up too much, they figure out that they're choking off their own lifeblood and loosen back up. A new slew of artists will come, and some of the mid-level artists who have only been around a couple of years may go away faster. In the old days, a mid-level artist could stay around. I don't think that will happen anymore. I think you'll see a much shorter life span of the mid-level artist."

Now that labels are working with a smaller number of group owners, Butler says it could be a potential advantage for everyone involved. He explains, "If the group is into win/win [situations] and not just using their clout to gain competitive advantage, then I see huge advantages for a partnership in every aspect of our business: breaking acts, touring, showcases,

database sharing, fan clubs, all kinds of artist information, marketing, and research — it's unlimited."

"Everybody's going to have to go into it with a win/win basis for the relationship, not a 'how can I get an advantage over my competitor' type of attitude."

'Creating A Bigger Pie'

As for Nashville's future, Butler predicts, "I just have this gut feeling, talking to the other people in this town, that this format has the ability to get its finger on the pulse fast and react to it. I think all of us, as label heads, would rather be taking bigger pieces of the pie by creating a bigger pie, rather than getting a bigger piece by stealing it from [RCA Label Group/Nashville President] Joe Galante or [Arista/Nashville President] Tim DuBois. We all want to be successful in our own right without stealing from each other."

"We've always felt that we have a competitive, yet cooperative nature here in Nashville, and we'll do whatever it takes to make this industry successful. The wrong feeling we get from radio sometimes is that they seem to want to rip their competitors' throats out and run them out of the format. You know ... whatever it takes." That cooperation extends to Country radio, especially during these days of consolidation. Butler says, "These guys end up owning all the radio stations in a particular

market. It certainly makes it a lot easier to go in there, touring-wise and artist appearance-wise, and not have them try to tear the artist apart to get a competitive advantage."

And even if some of the more recent Country radio listeners are now sampling other formats, Butler says that can be healthy, too. How? "People who were listening to country music two years ago have now gone out and are experiencing Hootie & The Blowfish and a hundred other acts."

"That broadens their musical acceptance of things we can now give them in this format. They'll be much more open to music that, without copying the other acts, has the nuances of what they like about those acts, different ideas they get from listening to those people, and the messages that music brings."

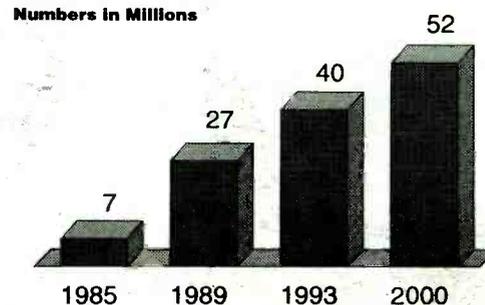
This format still plays more new music than any other format and still has longer playlists than any other format.

—ALLEN BUTLER

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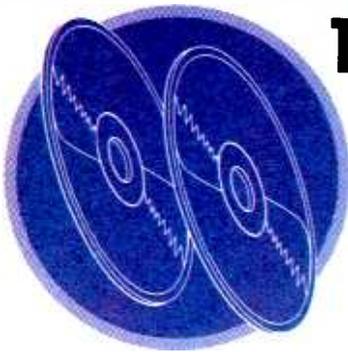
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words & music by
Skip Ewing & Phil Vasser
produced by
Billy Joe Walker Jr.

from the forthcoming album
until i found you



TIM DUBOIS

Continued from Page 48

that we're not competing just among ourselves. We're also competing with the movies, we're competing with the Internet, we're competing with all kinds of computer games and everything else that people do with their leisure time. We compete for those leisure dollars; that's just the reality of the situation."

Numerous New Artist Signings

Reflecting on Arista-Career's state in 1996, DuBois says, "We actually had a very good year with **Brooks & Dunn** and **Alan Jackson**. Luckily, they carried the ball for us. Overall, our sales are off a little bit, but not as much as the industry as a whole. We are in a very healthy position, hoping to be able to make our business plan this year."

That business plan includes new albums by **BlackHawk** and **Lee Roy Parnell**, and greatest hits packages for **Pam Tillis** and **Diamond Rio**. They'll also be introducing **Sheri Austin** and reintroducing **Tammy Graham**. DuBois notes, "We put a single out with Tammy last year and had unfortunate timing: It came out the exact same week that **LeAnn Rimes**'s 'Blue' came out." With the addition of two new male acts, **Calvin Wiggett** and **Brad Paisley**, DuBois says, "We've had more signings in the last year than we've had in the last four years."

Music First

Looking into the future, DuBois says, "As technology continues to expand and explode, we have to really question whether the delivery system — as we know it now — will be around in the next 10 or 15 years or if it will change dramatically. People have the ability to purchase records as digital information over fiber optic cables. It's yet to be seen how that's going to work, but it is definitely going to impact our delivery systems in some way."

"We're also dealing with a lot of consolidation in media and the changing face of radio right now. Because of the Telecommunications Act, it's hard to know exactly what's going to happen. There's obviously still going to be an additional consolidation there."

"But in reality, I think I've got the best position in the whole cloudy future, because somebody still has to find great hillbilly singers. And that's what our job is: To find unique talents and cut great records on them. How those records are delivered or how they get played is very much more in question than the A&R process."

Radio's Balance

Because of his management background, DuBois admits he's not an outspoken critic of the radio industry. He says, "We have two different agendas. Radio is not in the business of breaking new artists. We have a lot of common interests, but we also have a lot of differences, too."

As technology continues to expand and explode, we have to really question whether the delivery system — as we know it now — will be around in the next 10-15 years or if it will change dramatically.

—TIM DUBOIS

"As I've said before, record companies blaming radio is kind of like basketball players blaming gravity. Radio is a reality that you have to deal with. Whatever they give you, you have to take, and we have to give things to radio that make them better."

"I wish radio was a little more open-minded to some things that are outside the box. It would be healthy for both industries if they were. But I also understand that they're in the business of keeping that person from pushing the button and going to the next station, so that all has to be balanced."

DuBois acknowledges that CRS sessions often find radio blaming labels for not providing anything different, while labels respond with the allegation that radio is not receptive to music that doesn't fit the narrow confines of the Country format. "That's just kind of the way it goes, and it's been that way for many, many years. We sit around and point fingers at one another. In reality, radio is still the pipeline to the people."

"We're still tied to the radio industry as our main way to get to the people. Yeah, it's easy for us to get upset with radio, and it's easy for radio to blame us for what's wrong with them."

"But I've been here 20 years, and it's just like somebody said the other day, 'The problem is the playlists are getting shorter at radio.' It's the exact same problem there's always been. If the playlist had actually gotten shorter each year they said it was getting shorter, we'd be down to playing three records. So the problems are very, very similar, and the things we talk

about are very, very similar."

"What has changed is the ownership of radio from being a lot of family-run operations with the ability to ride out some bad books just by eating more hamburger at home. That has changed. Now when somebody has a bad book, all of a sudden they can't service their debt — or the shareholders are screaming — and that puts a whole different pressure on radio that maybe wasn't there 20 or 25 years ago."

Re-Creating Nashville

With Nashville labels providing copies of their CDs to other executives as a courtesy, DuBois's sense of the

music itself stems from what crosses his desk each week. He notes, "There's a lot of great young talent out there. Some of it is so far left of center that it's really not getting the chance it needs at radio, but we've always been a format that's been dominated by singers of great songs. There are some great new singer-songwriters whom I'm excited about. And there are new producers coming along all the time who have a little bit of a different twist."

"That's just the way this business works and the way it evolves, and we have to re-create ourselves. Everybody's whining about the A&R in this town, but I'm hearing a lot of good music. It's just catching that unique talent and the perfect timing, and we could have someone else come along and take that superstar banner. Somebody said we haven't developed any superstars since '91. I don't know if I believe that or not, but that's a pretty long period to go without somebody coming forward and being another **George Strait** or **Reba** or **Alan Jackson**, or whatever."

In the meantime, DuBois remains committed to looking for that act. "Absolutely! My eyes are open, my ears are glued to the ground."

BRUCE HINTON

Continued from Page 50

"From the music industry standpoint, we've got to do our end and give them the right music. But I think the radio industry is going to have to focus on how they're going to bring in — and keep — the young listener, not that it isn't already being done in some markets."

Exploring Net Gains

MCA-Decca was the first Nashville label with its own web site. Acknowledging that the Internet is, at the moment, a great promotional opportunity, Hinton says the record industry is still looking at the sales potential. "From the numbers I hear, the entire Internet does about \$500 million a year. When you consider the retail universe, that's just a drop in the bucket."

Predicting it will take a few years before the medium proves itself as a major sales tool, Hinton adds, "You know there are potential buyers with credit cards, but I'm not sure they really trust encryption yet. And the average person is not all that computer-friendly yet."

Even if Internet transactions begin to account for a sizable sales percentage, Hinton says consumers will still flock to local retail stores. "That will always be there because of the immediacy, the impulse, and the social experience. That can't be discounted. Historically, if you look back when television came along in the '50s, you read newspaper clippings about the demise of the movie industry. Of course, what everyone found out is that people used television in different ways than the movie experience. The movie experience is about getting out and having a social experience. From that standpoint, I don't think we're ever going away from that. But from the standpoint of people like the baby boomers, I want to reach them through whatever opportunity."

Hinton sees direct mail as a more immediate possibility, although he says a user-friendly Internet system holds great potential, especially among older consumers. He explains, "They

can pull out that country classic or special jazz CD they just wouldn't bother with [if they would] have to go down to the store."

Blurring Media Lines

Hinton, who is intrigued with expanded digital formats for recorded music, is keeping a close eye on the digital video disc. With the convergence of technologies, Hinton foresees the possibility of a five-inch disc player providing music, data for CD-ROM, and digital movies.

"As America becomes comfortable with that five-inch disc, the lines will blur between the hardware that gets you the movie experience or the Internet experience or the music experience. Once television and computer screens have a way of easy convergence, then it really is down

to a disc and a screen. You don't have to think about how you use it. The lines will blur, and it will just be there."

Having one piece of hardware serving several purposes will simplify matters, especially for casual music consumers. Hinton notes, "If you've gotten out of the music habit, and maybe you're accessing movies more than anything else at the moment, it will be easy to go from a movie to a music CD. I could see people getting back into the music habit."

"That's a real unknown ... just how soon and how much of an impact it will have. But if someone is in their home and they've really started limiting their

entertainment experience, once we have that convergence of technology, you may bring them back into music."

'Marketplace In Action'

Regardless of the methods used to provide music, Hinton says the music itself runs in a cycle. He explains, "Although there are those who say there's a sameness to a lot of the music that's out there right now, my feeling is: Never fear, the marketplace always corrects that."

"In the end, it's the marketplace that rewards the unique artistry and rings the cash register by virtue of album sales, and that will take care of itself. It's the marketplace in action."

We're going to have to look at ways to keep the baby boomers in a record-buying climate. It's essential that we keep them in the fold.

—BRUCE HINTON

JIM ED NORMAN Continued from Page 50

final outcome of this. I don't think we really know, but people project as best they can into the future, which many times is dangerous."

Warner-Reprise's Future

Norman expresses no complaints about the past year's business at Warner-Reprise: "We were down somewhat because we had banner years in '94 and '95, but we still had really strong sales with **Jeff Foxworthy**, **Faith Hill**, **Randy Travis**, **Travis Tritt**, and **Paul Brandt**."

Of the labels' work last year, Norman says, "A good bit of our energy was really spent in the development of the projects we have coming in '97. From my view, we've got the most exciting group of new artists that we've had here in 10 years."

In addition to developing former **Little Texas** member **Brady Seals**'s solo career and extending comedian **Bill Engvall**'s headway at Country radio, Norman is clearly excited about the next two acts Warner-Reprise will be introducing: **Anita Cochran** and **Michael Peterson**. Other new signings include a duo (**Crawford/West**), another Canadian artist (**Chris Cummings**), and a sister act (the **Lynns**, **Loretta**'s daughters).

The year will also bring new releases from **Hill**, **Foxworthy**, **Brandt**, **David Ball**, **Victoria Shaw**, and **Dwight Yoakam**. Norman adds, "In Dwight's case, I think that if things come together, we'll even have a new Christmas album."

He adds, "In one sense, [last year's downturn] coincides with the general decrease, but I also think it was within the context of where our focus was: developing new artists. Come this year, we're going to have great releases by major artists, as well as bring these new artists to the marketplace."

The Industry's Future

"Everybody is so fascinated with the new millennium and that idea of where we're going," Norman says. "That's always the most difficult thing for me. Distribution and promotion opportunities through the Internet are real obvious things people talk about. When I talk with my children, they're Internet junkies, but they still go down to the record store to buy their music. The Internet provides a tremendous amount of opportunity for certain generations if we

can figure out how to service them properly, because they're more comfortable staying at home and ordering with the click of a mouse rather than going to the store. But there's still a tactile kind of experience you get when you go to the store. You pick it up, you feel it, you touch it."

Norman foresees changes in Country radio, too. He explains, "As we continue to broaden, the splitting of Country radio will continue. What will be interesting now is whether we achieve critical mass in the radio marketplace to the point that we actually have different formats within Country. But that kind of thing is really difficult to ascertain."

Citing country's potential within the international market, Norman says, "You've got **CMT** now with worldwide delivery, so international acceptance for country music will hopefully grow as we move into 2000."

The ultimate key to country's future involves the industry's ability to adapt to new situations. Norman says, "What we have done over the last couple of years — and a fundamental part of the success for this company — is build a system that is fluid so it can change to meet market demands. If you're not careful, you can build a system that is so rigid that you aren't in a position to respond effectively."

"Past that, our focus is going to be what it's always been: Trying to find great artists, great songs for the artists, artist development, trying to educate artists about the business they're in, and then the strongest creative marketing plans that we can come up with."

Developing Careers

Acknowledging that radio and the record industry carry their own separate agendas, Norman notes that approximately 25% of Country radio listeners are active record buyers. He adds, "We've got to focus on that 25% and really work with them to encourage them to

buy products. Radio has to deal with the other 75% ... the entire 100%."

As for the industry's challenge, he says, "We've got to develop the careers that sell records. [Radio] has got to attract an audience and sell advertising. I don't begrudge them that. We have to be very careful at times in terms of getting unduly upset about the attitude that radio is assuming at any given time. It's incumbent upon us to understand the business they are in, then find ways to work productively with them."

"It's important for us to make sure radio is a successful medium. Radio is going to be competing against so many other forms of activity — television, the Internet, movies, all of these other things. Radio is competing against all of these, and it's important for us to see that radio is successful."

Our responsibility as an industry is to be receptive and open to changes. As we do that, these ups and downs are things we can clearly overcome.

—JIM ED NORMAN

MIKE CURB Continued from Page 50

be concentrating on marketing that maybe goes beyond the traditional approaches of the past and searching for ways to create more superstar country artists."

Curb says the company met its goals last year by developing a crop of successful new performers, including **LeAnn Rimes**, **Jo Dee Messina**, **David Kersh**, and **Burnin' Daylight**. Groundwork was also being laid for **Hank Williams III** and the "Three Hanks" album. Curb also points to the video success of **Junior Brown** (whose "My Wife Thinks You're Dead" won CMA's Best Video award), **Jeff Carson** (who won ACM's Best Video award with "The Car"), and **Sawyer Brown** (named CMT's Top Video Group of the Year).

"We really think we moved forward," Curb says. "Two of R&R's longest-running records of the year were Sawyer Brown's 'Treat Her Right' and David Kersh's 'Goodnight Sweetheart.' That was another part of our belief ... that we were going to stay with these artists and their records until they hit."

Noting that Rimes and Messina are poised for lengthy careers, Curb says, "In both cases, we spent 18 months prior to the releases getting our first singles ready. In LeAnn's case it was 'Blue' and in Jo Dee's case it was 'Heads, Carolina, Tails, California.'"

Radio is saying, 'We want to play hits, whether they're by new artists or veteran artists.' We are ready for that challenge.

—MIKE CURB

And then there are two Curb mainstays.

"**Tim McGraw** is just two weeks away from completing his new album," he says. "I just finished talking to his manager, and the songs I've heard are just incredible. **Hank Williams Jr.** also is working on an incredible project. He's doing something real special."

"I'm just very, very enthusiastic about not only where we're going, but also about what we're going to be releasing. I feel our product this year is going to be very, very fresh — not only our new acts but also our veteran acts. The approach we're taking is going to create a very exciting year."

'Looking For A Hit'

Although Curb foresees a change in the way consumers purchase their music, he shares the view of other label executives when he adds, "I'm not quite sure what that's going to be."

At the moment, Curb isn't even that concerned about future technology. "No matter how records are sold or distributed, hit records are going to be the key. We have to remember that a hit record is

not just the song, it's not just the artist, it's not just the producer, it's not just the musicians. It's all of those elements combined and, again, how it's marketed. But first, a hit record can be as simple as a different approach to a mix, a different approach to tempo. A hit record is what radio wants, and radio is going to insist upon a hit record."

The Curb Group operates a web site, but its chairman notes, "I can't see any sales coming from the Internet yet, but I know it's important to be involved in all the new things. However, I'm going to spend my time trying to make hit records. If the Internet evolves, it evolves. And if it's not the Internet and it's something else, then I'll leave that to people who are more intelligent than I am."

"Honestly, I'm just a former record producer. I'm trying to run a record company, and I'm looking for hit records."

COMPETING WITH THE MAJORS Continued from Page 53

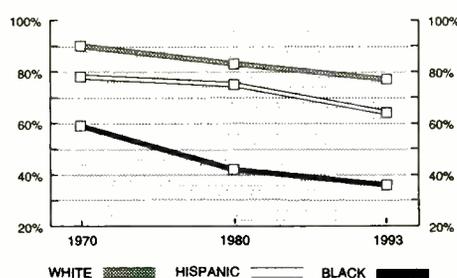
shots. That happens a lot. But you know what? People are proving it can happen," he says, citing the success of **LeAnn Rimes** and the **Buffalo Club**.

"It's all with the song," he continues. "If you have a hit song, radio is willing to deal with it. It's very difficult to get those shots from the radio stations when you don't have that all-out, knock-down, drag-out record they are looking for. It's not going to get any easier because there are more artists and labels coming."

—Beverly Keel

FAMILY CHANGES

Children Living with Two Parents
20 YEAR TREND

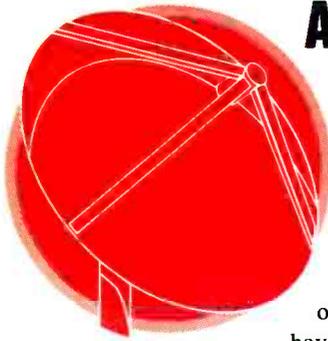


Source: Interep Research

Based on what he's seeing within his operation, Curb says he's "very optimistic" about '97 "if we can withstand all the pressure that we have coming from so many different directions. And that's happening because country music's becoming very important as part of the record industry's national landscape."

"We're important to radio — probably the top format now — and we have to be optimistic about 1997. I feel real good about it."

As for his labels' fortunes in the coming months, Curb points to new albums by **Rimes**, **Sawyer Brown**, **Hal Ketchum**, and **Junior Brown**.



ADAPTING TO RADIO'S NEEDS

Continued from Page 56

overreleasing stuff. The market is flooded with new things. At the same time, radio stations got away from the strong core recurrences and oldies that made them great, and they seem very timid about getting back to the basics. There's a lot of chaos out there.

"The star system of country music seems to have almost collapsed," Hall continues. "This is one area where I climb on the record companies' bandwagon. Radio does an absolutely atrocious job of identifying the artists they are playing.

"MTV and CMT tell you at the beginning and the end of each song who you're listening to. For some reason, program directors think that's unhip and has nothing to do with forward momentum. Forward momentum is a concept that I believe only PDs hear. Because at a time when you have so many new artists (as opposed to the superstar core), people have gone into decision stress where they don't know what's what anymore.

"There's a lot of new music in other formats that is appealing to the more trendy, low-end part of the

country audience. The radio dial is almost like a strip of bars, and there is a significant portion of the audience running to different bars every time a new one opens."

Shape Of Things

As for the current state of Country radio, Salamon says, "Things are so much better than they were four or five years ago that it depends where your perspective is. In the short-term perspective, we may not be as well off as we were a year ago. But if you take any kind of a long-term view, we certainly have more programs and more stations than we did 10 years ago. Of course, I go back to the '70s, where it was the AM station at the end of the dial. We have come from that to become the dominant radio format in America, with more stations devoted to country music than any other music style."

Hall agrees, noting, "1996 was an excellent year. Our affiliations were great, our ratings were good. In Country, in particular, we were very pleased with the performance of our products. Yet the country industry in general is like the stock market. It has its bull markets and its bear markets. Right now it's headed into a bear market, but it always turns around."

Salamon considers the point, and adds, "I'll tell you what, when it comes to Country radio's stock, I'm buying or holdin'. I sure ain't selling!"

— Cyndi Hoelzle

Country music ... is like the stock market. It has its bull markets and its bear markets.

Right now it's headed into a bear market, but it always turns around.

—ROBERT HALL

When it comes to Country radio's stock, I'm buying or holdin'. I sure ain't selling!

—ED SALAMON



Don't Believe Everything You Hear

Continued from Page 58

Shipp says, "Radio is still the single most important element in an artist's career.

Over the years, I've tried to remain cognizant

of radio's needs, which are different than mine or [that of] the promoters or the labels. I think we do an excellent job of servicing radio's needs and also helping to protect the artists and their labels from getting into trick bags in those markets where you have more than one Country radio station.

"You just have to pay attention," Shipp laughs. "My job isn't brain surgery, but you've got to have a pretty good memory, read a lot, and pay attention. Or you're gonna trip up somewhere."

The Crystal Ball

Do these agents see any other changes on the horizon for the country music business as a whole? Conway says, "I predict several things will happen. I think the labels are going to sign fewer acts. They're going to be more particular and choosy in who they represent and sign. Secondly, I think that country music producers are going to have to put

the music first, above everything else, and start cutting songs the way they want to.

"Agencies and managers are going to demand that the new artist go to 'boot camp.' There are too many artists who are going out there on their first record, never having had a chance to hone their skills. You're going to see some concentration on improving the live show.

"Country music percentages — radio listenership, record sales, ticket sales — will take a little dip," Conway says. "But the business is still very healthy. Most of these cycles that we've been through go in five-, eight-, and 10-year cycles."

Huie says, "This surge started in '88 and it peaked in '93, and it has been slowly leveling off ever since. But it isn't anything that people didn't expect. Any time you have a phenomenon that becomes a lifestyle — and people buy their hats and cowboy boots because it's the 'in' thing — sooner or later that's got to die down."

Shipp adds, "The country music industry is solid and will grow, but I do think we need a cleansing period for a while. There is too much sameness out there."

"We are at the beginning of the tightening period," says Conway. "I think that by the year 2000, country music will be exploding all over again. It will reinvent itself."

— Cyndi Hoelzle

Last year there was a fury to buy acts; this year people are a little more sober in their approach. They're being more analytical in their buying.

—JOHN HUIE

Smart headliners will get off the 12-month cycle. It's ridiculous to think that every 12 months you can be in Little Rock.

—RICK SHIPP

A lot of Country acts are still in the mindset that they have to work 365 days a year. We're the only genre of music that does this.

—TONY CONWAY

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COUNTRY REPORTING STATIONS & WEIGHTS 79

MARCH 7, 1997

Calls	Market	Mrkt#	AQH (00)	Cume (00)	Turn-Over	R&R Weight
KEAN	Abilene	222	48	533	11	4.1
WQMX	Akron	67	112	1918	17	5.2
WGNA	Albany	57	128	1466	11	5.9
KRST	Albuquerque	71	100	1280	13	5.1
KRRV	Alexandria	199	45	578	13	3.4
WFGY	Altoona	232	94	1015	11	5.8
KGNC	Amarillo	189	41	461	11	3.3
KASH	Anchorage	165	28	318	11	2.7
WNCY	Appleton	138	55	801	15	3.7
WKSF	Asheville	176	66	1008	15	4.1
WKHX	Atlanta	12	351	5020	14	9.4
WYAY	Atlanta	12	198	2875	15	7.0
WKXC	Augusta, GA	111	62	796	13	4.0
KASE	Austin	51	172	2133	12	6.7
KUZZ	Bakersfield	86	100	1249	12	5.1
WPOC	Baltimore	19	263	4185	16	8.0
WYNK	Baton Rouge	81	108	1785	17	5.1
KAYD	Beaumont	128	47	744	16	3.4
WKNN	Biloxi	134	81	1047	13	4.6
WHWK	Binghamton	161	70	748	11	4.3
WZZK	Birmingham	55	150	2141	14	6.2
KQFC	Boise	129	40	466	12	3.2
WKLB	Boston	10	198	2597	13	7.1
WYRK	Buffalo	40	130	1759	14	5.7
KHAK	Cedar Rapids	197	40	471	12	3.2
WIXY	Champaign	211	44	557	13	3.4
WBUB	Charleston, SC	91	39	608	16	3.1
WEZL	Charleston, SC	91	51	762	15	3.6
WQBE	Charleston, WV	156	70	867	12	4.3
WSOC	Charlotte	37	152	2246	15	6.2
WTDR	Charlotte	37	118	1707	14	5.5
WUSY	Chattanooga	100	124	1350	11	5.8
WKXK	Chicago	3	175	3416	20	6.4
WUSN	Chicago	3	368	5948	16	9.5
KALF	Chico	185	23	271	12	2.5
WUBE	Cincinnati	25	242	3353	14	7.8
WGAR	Cleveland	22	308	3725	12	9.0
KKCS	Colorado Springs	95	54	783	15	3.7
WCOS	Columbia	88	87	1011	12	4.8
WKCX	Columbus, GA	164	27	399	15	2.6
WCOL	Columbus, OH	32	148	2111	14	6.1
WHOK	Columbus, OH	32	71	1357	19	4.1
KRYS	Corpus Christi	126	44	701	16	3.3
KPLX	Dallas-Ft. Worth	7	243	3672	15	7.8
KYNG	Dallas-Ft. Worth	7	228	3857	17	7.4
WGNE	Daytona Beach	93	74	1128	15	4.3
KYGO	Denver	23	285	3663	13	8.6
KJJY	Des Moines	88	70	860	12	4.3
WWWW	Detroit	6	265	4336	16	8.1
WYCD	Detroit	6	252	4088	16	7.9
WTVY	Dothan	178	37	458	12	3.1
WAXX	Eau Claire	228	58	616	11	4.0
KHEY	El Paso	69	65	892	14	4.1
WXTA	Erie	152	46	501	11	3.5
KUGN	Eugene	146	45	521	12	3.4
WKOQ	Evansville	151	61	715	12	4.0
KKIX	Fayetteville, AR	155	60	712	12	4.0
WKML	Fayetteville, NC	123	76	955	13	4.4
KSKS	Fresno	64	80	1251	16	4.4
WCKT	Ft. Myers	76	46	712	15	3.4
WWGR	Ft. Myers	76	59	722	12	3.9
KTCS	Ft. Smith	170	49	677	14	3.5
WQHK	Ft. Wayne	99	72	826	11	4.4
WBCT	Grand Rapids	66	101	1518	15	5.0
WTQR	Greensboro, NC	41	171	2385	14	6.6
WRNS	Greenville, NC	80	124	1433	12	5.7

Calls	Market	Mrkt#	AQH (00)	Cume (00)	Turn-Over	R&R Weight
WESC	Greenville, SC	59	119	1555	13	5.5
WSSL	Greenville, SC	59	134	1785	13	5.9
WAYZ	Hagerstown	159	48	641	13	3.5
WRKZ	Harrisburg	73	159	2194	14	6.3
WWYZ	Hartford	42	232	3005	13	7.7
KIKK	Houston	9	188	3888	21	6.6
KILT	Houston	9	264	4253	16	8.0
WTCR	Huntington	139	67	948	14	4.1
WFMS	Indianapolis	36	193	2554	13	7.1
WGRL	Indianapolis	35	108	1571	15	5.2
WMSI	Jackson	118	64	773	12	4.1
WQIK	Jacksonville	53	115	1653	14	5.4
WROO	Jacksonville	53	74	1189	16	4.3
WXBQ	Johnson City	94	174	1895	11	6.8
WMTZ	Johnstown	166	75	697	9	4.6
KBEQ	Kansas City	27	118	1884	16	5.4
KFKF	Kansas City	27	162	2520	16	6.3
WDAF	Kansas City	27	160	1850	12	6.5
WIVK	Knoxville	68	182	2294	13	6.9
KXKC	Lafayette, LA	98	54	809	15	3.7
WIOV	Lancaster	110	112	1714	15	5.3
WITL	Lansing	112	113	1354	12	5.5
KFMS	Las Vegas	45	67	944	14	4.1
KWNR	Las Vegas	45	78	1201	15	4.4
WVLK	Lexington	105	100	1355	14	5.0
KZKX	Lincoln	169	30	521	17	2.7
KSSN	Little Rock	82	78	1034	13	4.5
WMJC	Long Island	15	90	1276	14	4.8
KZLA	Los Angeles	2	523	6802	13	11.6
WAMZ	Louisville	50	194	2396	12	7.1
KLLL	Lubbock	172	57	598	10	4.0
WDEN	Macon	148	69	948	14	4.2
WWQM	Madison	121	32	402	13	2.9
KTEX	McAllen	63	76	956	13	4.4
WGKX	Memphis	43	99	1619	16	4.9
WOGY	Memphis	43	60	1050	18	3.8
WKIS	Miami	11	200	3048	15	7.1
WMIL	Milwaukee	29	196	2532	13	7.1
KEEY	Minneapolis	16	216	3565	17	7.2
WBOB	Minneapolis	16	195	3421	15	6.8
WKSJ	Mobile	84	64	1026	16	4.0
KATM	Modesto	122	205	2753	13	7.3
KTOM	Monterey	78	47	720	15	3.4
WLWI	Montgomery	140	62	824	13	4.0
WGTR	Myrtle Beach	185	14	207	15	1.9
WSIX	Nashville	44	174	2485	14	6.6
WSM	Nashville	44	143	1881	13	6.1
WNOE	New Orleans	39	135	1890	14	5.8
WCMS	Norfolk	33	106	1697	16	5.1
WGH	Norfolk	33	109	1743	16	5.2
WTCM	NW Michigan	195	38	470	12	3.2
KGEE	Odessa-Midland	173	38	504	13	3.1
KTST	Oklahoma City	52	89	1407	16	4.7
KXXY	Oklahoma City	52	179	2095	12	6.9
KXKT	Omaha	72	75	1162	15	4.3
WOW	Omaha	72	58	883	15	3.8
WWKA	Orlando	38	260	3176	12	8.3
KHAY	Oxnard	109	56	693	12	3.8
KPLM	Palm Springs	150	42	520	12	3.3
WXBM	Pensacola	125	114	1405	12	5.5
WXCL	Peoria	135	74	728	10	4.5
WXTU	Philadelphia	5	383	5932	15	9.8
KMLE	Phoenix	18	219	3392	15	7.4
KNIX	Phoenix	18	205	3457	17	7.0
WDSY	Pittsburgh	20	265	3326	13	8.3
WPOR	Portland, ME	162	41	466	11	3.3

Calls	Market	Mrkt#	AQH (00)	Cume (00)	Turn-Over	R&R Weight
KUPL	Portland, OR	24	134	2367	18	5.6
KWJJ	Portland, OR	24	165	2522	15	6.4
WOKQ	Portsmouth	117	88	1238	14	4.7
WCTK	Providence	31	123	1953	16	5.5
WLLR	Quad Cities	132	56	687	12	3.8
WKIX	Raleigh	48	76	1367	18	4.3
WQDR	Raleigh	48	88	1695	19	4.5
KBUL	Reno	131	39	661	17	3.1
WKHK	Richmond	56	134	1628	12	5.9
KFRG	Riverside	26	294	4430	15	8.6
WYYD	Roanoke	102	74	948	13	4.4
WBEE	Rochester	46	146	1853	13	6.1
WXXQ	Rockford	149	47	561	12	3.5
KNCI	Sacramento	28	127	2020	16	5.6
WKCC	Saginaw	124	147	1931	13	6.2
WWFG	Salisbury	154	29	446	15	2.7
KKAT	Salt Lake City	35	72	1629	23	4.0
KSOP	Salt Lake City	35	75	1359	18	4.2
KUBL	Salt Lake City	35	89	1390	16	4.7
KAJA	San Antonio	34	123	2036	17	5.4
KCYC	San Antonio	34	137	2109	15	5.8
KSON	San Diego	14	219	2804	13	7.5
KSAN	San Francisco	4	160	3705	23	6.0
KYCY	San Francisco	4	114	2730	24	5.0
KRTY	San Jose	30	117	2338	20	5.2
WJCL	Savannah	153	29	506	17	2.6
KMPS	Seattle	13	234	3443	15	7.6
KRMD	Shreveport	127	68	843	12	4.2
WBYT	South Bend	157	41	519	13	3.3
KDRK	Spokane	87	60	841	14	3.9
KNFR	Spokane	87	36	493	14	3.0
WFMB	Springfield, IL	192	29	334	12	2.8
WPKX	Springfield, MA	77	93	1119	12	4.9
KTTS	Springfield, MO	145	54	775	14	3.7
WIL	St. Louis	17	243	3727	15	7.8
WKKX	St. Louis	17	126	2153	17	5.5
WBBS	Syracuse	70	85	1144	13	4.7
WTNT	Tallahassee	167	24	390	16	2.4
WQYK	Tampa	21	270	3703	14	8.3
WRBQ	Tampa	21	210	3103	15	7.2
WTHI	Terre Haute	182	74	800	11	4.5
WIBW	Topeka	177	65	611	9	4.3
KORD	Tri-Cities	200	20	266	13	2.3
KIIM	Tucson	60	149	1698	11	6.3
KVOO	Tulsa	61	48	719	15	3.5
KWEN	Tulsa	61	87	1441	17	4.6
WWZD	Tupelo	174	35	494	14	3.0
KNUE	Tyler	144	45	562	12	3.4
WFRG	Utica-Rome	142	61	858	14	3.9
KJUG	Visalia-Tulare	106	46	556	12	3.5
WACO	Waco	190	43	682	16	3.2
WMZQ	Washington, DC	8	387	5569	14	9.9
WOEZ	Wausau	158	46	664	14	3.4
WIRK	West Palm Beach	49	120	1721	14	5.5
WVVK	Wheeling	215	47	531	11	3.6
KFDI	Wichita	90	53	689	13	3.7
KZSN	Wichita	90	64	782	12	4.1
WGGY	Wilkes-Barre	62	101	1398	14	5.1
WWQQ	Wilmington, NC	180	24	378	16	2.4
WUSQ	Winchester	218	50	594	12	3.6
KXDD	Yakima	187	43	488	11	3.4
WGTY	York	103	76	943	12	4.5
WQXK	Youngstown	92	211	2587	12	7.5

195 Total Reporters

For detailed reporter information, please see R&R ONLINE

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	PLAY RANK	TOTAL PLAYS	+/- PLAYS	TOTAL POINTS	+/- POINTS
8	6	2	1	DEANA CARTER We Danced Anyway (Capitol)	195/0	1	6928	+255	34922	+1371
12	9	4	2	JOHN BERRY She's Taken A Shine (Capitol)	195/0	2	6765	+318	34142	+1676
11	10	7	3	REBA MCENTIRE How Was I To Know (MCA)	195/0	3	6616	+564	33238	+2673
10	8	6	4	PATTY LOVELESS She Drew A Broken Heart (Epic)	195/0	4	6370	+165	31980	+804
7	4	3	5	TRAVIS TRITT Where Corn Don't Grow (Warner Bros.)	191/1	5	6364	-261	31381	-1470
13	12	8	6	ALAN JACKSON Everything I Love (Arista)	193/0	6	6213	+266	30931	+1371
14	13	9	7	DIAMOND RIO Holdin' (Arista)	192/0	7	6031	+381	29871	+1927
9	5	5	8	LEANN RIMES Unchained Melody (MCG/Curb)	187/0	8	5906	-460	29600	-2289
15	15	10	9	TRACE ADKINS (This Ain't) No Thinkin' Thing (Capitol)	195/0	9	5674	+544	28591	+2884
17	16	11	10	CLAY WALKER Rumor Has It (Giant)	195/0	10	5517	+448	27886	+2251
5	2	1	11	TOBY KEITH Me Too (Mercury)	172/1	11	5348	-1586	27632	-7392
21	20	14	12	TRACY BYRD Don't Take Her She's All I Got (MCA)	193/2	12	5110	+570	25785	+2839
20	18	13	13	KENNY CHESNEY When I Close My Eyes (BNA)	193/3	13	5035	+305	25247	+1688
26	24	18	14	DAVID KERSH Another You (Curb)	191/3	14	4420	+417	22198	+2103
33	27	20	15	COLLIN RAYE On The Verge (Epic)	193/4	17	4339	+567	21795	+2896
22	21	17	16	TERRI CLARK Emotional Girl (Mercury)	193/2	15	4351	+199	21698	+1023
19	19	15	17	LONESTAR Heartbroke Every Day (BNA)	185/0	16	4348	+34	21438	+195
39	28	22	18	TRACY LAWRENCE Better Man, Better Off (Atlantic)	193/4	18	4211	+498	20666	+2487
25	22	19	19	RICOCHE Ease My Troubled Mind (Columbia)	192/1	19	4118	+154	20178	+898
27	26	23	20	BUFFALO CLUB If She Don't Love You (Rising Tide)	188/2	20	3825	+291	18918	+1366
31	29	25	21	LORRIE MORGAN Good As I Was To You (BNA)	184/5	21	3817	+496	18622	+2542
45	33	26	22	ALABAMA Sad Lookin' Moon (RCA)	188/14	22	3688	+791	18613	+4208
BREAKER			23	GEORGE STRAIT One Night At A Time (MCA)	178/172	23	3339	+3221	17322	+16550
2	1	12	24	RICK TREVINO Running Out Of Reasons To Run (Columbia)	124/0	27	2950	-1855	15760	-9054
BREAKER			25	JOHN MICHAEL MONTGOMERY I Miss You A Little (Atlantic)	173/65	25	3030	+1408	14810	+6683
37	31	28	26	MILA MASON Dark Horse (Atlantic)	178/8	26	2973	+332	14605	+1431
49	37	33	27	KEVIN SHARP She's Sure Taking... (143/Asylum/EEG)	167/15	28	2915	+639	14467	+2911
38	34	30	28	KATHY MATTEA 455 Rocket (Mercury)	175/13	29	2886	+422	14308	+2224
35	32	31	29	MARTINA MCBRIDE Cry On The Shoulder Of... (RCA)	165/9	30	2750	+272	13324	+1464
BREAKER			30	BRYAN WHITE Sittin' On Go (Asylum/EEG)	150/60	33	2196	+1009	11340	+5015
BREAKER			31	MINDY MCCREADY A Girl's Gotta Do (What...) (BNA)	151/38	32	2213	+665	10788	+3309
42	36	35	32	MARY CHAPIN CARPENTER I Want To Be Your... (Columbia)	140/3	34	2161	+172	10090	+774
43	38	37	33	BIG HOUSE Cold Outside (MCA)	142/11	36	1945	+311	9205	+1547
36	35	34	34	BILL ENGVALL Here's Your Sign (Get...) (Warner Bros.)	113/3	39	1752	-181	8830	-1204
BREAKER			35	TANYA TUCKER Little Things (Capitol)	135/21	40	1738	+432	8376	+2025
BREAKER			36	SAWYER BROWN Six Days On The Road (Curb)	117/34	42	1678	+596	8367	+2921
16	17	16	37	TY HERNDON She Wants To Be Wanted Again (Epic)	57/0	46	1317	-2976	7195	-13563
BREAKER			38	MARK WILLS Places I've Never Been (Mercury)	120/14	44	1423	+282	6861	+1359
—	—	45	39	TRISHA YEARWOOD I Need You (MCA)	106/25	45	1332	+354	6163	+1620
48	42	44	40	THRASHER SHIVER Be Honest (Asylum/EEG)	80/5	49	1101	+141	5163	+636
—	48	48	41	BURNIN' DAYLIGHT Say Yes (Curb)	88/11	51	1080	+189	5022	+841
47	43	46	42	GENE WATSON Change Her Mind (SOR)	83/5	53	1021	+35	4777	+173
—	—	50	43	SONS OF THE DESERT Whatever Comes First (Epic)	106/23	52	1055	+255	4711	+1159
—	47	49	44	KIPPI BRANNON Daddy's Little Girl (Curb/Universal)	73/9	55	941	+160	4663	+774
DEBUT			45	STEPHANIE BENTLEY The Hopechest Song (Epic)	70/15	57	810	+152	3942	+748
DEBUT			46	LITTLE TEXAS Bad For Us (Warner Bros.)	65/19	58	793	+233	3938	+1027
24	23	24	47	MARTY STUART You Can't Stop Love (MCA)	41/0	64	695	-2798	3758	-13123
DEBUT			48	JOE DIFFIE This Is Your Brain (Epic)	63/45	61	724	+522	3423	+2383
—	50	—	49	GEORGE DUCAS Long Trail Of Tears (Capitol)	67/0	60	746	-2	3298	-46
DEBUT			50	DAVID LEE MURPHY Breakfast In Birmingham (MCA)	63/25	65	681	+291	3158	+1334

This chart reflects airplay from March 3-9. Songs ranked by total points. Highlighted songs indicate Breaker.

195 Country reporters. 189 current playlists. Songs that are down in points for three consecutive weeks are moved to recurrent. © 1997, R&R Inc.

BREAKERS®

GEORGE STRAIT
One Night At A Time (MCA)
91% of our reporters on it (178 stations)
172 Adds • Debuts at 23

JOHN MICHAEL MONTGOMERY
I Miss You A Little (Atlantic)
88% of our reporters on it (173 stations)
65 Adds • Moves 36-25

MINDY MCCREADY
A Girl's Gotta Do (What A Girls' Gotta Do) (BNA)
77% of our reporters on it (151 stations)
38 Adds • Moves 38-31

BRYAN WHITE
Sittin' On Go (Asylum/EEG)
76% of our reporters on it (150 stations)
60 Adds • Moves 40-30

TANYA TUCKER
Little Things (Capitol)
69% of our reporters on it (135 stations)
21 Adds • Moves 39-35

MARK WILLS
Places I've Never Been (Mercury)
61% of our reporters on it (120 stations)
14 Adds • Moves 41-38

SAWYER BROWN
Six Days On The Road (Curb)
60% of our reporters on it (117 stations)
34 Adds • Moves 42-36

MOST ADDED®

ARTIST TITLE LABEL(S)	TOTAL ADDS
GEORGE STRAIT One Night At A Time (MCA)	172
JOHN MICHAEL MONTGOMERY I Miss You... (Atlantic)	65
BRYAN WHITE Sittin' On Go (Asylum/EEG)	60
JOE DIFFIE This Is Your Brain (Epic)	45
LEE ANN WOMACK Never Again, Again (Decca)	39
MINDY MCCREADY A Girl's Gotta Do... (BNA)	38
BROOKS & DUNN Why Would I Say Goodbye (Arista)	36
SAWYER BROWN Six Days On The Road (Curb)	34
SUZY BOGGUSS She Said, He Heard (Capitol)	25
DAVID LEE MURPHY Breakfast In Birmingham (MCA)	25
TRISHA YEARWOOD I Need You (MCA)	25

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GEORGE STRAIT One Night At A Time (MCA)	+3221
JOHN MICHAEL MONTGOMERY I Miss You... (Atlantic)	+1408
BRYAN WHITE Sittin' On Go (Asylum/EEG)	+1009
ALABAMA Sad Lookin' Moon (RCA)	+791
MINDY MCCREADY A Girl's Gotta Do... (BNA)	+665
KEVIN SHARP She's Sure Taking It... (143/Asylum/EEG)	+639
SAWYER BROWN Six Days On The Road (Curb)	+596
TRACY BYRD Don't Take Her She's All I Got (MCA)	+570
COLLIN RAYE On The Verge (Epic)	+567
REBA MCENTIRE How Was I To Know (MCA)	+564

MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
GEORGE STRAIT One Night At A Time (MCA)	+16550
JOHN MICHAEL MONTGOMERY I Miss You... (Atlantic)	+6683
BRYAN WHITE Sittin' On Go (Asylum/EEG)	+5015
ALABAMA Sad Lookin' Moon (RCA)	+4208
MINDY MCCREADY A Girl's Gotta Do... (BNA)	+3309
SAWYER BROWN Six Days On The Road (Curb)	+2921
KEVIN SHARP She's Sure Taking It... (143/Asylum/EEG)	+2911
COLLIN RAYE On The Verge (Epic)	+2896
TRACE ADKINS (This Ain't) No Thinkin' Thing (Capitol)	+2884
TRACY BYRD Don't Take Her She's All I Got (MCA)	+2839

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
BROOKS & DUNN A Man This Lonely (Arista)
DARYLE SINGLETARY Amen Kind Of Love (Giant)
MARK CHESNUTT It's A Little Too Late (Decca)
VINCE GILL Pretty Little Adriana (MCA)
KEVIN SHARP Nobody Knows (143/Asylum/EEG)
TRACY LAWRENCE Is That A Tear (Atlantic)
CLINT BLACK Half Way Up (RCA)
JOHN MICHAEL MONTGOMERY Friends (Atlantic)
FAITH HILL I Can't Do That Anymore (Warner Bros.)
LEANN RIMES One Way Ticket (Because I Can) (MCG/Curb)

Breakers: Song has achieved airplay at 60% of reporter base for the first time. Bullets awarded to songs gaining in plays and/or points over the previous week. Total Points: The sum of each station's total plays of a song multiplied by the station's individual weight. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Play Rank: Ranks all charted songs by total plays. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays.

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The New Album Gallery

March 11

Ray Stevens, "Hum It" (MCA)

Should you ever doubt Ray Stevens's appeal, remember the sales figures for two of his home videos compilations. "Comedy Video Classics" sold 2 million copies, with another 1 million units of "Ray Stevens Live" housed in personal video collections.

After 35 years in the business, he's returned to MCA with a new album, "Hum It." The album's more intriguing song titles include "She Loves Elvis Better Than Me" and "Too Drunk To Fish." In "R.V.," he explores the hidden costs of owning a vehicle that's capable of demolishing a gas station canopy.



Chet Atkins With Tommy Emmanuel
"The Day The Finger Pickers Took
Over The World" (Columbia)

Over the years, Chet Atkins has recorded duet albums with other well-known guitarists including Les Paul, Jerry Reed, Merle Travis, and Mark Knopfler. This time, he's teamed with Australian guitarist Tommy Emmanuel. Although Emmanuel's name might not be familiar to Americans, he's got the chops to keep up with "Mr. Guitar." As he's done on most of his recent albums, Atkins sings on a few tracks, including "Ode To Mal Bay" — a tribute to the author of countless guitar instruction books. Most of the album is strictly instrumental. And if the finger pickers ever really took over the world, Atkins and Emmanuel would no doubt be leading the charge.



GOING FOR ADDS

March 10, 1997

Paul Brandt, "Take It From Me"

Reprise: Still working on his second album, Paul Brandt recently took time away from the studio to marry Elizabeth Peterson in their hometown of Calgary, Alberta. The new album is due for release later this year. In the meantime, "Take It From Me" is the latest single from his debut album "Calm Before The Storm." Brandt co-wrote it with Roy Hurd.

Brooks & Dunn, "Why Would I Say Goodbye"

Arista: Fresh from their win at the Grammys, country's unbeatable duo returns with another track from their double-platinum album "Borderline." Kix Brooks handles lead vocals on the song he co-wrote with Chris Waters.

Sara Evans, "True Lies"

RCA: When songwriting legend Harlan Howard first heard Missouri native Sara Evans, he proclaimed, "Girl, I have been looking for you for years to sing my music. There is nobody out there who sings like this." Dwight Yoakam's producer-guitarist Pete Anderson supervised the sessions for her upcoming debut album "Three Chords And The Truth." Evans co-wrote the first single with Al Anderson and Sharon Rice.

Western Flyer, "Wish You Were Here"

SOR: The energetic quintet moves to a slower tempo with the latest single from its album "Back In America." The group's tight harmonies are in full force on the ballad written by Bob Dellaposta.

Rick Trevino, "I Only Get This Way With You"

Columbia: If the name Dave Loggins rings a bell, it may be because of his '70s pop smash "Please Come To Boston," which Reba McEntire covered on her "Starting Over" album. In addition to Three Dog Night's "Pieces Of April," Loggins also wrote the Wynonna hit "She Is His Only Need." The Nashville songwriter teamed with Alan Ray to write "I Only Get This Way With You," the latest single from Trevino's album "Learning As You Go."

Lee Ann Womack, "Never Again, Again"

Decca: Texan Lee Ann Womack should have some understanding of Country radio. When she was a child, her father was a parttime disc jockey, and Womack would often provide assistance as he did his airshift. Decca VP/A&R Mark Wright produces Womack's debut album, scheduled for May 13 release. Monty Holmes and Barbie Isham co-wrote the first single.

ON THE RECORD



LEE ANN WOMACK
"Never Again,
Again" (Decca)
Dene Hallam, VP/Prog.
KKBQ-AM & FM/Hous-on

"Lee Ann Womack is destined to be a superstar! Her self-titled debut album is loaded with hits like the debut single "Never Again, Again." 93Q Country has been playing "Again," "The Fool," and "Buckaroo" for a month now, and all three songs are receiving great response and sound great in the mix. ■ "It's rare that a first release is sooooo strong. It's real country, has clever lyrics, and she delivers a great performance. It's mass-appeal Country that, from the first listen, sounds familiar, yet fresh. It's magic because the three essential ingredients are all here: great singer, great songs, and a great producer. This is producer Mark Wright's finest work. "Never Again, Again" will be a top five record from a multiplatinum album. Thanks to the 'legal' Lee Ann, Decca, and Mark for the hit."

OUT OF THE BOX



STEPHANIE
BENTLEY
"The Hopechest
Song" (Epic)
Dave Kelly, PD/MD
WSIX/Nashville

"I feel like Stephanie Bentley has delivered a really passionate song. We're getting a lot of listener reaction to it. It's a little too early to test, but I feel that when we start doing that, we ought to be able to see the song move up. I'm a little nervous about the new artist aspect, but I can see her translating extremely well to the audience. They're attracted by the lyrics and her presentation. It's a very lyrically driven song that is performed extremely well."

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NEW & ACTIVE

BROOKS & DUNN Why Would I Say Goodbye (Arista)

Total Stations: 40, Total Points: 3031, Total Adds: 36, Including: WAMZ 28, WTQR 25, KJUG 22, WQDR 22, KXKC 21, WTVY 20, WQXK 18, WYAY 18, WPOC 16, WRQO 16, WWQM 16, KSAN 15, KTCS 15, WBEE 15, WLWI 15, WQBE 15, WSSL 15, WXTA 15, WKIS 14, WTCM 14, WWGR 14, KYGO 13, WHWK 13, WIVK 13, WQHK 13

AARON TIPPIN That's What Happens When I Hold You (RCA)

Total Stations: 45, Total Points: 2742, Total Adds: 1, Including: WBEE 15
Plays include: KLLL 30 (30), KRRV 30 (26), WFMB 28 (28), WDEN 25 (15), WESC 25 (25), WFGY 25 (25), KEAN 21 (21), KTST 20 (20), WDAF 20 (20), WGH 19 (14), WKSF 18 (18), WMTZ 18 (18), WTCM 18 (18), KGNC 15 (15), WCKT 15 (6), WFMS 15 (15), WKHK 15 (15), WSM 15 (15), WXTA 15 (15), WGTY 14 (14), WGNE 13 (13), KFDI 12 (12), WAXX 12 (12), WTHI 12 (12)

EMILIO I'd Love You To Love Me (Capitol)

Total Stations: 43, Total Points: 2518, Total Adds: 2, Including: WWQQ 20, WIBW 7
Plays include: KYNG 35 (35), KPLX 30 (30), KGNC 25 (25), KASE 21 (21), KEAN 21 (21), WTCM 21 (20), KTST 20 (20), WAYZ 20 (20), KHEY 17 (17), KJUG 15 (15), KGEE 14 (14), KPLM 14 (14), KRYS 14 (14), WSIX 13 (13), KCYY 12 (12), KTEX 12 (9), WAXX 12 (12), WFMB 12 (10), WGRG 12 (12), WLWI 12 (12), WTCR 11 (11), KMLE 10 (10), KNIX 10 (10), WOVK 10 (10), WWYZ 10 (10)

LEE ANN WOMACK Never Again, Again (Decca)

Total Stations: 45, Total Points: 2407, Total Adds: 39, Including: KNIX 23, WWQQ 20, WBOB 19, WCOL 19, KEAN 17, KTCS 15, WMJC 15, WIVK 13, WCMS 11, WIXY 11, KFMS 10, WAMZ 10, WFMB 10, KALF 7, KSOP 7, WDSY 7, WEZL 7, WSM 6, WXCL 6, KATM 5, KHAY 5, KUGN 5, KVOO 5, KZSN 5, WCTK 5, WDEN 5, WESC 5, WIOV 5, WKXX 5, WKML 5, WMIL 5, WMTZ 5, WQHK 5, WSOC 5, WTCM 5, WTQR 5, WWYZ 5, WWZD 5, WXTA 5

DARYLE SINGLETARY The Used To Be's (Giant)

Total Stations: 39, Total Points: 1962, Total Adds: 19, Including: WRKZ 19, WGAR 18, KZSN 17, WKSJ 17, WLRL 15, WSIX 13, WQDR 12, KMLE 10, WGXK 10, KDRK 8, KHEY 7, KSOP 7, KXKT 7, WMSI 7, WRQO 7, WSM 6, KAJA 5, KRYS 5, WBCT 5
Plays include: WCOL 19 (19), WKSF 18 (18), KEAN 17 (17), WXTA 15 (15), WGN 13 (13), KCYY 12 (12), KNUE 12 (7), WAXX 12 (12)

CARYL MACK PARKER One Night Stand (Magnatone)

Total Stations: 46, Total Points: 1856, Total Adds: 7, Including: WQMX 9, WSM 6, WWGR 6, WXCL 6, WBBS 5, WFMB 5, WQYK 5
Plays include: WTCM 22 (22), WWQQ 20 (20), WKSF 18 (10), KZSN 17 (17), KJUG 15 (15), KRRV 15 (15), KNFR 14 (14), KPLM 14 (14), WGN 14 (13), WPKX 14 (14), WSOC 13 (13), WYNK 13 (13), WAXX 12 (12), WKCN 12 (5), WKNN 12 (12), WLWI 12 (12), WKKX 11 (5), WTCR 11 (11)

BR5-49 Little Ramona Gone Hillybilly Nuts (Arista)

Total Stations: 43, Total Points: 1817, Total Adds: 2, Including: KNFR 7, KGEE 5
Plays include: WAMZ 28 (28), WWYZ 19 (19), KEAN 17 (17), WTCM 16 (16), KASH 15 (15), KRRV 15 (15), KVOO 15 (15), WFGY 15 (15), KPLM 14 (14), WGH 14 (5), WKIS 14 (4), KWNR 13 (13), KNUE 12 (12), WTCR 11 (11), KXKC 10 (9), WGTY 9 (11), WOV 9 (9), WRKZ 9 (9), KHAK 8 (8), WMTZ 8 (8), KALF 7 (7), KHAY 7 (8), KJUG 7 (7), WMJC 7 (7), WXXQ 7 (5)

JEFFREY STEELE A Girl Like You (MCG/Curb)

Total Stations: 27, Total Points: 1525, Total Adds: 13, Including: KPLM 14, WFRG 14, WGRG 12, WTCR 11, WXB 9, KQFC 7, KFDI 5, KTO 5, KTTS 5, KYGO 5, WBYT 5, WSOC 5, WTQR 5
Plays include: WPOC 20 (16), WWQQ 20 (20), WBOB 19 (19), WMZQ 17 (17), WXTU 17 (17), WGH 14 (14), WKLB 12 (12), WCMS 11 (11), WGTY 9 (9), WMJC 7 (7), WDEN 5 (5), WRKZ 5 (5), WTVY 5 (5), WWYZ 5 (5)

SUZY BOGGUSS She Said, He Heard (Capitol)

Total Stations: 29, Total Points: 1508, Total Adds: 25, Including: KEEY 18, KEAN 17, WPOC 16, WDEN 15, WMJC 15, WXTA 15, KPLM 14, WFRG 14, WHWK 13, KSON 12, WTCR 11, WDAF 10, WKSF 10, WTCM 10, WGTY 8, WQXK 7, WXXQ 7, KASH 6, WXCL 6, KASE 5, KFDI 5, KTTS 5, KVOO 5, WRKZ 5, WTVY 5

JEFF WOOD Use Mine (Imprint)

Total Stations: 40, Total Points: 1486, Total Adds: 15, Including: WBCT 15, KRRV 12, WAXX 12, WLWI 12, WTCR 11, KFMS 10, KHEY 7, KNFR 7, KSOP 7, WIBW 7, KORD 5, WBYT 5, WCTK 5, WDEZ 5, WFMB 5
Plays include: WWQQ 20 (20), KEAN 17 (17), KJUG 15 (15), WTQR 15 (5), WGN 13 (14), KXKC 10 (10), WTVY 10 (10), WWYZ 10 (5), KHAY 9 (7), KHAK 8 (8), WMTZ 8 (7)

NIKKI NELSON Too Little Too Much (DKC/Columbia)

Total Stations: 33, Total Points: 1255, Total Adds: 14, Including: WKDQ 15, WGH 14, WRNS 13, KBUL 11, WTCR 11, KFMS 10, WTCM 10, KQFC 7, WMSI 7, WMTZ 7, WSM 6, KSAN 5, KWJJ 5, WOKQ 5
Plays include: WWQQ 20 (20), WFGY 15 (15), WXTA 15 (15), KNFR 14 (14), KWNR 13 (13), WKSF 10 (5), WTVY 10 (10), WWYZ 10 (5), WGTY 9 (9), KSOP 7 (7), KGEE 5 (5), KORD 5 (5), KTO 5 (5), KTTS 5 (5), KVOO 5 (5), WDEN 5 (5), WKCN 5 (5), WRKZ 5 (5), WYCD 5 (5)

BRADY SEALS Still Standing Tall (Reprise)

Total Stations: 28, Total Points: 1153, Total Adds: 3, Including: WTCM 14, WRBQ 7, WKCN 5
Plays include: WWQQ 20 (20), WKIX 18 (18), WKSF 18 (18), KNFR 14 (14), WUSQ 14 (14), WRNS 13 (13), WSIX 13 (13), WTCR 11 (11), WTVY 10 (10), WWYZ 10 (10), WFMS 8 (8), WEZL 7 (7), WXXQ 7 (5), WSM 6 (6), WTD 6 (6), WTHI 6 (6), KASE 5 (5), KFDI 5 (5), KTTS 5 (5), KVOO 5 (5), WDEN 5 (5), WUBE 5 (15), WXTA 5 (5)

RHETT AKINS Somebody Knew (Decca)

Total Stations: 21, Total Points: 953, Total Adds: 4, Including: KRMD 15, KNFR 7, KTO 5, WKCN 5
Plays include: WAMZ 28 (28), WKSF 18 (18), KEAN 17 (17), WUSQ 14 (14), WTCR 11 (11), WTVY 10 (10), WWYZ 10 (5), WRKZ 9 (9), WFMS 8 (8), KSOP 7 (7), WSM 6 (6), KFDI 5 (5), KORD 5 (5), KTTS 5 (5), KVOO 5 (5), WDEN 5 (5), WIOV 5 (5)

KENTUCKY HEADHUNTERS Singin' The Blues (BNA)

Total Stations: 18, Total Points: 857, Total Adds: 16, Including: WBYT 18, WRKZ 16, WKDQ 15, KPLM 14, WUSQ 14, WTCR 11, WRNS 10, WGTY 8, WXXQ 7, KFDI 5, KTTS 5, KVOO 5, KYGO 5, WBCT 5, WDEN 5, WTVY 5
Plays include: WWYZ 19 (19), KEEY 10 (10)

CRYSTAL BERNARD State Of Mind (River North)

Total Stations: 18, Total Points: 831, Total Adds: 9, Including: WXBQ 16, WQBE 15, WAXX 12, WTCR 11, KFRG 10, WUSY 7, WBEE 5, WFMB 5, WTVY 5
Plays include: KEAN 17 (17), KRRV 15 (15), WAMZ 10 (10), WWYZ 10 (10), WMJC 7 (7), KFDI 5 (5), KTTS 5 (5), KVOO 5 (5), WDEN 5 (5)

RICK TREVINO I Only Get This Way With You (Columbia)

Total Stations: 12, Total Points: 548, Total Adds: 12, Including: WKIX 18, KEAN 17, KCYY 12, KBUL 11, KFMS 10, KXKC 10, KHEY 7, WQXK 7, WWGR 6, KASE 5, KYGO 5, WWYZ 5

BEKKA & BILLY Patient Heart (Almo Sounds)

Total Stations: 12, Total Points: 517, Total Adds: 0
Plays include: WWQQ 20 (20), KLLL 17 (17), WXTA 15 (15), WGN 13 (13), WAXX 12 (12), WTN 12 (12), WTVY 10 (5), WWYZ 10 (10), KBUL 5 (5), KTTS 5 (5), WDEN 5 (5), WRKZ 5 (5)

SARAH EVANS True Lies (RCA)

Total Stations: 10, Total Points: 303, Total Adds: 9, Including: WFMB 9, KFCK 8, WMSI 7, KTCS 5, KTTS 5, KVOO 5, WDEN 5, WSOC 5, WTCM 5
Plays include: WWYZ 10 (10)

Songs Ranked By Total Points

NATIONAL RADIO FORMATS

ABC RADIO NETWORKS

Coast-To-Coast

Mark Edwards • (214) 991-9200

Adds:

MINDY McCREADY A Girl's Gotta Do ...
SONS OF THE DESERT Whatever Comes First
GEORGE STRAIT One Night At A Time
MARK WILLS Places I've Never Been

Hottest:

CLAY WALKER Rumor Has It
TRACY BYRD Don't Take Her She's All I Got
COLLIN RAYE On The Verge
TRACY LAWRENCE Better Man, Better Off
ALABAMA Sad Lookin' Moon

Real Country

Dave Nicholson • (602) 966-6236

Adds:

JOHN BERRY She's Taken A Shine
MARK WILLS Places I've Never Seen
DARYLE SINGLETARY The Used To Be's
SAWYER BROWN Six Days On The Road

Hottest:

TOBY KEITH Me Too
TRACY BYRD Don't Take Her She's All I Got
TRACE ADKINS (This Ain't) No Thinkin' Thing
REBA McENTIRE How Was I To Know
CLAY WALKER Rumor Has It

AFTER MIDNITE ENTERTAINMENT

Craig Scott • (901) 755-9753

Adds:

BROOKS & DUNN Why Would I Say Goodbye
SONS OF THE DESERT Whatever Comes First

Hottest:

JOHN BERRY She's Taken A Shine
REBA McENTIRE How Was I To Know
DEANA CARTER We Danced Anyway
PATTY LOVELESS She Drew A Broken Heart
DIAMOND RIO Holdin'

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818

Adds:

MARY CHAPIN CARPENTER I Want To Be Your Girlfriend
ALAN JACKSON Everything I Love
MILA MASON Dark Horse
COLLIN RAYE On The Verge
MARK WILLS Places I've Never Seen

Hottest:

TOBY KEITH Me Too
TRAVIS TRITT Where Corn Don't Grow
DEANA CARTER We Danced Anyway
RICK TREVINO Running Out Of Reasons To Run
PATTY LOVELESS She Drew A Broken Heart

BROADCAST PROGRAMMING

Walter Powers • (800) 426-9082

Super Country/Pure Country – Ken Moultrie

Adds:

JOHN MICHAEL MONTGOMERY I Miss You A Little
GEORGE STRAIT One Night At A Time
MARK WILLS Places I've Never Been

Hottest:

JOHN BERRY She's Taken A Shine
DEANA CARTER We Danced Anyway
TOBY KEITH Me Too
REBA McENTIRE How Was I To Know
ALAN JACKSON Everything I Love

BROADCAST PROGRAMMING CONTINUED

Digital Country – L.J. Smith

Adds:

JOHN MICHAEL MONTGOMERY I Miss You A Little
DAVID LEE MURPHY Breakfast In Birmingham
TANYA TUCKER Little Things
MARK WILLS Places I've Never Been

Hottest:

LEANN RIMES Unchained Melody
TOBY KEITH Me Too
DEANA CARTER We Danced Anyway
TRAVIS TRITT Where Corn Don't Grow
PATTY LOVELESS She Drew A Broken Heart

New Country – L.J. Smith

Adds:

JOHN MICHAEL MONTGOMERY I Miss You A Little
DAVID LEE MURPHY Breakfast In Birmingham
TANYA TUCKER Little Things
MARK WILLS Places I've Never Been

Hottest:

LEANN RIMES Unchained Melody
TOBY KEITH Me Too
DEANA CARTER We Danced Anyway
TRAVIS TRITT Where Corn Don't Grow
PATTY LOVELESS She Drew A Broken Heart

JONES SATELLITE NETWORKS

Phil Barry • (303) 784-8700

U.S. Country – Jim Murphy

Adds:

SUZY BOGGUSS She Said, He Heard
BROOKS & DUNN Why Would I Say Goodbye
MILA MASON Dark Horse
GEORGE STRAIT One Night At A Time
TRISHA YEARWOOD I Need You

Hottest:

JOHN BERRY She's Taken A Shine
DEANA CARTER She Danced Anyway
PATTY LOVELESS She Drew A Broken Heart
LEANN RIMES Unchained Melody
TRAVIS TRITT Where Corn Don't Grow

WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (805) 294-9000

Hot Country – David Felker

Adds:

BROOKS & DUNN Why Would I Say Goodbye
GEORGE STRAIT One Night At A Time
TANYA TUCKER Little Things
BRYAN WHITE Sittin' On Go
TRISHA YEARWOOD I Need You

Hottest:

JOHN BERRY She's Taken A Shine
LEANN RIMES Unchained Melody
TRAVIS TRITT Where Corn Don't Grow
DEANA CARTER She Danced Anyway
TOBY KEITH Me Too

Mainstream Country – David Felker

Adds:

BROOKS & DUNN Why Would I Say Goodbye
JOHN MICHAEL MONTGOMERY I Miss You A Little
GEORGE STRAIT One Night At A Time

Hottest:

DEANA CARTER She Danced Anyway
LEANN RIMES Unchained Melody
TOBY KEITH Me Too
TRAVIS TRITT Where Corn Don't Grow
JOHN BERRY She's Taken A Shine



60.2 million households
Traci Todd,
Manager/Video Programming

ADDS

STEPHANIE BENTLEY The Hopechest Song (Epic)
CARYL MACK PARKER One Night Stand (Magnatone)
TANYA TUCKER Little Things (Capitol)
JEFF WOOD Use Mine (Imprint)

HEAVY

TRACE ADKINS This Ain't (No Thinkin' Thing) (Capitol)
STEPHANIE BENTLEY The Hopechest Song (Epic)
JOHN BERRY She's Taken A Shine (Capitol)
TRACY BYRD Don't Take Her She's All I Got (MCA)
DEANA CARTER We Danced Anyway (Capitol)
TERRI CLARK Emotional Girl (Mercury)
BILLY RAY CYRUS Three Little Words (Mercury)
TOBY KEITH Me Too (Mercury)
ALISON KRAUSS Baby Mine (Walt Disney)
TRACY LAWRENCE Better Man, Better Off (Atlantic)
KATHY MATTEA 455 Rocket (Mercury)
MARTINA McBRIDE Cry On The Shoulder Of The Road (RCA)
COLLIN RAYE On The Verge (Columbia)
LORRIE MORGAN Good As I Was To You (BNA)
RICOCHET Ease My Troubled Mind (Columbia)
DARYLE SINGLETARY Amen Kind Of Love (Giant)
TRAVIS TRITT Where Corn Don't Grow (Warner Bros.)
CLAY WALKER Rumor Has It (Giant)

Information current as of March 10.



30.8 million households
Chris Parr, Director/Programming
Paul Hastaba, VP/GM

ADDS

STEPHANIE BENTLEY The Hopechest Song (Epic)
TANYA TUCKER Little Things (Capitol)

TOP 10

RICK TREVINO Running Out Of Reasons To Run (Columbia)
DEANA CARTER We Danced Anyway (Capitol)
JOHN BERRY She's Taken A Shine (Capitol)
TRAVIS TRITT Where Corn Don't Grow (Warner Bros.)
TOBY KEITH Me Too (Mercury)
CLAY WALKER Rumor Has It (Giant)
TRACE ADKINS (This Ain't) No Thinkin' Thing (Capitol)
TY HERNDON She Wants To Be Wanted Again (Epic)
DARYLE SINGLETARY Amen Kind Of Love (Giant)
TERRI CLARK Emotional Girl (Mercury)

HEAVY

TRACE ADKINS (This Ain't) No Thinkin' Thing (Capitol)
JOHN BERRY She's Taken A Shine (Capitol)
TRACY BYRD Don't Take Her She's All I Got (MCA)
DEANA CARTER We Danced Anyway (Capitol)
TERRI CLARK Emotional Girl (Mercury)
TY HERNDON She Wants To Be Wanted Again (Epic)
TOBY KEITH Me Too (Mercury)
RICOCHET Ease My Troubled Mind (Columbia)
TRAVIS TRITT Where Corn Don't Grow (Warner Bros.)
CLAY WALKER Rumor Has It (Giant)

HOT SHOTS

ANITA COCHRAN I Could Love A Man Like That (Warner Bros.)
EMILIO I'd Love You To Love Me (Capitol)
CLELUS T. JUDD Clellus Went Down To Florida (Razor & Tie)
KENTUCKY HEADHUNTERS Singin' The Blues (BNA)
TRACY LAWRENCE Better Man, Better Off (Atlantic)
LITTLE TEXAS Bad For Us (Warner Bros.)
MILA MASON Dark Horse (Atlantic)
JOHN MICHAEL MONTGOMERY I Miss You A Little (Atlantic)
NIKKI NELSON Too Little Too Much (Columbia)
CARYL MACK PARKER One Night Stand (Magnatone)
SAWYER BROWN Six Days On The Road (Curb)
KEVIN SHARP She's Sure Taking It Well (143/Asylum/EEG)
TRISHA YEARWOOD I Need You (MCA)

Heavy rotation songs receive four to five plays per day. Hot Shots receive three to four plays per day. Pick Hits of the Week receive an extra play above heavy rotation per day. All Top 10 videos also receive heavy rotation.

Information current as of March 5.

COUNTRY PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE



93.9 KZLA
Los Angeles
(818) 246-0939
Sebastian/Fink

MARKET #2

KZLA/Los Angeles
(818) 246-0939
Sebastian/Fink

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
34	34	34	34	34	JOHN BERRY/She's Taken A Shine
24	15	34	34	34	DEANA CARTER/We Danced Anyway
19	24	34	34	34	TRACE ADKINS/(This Ain't) No...
-	7	19	34	34	ALABAMA/Sad Lookin' Moon
19	19	19	34	34	TRACY BYRD/Don't Take Her...
24	34	34	34	34	TOBY KEITH/Me Too
24	34	34	34	34	DAVID KERSH/Another You
19	24	24	34	34	KENNY CHESNEY/When I Close My Eyes
19	24	24	34	34	CLAY WALKER/Rumor Has It
7	19	24	34	34	TERRI CLARK/Emotional Girl
7	19	24	34	34	LONESTAR/Heartbroke Every Day
7	19	24	34	34	COLLIN RAYE/On The Verge
24	24	24	34	34	BUFFALO CLUB/If She Don't Love...
24	24	24	34	34	DIAMOND RIO/Holdin'
19	19	19	34	34	STEPHANIE BENTLEY/The Hopechest Song
-	7	19	34	34	KEVIN SHARP/She's Sure Taking...
-	-	19	34	34	GEORGE STRAIT/One Night At A Time
7	7	7	34	34	KIPPI BRANNON/Daddy's Little Girl
7	7	7	34	34	DAVID LEE MURPHY/Breakfast In...
-	-	7	34	34	DARYLE SINGLETARY/Amen Kind Of Love
19	7	34	34	34	SAMMY KERSHAW/Politics, Religion...
19	24	24	34	34	REBA MCENTIRE/How Was I To Know
7	-	7	34	34	ALAN JACKSON/Everything I Love
15	15	15	34	34	LEANN RIMES/Unchained Melody
15	15	15	34	34	BROOKS & DUNN/Man This Lonely
34	34	34	34	34	TY HERNDON/She Wants To Be...
15	15	15	34	34	TRACY LAWRENCE/Better Man...
24	15	15	34	34	PATTY LOVELESS/She Drew A Broken...
34	34	34	34	34	MINDY MCCREADY/Maybe He'll Notice...
15	15	15	34	34	JOHN M. MONTGOMERY/Friends
34	34	34	34	34	RICK TREVINO/Running Out Of...
-	7	15	34	34	TRAVIS TRITTT/Where Corn Don't...
7	19	24	34	34	MILA MASON/Dark Horse
-	7	19	34	34	JEFF WOOD/Use Mine
-	7	19	34	34	TRISHA YEARWOOD/Need You
-	7	19	34	34	TRACY LAWRENCE/Better Man...
-	7	19	34	34	JOHN M. MONTGOMERY/MISS You A Little
-	7	19	34	34	CARYL MACK PARKER/One Night Stand
19	19	7	34	34	RICOCHET/Ease My Troubled...



94.7 KICKS
Chicago
(312) 984-5425
Stecker/McCann

MARKET #3

WKKC/Chicago
(312) 984-5425
Stecker/McCann

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
35	35	35	35	35	LEANN RIMES/Unchained Melody
35	35	35	35	35	TOBY KEITH/Me Too
35	35	35	35	35	DEANA CARTER/We Danced Anyway
20	20	35	35	35	TRAVIS TRITTT/Where Corn Don't...
20	20	35	35	35	JOHN BERRY/She's Taken A Shine
20	20	35	35	35	PATTY LOVELESS/She Drew A Broken...
20	20	35	35	35	DIAMOND RIO/Holdin'
20	20	35	35	35	ALAN JACKSON/Everything I Love
20	20	35	35	35	REBA MCENTIRE/How Was I To Know
20	20	35	35	35	CLAY WALKER/Rumor Has It
20	20	35	35	35	TRACE ADKINS/(This Ain't) No...
20	20	35	35	35	TRACY BYRD/Don't Take Her...
20	20	35	35	35	KENNY CHESNEY/When I Close My Eyes
10	20	35	35	35	DAVID KERSH/Another You
10	20	35	35	35	TERRI CLARK/Emotional Girl
10	20	35	35	35	LONESTAR/Heartbroke Every Day
-	20	35	35	35	LORRIE MORGAN/Good As I Was To You
10	20	35	35	35	RICOCHET/Ease My Troubled...
35	35	35	35	35	RICK TREVINO/Running Out Of...
35	35	35	35	35	VINCE GILL/Pretty Little...
35	35	35	35	35	DARYLE SINGLETARY/Amen Kind Of Love
10	10	35	35	35	BUFFALO CLUB/If She Don't Love...
10	10	35	35	35	COLLIN RAYE/On The Verge
10	10	35	35	35	GEORGE STRAIT/One Night At A Time
14	14	14	35	35	GARY ALLAN/Her Man
14	14	14	35	35	TRACY BYRD/Big Love
14	14	14	35	35	JOHN M. MONTGOMERY/Friends
20	14	14	35	35	KEVIN SHARP/Nobody Knows
20	14	14	35	35	TRACY LAWRENCE/Is That A Tear
20	14	14	35	35	TRISHA YEARWOOD/Everybody Knows
20	14	14	35	35	FAITH HILL/Can't Do That...
35	20	14	35	35	MARK CHESNUTT/It's A Little Too...
35	20	14	35	35	CLINT BLACK/Half Way Up
35	20	14	35	35	BROOKS & DUNN/Man This Lonely
10	10	10	35	35	M. CHAPIN CARPENTER/I Want To Be Your...
10	10	10	35	35	KATHY MATTEA/455 Rocket
10	10	10	35	35	ALABAMA/Sad Lookin' Moon
10	10	10	35	35	KEVIN SHARP/She's Sure Taking...
-	10	10	35	35	BURNIN' DAYLIGHT/Say Yes
-	10	10	35	35	SAWYER BROWN/Six Days On The Road



95.9 WJSC
Chicago
(312) 649-0099
Sledge/Blondo

MARKET #3

WJSC/Chicago
(312) 649-0099
Sledge/Blondo

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
36	36	36	36	36	PATTY LOVELESS/She Drew A Broken...
36	36	36	36	36	REBA MCENTIRE/How Was I To Know
20	20	36	36	36	JOHN BERRY/She's Taken A Shine
36	36	36	36	36	ALAN JACKSON/Everything I Love
36	36	36	36	36	DARYLE SINGLETARY/Amen Kind Of Love
20	20	36	36	36	CLAY WALKER/Rumor Has It
36	36	36	36	36	DEANA CARTER/We Danced Anyway
36	36	36	36	36	LEANN RIMES/Unchained Melody
20	20	36	36	36	COLLIN RAYE/On The Verge
20	20	36	36	36	LONESTAR/Heartbroke Every Day
20	20	36	36	36	DAVID KERSH/Another You
20	20	36	36	36	TERRI CLARK/Emotional Girl
20	20	36	36	36	TOBY KEITH/Me Too
20	20	36	36	36	TRACE ADKINS/(This Ain't) No...
20	20	36	36	36	TY HERNDON/She Wants To Be...
20	20	36	36	36	LORRIE MORGAN/Good As I Was To You
20	20	36	36	36	TRAVIS TRITTT/Where Corn Don't...
20	20	36	36	36	DIAMOND RIO/Holdin'
20	20	36	36	36	ALABAMA/Sad Lookin' Moon
-	14	20	36	36	RICOCHET/Ease My Troubled...
-	5	20	36	36	TRACY LAWRENCE/Better Man...
5	14	20	36	36	KENNY CHESNEY/When I Close My Eyes
-	-	20	36	36	GEORGE STRAIT/One Night At A Time
14	14	14	36	36	GARY ALLAN/Her Man
14	14	14	36	36	TRACY BYRD/Big Love
14	14	14	36	36	JOHN M. MONTGOMERY/Friends
14	14	14	36	36	KEVIN SHARP/Nobody Knows
14	14	14	36	36	TRACY LAWRENCE/Is That A Tear
14	14	14	36	36	TRISHA YEARWOOD/Everybody Knows
14	14	14	36	36	FAITH HILL/Can't Do That...
14	14	14	36	36	MARK CHESNUTT/It's A Little Too...
14	14	14	36	36	CLINT BLACK/Half Way Up
14	14	14	36	36	BROOKS & DUNN/Man This Lonely
14	14	14	36	36	M. CHAPIN CARPENTER/I Want To Be Your...
36	36	10	36	36	KATHY MATTEA/455 Rocket
36	36	10	36	36	ALABAMA/Sad Lookin' Moon
-	10	36	36	36	KEVIN SHARP/She's Sure Taking...
-	10	36	36	36	BURNIN' DAYLIGHT/Say Yes
-	10	36	36	36	SAWYER BROWN/Six Days On The Road



94.9 KSAN
San Francisco
(415) 291-0202
Roberts/Ryan

MARKET #4

KSAN/San Francisco
(415) 291-0202
Roberts/Ryan

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
25	25	25	35	35	TRACE ADKINS/(This Ain't) No...
25	25	35	35	35	JOHN BERRY/She's Taken A Shine
35	35	35	35	35	DEANA CARTER/We Danced Anyway
25	25	35	35	35	ALAN JACKSON/Everything I Love
35	35	35	35	35	PATTY LOVELESS/She Drew A Broken...
25	25	35	35	35	REBA MCENTIRE/How Was I To Know
35	25	35	35	35	LEANN RIMES/Unchained Melody
-	5	35	35	35	GEORGE STRAIT/One Night At A Time
35	35	35	35	35	TRAVIS TRITTT/Where Corn Don't...
25	25	35	35	35	CLAY WALKER/Rumor Has It
5	25	35	35	35	TRACY BYRD/Don't Take Her...
15	25	35	35	35	KENNY CHESNEY/When I Close My Eyes
25	25	35	35	35	TERRI CLARK/Emotional Girl
25	25	35	35	35	DIAMOND RIO/Holdin'
15	25	35	35	35	BILL ENGVALL/Here's Your Sign...
15	25	35	35	35	TRACY LAWRENCE/Better Man...
25	15	25	35	35	JOHN M. MONTGOMERY/MISS You A Little
15	15	25	35	35	COLLIN RAYE/On The Verge
15	15	25	35	35	RICOCHET/Ease My Troubled...
-	5	15	25	35	SAWYER BROWN/Six Days On The Road
15	15	25	35	35	KEVIN SHARP/She's Sure Taking...
25	15	25	35	35	LEE ANN WOMACK/Never Again, Again
-	15	25	35	35	ALABAMA/Sad Lookin' Moon
-	5	15	25	35	BROOKS & DUNN/Why Would I Say...
5	5	15	25	35	BUFFALO CLUB/If She Don't Love...
25	25	15	25	35	M. CHAPIN CARPENTER/I Want To Be Your...
15	15	25	35	35	VINCE GILL/Pretty Little...
15	15	25	35	35	KATHY MATTEA/455 Rocket
15	15	25	35	35	DAVID KERSH/Another You
5	5	15	25	35	MILA MASON/Dark Horse
-	15	25	35	35	LORRIE MORGAN/Good As I Was To You
-	15	25	35	35	KENNY CHESNEY/When I Close My Eyes
-	15	25	35	35	VINCE GILL/Pretty Little...
15	15	25	35	35	TRACY BYRD/Don't Take Her...
15	15	25	35	35	GARY ALLAN/Her Man
35	35	15	25	35	CLINT BLACK/Half Way Up
35	35	15	25	35	BROOKS & DUNN/Man This Lonely
-	15	15	25	35	TRACY BYRD/Big Love
-	15	15	25	35	DEANA CARTER/Strawberry Wine
35	35	15	25	35	MARK CHESNUTT/It's A Little Too...
35	15	15	25	35	VINCE GILL/Pretty Little...
15	15	15	25	35	DAVID KERSH/Goodnight Sweetheart



93.3 YOUNG COUNTRY
San Francisco
(415) 391-9330
Logan/Jordan

MARKET #4

KYCY/San Francisco
(415) 391-9330
Logan/Jordan

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
50	50	50	50	50	CLAY WALKER/Rumor Has It
50	50	50	50	50	TRACY BYRD/Don't Take Her...
50	50	50	50	50	TOBY KEITH/Me Too
35	35	50	50	50	TY HERNDON/She Wants To Be...
35	35	50	50	50	REBA MCENTIRE/How Was I To Know
35	35	50	50	50	DIAMOND RIO/Holdin'
25	35	50	50	50	TRACE ADKINS/(This Ain't) No...
25	35	50	50	50	LEANN RIMES/Unchained Melody
50	50	50	50	50	DEANA CARTER/We Danced Anyway
35	35	50	50	50	TERRI CLARK/Emotional Girl
25	35	50	50	50	MILA MASON/Dark Horse
25	35	50	50	50	PATTY LOVELESS/She Drew A Broken...
-	35	50	50	50	DAVID KERSH/Another You
35	35	50	50	50	NEAL MCCOY/That Woman Of Mine
5	25	35	50	50	ALABAMA/Sad Lookin' Moon
35	35	50	50	50	LONESTAR/Heartbroke Every Day
-	35	50	50	50	GEORGE STRAIT/One Night At A Time
-	35	50	50	50	LORRIE MORGAN/Good As I Was To You
35	35	50	50	50	MARTINA MCBRIDE/Cry On...
35	35	50	50	50	JOHN BERRY/She's Taken A Shine
-	25	35	50	50	M. CHAPIN CARPENTER/I Want To Be Your...
25	25	35	50	50	TRAVIS TRITTT/Where Corn Don't...
25	25	35	50	50	ALABAMA/Sad Lookin' Moon
25	25	35	50	50	BROOKS & DUNN/Why Would I Say...
5	5	25	35	50	BUFFALO CLUB/If She Don't Love...
-	25	35	50	50	KEVIN SHARP/She's Sure Taking...
5	25	35	50	50	BILL ENGVALL/Here's Your Sign...
5	25	35	50	50	TRACY BYRD/Don't Take Her...
5	25	35	50	50	MILA MASON/Dark Horse
-	15	25	35	50	LORRIE MORGAN/Good As I Was To You
-	15	25	35	50	KENNY CHESNEY/When I Close My Eyes
50	50	50	50	50	VINCE GILL/Pretty Little...
10	10	10	10	10	PATTY LOVELESS/Lonely Too Long
10	10	10	10	10	GARTH BROOKS/That Ol' Wind
10	10	10	10	10	REBA MCENTIRE/The Fear Of Being...
10	10	10	10	10	JOHN M. MONTGOMERY/Friends
10	10	10	10	10	LEANN RIMES/One Way Ticket...
10	10				

COUNTRY PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE



COUNTRY REPORTERS

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Effective 3/7/97

195 Total Reporters

Breaker Criteria=60% Of Reporting Panel For The First Time

MARKET #23	
KYGO/Denver (303) 321-0950 St. John/Page	
PLAYS	ARTIST/TITLE
SW ZW LW TW	
30 30 30 30	JOHN M. MONTGOMERY/Friends
22 22 30 30	TRACE ADKINS/(This Ain't) No...
30 30 30 30	JAMES BONAAMY/If I Do Is Love Her
30 30 30 30	KENNY CHESNEY/When I Close My Eyes
30 30 30 30	CLINT BLACK/Half Way Up
30 30 30 30	TOBY KEITH/Me Too
13 13 30 30	DAVID KERSH/Another You
30 30 30 30	VINCE GILL/Pretty Little...
22 22 30 30	DIAMOND RIO/Holdin'
30 30 30 30	JOHN BERRY/She's Taken A Shine
22 22 30 30	TRAVIS TRITT/Where Corn Don't...
30 30 30 30	LONESTAR/Heartbroke Every Day
22 22 30 30	DEANA CARTER/We Danced Anyway
22 22 30 30	ALAN JACKSON/Everything I Love
22 22 30 30	BILL ENGVALL/Here's Your Sign...
22 22 30 30	DERYL DODD/That's How I Got...
22 22 30 30	PATTY LOVELESS/She Drew A Broken...
22 22 30 30	CLAY WALKER/Rumor Has It
13 12 22 30	BUFFALO CLUB/If She Don't Love...
13 12 22 30	MARTINA MCBRIDE/Cry On...
5 5 13 22	SAWYER BROWN/Six Days On The Road
5 5 13 22	LORRIE MORGAN/Good As I Was To You
5 5 13 22	TRACY BYRD/Don't Take Her...
13 12 22 30	TERRI CLARK/Emotional Girl
13 13 13 13	MINDY MCCREADY/A Girl's Gotta Do...
13 13 13 13	COLLIN RAYE/On The Verge
13 13 13 13	MILA MASON/Dark Horse
13 13 13 13	ALABAMA/Sad Lookin' Moon
13 13 13 13	TRACY LAWRENCE/Better Man...
5 5 13 13	RICOCHET/Ease My Troubled...
13 13 13 13	BRYAN WHITE/Sittin' On Go
13 13 13 13	KEVIN SHARP/She's Sure Taking...
13 13 13 13	BURNIN' DAYLIGHT/Say Yes
13 13 13 13	STEPHANIE BENTLEY/The Hopechest Song
13 13 13 13	BROOKS & DUNN/Why Would I Say...
13 13 13 13	LEANN RIMES/Light In Your Eyes
13 13 13 13	JOE DIFFIE/This Is Your Brain
13 13 13 13	GEORGE STRAIT/One Night At A Time

MARKET #24	
KUPL/Portland, OR (503) 223-0300 Rogers/Taylor	
PLAYS	ARTIST/TITLE
SW ZW LW TW	
36 36 36 36	TRACY LAWRENCE/That A Tear
36 36 36 36	RICK TREVINO/Running Out Of...
36 36 36 36	KEVIN SHARP/Nobody Knows
25 25 36 36	TRAVIS TRITT/Where Corn Don't...
25 25 36 36	ALAN JACKSON/Everything I Love
36 36 36 36	REBA MCENTIRE/How Was I To Know
25 25 36 36	DARYLE SINGLETARY/Amen Kind Of Love
36 36 36 36	TRACY BYRD/Don't Take Her...
25 25 36 36	CLAY WALKER/Rumor Has It
25 25 25 25	LONESTAR/Heartbroke Every Day
7 12 25 25	TOBY KEITH/Me Too
25 25 25 25	DEANA CARTER/We Danced Anyway
25 25 25 25	JOHN BERRY/She's Taken A Shine
25 25 25 25	PATTY LOVELESS/She Drew A Broken...
25 25 25 25	TERRI CLARK/Emotional Girl
25 25 25 25	TRACE ADKINS/(This Ain't) No...
12 25 25 25	DIAMOND RIO/Holdin'
12 25 25 25	MARTY STUART/You Can't Stop Love
12 25 25 25	RICOCHET/Ease My Troubled...
12 25 25 25	COLLIN RAYE/On The Verge
12 25 25 25	BIG HOUSE/Cold Outside
12 25 25 25	ALABAMA/Sad Lookin' Moon
25 25 12 12	LEANN RIMES/Unchained Melody
25 36 36 12	BILL ENGVALL/Here's Your Sign...
12 12 12 12	BUFFALO CLUB/If She Don't Love...
12 12 12 12	CHRIS LEDOUX/When I Say Forever
7 7 12 12	TRACY LAWRENCE/Better Man...
7 7 12 12	M. CHAPIN CARPENTER/ I Want To Be Your...
7 7 12 12	KENNY CHESNEY/When I Close My Eyes
7 7 12 12	SAWYER BROWN/Six Days On The Road
7 7 12 12	GEORGE STRAIT/One Night At A Time
7 7 7 7	BURNIN' DAYLIGHT/Say Yes
7 7 7 7	TRISHA YEARWOOD/Need You
7 7 7 7	KATHY MATTEA/455 Rocket
7 7 7 7	MINDY MCCREADY/A Girl's Gotta Do...
7 7 7 7	JOHN M. MONTGOMERY/ Miss You A Little

MARKET #24	
KWJJ/Portland, OR (503) 228-4393 Mitchell/McCrae	
PLAYS	ARTIST/TITLE
SW ZW LW TW	
25 25 25 40	DEANA CARTER/We Danced Anyway
38 38 38 38	DARYLE SINGLETARY/Amen Kind Of Love
25 38 38 38	TRACY BYRD/Don't Take Her...
38 38 38 38	REBA MCENTIRE/How Was I To Know
38 38 38 38	TOBY KEITH/Me Too
18 18 18 38	COLLIN RAYE/On The Verge
38 38 38 38	CLAY WALKER/Rumor Has It
38 50 38 38	RICK TREVINO/Running Out Of...
38 38 38 38	BRYAN WHITE/That's Another Song
25 38 38 38	PATTY LOVELESS/She Drew A Broken...
18 18 18 25	BILL ENGVALL/Here's Your Sign...
18 18 18 25	FAITH HILL/Can't Do That...
25 25 25 25	TRACY LAWRENCE/That A Tear
25 25 25 25	KENNY CHESNEY/Me And You
38 25 25 25	KEVIN SHARP/Nobody Knows
25 25 25 25	GEORGE STRAIT/One Night At A Time
18 18 18 25	JOHN BERRY/She's Taken A Shine
18 18 18 25	TRACE ADKINS/(This Ain't) No...
25 25 25 25	LEANN RIMES/Unchained Melody
25 18 25 25	TRAVIS TRITT/Where Corn Don't...
25 25 25 25	DIAMOND RIO/Holdin'
18 18 18 20	BIG HOUSE/Cold Outside
18 18 18 18	GARY ALLAN/Forever And A Day
18 18 18 18	LONESTAR/Heartbroke Every Day
18 18 18 18	BUFFALO CLUB/If She Don't Love...
18 18 18 18	TANYA TUCKER/Little Things
18 18 18 18	ALABAMA/Sad Lookin' Moon
18 18 18 18	BRYAN WHITE/Sittin' On Go
18 18 18 18	SAWYER BROWN/Six Days On The Road
18 18 18 18	JOE DIFFIE/This Is Your Brain
5 5 18 18	KENNY CHESNEY/When I Close My Eyes
15 15 15 18	TERRI CLARK/Emotional Girl
5 5 5 7	JEFF WOOD/Use Mine
5 5 5 7	TRISHA YEARWOOD/Need You
5 5 5 7	DAVID KERSH/Another You
5 5 5 7	LORRIE MORGAN/Good As I Was To You
5 5 5 6	KATHY MATTEA/455 Rocket
5 5 5 5	MARK WILLS/Places I've Never...

MARKET #25	
WBUE/Cincinnati (513) 721-1050 Closson/Hamilton	
PLAYS	ARTIST/TITLE
SW ZW LW TW	
25 25 35 35	PATTY LOVELESS/She Drew A Broken...
35 25 35 35	VINCE GILL/Pretty Little...
25 25 35 35	REBA MCENTIRE/How Was I To Know
35 25 35 35	MARK CHESNUTT/It's A Little Too...
35 25 35 35	LEANN RIMES/Unchained Melody
35 25 35 35	LITTLE TEXAS/Kiss The Girl
35 25 35 35	TOBY KEITH/Me Too
35 25 35 35	DEANA CARTER/We Danced Anyway
18 18 25 35	KENNY CHESNEY/When I Close My Eyes
18 18 25 35	BRYAN WHITE/Sittin' On Go
25 25 25 25	TRAVIS TRITT/Where Corn Don't...
25 25 25 25	ALAN JACKSON/Everything I Love
18 18 25 25	TRACY BYRD/Don't Take Her...
18 18 25 25	GEORGE STRAIT/One Night At A Time
18 18 25 25	BILL ENGVALL/Here's Your Sign...
25 25 25 25	TRACE ADKINS/(This Ain't) No...
18 18 25 25	DAVID KERSH/Another You
25 25 35 25	RICK TREVINO/Running Out Of...
18 18 25 25	JOHN BERRY/She's Taken A Shine
35 25 35 25	DARYLE SINGLETARY/Amen Kind Of Love
18 25 27 25	LEE ANN WOMACK/Never Again, Again
25 18 15 18	CLAY WALKER/Rumor Has It
18 18 15 18	LORRIE MORGAN/Good As I Was To You
18 18 15 18	SAWYER BROWN/Six Days On The Road
5 5 15 18	BUFFALO CLUB/If She Don't Love...
18 18 15 18	TERRI CLARK/Emotional Girl
18 18 15 18	ALABAMA/Sad Lookin' Moon
25 18 15 18	COLLIN RAYE/On The Verge
5 18 15 18	KATHY MATTEA/455 Rocket
18 18 15 18	JOHN M. MONTGOMERY/ Miss You A Little
18 18 15 18	MINDY MCCREADY/A Girl's Gotta Do...
18 18 15 18	DIAMOND RIO/Holdin'
18 18 15 18	TRACY LAWRENCE/Better Man...
18 18 15 18	MILA MASON/Dark Horse
18 18 15 18	KEVIN SHARP/She's Sure Taking...
18 18 15 18	TANYA TUCKER/Little Things
13 13 13 13	GEORGE STRAIT/ Can Still Make...
13 13 13 13	LEANN RIMES/One Way Ticket...
13 13 13 13	GARY ALLAN/Her Man
13 13 13 13	JOHN M. MONTGOMERY/Friends

MARKET #26	
KFRG/Riverside (909) 825-9525 Massie/Jeffrey	
PLAYS	ARTIST/TITLE
SW ZW LW TW	
24 37 37 37	MINDY MCCREADY/Maybe He'll Notice...
24 24 24 37	TY HERNDON/She Wants To Be...
37 37 37 37	BRYAN WHITE/That's Another Song
37 37 37 37	MARK CHESNUTT/It's A Little Too...
24 37 37 37	TOBY KEITH/Me Too
24 24 24 37	CLINT BLACK/Half Way Up
37 37 37 37	JOHN BERRY/She's Taken A Shine
24 24 24 37	LEANN RIMES/Unchained Melody
24 37 37 37	REBA MCENTIRE/How Was I To Know
16 24 24 24	MARTY STUART/You Can't Stop Love
24 24 24 24	BROOKS & DUNN/Man This Lonely
24 24 24 24	PATTY LOVELESS/She Drew A Broken...
24 24 24 24	DEANA CARTER/We Danced Anyway
24 24 24 24	TRAVIS TRITT/Where Corn Don't...
16 16 24 24	MARTINA MCBRIDE/Cry On...
16 16 24 24	ALAN JACKSON/Everything I Love
16 16 24 24	TRACE ADKINS/(This Ain't) No...
16 16 24 24	TERRI CLARK/Emotional Girl
16 24 24 24	BILL ENGVALL/Here's Your Sign...
16 24 24 24	DIAMOND RIO/Holdin'
10 16 16 24	LONESTAR/Heartbroke Every Day
10 16 16 24	TRACY BYRD/Don't Take Her...
10 16 16 16	NEAL MCCOY/That Woman Of Mine
10 10 16 16	BUFFALO CLUB/If She Don't Love...
10 16 16 16	CLAY WALKER/Rumor Has It
10 16 16 16	KENNY CHESNEY/When I Close My Eyes
10 16 16 16	LORRIE MORGAN/Good As I Was To You
10 16 16 16	TRACY LAWRENCE/Better Man...
10 16 16 16	ALABAMA/Sad Lookin' Moon
10 10 10 10	KIPPI BRANNON/Daddy's Little Girl
10 10 10 10	THRASHER SHIVER/Be Honest
10 10 10 10	RICOCHET/Ease My Troubled...
10 10 10 10	GEORGE STRAIT/One Night At A Time
10 10 10 10	DAVID KERSH/Another You
10 10 10 10	CRYSTAL BERNARD/State Of Mind
10 10 10 10	MARK WILLS/Places I've Never...

MARKET #27	
KBEO/Kansas City (816) 531-2535 Kennedy/McEntire	
PLAYS	ARTIST/TITLE
SW ZW LW TW	
31 36 43 43	JOHN BERRY/She's Taken A Shine
31 36 43 43	BROOKS & DUNN/Man This Lonely
31 36 43 43	DEANA CARTER/We Danced Anyway
31 31 34 43	LONESTAR/Heartbroke Every Day
31 31 43 43	TRAVIS TRITT/Where Corn Don't...
30 31 31 34	KENNY CHESNEY/When I Close My Eyes
31 31 34 34	DIAMOND RIO/Holdin'
31 31 31 34	PATTY LOVELESS/She Drew A Broken...
31 31 34 34	GEORGE STRAIT/Do The Right Thing
30 31 30 34	JEFF WOOD/You Just Get One
24 24 30 31	STEPHANIE BENTLEY/The Hopechest Song
24 31 31 31	TRACY BYRD/Don't Take Her...
24 31 31 31	BUFFALO CLUB/If She Don't Love...
30 31 31 31	M. CHAPIN CARPENTER/ I Want To Be Your...
30 31 31 31	REBA MCENTIRE/How Was I To Know
24 24 30 31	TIM MCGRAW/ I Didn't Ask And...
18 18 24 31	COLLIN RAYE/On The Verge
18 18 24 31	KEVIN SHARP/She's Sure Taking...
24 31 31 31	CLAY WALKER/Rumor Has It
24 31 31 30	TRACE ADKINS/(This Ain't) No...
18 24 24 30	ALABAMA/Sad Lookin' Moon
24 24 30 30	HARLEY ALLEN/Love Ain't...
31 31 30 30	TERRI CLARK/Emotional Girl
18 24 30 30	ALAN JACKSON/Everything I Love
18 24 30 30	TRACY LAWRENCE/Better Man...
31 31 31 30	MILA MASON/Dark Horse
24 24 30 30	RICOCHET/Ease My Troubled...
18 18 24 24	THRASHER SHIVER/Be Honest
18 18 24 24	LITTLE TEXAS/ Bad For Us
18 18 24 24	MARTINA MCBRIDE/Cry On...
18 18 24 24	MINDY MCCREADY/A Girl's Gotta Do...
18 18 24 24	JOHN M. MONTGOMERY/ Miss You A Little
24 24 24 24	LORRIE MORGAN/Good As I Was To You
18 18 24 24	GEORGE STRAIT/One Night At A Time
18 18 24 24	BRYAN WHITE/Sittin' On Go
18 18 24 24	MARK WILLS/Places I've Never...
18 18 24 24	STEVE AZAR/ Go Crazy
18 18 18 18	SONS OF THE DESERT/Whatever Comes First

MARKET #27	
KFKF 94FM/Kansas City (816) 753-4000 Carter/Stevens	
PLAYS	ARTIST/TITLE
SW ZW LW TW	
25 25 35 35	LEANN RIMES/Unchained Melody
8 8 25 35	TRACY BYRD/Don't Take Her...
35 25 35 35	JOHN BERRY/She's Taken A Shine
35 25 35 35	REBA MCENTIRE/How Was I To Know
25 25 35 35	TRACE ADKINS/(This Ain't) No...
25 25 35 35	DAVID KERSH/Another You
35 25 35 35	DEANA CARTER/We Danced Anyway
25 25 35 35	ALAN JACKSON/Everything I Love
25 25 35 35	KENNY CHESNEY/When I Close My Eyes
8 8 15 25	DIAMOND RIO/Holdin'
8 8 15 25	MINDY MCCREADY/A Girl's Gotta Do...
35 35 35 25	TOBY KEITH/Me Too
25 25 25 25	TRAVIS TRITT/Where Corn Don't...
25 25 25 25	MARK CHESNUTT/It's A Little Too...
35 25 25 25	BROOKS & DUNN/Man This Lonely
25 25 25 25	JAMES BONAAMY/If I Do Is Love Her
25 25 25 25	PATTY LOVELESS/She Drew A Broken...
15 15 25 25	RICOCHET/Ease My Troubled...
15 15 25 25	GEORGE STRAIT/One Night At A Time
15 15 25 25	COLLIN RAYE/On The Verge
15 15 25 25	BUFFALO CLUB/If She Don't Love...
15 15 25 25	LORRIE MORGAN/Good As I Was To You
8 8 25 25	CLAY WALKER/Rumor Has It
8 8 25 25	KEVIN SHARP/She's Sure Taking...
8 8 25 25	TERRI CLARK/Emotional Girl
25 25 25 25	LONESTAR/Heartbroke Every Day
8 8 25 25	ALABAMA/Sad Lookin' Moon
8 8 8 15	THRASHER SHIVER/Be Honest
8 8 8 15	STEPHANIE BENTLEY/The Hopechest Song
15 15 15 15	MILA MASON/Dark Horse
15 15 15 15	M. CHAPIN CARPENTER/ I Want To Be Your...
15 15 15 15	MARTINA MCBRIDE/Cry On...
8 8 15 15	JOHN M. MONTGOMERY/ Miss You A Little
8 8 15 15	TRACY LAWRENCE/Better Man...
8 8 15 15	KATHY MATTEA/455 Rocket
8 8 8 8	KIPPI BRANNON/Daddy's Little Girl
8 8 8 8	BIG HOUSE/Cold Outside
25 25 8 8	BILL ENGVALL/Here's Your Sign...
8 8 8 8	SONS OF THE DESERT/Whatever Comes First

MARKET #27	
WDAF/Kansas City (816) 931-6100 Cramer/Bryan	
PLAYS	ARTIST/TITLE
SW ZW LW TW	
20 28 28 28	CLAY WALKER/Rumor Has It
28 28 28 28	REBA MCENTIRE/How Was I To Know
20 28 28 28	ALAN JACKSON/Everything I Love
28 28 28 28	TRACE ADKINS/(This Ain't) No...
28 28 28 28	JOHN BERRY/She's Taken A Shine
20 20 28 28	BILL ENGVALL/Here's Your Sign...
20 20 28 28	TOBY KEITH/Me Too
20 20 28 28	DEANA CARTER/We Danced Anyway
28 20 28 28	PATTY LOVELESS/She Drew A Broken...
20 20 28 28	KENNY CHESNEY/When I Close My Eyes
20 20 28 28	LEANN RIMES/Unchained Melody
20 20 28 28	TRAVIS TRITT/Where Corn Don't...
20 20 28 28	TRACY BYRD/Don't Take Her...
20 20 28 28	COLLIN RAYE/On The Verge
10 20 28 28	RICOCHET/Ease My Troubled...
20 20 28 28	TERRI CLARK/Emotional Girl
20 20 28 28	LONESTAR/Heartbroke Every Day
20 20 28 28	DIAMOND RIO/Holdin'
10 20 28 28	GENE WATSON/Change Her Mind
20 20 28 28	MARTINA MCBRIDE/Cry On...
20 20 28 28	LORRIE MORGAN/Good As I Was To You
20 20 28 28	AARON TIPPIN/That's What...
20 20 28 28	TRACY LAWRENCE/Better Man...
20 20 28 28	GEORGE STRAIT/One Night At A Time
10 10 10 10	ALABAMA/Sad Lookin' Moon
10 10 10 10	KATHY MATTEA/455 Rocket
10 10 10 10	MINDY MCCREADY/A Girl's Gotta Do...
10 10 10 10	BIG HOUSE/Cold Outside
10 10 10 10	DAVID KERSH/Another You
10 10 10 10	BUFFALO CLUB/If She Don't Love...
10 10 10 10	MARK WILLS/Places I've Never...
10 10 10 10	MILA MASON/Dark Horse
10 10 10 10	THRASHER SHIVER/Be Honest
10 10 10 10	TANYA TUCKER/Little Things
10 10 10 10	BRYAN WHITE/Sittin' On Go
10 10 10 10	SUZIE BOGGUSS/She Said, He Heard

MARKET #28	
KNCI/Sacramento (91	



TONY NOVIA

CONTEMPORARY HIT RADIO

PART I

WK TU — Still On Top One Year Later

“When you’re an underdog, everyone wants to see you win. When you win, everyone wants to see you die.” That’s an expression prevalent in this business. So when WK TU/New York launched on February 10, 1996, who would have guessed the magnitude of its ratings and financial success? Or that it would be the most-listened to CHR in America? It was a success that most certainly has rejuvenated some major broadcast companies’ faith in CHR.

Until WK TU came along, Emmis competitor WQHT (Hot 97) had been the perennial 12+ market leader. Holding down a close and consistent second, the latest Arbitrends show Hot 97 just four-tenths of a point away from reclaiming the top spot.

Meanwhile WK TU is still turning heads, maintaining the No. 1 position again in America’s No. 1 radio market in the November/December/January Arbitrends. Even more impressive is WK TU’s continued domination of the 18-34 demo and its No. 2 rank 25-54.

After following the WK TU success story intimately for the past year, I can easily say the key to the station’s success is the people behind it. That success story is explored in part one of a two-part interview with WK TU execs.

Jim de Castro

Evergreen Media President/COO Jim de Castro — who was named co-COO of Chancellor Media when Evergreen announced it would merge with Chancellor Broadcasting (R&R 2/21) — discusses what’s ahead for ‘KTU.

R&R: What are your thoughts on where WK TU is now, and where do you expect it to go?

JD: I expect them to remain No. 1. We have a tremendous brain trust of people here. I’m thrilled we’ve been able to prove we can move with the market. We’ve continued to do cutting-edge, innovative promotions like the “Three Divas” concert, and we’ve got more coming.

R&R: Research showed the hole for WK TU, but what’s the key to continued success?

JD: The driving force behind the station is the presentation — a positive, fun, uplifting feeling that we’re very proud of.

R&R: How do you answer the non-believers?

JD: Look at the cume: It’s over 2.4 million! We’re a clear winner across most of the demos. I think WK TU will stand the test of time. We’ll see where it is four books from



I think WK TU will stand the test of time. We’ll see where it is four books from now. I don’t want anything less than No. 1.

—Jim de Castro



now. I don’t want anything less than No. 1.

R&R: Looking back over the first year, is there anything you’d do differently?

JD: No. I’m thrilled with the talent, energy level, and presentation. It’s absolutely a home run.

R&R: What has the response been from Wall Street sitting in your backyard?

JD: Incredibly positive! WK TU went from billing \$9 million to \$20 million. Cash flow went from \$2.4 million to over \$7 million, and we didn’t change until February. Next year, it’ll be \$12.5 million!

John Fullam

On May 23, 1996 — the day of WK TU’s “Last Dance” promotion at Studio 54 — native New Yorker and then-WK QI/Detroit GM John Fullam shook hands with Jim de Castro outside of the club, sealing the deal to become WK TU’s GM. After spending four years in Detroit, it was a move he likens to a baseball fanatic returning home to play center field for the Yankees: “I had a chance to come home to work where I always wanted to.”

R&R: Has WK TU performed to your financial expectations?

JF: Absolutely. The station ended up close to the top 10 in 1996 revenue [after debuting that year]. In the last few months, we were in the top four. Our goal for this year is top three, and we’re starting off well. More importantly, we’re working for our advertisers. We’re working with clients who go from Ford to BMW and K-Mart to Neiman-Marcus. The qualitative aspects have been astounding. That just fuels us for future success.

R&R: The demo strength of

WK TU across the board continues to be phenomenal. Are there any CHR stigmas?

JF: No. Typical CHR stigmas include a high teen content, which we don’t have. Other stigmas include low TSL — in the six-hour range — and we have eight and a half to nine hours. Half of our audience is single and active with disposable income; the other half is married with kids and with disposable income.

R&R: Many critics predicted a massive rise and an equally grand fall. What are your strategic plans to keep WK TU on top?

JF: Most important is to focus on your core listeners and deliver to their expectations. Build the brand the way they want it built. We have to keep it fun and stay hungry and humble. We’ve been able to do that so far. We have to be New York.

I feel the best days are ahead of us. Our conversion of cume and our P1 listeners have gone from 44% in winter, to 46% in spring, to 48% in summer, to 46% in fall. The satisfaction level is increasing. We see continued momentum there. There’s still phantom cume out there from people who are still discovering the station.

R&R: What’s your biggest worry?

JF: That we take time to read our own press, or that we think of ourselves as No. 1. We like to think of ourselves as No. 9 with No. 10 right on our heels. As long as I’ve got a team like [Evergreen Chairman/CEO and Chancellor Media President/CEO] Scott Ginsburg, Jim de Castro, [PD] Frankie Blue, [MD] Andy Shane, [Evergreen VP/Programming] Steve Rivers, and [consultant] Guy Zapoleon, I’ve got very few



Most important is to focus on your core listeners and deliver to their expectations. Build the brand the way they want it built. We have to be New York.

—John Fullam



John Fullam

worries. It’s the Evergreen Dream Team.

Frankie Blue

Imagine your first PD job being in New York City — at an upstart radio station, nonetheless. WK TU PD Frankie Blue came from the warm weather of The Box video channel’s new hip headquarters on Miami Beach’s South Beach back to New York, where he once ruled the roost as MD at crosstown WH TZ (Z100).

R&R: Here you are one year later. How is the pressure to stay on top?

FB: There was pressure from the very first day, not just now. In New York you’re always under the microscope. We had to show results right away. The whole industry was critiquing us every step of the way. Today the pressure is no different than when we first launched.

R&R: Now that you’ve gotten to the top of the mountain, what’s your game plan for staying there?

FB: Staying as strong and loyal to our listeners as ever. We own several images — the energetic, upbeat, party, feel-good, dance beat of New York — and we’ll concentrate on maintaining that so the listeners will never feel anything stale. Our morning show with RuPaul will continue to grow stronger, and we will coordinate more promotions like the “Last Dance At Studio 54” and “Three Divas On Broadway.” Maintaining our success also depends on the availability of hit product. That product will help us appeal to our listeners.

R&R: What kind of music are you looking for to keep WK TU successful?

FB: Remember, this station’s sound is based on variety. We can play Celine Dion, Toni Braxton, and Gloria Estefan and mix it with Blackstreet, En Vogue, and Keith Sweat. We also play La Bouche, Fun Factory, and Real McCoy. We’re looking for the music that describes our station: upbeat, energetic, and always making you feel good.

R&R: Classic songs are certain-

‘KTU: An Amazing Cume Trend

The following is a cume trend report from Arbitron’s new Programmers Package.

Demo: Persons 12+; Daypart: Monday-Sunday, 6am-12mid; Geo: New York Metro-Std

	Fa95	Wi96	Sp96 (Cume in 00s)	Su96	Fa96	Last Book	Year Ago
P12+	7771	12704	25477	25539	24278	-5%	+212%
P12-17	300	1210	3939	4174	4170	0%	+1290%
P18-24	482	2098	5665	5756	5025	-13%	+1290%
P25-34	1492	4165	7737	7814	6934	-11%	+365%
P35-44	1437	2271	4768	4751	4391	-8%	+206%
P45-49	965	751	1751	1587	1478	-7%	+53%
P50-54	984	752	747	593	844	+42%	-14%
P55-64	1251	697	596	523	800	+53%	-36%
P65+	861	760	273	341	635	+86%	-26%



We heard those ‘enjoy your first book’ warnings. The numbers are crucial, but remaining consistent to our listeners and loyal to their tastes is what really drives us.

—Frankie Blue

by an important part of the essence of WK TU’s music mix. How do you keep those songs timeless and fresh?

FB: It’s all in the balance and presentation. MD Andy Shane balances the ‘70s classics each hour so they’re enjoyable. That’s why WK TU’s so successful.

R&R: Does the history of the original WK TU’s quick rise and fall hang over your head?

FB: No. Just take a look at our staff — they are some of the greatest people I’ve ever worked with. Any one of them can take a hit on the jaw and not fall down. We heard those “enjoy your first book” warnings. “Three-peating” isn’t easy in this market when there is very good radio across the dial. That’s where a focus has been lost. The numbers are crucial, but remaining consistent to our listeners and loyal to their tastes is what really drives us.

R&R: How do you answer those who say, “It lasted longer than people thought. But it’s just a fad, and fads fade away.”

FB: That just makes me want to get up earlier and get in here to make sure that doesn’t happen.

CHRAsst. Editor Jay J. Levy contributed to this column.

Next week, I’ll go behind the curtain with WK TU/New York MD Andy Shane, Evergreen Media VP/Programming Steve Rivers, and Zapoleon Media Strategies owner/consultant Guy Zapoleon.

CHR/POP

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
CARDIGANS Lovefool (Mercury)	3.99	3.95	3.90	4.13	89.5%	21.3%
NO DOUBT Don't Speak (Trauma/Interscope)	3.99	4.05	4.12	4.16	89.0%	25.3%
JEWEL You Were Meant For Me (Atlantic)	3.97	3.76	4.02	4.02	75.8%	14.8%
TONI BRAXTON Un-break My Heart (LaFace/Arista)	3.97	3.94	3.84	3.77	93.8%	27.8%
KEITH SWEAT Nobody (Elektra/EEG)	3.96	3.99	3.88	3.89	66.3%	15.8%
SPICE GIRLS Wannabe (Virgin)	3.96	3.89	3.74	3.67	75.3%	16.0%
BLACKSTREET No Diggity (Interscope)	3.93	3.95	3.81	3.84	75.3%	20.8%
BABYFACE Every Time I Close My Eyes (Epic)	3.87	3.78	3.72	3.63	64.0%	12.3%
EN VOGUE Don't Let Go (Love) (EastWest/EEG)	3.87	3.94	3.87	3.86	90.5%	25.0%
R. KELLY I Believe I Can Fly (Jive)	3.79	3.83	3.71	3.54	78.5%	22.5%
ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)	3.71	3.69	3.82	3.87	86.8%	33.5%
CELINE DION All By Myself (550 Music)	3.65	3.49	3.47	—	87.0%	19.5%
COUNTING CROWS A Long December (DGC/Geffen)	3.61	3.49	3.75	3.60	65.3%	18.5%
BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG)	3.55	3.53	3.66	—	36.3%	8.5%
WALLFLOWERS One Headlight (Interscope)	3.54	3.64	—	—	35.3%	9.0%
SHERYL CROW If It Makes You Happy (A&M)	3.44	3.32	3.48	3.53	88.0%	34.0%
SHERYL CROW Everyday Is A Winding Road (A&M)	3.44	3.40	3.50	3.55	70.5%	19.8%
DUNCAN SHEIK Barely Breathing (Atlantic)	3.42	3.32	3.48	3.48	46.8%	13.0%
LEAH ANDREONE It's Alright, It's OK (RCA)	3.40	—	—	—	41.5%	9.8%
CRANBERRIES When You're Gone (Island)	3.39	3.55	3.66	3.53	49.5%	12.0%
GINA G Ooh Aah...Just A Little Bit (Eternal/WB)	3.31	3.54	3.31	3.32	69.3%	22.5%
AMBER This Is Your Night (Tommy Boy)	3.24	3.28	3.30	3.23	74.5%	29.8%
CRYSTAL WATERS Say...If You Feel Alright (Mercury)	3.23	—	—	—	31.0%	8.8%
HOOTIE & THE BLOWFISH I Go Blind (Reprise)	3.23	3.14	3.25	3.31	64.5%	28.0%
JOHN MELLENCAMP Just Another Day (Mercury)	3.22	3.36	3.16	3.33	38.3%	10.5%
MADONNA Don't Cry For Me Argentina (Warner Bros.)	3.20	2.96	3.17	3.23	88.5%	33.5%
BLACKOUT ALLSTARS I Like It (Columbia)	3.15	—	—	—	58.3%	20.0%
SAVAGE GARDEN I Want You (Columbia)	3.15	3.24	—	—	47.3%	14.5%
NO MERCY Please Don't Go (Arista)	3.00	3.34	3.09	—	49.0%	20.5%
"AFKAP" The Holy River (NPG/EMI)	2.79	3.14	3.02	3.07	25.3%	8.3%

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

CALLOUT AMERICA Hot Scores

By KEVIN McCABE

Cardigans's "Lovefool" (Mercury) and "Don't Speak" by No Doubt (Trauma/Interscope) tie in average score atop this week's exclusive Callout America survey. "Lovefool" ranks No. 1 in teens with a 4.28, No. 4 among women 18-24 with a 3.98, and ties for 11th place among women 25-34. "Speak" has topped Callout America for 10 weeks and shows continued endurance among all demos and regions.

Celine Dion's Grammy-night performance of "All By Myself" (550 Music), a remake of the 1976 Eric Carmen smash from her award-winning "Falling Into You" album, coincides with the song's 3.49-3.65 leap in total favorability. "Myself" earns its best score among in the 25-34 demo (3.71).

Another Grammy winner, Babyface, climbs Callout America this week with "Every Time I Close My Eyes" (Epic). "Eyes" moves 3.78-3.87 in total favorability (tied for eighth) while ranking fourth among 12-17s (3.89), fifth with 18-24s (3.91), and fourth 25-34 (3.80).

"Wannabe" by Spice Girls (Virgin) continues to pick up steam — trending 3.67-3.74-3.89-3.96 in total favorability over the past four weeks.

"Wannabe," which started with strong scores among 12-17s and 18-24s, is now gaining momentum in the 25-34 cell, where it moves 3.09-3.54 as stations begin to increase airplay in key day-parts.

RICHARD MARX



"Until I Find You Again"

New This Week:

WHYI	WSTR	KKRZ
WXXL	WRVW	WAOA
WSKS	WVAQ	WNKI

Already On:

WXKS	WNOK	KDUK
WKRQ	WMEE	WNDU
WNCI	WWCK	WSPK
WFLY	WERZ	WMRV
WNNK	WZEE	WQGN
WSTW	KRUF	WWKZ
KESR	WKZW	KQIZ

Capitol



CHR/POP TOP 50

MARCH 7, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	1	1	1	CARDIGANS Lovefool (Mercury)	6644	6375	6420	6332	128/0
5	3	3	2	JEWEL You Were Meant For Me (Atlantic)	5967	5528	5500	5076	122/0
1	2	2	3	NO DOUBT Don't Speak (Trauma/Interscope)	5887	5802	5984	6375	124/0
6	6	5	4	SPICE GIRLS Wannabe (Virgin)	5256	4871	4718	4693	122/0
3	4	4	5	TONI BRAXTON Un-break My Heart (LaFace/Arista)	4850	4878	5300	5494	115/0
4	5	6	6	EN VOGUE Don't Let Go (Love) (EastWest/EEG)	4753	4752	5002	5271	108/0
11	11	10	7	SHERYL CROW Everyday Is A Winding Road (A&M)	4155	3691	3338	2999	119/3
10	10	8	8	COUNTING CROWS A Long December (DGC/Geffen)	4144	4001	3783	3698	112/1
7	8	9	9	GINA G Ooh Aah...Just A Little Bit (Eternal/WB)	3854	3869	4315	4408	110/0
8	7	7	10	MADONNA Don't Cry For Me Argentina (Warner Bros.)	3745	4172	4323	4209	106/0
18	14	14	11	CELINE DION All By Myself (550 Music)	3645	3061	2497	2124	121/0
26	16	15	12	SAVAGE GARDEN I Want You (Columbia)	3590	2967	2390	1526	124/4
9	9	11	13	R. KELLY I Believe I Can Fly (Jive)	3522	3667	3873	3900	100/0
12	12	12	14	KEITH SWEAT Nobody (Elektra/EEG)	3404	3285	3183	2998	99/1
15	13	13	15	DUNCAN SHEIK Barely Breathing (Atlantic)	3381	3139	2698	2428	108/2
23	20	16	16	WALLFLOWERS One Headlight (Interscope)	2846	2554	2140	1758	103/3
21	19	18	17	BABYFACE Every Time I Close My Eyes (Epic)	2639	2381	2148	1941	104/4
24	22	20	18	NO MERCY Please Don't Go (Arista)	2342	2093	1864	1684	103/0
BREAKER			19	PAULA COLE Where Have All The Cowboys... (Imago/WB)	2332	1652	1156	730	111/12
13	17	19	20	BLACKSTREET No Diggity (Interscope)	2226	2294	2312	2502	79/0
16	15	17	21	"AFKAP" The Holy River (NPG/EMI)	1852	2456	2491	2368	84/0
14	18	21	22	MERRIL BAINBRIDGE Mouth (Universal)	1722	1891	2171	2465	71/0
—	39	27	23	WHITNEY HOUSTON Step By Step (Arista)	1694	1369	908	227	100/8
34	31	25	24	LEAH ANDREONE It's Alright, It's OK (RCA)	1693	1446	1214	1109	83/6
31	29	26	25	BLACKOUT ALLSTARS I Like It (Columbia)	1597	1437	1289	1226	68/0
17	21	23	26	ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)	1556	1590	1928	2155	69/0
33	30	29	27	CRYSTAL WATERS Say...If You Feel Alright (Mercury)	1522	1282	1259	1173	74/2
44	44	38	28	MONICA For You I Will (Warner Sunset/Atlantic)	1274	913	719	627	69/9
25	28	31	29	JOHN MELLENCAMP Just Another Day (Mercury)	1255	1187	1331	1584	44/0
—	—	40	30	AEROSMITH Falling In Love... (Columbia)	1173	881	241	—	77/6
28	26	28	31	HOOTIE & THE BLOWFISH I Go Blind (Reprise)	1143	1324	1481	1498	48/0
46	40	34	32	JON SECADA Too Late, Too Soon (SBK/EMI)	1124	1030	824	581	76/6
39	38	33	33	LUSCIOUS JACKSON Naked Eye (Grand Royal/Capitol)	1094	1048	983	907	72/4
19	23	24	34	CRANBERRIES When You're Gone (Island)	1048	1563	1824	1947	44/0
37	36	32	35	311 All Mixed Up (Capricorn/Mercury)	1005	1098	1067	1048	65/0
30	27	30	36	BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG)	978	1269	1349	1369	55/0
35	37	35	37	GINUWINE Pony (550 Music)	978	973	1043	1075	47/0
DEBUT			38	REAL MCCOY One More Time (Arista)	827	202	21	—	74/25
27	35	36	39	NEW EDITION I'm Still In Love With You (MCA)	804	936	1129	1513	31/0
29	32	37	40	RED HOT CHILI PEPPERS Love Rollercoaster (Geffen)	796	924	1169	1426	36/0
—	—	—	41	BRUCE SPRINGSTEEN Secret Garden (Columbia)	752	261	93	33	31/16
—	45	43	42	LIVIN' JOY Don't Stop Movin' (MCA)	718	618	539	449	50/2
—	—	48	43	JOOSE If Tomorrow Never Comes (Flavor Unit/EastWest/EEG)	715	499	310	34	53/7
—	—	45	44	WILD ORCHID Talk To Me (RCA)	701	545	301	52	51/12
—	49	44	45	SHAWN COLVIN Sunny Came Home (Columbia)	650	565	489	340	51/8
—	50	46	46	SABELLE One O'Clock (Work)	642	535	466	411	47/2
DEBUT			47	JOURNEY If He Should Break Your Heart (Columbia)	583	294	66	—	44/10
—	—	47	48	BARENAKED LADIES The Old Apartment (Reprise)	572	524	425	373	41/4
40	41	41	49	AMANDA MARSHALL Fall From Grace (Epic)	564	704	815	828	35/1
—	—	50	50	MERRIL BAINBRIDGE Under The Water (Universal)	563	484	328	98	42/4

This chart reflects airplay from February 24-March 2. Songs ranked by total plays. Highlighted songs indicate Breaker.
129 CHR/Pop reporters. 127 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

BREAKERS®

PAULA COLE

Where Have All The Cowboys Gone? (Imago/WB)

TOTAL PLAYS/INCREASE 2332/680 TOTAL STATIONS/ADDS 111/12 CHART 19

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
U2 Staring At The Sun (Island)	29
REAL MCCOY One More Time (Arista)	25
BLACKSTREET Don't Leave Me (Interscope)	18
DISHWALLA Give (A&M)	17
BRUCE SPRINGSTEEN Secret Garden (Columbia)	16
ERYKAH BADU On & On (Kedar/Universal)	15
BECK The New Pollution (DGC/Geffen)	15
WHITE TOWN Your Woman (Chrysalis/EMI)	14
TONIC If You Could Only See (Polydor/A&M)	13
PAULA COLE Where Have All The Cowboys... (Imago/WB)	12
ODDS Someone Who's Cool (Elektra/EEG)	12
WILD ORCHID Talk To Me (RCA)	12

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
PAULA COLE Where Have All The Cowboys... (Imago/WB)	+680
REAL MCCOY One More Time (Arista)	+625
SAVAGE GARDEN I Want You (Columbia)	+623
CELINE DION All By Myself (550 Music)	+584
BRUCE SPRINGSTEEN Secret Garden (Columbia)	+491
SHERYL CROW Everyday Is A Winding Road (A&M)	+464
JEWEL You Were Meant For Me (Atlantic)	+439
SPICE GIRLS Wannabe (Virgin)	+385
MONICA For You I Will (Warner Sunset/Atlantic)	+361
DISHWALLA Give (A&M)	+339

HOTTEST RECURRENTS

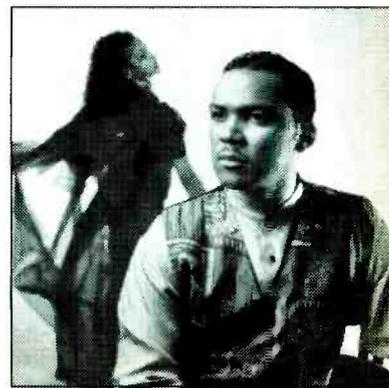
ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SHERYL CROW If It Makes You Happy (A&M)	31/16
DONNA LEWIS I Love You Always Forever (Atlantic)	50/2
NO MERCY Where Do You Go (Arista)	53/7
KEITH SWEAT Twisted (Elektra/EEG)	51/12
TONI BRAXTON You're Makin' Me High (LaFace/Arista)	51/8
DISHWALLA Counting Blue Cars (A&M)	47/2
NO DOUBT Spiderwebs (Trauma/Interscope)	44/10
EVERYTHING BUT THE GIRL Missing (Atlantic)	41/4
ERIC CLAPTON Change The World (Reprise)	35/1
CELINE DION It's All Coming Back To Me Now (550 Music)	42/4

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

Desi

"(You Are Everything) SUPERSTAR"

"Once in a while, a few artists will emerge from the sameness of music to deliver a fresh new approach to singing. There's nothing complex about Desi's style, it's just natural singing, beautiful melodies and a pulsating rhythm that appeases the listener." —BOB THOMAS/Black Entertainment Television



ON YOUR DESK NOW! VIDEO HEATING UP THE AIRWAVES



POP/ALTERNATIVE TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	1	CARDIGANS Lovefool (Mercury) 8230 8124 185/0			
4	2	JEWEL You Were Meant For Me (Atlantic) 6995 6175 170/9			
2	3	NO DOUBT Don't Speak (Trauma/Interscope) 6454 6357 155/0			
3	4	COUNTING CROWS A Long December (DGC/Geffen) 6424 6336 191/1			
5	5	WALLFLOWERS One Headlight (Interscope) 6063 5457 194/3			
6	6	SHERYL CROW Everyday Is A Winding Road (A&M) 5511 5110 177/3			
8	7	LIVE Lakini's Juice (Radioactive) 3217 3116 98/0			
9	8	BUSH Greedy Fly (Trauma/Interscope) 2888 2727 94/1			
10	9	SILVERCHAIR Abuse Me (Epic) 2755 2659 97/0			
18	10	PAULA COLE Where Have All The Cowboys... (Imago/WB) 2696 1963 133/15			
15	11	SUBLIME Santeria (Gasoline Alley/MCA) 2622 2215 113/9			
12	12	COLLECTIVE SOUL Precious Declaration (Atlantic) 2477 2359 102/0			
17	13	VERVE PIPE The Freshmen (RCA) 2394 2059 94/4			
13	14	311 All Mixed Up (Capricorn/Mercury) 2356 2349 121/0			
16	15	VERUCA SALT Volcano Girls (Outpost/Geffen) 2322 2067 99/1			
14	16	DAVE MATTHEWS BAND Crash Into Me (RCA) 2314 2239 91/0			
7	17	U2 Discotheque (Island) 2270 3553 94/0			
—	18	U2 Staring At The Sun (Island) 2106 503 137/57			
11	19	BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG) 2065 2391 101/0			
19	20	NINE INCH NAILS The Perfect Drug (Nothing/Interscope) 2053 1958 96/0			

This chart reflects airplay from February 24-March 2. Songs ranked by total plays. 129 CHR/Pop reporters and 102 Alternative reporters combine from the custom chart function on R&R ONLINE. Alternative titles are manually extrapolated. For complete reporter lists refer to Pop and Alternative sections. © 1997, R&R Inc.



LOVE THEM, LOVE THEM, SAY THAT YOU LOVE THEM — The Cardigans passed by KIIS-FM/L.A. to say hello just hours before playing to a sold-out crowd that evening. "Lovefools" pictured include (l-r) band members Peter Svensson and Lars-Olof Johansson, KIIS's Rick Dees, Cardigan Nina Persson, and morning show co-host Ellen K.



POST-VALENTINE FALLOUT — WPXY/Rochester held its first "Boyfriend Bonfire". The station encouraged female listeners to come by and burn old boyfriend photos. Pictured is morning show producer "Magic Man" and one very satisfied listener.

NEW & ACTIVE

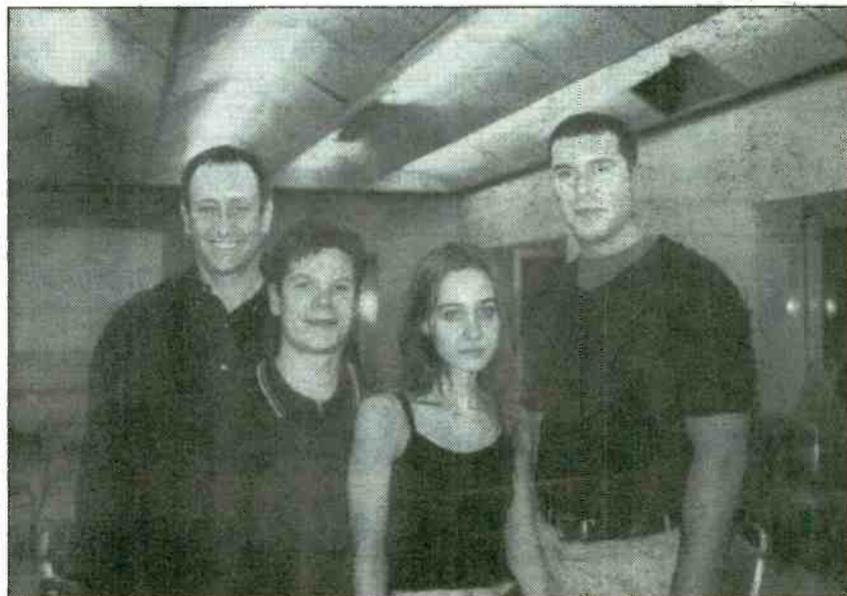
OMC How Bizarre (Mercury) Total Plays: 530, Total Stations: 41, Adds: 5	COLLECTIVE SOUL Precious Declaration (Atlantic) Total Plays: 269, Total Stations: 18, Adds: 0
CRUSH Jellyhead (Robbins) Total Plays: 465, Total Stations: 19, Adds: 1	FUN FACTORY Oh-Yeah Yeah (I Like It) (Curb) Total Plays: 245, Total Stations: 21, Adds: 1
U2 Staring At The Sun (Island) Total Plays: 399, Total Stations: 48, Adds: 29	FUNKY GREEN DOGS Fired Up (Twisted/MCA) Total Plays: 231, Total Stations: 18, Adds: 2
DISHWALLA Give (A&M) Total Plays: 389, Total Stations: 46, Adds: 17	DRU HILL In My Bed (Island) Total Plays: 225, Total Stations: 35, Adds: 8
AALIYAH One In A Million (BlackGround/Atlantic) Total Plays: 372, Total Stations: 19, Adds: 0	KENNY G Havana (Arista) Total Plays: 219, Total Stations: 23, Adds: 1
SELENA Dance Medley (EMI Latin) Total Plays: 368, Total Stations: 26, Adds: 4	RICHARD MARX Until I Find You Again (Capitol) Total Plays: 208, Total Stations: 30, Adds: 9
MARK MORRISON Return Of The Mack (Atlantic) Total Plays: 349, Total Stations: 21, Adds: 6	BILLY MANN Killed By A Flower (DVR/A&M) Total Plays: 169, Total Stations: 18, Adds: 0
AZ YET Hard To Say I'm Sorry (LaFace/Arista) Total Plays: 343, Total Stations: 33, Adds: 8	ODDS Someone Who's Cool (Elektra/EEG) Total Plays: 154, Total Stations: 26, Adds: 12
JOCELYN ENRIQUEZ Do You Miss Me (Classified) Total Plays: 339, Total Stations: 12, Adds: 1	JANA What Am I To You (Curb) Total Plays: 154, Total Stations: 21, Adds: 6
WHITE TOWN Your Woman (Chrysalis/EMI) Total Plays: 279, Total Stations: 31, Adds: 14	R.E.M. Electrolite (Warner Bros.) Total Plays: 154, Total Stations: 10, Adds: 0

Songs ranked by total plays

NEW RELEASES

ADDS MARCH 11

After 7	"Sara Smile" (Virgin)
DJ Taz	"That's Right" (Relativity)
4 - 2 The Floor	"Watching You Watching Me" (Curb)
INXS	"Elegantly Wasted" (Mercury)
SF Spanish Fly	"I Can See" (Warner Bros.)
U2	"Staring At The Sun" (Island)



THREE MEN AND A SHADOWBOXER, BABY — Backstage at a recent performance in Houston, Fiona Apple (second from right) is greeted by a few of her biggest fans: (l-r) Work Records Regional Promo Mgr. David Newmark and KRBE/Houston PD John Peake and MD Jay Michaels.

Stations and their adds listed alphabetically by market

WFLY/Albany, NY PD: Michael Morgan MD: Ron Williams 16 LEANN RIMES "Melody" BLACKSTREET "Leave" WILD ORCHID "Talk" FUNKY GREEN DOGS "Fired"	WRQK/Canton, OH PD/MD: Rick Michaels APD: Todd Downard 26 TONIC "Could" 13 REAL MCCOY "More" SUBLINE "Santeria" MAXI PRIEST "Starts" BECK "Pollution" FIVESTONES "Happy"	WSTQ/Evansville, IN PD: Barry Witherspoon REAL MCCOY "More" COUNTING CROWS "December" JOURNEY "Break" SHAWN COLVIN "Sunny" AEROSMITH "Falling" MERRIL BAINBRIDGE "Under"	WZYP/Huntsville, AL PD: Marc Summers MD: Chris Callaway 14 CRUSH "Jellyhead" JOOSE "Tomorrow"	WMGB/Macon, GA Interim PD/MD: Jim Franklin 34 PAULA COLE "Cowboys"	WKHQ/NW Michigan PD: Ron Pritchard 11 SHAWN COLVIN "Sunny" 10 MERRIL BAINBRIDGE "Under" 7 JOOSE "Tomorrow" 7 WILD ORCHID "Talk" 6 MONICA "For" 6 SABELLE "O'Clock"	WDCG/Raleigh, NC DM: Brian Burns PD: Kip Taylor 7 COWBOY MOUTH "Jenny"	WFLZ/Tampa, FL PD: Jeff Kapugi MD: Tom Steele 11 REAL MCCOY "More" 9 WILD ORCHID "Talk" 5 MARK MORRISON "Return" ERYKAH BADU "On"	KWTX/Waco, TX PD: Flash Phillips REAL MCCOY "More" JOOSE "Tomorrow" BLACKSTREET "Leave"
WAEB/Allentown, PA PD: Brian Check MD: Chuck McGee WHITNEY HOUSTON "Step"	WSSX/Charleston, SC PD: Calvin Hicks MD: Christine Cross 13 U2 "Staring" 12 REAL MCCOY "More" 12 TONIC "Could" WILD ORCHID "Talk" OCEAN BLUE "Slide"	KMCK/Fayetteville, AR PD: Bo Shannon MD: Mike Chase 13 REAL MCCOY "More" U2 "Staring" JANA "What"	WZPL/Indianapolis, IN PD: Tom Gjerdrum MD: Dave Decker 6 SHAWN COLVIN "Sunny" DISHWALLA "Give"	WZEE/Madison, WI PD: John Harrison Music Coord.: Tom Dean 14 BABYFACE "Close" 9 U2 "Staring" 9 DISHWALLA "Give"	KCHX/Odessa-Midland, TX PD/MD: Leo Caro BLACKSTREET "Leave" REAL MCCOY "More"	WRFY/Reading, PA PD: Al Burke MD: Mike Browne 20 WIDESPREAD PANIC "Hope" BECK "Pollution"	WVZZ/Washington, DC PD: Dale D'Brian APD/MD: Ron Ross 16 KEITH SWEAT "Nobody"	WFCZ/Wausau, WI PD: Rod Phillips 10 REAL MCCOY "More" 2 DISHWALLA "Give"
KQIZ/Amarillo, TX PD/MD: Ted Kelly No Adds	WVSR/Charleston, WV PD: Bill Shahan APD: Mike Edwards OMC "Bizarre"	WWCK/Flint, MI PD/MD: Scott Seipel 10 TONIC "Could" BLACKSTREET "Leave" U2 "Staring" ODDS "Cool"	WAPE/Jacksonville, FL PD: Cat Thomas APD/MD: Tony Mann LEAH ANDREONE "Alright"	KBFM/McAllen, TX DM: Billy Santiago MD: Jeff DeWitt LE CLUCK "Call" DRU HILL "Bed" WALLFLOWERS "Headlight" JANA "What" AZ YET "Sorry"	KJYO/Oklahoma City, OK PD: Mike McCoy MD: Jimmy Barreda ERYKAH BADU "On" BLACKSTREET "Leave" AZ YET "Sorry"	WRVQ/Richmond, VA PD: Lisa McKay APD/MD: Billy Surt WILD ORCHID "Talk"	WVWS/Toledo, OH PD: Mike Wheeler MD: Bill Michaels AFTER 7 "Sara" LUSCIOUS JACKSON "Naked"	KKRD/Wichita, KS PD: Jack Diver MD: Craig Hubbard ODDS "Cool" ERYKAH BADU "On" MONICA "For" LUSCIOUS JACKSON "Naked"
KGOT/Anchorage, AK DM: Mark Murphy PD: Paul Walker APD: Bill Stewart 8 MONICA "For" 3 BRUCE SPRINGSTEEN "Secret" REAL MCCOY "More"	WNKS/Charlotte, NC PD: Brian Bridgman MD: Marcie Crescente 7 BRUCE SPRINGSTEEN "Secret" 5 U2 "Staring" LUSCIOUS JACKSON "Naked"	WJMX/Florence, SC DM: Keith Mitchell MD: Jack Kahan SUBLINE "Santeria" BECK "Pollution" ODDS "Cool" DISHWALLA "Give"	WGLU/Johnstown, PA PD: Rich Adams MD: Mitch Edwards REAL MCCOY "More" BECK "Pollution"	WAOA/Melbourne, FL Interim PD: J.T. Daniels RICHARD MARX "Find"	KKQK/Omaha, NE PD: Mike J. Steele MD: Jim Jamm 24 BRUCE SPRINGSTEEN "Secret" 8 REAL MCCOY "More" BLACKSTREET "Leave" AEROSMITH "Falling"	WPXY/Rochester, NY DM: Clarke Ingram APD/MD: J.J. Rice 7 BRUCE SPRINGSTEEN "Secret" SABELLE "O'Clock"	WBHT/Wilkes-Barre, PA PD: Kid Kelly APD/MD: Danny Ocean 32 GHOST TOWN DJ'S "Boo" 11 NO DOUBT "Spiderwebs" SAVAGE GARDEN "Want" U2 "Staring"	WVVC/Wilkes-Barre, PA PD: Tony Banks APD/MD: Jerry Padden 21 AMANDA MURSHALL "Grace" U2 "Staring" BABYFACE "Close" REAL MCCOY "More"
WSTR/Atlanta, GA PD: Kevin Peterson MD: J.R. Armons AEROSMITH "Falling" RICHARD MARX "Find" JON SECADA "Late"	WZST/Chattanooga, TN PD: Robin Daniels APD/MD: Mike Gibson 3 TONIC "Could" 2 REAL MCCOY "More" 2 BECK "Pollution" ERYKAH BADU "On"	WXKB/Ft. Myers, FL PD: Chris Cue MD: Randy Sherwyn MONICA "For" PAULA COLE "Cowboys" JOOSE "Tomorrow"	WVST/Knoxville, TN PD: Rich Bailey MD: Andi Jackson KENNY G "Havana" SHAWN COLVIN "Sunny"	WABW/Mobile, AL PD: Wayne Coy MD: Darrin Stone DISHWALLA "Give" U2 "Staring" BRUCE SPRINGSTEEN "Secret" ODDS "Cool"	WXXL/Orlando, FL DM: Adam Cook APD/MD: Pete DeGraaf 14 OMC "Bizarre" RICHARD MARX "Find"	WTCF/Saginaw, MI PD: Mark McGill APD/MD: Juli Jay WHITE TOWN "Woman"	WSTW/Wilmington, DE PD: Mike Somers MD: Mike Rossi BRUCE SPRINGSTEEN "Secret" U2 "Staring" JANA "What"	KFFM/Yakima, WA PD/MD: Michael Jack Kirby APD: Scary Jerry Kelly 6 PAULA COLE "Cowboys" 4 DUNCAN SHEIK "Barely"
WAYV/Atlantic City, NJ PD: Tommy Frank APD/MD: Paul Kelly FUN FACTORY "Yeah" WHITNEY HOUSTON "Step"	WVCR/Cincinnati, OH PD: Jimmy Steal APD: Race Taylor U2 "Staring"	KISR/Ft. Smith, AR PD/MD: Fred Baker VERVE PIPE "Freshmen" DISHWALLA "Give" WILD ORCHID "Talk" TONIC "Could" LEAH ANDREONE "Alright"	KSMB/Lafayette, LA PD: Bobby Novosad MD: Mitch Palmer BECK "Pollution" BLACKSTREET "Leave" DRU HILL "Bed" REAL MCCOY "More" WHITE TOWN "Woman" WHITNEY HOUSTON "Step"	WVAQ/Morgantown, WV PD/MD: Jon Anderson 13 DISHWALLA "Give" 9 WHITE TOWN "Woman" RICHARD MARX "Find" U2 "Staring"	WKZW/Peoria, IL PD: B.J. Stone MD: Jack Shell U2 "Staring" DISHWALLA "Give" AZ YET "Sorry" DRU HILL "Bed" TONIC "Could" REAL MCCOY "More" SUBLINE "Santeria"	KRUF/Shreveport, LA PD/MD: Gary Robinson 17 BRUCE SPRINGSTEEN "Secret" 3 BARENAKED LADIES "Apartment" 3 TONIC "Could" 3 SELENA "Medley" 2 U2 "Staring" 6 MONICA "For" 2 ERYKAH BADU "On" 2 NU FLAVOR "Sweet" ODDS "Cool"	WYCR/York, PA DM: Rick McCauslin PD: Davy Crockett MONICA "For" DISHWALLA "Give" WHITE TOWN "Woman" BECK "Pollution"	
WZNY/Augusta, GA PD: Bruce Stevens 6 U2 "Staring" BLACKSTREET "Leave" ODDS "Cool" WILD ORCHID "Talk" JOURNEY "Break"	WZJM/Cleveland, OH PD: Dave Cuhanks MD: Action Jackson LE CLUCK "Call" LUSCIOUS JACKSON "Naked" ERYKAH BADU "On"	WMEE/Ft. Wayne, IN DM: Jeff Davis MD: Captain Chris Didier 11 DISHWALLA "Give" 5 AEROSMITH "Falling"	WLAN/Lancaster, PA PD: Jordan Walsh APD/MD: Vince D'Ambrosio WHITNEY HOUSTON "Step" JOURNEY "Break" PAULA COLE "Cowboys"	WVVA/Morgantown, WV PD/MD: Jon Anderson 13 DISHWALLA "Give" 9 WHITE TOWN "Woman" RICHARD MARX "Find" U2 "Staring"	WVWA/Morgantown, WV PD/MD: Jon Anderson 13 DISHWALLA "Give" 9 WHITE TOWN "Woman" RICHARD MARX "Find" U2 "Staring"	KRUF/Shreveport, LA PD/MD: Gary Robinson 17 BRUCE SPRINGSTEEN "Secret" 3 BARENAKED LADIES "Apartment" 3 TONIC "Could" 3 SELENA "Medley" 2 U2 "Staring" 6 MONICA "For" 2 ERYKAH BADU "On" 2 NU FLAVOR "Sweet" ODDS "Cool"	WYCR/York, PA DM: Rick McCauslin PD: Davy Crockett MONICA "For" DISHWALLA "Give" WHITE TOWN "Woman" BECK "Pollution"	
WZST/Chattanooga, TN PD: Robin Daniels APD/MD: Mike Gibson 3 TONIC "Could" 2 REAL MCCOY "More" 2 BECK "Pollution" ERYKAH BADU "On"	WVCR/Cincinnati, OH PD: Jimmy Steal APD: Race Taylor U2 "Staring"	WMEE/Ft. Wayne, IN DM: Jeff Davis MD: Captain Chris Didier 11 DISHWALLA "Give" 5 AEROSMITH "Falling"	WLAN/Lancaster, PA PD: Jordan Walsh APD/MD: Vince D'Ambrosio WHITNEY HOUSTON "Step" JOURNEY "Break" PAULA COLE "Cowboys"	WVVA/Morgantown, WV PD/MD: Jon Anderson 13 DISHWALLA "Give" 9 WHITE TOWN "Woman" RICHARD MARX "Find" U2 "Staring"	WVVA/Morgantown, WV PD/MD: Jon Anderson 13 DISHWALLA "Give" 9 WHITE TOWN "Woman" RICHARD MARX "Find" U2 "Staring"	KRUF/Shreveport, LA PD/MD: Gary Robinson 17 BRUCE SPRINGSTEEN "Secret" 3 BARENAKED LADIES "Apartment" 3 TONIC "Could" 3 SELENA "Medley" 2 U2 "Staring" 6 MONICA "For" 2 ERYKAH BADU "On" 2 NU FLAVOR "Sweet" ODDS "Cool"	WYCR/York, PA DM: Rick McCauslin PD: Davy Crockett MONICA "For" DISHWALLA "Give" WHITE TOWN "Woman" BECK "Pollution"	
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WZNY/Augusta, GA PD: Bruce Stevens 6 U2 "Staring" BLACKSTREET "Leave" ODDS "Cool" WILD ORCHID "Talk" JOURNEY "Break"	WZJM/Cleveland, OH PD: Dave Cuhanks MD: Action Jackson LE CLUCK "Call" LUSCIOUS JACKSON "Naked" ERYKAH BADU "On"	WMEE/Ft. Wayne, IN DM: Jeff Davis MD: Captain Chris Didier 11 DISHWALLA "Give" 5 AEROSMITH "Falling"	WLAN/Lancaster, PA PD: Jordan Walsh APD/MD: Vince D'Ambrosio WHITNEY HOUSTON "Step" JOURNEY "Break" PAULA COLE "Cowboys"	WVVA/Morgantown, WV PD/MD: Jon Anderson 13 DISHWALLA "Give" 9 WHITE TOWN "Woman" RICHARD MARX "Find" U2 "Staring"	WVVA/Morgantown, WV PD/MD: Jon Anderson 13 DISHWALLA "Give" 9 WHITE TOWN "Woman" RICHARD MARX "Find" U2 "Staring"	KRUF/Shreveport, LA PD/MD: Gary Robinson 17 BRUCE SPRINGSTEEN "Secret" 3 BARENAKED LADIES "Apartment" 3 TONIC "Could" 3 SELENA "Medley" 2 U2 "Staring" 6 MONICA "For" 2 ERYKAH BADU "On" 2 NU FLAVOR "Sweet" ODDS "Cool"	WYCR/York, PA DM: Rick McCauslin PD: Davy Crockett MONICA "For" DISHWALLA "Give" WHITE TOWN "Woman" BECK "Pollution"	
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CHR/POP PLAYLISTS

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

MARKET #1
WHTZ/New York
(212) 239-2300
Polemian/Bryant

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
64	63	62	63	63	NO DOUBT/Don't Speak
63	64	62	62	62	CARDIGANS/Lovefool
63	64	63	62	62	SPIKE GIRLS/Wannabe
56	62	61	60	60	JEWEL/You Were Meant...
36	38	37	35	35	GINA G/Ooh Aah...Just
42	36	35	40	40	MAONNA/Don't Cry For Me
57	64	60	59	59	EN VOUGUE/Don't Let Go (Love)
38	45	37	38	38	CRUSH/Jellyhead
41	38	39	37	37	BLACKOUT ALLSTARS/ Like It
29	24	34	36	36	LEAH ANDREONE/It's Alright, It's...
22	27	32	32	32	LUSCIOUS JACKSON/Naked Eye
34	35	35	32	32	TONI BRAXTON/You're Makin' Me...
34	36	33	31	31	TONI BRAXTON/Un-break My Heart
21	24	28	30	30	SAVAGE GARDEN/ I Want You
26	31	31	29	29	ONNA LEWIS/Without Love
25	31	25	27	27	COUNTING CROWS/A Long December
22	21	26	26	26	311/All Mixed Up
21	27	26	26	26	SHERYL CROW/Everyday Is...
18	22	25	25	25	JOCELYN ENRIQUEZ/Do You Miss Me
-	15	20	23	23	DUNCAN SHEIK/Barely Breathing
14	16	17	21	21	LIVIN' JOY/Don't Stop Movin'
15	16	18	20	20	CELINE DION/All By Myself
-	16	-	20	20	WALLFLOWERS/One Headlight
16	-	-	20	20	LE CLICK/Tonight Is The Night
23	18	15	19	19	NO DOUBT/Spiderwebs
-	17	14	19	19	JEWEL/Who Will Save
-	-	18	18	18	WHITNEY HOUSTON/Step By Step
-	17	18	18	18	MONICA/For You I Will
-	-	18	18	18	NO MERCY/Please Don't Go
11	18	19	18	18	AMBER/Colour Of Love
15	15	17	18	18	LA BOUCHE/Sweet Dreams
-	14	17	18	18	AMBER/This Is Your Night
17	17	16	17	17	JOHN MELLENCAMP/Just Another Day
26	22	22	16	16	"AFKAP"/The Holy River
15	16	20	16	16	ONNA LEWIS/ I Love You Always...
-	-	14	16	16	ALANIS MORISSETTE/Head Over Feet
21	19	15	15	15	BLACKSTREET/No Diggity
15	14	-	15	15	TLC/Waterfalls
14	18	20	14	14	MERRIL BAINBRIDGE/Mouth
15	18	12	13	13	KEITH SWEAT/Nobody

MARKET #2
KISFM
102.7

KIIS/Los Angeles
(818) 845-1027
Cook/Austin

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
89	86	81	83	83	CARDIGANS/Lovefool
44	30	40	82	82	JOCELYN ENRIQUEZ/Do You Miss Me
51	61	66	62	62	GINA G/Ooh Aah...Just
44	44	57	82	82	TONI BRAXTON/Un-break My Heart
83	86	83	81	81	EN VOUGUE/Don't Let Go (Love)
85	85	81	79	79	NO DOUBT/Don't Speak
-	16	30	47	47	SELENA/Dance Medley
19	40	41	47	47	JEWEL/You Were Meant...
54	46	47	45	45	SPIKE GIRLS/Wannabe
46	46	46	43	43	BLACKSTREET/No Diggity
-	-	-	43	43	MONICA/For You I Will
16	42	38	43	43	KEITH SWEAT/Nobody
40	41	39	40	40	AZ YET/Last Night
20	21	27	40	40	BABYFACE/Every Time I...
21	20	27	39	39	NO MERCY/Please Don't Go
-	-	10	38	38	NEW EDITION/ I'm Still In Love
27	27	29	38	38	CRUSH/Jellyhead
42	24	24	34	34	MERRIL BAINBRIDGE/Mouth
26	27	34	34	34	NO MERCY/Where Do You Go
40	42	35	34	34	TONI BRAXTON/You're Makin' Me...
10	18	18	31	31	CELINE DION/All By Myself
43	42	40	29	29	KEITH SWEAT/ Twisted
-	-	25	25	25	REAL MCCOY/One More Time
20	28	20	25	25	SAVAGE GARDEN/ I Want You
-	-	24	24	24	JEWEL/Who Will Save...
84	83	64	22	22	R. KELLY/ Believe I Can Fly
21	25	23	22	22	CRYSTAL WATERS/Say...If You Feel...
-	-	5	22	22	SHERYL CROW/Everyday Is...
-	-	13	13	13	OMC/How Bizarre
16	33	24	13	13	GINUWINE/Pony
13	13	11	12	12	BLACKOUT ALLSTARS/ Like It
-	-	-	12	12	LIVIN' JOY/Don't Stop Movin'
-	-	-	12	12	PAULA COLE/Where Have All...

MARKET #3
Q102

WIDD/Philadelphia
(610) 667-8100
Kalina/McGuire

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
52	60	66	67	67	EN VOUGUE/Don't Let Go (Love)
51	61	66	64	64	SUMMER JUNKIES/ I'm Gonna Love
50	63	65	63	63	CARDIGANS/Lovefool
27	58	62	62	62	DENINE W/COLLAGE/Love Of A Lifetime
31	30	59	62	62	ROCKELL/ Fell In Love
36	42	47	57	57	LIVIN' JOY/Don't Stop Movin'
9	33	47	52	52	FUNKY GREEN DOGS/Fired Up
46	36	42	48	48	SPIKE GIRLS/Wannabe
33	39	42	44	44	R. KELLY/ Believe I Can Fly
54	44	47	42	42	BLACKSTREET/No Diggity
21	40	40	40	40	NO MERCY/Please Don't Go
32	18	43	40	40	GINA G/Ooh Aah...Just
33	40	45	39	39	KEITH SWEAT/Nobody
33	20	39	37	37	MADONNA/Don't Cry For Me...
20	19	47	36	36	AMBER/This Is Your Night
28	44	54	36	36	JOCELYN ENRIQUEZ/Do You Miss Me
44	42	30	33	33	KEITH SWEAT/ Twisted
38	42	41	32	32	NO DOUBT/Don't Speak
23	32	31	28	28	EVERYTHING BUT...Missing
17	17	17	27	27	GINUWINE/Pony
-	-	10	27	27	SAVAGE GARDEN/ I Want You
24	29	30	27	27	GHOST TOWN D.J.'s/My Boo
22	29	24	26	26	CRYSTAL WATERS/Say...If You Feel
-	-	21	26	26	REAL MCCOY/One More Time
19	28	26	25	25	LE CLICK/Call Me
-	21	27	24	24	WILD ORCHID/Talk To Me
-	-	20	23	23	CRUSH/Jellyhead
18	20	21	23	23	OUTHERE BROTHERS/Boom Boom Boom
16	18	20	23	23	LE CLICK/Tonight Is The Night
49	59	55	21	21	TONI BRAXTON/Un-break My Heart
23	21	29	19	19	BLACKOUT ALLSTARS/ Like It
13	23	20	17	17	TONI BRAXTON/You're Makin' Me...
18	22	22	17	17	2 UNLIMITED/Do What's Good...
10	7	16	16	16	SABELLE/One O'Clock
7	8	12	12	12	ROOTS/What They Do
5	7	8	11	11	BABYFACE/Every Time I...
33	-	10	10	10	AMBER/Colour Of Love
-	-	7	13	13	OJ KOO/Let Me Clear My...
-	-	-	8	8	MONICA/For You I Will
-	-	-	-	-	JON SECADA/Too Late, Too Soon

MARKET #4
106.1 KISSFM

KHKS/Dallas
(214) 891-3400
Lambert/Reynolds

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
72	75	73	76	76	CARDIGANS/Lovefool
75	71	70	73	73	NO DOUBT/Don't Speak
74	76	68	73	73	EN VOUGUE/Don't Let Go (Love)
42	41	55	54	54	LE CLICK/Tonight Is The Night
45	52	55	54	54	SPIKE GIRLS/Wannabe
48	49	45	54	54	GINA G/Ooh Aah...Just
49	47	49	48	48	AMBER/This Is Your Night
46	45	50	44	44	R. KELLY/ Believe I Can Fly
46	49	45	44	44	ALANIS MORISSETTE/Head Over Feet
70	68	61	44	44	TONI BRAXTON/Un-break My Heart
62	56	56	43	43	KEITH SWEAT/ Twisted
35	47	42	38	38	MERRIL BAINBRIDGE/Mouth
-	-	17	37	37	BRUCE SPRINGSTEEN/Secret Garden
-	44	32	37	37	HOOTIE & BLOWFISH/ Go Blind
23	23	25	30	30	GHOST TOWN D.J.'s/My Boo
28	26	30	29	29	BLACKOUT ALLSTARS/ Like It
45	43	28	29	29	ONNA LEWIS/ I Love You Always...
21	23	30	26	26	CELINE DION/All By Myself
24	24	23	25	25	EVERYTHING BUT...Missing
21	22	22	25	25	REAL MCCOY/Another Night
24	27	23	25	25	TONY RICH PROJECT/Nobody Knows
18	20	24	24	24	2 UNLIMITED/Get Ready For This
-	-	25	23	23	WHITNEY HOUSTON/Step By Step
19	22	21	22	22	ANGELINA/Release Me
15	20	23	21	21	KEITH SWEAT/Nobody
20	22	21	21	21	CELINE DION/Because You Loved Me
15	21	21	20	20	NO MERCY/Please Don't Go
26	21	17	19	19	NEW EDITION/ I'm Still In Love
24	22	22	18	18	BLACKSTREET/No Diggity
15	15	17	17	17	MONTELL JORDAN/This Is How We Do It
12	17	16	16	16	ALANIS MORISSETTE/You Learn
17	15	16	16	16	SNAP/Rhythm Is A Dancer
16	17	15	15	15	CELINE DION/It's All Coming...
7	12	14	14	14	LIVIN' JOY/Don't Stop Movin'
17	18	14	14	14	SABELLE/One O'Clock
-	-	12	14	14	3RD PARTY/Can U Feel It
-	-	15	14	14	BRANDY/Sittin' Up In My...
49	30	17	12	12	GREASE MEGAMIX/Grease Megamix

MARKET #5
WVZZ/Washington
(301) 899-1041
O'Brian/Ross

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
67	68	68	67	67	EN VOUGUE/Don't Let Go (Love)
53	69	69	65	65	CARDIGANS/Lovefool
65	68	68	65	65	NO DOUBT/Don't Speak
56	68	68	59	59	NO MERCY/Where Do You Go
38	40	40	59	59	JEWEL/You Were Meant...
66	68	68	57	57	BLACKSTREET/No Diggity
47	48	48	56	56	SPIKE GIRLS/Wannabe
65	69	65	55	55	AMBER/This Is Your Night
51	51	53	53	53	TONI BRAXTON/Un-break My Heart
25	31	31	48	48	BLACKOUT ALLSTARS/ Like It
33	43	43	47	47	CRYSTAL WATERS/Say...If You Feel...
51	49	49	45	45	LE CLICK/Tonight Is The Night
45	46	44	44	44	GINA G/Ooh Aah...Just
43	41	41	42	42	COUNTING CROWS/A Long December
30	32	32	38	38	MADONNA/Don't Cry For Me...
26	34	34	37	37	NO MERCY/Please Don't Go
32	36	36	34	34	SAVAGE GARDEN/ I Want You
-	21	20	30	30	REAL MCCOY/One More Time
1	21	21	27	27	LIVIN' JOY/Don't Stop Movin'
10	27	27	25	25	LE CLICK/Call Me
-	-	22	22	22	R. KELLY/ Believe I Can Fly
18	15	15	22	22	BLACKSTREET/ Twisted
16	10	10	21	21	NO DOUBT/Spiderwebs
20	15	15	21	21	R. KELLY/ Can't Sleep...
32	14	14	18	18	AMBER/Colour Of Love
24	18	18	18	18	FUNKY GREEN DOGS/Fired Up
18	18	17	18	18	GINUWINE/Pony
-	-	16	18	18	JEWEL/Who Will Save...
36	40	40	16	16	GHOST TOWN D.J.'s/My Boo
5	9	14	14	14	DJ KOO/Let Me Clear My...
22	15	16	12	12	CELINE DION/All By Myself

MARKET #9
104 KRBE

KRBE/Houston
(713) 266-1000
Peake/Michaels

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
60	60	62	61	61	CARDIGANS/Lovefool
57	57	58	57	57	NO DOUBT/Don't Speak
61	56	57	57	57	AMBER/This Is Your Night
36	35	44	56	56	SPIKE GIRLS/Wannabe
50	39	50	53	53	EN VOUGUE/Don't Let Go (Love)
30	51	34	41	41	LE CLICK/Tonight Is The Night
26	22	35	39	39	NO MERCY/Please Don't Go
-	-	21	38	38	BRUCE SPRINGSTEEN/Secret Garden
39	39	35	36	36	CRUSH/Jellyhead
51	36	34	34	34	MERRIL BAINBRIDGE/Mouth
23	16	26	33	33	GINA G/Ooh Aah...Just
40	36	30	31	31	KEITH SWEAT/ Twisted
28	48	38	31	31	JEWEL/You Were Meant...
32	35	31	30	30	BLACKSTREET/No Diggity
33	30	31	30	30	ROBERT MILES/One And One
33	35	30	24	24	SHERYL CROW/Everyday Is...
-	-	24	24	24	JOCELYN ENRIQUEZ/Do You Miss Me
18	20	24	24	24	CELINE DION/Because You Loved Me
37	34	37	21	21	TONI BRAXTON/Un-break My Heart
-	-	17	20	20	SAVAGE GARDEN/ I Want You
24	19	20	19	19	LUSCIOUS JACKSON/Naked Eye
21	23	19	19	19	CELINE DION/All By Myself
-	18	16	19	19	REAL MCCOY/Another Night
13	15	13	19	19	NO MERCY/Where Do You Go
-	21	22	18	18	WILD ORCHID/Talk To Me
-	8	18	18	18	WHITE TOWN/Your Woman
14	10	12	18	18	2 UNLIMITED/Get Ready For This
35	29	25	18	18	LA BOUCHE/Be My Lover
-	-	16	18	18	DUNCAN SHEIK/Barely Breathing
11	-	14	16	16	QUAD CITY D.J.'s/mon 'N Ride It...
19	18	12	15	15	LA BOUCHE/Sweet Dreams
13	-	11	14	14	ALANIS MORISSETTE/Head Over Feet
13					

CHR/POP PLAYLISTS

March 7, 1997 R&R • 93

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MARKET #25
WKRD/Cincinnati
(513) 763-5500
Stead/Douglas

PLAYS
3W 2W LW TW

54	62	69	67	TONI BRAXTON/Un-break My Heart
67	66	67	67	NO DOUBT/Don't Speak
69	70	68	59	CARDIGANS/Lovefool
47	57	68	57	GINA G/Ooh Aah...Just...
43	43	42	56	JEWEL/You Were Meant...
39	43	40	55	JOHN MELLENCAMP/Just Another Day
50	53	45	52	AMBER/This Is Your Night
47	48	47	51	SPICE GIRLS/Wannabe
60	53	47	49	EN VOGUE/Don't Let Go (Love)
66	65	70	47	CRANBERRIES/When You're Gone
59	55	47	46	MADONNA/Don't Cry For Me...
40	38	39	43	SAVAGE GARDEN/Want You
37	44	42	43	SHERYL CROW/If It Makes You...
44	43	41	43	NO DOUBT/Spiderwebs
43	40	38	42	JOHN MELLENCAMP/Key West...
41	42	43	40	DUNCAN SHEIK/Barely Breathing
31	36	41	40	PAULA COLE/Where Have All...
39	38	39	39	COUNTING CROWS/A Long December
7	7	23	38	R. KELLY/ Believe I Can Fly
37	41	40	38	SHERYL CROW/Everyday Is...
39	40	40	36	JEWEL/Who Will Save...
28	26	30	32	ERIC CLAPTON/Change The World
32	36	41	32	WALLFLOWERS/One Headlight
34	38	33	31	LEAH ANDREONE/It's Alright, It's...
19	19	20	30	KEITH SWEAT/Nobody
29	24	22	16	CELINE DION/All By Myself
22	9	9	13	WHITNEY HOUSTON/Step By Step
-	-	-	-	AEROSMITH/Falling In Love...
-	-	-	-	RICHARD MARX/Until I Find You...
-	-	-	-	U2/Staring At The Sun

MARKET #27
KMKX/Kansas City
(816) 753-0933
Zellner

PLAYS
3W 2W LW TW

56	56	56	56	NO DOUBT/Don't Speak
56	56	56	56	CARDIGANS/Lovefool
54	54	54	54	JEWEL/You Were Meant...
52	52	52	52	TONI BRAXTON/Un-break My Heart
50	50	50	50	EN VOGUE/Don't Let Go (Love)
40	40	48	48	SPICE GIRLS/Wannabe
38	38	46	46	COUNTING CROWS/A Long December
48	48	44	44	ALANIS MORISSETTE/Head Over Feet
44	44	44	44	MADONNA/Don't Cry For Me...
32	36	40	42	SHERYL CROW/Everyday Is...
46	46	42	40	GINA G/Ooh Aah...Just...
24	30	38	38	SAVAGE GARDEN/ Want You
18	24	30	36	WALLFLOWERS/One Headlight
36	34	34	34	MERRIL BAINBRIDGE/Mouth
34	32	32	32	KEITH SWEAT/Twisted
46	46	32	30	SHERYL CROW/If It Makes You...
22	24	24	24	CELINE DION/All By Myself
-	-	-	-	PAULA COLE/Where Have All...
26	26	22	22	R. KELLY/ Believe I Can Fly
18	18	20	20	ABYFACE/Every Time I...
14	16	18	18	WHITNEY HOUSTON/Step By Step
12	14	16	16	311/All Mixed Up
7	12	14	16	KEITH SWEAT/Nobody
14	18	18	14	MERRIL BAINBRIDGE/Under The Water
-	-	-	-	U2/Staring At The Sun
-	-	-	-	DUNCAN SHEIK/Barely Breathing
12	12	12	12	JON SECADA/Too Late, Too Soon
12	12	12	12	LEAH ANDREONE/It's Alright, It's...
-	-	-	-	AEROSMITH/Falling In Love...
7	10	12	12	NO MERCY/Please Don't Go

MARKET #31
WPRO/Providence
(401) 433-4200
Shebel/Mascaro

PLAYS
3W 2W LW TW

65	60	63	64	CARDIGANS/Lovefool
41	38	63	62	NO MERCY/Please Don't Go
61	58	62	61	SPICE GIRLS/Wannabe
20	31	31	31	CELINE DION/All By Myself
62	58	59	59	R. KELLY/ Believe I Can Fly
38	59	59	59	COUNTING CROWS/A Long December
63	40	40	40	JEWEL/You Were Meant...
63	40	40	42	GINA G/Ooh Aah...Just...
25	22	37	40	SAVAGE GARDEN/ Want You
35	36	37	39	DUNCAN SHEIK/Barely Breathing
25	25	24	24	WALLFLOWERS/One Headlight
38	34	39	37	SHERYL CROW/Everyday Is...
21	24	37	37	FRANCE JOLI/Touch
21	22	40	36	BLACKOUT ALLSTARS/ Like It
58	63	36	36	NO DOUBT/Don't Speak
60	62	63	35	MADONNA/Don't Cry For Me...
-	-	-	-	WILD ORCHID/Talk To Me
-	-	-	-	SELENA/Dance Medley
-	-	-	-	LEAH ANDREONE/It's Alright, It's...
-	-	-	-	SHERYL CROW/Every Time I...
-	-	-	-	JOURNEY/He Should...
-	-	-	-	FUN FACTORY/Oh Yeah Yeah...
-	-	-	-	PEGGY SCOTT-ADAMS/Bill
22	21	19	23	MERRIL BAINBRIDGE/Under The Water
-	-	-	-	REAL MCCOY/One More Time
22	21	18	22	KEITH SWEAT/Nobody
-	-	-	-	AEROSMITH/Falling In Love...
20	19	23	20	LUSCIOUS JACKSON/Naked Eye
-	-	-	-	JON SECADA/Too Late, Too Soon
-	-	-	-	SMASHING PUMPKINS/1979
38	38	-	-	ORIGINAL/Luv U Baby
-	-	-	-	DISHWALLA/Counting Blue Cars
24	23	28	5	"AKAP"/The Holy River
-	-	-	-	WHITNEY HOUSTON/Step By Step
-	-	-	-	PAULA COLE/Where Have All...
-	-	-	-	BRUCE SPRINGSTEEN/Secret Garden

MARKET #32
WNCI/Columbus, OH
(614) 224-9624
Dimick/Sharpe

PLAYS
3W 2W LW TW

61	63	60	64	NO DOUBT/Don't Speak
54	42	39	57	JEWEL/You Were Meant...
40	40	37	56	DONNA LEWIS/ Love You Always...
63	58	56	56	EN VOGUE/Don't Let Go (Love)
59	60	58	54	TONI BRAXTON/Un-break My Heart
40	57	55	53	R. KELLY/ Believe I Can Fly
61	49	48	46	CARDIGANS/Lovefool
31	31	35	46	CELINE DION/All By Myself
-	-	-	-	BRUCE SPRINGSTEEN/Secret Garden
54	57	56	43	ALANIS MORISSETTE/Head Over Feet
22	36	38	42	GINA G/Ooh Aah...Just...
23	33	31	41	SPICE GIRLS/Wannabe
42	54	40	38	MERRIL BAINBRIDGE/Mouth
54	53	50	37	STREISAND & ADAMS/ Finally Found...
16	38	40	37	MADONNA/Don't Cry For Me...
35	33	30	36	ERIC CLAPTON/Change The World
15	34	36	34	ABYFACE/Every Time I...
13	11	10	25	ROD STEWART/If We Fall In...
6	13	18	18	SAVAGE GARDEN/ Want You
15	14	12	17	DUNCAN SHEIK/Barely Breathing
10	13	13	16	CRYSTAL WATERS/Say...If You Feel...
-	-	-	-	JON SECADA/Too Late, Too Soon
9	11	10	15	WHITNEY HOUSTON/Step By Step
22	22	20	14	CELINE DION/Because You Loved Me
-	-	-	-	WILD ORCHID/Talk To Me
9	10	11	11	BLACKSTREET/No Diggity
7	10	11	11	KEITH SWEAT/Nobody
39	41	36	10	WONDERS/That Thing You Do!
13	14	9	10	AMANDA MARSHALL/Fall From Grace
9	9	9	10	COUNTING CROWS/A Long December
33	35	26	9	JEWEL/Who Will Save...
10	6	30	9	WILD ORCHID/At Night I Pray
30	11	5	7	WHITNEY HOUSTON/ Believe In You...
15	15	15	7	NEW EDITION/If I'm Still In Love...
-	-	-	-	RICHARD MARX/Until I Find You...
26	28	5	7	CELINE DION/It's All Coming...
-	-	-	-	NO MERCY/Please Don't Go
-	-	-	-	REAL MCCOY/One More Time

MARKET #33
WNVZ/Norfolk
(804) 497-2000
London/West

PLAYS
3W 2W LW TW

62	65	64	60	SPICE GIRLS/Wannabe
57	62	61	59	BLACKOUT ALLSTARS/ Like It
63	60	56	58	TONI BRAXTON/Un-break My Heart
55	59	59	58	AZ YET/Last Night
50	46	53	55	BLACKSTREET/No Diggity
49	55	58	54	BABYFACE/Every Time I...
51	49	52	52	LE CLUCK/Tonight Is The Night
55	59	63	52	KEITH SWEAT/Nobody
29	29	44	52	CRYSTAL WATERS/Say...If You Feel...
46	46	52	51	MONICA/For You I Will
53	48	48	51	CRUSH/Jellyhead
28	45	48	50	SAVAGE GARDEN/ Want You
14	26	49	49	AALIYAH/One In A Million
16	29	25	25	LIVIN' JOY/Don't Stop Movin'
22	24	25	22	NO MERCY/Please Don't Go
-	-	-	-	SABELLE/One O'Clock
-	-	-	-	FUN FACTORY/Oh Yeah Yeah...
23	24	24	19	MADONNA/Don't Cry For Me...
15	21	22	19	ZHANE/Request Line
-	-	-	-	JANNA/What Am I To You
-	-	-	-	MONICA/For You I Will
-	-	-	-	REAL MCCOY/One More Time
-	-	-	-	ALLURE/FINAS/Head Over Heels
-	-	-	-	KEITH SWEAT/Just A Touch
1	5	4	0	DRU HILL/In My Bed
-	-	-	-	MARK MORRISON/Return Of The Mack
-	-	-	-	WILD ORCHID/Talk To Me
-	-	-	-	JON SECADA/Too Late, Too Soon

MARKET #35
KZHT
KZHT/Salt Lake City
(801) 263-9950
Buchanan/Dr. Doug

PLAYS
3W 2W LW TW

69	70	63	65	MADONNA/Don't Cry For Me...
40	43	54	64	TONI BRAXTON/Un-break My Heart
40	40	54	63	SHERYL CROW/If It Makes You...
44	42	54	62	NO DOUBT/Don't Speak
66	67	64	62	CARDIGANS/Lovefool
-	-	-	-	JEWEL/You Were Meant...
31	31	28	56	CELINE DION/All By Myself
-	-	-	-	SAVAGE GARDEN/ Want You
69	71	64	42	SPICE GIRLS/Wannabe
-	-	-	-	BRUCE SPRINGSTEEN/Secret Garden
49	37	36	36	BLACKOUT ALLSTARS/ Like It
-	-	-	-	REAL MCCOY/One More Time
41	40	36	34	GINA G/Ooh Aah...Just...
63	67	46	33	MARK MORRISON/Return Of The Mack
61	49	32	32	BLACKSTREET/No Diggity
40	38	35	32	NO DOUBT/Spiderwebs
33	39	36	31	SUBLIME/What I Got
42	46	33	31	COUNTING CROWS/A Long December
35	36	32	31	ABYFACE/Every Time I...
65	54	43	31	MONICA/For You I Will
-	-	-	-	SHERYL CROW/Everyday Is...
27	28	30	30	NO MERCY/Please Don't Go
5	29	29	27	AMANDA MARSHALL/Fall From Grace
36	45	43	27	WILD ORCHID/Talk To Me
-	-	-	-	DUNCAN SHEIK/Barely Breathing
-	-	-	-	WHITNEY HOUSTON/Step By Step
38	35	10	17	KEITH SWEAT/Nobody
19	18	17	16	AALIYAH/One In A Million
-	-	-	-	DRU HILL/In My Bed
-	-	-	-	LEAH ANDREONE/It's Alright, It's...
14	13	14	15	LIVIN' JOY/Don't Stop Movin'
-	-	-	-	WALLFLOWERS/One Headlight
12	6	7	8	SABELLE/One O'Clock
5	5	11	8	ZHANE/Request Line
-	-	-	-	PAULA COLE/Where Have All...
64	67	43	5	AZ YET/Hard To Say I'm...
-	-	-	-	ENIGMA/Not For The Brain
-	-	-	-	JON SECADA/Too Late, Too Soon
-	-	-	-	TRE/Take Your Time
-	-	-	-	OMC/How Bizarre

MARKET #36
WZPL/Indianapolis
(317) 816-4000
Gjerdum/Decker

PLAYS
3W 2W LW TW

64	61	73	76	JEWEL/You Were Meant...
64	64	62	68	TONI BRAXTON/Un-break My Heart
67	61	62	68	EN VOGUE/Don't Let Go (Love)
58	52	58	63	NO DOUBT/Don't Speak
29	29	24	57	TONI BRAXTON/You're Makin' Me...
44	43	44	40	COUNTING CROWS/A Long December
43	50	43	40	CARDIGANS/Lovefool
31	35	38	49	CELINE DION/All By Myself
26	31	42	48	ABYFACE/Every Time I...
40	43	42	46	CRANBERRIES/When You're Gone
42	46	44	45	JOHN MELLENCAMP/Just Another Day
45	41	42	45	SHERYL CROW/Everyday Is...
16	43	37	44	WALLFLOWERS/One Headlight
42	41	40	38	SAVAGE GARDEN/ Want You
61	66	62	35	HOOTIE & BLOWFISH/Go Blind
17	30	33	35	LEAH ANDREONE/It's Alright, It's...
-	-	-	-	WHITNEY HOUSTON/Step By Step
-	-	-	-	BARENAKED LADIES/The Old Apartment
12	18	30	31	DUNCAN SHEIK/Barely Breathing
49	42	35	30	ALANIS MORISSETTE/Head Over Feet
28	29	28	20	TRACY CHAPMAN/Give Me One Reason
-	-	-	-	AMANDA MARSHALL/Fall From Grace
20	18	25	25	R. KELLY/ Believe I Can Fly
22	19	18	24	JEWEL/Who Will Save...
-	-	-	-	PAULA COLE/Where Have All...
19	16	23	22	SUBLIME/What I Got
13	18	21	21	BETTER THAN EZRA/Desperately Wanting
-	-	-	-	LUSCIOUS JACKSON/Naked Eye
-	-	-	-	EVERYTHING BUT...Missing
30	22	21	18	ERIC CLAPTON/Change The World
-	-	-	-	GIN BLOSSOMS/Follow You Down
-	-	-	-	AEROSMITH/Falling In Love...
18	15	17	17	DEEP BLUE SOMETHING/Grease Megamix
46	43	25	16	R. KELLY/ Can't Sleep...
-	-	-	-	LA BOUCHE/Be My Lover
-	-	-	-	GIN BLOSSOMS/If I Hear It...
-	-	-	-	BRANDY/Sittin' Up In My...
14	16	15	14	DONNA LEWIS/ Love You Always...
15	11	12	11	SPICE GIRLS/Wannabe
-	-	-	-	SHAWN COLVIN/Sunny Came Home

MARKET #37
WKNS/Charlotte
(704) 331-9510
Bridgman/Crescente

PLAYS
3W 2W LW TW

72	70	65	60	CARDIGANS/Lovefool
62	63	64	60	EN VOGUE/Don't Let Go (Love)
62	62	63	69	JEWEL/You Were Meant...
62	64	61	55	TONI BRAXTON/Un-break My Heart
65	64	68	55	NO DOUBT/Don't Speak
41	43	35	38	SPICE GIRLS/Wannabe
53	45	38	37	NO DOUBT/Spiderwebs
45	46	30	37	R. KELLY/ Believe I Can Fly
30	31	38	32	SHERYL CROW/If It Makes You...
24	35	32	32	GINA G/Ooh Aah...Just...
12	14	29	31	SHERYL CROW/Everyday Is...
28	26	29	29	BLACKSTREET/No Diggity
20	17	29	25	PLANET SOUL/Set U Free
38	39	42	25	QUAD CITY DJ'S/Com'n Ride It...
37	30	27	24	MERRIL BAINBRIDGE/Mouth
-	-	-	-	WALLFLOWERS/One Headlight
23	23	29	23	KEITH SWEAT/Nobody
20	27	24	22	SAVAGE GARDEN/ Want You
24	23	24	21	DONNA LEWIS/ Love You Always...
20	19	21	21	LE CLUCK/Tonight Is The Night
27	27	22	20	COUNTING CROWS/A Long December

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

MARKET #48

WDCG/Raleigh-Durham
(919) 361-1051
Burns/Taylor

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
58	57	56	55	54	COUNTING CROWS/A Long December
37	48	45	59		JEWEL/You Were Meant...
58	58	59	54		DAVE MATTHEWS BAND/Crash Into Me
46	34	36	47		TRACY CHAPMAN/Smoke And Ashes
35	36	37	41		CARDIGANS/Lovefool
41	41	38	39		SUBLIME/What I Got
24	27	27	38		WALLFLOWERS/One Headlight
41	49	45	37		DUNCAN SHEIK/Barely Breathing
53	38	35	36		NO DOUBT/Don't Speak
22	28	29	35		RED HOT CHILI.../Love Rollercoaster
39	38	37	35		CRAVIN' MELON/Come Undone
-	-	-	12	16	PRODIGY/Firestarter
30	19	20	21		BETTER THAN EZRA/Desperately Wanting
-	-	-	23	25	19 MATCHBOX 20/Push
18	26	23	18		BARENAKED LADIES/The Old Apartment
35	36	29	18		311/All Mixed Up
-	-	-	7	18	12 U2/Staring At The Sun
36	31	32	17		SHERYL CROW/Everyday is...
18	16	17	16		LEANN RICE/Everyday is...
15	13	12	15		LIVIN' JOY/Don't Stop Movin'
41	36	27	13		SQUIREL NUT ZIPPER/HELL
12	13	18	13		12/Discotheque
12	10	12	13		VERUCA SALTO/Volcano Girls
15	13	14	12		LUSCIOUS JACKSON/Naked Eye
17	16	18	12		PRIMITIVE RADIO GODS/Standing Outside...
13	14	12	12		GOD GOD DOLLS/Name
-	-	-	11	10	12 JEWEL/Who Will Save...
-	-	-	11	10	12 NATALIE MERCHANT/Wonder
12	10	12	10		EDWIN MCCAIN/Solitude
12	-	-	10		DAVE MATTHEWS BAND/What Would You Say
10	12	12	9		SHAWN COLVIN/Sunny Came Home
-	-	-	7	9	WHITE TOWN/Your Woman
12	8	9	8		BUSH/Greedy Fly
10	11	13	8		PAULA COLE/Where Have All...
-	-	-	7	7	COVDYB MOUTH/Jenny Says
17	27	21	7		SMASHING PUMPKINS/Thirty-Three
-	-	-	5	5	SUBLIME/Santeria

MARKET #50

WDJX/Louisville
(502) 589-4800
Matthews/Rite

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
73	71	71	70		CARDIGANS/Lovefool
73	68	66	69		JEWEL/You Were Meant...
74	71	70	68		NO DOUBT/Don't Speak
73	72	69	67		EN VOUGUE/Don't Let Go (Love)
42	37	69	55		NEW EDITION/In Still In Love...
38	40	41	48		KEITH SWEAT/Nobody
51	53	51	40		TONI BRAXTON/Un-break My Heart
41	45	39	38		SPICE GIRLS/Wannabe
40	39	35	37		GINA G/Ooh Aah... Just...
40	37	38	37		LEAH ANDREONE/It's Alright, It's...
17	15	28	37		AALIYAH/If Your Girl Only...
42	41	42	36		SAVAGE GARDEN/Want You
14	11	40	35		BABYFACE/Every Time I...
38	43	37	34		BLACKSTREET/No Diggity
71	71	27	34		R. KELLY/ Believe I Can Fly
28	26	36	32		DONNA LEWIS/Without Love
30	30	36	31		MERRIL BAINBRIDGE/Mouth
42	51	22	28		TONI BRAXTON/You're Makin' Me...
31	32	34	27		SHERYL CROW/Everyday is...
17	19	16	17		12/Discotheque
17	17	18	17		GINUWINE/Pony
6	6	9	17		DUNCAN SHEIK/Barely Breathing
17	18	17	16		RED HOT CHILI.../Love Rollercoaster
10	9	11	14		BARENAKED LADIES/The Old Apartment
11	8	12	14		LUSCIOUS JACKSON/Naked Eye
15	14	15	12		AMBER/Colour Of Love
16	17	12	11		NO MERCY/Please Don't Go
-	-	-	12	11	12 JON SECADO/Too Late, Too Soon
6	4	7	11		WALLFLOWERS/One Headlight
-	-	-	10	10	MERRIL BAINBRIDGE/Under The Water
10	13	11	10		LE CLUCK/Tonight Is The Night
-	-	-	6	14	10 WHITNEY HOUSTON/Step By Step
-	-	-	3	7	10 PAULA COLE/Where Have All...
9	9	15	10		COLLECTIVE SOUL/Precious Declaration
-	-	-	9	15	10 JOOSE/It Tomorrow Never...
6	7	10	8		"AFKAP"/The Holy River
15	19	15	8		MADONNA/Don't Cry For Me...
-	-	-	3	7	8 OMC/How Bizarre
8	8	7	7		CELINE DION/All By Myself

MARKET #51

KHFI/Austin
(512) 474-9233
Roberts/Ventura

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
26	41	45	73		GINUWINE/Pony
70	72	73	73		TONI BRAXTON/Un-break My Heart
69	72	71	70		NO DOUBT/Don't Speak
39	72	70	70		JEWEL/You Were Meant...
74	71	69	69		EN VOUGUE/Don't Let Go (Love)
26	27	27	43		SPICE GIRLS/Wannabe
42	47	44	43		NEW EDITION/In Still In Love...
70	70	71	42		CARDIGANS/Lovefool
41	42	42	40		KEITH SWEAT/Nobody
38	39	38	38		MERRIL BAINBRIDGE/Mouth
34	35	36	37		SHERYL CROW/It Makes You...
39	36	37	37		BLACKSTREET/No Diggity
38	40	39	37		ALANIS MORISSETTE/Head Over Feet
22	19	20	36		SAVAGE GARDEN/Want You
18	30	32	35		LEAH ANDREONE/It's Alright, It's...
-	-	-	32	32	BRUCE SPRINGSTEEN/Secret Garden
35	26	26	32		CRABBERIES/When You're Gone
32	30	29	30		TONI BRAXTON/You're Makin' Me...
30	29	31	30		MARIAH CAREY/Always Be My Baby
26	28	28	30		LA BOUCHE/Sweet Dreams
22	18	19	27		LUSCIOUS JACKSON/Naked Eye
42	43	43	26		BUFFY/First Love
22	22	22	24		ALANIS MORISSETTE/Ironic
25	24	26	24		BRANDY/Sittin' Up In My...
18	16	15	23		CELINE DION/All By Myself
5	6	8	21		WILD ORCHID/Talk To Me
21	20	18	20		FUGEES/Killing Me Softly
5	16	17	19		NU FLAVOR/Sweet Sexy Thing
-	-	-	19	19	REAL MCCOY/One More Time
18	19	16	18		COLOR ME BADD/The Earth...
15	15	15	11		TONY RICH PROJECT/Nobody Knows
5	7	8	8		NO MERCY/Please Don't Go
-	-	-	16	18	8 LIVIN' JOY/Don't Stop Movin'
-	-	-	6	10	6 SABELLE/One O'Clock
-	-	-	5	8	5 BABYFACE/Every Time I...
-	-	-	5	8	5 WALLFLOWERS/One Headlight
-	-	-	5	8	5 MERRIL BAINBRIDGE/Under The Water

MARKET #52

KJYO/Oklahoma City
(405) 840-5271
McCoy/Barreda

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
71	71	70	71		CARDIGANS/Lovefool
70	70	71	71		TONI BRAXTON/Un-break My Heart
69	70	70	70		MERRIL BAINBRIDGE/Mouth
54	71	70	70		JEWEL/You Were Meant...
71	71	70	70		NO DOUBT/Don't Speak
70	69	70	70		SHERYL CROW/It Makes You...
28	37	70	70		GINA G/Ooh Aah... Just...
70	57	29	29		EN VOUGUE/Don't Let Go (Love)
28	27	29	29		MADONNA/Don't Cry For Me...
23	22	20	28		SPICE GIRLS/Wannabe
24	27	27	28		COUNTING CROWS/A Long December
27	28	27	28		DUNCAN SHEIK/Barely Breathing
25	28	27	28		AMBER/This Is Your Night
25	28	26	25		R. KELLY/ Believe I Can Fly
7	19	21	22		SAVAGE GARDEN/Want You
21	21	20	20		WALLFLOWERS/One Headlight
19	20	18	18		BABYFACE/Every Time I...
38	18	17	18		JOURNEY/When You Love...
14	14	14	15		NEW EDITION/In Still In Love...
14	13	14	14		BLACKSTREET/No Diggity
-	4	16	14		WHITNEY HOUSTON/Step By Step
15	23	13	14		HOOTIE & BLOWFISH/Go Blind
6	14	15	14		CELINE DION/All By Myself
12	13	15	13		SHERYL CROW/Everyday is...
15	13	14	13		GINUWINE/Pony
15	14	14	13		BLACKOUT ALLSTARS/ Like It
13	12	13	12		RED HOT CHILI.../Love Rollercoaster
7	7	7	11		LEAH ANDREONE/It's Alright, It's...
7	7	7	8		311/All Mixed Up
8	7	8	8		GARBAGE/ Crush
5	7	7	7		PAULA COLE/Where Have All...
6	8	7	7		LUSCIOUS JACKSON/Naked Eye
-	5	7	7		BARENAKED LADIES/The Old Apartment
-	5	7	7		KEITH SWEAT/Nobody
-	5	7	7		JOOSE/It Tomorrow Never...
-	5	7	7		NO MERCY/Please Don't Go
7	7	7	6		"AFKAP"/The Holy River
5	7	7	6		CRYSTAL WATERS/Say... If You Feel...
5	7	7	6		AMANDA MARSHALL/Fall From Grace
7	7	7	6		FUNKY GREEN DOGS/Fred Up

MARKET #53

WAPE/Jacksonville
(904) 642-1055
Thomas/Mann

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
57	60	57	63		CARDIGANS/Lovefool
59	56	57	61		NO DOUBT/Don't Speak
31	51	58	59		JEWEL/You Were Meant...
55	57	58	59		EN VOUGUE/Don't Let Go (Love)
62	59	55	66		RED HOT CHILI.../Love Rollercoaster
17	18	54	55		CELINE DION/All By Myself
-	18	41	46		SAVAGE GARDEN/Want You
22	26	42	42		SHERYL CROW/Everyday is...
49	24	16	36		ALANIS MORISSETTE/Your House
25	43	33	33		TONI BRAXTON/Un-break My Heart
54	54	22	33		SPICE GIRLS/Wannabe
33	54	46	29		GHOST TOWN/DJ'S My Boo
21	24	27	25		LUSCIOUS JACKSON/Naked Eye
15	17	31	25		DUNCAN SHEIK/Barely Breathing
-	-	17	25		PAULA COLE/Where Have All...
17	17	22	22		MONICA/For You I Will
-	-	14	21		BRUCE SPRINGSTEEN/Secret Garden
-	-	10	25	21	R. KELLY/ Believe I Can Fly
10	-	12	20		BABYFACE/Every Time I...
15	16	19	19		CRYSTAL WATERS/Say... If You Feel...
17	15	15	17		DONNA LEWIS/ Love You Always...
55	36	31	16		GINA G/Ooh Aah... Just...
-	-	16	15		OMC/How Bizarre
-	-	10	14		NO MERCY/Where Do You Go
-	-	11	14		JON SECADO/Too Late, Too Soon
-	-	14	14		REAL MCCOY/One More Time
-	-	-	14		LEAH ANDREONE/It's Alright, It's...

MARKET #54

WGTX/Dayton
(513) 294-5858
Franco/Steele

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
27	56	55	67		KEITH SWEAT/Nobody
54	54	56	64		EN VOUGUE/Don't Let Go (Love)
54	58	56	63		NO DOUBT/Don't Speak
55	55	56	61		R. KELLY/ Believe I Can Fly
57	56	58	61		CARDIGANS/Lovefool
49	50	51	52		SPICE GIRLS/Wannabe
-	-	12	45		BRUCE SPRINGSTEEN/Secret Garden
32	29	45	45		CELINE DION/All By Myself
26	26	31	35		GINA G/Ooh Aah... Just...
29	28	28	36		BLACKSTREET/No Diggity
30	46	44	33		JEWEL/You Were Meant...
28	24	27	32		NEW EDITION/In Still In Love...
30	30	31	31		AZ YET/Last Night
-	-	24	27	31	SAVAGE GARDEN/Want You
29	26	28	31		TONI BRAXTON/Un-break My Heart
23	27	25	31		TONI BRAXTON/You're Makin' Me...
20	18	22	30		CRYSTAL WATERS/Say... If You Feel...
42	47	27	30		MADONNA/Don't Cry For Me...
29	30	30	29		DUNCAN SHEIK/Barely Breathing
10	10	10	29		BABYFACE/Every Time I...
24	25	26	29		R. KELLY/ Can't Sleep
23	28	28	27		COUNTING CROWS/A Long December
-	-	28	27		FREAK NASTY/Da Dip
-	-	10	27		SHERYL CROW/Everyday is...
-	-	27	27		MONICA/For You I Will
23	25	27	26		BLACKOUT ALLSTARS/ Like It
-	-	26	26		NO MERCY/Please Don't Go
23	25	23	26		311/All Mixed Up
23	23	23	25		LE CLUCK/Tonight Is The Night
32	29	27	24		"AFKAP"/The Holy River
18	20	17	23		RED HOT CHILI.../Love Rollercoaster
28	20	17	23		MERRIL BAINBRIDGE/Mouth
18	20	21	21		GINUWINE/Pony
19	21	21	21		BRANDY/Sittin' Up In My...
53	26	27	18		KEITH SWEAT/Twisted
18	20				



CHR/RHYTHMIC TOP 50

MARCH 7, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	2	1	1	SPICE GIRLS Wannabe (Virgin)	1696	1776	1706	1646	33/0
1	1	2	2	AALIYAH One In A Million (BlackGround/Atlantic)	1655	1695	1806	1744	36/0
5	4	3	3	MONICA For You I Will (Warner Sunset/Atlantic)	1588	1605	1590	1526	37/0
11	10	6	4	DRU HILL In My Bed (Island)	1493	1299	1149	945	35/0
22	13	12	5	BLACKSTREET Don't Leave Me (Interscope)	1402	1105	1005	693	37/1
13	12	9	6	MARK MORRISON Return Of The Mack (Atlantic)	1332	1210	1073	900	28/1
8	7	7	7	BABYFACE Every Time I Close My Eyes (Epic)	1309	1267	1304	1254	33/0
3	3	4	8	KEITH SWEAT Nobody (Elektra/EEG)	1272	1372	1615	1645	28/0
6	6	5	9	TONI BRAXTON Un-break My Heart (LaFace/Arista)	1140	1304	1403	1479	25/0
10	9	8	10	NO DOUBT Don't Speak (Trauma/Interscope)	1137	1253	1196	1113	20/0
23	17	13	11	PUFF DADDY Can't Nobody Hold Me Down (Bad Boy/Arista)	1100	944	787	641	30/2
4	5	11	12	EN VOGUE Don't Let Go (Love) (EastWest/EEG)	1087	1126	1448	1618	28/0
14	16	16	13	FREAK NASTY Da Dip (Power)	1049	919	887	876	30/0
15	14	15	14	AZ YET Hard To Say I'm Sorry (LaFace/Arista)	991	929	913	864	31/1
7	8	10	15	BLACKSTREET No Diggity (Interscope)	977	1142	1254	1405	24/0
9	11	14	16	TONY TONI TONE Let's Get Down (Mercury)	918	937	1090	1170	21/0
29	23	17	17	CARDIGANS Lovefool (Mercury)	894	785	667	528	20/3
27	22	22	18	ERYKAH BADU On & On (Kedar/Universal)	744	684	669	593	22/2
25	20	21	19	KEITH SWEAT Just A Touch (Elektra/EEG)	721	691	716	626	25/0
28	21	19	20	ZHANE' Request Line (Illtown/Motown)	677	723	698	583	29/1
12	15	20	21	GINUWINE Pony (550 Music)	649	719	888	922	22/0
19	19	18	22	BLACKOUT ALLSTARS I Like It (Columbia)	649	737	749	722	18/0
46	33	23	23	ALLURE F/NAS Head Over Heels (Crave)	635	578	407	246	23/4
BREAKER	24			702 Get It Together (Biv 10/Motown)	630	461	352	280	20/1
BREAKER	25			SWV Can We (Jive)	624	390	156	—	28/7
21	26	24	26	MC LYTE Cold Rock A Party (EastWest/EEG)	538	560	582	694	19/1
16	18	25	27	NEW EDITION I'm Still In Love With You (MCA)	517	557	756	811	16/0
17	24	26	28	R. KELLY I Believe I Can Fly (Jive)	473	506	611	785	15/0
—	—	44	29	JOOSE If Tomorrow Never Comes (Flavor Unit/EastWest/EEG)	453	285	151	45	20/2
31	30	27	30	CRYSTAL WATERS Say...If You Feel Alright (Mercury)	443	498	489	484	17/0
—	49	38	31	GINUWINE Tell Me Do U Wanna (550 Music)	432	349	219	90	25/5
—	45	39	32	YVETTE MICHELLE I'm Not Feeling You (Loud/RCA)	426	334	250	189	18/2
45	43	36	33	ANGELINA Without Your Love (Upstairs)	396	357	273	255	14/2
DEBUT	34			NOTORIOUS B.I.G. Hypnotize (Bad Boy/Arista)	354	64	66	41	17/14
26	29	34	35	GINA G Ooh Aah...Just A Little Bit (Eternal/WB)	352	376	494	603	9/1
47	40	37	36	MAXWELL Sumthin' Sumthin' (Columbia)	351	352	285	238	15/1
—	—	40	37	AFTER 7 Sara Smile (Virgin)	341	313	188	151	15/2
43	39	41	38	MAKAVELI Hail Mary (Death Row/Interscope)	327	300	294	278	13/0
38	37	29	39	CELINE DION All By Myself (550 Music)	326	393	352	301	14/1
—	50	45	40	WILD ORCHID Talk To Me (RCA)	321	282	211	87	16/2
33	32	32	41	E-40 Things'll Never Change (Sick Wid' It/Jive)	321	385	426	469	12/0
—	—	50	42	DJ KOOL Let Me Clear My Throat (American/WB)	313	236	153	132	18/1
—	—	48	43	FOXY BROWN I'll Be (Violator/Def Jam/RAL/Mercury)	311	256	97	86	13/0
DEBUT	44			TRE' Take Your Time (Mo Thug/Relativity)	285	228	187	173	13/0
32	31	33	45	MINT CONDITION What Kind Of Man Would I Be (Perspective/A&M)	284	383	438	478	8/0
18	27	35	46	FOXY BROWN Get Me Home (Violator/Def Jam/RAL/Mercury)	277	372	566	766	9/0
24	28	30	47	MADONNA Don't Cry For Me Argentina (Warner Bros.)	270	392	564	634	8/0
—	48	47	48	MONTELL JORDAN What's On Tonight (Def Jam/RAL/Mercury)	268	263	226	207	13/0
DEBUT	49			SELENA Dance Medley (EMI Latin)	266	211	173	—	12/1
DEBUT	50			REAL MCCOY One More Time (Arista)	265	102	34	—	16/4

This chart reflects airplay from February 24-March 2. Songs ranked by total plays. Highlighted songs indicate Breaker.

43 CHR/Rhythmic reporters. 42 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

BREAKERS®

702			CHART
Get It Together (Biv 10/Motown)			24
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		
630/169	20/1		

SWV			CHART
Can We (Jive)			25
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		
624/234	28/7		

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
WARREN G I Shot The Sheriff (Def Jam/RAL/Mercury)	15
NOTORIOUS B.I.G. Hypnotize (Bad Boy/Arista)	14
SWV Can We (Jive)	7
JOCELYN ENRIQUEZ A Little Bit Of Ecstasy (Classified)	6
GINUWINE Tell Me Do U Wanna (550 Music)	5
RAY J Let It Go (Elektra/EEG)	5
ALLURE F/NAS Head Over Heels (Crave)	4
QUAD CITY DJ'S Let's Do It (Quadra Sound/Big Beat/Atlantic)	4
REAL MCCOY One More Time (Arista)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BLACKSTREET Don't Leave Me (Interscope)	+297
NOTORIOUS B.I.G. Hypnotize (Bad Boy/Arista)	+290
SWV Can We (Jive)	+234
DRU HILL In My Bed (Island)	+194
702 Get It Together (Biv 10/Motown)	+169
JOOSE If Tomorrow Never... (Flavor Unit/EastWest/EEG)	+168
REAL MCCOY One More Time (Arista)	+163
PUFF DADDY Can't Nobody Hold Me... (Bad Boy/Arista)	+156
FREAK NASTY Da Dip (Power)	+130
MARK MORRISON Return Of The Mack (Atlantic)	+122

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)	
KEITH SWEAT Twisted (Elektra/EEG)	
L.L. COOL J Loungin (Def Jam/RAL/Mercury)	
QUAD CITY DJ'S C'mon 'N Ride It... (Quadra Sound/Big Beat/Atlantic)	
AALIYAH If Your Girl Only Knew (BlackGround/Atlantic)	
GHOST TOWN DJ'S My Boo (So So Def/Columbia)	
AZ YET Last Night (LaFace/Arista)	
TONI BRAXTON You're Makin' Me High (LaFace/Arista)	
AMBER This Is Your Night (Tommy Boy)	
CELINE DION It's All Coming Back To Me Now (550 Music)	
DONNA LEWIS I Love You Always Forever (Atlantic)	

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

WESTSIDE CONNECTION

"GANGSTAS MAKE THE WORLD GO ROUND"



The second smash single from the Platinum-plus "Bow Down" Album!

Add! Fulltime Rotation!

KPWR / Los Angeles
 KMEI / San Francisco
 WHHH / Indianapolis
 KPRR / El Paso
 WKXJ / Chattanooga

KBXX / Houston
 KYLD / San Francisco
 WJBT / Jacksonville
 KBZR / Phoenix
 KCAQ / Oxnard...and more!

+ Over 60 Urban Stations!

HIP HOP TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	1	PUFF DADDY Can't Nobody Hold Me Down (<i>Bad Boy/Arista</i>)	3150	2741	110/2
2	2	MAKAVELI Hail Mary (<i>Death Row/Interscope</i>)	2033	1984	86/1
3	3	HEAVY D Big Daddy (<i>Uptown/MCA</i>)	1701	1397	83/1
5	4	ALLURE FNAS Head Over Heels (<i>Crave</i>)	1474	1177	90/7
7	5	FREAK NASTY Da Dip (<i>Power</i>)	1385	1140	46/1
8	6	DJ KOOL Let Me Clear My Throat (<i>American/WB</i>)	1282	1109	77/1
9	7	FOXY BROWN I'll Be (<i>Violator/Def Jam/RAL/Mercury</i>)	1255	1063	85/2
—	8	NOTORIOUS B.I.G. Hypnotize (<i>Bad Boy/Arista</i>)	1113	64	93/90
16	9	LIL' KIM Crush On U (<i>Big Beat/Atlantic</i>)	1060	694	79/13
4	10	E-40 Things'll Never Change (<i>Sick Wid' It/Alive</i>)	1005	1357	58/0
10	11	MC LYTE Cold Rock A Party (<i>EastWest/EEG</i>)	989	1053	44/1
12	12	TELA Sho 'Nuff (<i>Suav House/Relativity</i>)	961	878	51/3
17	13	OUTKAST Jazzy Belle (<i>LaFace/Arista</i>)	881	693	70/6
6	14	BRAT F/T-BOZ Ghetto Love (<i>So So Def/Columbia</i>)	856	1172	56/0
—	15	WESTSIDE CONNECTION Gangstas Make... (<i>Lench Mob/Priority</i>)	801	438	72/12
14	16	TRACEY LEE The Theme (<i>By Storm/Universal</i>)	775	724	64/6
11	17	FOXY BROWN Get Me Home (<i>Violator/Def Jam/RAL/Mercury</i>)	750	947	34/0
13	18	GHOST FACE KILLER All I Got Is You (<i>Epic</i>)	737	746	66/2
19	19	RICHIE RICH Do G's Get To Go To Heaven? (<i>Def Jam/Mercury</i>)	718	672	51/0
20	20	REDMAN Whatever Man (<i>Def Jam/RAL/Mercury</i>)	696	641	54/0

This chart reflects airplay from February 24-March 2. Songs ranked by total plays. 43 CHR/Rhythmic reporters and 84 Urban reporters combine from the Custom Chart function on R&R ONLINE. Rap titles are manually extrapolated. For complete reporter lists refer to Rhythmic and Urban sections. © 1997, R&R Inc.

NEW & ACTIVE

LIVIN' JOY Don't Stop Movin' (*MCA*)
Total Plays: 259, Total Stations: 11, Adds: 3

WHITNEY HOUSTON Step By Step (*Arista*)
Total Plays: 254, Total Stations: 16, Adds: 0

CAMP LO Luchini (*Profile*)
Total Plays: 236, Total Stations: 16, Adds: 2

LIL' KIM Crush On U (*Big Beat/Atlantic*)
Total Plays: 230, Total Stations: 8, Adds: 1

NU FLAVOR Sweet Sexy Thing (*Reprise*)
Total Plays: 229, Total Stations: 14, Adds: 2

HEAVY D Big Daddy (*Uptown/MCA*)
Total Plays: 217, Total Stations: 6, Adds: 0

SABELLE One O'Clock (*Work*)
Total Plays: 191, Total Stations: 9, Adds: 0

WESTSIDE CONNECTION Gangstas Make The World Go Round (*Lench Mob/Priority*)
Total Plays: 183, Total Stations: 11, Adds: 2

MAKAVELI To Live & Die In L.A. (*Death Row/Interscope*)
Total Plays: 182, Total Stations: 4, Adds: 0

SHAQUILLE O'NEAL Strait Playin' (*T.W.isM/Trauma/Interscope*)
Total Plays: 161, Total Stations: 8, Adds: 0

JANA What Am I To You (*Curb*)
Total Plays: 151, Total Stations: 9, Adds: 3

FUNKY GREEN DOGS Fired Up (*Twisted/MCA*)
Total Plays: 147, Total Stations: 10, Adds: 2

OUTKAST Jazzy Belle (*LaFace/Arista*)
Total Plays: 144, Total Stations: 6, Adds: 2

DONELL JONES Knocks Me Off My Feet (*Untrouchables/LaFace/Arista*)
Total Plays: 134, Total Stations: 3, Adds: 0

MINT CONDITION You Don't Have To Hurt. (*Perspective/A&M*)
Total Plays: 126, Total Stations: 15, Adds: 3

TRACEY LEE The Theme (*By Storm/Universal*)
Total Plays: 123, Total Stations: 6, Adds: 0

RICHIE RICH Do G's Get To Go To Heaven? (*Def Jam/Mercury*)
Total Plays: 117, Total Stations: 3, Adds: 0

WARREN G I Shot The Sheriff (*Def Jam/RAL/Mercury*)
Total Plays: 111, Total Stations: 15, Adds: 15

112 Cupid (*Bad Boy/Arista*)
Total Plays: 107, Total Stations: 6, Adds: 3

JOSETTE In A Dream (*Galaxy*)
Total Plays: 106, Total Stations: 2.

Songs ranked by total plays

NEW RELEASES

ADDS MARCH 11

- DJ Taz** "That's Right" (Relativity)
- Dreamworld** "Movin' Up" (RCA)
- 4 - 2 The Floor** "Watching You Watching Me" (Curb)
- Tasha Holiday** "Just The Way You Like It" (MCA)
- Jonny Z** "Mamacita" (Pump/Quality)
- Lil' Bud & Pizone** "Gonna Let U Know" (Island)
- Shaquille O' Neal** "Strait Playin'" (T.W.isM/Trauma/Interscope)
- Race f/Who's Dat Girl** "Fantasy" (Scorch/Warlock)
- SF Spanish Fly** "I Can See" (Warner Bros.)



JUST A (BABY)FACE IN THE CROWD — The crew at KIBB (B100)/Los Angeles stands proud with their favorite triple Grammy winner. Those happy to "B" there include (l-r) former morning show producer Mike "Danger" Krasner, air talent Gina Duran, middayer Leigh Ann, Kenneth "Babyface" Edmonds, Epic's Pamela Newman (seated), morning host Patty Lotz, and aftermoonier Boomer Servantez.

CHR/RHYTHMIC REPORTERS

Stations and their adds listed alphabetically by market

KKSS/Albuquerque, NM PD: Randy Savage APD: Mitzzy Fuentes MD: Jacques James 23 GREASE MEGAMIX "Grease" GRANDMASTER MELLE "Stuff" SWV "Can"	WBBM/Chicago, IL PD: Todd Cavanaugh MD: Erik Bradley 6 LIVIN' JOY "Movin'"	WJMH/Greensboro, NC PD: Brian Douglas MD: Mary Kay 47 BLACKSTREET "Leave" 26 ZHANE "Request" 24 SCARFACE "Game" 23 OUTKAST "Jazzy"	KLUC/Las Vegas, NV PD: Cal Thomas MD: Melissa Stiles 44 CARDIGANS "Lovefool" 18 MC LYTE "Cold" AZ YET "Sorry"	WKTU/New York, NY PD: Frankie Blue MD: Andy Stone 5 ANGELINA "Without" ERYKAH BADU "On" CARDIGANS "Lovefool" SAVAGE GARDEN "Want" MARK MORRISON "Return" JON SECADA "Late"	WWKX/Providence, RI (cont.) 5 QUAD CITY DJ'S "Do" NOTORIOUS B.I.G. "Hypnotize" ALFONZO HUNTER "Weekend" BOUNTY KILLA "Hip" LIL' KIM "Crush"	KHTS/San Diego, CA PD: Todd Shannon APD/MD: Ron Gervasio 8 JOCELYN ENRIQUEZ "Little" 8 ALLURE FNAS "Heels" 4 JANA "What" 3 3RD PARTY "Can"	WPGC/Washington, DC PD: Jay Stevens MD: Albie D 23 AFTER 7 "Sara" 18 NOTORIOUS B.I.G. "Hypnotize"
KKXX/Bakersfield, CA PD: Chris Squibbs MD: Tony Mames No Adds	KZFM/Corpus Christi, TX PD: Ed Oceano MD: Tony Mames 36 GINA G "Doh" NU FLAVOR "Sweet"	KIKI/Honolulu, HI PD: Alan Oda MD: James Cole 20 GINUWINE "Tall" 16 CELINE DION "Blessed" 15 WARREN G. "Sherrif" 13 QUAD CITY DJ'S "Do" 13 CARDIGANS "Lovefool" 11 NOTORIOUS B.I.G. "Hypnotize"	KPWR/Los Angeles, CA PD: Michelle Mercer MD: Damon Young WARREN G. "Sherrif" DJ KOOL "Clear"	WQHT/New York, NY PD: Steve Smith APD/MD: Tracy Cleberly 26 SWV "Can" 23 112 "Cupid" 15 RAMPAGE "Night" 13 BOUNTY KILLA "Hip"	KWNZ/Reno, NV PD: Jeff Davis APD: Bill Shakespeare SWV "Can" ANGELINA "Without" 702 "Together" SELENA "Medley"	XHTZ/San Diego, CA MD: Lisa Vazquez APD/MD: Jeff Nelson 10 WARREN G. "Sherrif" 8 JOSE "Tomorrow" 4 NOTORIOUS B.I.G. "Hypnotize" 4 REAL MCCOY "More"	KDGS/Wichita, KS PD: AJ Willeughly MD: A.J. Jones 20 ALFONZO HUNTER "Weekend" 17 AFTER 7 "Sara" 9 ALLURE FNAS "Heels" 8 TONI BRAXTON "Want" 8 RAY J "Let" 7 SWV "Can" 6 112 "Cupid" 6 DONELL JONES "Should" LE CLICK "Cari" JANA "What" GINUWINE "Tall" LEVERT "True" QUAD CITY DJ'S "Do" REAL MCCOY "More"
WERQ/Baltimore, MD PD: Tom Cataococi MD: Coka 16 NOTORIOUS B.I.G. "Hypnotize"	WBTT/Dayton, OH PD: Jeff Ballentine MD: Raye Kimberlin 38 ERYKAH BADU "On" 13 WESTSIDE CONNECTION "Gangstas" RAY J "Let" NOTORIOUS B.I.G. "Hypnotize" WARREN G. "Sherrif" SNOOP DOGGY DOGG "Vapors" CAMP LO "Luchini"	KQMQ/Honolulu, HI MD: Jamie Hyatt 24 SWV "Can" 8 WARREN G. "Sherrif" 8 NOTORIOUS B.I.G. "Hypnotize" 8 CAMP LO "Luchini" 7 QUAD CITY DJ'S "Do"	WPOW/Miami, FL PD: Kid Curry MD: Phil Jones 15 JANA "What" 3 DJ TRAZ "Right" 2 2 LINE CREW "Whole"	KCAQ/Oxnard, CA PD: Dan Garite APD: Kelli McKay MD: Mike Perez 41 NOTORIOUS B.I.G. "Hypnotize" 13 WARREN G. "Sherrif" 8 OUTKAST "Jazzy"	WJJS/Roanoke, VA PD: David Lee Michaels MD: Malissa Morgan No Adds	KMEL/San Francisco, CA PD: Michelle Santosuosso MD: Joey Arbagay 49 NOTORIOUS B.I.G. "Hypnotize" 29 PUFF DADDY "Nobody" 8 WARREN G. "Sherrif" SCARFACE "Game"	KYLD/San Francisco, CA PD: Michael Martin MD: Jazzy Jim 29 WARREN G. "Sherrif" 19 NOTORIOUS B.I.G. "Hypnotize" 11 JOCELYN ENRIQUEZ "Little"
WJMN/Boston, MA PD: Cadillac Jack McCartney APD/MD: Carl Collins WARREN G. "Sherrif"	KQKS/Denver, CO PD: Leo Cagle GINUWINE "Tall" MINT CONDITION "Hurt"	KBXX/Houston, TX PD: Rob Scarpio MD: Greg Head 49 NOTORIOUS B.I.G. "Hypnotize" GINUWINE "Tall"	KHTN/Modesto, CA PD: Pete Jones MD: Mark Medina RAY J "Let"	KKFR/Phoenix, AZ PD: Don Parker MD: Mike Freeman 5 FUNKY GREEN DOGS "Fired" MAXWELL "Sumthin" JOCELYN ENRIQUEZ "Little" NU FLAVOR "Sweet" ALLURE FNAS "Heels" REAL MCCOY "More"	KSFM/Sacramento, CA PD: Bob West MD: Treje GINUWINE "Tall" SWV "Can" PUFF DADDY "Nobody"	KUBE/Seattle, WA APD/MD: Lindsey Cicpic FUNKY GREEN DOGS "Fired" NOTORIOUS B.I.G. "Hypnotize" WARREN G. "Sherrif"	43 Total Reporters 43 Current Reporters 42 Current Playlists Reported Frozen Playlist (1): KGGI/Riverside, CA
WKXJ/Chattanooga, TN PD: Ray Jaynes MD: Bobby Cornea 10 WARREN G. "Sherrif" 1 YVETTE MICHELLE "Feeling" GRANDMASTER MELLE "Stuff" SPEARHEAD "Song"	KPRR/EI Paso, TX PD: John Candelario 1 ARTIE THE 1 MAN... "Miami" 1 JOCELYN ENRIQUEZ "Little" 1 TOO KOOL CHRIS "Love" FAITHLESS "Insomnia" SWV "Can"	WFFF/Indianapolis, IN PD: Scott Wheeler MD: Carl Frye SNOOP DOGGY DOGG "Vapors" WARREN G. "Sherrif" MINT CONDITION "Hurt" LIVIN' JOY "Movin'"	WDJT/Jacksonville, FL PD: Dave Wyster APD/MD: Hilman Haze No Adds	WFOH/New Bedford, MA PD: Jim Reitz MD: Kevin Paisano 13 LIVIN' JOY "Movin'" REAL MCCOY "More" ALLURE FNAS "Heels" WILD ORCHID "Talk" KS "Passion"	WOCQ/Salisbury, MD PD: Woobie MD: Marliou NOTORIOUS B.I.G. "Hypnotize" ALLURE FNAS "Heels" WARREN G. "Sherrif"	KWIN/Stockton, CA PD: Steve Wall MD: Panama Jack 29 JENNIFER PAGE "Fools" 15 JOCELYN ENRIQUEZ "Little" 11 GINA THOMPSON "Strong" RAY J "Let" LUSCIOUS JACKSON "Naked" MAXI PRIEST "Starts"	Reported Frozen Playlist (1): KGGI/Riverside, CA New Reporter (1): WBTT/Dayton, OH Moves From CHR/Rhythmic to CHR/Pop (1): KZHT/Salt Lake City, UT

CHR/RHYTHMIC PLAYLISTS

March 7, 1997 R&R • 97

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

MARKET #1				
WKTU/New York (201) 420-3700 Blue/Shane				
PLAYS	ARTIST/TITLE			
3W	2W	LW	TW	
40	40	47	62	JOCELYN ENRIQUEZ/Do You Miss Me
54	58	58	56	TONI BRAXTON/Un-break My Heart
58	59	58	55	BLACKOUT ALLSTARS/Like It
34	34	41	54	MADONNA/Don't Cry For Me...
42	46	50	46	NO MERCY/Where Do You Go
33	34	36	40	LOVE TRIBE/Stand Up
37	40	38	38	SPICE GIRLS/Wannabe
35	36	34	36	LE CLUCK/Tonight Is The Night
50	57	47	35	EN VOEGUE/Don't Let Go (Love)
26	32	32	34	GINA G/Ooh Aah... Just...
52	50	44	32	TONI BRAXTON/You're Makin' Me...
22	27	27	27	LA BOUCHE/Fallin' In Love
13	8	18	25	MONICA/For You I Will
20	25	25	24	LIVIN' JOY/Don't Stop Movin'
7	17	19	22	WIL0 ORCHID/Talk To Me
26	23	20	21	AMBER/This Is Your Night
10	21	19	21	CRYSTAL WATERS/Say...If You Feel...
18	13	14	19	R. KELLY/ Believe I Can Fly
16	12	14	18	BAD YARD CLUB/In The Ghetto
7	5	19	16	REAL MCCOY/One More Time
26	19	16	16	BLACKSTREET/No Diggity
5	14	16	14	LE CLUCK/Call Me
10	11	13	14	RICHIE RICH/Do G's Get To Go...
11	6	10	13	WHITNEY HOUSTON/Step By Step
11	14	13	13	FUNKY GREEN DOGS/Fired Up
7	15	8	11	NO MERCY/Please Don't Go
-	-	-	11	RUPAULA/Little Bit Of Love
-	-	-	5	ANGELINA/Without Your Love
6	5	5	5	CELINE DION/All By Myself
-	-	-	-	ERYKAH BADU/On & On
-	-	-	-	CARDIGANS/Lovefool
-	-	-	-	SAVAGE GARDEN/Want You
-	-	-	-	MARK MORRISON/Return Of The Mack
-	-	-	-	JON SECADA/Too Late, Too Soon

MARKET #1				
WQHT/New York (212) 229-9797 Smith/Cloherly				
PLAYS	ARTIST/TITLE			
3W	2W	LW	TW	
40	43	43	43	DRU HILL/In My Bed
42	40	40	43	BLACKSTREET/Don't Leave Me
41	40	41	43	MINT CONDITION/What Kind Of Man...
39	32	36	42	MONICA/For You I Will
43	41	40	42	NEW EDITION/Still In Love...
39	43	41	41	AALIYAH/One In A Million
42	39	41	41	LOST BOYZ/Get Up
28	40	42	38	PUFF DADDY/Can't Nobody Hold...
-	27	26	36	702/Get It Together
22	35	34	35	MAKAVEL/Hail Mary
12	15	20	34	REDMAN/Whatever Man
25	37	37	33	GIUWINE/Tell Me Do U Wanna
39	30	35	33	ERYKAH BADU/On & On
40	32	31	32	LIL' KIM/Crush On U
42	30	31	31	GHOST FACE KILLER/All I Got Is You
31	30	30	31	FOXY BROWN/II Be
15	17	21	30	HEAVY D/BIG DADDY
40	41	36	28	MC LYTE/Cold Rock A Party
-	-	12	27	ALLURE F/NAS/Head Over Heels
-	-	26	36	SWV/Can We
-	21	28	25	NEW EDITION/You Don't Have To...
26	25	28	23	YVETTE MICHELLE/It's Not Feeling You
26	24	26	23	ALFONZO HUNTER/Weekend Thing
39	34	32	23	ZHANE/Request Line
-	-	-	23	112/Cupid
-	15	15	17	BRAT FT-BOZ/Ghetto Love
11	11	9	16	NOTORIOUS B.I.G./Hypnotize
14	15	17	15	TRACY LEE/The Theme
-	-	-	15	RAMPAGE/Wild For Da Night
22	25	17	14	BABYFACE/Every Time I...
11	11	10	13	CAMP LO/Luchini
-	-	-	13	BOUNTY KILLA/Hip Hoppers

MARKET #2				
KPWR/Los Angeles (818) 953-4200 Mercer/Young				
PLAYS	ARTIST/TITLE			
3W	2W	LW	TW	
72	68	67	72	TONY TONI TONE/Let's Get Down
48	68	72	71	MACK 10 & DOGG POUND/Nothin' But...
73	64	68	69	KEITH SWEAT/Twisted
70	64	70	69	KEITH SWEAT/Nobody
47	46	67	67	MAKAVEL/To Live & Die In...
47	40	46	49	FOXY BROWN/Get Me Home
72	47	43	47	WESTSIDE CONNECTION/Gangstas Make...
32	29	31	45	SHAQUILLE O'NEAL/Strat Playin'
48	42	46	43	PUFF DADDY/Can't Nobody Hold...
46	43	43	43	EN VOEGUE/Don't Let Go (Love)
32	31	32	31	AALIYAH/One In A Million
26	25	25	30	ICE CUBE/The World Is Mine
-	17	27	29	ALLURE F/NAS/Head Over Heels
25	23	22	27	GIUWINE/Pony
-	-	-	26	NOTORIOUS B.I.G./Hypnotize
-	-	-	26	OUTKAST/ATLiens
26	19	22	24	2PAC/Just A Mad At Ya
-	-	25	23	SNOOP DOGGY DOGG/Snoop's Upside Ya...
27	20	25	21	SNOOP DOGGY DOGG/Snoop's Upside Ya...
-	-	-	21	CAMP LO/Luchini
73	62	68	20	112/Only You
32	26	28	20	YVETTE MICHELLE/It's Not Feeling You
-	-	-	-	WARREN G./I Shot The Sheriff
-	-	-	-	DJ KOOL/Let Me Clear My...

MARKET #3				
WBMM/Chicago (312) 944-6000 Cavanah/Bradley				
PLAYS	ARTIST/TITLE			
3W	2W	LW	TW	
69	58	53	70	CARDIGANS/Lovefool
54	48	67	65	TONI BRAXTON/Un-break My Heart
18	7	28	64	BABYFACE/Every Time I...
35	48	65	60	SPICE GIRLS/Wannabe
63	61	62	50	NO DOUBT/Don't Speak
49	38	63	49	TONI TONI TONE/Let's Get Down
43	42	43	46	GINA G/Ooh Aah... Just...
70	60	63	44	BLACKSTREET/No Diggity
36	56	58	40	AZ YET/Last Night
22	15	35	39	TONY TONI TONE/Let's Get Down
10	13	27	38	AZ YET/Hard To Say I'm...
37	63	53	35	NEW EDITION/Still In Love...
-	27	32	32	REAL MCCOY/One More Time
29	40	35	31	PUFF DADDY/Can't Nobody Hold...
36	25	29	27	MADONNA/Don't Cry For Me...
64	49	28	27	EN VOEGUE/Don't Let Go (Love)
22	31	27	26	GIUWINE/Pony
23	23	23	23	LE CLUCK/Call Me
-	8	22	22	WIL0 ORCHID/Talk To Me
-	19	20	20	MARK MORRISON/Return Of The Mack
17	15	17	18	TORI AMOS/Professional Widow
26	14	9	18	R. KELLY/ Believe I Can Fly
21	20	10	17	NO MERCY/Please Don't Go
11	10	10	15	FREAK NASTY/Do Dip
-	6	12	12	SPICE GIRLS/Say You'll Be There
-	-	-	8	LIVIN' JOY/Don't Stop Movin'

MARKET #4				
KMEL/San Francisco (415) 391-1061 Sant'usso/Arbagey				
PLAYS	ARTIST/TITLE			
3W	2W	LW	TW	
49	61	60	60	BLACKSTREET/Don't Leave Me
38	48	54	54	DRU HILL/In My Bed
25	17	39	53	RICHIE RICH/Do G's Get To Go...
25	28	36	50	MAXWELL/Sumthin' Sumthin'
-	-	-	49	NOTORIOUS B.I.G./Hypnotize
51	59	48	49	TONI TONI TONE/Let's Get Down
29	32	31	48	MONICA/For You I Will
57	56	35	47	MAKAVEL/To Live & Die In...
-	27	30	47	SWV/Can We
41	34	45	38	AALIYAH/One In A Million
-	20	26	31	YVETTE MICHELLE/It's Not Feeling You
42	40	32	31	BABYFACE/Every Time I...
47	50	29	30	MINT CONDITION/What Kind Of Man...
-	-	-	29	PUFF DADDY/Can't Nobody Hold...
27	29	30	28	WESTSIDE CONNECTION/Gangstas Make...
32	30	28	27	RICHIE RICH/It's Ride
-	-	-	12	MAKAVEL/Hail Mary
17	12	27	26	FOXY BROWN/II Be
5	26	25	26	OUTKAST/Jazzy Belle
26	22	27	25	ERYKAH BADU/On & On
22	13	19	25	CAMP LO/Luchini
6	8	13	18	112/Cupid
-	-	-	17	GIUWINE/Tell Me Do U Wanna
22	20	23	17	ALLURE F/NAS/Head Over Heels
35	19	13	10	MACK 10 & DOGG POUND/Nothin' But...
17	24	23	11	ZHANE/Request Line
-	-	-	8	WARREN G./I Shot The Sheriff
-	-	-	7	AZ YET/Hard To Say I'm...
-	15	12	6	MINT CONDITION/You Don't Have To...
-	5	5	5	MARK MORRISON/Return Of The Mack
-	-	-	-	SCARFACE/Game Over

MARKET #4				
WILD 107.7 KYLD/San Francisco (415) 391-1077 Martini/Jim				
PLAYS	ARTIST/TITLE			
3W	2W	LW	TW	
31	36	53	67	NO DOUBT/Don't Speak
55	61	65	65	FREAK NASTY/Do Dip
35	50	59	65	SF SPANISH FLY/Can See
62	40	47	64	JOSETTE/In A Dream
62	61	64	64	PUFF DADDY/Can't Nobody Hold...
63	60	58	63	TONY TONI TONE/Let's Get Down
62	48	51	45	ANGELINA/Without Your Love
7	5	19	38	SPICE GIRLS/Wannabe
-	-	23	37	CARDIGANS/Lovefool
6	6	19	35	RICHIE RICH/Do G's Get To Go...
62	42	26	33	AALIYAH/One In A Million
45	38	20	31	ALLURE F/NAS/Head Over Heels
62	61	39	29	RICHIE RICH/Let's Ride
16	21	36	29	WESTSIDE CONNECTION/Gangstas Make...
-	-	-	29	WARREN G./I Shot The Sheriff
24	22	30	28	MAKAVEL/To Live & Die In...
-	-	14	20	MAKAVEL/Hail Mary
19	20	24	24	SHAQUILLE O'NEAL/Strat Playin'
19	30	29	24	BRAT FT-BOZ/Ghetto Love
66	40	30	24	KEITH SWEAT/Nobody
-	-	5	12	FOXY BROWN/II Be
23	15	23	15	MC LYTE/Cold Rock A Party
-	-	16	21	DJ KOOL/Let Me Clear My...
16	15	22	21	E-40/Things'll Never...
34	39	29	19	MACK 10 & DOGG POUND/Nothin' But...
-	-	-	19	NOTORIOUS B.I.G./Hypnotize
-	8	10	19	OUTKAST/Jazzy Belle
24	20	16	16	MONICA/For You I Will
9	9	10	15	AZ YET/Hard To Say I'm...
15	9	12	12	ORU HILL/In My Bed
-	-	-	11	JOCELYN ENRIQUEZ/Little Bit Of
-	-	-	10	GIUWINE/Tell Me Do U Wanna
13	18	20	9	BLACKSTREET/Don't Leave Me
-	-	-	8	SELENA/Dance Medley
14	15	15	5	IMMATURE/Watch Me Do My Thing
-	-	-	6	SWV/Can We
-	8	14	5	MAXWELL/Sumthin' Sumthin'

MARKET #8				
WPGC/Washington (301) 441-3500 Stevens/Albie D				
PLAYS	ARTIST/TITLE			
3W	2W	LW	TW	
62	62	64	63	DRU HILL/In My Bed
54	62	63	61	MONICA/For You I Will
35	48	51	59	702/Get It Together
50	53	46	59	DONELL JONES/Knocks Me Off My...
42	60	64	51	ERYKAH BADU/On & On
37	41	43	48	TONY TONI TONE/Let's Get Down
50	48	55	47	LIL' KIM/No Time
-	21	25	47	SWV/Can We
43	51	48	46	TONI BRAXTON/ Love Me Some Him
54	37	37	41	AALIYAH/One In A Million
17	21	26	38	BLACKSTREET/Don't Leave Me
-	-	23	38	ERYKAH BADU/Next Lifetime
48	50	35	36	EN VOEGUE/Don't Let Go (Love)
-	19	34	33	PUFF DADDY/Can't Nobody Hold...
-	-	28	30	ELEMENTS OF LIFE/Sweet Love
-	-	16	29	SPICE GIRLS/Wannabe
16	26	28	27	LIL' KIM/Crush On U
37	26	23	24	WHITNEY HOUSTON/ Believe In You...
23	36	27	24	BABYFACE/Every Time I...
-	37	18	23	AALIYAH/4 Page Letter
-	-	-	23	AFTER 7/Sara Smile
-	-	-	18	NOTORIOUS B.I.G./Hypnotize
19	21	12	15	TRACY LEE/The Theme
-	14	16	14	FOXY BROWN/II Be
-	-	-	9	REDMAN/Whatever Man
-	-	-	7	DJ KOOL/Let Me Clear My...
15	17	7	7	CAMP LO/Luchini

MARKET #9				
97.9 FM KBXX/Houston (713) 623-2108 Scorpio/Head				
PLAYS	ARTIST/TITLE			
3W	2W	LW	TW	
41	47	66	76	HEAVY D/BIG DADDY
69	66	63	70	PUFF DADDY/Can't Nobody Hold...
58	54	61	64	DRU HILL/In My Bed
60	51	51	59	702/Get It Together
42	42	45	59	MONTELL JORDAN/What's On Tonight
-	19	48	56	SWV/Can We
56	62	56	53	AALIYAH/One In A Million
-	-	24	51	BLACKSTREET/Don't Leave Me
52	54	50	58	ERYKAH BADU/On & On
52	53	62	49	MONICA/For You I Will
-	-	-	49	NOTORIOUS B.I.G./Hypnotize
39	42	36	48	NEW EDITION/Still In Love...
63	50	37	44	FREAK NASTY/Do Dip
28	40	38	41	KEITH SWEAT/Come With Me
-	-	19	37	AZ YET/Hard To Say I'm...
-	-	17	31	LIL' KIM/Crush On U
-	-	16	29	WESTSIDE CONNECTION/Gangstas Make...
5	14	19	29	BABYFACE/Every Time I...
31	31	34	27	TONI BRAXTON/Un-break My Heart
40	45	39	25	MAKAVEL/Hail Mary
22	18	23	21	AFTER 7/Sara Smile
-	17	22	20	SCARFACE/Game Over
15	17	17	20	EN VOEGUE/Don't Let Go (Love)
46	45	42	19	ZHANE/Request Line
-	35	10	18	2PAC/Never Had A...
24	26	21	17	TELA/No Nutti
28	26	17	17	KEITH SWEAT/Nobody
-	-	-	-	GIUWINE/Tell Me Do U Wanna

MARKET #10				
JAMN 94.5 WJMN/Boston (617) 290-0009 McCartney/Collins				
PLAYS	ARTIST/TITLE			
3W	2W	LW	TW	
41	48	67	67	MC LYTE/Cold Rock A Party
66	65	66	66	AALIYAH/Your Girl Only...
65	66	64	66	EN VOEGUE/Don't Let Go (Love)
55	66	66	66	BLACKSTREET/No Diggity
65	67	66	65	TONY TONI TONE/Let's Get Down
66	65	67	64	L.L. COOL J/Loungin'
53	34	65	61	KEITH SWEAT/Twisted
44	47	48	45	BLACKSTREET/Don't Leave Me
47	46			



WALT LOVE

Spreading The Story About 'Girl X'

□ **WGCI/Chicago President/GM Dyson brings national attention to overlooked local crime**

On January 9, a nine-year-old African-American girl was raped and sodomized in Chicago's Cabrini Green Housing Projects. Gang signs were carved on her body and she was forced to drink gasoline after receiving a severe blow to the head. Later that night, at Children's Memorial Hospital, she slipped into a coma.

The story was reported by the major local media the next day, and then disappeared from the newspapers and TV news. But three weeks later, when **WGCI-AM & FM/Chicago** President/GM **Marv Dyson** met with morning host **Richard Steele** in his office, the story resurfaced — possibly out of disgust over mainstream media's disregard of the case.

"[Steele] showed me several articles about the incident that were written by black journalists," says Dyson. "Their articles basically said, 'Look, nobody has done anything about this. But look at how all the media and law enforcement agencies are trying to find out who murdered the little white girl in Boulder, CO.'" **JonBenet Ramsey** tragically perished less than two weeks before the nine-year-old Chicago victim, who was simply labeled "Girl X."

"Richard insisted we needed to do something about this. Approximately one hour later, **Velma Braselton** — our VP/Personnel — came into my office and pointed out the same thing [as Richard]. She had two of the same articles and also suggested that we get involved in it and do something. I mentioned it to my wife that night, and she agreed."

Jumping Into Action

The next day, Dyson met with Operations Director **Elroy Smith** and came up with a plan to help out a victim in their own listening community. "We agreed we should actually go over to the housing projects and do a live broadcast while encouraging listeners to come by and bring checks to help the girl and her family," Dyson continues. "I also read an on-air editorial that began running the night of January 31 through Tuesday of the next week. But instead of broadcasting from the projects, we opted to go to the hospital where the child was."

After receiving hospital approval, WGCI-FM took its remote unit there for a 16-hour live broadcast on February 5. "We broadcast live from 6am-10pm. Each one of our jocks did their shows from the hospital. They all encouraged our listeners to

help this family, and people came in massive numbers.

"The next day our accounting department began counting the money from these checks and money orders, which took all day. At approximately 4:50pm, the accounting people came into my office to tell me that we had raised \$108,000. At that point I just about fell through my chair. I couldn't believe it.

"I had to make a business trip to Atlanta and returned that Sunday night. We then decided to do another broadcast, but this time from a southside location with WGCI-AM. We did it that Monday (2/10). Their broadcast was done from a predominantly black shopping plaza. They raised \$40,000 between 6am-7pm. Throughout this entire time we kept running editorials about this and encouraging people to send money to help 'Girl X' and her family. As of this interview, we're over \$160,000. We haven't counted today's receipts."

No Lip Service

Why did Dyson and WGCI-AM & FM take it upon themselves to truly get involved with this tragedy? "Because we're the No. 1 station in this market and also the No. 1 Urban station in the market. And it being 'one of our own,' we just felt

we couldn't walk away from this incident ... You know how often we say Urban radio stations should get involved in their communities. Well, we seem to be the only format that does that on an ongoing basis all over the country.

"I've always thought what we do makes sense. But I also believe that a well-programmed station will always beat a community-involved radio station. Yet I also think that when you have a combination of community involvement and good programming, you are literally unbeatable. Our track record of winning in Chicago has proven that. The message to other broadcasters is this: Just don't do lip service and just don't do community involvement to make

yourself feel good and make your station supposedly look good in the public's eye. Do it when it's really special and important — when it really counts for those you serve daily.

"We never thought we could raise the kind of money we've raised; we thought we might raise \$15,000 or \$20,000. Things happen in our community all the time and no one really extends themselves. Now that all this has attracted national coverage, we have the potential to raise a million dollars.

"If the child makes it, she might need constant care. A million dollars wouldn't last more than a year and a half to two years because the mother is receiving aid. The rules state she would have to be taken off aid and removed from the [Chica-



THE CARING STARTS HERE — WGCI-AM & FM/Chicago has raised more than \$250,000 for the medical treatment of the nine-year-old girl — known as "Girl X" — who was brutally raped by gang members. First Lady Hillary Clinton has called President/GM Marv Dyson to thank him and Chicago citizens for their humanitarian efforts. And Shaquille O'Neal recently donated \$2000 for the cause. Pictured is one of many concerned listeners handing a check for the WGCI Community Fund for "Girl X" to 'GCI afternooner "Crazy" Howard McGee (l).

ff

A well-programmed station will always beat a community-involved radio station. Yet when you have a combination of community involvement and good programming, you are literally unbeatable. I think our track record of winning in Chicago has proven that.

ff

go Housing Authority] if she gets this money. So we have professionals looking at this to see how we can work it out for the family's good."

WGCI's actions have attracted the attention of every network affiliate in Chicago, including **Fox-TV**, as

well as CNN. "[They] did a story on what we're doing for this family and I appeared February 12 on 'The Geraldo Rivera Show,' giving us national coverage."

Airing Out Community Issues

WGCI-AM & FM has traditionally taken to the airwaves to talk about community issues and problems that have arisen among African-American youth in the Windy City. Says Dyson, "We stop the music to talk about subjects that are important to our listening audience. We've talked about AIDS and how it's affecting the community. Last year we had an open forum about safe sex. Another time, we took the radio station live to Cook County Jail and had inmates talk to our younger listening audience about not going to jail. We've also discussed teenage pregnancy on the air. More often than not, we do make a difference. We know we can't help everybody, but we do the best we can."

"Girl X" still lies in a coma as she prepares for a move to a Chicago total-care facility. Doctors have said the prognosis doesn't look very good but, as Dyson says, God works in mysterious ways. "We organized a prayer vigil and asked on-air for everyone to pray for her to come out of the coma. None of us knows, but I've got a feeling it's going to happen.

"[The reaction to all we've done] is the most incredible thing that I've ever seen in all of my years in broadcasting. This really does prove that people care and also proves that black people do care about what's happening to black children. And you know, it really is what's between the records that makes the difference. Playing the right music and having the right personalities on the air are all important. But if you can add that one other ingredient, which is heart, I think you win. We're proving that here."



HOPE FOR 'GIRL X' — That's the result of the numerous donations for the nine year old. Even local politicians joined in the effort, demonstrated by 3rd Ward Alderman Dorothy Tillman (r) who accepts yet another check from a concerned WGCI listener for "Girl X."

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URBAN TOP 50

MARCH 7, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
4	3	2	1	MONICA For You I Will (Warner Sunset/Atlantic) 3165 2874 2774 2491 83/0					
9	6	5	2	"AFKAP" Somebody's Somebody (NPG/EMI) 2973 2397 2233 2008 80/2					
11	9	4	3	702 Get It Together (Biv 10/Motown) 2774 2472 2092 1682 83/1					
2	1	1	4	ERYKAH BADU On & On (Kedar/Universal) 2745 2960 3078 3051 80/0					
1	2	3	5	DRU HILL In My Bed (Island) 2730 2792 3029 3075 74/0					
8	7	7	6	BABYFACE Every Time I Close My Eyes (Epic) 2429 2280 2229 2191 82/0					
—	23	14	7	BLACKSTREET Don't Leave Me (Interscope) 2398 1683 1142 320 82/3					
19	13	11	8	ZHANE Request Line (Illtown/Motown) 2147 1859 1568 1260 82/1					
12	10	10	9	KEITH SWEAT Just A Touch (Elektra/EEG) 2082 1926 1713 1576 76/0					
14	11	12	10	PUFF DADDY Can't Nobody Hold Me Down (Bad Boy/Arista) 2050 1797 1670 1509 80/0					
3	8	8	11	AALIYAH One In A Million (BlackGround/Atlantic) 1918 1994 2146 2608 60/0					
16	16	15	12	MINT CONDITION You Don't Have To Hurt No More (Perspective/A&M) 1887 1652 1438 1329 81/3					
6	4	6	13	NEW EDITION You Don't Have To Worry (MCA) 1872 2370 2392 2322 69/0					
18	17	16	14	MONTELL JORDAN What's On Tonight (Def Jam/RAL/Mercury) 1836 1567 1404 1296 77/3					
25	20	17	15	YVETTE MICHELLE I'm Not Feeling You (Loud/RCA) 1795 1489 1259 1096 79/1					
15	14	13	16	MAKAVELI Hail Mary (Death Row/Interscope) 1706 1684 1559 1393 73/1					
—	—	29	17	SWV Can We (Jive) 1653 1104 364 7 82/8					
23	18	18	18	RAHSAAN PATTERSON Stop By (MCA) 1573 1460 1367 1142 71/0					
7	5	9	19	MAXWELL Sumthin' Sumthin' (Columbia) 1501 1969 2266 2286 60/0					
35	28	23	21	112 Cupid (Bad Boy/Arista) 1492 1224 1075 929 75/2					
33	26	25	21	HEAVY D Big Daddy (Uptown/MCA) 1484 1211 1082 939 77/1					
38	29	24	22	MARK MORRISON Return Of The Mack (Atlantic) 1449 1218 1069 916 66/3					
29	21	21	23	TASHA HOLIDAY Just The Way You Like (MCA) 1411 1289 1195 998 68/2					
—	34	27	24	AFTER 7 Sara Smile (Virgin) 1403 1164 973 627 75/1					
22	19	19	25	AZ YET Hard To Say I'm Sorry (LaFace/Arista) 1395 1335 1274 1169 71/0					
—	42	31	26	GINUWINE Tell Me Do U Wanna (550 Music/Epic) 1387 1074 848 334 78/4					
26	22	20	27	ALFONZO HUNTER Weekend Thang (Def Squad/EMI) 1384 1297 1160 1037 65/1					
37	24	22	28	TONI BRAXTON I Don't Want To (LaFace/Arista) 1374 1231 1123 919 76/0					
36	31	26	29	RAY J Let It Go (Elektra/EEG) 1361 1190 1052 927 71/0					
32	30	28	30	DONELL JONES You Should Know (Untouchables/LaFace/Arista) 1196 1106 1062 945 60/0					
46	35	30	31	LEVERT True Dat (Atlantic) 1162 1093 960 728 71/1					
—	40	33	32	GINA THOMPSON You Bring The Sunshine (Mercury) 1111 1023 887 673 70/4					
—	46	39	33	ROME I Belong To You (Every...) (RCA) 1053 902 768 578 70/4					
44	43	42	34	DJ KOOL Let Me Clear My Throat (American/WB) 969 873 817 790 59/0					
BREAKER	—	—	35	KENNY LATTIMORE For You (Columbia) 959 763 669 627 63/3					
—	—	44	35	FOXY BROWN I'll Be (Violator/Def Jam/RAL/Mercury) 944 807 597 264 72/2					
21	25	43	37	TONY TONI TONE Let's Get Down (Mercury) 917 843 1087 1189 37/0					
42	41	37	38	TRE Take Your Time (Mo Thug/Relativity) 914 923 871 836 51/0					
BREAKER	39	—	39	ANN NESBY This Weekend (Perspective/A&M) 895 751 740 608 57/1					
43	39	40	40	PUFF JOHNSON All Over Your Face (Work/Epic) 892 897 890 800 49/0					
BREAKER	41	—	41	TELA Sho 'Nuff (Suav House/Relativity) 882 794 762 643 49/3					
BREAKER	42	—	42	WHITNEY HOUSTON Step By Step (Arista) 877 754 656 222 60/1					
50	48	41	43	TRUTH Everyday (Priority) 857 887 750 685 53/0					
BREAKER	43	—	43	ALLURE F/NAS Head Over Heels (Crave) 839 599 286 33 67/3					
BREAKER	45	—	45	LIL' KIM Crush On U (Big Beat/Atlantic) 830 492 107 104 71/12					
31	27	32	46	BRAT /T-BOZ Ghetto Love (So So Def/Columbia) 789 1066 1079 962 51/0					
DEBUT	—	—	47	TEVIN CAMPBELL Could You Learn To Love (Qwest/WB) 764 507 135 — 63/6					
DEBUT	—	—	48	JOHNNY GILL Love In An Elevator (Motown) 764 511 162 40 56/1					
DEBUT	—	—	49	NOTORIOUS B.I.G. Hypnotize (Undeas/Big Beat/Atlantic) 759 — — — 76/76					
DEBUT	—	—	51	OUTKAST Jazzy Belle (LaFace/Arista) 737 599 278 38 64/4					

This chart reflects airplay from February 24-March 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 84 Urban reporters. 80 current playlists. Songs that are down in plays for three consecutive weeks and below No. 25 are moved to recurrent. © 1997, R&R Inc.

NEW & ACTIVE

ME'SHELL NDEGECELO Stay (Maverick/Reprise)
Total Plays: 693, Total Stations: 54, Adds: 4

GHOST FACE KILLER All I Got Is You (Epic)
Total Plays: 675, Total Stations: 64, Adds: 2

TRACEY LEE The Theme (By Storm/Universal)
Total Plays: 652, Total Stations: 58, Adds: 6

CRYSTAL WATERS Say...If You Feel Alright (Mercury)
Total Plays: 645, Total Stations: 37, Adds: 1

TRU I Always Feel Like (Priority)
Total Plays: 627, Total Stations: 52, Adds: 3

CHARISSE ARRINGTON Ain't No Way (MCA)
Total Plays: 624, Total Stations: 51, Adds: 1

WESTSIDE CONNECTION Gangstas Make The World Go... (Lench Mob/Priority)
Total Plays: 618, Total Stations: 61, Adds: 10

RICHIE RICH Do G's Get To Go To Heaven? (Def Jam/Mercury)
Total Plays: 601, Total Stations: 48, Adds: 0

REDMAN Whatever Man (Def Jam/RAL/Mercury)
Total Plays: 599, Total Stations: 51, Adds: 0

SCARFACE Game Over (Noo Trybe)
Total Plays: 590, Total Stations: 64, Adds: 10

TWICE Sparkle (MCA)
Total Plays: 588, Total Stations: 50, Adds: 4

SNOOP DOGGY DOGG Vapors (Death Row/Interscope)
Total Plays: 563, Total Stations: 58, Adds: 11

BILLY LAWRENCE Come On (EastWest/EEG)
Total Plays: 532, Total Stations: 55, Adds: 10

ASSORTED PHLAVERS Make Up Your Mind (Hall Of Fame/Epic)
Total Plays: 504, Total Stations: 41, Adds: 2

ELEMENTS OF LIFE Sweet Love (RCA)
Total Plays: 477, Total Stations: 57, Adds: 12

Songs ranked by total plays.

BREAKERS

KENNY LATTIMORE For You (Columbia) TOTAL PLAYS/INCREASE: 959/196 TOTAL STATIONS/ADDS: 63/3 CHART: 35
ANN NESBY This Weekend (Perspective/A&M) TOTAL PLAYS/INCREASE: 895/144 TOTAL STATIONS/ADDS: 57/1 CHART: 39
TELA Sho 'Nuff (Suav House/Relativity) TOTAL PLAYS/INCREASE: 882/88 TOTAL STATIONS/ADDS: 49/3 CHART: 41
WHITNEY HOUSTON Step By Step (Arista) TOTAL PLAYS/INCREASE: 877/123 TOTAL STATIONS/ADDS: 60/1 CHART: 42
ALLURE F/NAS Head Over Heels (Crave) TOTAL PLAYS/INCREASE: 839/240 TOTAL STATIONS/ADDS: 67/3 CHART: 44
LIL' KIM Crush On U (Undeas/Big Beat/Atlantic) TOTAL PLAYS/INCREASE: 830/338 TOTAL STATIONS/ADDS: 71/12 CHART: 45

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
NOTORIOUS B.I.G. Hypnotize (Bad Boy/Arista)	76
WARREN G I Shot The Sheriff (Def Jam/RAL/Mercury)	53
IMPROMPT2 Sweet Thang (Motown)	38
LYDIA Closer Than Friends (New Image)	24
SHAQUILLE O'NEAL Strait Playin' (T.W.isM/Trauma/Interscope)	24
E.U. Hold You (Escape)	15
DIONNE FARRIS Hopeless (Columbia)	13
ELEMENTS OF LIFE Sweet Love (RCA)	12
LIL' KIM Crush On U (Undeas/Big Beat/Atlantic)	12
PASSION Gigolo's Get Lonely Too (MCA)	12

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
NOTORIOUS B.I.G. Hypnotize (Bad Boy/Arista)	+759
BLACKSTREET Don't Leave Me (Interscope)	+715
"AFKAP" Somebody's Somebody (NPG/EMI)	+576
SWV Can We (Jive)	+549
LIL' KIM Crush On U (Undeas/Big Beat/Atlantic)	+338
ELEMENTS OF LIFE Sweet Love (RCA)	+327
GINUWINE Tell Me Do U Wanna (550 Music/Epic)	+313
YVETTE MICHELLE I'm Not Feeling You (Loud/RCA)	+306
SCARFACE Game Over (Noo Trybe)	+305
WESTSIDE CONNECTION Gangstas... (Lench Mob/Priority)	+305

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
EN VOGUE Don't Let Go (Love) (EastWest/EEG)
E-40 Things'll Never Change (Sick Wid' It/Jive)
R. KELLY I Believe I Can Fly (Jive)
WHITNEY HOUSTON I Believe In You And Me (Arista)
IMMATURE Watch Me Do My Thing (Loud/RCA)
GINUWINE Pony (550 Music/Epic)
KEITH SWEAT Nobody (Elektra/EEG)
MINT CONDITION What Kind Of Man Would... (Perspective/A&M)
FOXY BROWN Get Me Home (Violator/Def Jam/RAL/Mercury)
TONI BRAXTON Un-break My Heart (LaFace/Arista)

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

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URBAN PLAYLISTS

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

THE BEAT 92.3 MARKET #2
KKBT/Los Angeles (213) 634-1800 Austin/Snyder

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
52	52	48	52	52	TONY TONI TONE/Let's Get Down
54	46	44	50	49	AALIYAH/One In A Million
33	44	45	48	45	ISLEY BROTHERS/Fears
46	54	50	46	46	ERYKAH BADU/On & On
16	34	42	44	44	SHAQUILLE O'NEAL/Straight Playin'
38	38	42	38	42	MARK 10 & DOGG POUND/Notin' But...
40	49	40	35	40	FOXY BROWN/Get Me Home
48	40	35	40	35	BABYFACE/Every Time I...
36	35	32	32	32	MAKAVELI/Hi! Hi! Hi!
30	32	33	30	33	DRU HILL/In My Bed
28	30	28	29	28	MONICA/For You I Will
27	27	26	27	26	MC LYTE/Cold Rock A Party
26	28	20	25	26	WESTSIDE CONNECTION/Gangstas Make...
24	26	24	24	24	ICE CUBE/The World Is Mine
18	24	22	23	23	PUFF DADDY/Can't Nobody Hold...
12	15	20	22	22	ALLURE/FN/AS/Head Over Heels
8	16	16	16	16	GINUWINE/Tell Me Do U Wanna
10	12	14	14	14	MINT CONDITION/You Don't Have To...
7	11	14	14	14	BLACKSTREET/Don't Leave Me
11	13	14	13	14	AZ YET/Hard To Say I'm...
5	8	12	12	12	112/Cupid
6	6	11	11	11	MONTELL JORDAN/What's On Tonight
17	16	10	10	10	YVETTE MICHELLE/In My Not Feeling You
14	15	9	9	9	RICHIE RICH/Do G's Get To Go...
5	9	10	9	9	ROOTS/What They Do
10	10	10	10	10	MAKAVELI/Hi! Hi! Hi!
8	8	8	8	8	TRU/Always Feel Like
5	7	7	7	7	TRACEY LEE/The Theme
5	5	5	5	5	SWW/Can We
5	5	5	5	5	WARREN G./I Shot The Sheriff
7	7	7	7	7	702/Get It Together

105.1 MARKET #3
WEJM/Chicago (312) 360-9000 Alan

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
22	28	32	49	49	TELA/Sho 'Nuff
49	49	49	49	49	MAKAVELI/Hi! Hi! Hi!
35	35	34	44	44	PUFF DADDY/Can't Nobody Hold...
48	47	49	44	44	702/Get It Together
40	45	46	44	44	MONICA/For You I Will
19	19	19	19	19	SCARFACE/Every Time I...
31	31	29	34	34	BRAT FT-BOZ/Ghetto Love
29	29	29	29	29	WESTSIDE CONNECTION/Gangstas Make...
9	23	12	32	32	GINUWINE/Tell Me Do U Wanna
26	27	29	32	32	*AFKAP*/Somebody's Somebody
25	26	26	28	28	RAY J/Let It Go
31	31	29	34	34	SNOPP DOGGY DOGG/Vapors
26	26	27	27	27	GHOST FACE KILLER/All I Got Is You
28	27	28	27	27	ZHANE/Request Line
26	23	24	27	27	YVETTE MICHELLE/In My Not Feeling You
24	24	24	24	24	JOHNNY GILL/In An Elevator
22	22	22	22	22	MAXWELL/Sumthin' Sumthin'
17	17	17	17	17	FOXY BROWN/Hi! Be
22	22	26	25	25	BLACKSTREET/Don't Leave Me
24	26	26	24	24	TELA/Sweet Just A Touch
12	10	10	10	10	LIL' KIM/Crush On U
16	10	17	18	18	HEAVY D/Big Daddy
16	19	14	18	18	112/Cupid
19	19	19	19	19	WARREN G./I Shot The Sheriff
19	18	15	15	15	OUTKAST/Jazzy Belle
16	17	15	15	15	REDMAN/Whatever Man
15	15	11	11	11	TASHA HOLIDAY/Just The Way You...
7	7	11	10	10	AZ YET/Hard To Say I'm...

WGCI MARKET #3
WGCI/Chicago (312) 427-4800 Smith/Cologne

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
48	44	43	49	49	AALIYAH/One In A Million
51	46	42	44	44	ERYKAH BADU/On & On
18	27	34	40	40	HEAVY D/Big Daddy
36	32	34	39	39	YVETTE MICHELLE/In My Not Feeling You
41	38	38	37	37	DRU HILL/In My Bed
36	37	37	37	37	TONI BRAXTON/ Love Me Some Him
28	29	34	36	36	702/Get It Together
29	34	28	35	35	BLACKSTREET/The Lord Is Real
33	35	34	33	33	MONICA/For You I Will
14	14	21	20	20	KENNY LATTIMORE/For You
24	33	29	29	29	MINT CONDITION/You Don't Have To...
25	20	28	28	28	DAVID JOSIAS/In My Life
30	37	32	26	26	TONY TONI TONE/Let's Get Down
29	37	35	35	35	EN VOGLUE/Don't Let Go (Love)
7	24	32	32	32	ZHANE/Request Line
22	23	24	24	24	TONI BRAXTON/ Don't Want To
11	20	27	24	24	ROME/ I Belong To You...
21	28	23	23	23	LATANYA/If You Play Your...
21	27	34	32	32	R. KELLY/ Believe I Can Fly
17	20	21	21	21	NOTORIOUS B.I.G./Hypnotize
17	21	24	21	21	MONTELL JORDAN/What's On Tonight
17	20	21	21	21	MAXWELL/Ascension (Don't...)
14	20	25	21	21	MINT CONDITION/What Kind Of Man...
16	10	11	11	11	*AFKAP*/Somebody's Somebody
20	21	24	21	21	LUTHER VANDROSS/ Can Make It Better
16	19	23	17	17	BLACKSTREET/ Never Gonna Let...
10	22	17	17	17	RAHSAAN PATTERSON/Stop By
16	17	15	15	15	ERYKAH BADU/Apple Tree
16	20	22	16	16	JOHNNY GILL/ Love In An Elevator
9	18	15	15	15	BLACKSTREET/Don't Leave Me

POWER 99.1 MARKET #5
WUSL/Philadelphia (215) 463-8900 Young/Cooper

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
52	51	49	54	54	112/Cupid
51	45	47	51	51	DRU HILL/In My Bed
28	37	41	45	45	PUFF DADDY/Can't Nobody Hold...
49	44	46	46	46	AALIYAH/One In A Million
50	48	43	42	42	MONICA/For You I Will
29	46	43	42	42	TONI BRAXTON/ Love Me Some Him
19	36	41	41	41	YVETTE MICHELLE/In My Not Feeling You
7	10	33	34	34	SWW/Can We
41	39	35	34	34	LIL' KIM/No Time
10	10	10	10	10	BLACKSTREET/Don't Leave Me
18	10	10	10	10	RAY J/Let It Go
24	14	14	14	14	*AFKAP*/Somebody's Somebody
17	17	17	17	17	LIL' KIM/Crush On U
48	34	33	27	27	ERYKAH BADU/On & On
15	31	34	26	26	702/Get It Together
41	30	34	24	24	NEW EDITION/You Don't Have To...
20	22	26	21	21	EN VOGLUE/Don't Let Go (Love)
19	14	14	14	14	ROOTS/What They Do
5	17	12	19	19	MAKAVELI/Hi! Hi! Hi!
24	22	24	19	19	FOXY BROWN/Get Me Home
6	7	7	19	19	ALFONZO HUNTER/Weekend Thang
12	14	25	18	18	MINT CONDITION/You Don't Have To...
13	10	16	16	16	GINUWINE/Pony
5	5	5	5	5	NOTORIOUS B.I.G./Hypnotize
7	5	5	5	5	GINUWINE/Tell Me Do U Wanna
7	5	10	13	13	DJ KOOL/ Let Me Clear My...
11	5	8	13	13	KEITH SWEAT/Just A Touch
21	17	8	13	13	D'ANGELO/Lady
11	8	13	13	13	KEITH SWEAT/Nobody

WCHB MARKET #6
WCHB/Detroit (313) 871-0590 Arnold/Preston

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
34	55	55	59	59	MARK MORRISON/Return Of The Mack
34	55	55	59	59	DRU HILL/In My Bed
34	55	55	59	59	*AFKAP*/Somebody's Somebody
34	55	55	59	59	PUFF DADDY/Can't Nobody Hold...
34	55	55	59	59	ANN NESBY/In My Bed
34	55	55	59	59	SHAQUILLE O'NEAL/Straight Playin'
34	55	55	59	59	AFKAP*/Somebody's Somebody
34	55	55	59	59	MDNICA/For You I Will
34	55	55	59	59	ZHANE/Request Line
34	55	55	59	59	IMMATURE/Watch Me Do My Thing
34	55	55	59	59	BLACKSTREET/Don't Leave Me
34	55	55	59	59	ERYKAH BADU/On & On
34	55	55	59	59	CRUCIAL CONFLICT/Ride The Rodeo
34	55	55	59	59	BLACKSTREET/Goodwin'
34	55	55	59	59	WHODUN/Be My Lady
34	55	55	59	59	MARK 10 & DOGG POUND/Notin' But...
34	55	55	59	59	TONY TONI TONE/Tossin' & Turnin'
34	55	55	59	59	MAKAVELI/Hi! Hi! Hi!
34	55	55	59	59	PUFF JOHNSON/All Over Your Face
34	55	55	59	59	112/Cupid
34	55	55	59	59	702/Get It Together
34	55	55	59	59	FAITH EVANS/Just Can't
34	55	55	59	59	ALFONZO HUNTER/Weekend Thang
34	55	55	59	59	SWW/Can We
34	55	55	59	59	TRU/Always Feel Like
34	55	55	59	59	AFTER 7/Sara Smile
34	55	55	59	59	MONTELL JORDAN/What's On Tonight
34	55	55	59	59	ALLURE/FN/AS/Head Over Heels
34	55	55	59	59	MINT CONDITION/You Don't Have To...
34	55	55	59	59	TOTAL/Kissin' You
34	55	55	59	59	GROOVE THEORY/Tell Me

WJLB 109.8 MARKET #6
WJLB/Detroit (313) 965-2000 Saunders/Darcell

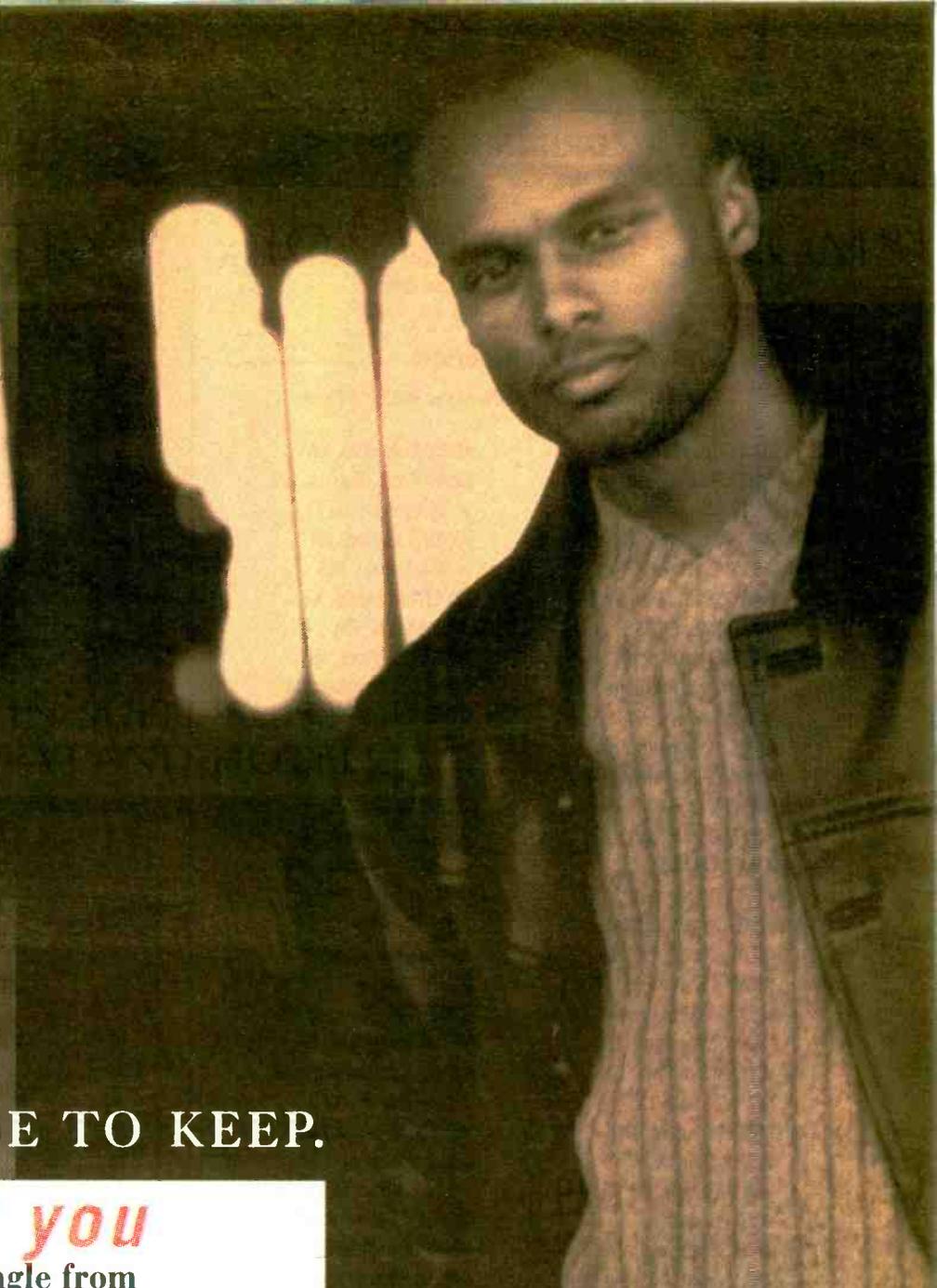
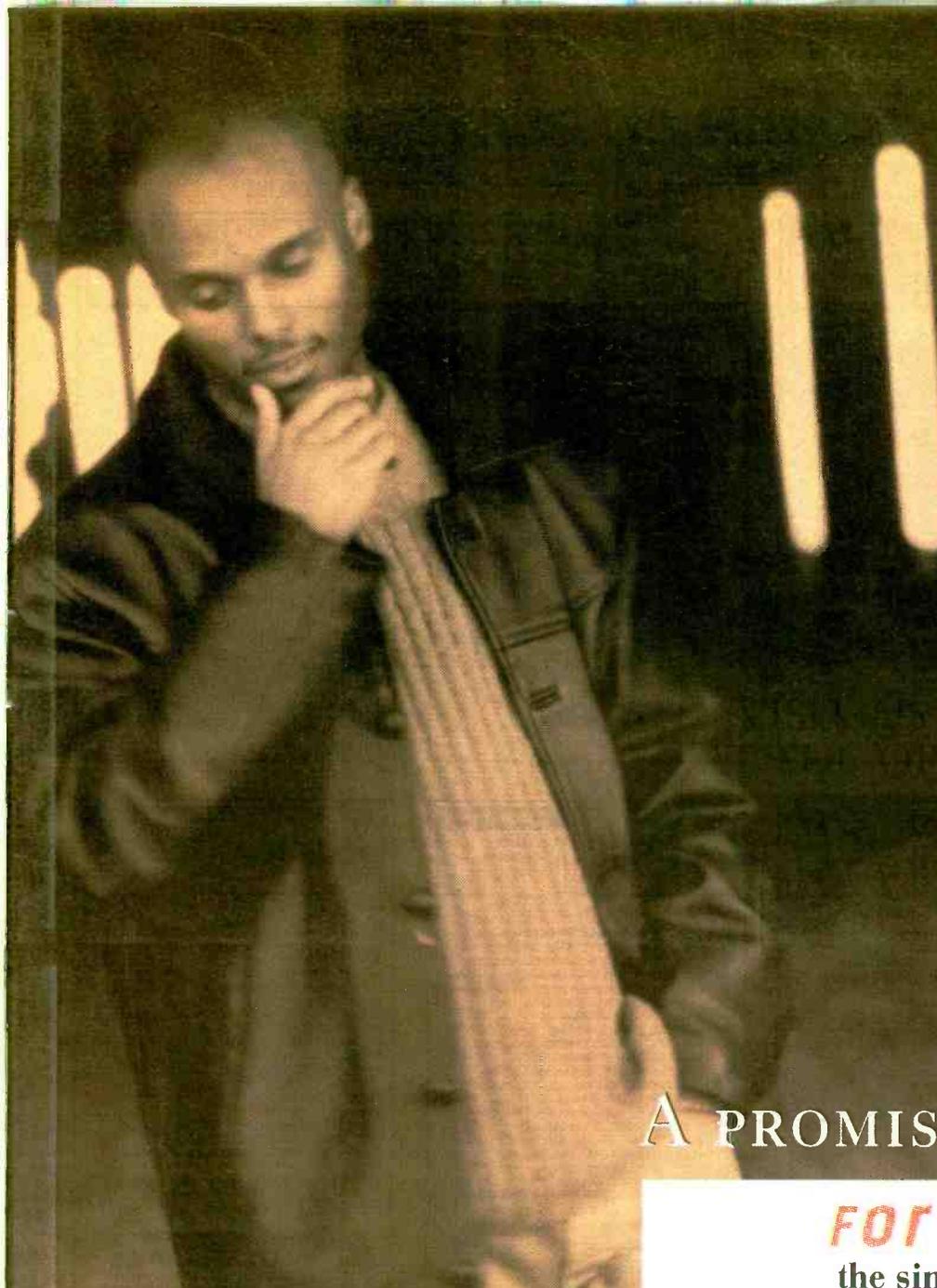
PLAYS	3W	2W	LW	TW	ARTIST/TITLE
52	48	52	48	48	ERYKAH BADU/On & On
40	46	43	43	43	MINT CONDITION/What Kind Of Man...
49	41	41	41	41	TONY TONI TONE/Let's Get Down
39	46	40	40	40	ANN NESBY/In My Bed
28	36	41	39	39	MONICA/For You I Will
47	45	44	39	39	BLACKSTREET/Don't Leave Me
39	37	44	35	35	AALIYAH/One In A Million
31	37	34	34	34	NEW EDITION/In My Bed
31	31	34	34	34	DRU HILL/In My Bed
12	14	39	34	34	MAKAVELI/Hi! Hi! Hi!
30	28	23	23	23	GINUWINE/Pony
21	10	30	29	29	BRIAN MCKNIGHT/Still In Love
46	39	35	28	28	MAXWELL/Ascension (Don't...)
46	40	40	27	27	D'ANGELO/And Those...
19	22	23	25	25	MONTELL JORDAN/What's On Tonight
25	20	26	24	24	702/Get It Together
25	20	26	24	24	KEITH SWEAT/Nobody
5	11	24	24	24	SWW/Can We
26	22	24	24	24	R. KELLY/ Believe I Can Fly
21	22	22	22	22	ZHANE/Request Line
19	27	22	22	22	GINUWINE/Tell Me Do U Wanna
5	12	21	21	21	KEITH SWEAT/Just A Touch
22	22	22	21	21	AFTER 7/Sara Smile
5	9	18	18	18	YVETTE MICHELLE/In My Not Feeling You
14	14	18	18	18	CASE F/FOXY BROWN/Touch Me Tease Me
12	17	17	17	17	BLACKSTREET/No Diggy
18	18	18	18	18	MINT CONDITION/You Don't Have To...
19	16	16	16	16	NEW EDITION/Hi! Hi! Hi!
16	16	15	15	15	JOE/All The Things...
27	18	10	14	14	AALIYAH/Your Girl Only...

K104 MARKET #7
KKDA/Dallas (214) 263-9911 Cheatham

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
5	25	42	64	64	GINUWINE/Tell Me Do U Wanna
59	59	56	64	64	MONICA/For You I Will
61	44	44	62	62	TONI BRAXTON/Un-break My Heart
58	58	58	60	60	BLACKSTREET/Don't Leave Me
40	40	40	58	58	BABYFACE/Every Time I...
56	57	58	58	58	DRU HILL/In My Bed
40	55	58	56	56	AALIYAH/One In A Million
30	35	56	56	56	NEW EDITION/You Don't Have To...
14	14	28	55	55	MINT CONDITION/You Don't Have To...
45	54	50	53	53	702/Get It Together
59	50	50	50	50	ERYKAH BADU/On & On
25	54	41	41	41	MAKAVELI/Hi! Hi! Hi!
20	20	17	42	42	HEAVY D/Big Daddy
12	53	24	24	24	BRAT FT-BOZ/Ghetto Love
22	37	23	33	33	PUFF DADDY/Can't Nobody Hold...
27	40	43	30	30	FOXY BROWN/Get Me Home
5	10	28	30	30	*AFKAP*/Somebody's Somebody
5	10	21	28	28	YVETTE MICHELLE/In My Not Feeling You
34	25	24	24	24	TELA/Sho 'Nuff
36	53	54	22	22	BLACKSTREET/ Never Gonna Let...
32	38	26	21	21	MINT CONDITION/What Kind Of Man...
58	56	36	21	21	KEITH SWEAT/Nobody
40	35	21	21	21	ZHANE/Request Line
5	5	19	19	19	SWW/Can We
59	41	22	19	19	R. KELLY/ Believe I Can Fly
32	52	30	19	19	EN VOGLUE/Don't Let Go (Love)
14	18	17	17	17	NOTORIOUS B.I.G./Hypnotize
13	16	15	15	15	LIL' KIM/Crush On U
5	5	15	15	15	OUTKAST/Jazzy Belle

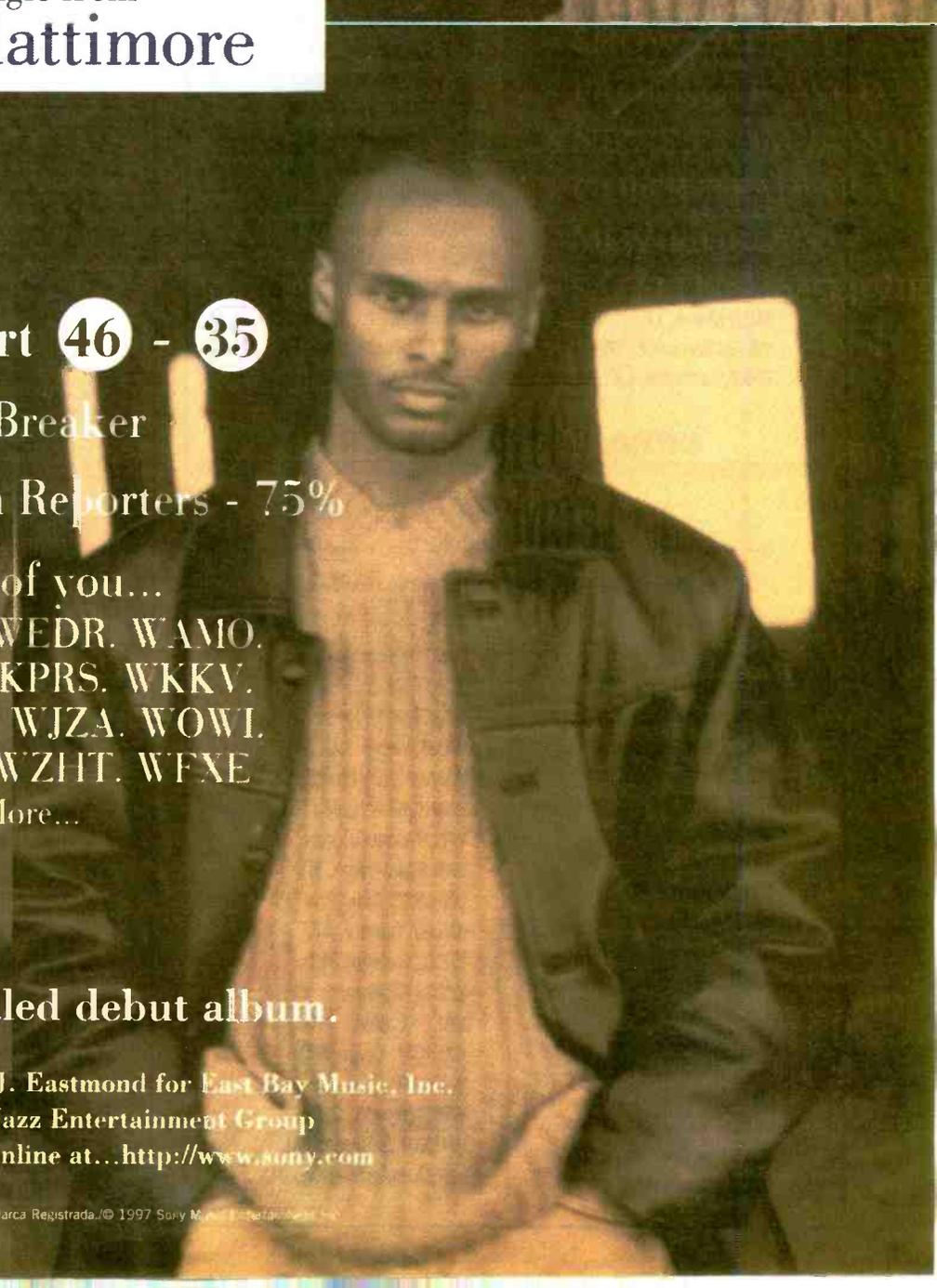
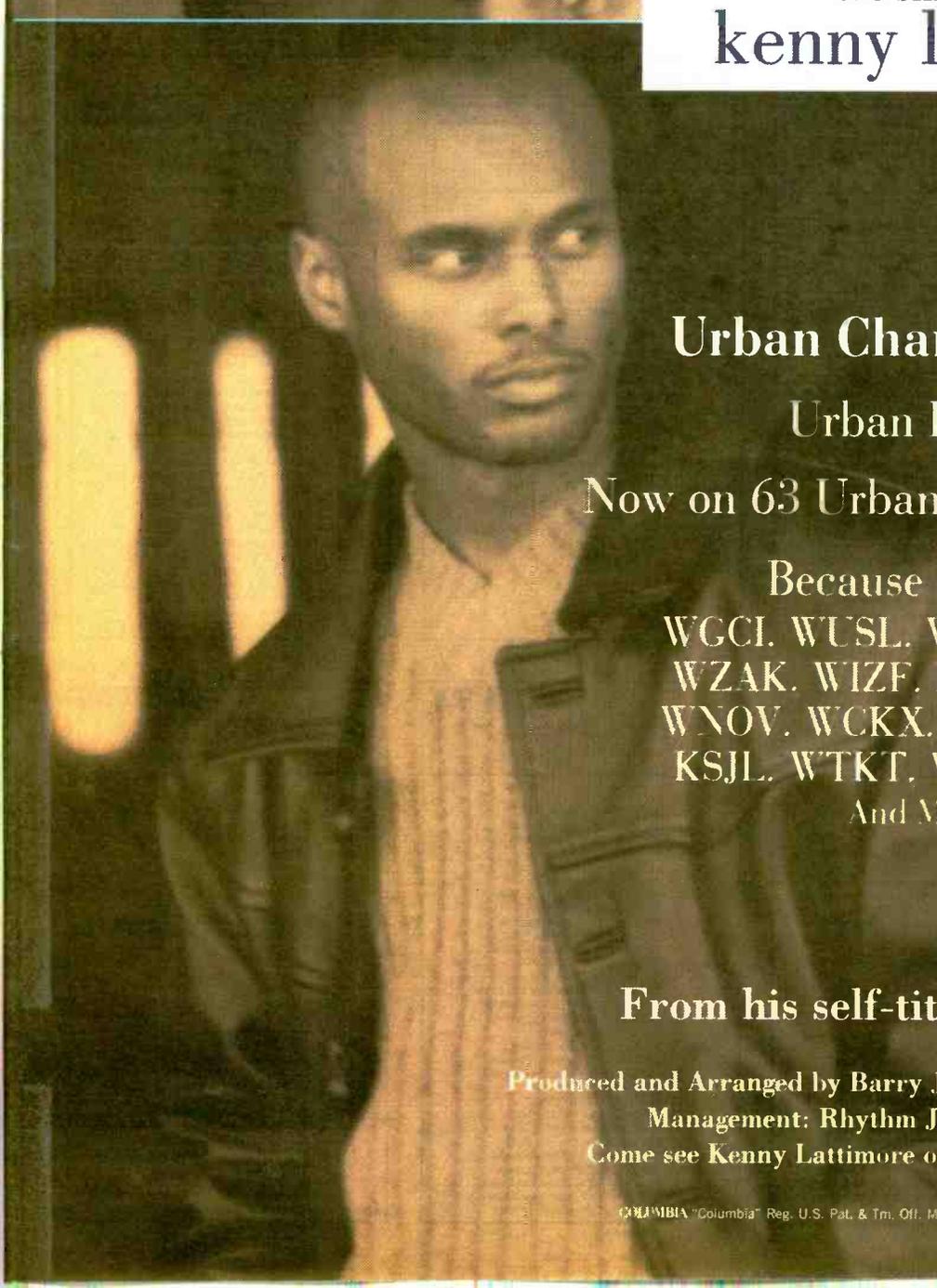
WYV MARKET #8
WKYS/Washington (202) 686-9300 Williams/Fox

PLAYS	3W	2W	LW</
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A PROMISE TO KEEP.

FOR YOU
the single from
kenny lattimore



Urban Chart **46** - **35**

Urban Breaker

Now on 63 Urban Reporters - 75%

Because of you...

WGCI. WUSL. WEDR. WAMO.
WZAK. WIZF. KPRS. WKKV.
WNOV. WCKX. WJZA. WOWI.
KSJL. WTKT. WZHT. WFXE

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Management: Rhythm Jazz Entertainment Group

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URBAN AC PLAYLISTS

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



URBAN REPORTERS

Urban Editor: Walt Love
 Phone: (310) 788-1667 Fax: (310) 203-9763 E-Mail: babylove@rronline.com
 Web Site: <http://www.rronline.com>

Effective 3/7/97

84 Total Reporters

Breaker Criteria=800 Total Plays For The First Time

- KBCE/Alexandria, LA
- WHTA/Atlanta, GA
- WVEE/Atlanta, GA
- WFXA/Augusta, GA
- WXYV/Baltimore, MD
- WEMX/Baton Rouge, LA
- WJZD/Biloxi, MS
- WENN/Birmingham, AL
- KHRN/Bryan-College, TX
- WBLK/Buffalo, NY
- WPAL/Charleston, SC
- WWWZ/Charleston, SC
- WPEG/Charlotte, NC
- WJTT/Chattanooga, TN
- WEJM/Chicago, IL
- WGCI/Chicago, IL
- WIZF/Cincinnati, OH
- WZAK/Cleveland, OH
- WVDM/Columbia, SC
- WFXE/Columbus, GA
- WCKX/Columbus, OH
- WJZA/Columbus, OH
- KKDA/Dallas, TX
- WROU/Dayton, OH
- WCHB/Detroit, MI
- WJLB/Detroit, MI
- WJNN/Dothan, AL
- WZFX/Fayetteville, NC
- WDZZ/Flint, MI
- WYNN/Florence, SC
- WFLM/Ft. Pierce, FL
- WJFX/Ft. Wayne, IN
- WTMG/Gainesville, FL
- WJMZ/Greenville, SC
- WEUP/Huntsville, AL
- WTLC/Indianapolis, IN
- WJMI/Jackson, MS
- WXQL/Jacksonville, FL
- KPRS/Kansas City, MO
- KIIZ/Killeen, TX
- WKGN/Knoxville, TN
- KNEK/Lafayette, LA
- KRRQ/Lafayette, LA
- KZWA/Lake Charles, LA
- WHNR/Lakeland, FL
- WQHH/Lansing, MI
- WJMG/Laurel, MS
- WTKT/Lexington, KY
- WLJM/Lima, OH
- KIPR/Little Rock, AR
- KKBT/Los Angeles, CA
- WGZB/Louisville, KY
- WIBB/Macon, GA
- WHRK/Memphis, TN
- WEDR/Miami, FL
- WKKV/Milwaukee, WI
- WNOV/Milwaukee, WI
- WBLX/Mobile, AL
- WYOK/Mobile, AL
- KRVV/Monroe, LA
- KYEA/Monroe, LA
- WZHT/Montgomery, AL
- WQQK/Nashville, TN
- WQUE/New Orleans, LA
- WOWI/Norfolk, VA
- KVSP/Oklahoma City, OK
- WJHM/Orlando, FL
- WUSL/Philadelphia, PA
- WAMO/Pittsburgh, PA
- WQOK/Raleigh, NC
- WCDX/Richmond, VA
- WPLZ/Richmond, VA
- WTLZ/Saginaw, MI
- WRKE/Salisbury, MD
- KSJL/San Antonio, TX
- WEAS/Savannah, GA
- KMJJ/Shreveport, LA
- KDKS/Shreveport, LA
- KMJM/St. Louis, MO
- KJMM/Tulsa, OK
- WACR/Tupelo, MS
- WESE/Tupelo, MS
- WKYS/Washington, DC
- WMNX/Wilmington, NC

URBAN AC REPORTERS

Effective 3/7/97

37 Total Reporters

Breaker Criteria=250 Total Plays For The First Time

- WALR/Atlanta, GA
- WWIN/Baltimore, MD
- KQXL/Baton Rouge, LA
- WBHK/Birmingham, AL
- WILD/Boston, MA
- WPAL-AM/Charleston, SC
- WVAZ/Chicago, IL
- KRBV/Dallas, TX
- KDKO/Denver, CO
- WAGF/Dothan, AL
- WNFQ/Gainesville, FL
- WIKS/Greenville, NC
- KMJQ/Houston, TX
- WKXI/Jackson, MS
- WSOL/Jacksonville, FL
- KXZZ/Lake Charles, LA
- WJXK/Laurel, MS
- KJLH/Los Angeles, CA
- WMJM/Louisville, KY
- KJMS/Memphis, TN
- WHQT/Miami, FL
- WMCS/Milwaukee, WI
- WDLT/Mobile, AL
- WDAI/Myrtle Beach, SC
- WNHC/New Haven, CT
- WYLD/New Orleans, LA
- WBLN/New York, NY
- WDAS/Philadelphia, PA
- KMJK/Phoenix, AZ
- WFXC/Raleigh, NC
- WSOJ/Richmond, VA
- KATZ/St. Louis, MO
- KXOK/St. Louis, MO
- WTMP/Tampa, FL
- WIMX/Toledo, OH
- WMMJ/Washington, DC

107.5 FM
WBS

MARKET #1
WBS/New York
(212) 592-0554
Rouse/Campbell

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
12	10	11	21		ZHANE/Request Line
21	19	22	20		ERYKAH BADU/On & On
11	8	9	20		"AFKAP"/Somebody's Somebody
21	19	18	19		LUTHER VANDROSS/I Can Make It Better
19	21	19	19		EN VOGUE/Don't Let Go (Love)
20	24	17	18		MAXWELL/Sumthin' Sumthin'
19	17	18	17		R. KELLY/ Believe I Can Fly
5	5	6	17		BLACKSTREET/Don't Leave Me
8	10	9	16		SWEETBACK/You Will Rise
15	21	20	16		BABYFACE/Every Time I...
19	17	17	16		TONI BRAXTON/Un-break My Heart
8	7	5	13		MONICA/For You I Will
8	9	9	13		ISLEY BROTHERS/Tears
5	7	7	12		TONI BRAXTON/ Don't Want To
6	7	11			WHITNEY HOUSTON/Step By Step
6	7	11			DRU HILL/In My Bed
9	9	8	8		ANN NESBY/This Weekend
9	9	6	8		KEITH SWEAT/Nobody
8	8	8	8		RAHSAAN PATTERSON/Stop By
8	8	8	8		ALLURE F/NAS/Head Over Heels
8	8	8	8		AZ YET/Hard To Say I'm...
8	8	8	8		CHRISTION/Fuji Of Smoke
5	7	7	7		AFTER 7/Sara Smile
5	7	5	5		ROME/ I Belong To You...
5	7	5	5		702/Get It Together
5	7	5	5		CHARISSE ARRINGTON/Ain't No Way
5	7	5	5		LATANYA/If You Play Your...
5	7	5	5		INCIGNITO/A Shade Of Blue
5	7	5	5		KENNY LATTIMORE/For You
5	7	5	5		ME'SHELL NDEGECELLO/Stay

RHYTHM
102.3 KJLH

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

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
36	37	37	36		MONICA/For You I Will
34	33	33	36		DRU HILL/In My Bed
20	37	37	34		BABYFACE/Every Time I...
18	18	18	34		KENNY LATTIMORE/For You
34	36	38	32		AALIYAH/One In A Million
25	30	29	32		ISLEY BROTHERS/Tears
36	17	23	25		ERYKAH BADU/On & On
16	11	32	22		LUTHER VANDROSS/I Can Make It Better
37	37	21	18		EN VOGUE/Don't Let Go (Love)
14	18	18	18		AFTER 7/Sara Smile
5	5	8	14		MCKNIGHT & KING/When We Were Kings
5	5	8	14		WHITNEY HOUSTON/ Believe In You
10	10	10	13		AZ YET/Hard To Say I'm...
19	19	16	10		SWEETBACK/You Will Rise
5	7	7	10		ZHANE/Request Line
5	5	5	10		702/Get It Together
7	8	8	8		RAHSAAN PATTERSON/Stop By
5	5	5	8		ROME/ I Belong To You...
32	35	25	5		TONI TONI TONE/Let's Get Down
5	5	11	5		DRU HILL/In My Bed
9	16	10	5		MARK MORRISON/Return Of The Mack
12	10	10	5		"AFKAP"/Somebody's Somebody
6	6	5	5		MINT CONDITION/You Don't Have To...
5	5	5	5		KIRK FRANKLIN/Whatcha Lookin' 4
5	5	5	5		TONI BRAXTON/ Don't Want To
5	5	5	5		BLACKSTREET/Don't Leave Me
5	5	5	5		ANN NESBY/This Weekend

V100

MARKET #3
WVAZ/Chicago
(312) 360-9000
Mynck/Muhammad

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	37	37	36		ERYKAH BADU/On & On
34	34	34	36		LATANYA/If You Play Your...
29	36	36	34		ISLEY BROTHERS/Tears
25	26	26	31		WHITNEY HOUSTON/ Believe In You
19	32	30	30		JOHNNY GILL/ Love In An Elevator
27	25	25	29		LUTHER VANDROSS/Your Secret Love
20	23	23	27		SWEETBACK/You Will Rise
23	26	25	25		GEORGE BENSON/ Holdin' On
23	26	25	25		LUTHER VANDROSS/I Can Make It Better
20	22	24	24		EN VOGUE/Don't Let Go (Love)
34	34	34	23		LUTHER VANDROSS/I Can Make It Better
14	18	18	20		AZ YET/Hard To Say I'm...
20	9	9	20		DRU HILL/In My Bed
35	37	37	17		MINT CONDITION/What Kind Of Man...
34	37	16	16		BLACKSTREET/ Never Gonna Let...
5	6	6	15		BABYFACE/Every Time I...
5	6	6	15		ANN NESBY/This Weekend
6	13	13	13		"AFKAP"/Somebody's Somebody
17	17	13	13		TONI BRAXTON/Un-break My Heart
11	28	28	10		AFTER 7/Sara Smile
6	7	7	10		ME'SHELL NDEGECELLO/Who Is He And...
11	11	11	11		TINA TURNER/ Something...
16	11	9	9		KENNY LATTIMORE/For You
5	8	8	8		CURTIS MAYFIELD/No One Knows...
7	8	8	8		LEDDY PENDERGRASS/Don't Keep...
7	8	8	8		TEVIN CAMPBELL/ Could You Learn...
5	5	5	5		RAHSAAN PATTERSON/Stop By
5	5	5	5		BLOODSTONE/It Should Have...
5	5	5	5		ALFONZO HUNTER/Weekend Thang
5	5	5	5		RAY J/ Let It Go
5	5	5	5		TONI BRAXTON/ Don't Want To

WDAS
105.3 FM 1480 AM

MARKET #5
WDAS/Philadelphia
(610) 617-8500
Tamburro/Davis

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
23	26	26	29		MINT CONDITION/What Kind Of Man...
15	19	26	27		ISLEY BROTHERS/Tears
27	18	27	27		LUTHER VANDROSS/Your Secret Love
16	14	26	26		BRANDY TAMIA /Missing You
27	25	21	21		TONI BRAXTON/Un-break My Heart
10	11	19	19		MONICA/For You I Will
8	10	10	18		DRU HILL/In My Bed
15	18	22	17		JESSE POWELL/Gloria
29	24	17	16		R. KELLY/ Believe I Can Fly
20	16	16	16		EN VOGUE/Don't Let Go (Love)
16	10	14	14		BABYFACE/Every Time I...
16	16	11	10		ERYKAH BADU/On & On
10	10	10	10		702/Get It Together
10	10	10	10		PAUL HARDCASTLE/Got To Be Love
5	5	7	10		MINT CONDITION/You Don't Have To...
6	6	6	10		"AFKAP"/Somebody's Somebody
5	5	5	10		KENNY LATTIMORE/For You
7	5	7	7		AFTER 7/Sara Smile
6	5	6	6		RAHSAAN PATTERSON/Stop By
5	5	5	5		ALFONZO HUNTER/Weekend Thang
5	5	5	5		AZ YET/Hard To Say I'm...
5	5	5	5		KEITH SWEAT/Just A Touch
5	5	5	5		TONI BRAXTON/ Don't Want To
5	5	5	5		ANN NESBY/This Weekend
5	5	5	5		GINA THOMPSON/You Bring...
5	5	5	5		ROME/ I Belong To You...
5	5	5	5		CURTIS MAYFIELD/No One Knows...
5	5	5	5		CHARISSE ARRINGTON/Ain't No Way
5	5	5	5		TEVIN CAMPBELL/ Could You Learn...
5	5	5	5		MCKNIGHT & KING/When We Were Kings

V100

MARKET #7
KRBV/Dallas
(214) 630-3011
Bacole/Solis

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
31	27	29	31		MINT CONDITION/What Kind Of Man...
28	24	27	30		BLACKSTREET/ Never Gonna Let...
28	28	28	29		WHITNEY HOUSTON/ Believe In You
30	25	21	27		BRANDY TAMIA /Missing You
25	22	27	27		LUTHER VANDROSS/I Can Make It Better
30	26	25	25		ISLEY BROTHERS/Tears
18	5	21	25		MONICA/For You I Will
24	20	21	22		DRU HILL/In My Bed
12	13	13	20		TONY TONI TONE/Still A Man
12	13	13	20		R. KELLY/ Believe I Can Fly
27	19	22	19		DONELL JONES/Knocks Me Off My...
20	27	25	18		EN VOGUE/Don't Let Go (Love)
13	16	13	15		JOE/All The Things...
21	21	12	14		LUTHER VANDROSS/Your Secret Love
14	17	12	13		ANN NESBY/In My Bed
10	13	14	13		MAXWELL/Sumthin' Sumthin'...
15	14	14	13		JOHNNIE TAYLOR/Good Love
14	16	13	13		AZ YET/Last Night
12	13	11	11		JODECI/Get On Up
10	11	10	11		KIRK FRANKLIN/Melodies From Heaven

MAJIC102

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

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
48	46	47	47		NEW EDITION/In My Bed
47	40	47	47		DRU HILL/In My Bed
46	48	49	46		MONICA/For You I Will
26	26	46	46		BABYFACE/Every Time I...
14	19	20	25		702/Get It Together
39	46	41	42		ISLEY BROTHERS/Tears
7	14	20	38		MONTELL JORDAN/What's On Tonight
37	36	43	38		ERYKAH BADU/On & On
32	37	37	37		AFTER 7/Sara Smile
36	38	37	36		AALIYAH/One In A Million
31	28	32	32		MAXWELL/Sumthin' Sumthin'
17	16	26	21		BLACKSTREET/ Don't Leave Me
15	13	11	19		SWEETBACK/You Will Rise
6	6	18	18		RAHSAAN PATTERSON/Stop By
16	22	17	17		ANN NESBY/This Weekend
21	18	17	17		ZHANE/Request Line
18	17	19	16		YVETTE MICHELLE/ I'm Not Feeling You
18	19	23	15		"AFKAP"/Somebody's Somebody
9	9	9	9		ELEMENTS OF LIFE/Sweet Love
9	9	9	9		KEITH SWEAT/Just A Touch
9	9	9	9		TWICE/Sparkie
9	9	9	9		TRACY CHAPMAN/Give Me One Reason
7	12	9	9		ALLURE F/NAS/Head Over Heels
9	6	5	7		ALFONZO HUNTER/Weekend Thang
24	25	22	6		CURTIS MAYFIELD/No One Knows...
5	5	5	5		PEGGY SCOTT-ADAMS/ Bill
5	5	5	5		MINT CONDITION/You Don't Have To...
5	5	5	5		KENNY LATTIMORE/For You
5	5	5	5		ROME/ I Belong To You...

WILD
AM 1090 Stereo

MARKET #10
WILD/Boston
(617) 427-2222
Johnson

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	20	20	29		YVETTE MICHELLE/ I'm Not Feeling You
24	25	25	27		ERYKAH BADU/On & On
23	23	24	27		RAHSAAN PATTERSON/Stop By
20	22	20	25		HEAVY D/Big Oddy
24	24	25	25		"AFKAP"/Somebody's Somebody
23	24	25	25		MAXWELL/Sumthin' Sumthin'
23	25	25	25		BABYFACE/Every

MARCH 7, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	1	1	1	1 BABYFACE Every Time I Close My Eyes (Epic)	989	887	877	835	36/0
6	4	2	2	2 DRU HILL In My Bed (Island)	870	769	741	685	31/2
7	5	3	3	3 ERYKAH BADU On & On (Kedar/Universal)	772	750	736	681	30/0
13	9	5	4	4 MONICA For You I Will (Warner Sunset/Atlantic)	747	689	591	542	32/2
12	8	6	5	5 "AFKAP" Somebody's Somebody (NPG/EMI)	738	652	604	542	31/0
1	3	4	6	6 LUTHER VANDROSS I Can Make It Better (LV/Epic)	713	707	758	959	32/0
5	7	7	7	7 ISLEY BROTHERS Tears (T-Neck/Island)	650	648	688	733	28/0
2	2	8	8	8 WHITNEY HOUSTON I Believe In You And Me (Arista)	628	639	782	884	29/0
4	6	9	9	9 MAXWELL Sumthin' Sumthin' (Columbia)	613	629	702	783	27/0
24	20	12	10	10 AFTER 7 Sara Smile (Virgin)	576	484	383	269	34/2
9	11	10	11	11 R. KELLY I Believe I Can Fly (Jive)	572	500	571	589	25/0
14	14	15	12	12 MINT CONDITION What Kind Of Man Would I Be (Perspective/A&M)	495	460	521	539	22/0
16	15	11	13	13 PAUL HARDCASTLE Got To Be Love (JVC)	495	485	501	450	19/1
20	17	16	14	14 KENNY LATTIMORE For You (Columbia)	485	428	426	364	25/0
10	10	13	15	15 TONI BRAXTON Un-break My Heart (LaFace/Arista)	471	480	582	583	21/0
19	19	19	16	16 ANN NESBY This Weekend (Perspective/A&M)	456	411	412	379	25/2
11	12	14	17	17 EN VOGUE Don't Let Go (Love) (EastWest/EEG)	455	460	548	550	21/0
21	21	20	18	18 MINT CONDITION You Don't Have To Hurt No More (Perspective/A&M)	399	363	359	350	23/2
—	26	23	19	19 TONI BRAXTON I Don't Want To (LaFace/Arista)	398	332	269	202	26/1
17	16	18	20	20 SWEETBACK You Will Rise (Epic)	372	414	439	427	20/0
26	23	22	21	21 702 Get It Together (Biv 10/Motown)	371	346	315	261	19/1
25	24	24	22	22 RAHSAAN PATTERSON Stop By (MCA)	366	297	276	268	22/2
—	28	25	23	23 CURTIS MAYFIELD No One Knows About A Good... (Warner Bros.)	349	292	262	221	22/2
27	25	26	24	24 KEITH SWEAT Just A Touch (Elektra/EEG)	315	282	273	249	17/0
8	13	17	25	25 BLACKSTREET Never Gonna Let You Go (Interscope)	304	427	541	595	16/0
BREAKER			26	26 MONTELL JORDAN What's On Tonight (Def Jam/RAL/Mercury)	283	243	235	200	13/0
BREAKER			27	27 ZHANE' Request Line (Illtown/Motown)	250	221	206	168	13/1
—	27	28	28	28 ALFONZO HUNTER Weekend Thang (Def Squad/EMI)	227	225	266	212	15/2
DEBUT			29	29 ROME I Belong To You (Every...) (RCA)	213	173	162	139	18/2
—	—	30	30	30 BLACKSTREET Don't Leave Me (Interscope)	209	192	154	114	16/4

This chart reflects airplay from February 24-March 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 37 Urban AC reporters. 33 current playlists. Songs that are down in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1997, R&R Inc.

NEW & ACTIVE

CHARISSE ARRINGTON Ain't No Way (MCA)

Total Plays: 201, Total Stations: 15, Adds: 0

BRIAN MCKNIGHT & DIANA KING When We Were...(DAS/Mercury)

Total Plays: 199, Total Stations: 18, Adds: 0

AZ YET Hard To Say I'm Sorry (LaFace/Arista)

Total Plays: 197, Total Stations: 13, Adds: 0

ALFONZO BLACKWELL Down Low (Nobody...) (All American Music)

Total Plays: 182, Total Stations: 15, Adds: 1

GINA THOMPSON You Bring The Sunshine (Mercury)

Total Plays: 179, Total Stations: 11, Adds: 1

DEAN PHIL! I Do (A.B.Solute/Motown)

Total Plays: 170, Total Stations: 14, Adds: 2

LEVERT True Dat (Atlantic)

Total Plays: 162, Total Stations: 9, Adds: 0

ME'SHELL NDEGEOCELLO Stay (Maverick/Reprise)

Total Plays: 160, Total Stations: 11, Adds: 0

PUFF JOHNSON All Over Your Face (Work/Epic)

Total Plays: 158, Total Stations: 9, Adds: 0

TEVIN CAMPBELL Could You Learn To Love (Qwest/WB)

Total Plays: 154, Total Stations: 13, Adds: 2

Songs ranked by total plays.

BREAKERS®

MONTELL JORDAN

What's On Tonight (Def Jam/RAL/Mercury)

TOTAL PLAYS/INCREASE 283/40 TOTAL STATIONS/ADDS 13/0 CHART 26

ZHANE'

Request Line (Illtown/Motown)

TOTAL PLAYS/INCREASE 250/29 TOTAL STATIONS/ADDS 13/1 CHART 27

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
IMPROMP2 Sweet Thang (Motown)	13
TEDDY PENDERGRASS Don't Keep Wastin' My... (Sure Fire)	10
ELEMENTS OF LIFE Sweet Love (RCA)	7
BLACKSTREET Don't Leave Me (Interscope)	4
DIONNE FARRIS Hopeless (Columbia)	4
TWICE Sparkle (MCA)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BABYFACE Every Time I Close My Eyes (Epic)	+102
DRU HILL In My Bed (Island)	+101
ELEMENTS OF LIFE Sweet Love (RCA)	+97
BRIAN MCKNIGHT & DIANA KING When We... (DAS/Mercury)	+96
AFTER 7 Sara Smile (Virgin)	+92
"AFKAP" Somebody's Somebody (NPG/EMI)	+86
R. KELLY I Believe I Can Fly (Jive)	+72
RAHSAAN PATTERSON Stop By (MCA)	+69
TONI BRAXTON I Don't Want To (LaFace/Arista)	+66
WHITNEY HOUSTON Step By Step (Arista)	+65

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
AALIYAH One In A Million (BlackGround/Atlantic)
KEITH SWEAT Nobody (Elektra/EEG)
BRANDY/TAMIA/MCKNIGHT/KHAN Missing You (EastWest/EEG)
LUTHER VANDROSS Your Secret Love (LV/Epic)
NEW EDITION I'm Still In Love With You (MCA)
AZ YET Last Night (LaFace/Arista)
ANN NESBY I'm Still Wearing Your Name (Perspective/A&M)
TONY TONI TONE Let's Get Down (Mercury)
NEW EDITION You Don't Have To Worry (MCA)
PEGGY SCOTT-ADAMS Bill (Miss Butch/Mardi Gras)
TINA TURNER /BARRY WHITE In Your Wildest Dreams (Virgin)

Breakers: Songs registering 250 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

BYRON MILLER

"SOMETHING ABOUT YOU"

Featuring Ellis Hall On Vocals.

On Tour With Luther Vandross
Impact Date March 10

Web Site <http://discoveryrec.com>

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AC PLAYLISTS

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

106.7
LifeFM

MARKET #1
WLTW/New York
(212) 258-7000
Ryan

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-	13	13	TONI BRAXTON/Un-break My Heart
-	-	-	13	13	STREISAND & ADAMS/Finally Found...
-	-	-	13	13	ERIC CLAPTON/Change The World
-	-	-	13	13	CELINE DION/All By Myself
-	-	-	13	13	CELINE DION/It's All Coming...
-	-	-	13	13	KENNY LOGGINS/For The First Time
-	-	-	13	13	WHITNEY HOUSTON/ Believe In You...
-	-	-	13	13	PHIL COLLINS/It's In Your Eyes...
-	-	-	8	8	JOURNEY/When You Love...
-	-	-	8	8	ROD STEWART/We Fall In...
-	-	-	8	8	CELINE DION/Because You Loved Me
-	-	-	8	8	BRICKMAN & MCBRIDE/Valentine
-	-	-	8	8	BABYFACE/Every Time I...
-	-	-	8	8	MADONNA/You Must Love Me
-	-	-	8	8	MADONNA/Don't Cry For Me...
-	-	-	8	8	KENNY G/Havana
-	-	-	8	8	WHITNEY HOUSTON/Step By Step
-	-	-	8	8	PHIL COLLINS/Dance Into The Light
-	-	-	8	8	ELTON JOHN/You Can Make...
-	-	-	8	8	TONY RICH PROJECT/Nobody Knows
-	-	-	8	8	MARIAH CAREY/Always Be My Baby
-	-	-	8	8	TAKE THAT/Back For Good
-	-	-	8	8	BRYAN ADAMS/It Always Be...

KOST
103.5FM

MARKET #2
KOST/Los Angeles
(213) 427-1035
Kaye/Chang

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
6	7	27	27	27	WHITNEY HOUSTON/ Believe In You...
-	28	27	27	27	GLORIA ESTEFANI/ I'm Not Giving...
-	28	27	27	27	ROD STEWART/We Fall In...
-	28	27	27	27	TONI BRAXTON/Un-break My Heart
-	28	27	27	27	CELINE DION/It's All Coming...
-	28	27	27	27	TINA TURNER/Missing You
-	28	27	27	27	ELTON JOHN/You Can Make...
-	28	27	27	27	JOURNEY/When You Love...
-	21	21	21	21	PHIL COLLINS/Dance Into The Light
-	21	18	21	21	SEAL/Fly Like An Eagle
-	18	18	18	18	MARIAH CAREY/Forever
-	18	18	18	18	DONNA LEWIS/ Love You Always...
-	18	18	18	18	EVERYTHING BUT.../Missing
-	18	18	18	18	MARIAH CAREY/Always Be My Baby
-	18	18	18	18	CELINE DION/Because You Loved Me
-	18	18	18	18	GLORIA ESTEFANI/Reach
-	7	7	7	7	JON SECADA/Too Late, Too Soon
-	-	-	7	5	BABYFACE/Every Time I...
-	-	-	5	5	JOURNEY/It Should...

39
WLTW/Chicago
(312) 329-9002
Edwards

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
24	19	19	19	19	BRICKMAN & MCBRIDE/Valentine
19	19	19	19	19	PHIL COLLINS/It's In Your Eyes...
17	17	17	17	17	CELINE DION/All By Myself
19	19	19	19	19	WHITNEY HOUSTON/ Believe In You...
19	19	19	19	19	KENNY LOGGINS/For The First Time
17	17	19	19	19	JON SECADA/Too Late, Too Soon
10	17	17	17	17	BRYAN ADAMS/It Always Be...
19	19	17	17	17	GLORIA ESTEFANI/ I'm Not Giving...
-	-	-	17	17	RICHARD MARX/Until I Find You...
17	17	17	17	17	ROD STEWART/We Fall In...
11	11	11	11	11	MICHAEL ENGLISH/When I Need You
11	11	11	11	11	R. KELLY/ Believe I Can Fly
11	11	11	11	11	KENNY G/Havana
17	17	11	11	11	LIONEL RICHIIE/Still In Love
-	-	-	10	10	JOOSE/It Tomorrow Never...
-	-	-	10	10	CHAKA KHAN/Your Love Is All...
10	10	10	10	10	LIVINGSTON TAYLOR/Boatman
10	10	8	8	8	TONI BRAXTON/Un-break My Heart
8	8	8	8	8	ERIC CLAPTON/Change The World
8	8	8	8	8	JOURNEY/When You Love...
8	8	8	8	8	KENNY G/The Moment
17	17	8	8	8	STREISAND & ADAMS/ Finally Found...

B-101.1

MARKET #5
WBEB/Philadelphia
(610) 667-8400
Conley/Rowland

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
23	24	24	24	24	ELTON JOHN/You Can Make...
18	18	18	18	18	CELINE DION/All By Myself
23	24	24	24	24	ROD STEWART/We Fall In...
18	24	24	24	24	STREISAND & ADAMS/ Finally Found...
23	24	24	24	24	TONI BRAXTON/Un-break My Heart
18	24	24	24	24	WHITNEY HOUSTON/ Believe In You...
23	24	24	24	24	JOURNEY/When You Love...
-	-	-	17	17	MADONNA/Don't Cry For Me...
18	18	18	17	17	NO DOUBT/Don't Speak
18	18	18	17	17	PHIL COLLINS/It's In Your Eyes...
18	18	18	17	17	DON HENLEY/Through Your Hands
-	18	18	17	17	WHITNEY HOUSTON/Step By Step
-	18	18	17	17	GLORIA ESTEFANI/ I'm Not Giving...
-	-	-	17	17	KENNY G/Havana
18	18	18	17	17	BRICKMAN & MCBRIDE/Valentine
18	18	18	17	17	KENNY LOGGINS/For The First Time
-	-	-	12	12	MARIAH CAREY/Always Be My Baby
23	-	-	12	12	CELINE DION/Because You Loved Me
10	9	10	12	12	MADONNA/You Must Love Me
-	-	-	12	12	CELINE DION/It's All Coming...
23	24	24	12	12	ERIC CLAPTON/Change The World
10	9	10	10	10	BRUCE SPRINGSTEEN/Secret Garden
-	9	10	10	10	JON SECADA/Too Late, Too Soon
10	9	10	10	10	JEWEL/You Were Meant...
10	9	10	10	10	BRYAN ADAMS/It Always Be...
10	9	10	10	10	BABYFACE/Every Time I...
5	5	5	5	5	R. KELLY/ Believe I Can Fly

KVIL
103.7fm

MARKET #7
KVIL/Dallas
(214) 691-1037
Curtis/O'Neal

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
24	24	24	24	24	KENNY G/The Moment
24	24	24	24	24	CELINE DION/All By Myself
23	23	24	24	24	TONI BRAXTON/Un-break My Heart
16	16	24	24	24	BRICKMAN & MCBRIDE/Valentine
24	24	22	22	22	STREISAND & ADAMS/ Finally Found...
23	23	22	22	22	PETER CETERA/Forever Tonight
23	-	-	22	22	JIM BRICKMAN/Angel Eyes
24	24	22	22	22	CELINE DION/It's All Coming...
16	16	16	16	16	KENNY G/Havana
16	16	16	16	16	R. KELLY/ Believe I Can Fly
16	16	16	16	16	LIONEL RICHIIE/Still In Love
15	15	16	16	16	SEAL/Fly Like An Eagle
16	16	16	14	14	NEVILLE & ROBERTSON/Crazy Love
15	14	14	14	14	PETER CETERA/One Clear Voice
9	9	14	14	14	ERIC CLAPTON/Change The World
12	12	12	12	12	JON SECADA/Too Late, Too Soon
-	-	-	9	9	WARREN HILLS/Shelter From...
12	12	12	12	12	TONY RICH PROJECT/Leavin'
12	12	12	12	12	CRYSTAL BERNARD/Have We Forgotten...
9	9	9	9	9	BARRY MANILOW/Bluer Than Blue
-	-	-	9	9	MCKNIGHT & KING/When We Were Kings
5	5	5	5	5	ELTON JOHN/Blessed
5	5	5	5	5	MICHAEL BDLTON/A Love So Beautiful
5	5	5	5	5	SARAH MCLACHLAN/ I Will Remember You
5	5	5	5	5	CELINE DION/Because You Loved Me
5	5	5	5	5	TONY RICH PROJECT/Nobody Knows

Soft Rock 97.1
WASH/Washington
(202) 895-5000
Street/Martin

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
35	35	35	35	35	JOURNEY/When You Love
35	35	35	35	35	TONI BRAXTON/Un-break My Heart
35	35	35	35	35	STREISAND & ADAMS/ Finally Found...
35	35	35	35	35	ERIC CLAPTON/Change The World
28	28	28	28	28	CELINE DION/All By Myself
-	-	-	28	28	JEWEL/You Were Meant...
-	-	-	28	28	MADONNA/You Must Love Me
28	28	28	21	21	WHITNEY HOUSTON/ Believe In You...
21	21	21	21	21	PHIL COLLINS/It's In Your Eyes...
21	21	21	21	21	NO DOUBT/Don't Speak
-	-	-	21	21	ROD STEWART/We Fall In...
28	28	21	21	21	R. KELLY/ Believe I Can Fly
-	-	-	21	21	CAROLAN/Lovefool
-	-	-	21	21	ALANIS MORISSETTE/Head Over Feel
-	-	-	21	21	DUNCAN SHEIK/Barely Breathing
10	10	10	10	10	JON SECADA/Too Late, Too Soon
-	-	-	10	10	RICHARD MARX/Until I Find You...
15	15	10	10	10	BRICKMAN & MCBRIDE/Valentine
10	10	10	10	10	KENNY LOGGINS/For The First Time
28	28	10	10	10	ELTON JOHN/You Can Make...
28	28	10	10	10	SARAH MCLACHLAN/ I Will Remember You
10	10	10	10	10	DONNA LEWIS/ Love You Always...
10	10	10	10	10	JANN ARDEN/Insensitive
35	35	35	35	35	CELINE DION/It's All Coming...

MAGIC
106.7

MARKET #10
WMJX/Boston
(617) 542-0241
Kelley/Laurence

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
24	24	26	26	26	TONI BRAXTON/Un-break My Heart
25	25	26	26	26	ERIC CLAPTON/Change The World
27	27	26	26	26	JOURNEY/When You Love
25	25	26	26	26	DONNA LEWIS/ Love You Always...
26	26	25	25	25	STREISAND & ADAMS/ Finally Found...
12	12	12	12	12	R. KELLY/ Believe I Can Fly
12	12	11	11	11	MARIAH CAREY/Always Be My Baby
18	18	14	14	14	CELINE DION/It's All Coming...
13	13	13	13	13	CELINE DION/Because You Loved Me
11	11	13	13	13	TONY RICH PROJECT/Nobody Knows
12	12	10	10	10	CELINE DION/All By Myself
9	9	11	11	11	SEAL/Don't Cry
10	10	12	12	12	ROD STEWART/So Far Away
10	10	11	11	11	MARIAH CAREY/Forever
7	7	9	9	9	BRICKMAN & MCBRIDE/Valentine
9	9	10	10	10	VANESSA WILLIAMS/Where Do We Go...
11	11	10	10	10	ELTON JOHN/You Can Make...
-	-	-	7	7	RICHARD MARX/Until I Find You...
1	1	6	6	6	WARREN HILLS/Shelter From...
-	-	-	5	5	BABYFACE/Every Time I...
5	5	5	5	5	PHIL COLLINS/It's In Your Eyes...
8	8	5	5	5	WHITNEY HOUSTON/ Believe In You...
5	5	5	5	5	KENNY G/The Moment
1	1	1	1	1	LIVINGSTON TAYLOR/Boatman

92.5 KLSY

MARKET #13
KLSY/Seattle
(206) 454-1540
Irwin/Brooks

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	28	28	28	28	TONI BRAXTON/Un-break My Heart
28	28	28	28	28	STREISAND & ADAMS/ Finally Found...
28	28	28	28	28	KENNY LOGGINS/For The First Time
28	28	28	28	28	BRICKMAN & MCBRIDE/Valentine
28	28	28	28	28	JOURNEY/When You Love
14	14	23	23	23	ROD STEWART/We Fall In...
28	28	23	23	23	CELINE DION/It's All Coming...
28	28	23	23	23	PHIL COLLINS/It's In Your Eyes...
17	17	23	23	23	DONNA LEWIS/ Love You Always...
-	-	-	14	14	BRYAN ADAMS/It Always Be...
23	23	23	23	23	PETER CETERA/One Clear Voice
23	23	23	23	23	KENNY G/The Moment
23	23	23	23	23	WHITNEY HOUSTON/ Believe In You...
17	17	14	14	14	BRYAN ADAMS/Let's Make A...
14	14	14	14	14	MADONNA/You Must Love Me
14	14	14	14	14	MADONNA/Don't Cry For Me...
14	14	14	14	14	ERIC CLAPTON/Change The World
9	9	17	17	17	BABYFACE/Every Time I...
23	23	17	17	17	DON HENLEY/Through Your Hands
9	9	14	14	14	TONY RICH PROJECT/Nobody Knows
-	-	-	14	14	MICHAEL ENGLISH/When I Need You
9	9	12	12	12	CELINE DION/All By Myself
14	14	14	14	14	PHIL COLLINS/Dance Into The Light
-	-	-	12	12	R. KELLY/ Believe I Can Fly
9	9	9	9	9	SARAH MCLACHLAN/ I Will Remember You
-	-	-	6	6	JEWEL/You Were Meant...

WALK 97.5

MARKET #16
WALK/Long Island
(516) 475-5200
Michaels/Lombardo

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
30	30	30	30	30	TONI BRAXTON/Un-break My Heart
30	30	30	30	30	WHITNEY HOUSTON/ Believe In You...
30	30	30	30	30	JEWEL/You Were Meant...
30	30	30	30	30	STREISAND & ADAMS/ Finally Found...
30	30	30	30	30	NO DOUBT/Don't Speak
8	8	27	27	27	MADONNA/Don't Cry For Me...
27	27	27	27	27	HOOTIE & BLOWFISH/ Go Blind
10	10	10	10	10	PHIL COLLINS/It's In Your Eyes...
10	10	10	10	10	ROD STEWART/We Fall In...
10	10	10	10	10	GLORIA ESTEFANI/ I'm Not Giving...
10	10	10	10	10	CELINE DION/All By Myself
30	25	10	10	10	JOURNEY/When You Love...
10	10	10	10	10	BABYFACE/Every Time I...
10	10	10	10	10	NO MERCY/Where Do You Go
10	10	10	10	10	BRYAN ADAMS/Let's Make A...
10	10	10	10	10	CELINE DION/It's All Coming...
10	10				



MIKE KINOSHIAN

ADULT CONTEMPORARY

Doing The Tennessee Two-Step

□ Can AC compete in these fierce Country-dominated markets?

Not surprisingly, Tennessee is home to several Country radio powerhouses. Here's an illustration of just how potent two particular Volunteer State outlets are: In the last four consecutive issues of R&R's "Ratings Report & Directory," **WXBQ-FM/Johnson City** and **WIVK-FM/Knoxville** rank 1-2 among Top 100 market stations (all formats) for highest 12+ average quarter-hour shares.

Here's an update on AC's progress in several Country hot spots.

WJXB/Knoxville's 44% increase among women 18-34 powered the AC into first place. **WIVK-FM** still holds the women 25-54 and 35-64 advantage in market No. 68, but last fall's mid-20s shares are down slightly; runner-up **WJXB** posts modest gains.

Armed with big numbers and a solid No. 2 in those two older female demos, **WJXB PD Jeff Jarnigan** has his station ready for the ultimate challenge. "The fun of the battle is the big carrot, and it's nice to see **WIVK's** taillights as we creep up on them. **Jacor** was here for 10 years and never even got in their shadow. The people at **WIVK** are fierce competitors and classy people, but every day becomes more encouraging for us. The only thing I can control is what comes out of the box when someone hits our button."

Even though the market is probably 40% Country, there's plenty of non-Country partisans out there. Instead of taking Country **WXBQ** into consideration, we follow our research and hope people like our product.
—Mark McKinney

Those Knoxville listeners punching **WJXB's** button during the day won't hear much country crossover. The station does, however, flavor the nighttime "Love Songs" with a bit of **Mary Chapin Carpenter, Alison Krause, Collin Raye, and Wynonna**. "It's the salt and pepper — one or two songs a night — not the entire," notes **Jarnigan**. "We even started seeing big share increases last fall when we backed off playing country crossovers during the day."

WIVK-FM once pulled borderline 40 shares (12+), but **Jarnigan** remarks, "You don't sense the heat of the Country format anymore. **WIVK** is everyone's competitor, and every other Knoxville station shares audience with them. But Country's drawing power doesn't seem to be as strong as it was two or three years ago."



Jeff Jarnigan



Mark McKinney

The Garth Factor

Many things contributed to Country's popularity surge, but **Garth Brooks** clearly deserves considerable credit for that format's growth. "Every country artist should send him a royalty check," **Jarnigan** declares. "Other country artists stood and sang, but he brought an exciting stage presence."

Jarnigan claims the Garth era is passing, or as he points out, "The polish is off the format and it's struggling to re-invent itself. This was one of the last markets to really see that happen. While AC changes, the evolution isn't very dramatic and that works to our advantage."

Tri-City Triumvirate

Just a bit northeast of Knoxville, Johnson City, Kingsport, and Bristol collectively form Arbitron market No. 94. While more than two dozen metro and below-the-line signals usually appear in print, Country **WXBQ-FM**, Classic Rock **WQUT**, and AC **WTFM** are clearly the three principal players.

Over a five-book period dating back to Fall 1994, **WXBQ-FM's** average 12+ Arbitron share is 31.0. The station's men 25-54 share this fall nearly hit 35 — more than 15 shares better than runner-up **WQUT**. **WXBQ-FM** and **WQUT** were the only facilities posting double digits in the demo; **WTFM** placed third.

"We have to disregard **WXBQ** in many ways and do what we know is right," explains **WTFM PD Mark McKinney**. "It's a very good [mass appeal] Young Country station that sounds a lot like '70s Top 40 when **Charlie Rich** and **BTO** were likely to play in the same quarter-hour."

As massive as some Fall '96 **WXBQ-FM** numbers are, they actually dipped in comparison to what happened among 18-34 females a year ago when it almost reached a 45 share. **McKinney** might take some comfort as he watches **WXBQ-FM** show year-to-year erosion in female demos, while his station experiences growth. With strong mid-teen range shares, **WTFM**

is runner-up to **WXBQ-FM** among women 25-54 and 35-64.

"It's not like the slide will cause people over there to lose jobs," he jokes. "But, having great numbers and not finishing number one can drive you crazy. Most other stations would kill for the numbers we have. We only hope they're good enough to be included in agency buys. Stations in town with two and three shares have to go after local business because agency business never trickles down to them."

Inner Focus

Keeping **WTFM** focused on what he thinks is right for its target audience, **McKinney** comments, "Even though the market is probably 40% Country, there's plenty of non-Country partisans out there. Unfortunately, one station has just about all of the Country partisans."

"We do everything we can and think about **WTFM** 24 hours a day, seven days a week. Instead of taking **WXBQ** into consideration, we follow our research and hope people like our product."

Ft. Wayne's Magic Act

Last fall, Country **WQHK/Ft. Wayne** boasted "twentyish" female 18-34, 25-54, and 35-64 shares. Fall-to-fall numbers however, show some upper-demo decline, and it remained flat among women 18-34.

Conversely, AC **WAJI** improved in those three female demos. "Magic" finished second to **WQHK** among 18-34s, is first in the 25-54 race, and is tied with **WQHK** for first among women 35-64.

Ft. Wayne's competitive landscape finds **WAJI** basically alone in the AC field. Metro FMACs **WNUY** and **WZBD** — licensed to Bluffton and Berne (IN), respectively — fail to appear among females 18-34 and 25-54; **WNUY** managed to rank 16th among women 35-64. **WBTU** is market No. 99's other Country outlet and is both a solid third among females 25-54 and 35-64.

"Like many other people, we thought Country had seen its best days," notes **WAJI OM Lee Tobin**. "Our consultant [**Mike McVay**] tells me that around the country, the format's popularity is beginning to decrease."

"We share a lot of audience with **WQHK** and **WBTU**, but we don't focus on those stations because there's not that much we can do to influence their audience. Our marketing and promotions are designed to help bring come and increase **WAJI's** TSL."

Arbitron seasonally bounces are typical, but **Tobin** maintains, "I fully expect Ft. Wayne AC [**WAJI**] to be strong this spring and Country to be off again. It used to be that AC did better in the spring, but AC now does better here in the fall. Many stations are doing telemarketing, outdoor, and television."



Lee Tobin

Best Of The Best

Tobin explains that he and **WAJI PD Barb Richards** don't automatically refuse to play country crossover. "Before we add particular songs, we look at all the evidence. Songs should do well nationally and, if they're really good, we'll play them."

But **Tobin** adds, "Listeners don't come to us expecting to hear country artists. They expect us to play the best of the best. We'd rather play **Rod Stewart** and **Elton John** than fringe country artists. If **Trisha Yearwood** has the best new song out there, we'll play it, but we probably won't be early on it and it might not make it to recurrent."

Drawing Country, AC Comparisons

□ The format's strength among adult women isn't restricted to the South

Country's stranglehold on adult numbers has continued for several years. Among women 35-64 in the fall Arbitrons, for example, Country outlets accounted for approximately 45% of all No. 1s. AC was the only other format in double-digit percentages, racking up more than 30% of No. 1s in that demo.



Scott Taylor

KOSI/Denver Director/Programming **Scott Taylor** says his wife **Lynn** didn't consider herself a country music partisan until the wave of **Garth Brooks, Randy Travis, and Alan Jackson** hit full steam. "She suddenly became an avid fan, and we went to all the concerts," notes **Taylor**. "But, I've seen that she's been less enthusiastic about country music lately."

"Much of that has to do with the fact that **Garth** stopped touring and was out of the picture. He was the biggest driving force in that format the past five years. When he stopped touring and recording, the format began to slide. Country was rejuvenated last summer when he went back on tour."

Crowded Field

Claiming country music may be suffering from oversaturation, **Taylor** opines, "The format's getting watered down. Country once had heavy-hitters, but there are now 100 many country artists and people can't keep up with

Our research has shown that mainstream AC listeners have a huge distaste for country music.

them. It's different from AC where we can't generate or cultivate new artists at all."

Country acts always seem eager to reach out to their fans and radio stations. Recalling a **Billy Ray Cyrus** concert that he attended a few years ago, **Taylor** says, "He stayed on stage to shake everyone's hand. Country artists are readily available to radio stations to record liners."

"Conversely, AC core artists are almost too big for the format. They don't seem to understand that their success is based on radio airplay. If we don't feel the closeness to them, they go 'bye-bye.' We need more grass roots meet-and-greets like **Neil Diamond** and **Bette Midler** did this past year."

KOSI sprinkles in an occasional **Little Texas, Billy Dean, or Garth Brooks** title in its nightly "Love Songs" show, but **Taylor** points out, "Our research has shown that mainstream AC listeners who like **Michael Bolton, Celine Dion, Kenny G, Whitney Houston, Elton John, and Rod Stewart** have a huge distaste for country music. We're very careful with when and where we play country crossover and we don't overdo it."

Crosstown Country **KYGO-FM** was this fall's winner among females 25-54 and 35-64, with **KOSI** runner-up in both demos. **KYGO-FM's** three-share women 35-64 advantage over its AC rival last fall has been sliced to one share. **Jim Brickman's** latest single "Valentine" — which features country artist **Martina McBride** — is on **KYGO's** current playlist. "I look at it as an AC record," comments **Taylor**. "They can justify playing it because she's such a huge country star. Their angle is to backsell it strictly as **Martina McBride** — and to not even mention **Jim Brickman**."

While **KOSI** has been cutting into **KYGO-FM's** lead, **Taylor** remarks, "Denver's a Country market and **KYGO's** one of the best Country stations in America. They're very well-managed and won't let their shares slip."

"**KOSI** listeners may go away, but they always come back. We're a consistent driving force and people know what to expect from us. We're the rock that people come back to."

BRICKMAN'S BREAKTHROUGH!



JIM BRICKMAN'S "VALENTINE"

WITH
MARTINA MCBRIDE

#1 A/C

"YOU NEVER KNOW"

WITH BONEY JAMES

TOP 10 NAC

"PICTURE THIS"

THE ALBUM

TOP 30

BILLBOARD'S TOP 200!

"Thanks to -

A very special artist...

Endless efforts by independents...

A relentless management team...

An aggressive record company

& all our friends at radio."

the windham hill group



"Valentine" Lyrics by Jack Kugel

CONTACT WINDHAM HILL RADIO: David Morrell: tel 212.930.7003 fax 212.930.4127 email dmorrell@tmgmusic.com FOR COMMERCIAL
Crystal Ann Lee: tel 310.358.4841 fax 310.358.4826 email cea@tmgmusic.com FOR NON-COMMERCIAL

Management: Edge Entertainment, David Fringe or Steve Steinberg 310.276.4049

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3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
4	3	2	1	1 J. BRICKMAN w/M. MCBRIDE Valentine (Windham Hill) 2146 1996 1949 1865 95/0					
2	1	1	2	TONI BRAXTON Un-break My Heart (LaFace/Arista) 2028 2048 2126 2099 96/0					
10	8	4	3	3 CELINE DION All By Myself (550 Music) 2021 1690 1504 1364 94/0					
7	7	6	4	4 KENNY LOGGINS For The First Time (Columbia) 1795 1559 1532 1447 89/1					
1	2	3	5	5 WHITNEY HOUSTON I Believe In You And Me (Arista) 1727 1697 2099 2123 90/0					
3	4	5	6	BARBRA STREISAND & BRYAN ADAMS I Finally Found... (Columbia) 1558 1675 1865 1904 85/0					
5	5	7	7	GLORIA ESTEFAN I'm Not Giving You Up (Epic) 1509 1540 1625 1612 77/0					
11	10	10	8	8 PHIL COLLINS It's In Your Eyes (Any...) (Face Value/Atlantic) 1449 1304 1301 1266 81/2					
6	6	8	9	9 ROD STEWART If We Fall In Love Tonight (Warner Bros.) 1428 1424 1555 1530 75/1					
17	16	11	10	10 BRYAN ADAMS I'll Always Be Right There (A&M) 1390 1104 827 693 85/5					
14	13	12	11	11 R. KELLY I Believe I Can Fly (Jive) 1208 1103 1020 975 75/4					
8	9	9	12	JOURNEY When You Love A Woman (Columbia) 1202 1334 1409 1421 77/0					
18	17	15	13	13 JON SECADA Too Late, Too Soon (SBK/EMI) 1131 936 798 672 78/2					
BREAKER	14			14 KENNY G Havana (Arista) 999 728 643 553 70/5					
BREAKER	15			15 WHITNEY HOUSTON Step By Step (Arista) 902 681 454 265 63/5					
13	14	13	16	ERIC CLAPTON Change The World (Reprise) 902 945 1001 993 63/0					
BREAKER	17			17 RICHARD MARX Until I Find You Again (Capitol) 862 505 10 — 68/17					
9	11	16	18	LIONEL RICHIE Still In Love (Mercury) 773 901 1252 1391 51/0					
26	24	20	19	19 JEWEL You Were Meant For Me (Atlantic) 751 601 462 414 44/5					
24	20	21	20	20 NO DOUBT Don't Speak (Trauma/Interscope) 612 585 533 503 31/2					
12	12	14	21	DON HENLEY Through Your Hands (Revolution) 582 937 1104 1104 36/0					
27	26	25	22	22 BABYFACE Every Time I Close My Eyes (Epic) 514 431 407 369 40/1					
25	22	22	23	JOHN MELLENCAMP Just Another Day (Mercury) 506 524 507 476 34/2					
28	28	24	24	MICHAEL ENGLISH When I Need You (Curb) 434 461 393 365 41/0					
—	—	30	25	25 JOOSE If Tomorrow Never Comes (Flavor Unit/EastWest/EEG) 390 199 42 25 41/16					
DEBUT	26			26 JOURNEY If He Should Break Your Heart (Columbia) 352 163 41 20 30/14					
—	—	29	27	27 WARREN HILL Shelter From The Storm (Discovery) 295 223 119 90 35/7					
19	19	26	28	MADONNA Don't Cry For Me Argentina (Warner Bros.) 282 391 546 559 20/1					
30	30	27	29	CRYSTAL BERNARD Have We Forgotten What Love Is (River North) 242 265 222 189 25/3					
DEBUT	30			30 BARRY MANILOW I'd Really Love To See You Tonight (Arista) 196 96 5 — 21/10					

This chart reflects airplay from March 3-9. Songs ranked by total plays. Highlighted songs indicate Breaker. 100 AC reporters. 99 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1997, R&R Inc.

NEW & ACTIVE

CARDIGANS Lovefool (Mercury)

Total Stations: 10, Adds: 1, Plays: 186, WHYN 14 (14), WMAS 16 (16), WFPG 14 (14), WVAJ 21 (21), WASH 21 (21), WMYI 8 (8), WTFM 25 (25), KLYF 10 (6), KGBY 36 (36), KZST 21.

MAXI PRIEST It Starts In The Heart (Walt Disney)

Total Stations: 17, Adds: 12, Plays: 133, WWLI 5, WLEV 7, WLZW 10, WKWK 5, WLRQ 8, WTVR 5, KQXT 7 (5), WDOK 9 (9), WOOD 3 (1), WFMK 10, WGLM 7 (5), KEZG 5, KRNO 14, KJSN 5, KWAV 5 (5), KZST 21, KISC 7.

SHAWN COLVIN Sunny Came Home (Columbia)

Total Stations: 12, Adds: 2, Plays: 127, WMJQ 28 (28), WVAJ 11, WKWK 5 (5), WTCB 7 (7), WTKT 14 (14), WRMF 9, WAHR 10 (10), KQXT 7 (7), WTPI 12 (12), WFMK 10 (10), WGLM 7 (9), WQLR 7 (7).

PETER WHITE /BASIA Just Another Day (Columbia)

Total Stations: 15, Adds: 0, Plays: 126, WRCH 7 (7), WLIF 3 (2), WLZW 10 (10), WSPA 2 (2), WTVR 5 (5), WDEF 5, WAHR 10 (10), KQXT 7 (7), WTPI 12 (10), WFMK 10 (10), WMGN 3 (3), KELO 7 (7), KKLI 13 (13), KRNO 14 (14), KKCW 18 (18).

BRIAN MCKNIGHT & DIANA KING When We Were Kings (DAS/Mercury)

Total Stations: 15, Adds: 15, Plays: 108, WRCH 7, WWLI 5, WLEV 7, WLIF 7, WTCB 7, WLRQ 8, WDEF 10, WJXB 7, WLTS 5, KQXT 7, WFMK 10, WGLM 7, KWAV 5.

Songs ranked by total plays.
Station call letters followed by number of plays.

BREAKERS

KENNY G Havana (Arista)

TOTAL PLAYS/INCREASE 999/271 TOTAL STATIONS/ADDS 70/5 CHART 14

WHITNEY HOUSTON Step By Step (Arista)

TOTAL PLAYS/INCREASE 902/221 TOTAL STATIONS/ADDS 63/5 CHART 15

RICHARD MARX

Until I Find You Again (Capitol)

TOTAL PLAYS/INCREASE 862/357 TOTAL STATIONS/ADDS 68/17 CHART 17

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
RICHARD MARX Until I Find You Again (Capitol)	17
JOOSE If Tomorrow Never Comes (Flavor Unit/EastWest/EEG)	16
BRIAN MCKNIGHT & D. KING When We Were... (DAS/Mercury)	15
JOURNEY If He Should Break Your Heart (Columbia)	14
MAXI PRIEST It Starts In The Heart (Walt Disney)	12
BARRY MANILOW I'd Really Love To See You Tonight (Arista)	10
WARREN HILL Shelter From The Storm (Discovery)	7
ROD STEWART When I Need You (Warner Bros.)	6
BRYAN ADAMS I'll Always Be Right There (A&M)	5
PATTY CABRERA Home (Wherever Your Heart...) (Curb)	5
KENNY G Havana (Arista)	5
WHITNEY HOUSTON Step By Step (Arista)	5
JEWEL You Were Meant For Me (Atlantic)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
RICHARD MARX Until I Find You Again (Capitol)	+357
CELINE DION All By Myself (550 Music)	+331
BRYAN ADAMS I'll Always Be Right There (A&M)	+286
KENNY G Havana (Arista)	+271
KENNY LOGGINS For The First Time (Columbia)	+236
WHITNEY HOUSTON Step By Step (Arista)	+221
JON SECADA Too Late, Too Soon (SBK/EMI)	+195
JOOSE If Tomorrow Never Comes (Flavor Unit/EastWest/EEG)	+191
JOURNEY If He Should Break Your Heart (Columbia)	+189
JEWEL You Were Meant For Me (Atlantic)	+150
JIM BRICKMAN w/M. MCBRIDE Valentine (Windham Hill)	+150

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
CELINE DION It's All Coming Back To Me Now (550 Music)
DONNA LEWIS I Love You Always Forever (Atlantic)
ELTON JOHN You Can Make History (Young Again) (MCA)
KENNY G The Moment (Arista)
CELINE DION Because You Loved Me (550 Music)
SEAL Fly Like An Eagle (Warner Sunset/Atlantic)
TONY RICH PROJECT Nobody Knows (LaFace/Arista)
HUEY LEWIS & THE NEWS 100 Years From Now (Elektra/EEG)
MADONNA You Must Love Me (Warner Bros.)
TRACY CHAPMAN Give Me One Reason (Elektra/EEG)

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

WARREN HILL

from the album SHELTER

"shelter from the storm"

AC Chart 27 Most Added!

PASSIONATE
POWERFUL
ROMANTIC

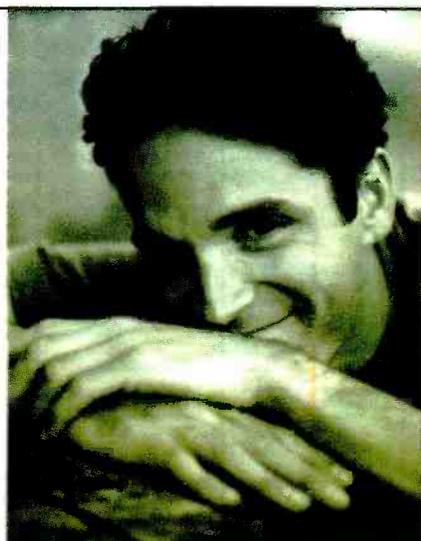
New:

WLTS WRVR KJSN WARM
WEZN WAFY WHUD WVAJ

Stations On:

KVIL WJMX WLTE WLIF
WWLI KQXT WTPI WRCH
WVEZ WTVR WLEV WOOD
KWAV WTCB KISC WLRQ





Going For Adds March 10th

**Look for Dave in his PBS
Special "Off The Beaten Path"
from Trinidad**

"wake up call"



REPORTERS

Stations and their adds listed alphabetically by market

AC

<p>WYJB/Albany, NY OMP/D: Buzz Brindle MD: Pat Ryan 10 R. KELLY "Fly" 5 JON SECADA "Late"</p>	<p>WEZN/Bridgeport, CT PD/M: Steve Marcus 21 NO DOUBT "Speak" 5 WARREN HILL "Shelter" 5 JOOSE "Tomorrow"</p>	<p>WTCB/Columbia, SC PD/M: Brent Johnson 16 TONI BRAXTON "Want" 7 MCKNIGHT & KING "Kings" 7 PATTY CABRERA "Home" 3 BARRY MANLOW "Love"</p>	<p>WAHR/Huntsville, AL PD: John Malone MD: Bonny O'Brien 5 JOOSE "Tomorrow" 5 TONI BRAXTON "Want"</p>	<p>WOBM/Monmouth-Ocean, NJ PD: Jeff Raifer 22 BARRY MANLOW "Love" 10 PHIL COLLINS "Eyes"</p>	<p>KOXT/San Antonio, TX OMP/D: Mike Scott MD: Bill Norris 7 MCKNIGHT & KING "Kings" 5 PATTY CABRERA "Home" 5 BILLY MANN "Flower" 5 B.E. TAYLOR "Time"</p>	<p>WKDD/Akron, OH PD/M: Chuck Collins No Adds</p>	<p>KSSK/Honolulu, HI OMP/D: Michael Shishido PD: Dick Wainwright 10 WHITNEY HOUSTON "Step" 10 PAULA COLE "Cowboys" WKEE/Huntington, WV PD: Jim Davis AP/D: Gary Miller 8 BABYFACE "Close" 22 "U2" "Staring" WENS/Indianapolis, IN OMP/D: Greg Dunlap MD: Jim Cerone 15 CELINE DION "Myself" WJDX/Jackson, MS PD/M: Wayne Scott 21 SAVAGE GARDEN "Want" 21 WHITNEY HOUSTON "Step" WKYE/Johnstown, PA PD: Jack Michaels MD: Brian Wolfe 13 WALLFLOWERS "Headlight" 7 MAXI PRIEST "Starts" WAZY/Lafayette, IN Corporate PD/M: Michael Stone No Adds KMXB/Las Vegas, NV PD: Mike Marino MD: Jack Casey 9 WHITE TOWN "Woman" WMLX/Lexington, KY OMP/D: Doug Hamand MD: Walter Brown 19 WALLFLOWERS "Headlight" 7 MAXI PRIEST "Starts" 7 SPICE GIRLS "Wannabe" KURB/Little Rock, AR PD: Randy Cain MD: Kevin Miller 23 JOURNEY "Break" 11 WHITNEY HOUSTON "Step" KBIG/Los Angeles, CA PD: Dave Ervin MD: Dave Verdery 29 DUNCAN SHEIK "Barely" KYSR/Los Angeles, CA Interim PD: Angela Perrelli AP/D: Chris Ebbott MD: Ryan O'Brien 14 "U2" "Staring" 14 DISHALLA "Cars" WMC/Memphis, TN PD: Russ Morley MD: Bruce Wayne 24 DISHALLA "Cars" WPLI/Miami, FL PD/M: Dave Stewart 20 WALLFLOWERS "Headlight" 20 SAVAGE GARDEN "Want" 20 "U2" "Staring" WKT/Milwaukee, WI PD: Danny Clayton AP/D: Leonard Peace No Adds WMYX/Milwaukee, WI PD: Brian Kelly MD: Jim Morales 11 DUNCAN SHEIK "Barely" KOSO/Modesto, CA PD: Max Miller MD: Donna Miller 10 SHAWN COLVIN "Sunny" 10 CRANBERRIES "Gone" WJRZ/Monmouth-Ocean, NJ OMP/D: Lance DeBock 14 SHAWN COLVIN "Sunny" 12 JON SECADA "Late" WMYX/Montgomery, AL PD: Al Mason MD: John Rogers 25 ROD STEWART "When" 25 AMANDA MARSHALL "Grace" WDBZ/New York, NY PD: Steve Weed AP/D: Linda Silver 28 LEAH ANDREONE "Alright" 28 BETTER THAN EZRA "Want" 10 DISHALLA "Give" WHUD/Newburgh, NY VP/Prog: Steven Petrone MD: Tom Furl 7 MAXI PRIEST "Starts" 4 WARREN HILL "Shelter" WPT/Peoria, VA PD: Mark Bradley MD: F. Devon Thornton 16 "U2" "Staring" 16 BIG HEAD 1000... "Superman" WWDE/Norfolk, VA PD: Don London MD: Jeff Moreau 12 PAULA COLE "Cowboys" KTNP/Omaha, NE PD: Kayin Callahan MD: Tony Matteo 12 "U2" "Staring" WOMX/Orlando, FL PD: David Izeal MD: Tim Baldwin 15 HOOTIE & BLOWFISH "Blind"</p>	<p>WSHE/Orlando, FL PD: Catherine Brown MD: Shark WXIL/Parkersburg, WV PD: Larry E. Hughes MD: Jack Horton 29 JOURNEY "Break" 22 PAULA COLE "Cowboys" 22 "U2" "Staring" KZZP/Phoenix, AZ PD: Dan Persigehl AP/D: Dave Cooper No Adds WYXR/Philadelphia, PA OMP/D: Dave Allan MD: Rich Davis 25 WALLFLOWERS "Headlight" WPTY/Pittsburgh, PA MD: Scott Alexander 27 PAULA COLE "Cowboys" WMGX/Portland, ME PD: Casey Keating MD: Doug Erickson No Adds KMXB/Las Vegas, NV PD: Mike Marino MD: Jack Casey 9 WHITE TOWN "Woman" WMLX/Lexington, KY OMP/D: Doug Hamand MD: Walter Brown 19 WALLFLOWERS "Headlight" 7 MAXI PRIEST "Starts" 7 SPICE GIRLS "Wannabe" KURB/Little Rock, AR PD: Randy Cain MD: Kevin Miller 23 JOURNEY "Break" 11 WHITNEY HOUSTON "Step" KBIG/Los Angeles, CA PD: Dave Ervin MD: Dave Verdery 29 DUNCAN SHEIK "Barely" KYSR/Los Angeles, CA Interim PD: Angela Perrelli AP/D: Chris Ebbott MD: Ryan O'Brien 14 "U2" "Staring" 14 DISHALLA "Cars" WMC/Memphis, TN PD: Russ Morley MD: Bruce Wayne 24 DISHALLA "Cars" WPLI/Miami, FL PD/M: Dave Stewart 20 WALLFLOWERS "Headlight" 20 SAVAGE GARDEN "Want" 20 "U2" "Staring" WKT/Milwaukee, WI PD: Danny Clayton AP/D: Leonard Peace No Adds WMYX/Milwaukee, WI PD: Brian Kelly MD: Jim Morales 11 DUNCAN SHEIK "Barely" KOSO/Modesto, CA PD: Max Miller MD: Donna Miller 10 SHAWN COLVIN "Sunny" 10 CRANBERRIES "Gone" WJRZ/Monmouth-Ocean, NJ OMP/D: Lance DeBock 14 SHAWN COLVIN "Sunny" 12 JON SECADA "Late" WMYX/Montgomery, AL PD: Al Mason MD: John Rogers 25 ROD STEWART "When" 25 AMANDA MARSHALL "Grace" WDBZ/New York, NY PD: Steve Weed AP/D: Linda Silver 28 LEAH ANDREONE "Alright" 28 BETTER THAN EZRA "Want" 10 DISHALLA "Give" WHUD/Newburgh, NY VP/Prog: Steven Petrone MD: Tom Furl 7 MAXI PRIEST "Starts" 4 WARREN HILL "Shelter" WPT/Peoria, VA PD: Mark Bradley MD: F. Devon Thornton 16 "U2" "Staring" 16 BIG HEAD 1000... "Superman" WWDE/Norfolk, VA PD: Don London MD: Jeff Moreau 12 PAULA COLE "Cowboys" KTNP/Omaha, NE PD: Kayin Callahan MD: Tony Matteo 12 "U2" "Staring" WOMX/Orlando, FL PD: David Izeal MD: Tim Baldwin 15 HOOTIE & BLOWFISH "Blind"</p>	<p>KBEE/Salt Lake City, UT OMP/D: Steve Kelly AP/D: Sean Michaels 38 ERIC CLAPTON "Change" 38 CELINE DION "Coming" 28 PHIL COLLINS "Light" 4 "U2" "Staring" KISN/Salt Lake City, UT PD/M: Burke Allen No Adds KSMG/San Antonio, TX MD: Darla Thomas No Adds KFMB/San Diego, CA PD: Tracy Johnson AP/D: Greg Simms 20 WHITE TOWN "Woman" 15 JMS "Elegantly" KIOJ/San Francisco, CA MD: Jay Nachlis 28 KENNY G "Havana" KLLC/San Francisco, CA PD: Luis Kaplan MD: Julie Stoelckel 35 "AFKAP" "River" 24 MEXICO 70 "Want" KRUI/Santa Barbara, CA PD/M: Duncan Payton No Adds WAEV/Savannah, GA OMP/D: Scott Snipes MD: Steve Williams 23 WALLFLOWERS "Headlight" 23 PAULA COLE "Cowboys" KPLZ/Seattle, WA PD/M: Kent Phillips 21 "U2" "Staring" WNSN/South Bend, IN PD/M: Phil Britain No Adds WAKS/Tampa, FL PD: Mason Dixon MD: Rico Bianco 24 R. KELLY "Fly" WMTX/Tampa, FL PD/M: Chuck Morgan No Adds KMAJ/Topeka, KS PD: Dave Waters MD: Rose Rues 14 JOURNEY "Break" 29 SARAH MCLAUGHLIN "Possession" 24 PAULA COLE "Cowboys" KNEV/Reno, NV PD: Rusty Keys MD: Jay Davis 24 CELINE DION "Myself" 10 JOHN MELLENCAMP "Day" 15 BRYAN ADAMS "Always" 15 WALLFLOWERS "Headlight" WMBX/Richmond, VA PD: Barry James MD: Carol Parker 10 JOURNEY "Break" 10 JOURNEY "Break" 10 RICHARD MARX "Find" 6 SHAWN COLVIN "Sunny" WROX/Washington, DC PD: Randy James MD: Carol Parker 10 JOURNEY "Break" 10 RICHARD MARX "Find" 10 PAULA COLE "Cowboys" 10 "U2" "Staring" 7 CRANBERRIES "Gone" WGNV/Wilmington, NC PD: Mike Farrow MD: Craig Thomas 16 EN VOIGUE "Don" WXLW/Worcester, MA PD: Steve Gallagher MD: Rob Poulin 15 LEAH ANDREONE "Alright"</p>
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HOT AC

<p>WYJB/Albany, NY OMP/D: Buzz Brindle MD: Pat Ryan 10 R. KELLY "Fly" 5 JON SECADA "Late"</p>	<p>WEZN/Bridgeport, CT PD/M: Steve Marcus 21 NO DOUBT "Speak" 5 WARREN HILL "Shelter" 5 JOOSE "Tomorrow"</p>	<p>WTCB/Columbia, SC PD/M: Brent Johnson 16 TONI BRAXTON "Want" 7 MCKNIGHT & KING "Kings" 7 PATTY CABRERA "Home" 3 BARRY MANLOW "Love"</p>	<p>WAHR/Huntsville, AL PD: John Malone MD: Bonny O'Brien 5 JOOSE "Tomorrow" 5 TONI BRAXTON "Want"</p>	<p>WOBM/Monmouth-Ocean, NJ PD: Jeff Raifer 22 BARRY MANLOW "Love" 10 PHIL COLLINS "Eyes"</p>	<p>KOXT/San Antonio, TX OMP/D: Mike Scott MD: Bill Norris 7 MCKNIGHT & KING "Kings" 5 PATTY CABRERA "Home" 5 BILLY MANN "Flower" 5 B.E. TAYLOR "Time"</p>	<p>WKDD/Akron, OH PD/M: Chuck Collins No Adds</p>	<p>KSSK/Honolulu, HI OMP/D: Michael Shishido PD: Dick Wainwright 10 WHITNEY HOUSTON "Step" 10 PAULA COLE "Cowboys" WKEE/Huntington, WV PD: Jim Davis AP/D: Gary Miller 8 BABYFACE "Close" 22 "U2" "Staring" WENS/Indianapolis, IN OMP/D: Greg Dunlap MD: Jim Cerone 15 CELINE DION "Myself" WJDX/Jackson, MS PD/M: Wayne Scott 21 SAVAGE GARDEN "Want" 21 WHITNEY HOUSTON "Step" WKYE/Johnstown, PA PD: Jack Michaels MD: Brian Wolfe 13 WALLFLOWERS "Headlight" 7 MAXI PRIEST "Starts" WAZY/Lafayette, IN Corporate PD/M: Michael Stone No Adds KMXB/Las Vegas, NV PD: Mike Marino MD: Jack Casey 9 WHITE TOWN "Woman" WMLX/Lexington, KY OMP/D: Doug Hamand MD: Walter Brown 19 WALLFLOWERS "Headlight" 7 MAXI PRIEST "Starts" 7 SPICE GIRLS "Wannabe" KURB/Little Rock, AR PD: Randy Cain MD: Kevin Miller 23 JOURNEY "Break" 11 WHITNEY HOUSTON "Step" KBIG/Los Angeles, CA PD: Dave Ervin MD: Dave Verdery 29 DUNCAN SHEIK "Barely" KYSR/Los Angeles, CA Interim PD: Angela Perrelli AP/D: Chris Ebbott MD: Ryan O'Brien 14 "U2" "Staring" 14 DISHALLA "Cars" WMC/Memphis, TN PD: Russ Morley MD: Bruce Wayne 24 DISHALLA "Cars" WPLI/Miami, FL PD/M: Dave Stewart 20 WALLFLOWERS "Headlight" 20 SAVAGE GARDEN "Want" 20 "U2" "Staring" WKT/Milwaukee, WI PD: Danny Clayton AP/D: Leonard Peace No Adds WMYX/Milwaukee, WI PD: Brian Kelly MD: Jim Morales 11 DUNCAN SHEIK "Barely" KOSO/Modesto, CA PD: Max Miller MD: Donna Miller 10 SHAWN COLVIN "Sunny" 10 CRANBERRIES "Gone" WJRZ/Monmouth-Ocean, NJ OMP/D: Lance DeBock 14 SHAWN COLVIN "Sunny" 12 JON SECADA "Late" WMYX/Montgomery, AL PD: Al Mason MD: John Rogers 25 ROD STEWART "When" 25 AMANDA MARSHALL "Grace" WDBZ/New York, NY PD: Steve Weed AP/D: Linda Silver 28 LEAH ANDREONE "Alright" 28 BETTER THAN EZRA "Want" 10 DISHALLA "Give" WHUD/Newburgh, NY VP/Prog: Steven Petrone MD: Tom Furl 7 MAXI PRIEST "Starts" 4 WARREN HILL "Shelter" WPT/Peoria, VA PD: Mark Bradley MD: F. Devon Thornton 16 "U2" "Staring" 16 BIG HEAD 1000... "Superman" WWDE/Norfolk, VA PD: Don London MD: Jeff Moreau 12 PAULA COLE "Cowboys" KTNP/Omaha, NE PD: Kayin Callahan MD: Tony Matteo 12 "U2" "Staring" WOMX/Orlando, FL PD: David Izeal MD: Tim Baldwin 15 HOOTIE & BLOWFISH "Blind"</p>	<p>WSHE/Orlando, FL PD: Catherine Brown MD: Shark WXIL/Parkersburg, WV PD: Larry E. Hughes MD: Jack Horton 29 JOURNEY "Break" 22 PAULA COLE "Cowboys" 22 "U2" "Staring" KZZP/Phoenix, AZ PD: Dan Persigehl AP/D: Dave Cooper No Adds WYXR/Philadelphia, PA OMP/D: Dave Allan MD: Rich Davis 25 WALLFLOWERS "Headlight" WPTY/Pittsburgh, PA MD: Scott Alexander 27 PAULA COLE "Cowboys" WMGX/Portland, ME PD: Casey Keating MD: Doug Erickson No Adds KMXB/Las Vegas, NV PD: Mike Marino MD: Jack Casey 9 WHITE TOWN "Woman" WMLX/Lexington, KY OMP/D: Doug Hamand MD: Walter Brown 19 WALLFLOWERS "Headlight" 7 MAXI PRIEST "Starts" 7 SPICE GIRLS "Wannabe" KURB/Little Rock, AR PD: Randy Cain MD: Kevin Miller 23 JOURNEY "Break" 11 WHITNEY HOUSTON "Step" KBIG/Los Angeles, CA PD: Dave Ervin MD: Dave Verdery 29 DUNCAN SHEIK "Barely" KYSR/Los Angeles, CA Interim PD: Angela Perrelli AP/D: Chris Ebbott MD: Ryan O'Brien 14 "U2" "Staring" 14 DISHALLA "Cars" WMC/Memphis, TN PD: Russ Morley MD: Bruce Wayne 24 DISHALLA "Cars" WPLI/Miami, FL PD/M: Dave Stewart 20 WALLFLOWERS "Headlight" 20 SAVAGE GARDEN "Want" 20 "U2" "Staring" WKT/Milwaukee, WI PD: Danny Clayton AP/D: Leonard Peace No Adds WMYX/Milwaukee, WI PD: Brian Kelly MD: Jim Morales 11 DUNCAN SHEIK "Barely" KOSO/Modesto, CA PD: Max Miller MD: Donna Miller 10 SHAWN COLVIN "Sunny" 10 CRANBERRIES "Gone" WJRZ/Monmouth-Ocean, NJ OMP/D: Lance DeBock 14 SHAWN COLVIN "Sunny" 12 JON SECADA "Late" WMYX/Montgomery, AL PD: Al Mason MD: John Rogers 25 ROD STEWART "When" 25 AMANDA MARSHALL "Grace" WDBZ/New York, NY PD: Steve Weed AP/D: Linda Silver 28 LEAH ANDREONE "Alright" 28 BETTER THAN EZRA "Want" 10 DISHALLA "Give" WHUD/Newburgh, NY VP/Prog: Steven Petrone MD: Tom Furl 7 MAXI PRIEST "Starts" 4 WARREN HILL "Shelter" WPT/Peoria, VA PD: Mark Bradley MD: F. Devon Thornton 16 "U2" "Staring" 16 BIG HEAD 1000... "Superman" WWDE/Norfolk, VA PD: Don London MD: Jeff Moreau 12 PAULA COLE "Cowboys" KTNP/Omaha, NE PD: Kayin Callahan MD: Tony Matteo 12 "U2" "Staring" WOMX/Orlando, FL PD: David Izeal MD: Tim Baldwin 15 HOOTIE & BLOWFISH "Blind"</p>	<p>KBEE/Salt Lake City, UT OMP/D: Steve Kelly AP/D: Sean Michaels 38 ERIC CLAPTON "Change" 38 CELINE DION "Coming" 28 PHIL COLLINS "Light" 4 "U2" "Staring" KISN/Salt Lake City, UT PD/M: Burke Allen No Adds KSMG/San Antonio, TX MD: Darla Thomas No Adds KFMB/San Diego, CA PD: Tracy Johnson AP/D: Greg Simms 20 WHITE TOWN "Woman" 15 JMS "Elegantly" KIOJ/San Francisco, CA MD: Jay Nachlis 28 KENNY G "Havana" KLLC/San Francisco, CA PD: Luis Kaplan MD: Julie Stoelckel 35 "AFKAP" "River" 24 MEXICO 70 "Want" KRUI/Santa Barbara, CA PD/M: Duncan Payton No Adds WAEV/Savannah, GA OMP/D: Scott Snipes MD: Steve Williams 23 WALLFLOWERS "Headlight" 23 PAULA COLE "Cowboys" KPLZ/Seattle, WA PD/M: Kent Phillips 21 "U2" "Staring" WNSN/South Bend, IN PD/M: Phil Britain No Adds WAKS/Tampa, FL PD: Mason Dixon MD: Rico Bianco 24 R. KELLY "Fly" WMTX/Tampa, FL PD/M: Chuck Morgan No Adds KMAJ/Topeka, KS PD: Dave Waters MD: Rose Rues 14 JOURNEY "Break" 29 SARAH MCLAUGHLIN "Possession" 24 PAULA COLE "Cowboys" KNEV/Reno, NV PD: Rusty Keys MD: Jay Davis 24 CELINE DION "Myself" 10 JOHN MELLENCAMP "Day" 15 BRYAN ADAMS "Always" 15 WALLFLOWERS "Headlight" WMBX/Richmond, VA PD: Barry James MD: Carol Parker 10 JOURNEY "Break" 10 JOURNEY "Break" 10 RICHARD MARX "Find" 6 SHAWN COLVIN "Sunny" WROX/Washington, DC PD: Randy James MD: Carol Parker 10 JOURNEY "Break" 10 RICHARD MARX "Find" 10 PAULA COLE "Cowboys" 10 "U2" "Staring" 7 CRANBERRIES "Gone" WGNV/Wilmington, NC PD: Mike Farrow MD: Craig Thomas 16 EN VOIGUE "Don" WXLW/Worcester, MA PD: Steve Gallagher MD: Rob Poulin 15 LEAH ANDREONE "Alright"</p>
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100 Total Reporters
 100 Current Reporters
 99 Current Playlists

Did Not Report, Playlist Frozen (1):
 KEZK/St. Louis, MO

New AC Reporters (10):
 KYMG/Anchorage, AK
 WINK/Fort Myers, FL
 WOBM/Monmouth-Ocean, NJ
 WLMG/New Orleans, LA
 WLTW/New York, NY
 WFOG/Norfolk, VA
 KEFM/Omaha, NE
 WSWT/Peoria, IL
 KESZ/Phoenix, AZ
 KGBX/Springfield, MO

Shifting From AC To Hot AC (2):
 WENS/Indianapolis, IN
 WIOG/Saginaw, MI

Shifting From Hot AC To AC (3):
 WHBC/Canton, OH
 WVAF/Charleston, WV
 WMYV/Greenville, SC

No Longer AC Reporters (8):
 KMXR/Corpus Christi, TX
 KTHC/Fresno, CA
 WLHT/Grand Rapids, MI
 KUDL/Kansas City, MO
 KTDY/Lafayette, LA
 WVEZ/Louisville, KY
 WLAC/Nashville, TN
 KXLY/Spokane, WA

86 Total Reporters
 86 Current Reporters
 81 Current Playlists

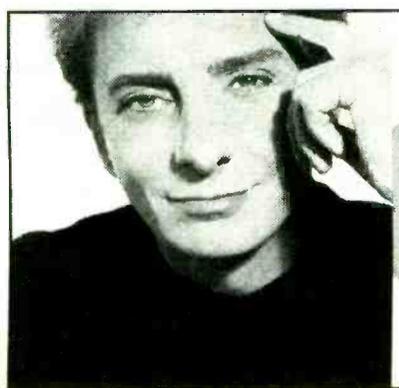
Did Not Report, Playlist Frozen (5):
 WQMG/Charlottesville, VA
 WTIC/Hartford, CT
 KHMV/Houston, TX
 KSTP/Minneapolis, MN
 WJLK/Monmouth-Ocean, NJ

New Hot AC Reporters (12):
 KKYS/Bryan, TX
 KVSF/Fresno, CA
 WMYX/Milwaukee, WI
 WJRZ/Monmouth-Ocean, NJ
 WPTZ/Morfolk, VA
 WTNE/Orlando, FL
 KBBT/Portland, OR
 KRUZ/Santa Barbara, CA
 KEYW/Tri-Cities, WA
 WXLO/Worcester, MA

Shifting From AC To Hot AC (2):
 WENS/Indianapolis, IN
 WIOG/Saginaw, MI

Shifting From Hot AC to AC (3):
 WHBC/Canton, OH
 WVAF/Charleston, WV
 WMYV/Greenville, SC

No Longer Hot AC Reporters (3):
 KKKY/Beaumont, TX
 KSIV/El Paso, TX
 WBLI/Long Island, NY



barry
manilow
 "i'd really love to
 see you tonight"

AC Debut 30 Most Added!
 new this week:
 WRCH WLIF WVAF WOBM WTCB
 WLRQ WQLR WROE WDEF KISC
 also spinning at:
 WPLJ/New York KTFM/San Antonio
 Look for Barry's special on
 premiering next week!





HOT AC TOP 30

MARCH 7, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	NO DOUBT Don't Speak (<i>Trauma/Interscope</i>)	3155	2892	2797	2924	82/0
3	2	2	2	JEWEL You Were Meant For Me (<i>Atlantic</i>)	3032	2541	2326	2216	83/1
2	3	3	3	CARDIGANS Lovefool (<i>Mercury</i>)	2750	2457	2282	2300	77/0
5	5	4	4	DUNCAN SHEIK Barely Breathing (<i>Atlantic</i>)	2651	2201	2019	2031	81/4
11	8	6	5	SHERYL CROW Everyday Is A Winding Road (<i>A&M</i>)	2334	1803	1473	1338	75/1
10	9	7	6	COUNTING CROWS A Long December (<i>DGC/Geffen</i>)	2146	1708	1473	1434	71/2
4	4	5	7	TONI BRAXTON Un-break My Heart (<i>LaFace/Arista</i>)	2124	2138	2029	2214	60/0
6	6	8	8	HOOTIE & THE BLOWFISH I Go Blind (<i>Reprise</i>)	1874	1619	1636	1798	64/1
21	15	11	9	PAULA COLE Where Have All The Cowboys Gone? (<i>Imago/WB</i>)	1724	1218	968	877	66/8
13	13	12	10	JOHN MELLENCAMP Just Another Day (<i>Mercury</i>)	1541	1213	1161	1191	59/2
15	14	13	11	CELINE DION All By Myself (<i>550 Music</i>)	1497	1196	1128	1081	58/3
7	7	9	12	JOURNEY When You Love A Woman (<i>Columbia</i>)	1479	1547	1500	1611	56/0
9	11	14	13	ALANIS MORISSETTE Head Over Feet (<i>Maverick/Reprise</i>)	1365	1193	1353	1496	54/0
8	10	10	14	SHERYL CROW If It Makes You Happy (<i>A&M</i>)	1364	1359	1382	1538	51/0
25	24	16	15	SAVAGE GARDEN I Want You (<i>Columbia</i>)	1339	1040	674	555	59/5
BREAKER			16	WALLFLOWERS One Headlight (<i>Interscope</i>)	1248	772	460	394	57/15
24	20	17	17	CRANBERRIES When You're Gone (<i>Island</i>)	1147	929	781	773	45/4
12	12	15	18	MADONNA Don't Cry For Me Argentina (<i>Warner Bros.</i>)	1006	1148	1228	1279	42/0
14	16	18	19	DISHWALLA Counting Blue Cars (<i>A&M</i>)	987	928	966	1100	43/2
23	21	19	20	EN VOGUE Don't Let Go (Love) (<i>EastWest/EEG</i>)	902	827	775	800	37/2
BREAKER			21	SHAWN COLVIN Sunny Came Home (<i>Columbia</i>)	847	639	376	307	49/8
28	25	25	22	SARAH MCLACHLAN Possession (<i>Nettwerk/Arista</i>)	746	524	495	468	29/2
27	27	24	23	PHIL COLLINS It's In Your Eyes (Any...) (<i>Face Value/Atlantic</i>)	560	587	477	475	27/1
-	-	26	24	BRYAN ADAMS I'll Always Be Right There (<i>A&M</i>)	527	467	305	302	31/4
-	-	30	25	AMANDA MARSHALL Fall From Grace (<i>Epic</i>)	478	367	244	247	22/1
-	-	29	26	WHITNEY HOUSTON Step By Step (<i>Arista</i>)	472	369	249	156	26/5
DEBUT			27	DAVE MATTHEWS BAND Crash Into Me (<i>RCA</i>)	431	192	171	182	14/1
DEBUT			28	U2 Staring At The Sun (<i>Island</i>)	417	169	-	-	22/11
DEBUT			29	JOURNEY If He Should Break Your Heart (<i>Columbia</i>)	401	280	152	112	21/6
-	-	28	30	JON SECADA Too Late, Too Soon (<i>SBK/EMI</i>)	377	377	243	241	22/2

This chart reflects airplay from March 3-9. Songs ranked by total plays. Highlighted songs indicate Breaker. 86 Hot AC reporters. 81 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1997, R&R Inc.

NEW & ACTIVE

GINA G Ooh Aah...Just A Little Bit (*Eternal/WB*)
Total Stations: 14, Adds: 0, Plays: 376, WKEE 29, WJLK 5 (5), WJRZ 17, WPLJ 25 (10), WYXR 28 (29), WQSM 53 (44), WMTX 18 (18), WMXL 24 (24), KKOB 12 (14), WKDD 10, WKQI 62 (60), WKTI 37 (38), WMYX 28, KCIX 28.

BABYFACE Every Time I Close My Eyes (*Epic*)
Total Stations: 19, Adds: 1, Plays: 356, WKEE 20, WHUD 10 (11), WQSM 30 (33), WKYE 5 (5), WAKS 5 (14), WMTX 10 (7), WMXL 48 (45), KURB 23 (23), KKYS 35, WKDD 23 (23), WAZY 16 (17), KMXG 35 (21), WNSN 9 (9), KATF 5 (5), KBEE 5 (13), KISN 14 (20), KIOI 7 (10), KPLZ 31 (31), KEYW 25.

SUBLIME What I Got (*Gasoline Alley/MCA*)
Total Stations: 13, Adds: 0, Plays: 350, WBMX 8 (8), WDBZ 40 (28), WQMZ 16 (16), WPLL 21 (22), WPTE 49, WAKS 7 (7), WLUP 19 (16), KALC 45 (45), KMXB 23 (15), KVSR 28, KBBT 36, KFMB 23 (25), KRUZ 35.

R. KELLY I Believe I Can Fly (*Jive*)
Total Stations: 15, Adds: 4, Plays: 328, WSNE 22 (22), WKEE 10 (10), WHUD 14 (15), WCGQ 10, WKYE 18 (18), WAKS 24, WMTX 21 (38), WGNL 16 (16), WMJY 6, WMXL 19 (8), WKQI 57 (29), KATF 33 (33), KSSK 40 (40), KBIG 29 (29), KEYW 9.

LEAH ANDREONE It's Alright, It's Okay (*RCA*)
Total Stations: 12, Adds: 2, Plays: 308, WBMX 10 (8), WXLO 15, WDBZ 28, WMXB 27 (13), WMTX 7 (5), WMC 6 (5), KKYS 43, WTMX 15 (15), KALC 35 (35), KVSR 47, KBBT 47, KLLC 28 (28).

ELEANOR McEVoy Precious Little (*Columbia*)
Total Stations: 15, Adds: 2, Plays: 286, WBMX 26, WMGX 21 (22), WXLO 26, WJRZ 19, WDBZ 40 (28), WPLL 25 (20), WPTE 28, WMC 5 (5), WTMX 14, WQAL 10 (10), WAZY 17 (19), KSTZ 21 (23), KTNP 19, KALC 10 (25), KBEE 5 (14).

BETTER THAN EZRA Desperately Wanting (*Swell/Elektra/EEG*)
Total Stations: 9, Adds: 1, Plays: 283, WBMX 9 (8), WDBZ 28, WPTE 28, WLUP 16 (15), KALC 45 (45), KMXB 30 (26), KVSR 44, KBBT 36, KLLC 47 (47).

SPICE GIRLS Wannabe (*Virgin*)
Total Stations: 11, Adds: 1, Plays: 252, WKEE 10 (10), WMTX 11 (5), WMXL 7, WMC 28 (10), KKYS 14, WKDD 17 (17), WKTI 18 (15), KFMB 53 (48), KLLC 26 (26), KPLZ 31 (31), KEYW 37.

TORI AMOS Silent All These Years (*Atlantic*)
Total Stations: 10, Adds: 0, Plays: 242, WBMX 22 (8), WXLO 20, WPTE 14, KZZP 32 (30), WTMX 45 (45), KMXB 22 (15), KVSR 20, KYSR 35 (35), KOSO 10 (10), KBBT 22.

BRUCE SPRINGSTEEN Secret Garden (*Columbia*)
Total Stations: 11, Adds: 3, Plays: 241, WBMX 43, WJLK 8 (8), WPLJ 28, WYXR 29 (16), WRAL 25, KDMX 15 (14), WKQI 10 (10), WMYX 44, KSTP 11 (11), KYKY 11, KISN 17 (8).

Songs ranked by total plays.
Station call letters followed by number of plays.

BREAKERS

WALLFLOWERS

One Headlight (*Interscope*)

TOTAL PLAYS/INCREASE: 1248/476
TOTAL STATIONS/ADDS: 57/15
CHART: 16

SHAWN COLVIN

Sunny Came Home (*Columbia*)

TOTAL PLAYS/INCREASE: 847/208
TOTAL STATIONS/ADDS: 49/8
CHART: 21

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
WALLFLOWERS One Headlight (<i>Interscope</i>)	15
U2 Staring At The Sun (<i>Island</i>)	11
PAULA COLE Where Have All The Cowboys Gone? (<i>Imago/WB</i>)	8
SHAWN COLVIN Sunny Came Home (<i>Columbia</i>)	8
JOURNEY If He Should Break Your Heart (<i>Columbia</i>)	6
WHITNEY HOUSTON Step By Step (<i>Arista</i>)	5
SAVAGE GARDEN I Want You (<i>Columbia</i>)	5
BRYAN ADAMS I'll Always Be Right There (<i>A&M</i>)	4
CRANBERRIES When You're Gone (<i>Island</i>)	4
R. KELLY I Believe I Can Fly (<i>Jive</i>)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SHERYL CROW Everyday Is A Winding Road (<i>A&M</i>)	+531
PAULA COLE Where Have All The Cowboys Gone? (<i>Imago/WB</i>)	+506
JEWEL You Were Meant For Me (<i>Atlantic</i>)	+491
WALLFLOWERS One Headlight (<i>Interscope</i>)	+476
DUNCAN SHEIK Barely Breathing (<i>Atlantic</i>)	+450
COUNTING CROWS A Long December (<i>DGC/Geffen</i>)	+438
JOHN MELLENCAMP Just Another Day (<i>Mercury</i>)	+328
CELINE DION All By Myself (<i>550 Music</i>)	+301
SAVAGE GARDEN I Want You (<i>Columbia</i>)	+299
CARDIGANS Lovefool (<i>Mercury</i>)	+293

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
ERIC CLAPTON Change The World (<i>Reprise</i>)
DONNA LEWIS I Love You Always Forever (<i>Atlantic</i>)
CELINE DION It's All Coming Back To Me Now (<i>550 Music</i>)
BRYAN ADAMS Let's Make A Night To Remember (<i>A&M</i>)
JOHN MELLENCAMP Key West Intermezzo (I Saw You First) (<i>Mercury</i>)
MERRIL BAINBRIDGE Mouth (<i>Universal</i>)
DON HENLEY Through Your Hands (<i>Revolution</i>)
NO MERCY Where Do You Go (<i>Arista</i>)
TRACY CHAPMAN Give Me One Reason (<i>Elektra/EEG</i>)
SEAL Fly Like An Eagle (<i>Warner Sunset/Atlantic</i>)

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

White Town

Your Woman

EXPLODING AT RADIO!!!
Hot Ac Impact Date: March 10th
Major Airplay At:

HUGE PHONES!!!!!!!

- KFMB - San Diego
- WPLL - Miami
- Y100 - Miami
- KRBE - Houston
- KLLC - San Francisco
- KMXB - Las Vegas
- KBBT - Portland
- KVSR - Fresno

HOT AC PLAYLISTS

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

MARKET #1
WDBZ/New York
(212) 704-1051
Weed/Silver

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	28	28	40	40	PAULA COLE/Where Have All...
40	40	40	40	40	CRANBERRIES/When You're Gone
40	40	40	40	40	SHERYL CROW/Everyday Is...
40	40	40	40	40	JOHN MELLENCAMP/Just Another Day
28	28	28	40	40	ELEANOR MCEVOY/Precious Little
40	40	40	40	40	DUNCAN SHEIK/Barely Breathing
28	28	28	40	40	SUBLIME/What I Got
40	40	40	40	40	WALLFLOWERS/6th Avenue Heartache
28	28	28	40	40	WALLFLOWERS/One Headlight
10	10	10	28	28	SAVAGE GARDEN/I Want You
28	28	28	28	28	AMANDA MARSHALL/Fall From Grace
28	28	28	28	28	SHAWN COLVIN/Sunny Came Home
28	28	28	28	28	LEAH ANDREONE/It's Alright, It's...
28	28	28	28	28	BETTER THAN EZRA/Desperately Wanting
28	28	28	28	28	U2/Staring At The Sun
10	10	10	10	10	NO DOUBT/Don't Speak
40	40	40	40	40	JEWEL/You Were Meant...
40	40	40	40	40	CARDIGANS/Lovefool
40	40	40	40	40	AMANDA MARSHALL/Birmingham
10	10	10	10	10	SMASHING PUMPKINS/Tonight, Tonight

MARKET #1
95.5 WPLJ
NEW YORK

WPLJ/New York
(212) 613-8900
Cuddy/Shannon/Preston

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
45	43	48	46	45	CARDIGANS/Lovefool
43	44	46	45	45	NO DOUBT/Don't Speak
36	43	41	44	44	JEWEL/You Were Meant...
42	41	42	44	44	TONI BRAXTON/Un-break My Heart
44	43	46	41	41	HOTIE & BLOWFISH/Go Blind
42	44	43	41	41	MADONNA/Don't Cry For Me...
30	32	26	30	30	COUNTING CROWS/A Long December
29	31	23	27	27	BRUCE SPRINGSTEEN/Secret Garden
29	31	23	27	27	SHERYL CROW/Everyday Is...
29	26	28	27	27	PAULA COLE/Where Have All...
28	31	26	27	27	MERRIL BAINBRIDGE/Mouth
31	29	29	26	26	DUNCAN SHEIK/Barely Breathing
27	29	22	26	26	JOHN MELLENCAMP/Key West...
16	10	10	25	25	GINA G/Ooh Aah...Just...
18	26	23	24	24	WHITNEY HOUSTON/Step By Step
17	17	17	24	24	NO MERCY/Where Do You Go
25	25	22	22	22	SAVAGE GARDEN/I Want You
15	15	15	22	22	WALLFLOWERS/One Headlight
26	31	17	18	18	ALANIS MORISSETTE/Head Over Feet
13	13	13	13	13	JOURNEY/When You Love...
20	14	19	18	18	CELINE DION/All By Myself
25	19	15	16	16	CELINE DION/It's All Coming...
25	19	15	16	16	JEWEL/Who Will Save...
17	21	19	15	15	BRYAN ADAMS/It's Always Be...
31	30	41	14	14	SHERYL CROW/It Makes You...
16	13	13	13	13	DONNA LEWIS/I Love You Always...
12	11	11	11	11	SHAWN COLVIN/Sunny Came Home
11	11	11	11	11	DEL AMITRI/Roll To Me
12	11	11	11	11	GIN BLOSSOMS/Follow You Down
10	11	11	11	11	DEEP BLUE SOMETHING/Breakfast At...
10	11	11	11	11	ERIC CLAPTON/Change The World

MARKET #2
KBIG/Los Angeles
(213) 874-7700
Ervin/Verdey

KBIG 104

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
29	28	41	41	41	NO DOUBT/Don't Speak
29	28	41	41	41	TONI BRAXTON/Un-break My Heart
27	27	41	41	41	JEWEL/You Were Meant...
28	28	40	40	40	JOURNEY/When You Love...
28	26	40	40	40	ERIC CLAPTON/Change The World
27	26	40	40	40	CELINE DION/Because You Loved Me
21	22	40	40	40	SHERYL CROW/Everyday Is...
22	22	30	30	30	CARDIGANS/Lovefool
7	7	30	30	30	CELINE DION/All By Myself
27	26	13	29	29	DONNA LEWIS/I Love You Always...
29	29	29	29	29	R. KELLY/I Believe I Can Fly
28	27	13	29	29	DUNCAN SHEIK/Barely Breathing
22	22	13	13	13	ALANIS MORISSETTE/Head Over Feet
22	22	13	13	13	CELINE DION/It's All Coming...
21	21	12	12	12	NO MERCY/Where Do You Go
21	21	12	12	12	HOTIE & BLOWFISH/Go Blind
12	12	12	12	12	TONY RICH PRIEST/Nobody Knows
27	26	12	12	12	TRACY CHAPMAN/Give Me One Reason
12	12	12	12	12	MARIAH CAREY/Always Be My Baby
12	12	12	12	12	BRYAN ADAMS/Have You Ever...
12	12	12	12	12	JEWEL/Who Will Save...
19	20	12	12	12	GIN BLOSSOMS/It I Hear It...

MARKET #2
KYSR/Los Angeles
(818) 955-7000
Pereuli/Ebbott

STAR 97.9

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
56	56	56	48	48	NO DOUBT/Don't Speak
56	56	56	48	48	CARDIGANS/Lovefool
35	35	35	48	48	JEWEL/You Were Meant...
35	35	35	48	48	HOTIE & BLOWFISH/Go Blind
56	56	35	35	35	ALANIS MORISSETTE/Head Over Feet
35	35	35	35	35	SARAH MCLACHLAN/Possession
35	35	35	35	35	COUNTING CROWS/A Long December
35	35	35	35	35	SHERYL CROW/Everyday Is...
35	35	35	35	35	ALANIS MORISSETTE/Right Through You
28	28	35	35	35	TRACY CHAPMAN/Give Me One Reason
28	28	35	35	35	DAVE MATTHEWS BAND/Crash Into Me
14	14	35	35	35	WALLFLOWERS/One Headlight
28	28	35	35	35	SAVAGE GARDEN/I Want You
28	28	35	35	35	DUNCAN SHEIK/Barely Breathing
14	14	35	35	35	PAULA COLE/Where Have All...
15	15	15	15	15	TRACY CHAPMAN/Give Me One Reason
15	15	15	15	15	JARS OF GLASS/Room
15	15	15	15	15	DISHWALLA/Counting Blue Cars
14	14	15	15	15	NATALIE MERCHANT/Jealousy
14	14	15	15	15	SHAWN COLVIN/Sunny Came Home
14	14	15	15	15	DISHWALLA/Counting Blue Cars
14	14	15	15	15	U2/Staring At The Sun
14	14	15	15	15	LUSCIOUS JACKSON/Naked Eye
14	14	15	15	15	JEWEL/Who Will Save...

MARKET #3
WLUP/Chicago
(312) 440-5270
Solik/Marino

LOOP 97.1

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	19	29	32	32	JOHN MELLENCAMP/Just Another Day
14	12	31	31	31	U2/Staring At The Sun
30	33	32	30	30	SHERYL CROW/Everyday Is...
30	35	32	29	29	WALLFLOWERS/One Headlight
31	35	33	29	29	DUNCAN SHEIK/Barely Breathing
19	19	24	27	27	HOTIE & BLOWFISH/Tucker's Town
14	19	31	26	26	OASIS/Whatever
31	30	26	22	22	SHERYL CROW/It Makes You
33	37	22	22	22	COUNTING CROWS/A Long December
19	20	21	21	21	DAVE MATTHEWS BAND/Crash Into Me
20	23	21	21	21	ALANIS MORISSETTE/Right Through You
18	15	19	19	19	SUBLIME/What I Got
22	22	19	19	19	BLUES TRAVELER/But Anyway
10	16	14	18	18	VERVE PIPE/The Freshmen
14	23	17	17	17	JEWEL/You Were Meant...
13	12	15	16	16	BETTER THAN EZRA/Desperately Wanting
10	4	15	16	16	COLLECTIVE SOUL/Precious Declaration
15	8	16	16	16	HOTIE & BLOWFISH/Go Blind
16	14	14	14	14	TRACY CHAPMAN/Give Me One Reason
8	14	14	14	14	DISHWALLA/Counting Blue Cars
10	10	13	13	13	CRANBERRIES/When You're Gone
21	21	19	19	19	ALANIS MORISSETTE/Head Over Feet
31	35	19	12	12	JOHN MELLENCAMP/Key West
10	10	10	10	10	MATTHEW SWEET/Where You Get Love

MARKET #3
WTMX/Chicago
(312) 946-1019
James/Kartak

101.9 FM
TODAY'S ROCK MIX

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
37	40	53	53	53	JOHN MELLENCAMP/Just Another Day
21	32	52	52	52	SHERYL CROW/Everyday Is...
10	11	52	52	52	U2/Staring At The Sun
10	11	52	52	52	TONI BRAXTON/Un-break My Heart
22	22	45	45	45	WALLFLOWERS/One Headlight
19	21	44	44	44	CRANBERRIES/When You're Gone
20	21	42	42	42	SHAWN COLVIN/Sunny Came Home
36	33	45	45	45	SAVAGE GARDEN/I Want You
18	20	46	46	46	COUNTING CROWS/A Long December
36	35	46	46	46	PAULA COLE/Where Have All...
9	10	32	32	32	DAVE MATTHEWS BAND/Crash Into Me
10	9	32	32	32	AMANDA MARSHALL/Fall From Grace
35	33	31	31	31	NO DOUBT/Don't Speak
12	13	31	31	31	VERVE PIPE/The Freshmen
20	25	31	31	31	JEWEL/You Were Meant...
18	17	25	25	25	DUNCAN SHEIK/Barely Breathing
38	20	15	15	15	DC TALK/Just Between You...
15	15	15	15	15	LEAH ANDREONE/It's Alright, It's...
14	14	13	13	13	SEAL/Fly Like An Eagle
35	35	16	16	16	DUNCAN SHEIK/Barely Breathing
10	14	14	14	14	ELEANOR MCEVOY/Precious Little
9	9	14	14	14	PHIL COLLINS/It's In Your Eyes
37	14	13	13	13	DISHWALLA/Counting Blue Cars
14	16	13	13	13	NATALIE MERCHANT/Wonder
22	19	31	31	31	CARDIGANS/Lovefool

MARKET #4
KIOI/San Francisco
(415) 538-1013
Keating/Nachlis

KIOI 101.3 FM

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
7	7	35	35	35	JEWEL/You Were Meant...
7	25	23	23	23	CELINE DION/All By Myself
20	20	21	21	21	WHITNEY HOUSTON/Step By Step
20	20	21	21	21	CARDIGANS/Lovefool
28	27	26	28	28	KENNY G/Havana
40	27	26	28	28	STREISAND & ADAMS/Finally Found...
20	20	29	28	28	TONI BRAXTON/Un-break My Heart
25	25	39	28	28	CELINE DION/It's All Coming...
40	40	41	25	25	ERIC CLAPTON/Change The World
24	24	23	21	21	NO MERCY/Where Do You Go
23	23	21	21	21	NO DOUBT/Don't Speak
40	40	39	10	10	MADONNA/You Must Love Me
19	19	10	10	10	REMBRANDT/It'll Be There For...
15	18	10	10	10	TRACY CHAPMAN/Give Me One Reason
14	18	10	10	10	HOTIE & BLOWFISH/Go Blind
22	27	27	7	7	DONNA LEWIS/I Love You Always...
27	27	7	7	7	JOURNEY/When You Love...
7	7	7	7	7	RICHARD MARX/Until I Find You...
7	7	7	7	7	BRYAN ADAMS/It's Always Be...
12	12	10	10	10	BABYFACE/Every Time I...
7	7	7	7	7	GLORIA ESTEFAN/It's Not Giving...

MARKET #4
KLLC/San Francisco
(415) 765-4097
Kaplan/Stoeckel

Alice @ 97.3

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
48	48	48	48	48	CARDIGANS/Lovefool
47	47	48	48	48	SHERYL CROW/Everyday Is...
43	43	48	48	48	PAULA COLE/Where Have All...
48	48	48	48	48	NO DOUBT/Don't Speak
46	46	47	47	47	BETTER THAN EZRA/Desperately Wanting
40	40	43	43	43	SEMISOLIC/F.N.T.
36	36	39	39	39	DAVE MATTHEWS BAND/Crash Into Me
38	38	39	39	39	WALLFLOWERS/One Headlight
31	31	39	39	39	JOHN MELLENCAMP/Just Another Day
38	38	38	38	38	CRANBERRIES/When You're Gone
39	39	38	38	38	OMC/How Bizarre
39	39	38	38	38	CHALK FARM/Lie On Lie
27	27	38	38	38	SNEAKER PIMPS/6 Underground
29	29	38	38	38	SPACE/Female Of...
36	36	36	36	36	DONNA LEWIS/Without Love
32	32	32	32	32	"AFKAP"/The Holy River
42	42	31	31	31	GARBAGE/#! Crush
24	24	29	29	29	JEWEL/You Were Meant...
26	26	27	27	27	EVERYTHING BUT...Missing
31	31	26	26	26	SPICE GIRLS/Wannabe
27	27	26	26	26	SMASHING PUMPKINS/1979
24	24	24	24	24	THIRD EYE BLIND/semi-Charmed Life
24	24	24	24	24	MEXICO 70/I Want You
28	28	23	23	23	SHAWN COLVIN/Get Out Of This...
21	21	23	23	23	SAVAGE GARDEN/I Want You
24	24	17	17	17	BILLY MANN/Killed By A Flower

MARKET #5
WYXR/Philadelphia
(610) 668-0750
Alan/Davis

STAR 104.5

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
31	31	31	43	43	JOURNEY/When You Love...
43	43	44	44	44	TONI BRAXTON/Un-break My Heart
32	32	29	42	42	JEWEL/You Were Meant...
29	29	40	41	41	EN VOUE/Don't Let Go (Love)
40	40	41	41	41	SHERYL CROW/It Makes You...
41	41	41	41	41	NO DOUBT/Don't Speak
28	28	40	40		



CAROL ARCHER

A San Diego Rebirth And A Ravishing Richmond Debut

□ PDs Shepard, Fleming discuss their newfound Smooth Jazz successes

In the Fall '96 Arbitron, KIFM/San Diego ranked fifth 12+ with a 4.4 share — a gain of nearly two full shares. WSMJ-FM/Richmond signed on at 101.1 FM on June 21, 1996 and debuted fifth 12+ in the Summer '96 book — with a 6.2. In the latest trends, it is still fourth 25-54! Jefferson-Pilot PD/San Diego Mike Shepard — who oversees Country KSON-AM & FM, Oldies KBZT-FM, and KIFM — as well as WSMJ PD Tommy Fleming recently discussed how both stations were able to become such format titans.

For KIFM's Shepard, the rebuilding process "started with Jefferson-Pilot's acquisition of the station and doing my homework on a station and a format I've always liked. I talked with [WNUA/Chicago OM] Paul Goldstein, [former WQCD/NY PD] Fleetwood Gruver, and [consultant] Jim Teeson to get an education. The one thing that kept coming home to me was that this is radio and all the basics apply to NAC: Play the right songs, make sure you've got stationality, and have good people having some fun on the air."

Reformulating A Former Format Force

One of the first things Shepard did was ask San Diego radio listeners what they thought of KIFM. The results weren't too promising. "We began with a research project to learn KIFM's image in the market. Surprisingly, it was neutral, without a lot of top-of-mind awareness.

"We refocused the music. There were 4000 songs in the library, which was way too broad. Half of the power gold songs that we ended up playing weren't even in the library. We brought the list down to about 800 titles and increased rota-



Mike Shepard



Kelly Cole

tions dramatically by KIFM standards, but not by industry standards. That way, we gave some exposure for current product and made some hits. We don't beat them into the ground, but people have to hear them. With TSL being as low as it was — six hours — we've brought it up to about nine and a half."

APD/MD Kelly Cole notes the shift in KIFM's music, saying, "We tested over 1000 songs and what we learned is that San Diego likes music that's more upbeat tempo-wise, which I understand is somewhat different than other markets. To be honest, it's a relief because all that's in the system now is the best of the best. Give people what they want to hear.

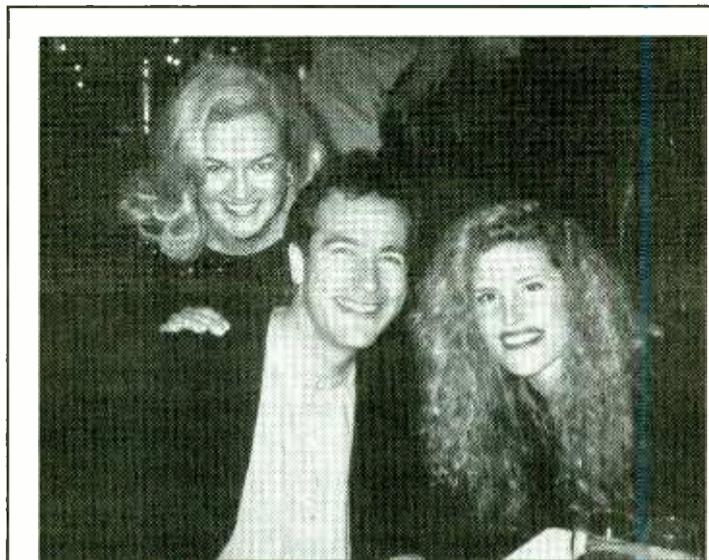
"Vocals are the hardest, and we've identified ones that make our mar-

ket special: Bobby Caldwell is one and, surprisingly, so is Michael Franks. Steely Dan, Michael McDonald, and Boz Scaggs also tested very well for us and that's a pleasant validation. We're much more listener-friendly now."

Although Jazz FM 98 billboards began to appear more throughout the San Diego area, one on-air promotion KIFM used nullified any need for any other listener enticer. "The only on-air promotion we did for one month last fall was a \$1000-a-day giveaway," Shepard says. "It was a, 'Fax us your name and listen in the morning [concept].' We had no external promotion or marketing, but we're getting ready to unleash that for the spring.

"Another important thing we did was get a hold of Geoffrey Holder, who is also the voice of KYOT/Phoenix," he continues. "One of our big problems was phantom cume and we used Geoffrey, plus some creative effects, to put a stamp on the radio station. That way people understood what we are and allowed us to display a sense of humor, an element I find lacking in many NAC stations. It doesn't have to be cornball humor, but using Geoffrey, it shows that we aren't full of ourselves or take ourselves too seriously as some NAC stations sound like they do."

Shepard is very optimistic about the station's future. "We believe, based upon the research — and it's a bittersweet possibility — that KIFM could eclipse KSON's numbers. The potential is there, but it's going to take some work because the station hasn't had a cohesive



BLONDES HAVING MORE FUN — Maybe it was the moonlight, maybe it was the single-malt Scotch, but KTWW/L.A. APD/MD Ralph Stewart is captured here between R&R NAC/Smooth Jazz editor Carol Archer and KLOS/L.A. AE (and also Stewart's spouse) Mary Pedrosian.

marketing strategy for a long time. If we stay focused, do our homework, and continue to market the radio station, we can stay in that top three or four, 25-54 on a consistent basis. In fact, I think we can achieve the kind of consistency that KTWW/L.A. has."

Smooth Jazz In Old Dominion

As passionate and enthusiastic newcomer to the format, WSMJ PD Fleming says the station made a tremendous first impression based on the station's own early indications to NAC acceptance in Richmond.

"We own two Urban stations in the market, and on one of them, we implemented a Smooth Jazz block, with vocals that lent themselves to a certain feel on Sunday nights. It was extremely successful for us. We also tried straight-ahead jazz in the traditional Sunday brunch time period for about eight years. We moved it to a lat-

ter hour and softened its edges, and then rounded it out more in line with the Smooth Jazz genre."

The decision to introduce a full-fledged NAC outlet to the market appears to have been a comfortable, educated one. But how does Fleming account for the huge splash WSMJ made out of the chute? "The first element is the music. NAC music has defined itself over the past 10 years and there's a tremendous amount to pick from. The passion for the music in this market is incredible!

Every day I get several calls from area music stores wanting our playlist. We have a constant relationship with retail and they are thrilled we're on the air because they've seen sales increase so dramatically. Listeners constantly call asking when we'll be presenting Smooth Jazz concerts. When we mention a concert in Washington, DC — we're about 98 miles from there —

the listener response is incredible, with close to 1000 faxed entries trying to win.

"Our jocks know their place relative to the music," Fleming continues. "The music is always first. There's no effort expended on our part to sell personality. We sell the music and try to involve our listeners in what we're doing. Our at-work listening is phenomenal. There's an AC station in the market that had the at-work franchise locked-down exclusively. We've been able to infringe on them quite successfully. In the beginning, we used an extensive marketing campaign with billboards and TV, but we backed off from that a bit to let it sink in. I fully expect us to pick it back up during the course of the summer."

Like many other successful NAC/Smooth Jazz outlets nationwide, "Broadcast Architecture [BA] was instrumental in getting us off the ground and keeping us targeted," Fleming says. "I partic-

ularly have to give kudos to [BA Director/Affiliate Relations. MD] Lorraine Bergman. I feel as though she's a personal friend at this point, and she's always there for me.

"I would like to see us more involved in appealing listeners who want to hear this music live and are trying to involve themselves in that lifestyle. There are so many things associated with the Smooth Jazz listener and we'd like to be more involved with all of them. We found out how passionate our listeners are right from the beginning. When we first signed on, we ran a spot that said, 'We appreciate your listening and we'd appreciate your comments.' We got thousands of responses, even to the point that some were offering to volunteer to work for us by donating money or time to see that we stayed on the air. Now, business is fabulous. We've just had our first couple of sold-out days."

The one thing that kept coming home to me was that this is radio and all the basics apply to NAC: Play the right songs, make sure you've got stationality, and have good people having some fun on the air.

— Mike Shepard



THEY MAY BE INCOGNITO — ...but they're so well known at WQCD/NY that the Verve artists get airplay well before the add date. Seen here paying a visit to the station are Verve's Julie Kerr, Incognito's Bluey Maunick and Maysa Leak, and the new WQCD MD Rick LaBoy.

MARCH 7, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	2	2	1	BRAXTON BROTHERS When Love Comes... (<i>Kokopelli</i>)	800	808	807	780	47/1
1	1	1	2	DAVID SANBORN Rikke (<i>Elektra/EEG</i>)	773	814	832	810	47/1
4	5	4	3	PAUL HARDCASTLE Jokers Wild (<i>JVC</i>)	742	739	670	688	44/0
6	4	5	4	NORMAN BROWN Third World (<i>MoJazz/Motown</i>)	704	710	684	616	46/0
3	3	3	5	KENNY G Eastside Jam (<i>Arista</i>)	688	742	744	766	42/0
5	6	6	6	GEORGE BENSON The Thinker (<i>GRP</i>)	619	631	639	621	38/0
9	8	8	7	SOUL BALLET N.Y.C. Tripin (<i>Countdown/Unity</i>)	567	551	532	501	49/1
16	12	11	8	JIM BRICKMAN You Never Know (<i>Windham Hill</i>)	528	484	459	427	47/0
7	7	7	9	ZACHARY BREAUX Never Can Say Goodbye (<i>Zebra</i>)	505	557	560	592	42/0
14	15	15	10	MICHAEL PAULO My Heart And Soul (<i>Noteworthy</i>)	477	450	435	452	44/2
18	17	12	11	GOTA European Comfort (<i>Instinct</i>)	474	461	421	377	49/0
8	9	9	12	WAYMAN TISDALE Don't Take Your Love Away (<i>MoJazz/Motown</i>)	449	494	504	588	40/0
12	13	13	13	GROVER WASHINGTON JR. Soulful Strut (<i>Columbia</i>)	443	456	456	468	39/1
19	20	18	14	KENNY BLAKE European Underground (<i>Heads Up</i>)	435	409	373	369	44/1
10	10	10	15	MARK PORTMANN No Truer Words (<i>Zebra</i>)	425	492	475	492	43/1
21	19	20	16	ALFONZO BLACKWELL Hermina (<i>Street Life/All American</i>)	424	404	375	360	43/0
15	14	14	17	VANESSA DAOU Two To Tango (<i>MCA</i>)	419	454	436	443	40/0
—	—	22	18	INCOGNITO A Shade Of Blue (<i>Verve Forecast</i>)	416	375	268	67	47/6
17	18	17	19	DAVE KOZ Lullaby For A Rainy Night (<i>Capitol</i>)	404	420	411	394	40/0
20	21	21	20	DOC POWELL From The Heart (<i>Discovery</i>)	402	388	352	366	39/0
27	22	24	21	CHUCK LOEB Cruzin' South (<i>Shanachie</i>)	386	372	329	313	40/1
28	23	23	22	TOMMY EMMANUEL Midnight Drive (<i>Higher Octave</i>)	378	374	328	307	42/0
13	16	19	23	SLASH Obsession Confession (<i>Geffen</i>)	320	405	432	468	34/0
23	24	27	24	BABYFACE Every Time I Close My Eyes (<i>Epic</i>)	303	324	328	340	36/0
—	—	29	25	PAOLO Paisa (<i>Island</i>)	295	275	266	260	37/0
24	27	28	26	EXODUS QUARTET Summer Soulstice (<i>Instinct</i>)	295	307	303	336	34/0
—	28	—	27	CELINE DION Falling Into You (<i>550 Music</i>)	282	253	291	268	31/3
22	26	26	28	BRIAN HUGHES Soul Fruit (<i>Higher Octave</i>)	279	324	314	350	33/0
11	11	16	29	KEIKO MATSUI Bridge Over The Stars (<i>Countdown/Unity</i>)	279	425	465	491	30/0
DEBUT			30	BOBBY LYLE Aruban Nights (<i>Atlantic</i>)	276	270	245	244	36/1

This chart reflects airplay from February 19-25. Songs ranked by total plays. Highlighted songs indicate Breaker.
52 NAC reporters. 52 current playlists. © 1997, R&R Inc.

BREAKERS®

No Songs Qualified For Breaker Status This Week

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
LEE RITENOUR Water To Drink (<i>I.E./Verve</i>)	37
WARREN HILL U R The 1 (<i>Discovery</i>)	19
3RD FORCE In The Full Moonlight (<i>Higher Octave</i>)	18
JOHN TESH L'Aquila (<i>GTSP</i>)	15
INCOGNITO A Shade Of Blue (<i>Verve Forecast</i>)	6
MICHAEL LINGTON Tell It Like It Is (<i>Nu Groove</i>)	6
TDF Angelica (<i>Reprise</i>)	6
ZACHARY BREAUX Cafe Reggio (<i>Zebra</i>)	5
SOUNDSCAPE I'll Be Around (<i>Instinct</i>)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LEE RITENOUR Water To Drink (<i>I.E./Verve</i>)	+125
JOHN TESH L'Aquila (<i>GTSP</i>)	+75
SOUNDSCAPE I'll Be Around (<i>Instinct</i>)	+63
3RD FORCE In The Full Moonlight (<i>Higher Octave</i>)	+54
ANDY SNITZER A River's Road (<i>Warner Bros.</i>)	+53
ZACHARY BREAUX Cafe Reggio (<i>Zebra</i>)	+48
JIM BRICKMAN You Never Know (<i>Windham Hill</i>)	+44
INCOGNITO A Shade Of Blue (<i>Verve Forecast</i>)	+41
MICHAEL LINGTON Tell It Like It Is (<i>Nu Groove</i>)	+39
KENNY G w/TONI BRAXTON That Somebody... (<i>Arista</i>)	+36

Breakers: Songs registering 325 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

NEW & ACTIVE

PHIL COLLINS The Same Moon (*Face Value/Atlantic*)
Total Plays: 276, Total Stations: 30, Adds: 1

ANDY SNITZER A River's Road (*Warner Bros.*)
Total Plays: 274, Total Stations: 35, Adds: 4

PETER WHITE Together Again (*Columbia*)
Total Plays: 210, Total Stations: 31, Adds: 0

SOUNDSCAPE I'll Be Around (*Instinct*)
Total Plays: 207, Total Stations: 31, Adds: 5

KENNY G w/TONI BRAXTON That Somebody Was You (*Arista*)
Total Plays: 141, Total Stations: 14, Adds: 1

ZACHARY BREAUX Cafe Reggio (*Zebra*)
Total Plays: 141, Total Stations: 19, Adds: 5

LIONEL RICHIE Paradise (*Mercury*)
Total Plays: 131, Total Stations: 17, Adds: 3

LEE RITENOUR Water To Drink (*I.E./Verve*)
Total Plays: 125, Total Stations: 41, Adds: 37

TIM CUNNINGHAM This Is The Life (*Atlantic*)
Total Plays: 114, Total Stations: 21, Adds: 3

KENNY G Havana (*Arista*)
Total Plays: 97, Total Stations: 14, Adds: 2

DIRK RICHTER Smooth Move (*Sin-Drome*)
Total Plays: 92, Total Stations: 15, Adds: 4

JOHN TESH L'Aquila (*GTSP*)
Total Plays: 84, Total Stations: 24, Adds: 15

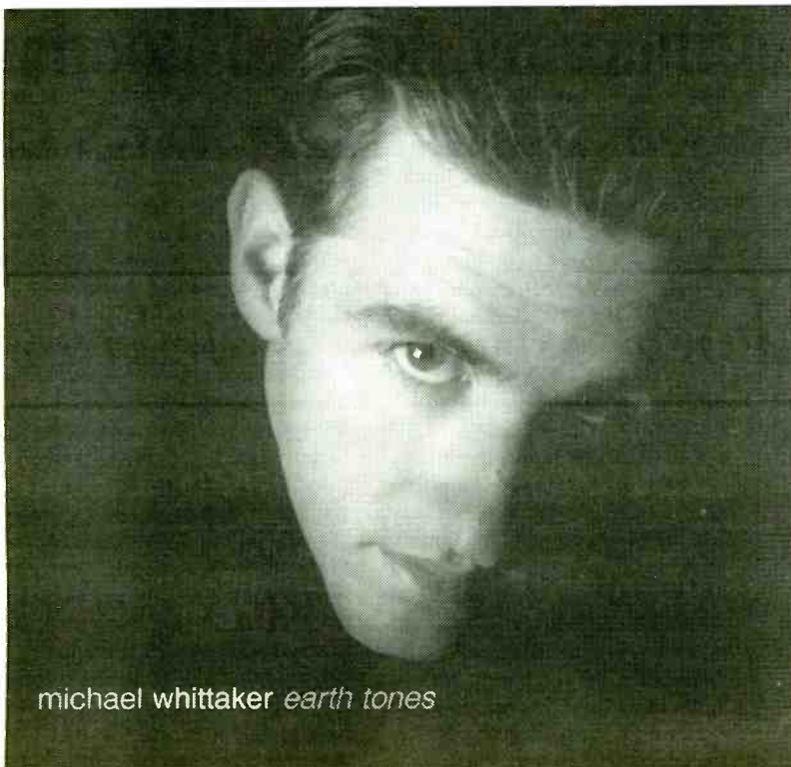
MARCUS JOHNSON PROJECT 88 Ways To Love (*Positive*)
Total Plays: 82, Total Stations: 13, Adds: 4

WINDOWS Under The Lights (*Blue Orchid*)
Total Plays: 76, Total Stations: 10, Adds: 1

3RD FORCE In The Full Moonlight (*Higher Octave*)
Total Plays: 69, Total Stations: 28, Adds: 18

LOU PARDINI A Night To Remember (*JVC*)
Total Plays: 64, Total Stations: 8, Adds: 2

Songs ranked by total plays



michael whittaker earth tones

Michael Whittaker

The Album "Earth Tones"

Featuring The Hit "Rendezvous In Paris"

Going For Adds 3/13

Contact: All That Jazz 310-395-6995





NAC/SMOOTH JAZZ ALBUMS

MARCH 7, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	EMPHASIS TRACKS (PLAYS)	
1	1	1	1	KENNY G The Moment (Arista)	1006	-17	"Eastside" (688)	"Somebody" (141)
3	3	2	2	BRAXTON BROTHERS Steppin' Out (Kokopelli)	855	-10	"Around" (800)	"Sunset" (31)
4	5	4	3	PAUL HARDCASTLE Hardcastle 2 (JVC)	811	+11	"Jokers" (742)	"Peace" (25)
2	2	3	4	DAVID SANBORN Songs From The Night Before (Elektra/EEG)	802	-41	"Rikke" (773)	"Spooky" (29)
7	6	6	5	NORMAN BROWN Better Days Ahead (MoJazz/Motown)	715	-7	"Third" (704)	"Serenade" (4)
5	4	5	6	GEORGE BENSON That's Right (GRP)	693	-31	"Thinker" (619)	"Right" (27)
6	7	7	7	ZACHARY BREAUX Uptown Groove (Zebra)	682	+1	"Never" (505)	"Cafe" (141)
12	9	9	8	SOUL BALLET Soul Ballet (Countdown/Unity)	607	+17	"N.Y.C." (567)	"Livin'" (18)
14	10	11	9	MICHAEL PAULO My Heart And Soul (Noteworthy)	598	+48	"Heart" (477)	"World" (41)
10	12	12	10	PETER WHITE Caravan Of Dreams (Columbia)	568	+27	"Together" (210)	"Venice" (154)
18	14	13	11	JIM BRICKMAN Picture This (Windham Hill)	564	+32	"Never" (528)	"Valentine" (35)
8	8	10	12	GROVER WASHINGTON JR. Soulful Strut (Columbia)	557	-33	"Soulful" (443)	"Bordertown" (74)
11	11	8	13	MARK PORTMANN No Truer Words (Zebra)	538	-64	"Truer" (425)	"Here" (58)
20	17	15	14	KENNY BLAKE An Intimate Affair (Heads Up)	499	+13	"European" (435)	"Swing" (34)
26	21	18	15	GOTA It's So Different Here (Instinct)	474	+13	"European" (474)	
16	18	20	16	CHUCK LOEB The Music Inside (Shanachie)	455	+8	"Cruzin'" (386)	"Music" (65)
9	15	14	17	WAYMAN TISDALE In The Zone (MoJazz/Motown)	449	-45	"Take" (449)	
15	16	17	18	DAVE KOZ Off The Beaten Path (Capitol)	448	-28	"Lullaby" (404)	"Look" (22)
27	22	21	19	ALFONZO BLACKWELL Alfonzo... (Street Life/All American)	429	+8	"Hermina" (424)	"Breezin'" (5)
21	23	22	20	DOC POWELL Laid Back (Discovery)	426	+13	"Heart" (402)	"Laid" (12)
—	—	25	21	INCOGNITO Beneath The Surface (Verve Forecast)	424	+41	"Shade" (416)	"Want" (8)
19	19	19	22	VANESSA DAOU Slow To Burn (MCA)	419	-35	"Two" (419)	
29	24	23	23	TOMMY EMMANUEL Midnight Drive (Higher Octave)	412	+3	"Midnight" (378)	"Fields" (15)
—	27	27	24	TIM BOWMAN Love, Joy, Peace (I.M.)	360	+3	"There" (273)	"Rapture" (52)
22	25	26	25	BRIAN HUGHES Straight To You (Higher Octave)	334	-31	"Fruit" (279)	"Pamela" (42)
—	30	30	26	BOBBY LYLE The Power Of Touch (Atlantic)	333	0	"Aruban" (276)	"Talk" (23)
24	26	29	27	EXODUS QUARTET Way Out There (Instinct)	326	-12	"Summer" (295)	"Red" (31)
DEBUT	28	28	28	PAOLO Mystic Man (Island)	322	+20	"Paisa" (295)	"Get" (14)
13	13	16	29	KEIKO MATSUI Dream Walk (Countdown/Unity)	321	-160	"Bridge" (279)	"Chimney" (18)
17	20	24	30	SOUNDTRACK Curdled (Geffen)	320	-85	"Obsession" (320)	

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
VARIOUS ARTISTS A Twist Of Jobim (I.E./Verve)	37
3RD FORCE Vital Force (Higher Octave)	20
JOHN TESH Avalon (GTSP)	17
WARREN HILL Shelter (Discovery)	14
INCOGNITO Beneath The Surface (Verve Forecast)	6
MICHAEL LINGTON Michael Lington (Nu Groove)	6
LUIS SALINAS Salinas (GRP)	6
TDF Retail Therapy (Reprise)	6
DIRK RICHTER Vibes Alive (Sin-Drome)	5
MARCUS JOHNSON PROJECT Lessons In Love (Positive)	4
TIM CUNNINGHAM Right Turn Only (Atlantic)	3
CELINE DION Falling Into You (550 Music)	3
BONEY JAMES Seduction (Warner Bros.)	3
MARK JOHNSON Deep Focus (JVC)	3
LIONEL RICHIE Louder Than Words (Mercury)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
VARIOUS ARTISTS A Twist Of Jobim (I.E./Verve)	+149
3RD FORCE Vital Force (Higher Octave)	+90
JOHN TESH Avalon (GTSP)	+78
ANDY SNITZER In The Eye Of The Storm (Warner Bros.)	+57
MICHAEL PAULO My Heart And Soul (Noteworthy)	+48
INCOGNITO Beneath The Surface (Verve Forecast)	+41
MICHAEL LINGTON Michael Lington (Nu Groove)	+39
LOU PARDINI A Night To Remember (JVC)	+35
JIM BRICKMAN Picture This (Windham Hill)	+32
SLIM MAN Secret Rendezvous (GES)	+32
TIM CUNNINGHAM Right Turn Only (Atlantic)	+31
CELINE DION Falling Into You (550 Music)	+29
PETER WHITE Caravan Of Dreams (Columbia)	+27
LUTHER VANDROSS Your Secret Love (LV/Epic)	+24
WINDOWS A Funky Distinction (Blue Orchid)	+23

This chart reflects airplay from February 19-25. Albums ranked by total plays, with plays from all cuts from an album combined. 52 NAC reporters. 52 current playlists. © 1997, R&R Inc.

NAC NOTES By Carol Archer

Seemingly moments after its release, **Incognito's** "A Shade Of Blue" (Verve Forecast) is already on 90% of the NAC/Smooth Jazz reporting panel, moving 22-18*. Home run!

Lee Ritenour's maiden release, the "Twist Of Jobim" compilation released on his label partnership with **Mark Wexler** and **Michael and Lori Fagien** (i.e. music), generated huge immediate acceptance this week thanks to its emphasis track, "Water To Drink." Earning nearly twice the adds in its first week — 37 stations! — than the second Most Added track, "Water To Drink" is simultaneously Most Increased with +125 plays. The CD

also tops Most Added and Most Increased Albums, too. A stellar addition to the airwaves!

There's notable early activity on the following tracks, too: **Warren Hill's** "U R The 1" (Discovery), which earned 19 adds; **3rd Force's** "In The Full Moonlight" (Higher Octave) with 18 new reports; and **John Tesh's** "L'Aquila" (GTSP) with 15 adds (including WJJZ/Philadelphia) and second Most Increased status at +75 plays. **TDF's** "Angelica" (Reprise) went right on **KKSF/SF** last week and six more reporters, including **WLOQ/Orlando** and **KMJZ/Minneapolis** (with 12 plays) joined **Eric Clapton's** foray into the jungle rhythms this week.

One of the most exciting tracks for this format — and certainly one of the sexiest (so sexy you don't need your ears to hear it!) — is the track "Notorious" from **Rick Braun's** upcoming "Body and Soul" CD (Bluemoon/Atlantic). Let's just call a smash a smash: Braun's newest endeavor exceeds even the outstanding promise of his earlier works.

Lastly, many thanks to all reporting stations for another week of 100% attendance. Your playlist information is the cornerstone of **R&R's** NAC/Smooth Jazz charts and we're very grateful to receive it each and every week.

OLETA ADAMS

EL DEBARGE

DAVE GRUSIN

HERBIE HANCOCK

AL JARREAU

LEE RITENOUR

THE YELLOWJACKETS

ie Music Thanks NAC/Smooth Jazz Radio!

"Water To Drink" Featuring **Lee Ritenour** and **Dave Grusin** From our debut release, **a twist of jobim** is #1 most added!

Just look who's tasting the Water...

WOAZ	WJZK	WLOQ	WNUA	KCIY	KTWW
WSJZ	WCCJ	WSMJ	WVAE	KMJZ	KSBR
WQCD	WGUF	WSJW	WNWV	KCLC	KRVR
WJJZ	WFSJ	KOAI	WVMV	KBZN	KXDC
WJJJ	WLVE	KOAZ	WEZV	KNIK	KKJZ
WJZW	WJCD	KCJZ	WJZI	KEZL	KSSJ
KIFM	KBLX	KKSF	KJZY	KWJZ	

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Stations and their adds by track listed alphabetically by market

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HEAR 

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KNIK/Anchorage, AK
OM/PD: Dean Williams
GROVER WASHINGTON "Soulful"
PATRICK YANDALL "Light"
SOUNDSCAPE "Around"

KAJZ/Austin, TX
PD: Doc Burns
INCOGNITO "Shade"
MARCUS JOHNSON PROJ. "88"
LENNY WHITE "Pick"
AUSTIN & GRUSIN "Now"
DIRK RICHTER "So"
ZACHARY BREAUX "Cafe"
ANALYSIS "Time"
PATRICK YANOALL "Fat"

WOAZ/Boston, MA
PD/MD: Bill George
SOUNDSCAPE "Around"
LEE RITENOUR "Water"
INCOGNITO "Shade"
WHITNEY HOUSTON "Believe"
WARREN HILL "U"

WSJZ/Buffalo, NY
PD/MD: Steve Wiersman
LIONEL RICHIE "Paradise"
LEE RITENOUR "Water"
JOHN TESH "L'Aquila"
WARREN HILL "U"

WCCJ/Charlotte, NC
PD: James Alexander
JOHN TESH "L'Aquila"
DIRK RICHTER "Smooth"
MARCUS JOHNSON PROJ. "88"
LEE RITENOUR "Water"
SOUNDSCAPE "Around"

WNWA/Chicago, IL
OM: Paul Goldstein
PD: Tom Miller
LEE RITENOUR "Water"
JOE MCBRIDE "Steppin"
MICHAEL LINGTON "Tell"
INCOGNITO "Shade"
WARREN HILL "U"

WJZK/Charleston, SC
PD/MD: Tom Kennedy
MICHAEL PAULO "Nature"
MICHAEL LINGTON "Tell"
LEE RITENOUR "Water"

WVAE/Cincinnati, OH
PD: Rad Messick
LEE RITENOUR "Water"
TIM CUNNINGHAM "This"
WARREN HILL "U"

WNWV/Cleveland, OH
PD/MD: Bernie Kimble
JOHN TESH "L'Aquila"
3RD FORCE "Moonlight"
WARREN HILL "U"

WZJZ/Columbus, OH
PD: Bill Harman
No Adds

JSN(Jones)/Denver, CO
PD: Steve Hibbard
No Adds

KOAI/Dallas, TX
PD: Michael Fischer
MD: Ken Glaser
LEE RITENOUR "Water"
WARREN HILL "U"
BONEY JAMES "Washington"
EL DEBARGE "Dindi"
INCOGNITO "Shade"
ANDY SNITZER "Road"
DIONNE FARRIS "Hopeless"

KHII/Denver, CO
PD: Becky Taylor
MD: Cheri Marquart
DAVID SANBORN "Rikke"
3RD FORCE "Moonlight"
WARREN HILL "U"

WVMV/Detroit, MI
PD/MD: Tom Sleeker
3RD FORCE "Moonlight"
ANDY SNITZER "Road"
JOHN TESH "L'Aquila"
LEE RITENOUR "Water"

WGUF/Ft. Myers, FL
PD: Michael Bode
EL DEBARGE "Dindi"
LEE RITENOUR "Water"
ZACHARY BREAUX "Cafe"
JOSEPH VINCELLI "Night"
MARK PORTMANN "First"

KEZL/Fresno, CA
PD/MD: Mike Vasquez
3RD FORCE "Moonlight"
JOHN TESH "L'Aquila"
LEE RITENOUR "Water"
WARREN HILL "U"

KUCD/Honolulu, HI
PD: Mahlon Moore
WHITNEY HOUSTON "Believe"
KENNY G "Havana"
PHIL COLLINS "Same"

WFSJ/Jacksonville, FL
PD: Hank Dole
MD: Craig Williams
3RD FORCE "Moonlight"
SHA SHATY "Samba"
LEE RITENOUR "Water"

KCIY/Kansas City, MO
PD: Bret Michael
MD: Michelle Chase
JOHN TESH "L'Aquila"
MARK PORTMANN "Truer"
WARREN HILL "U"
LEE RITENOUR "Water"

WEZV/Lafayette, IN
PD/MD: Bob Miller
LEE RITENOUR "Water"
BOBBY LYLE "Talk"
TDF "Angelica"
LUIS SALINAS "Santa"
BONEY JAMES "Washington"
MARCUS JOHNSON PROJ. "88"
KHANI COLE "Everyday"
EL DEBARGE "Oindi"

KTWV/Los Angeles, CA
PD: Chris Brodie
APD/MD: Ralph Stewart
LEE RITENOUR "Water"
WARREN HILL "U"

WSJW/Louisville, KY
PD: Brian Conn
TIM CUNNINGHAM "This"
LEE RITENOUR "Water"
JOHN TESH "L'Aquila"
3RD FORCE "Moonlight"
WARREN HILL "U"

WLVE/Miami, FL
PD: Shirley Maldonado
MD: Geoff Fischer
LEE RITENOUR "Water"
ZACHARY BREAUX "Cafe"
WARREN HILL "U"
TIM CUNNINGHAM "This"
SOUL BALLET "N.Y.C."
BONEY JAMES "Washington"

WJZI/Milwaukee, WI
PD: Fred Heller
MD: Kathryn Vaughn
LEE RITENOUR "Water"
CELINE DION "Falling"

KMJZ/Minneapolis, MN
PD: Rob Moore
TDF "Angelica"
LEE RITENOUR "Water"
LUIS SALINAS "Funky"
JOHN TESH "L'Aquila"
CELINE DION "Falling"
AFTER 7 "Sara"
WINDOWS "Lights"

KSBR/Mission Viejo, CA
PD/MD: Terry Wedel
BYRON MILLER "Until"
3RD FORCE "Moonlight"
TDF "Angelica"
LUIS SALINAS "Rain"
LEE RITENOUR "Water"
GOIN PUBLIC "Regrets"
ED HAMILTON "Path"

KRVR/Modesto, CA
PD: Jim Bryan
MD: Doug Wulf
CHAKA KHAN "Your"
LOU PAROINI "Remember"
LEE RITENOUR "Water"
JOHN TESH "L'Aquila"

KXDC/Monterey, CA
PD/MD: Scott O'Brien
LEE RITENOUR "Water"
LUIS SALINAS "Santa"
DIRK RICHTER "Smooth"

WQCD/New York, NY
PD: Steve Williams
MD: Rick LaBoy
LEE RITENOUR "Water"
NORMAN BROWN "Days"
MARCUS JOHNSON PROJ. "88"
FREDDIE RAVEL "Sol"

WJCD/Norfolk, VA
PD: Maxine Todd
MD: Larry Hollowell
ANDY SNITZER "Road"
3RD FORCE "Moonlight"
DIRK RICHTER "Smooth"
LEE RITENOUR "Water"
SOUNDSCAPE "Around"
MICHAEL LINGTON "Tell"
MARK JOHNSON "Ocean"

KTNT/Oklahoma City, OK
PD: Steve English
MD: Stephanie Stewart
BRIAN HUGHES "Pamela"
JOHN TESH "L'Aquila"
JOSEPH VINCELLI "Night"
CHAKA KHAN "Your"

WLOQ/Orlando, FL
PD: Steve Huntington
MD: Bob Church
LUIS SALINAS "Santa"
TDF "Angelica"
3RD FORCE "Moonlight"
TERRI BINION "Texas"
WARREN HILL "Jude"

WJJZ/Philadelphia, PA
PD: Ann Gress
MD: Michael Tozzi
3RD FORCE "Moonlight"
LEE RITENOUR "Water"
WARREN HILL "U"

KOAZ/Phoenix, AZ
PD/MD: Angela Handa
BOBBY LYLE "Aruban"
SOUNDSCAPE "Around"
LEE RITENOUR "Water"

KYOT/Phoenix, AZ
PD/MD: Nick Francis
INCOGNITO "Shade"

WJJJ/Pittsburgh, PA
PD: Carl Anderson
MD: Herschel
LEE RITENOUR "Water"
JOHN TESH "L'Aquila"
3RD FORCE "Moonlight"

KKJZ/Portland, OR
PD: Shaun Yu
MD: Hal Murray
KENNY G W/T. BRAXTON "Somebody"
JOHN TESH "L'Aquila"
WARREN HILL "U"
LEE RITENOUR "Water"

WSMJ/Richmond, VA
PD/MD: Tommy Fleming
3RD FORCE "Moonlight"
KHANI COLE "Perfect"
JOHN TESH "L'Aquila"
LEE RITENOUR "Water"

KQBR/Sacramento, CA
PD: Lawrence Tanter
NORMAN CONNORS "Mr. C"

KSSJ/Sacramento, CA
PD: Don Langford
MD: Kelli Garrett
JOHN TESH "L'Aquila"
LEE RITENOUR "Water"
3RD FORCE "Moonlight"
MICHAEL LINGTON "Tell"
WARREN HILL "U"

KCLC/St. Charles, MO
PD: Rich Reighard
MD: Scott Nenninger
GIGS DE LANGE "Intimate"
DAVID ARKENSTONE "Boarder"
3RD FORCE "Real"
BELA FLECK "South"
VAL GARDENA "Avalon"
TDF "Angelica"
LEE RITENOUR "Water"
JOHN TESH "Avalon"
NORMAN CONNORS "Saturday"
ZZAH "Lover's"
STRUNZ & FARAH "Chin"

KBZN/Salt Lake City, UT
PD: Rob Riesen
WARREN HILL "U"
JOHN TESH "L'Aquila"
3RD FORCE "Moonlight"
LEE RITENOUR "Water"

KCJZ/San Antonio, TX
PD/MD: Norm Miller
LEE RITENOUR "Water"
3RD FORCE "Moonlight"
WARREN HILL "U"

KIFM/San Diego, CA
PD: Mike Shepard
APD/MD: Kelly Cole
LOU PARDINI "Remember"
LEE RITENOUR "Water"
KENNY G "Havana"
MICHAEL PAULO "Spring"
3RD FORCE "Give"
DIRK RICHTER "Smooth"
TONY GUERRERO "Uptown"
MARK JOHNSON "Told"
MARK JOHNSON "Medit"
JOHN TESH "Spanish"

KBLX/San Francisco, CA
PD: Kevin Brown
MD: Ron Cadet
EL DEBARGE "Dindi"
JARREAU & ADAMS "Waters"
MARK JOHNSON "Told"
MICHAEL PAULO "Heart"
MICHAEL LINGTON "Tell"
WARREN HILL "Man"

KKSF/San Francisco, CA
PD: Lee Hansen
MD: Blake Lawrence
3RD FORCE "Moonlight"
LEE RITENOUR "Water"
TDF "Angelica"
LUIS SALINAS "Santa"
WARREN HILL "U"

KJZY/Santa Rosa, CA
PD: Gordon Zlot
MD: Rob Singleton
LEE RITENOUR "Water"
CHUCK LOEB "Cruzin"
JARREAU & ADAMS "Waters"
MICHAEL LINGTON "Tell"

KWJZ/Seattle, WA
PD: Carol Handley
TONI BRAXTON "Heart"
LIONEL RICHIE "Paradise"
LEE RITENOUR "Water"
3RD FORCE "Moonlight"

WJZT/Tallahassee, FL
PD: Ron Reeves
CELINE DION "Falling"
TINA TURNER "Something"
MICHAEL PAULO "Heart"
LIONEL RICHIE "Paradise"
ZACHARY BREAUX "Cafe"
BRAXTON BROTHERS "Around"

WSJT/Tampa, FL
PD/MD: Ross Block
TIM BOWMAN "There"
KENNY BLAKE "European"

KOAS/Tulsa, OK
PD: Steve Fernandez
MD: Ron Allen
ZACHARY BREAUX "Cafe"
INCOGNITO "Shade"

WJZW/Washington, DC
PD/MD: Steve Kosbau
LEE RITENOUR "Water"
ANDY SNITZER "Road"
WARREN HILL "U"
3RD FORCE "Moonlight"

52 Total Reporters
52 Current Reporters
52 Current Playlists

New Reporters (3):
WCCJ/Charlotte, NC
WJZT/Tallahassee, FL
JSN(Jones) Denver, CO

NAC/SMOOTH JAZZ PLAYLISTS

March 7, 1997 R&R • 119

FIND COMPLETE PLAYLISTS FOR ALL NAC REPORTERS ON R&R ONLINE

MARKET #1
WQCD/New York
 (212) 210-2769
 Williams/LaBoy

CD 101.9

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
14	15	17	16	16	WHITNEY HOUSTON/ Believe In You ...
14	15	16	16	16	ZACHARY BREAUX/Cafe Reggiao
13	15	17	15	15	BRAXTON BROTHERS/Eventide
13	15	17	15	15	ALFONZO BLACKWELL/Hermima
12	14	16	15	15	FATBURGER/Dye Como Va
15	16	16	14	14	INCOGNITO/A Shade Of Blue
-	8	10	14	14	ROGER SMITH/Can You Stand...
-	-	15	14	14	TONI BRAXTON/ Don't Take Your...
7	12	7	12	12	GOTAEuropean Comfort
16	15	12	12	12	LUTHER VANDROSS/Go'n' Out Of My Head
16	9	13	12	12	BOBBY LYLE/Every Time I...
7	5	12	12	12	ANDY SNITZER/A River's Road
5	6	13	12	12	GILBERTO & MICHAEL/Desafinado
11	6	9	11	11	SHAHIN & SEPEHR/More Of You
6	10	5	11	11	CHUCK LOEB/ The Music Inside
-	-	8	10	11	DIRK RICHTER/Smooth Move
8	11	8	10	10	URBANATOR/Magic
10	9	7	9	9	TONY GUERRERO/Webercrawler
9	5	10	9	9	NESTOR TORRES/Talk To Me
7	12	6	8	8	PETER WHITE/City Of Lights
-	8	8	8	8	JIM BRICKMAN/You Never Know
4	4	5	8	8	KENNY G/Gettin' On The Step
-	-	8	8	8	KENNY BLAKE/European Underground
-	-	8	8	8	MICHAEL PAUL/O'bumpin'
-	-	8	8	8	MICHAEL PAUL/O'bumpin' Memones
-	6	6	8	8	AUSTIN & GRUSIN/Now I Know What ...
-	7	7	7	7	3RD FORCE/In The Full...
-	9	9	7	7	BOBBY LYLE/Just Talk To Me
8	10	7	7	7	PAOLO/Paisa
3	3	2	7	7	BRIAN MCKNIGHT/Remember The Magic

MARKET #2
KTWV/Los Angeles
 (213) 466-9283
 Brodie/Stewart

THE WAVE
 94.7 KTWV

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
12	12	12	14	14	DENNY JIOSA/Lights Of The City
12	11	13	12	12	MICHAEL PAUL/That's The Way Of...
7	9	10	12	12	JIM BRICKMAN/You Never Know
9	8	13	11	11	PAUL HARDCASTLE/Jokers Wild
11	13	11	11	11	JEFF LORBER/Katherine
11	11	11	11	11	EXODUS QUARTET/Summer Soultice
14	12	12	11	11	BRAXTON BROTHERS/When Love Comes...
4	5	12	11	11	SOULSCAPE/It'll Be Around
4	8	12	11	11	CHUCK LOEB/Cruzin' South
7	9	12	11	11	GOTAEuropean Comfort
12	11	10	11	11	GROVER WASHINGTON.../Soulful Strut
8	9	10	10	10	CELINE DION/Falling Into You
-	-	10	10	10	3RD FORCE/In The Full...
10	10	6	10	10	DAVID SANBORN/Rikke
8	8	8	8	8	TONI BRAXTON/How Could An...
9	7	7	9	9	ART PORTER/Lake Shore Drive
6	8	9	9	9	LUTHER VANDROSS/Your Secret Love
8	9	10	9	9	WAYMAN TISDALE/Don't Take Your...
12	13	12	9	9	SLASH/Obsession Confession
11	12	10	9	9	ZACHARY BREAUX/Never Can Say...
6	9	8	9	9	MARK PORTMANN/No Truer Words
11	10	11	9	9	DAVID SANBORN/Rikke
9	9	9	9	9	SOUL BALLETT/N.Y.C. Tripin
-	4	9	9	9	AFTER 7/Sara Smile
-	8	7	9	9	ANDY SNITZER/A River's Road
3	11	9	9	9	INCOGNITO/A Shade Of Blue
8	7	7	8	8	TONI BRAXTON/Un-break My Heart
8	9	8	8	8	PETER WHITE /BASIA/Just Another Day
9	9	10	8	8	NATALIE & NAT COLE/When I Fall In Love
8	8	10	8	8	KENNY G/Eastside Jam

MARKET #3
WNUA/Chicago
 (312) 645-9550
 Goldstein/Miller

WNUA 95.5
 Smooth Jazz

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	7	23	23	TIM BOWMAN/It'll Be There
-	-	22	22	22	LEE RITENOUR/Water To Drink
18	21	20	21	21	JIM BRICKMAN/You Never Know
19	17	18	20	20	SOULSCAPE/It'll Be Around
5	10	19	19	19	KENNY G/Gettin' On The Step
20	21	18	14	14	MICHAEL PAUL/My Heart And Soul
-	-	5	13	13	KENNY BLAKE/European Underground
18	19	20	12	12	JOE MCBRIDE/After Sunset
20	22	15	11	11	NEVILLE & ROBERTSON/Crazy Love
9	12	11	11	11	TINA TURNER/Something
19	17	11	11	11	LUTHER VANDROSS/Go'n' Out Of My Head
8	11	10	10	10	WHITNEY HOUSTON/ Believe In You...
7	6	8	9	9	BRIAN CULBERTSON/Take Your Time
5	6	8	9	9	EXODUS QUARTET/Summer Soultice
11	14	7	9	9	JEFF LORBER/Katherine
18	21	14	9	9	MARK PORTMANN/No Truer Words
9	10	10	9	9	WAYMAN TISDALE/Don't Take Your...
6	5	6	9	9	KEIKO MATSUJI/Bridge Over...
8	6	8	9	9	COLORS IN MOTION/Foreign Nature
6	4	8	8	8	BRIAN CULBERTSON/After Hours
6	5	8	8	8	KIM PENNYL/That's The Way Of...
5	6	8	8	8	JIM BRICKMAN/You Never Know
5	7	7	8	8	GROVER WASHINGTON.../Soulful Strut
5	7	7	7	7	BRAXTON BROTHERS/When Love Comes...
5	5	7	7	7	PETER HUGHES/Soul Fruit
5	3	7	7	7	RONNY JORDAN/Closer Than Close
14	20	13	7	7	SOUL BALLETT/N.Y.C. Tripin
-	-	6	3	3	3RD FORCE/In The Full...
6	6	7	6	6	ZACHARY BREAUX/Cafe Reggiao

MARKET #4
KBLX/San Francisco
 (415) 284-1029
 Brown/Cadet

KBLX 102.9 FM
 The Blue Note

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
18	18	18	18	18	TONI BRAXTON/Un-break My Heart
15	16	16	16	16	VANESSA DAOU/Two To Tango
10	15	15	15	15	BOBBY LYLE/Every Time I...
13	14	14	14	14	DAVID SANBORN/Rikke
9	14	14	14	14	GOTAEuropean Comfort
12	13	13	13	13	JAMES & WHALUM/Kickin' Back
10	13	13	13	13	JAMES & WHALUM/Out Of The Cold
15	15	15	15	15	LUTHER VANDROSS/Your Secret Love
9	13	13	13	13	KENNY G/Eastside Jam
12	12	12	12	12	MARK PORTMANN/No Truer Words
8	12	12	12	12	BOBBY LYLE/Aruban Nights
14	14	14	14	14	MARILYN SCOTT/Close Enough
16	15	15	15	15	RONNY JORDAN/Ladback
9	9	10	10	10	ZACHARY BREAUX/Toad You
8	8	8	8	8	BRAXTON BROTHERS/Sunset Bay
8	8	8	8	8	ZACHARY BREAUX/Flavors Of My Mind
9	9	9	9	9	ALFONZO BLACKWELL/Hermima
8	9	9	9	9	KHANI COLE/Perfect Love
8	8	8	8	8	URBANATOR/Magic
-	6	8	8	8	INCOGNITO/All That You Want...
7	8	8	8	8	KENNY BLAKE/Sunday Serenade
-	7	7	7	7	JAMES & WHALUM/The Prayer
7	7	7	7	7	LUTHER VANDROSS/Whether Or Not...
-	-	7	7	7	LEE RITENOUR/Water To Drink
-	-	7	7	7	WILL LEE/Georgy Porgy
13	13	12	6	6	CHUCK LOEB/The Music Inside
6	6	6	6	6	NORMAN CONNORS/One For Mr C
4	6	6	6	6	TONY GUERRERO/Webercrawler
-	-	5	5	5	EL DEBARGE/Dindi

MARKET #4
KKSF/103.7 FM
 Smooth Jazz

KKSF/San Francisco
 (415) 925-5555
 Hansen/Lawrence

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
9	7	7	11	11	GEORGE BENSON/The Thinker
9	10	7	10	10	KENNY G/Eastside Jam
9	11	7	10	10	TONY GUERRERO/For Your Love
9	8	9	9	9	KENNY BLAKE/European Underground
9	11	8	9	9	TIM BOWMAN/It'll Be There
9	9	8	9	9	ZACHARY BREAUX/Cafe Reggiao
-	9	10	9	9	BRAXTON BROTHERS/Eventide
10	7	9	9	9	PHIL COLLINS/The Same Moon
11	8	9	9	9	DENNY JIOSA/Lights Of The City
9	10	9	9	9	KEIKO MATSUJI/Bridge Over...
10	9	10	9	9	MICHAEL PAUL/My Heart And Soul
-	-	9	9	9	DIRK RICHTER/Smooth Move
-	-	9	9	9	BOBBY LYLE/Aruban Nights
-	-	9	9	9	TONY GUERRERO/Webercrawler
-	-	9	9	9	INCOGNITO/A Shade Of Blue
-	-	9	9	9	GILBERTO & MICHAEL/Desafinado
-	-	9	9	9	AARON NEVILLE/Can't Imagine
-	-	9	9	9	SOUL BALLETT/N.Y.C. Tripin
-	-	9	9	9	WAYMAN TISDALE/Don't Take Your...
-	-	9	9	9	PETER WHITE/Together Again
-	-	9	9	9	FATBURGER/Dye Como Va
-	-	9	9	9	KENNY BLAKE/Sunday Serenade
-	-	9	9	9	NORMAN BROWN/Third World
-	-	9	9	9	VANESSA DAOU/Two To Tango
-	-	9	9	9	EXODUS QUARTET/Summer Soultice
-	-	9	9	9	GOTAEuropean Comfort
-	-	9	9	9	DANIEL HO & KILAU/Avalon Sunrise
-	-	9	9	9	MARK PORTMANN/No Truer Words
-	-	9	9	9	GROVER WASHINGTON.../Soulful Strut
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	MARK PORTMANN/No Truer Words
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON BROTHERS/When Love Comes...
-	-	9	9	9	KEIKO MATSUJI/Bridge Over...
-	-	9	9	9	DAVID SANBORN/Rikke
-	-	9	9	9	BRAXTON B



CYNDEE MAXWELL

The House(s) That KISS Built

□ Station, 'extended family' help Habitat For Humanity for life-changing experience

KISS/San Antonio is the first radio station in the country to take full responsibility for building a house, including fundraising for materials, recruitment of all volunteers, and follow-through of construction supervision. Listeners, dubbed the "KISS Extended Family," played a pivotal role in helping the outlet achieve tremendous success.

The easiest community service campaigns for radio tend to be the fundraisers: Everyone in radio has been a member of at least one "thon": walk-a-thon, bike-a-thon, twister-a-thon, etc. Drives are also big in radio, with blood drives and food drives at the top of the list. But last weekend, I had the opportunity to witness how one station's influence could change the lives of the community's needy, as well as its own listeners, when I went to San Antonio for the building of the second "KISS Habitat House."

The Rusk Corporation outlet became involved with Habitat in 1994 at the request of morning host John Lisle. "I know there are a lot of people in our audience with construction experience," he explains. "It just seemed natural to pair our listeners with Habitat."

The first step was to generate funds. Over \$28,000 was raised to obtain supplies for the first KISS house in 1993, which was built on Saturdays over a 10-week period. It was the 75th HFH House in San Antonio. Lisle hopes the station can build a house every other year, using the off years to raise the needed funds.

In 1996, KISS generated \$32,000 through various concerts and promotional events for the second KISS House, which is nearly completed. The goal this year was to complete the project on eight consecutive Saturdays, from January 25 to March 15. The KISS Extended Family donated a fair amount of professional help, which kept the project moving ahead of schedule. The second KISS house will be the 117th Habitat home to be built in the market.

Lisle keeps listeners informed on the air about the progress of the house and is responsible for lining up work crews. Volunteers range from those in the professional construction trade to those with little or no construction experience. The station provides morning coffee and donuts as well as lunch for the workers. Lisle literally spends all day at the house each Saturday of the project.

The Real Nuts & Bolts

One of my first questions upon hearing that the house was to be built in eight days was, how do you do it? When the KISS Extended Family starts the project, HFH has already laid the foundation. Then volunteers use the following general construction outline to complete the job:

- **January 25** — Frame and plumb walls; set trusses; install windows, doors, and exterior fascia; start roof decking; install felt decking

- **February 1** — Finish sheathing, decking and paint exterior trim; install Tyvek; install window trim; start plumbing and electrical rough-in; install blocking; shingles delivered during week; build shed

- **February 8** — Finish plumbing and electrical rough-in; install furnace (inspection during week); touch up paint on all exterior wood work; install roof shingles; framing punch list (building inspection during week); finish shed and paint; drywall during week; install insulation during the week after mechanical inspection (insulation inspection by Friday)

- **February 15** — Finish roof shingles; install drywall and tape, float, texture walls and acoustic ceil-



ings; form driveway and spread fill (pour during the week)

- **February 22** — Install interior doors, closet shelves, and trim; start siding; clean out interior of house; catch up on other tasks

- **March 1** — Siding; set fence posts; exterior punch list; paint interior walls and wood work

- **March 8** — Install cabinets, counter tops, and interior hardware; clean floors; finish siding and soffit; install fencing; deliver top soil during the week; start electrical and plumbing trim-out

- **March 15** — Landscape (plants, grass and top soil); install carpet and floors; final detail; finish electrical and plumbing trim-out (final inspections during the week); install appliances when homeowner moves in.

Occasionally professional work crews volunteered a few hours of labor during the week, which was of course, a bonus.

KISS Karma

PD Kevin Vargas believes in karma. He says, "The biggest benefit to the station is obviously the gratification of giving something back to the community. San Antonio offers a lot to its residents. For us at the station, this is either our hometown or our adopted hometown. So it's a good chance to do something tangible to help make San Antonio a better place to live. That's one of our commitments to public service.

"It's also a tremendous opportunity to bring together the station with the Extended Family to accomplish something. It takes down the barriers of us being the 'radio' people and makes us people who happen to work here."

To show the devotion of the KISS Extended Family, Vargas points out, "The volunteer crews wanted to go the extra mile and do more than just their job. They wanted to give the homeowner something really special so they offered extras that don't normally come with a Habitat house." Lisle added, "Our listeners donated a forced-air heating system to replace the standard wall heater. They provided exterior stucco siding instead of the normal vinyl siding. They gave granite counter

How Habitat Ranks As A Charity

Habitat For Humanity (HFH) is one of the top dozen charities based on public support, according to an article in *The NonProfit Times* last November. In the same month, *Money* magazine ranked HFH No. 9 among the Top 25 charities that get the most money from the public and that meet the strict standards of all three leading watchdog groups (the American Institute of Philanthropy, the Philanthropic Advisory Service of the Council of Better Business Bureaus, and the National Charities Information Bureau).

HFH helps low-income families build and buy simple, decent homes for themselves and their community, without interest or profit. A non-profit, Ecumenical Christian organization dedicated to eliminating poverty housing, HFH has built 50,000 homes in over 1200 U.S. cities and in 43 countries. The San Antonio affiliate was the first in the U.S. and has completed 116 homes.

The houses are built almost entirely by volunteers. Prospective Habitat homeowners volunteer 300 hours of "sweat equity," helping build their own future homes as well as those of other homeowners. Since the labor is free, a typical Habitat home in San Antonio costs \$34,500 — which includes land, materials, tools, and supplies. HFH's by-laws prohibit using government funds, except for donations of land and infrastructure. HFH strives to strengthen local communities, thus most of its houses are in communities where other Habitat homes already exist.

HFH's philosophy is to provide a "hand up, not a hand out," thus homeowners make an \$800 deposit and pay for their homes with a 20-year, no-interest mortgage. Monthly payments average \$240-\$260. About half is placed in escrow to pay for insurance and taxes. The remainder supports more Habitat programs.

After a family has moved into their new Habitat home, family partner committees provide emotional assistance and financial counseling to help families with the responsibilities associated with home ownership.

HFH Presidential Support

HFH's most well-known supporter is former President Jimmy Carter. Since March 1984, Carter has led the annual event that bears his name (the Jimmy Carter Work Project). Along with his wife, Rosalynn, the pair join Habitat volunteers to build homes and raise awareness of the critical need for affordable housing.

The Habitat For Humanity International web site quotes Carter — whose reputation as a tireless champion for social justice has grown immeasurably — on his role in the organization. "I get a lot more recognition for building houses in partnership with people than I ever got for the Camp David Accord or for Salt II or for all our projects in Africa or Asia or anything I do now since I left the White House. I can walk down the aisles of airplanes talking with people and invariably the number one thing that everybody says is, 'Tell me about Habitat.'"

The HFH International web site is at <http://www.habitat.org>. The organization can be reached by phone at (912) 924-6935.

tops to install instead of formica. Some-one donated tile flooring to use in parts of the house instead of regular vinyl flooring or carpeting. We also got an electronic alarm system."

Good Times

Habitat For Humanity Exec. Director Tom Reedy remarks that the station is not a typical partner for the organization, since most of its projects are done by church groups. However he quickly points out, "These guys are certainly enthusiastic, generous, and very skillful in what they do. It's not always easy for Habitat to get skilled labor, the vast majority of volunteers are unskilled. The folks that KISS recruits really know what they're doing; most are professional builders. And they always seem to have a good time while they're working."

According to Reedy, most Habitat houses are built in 12 weeks, working one day a week. Thus, the eight-week schedule from the KISS Extend-

ed Family is especially remarkable. Volunteers also gain a measurable sense of accomplishment from helping build a Habitat house. "There's a certain satisfaction people derive from doing something tangible and worthwhile that's also fun," he remarks. "A lot of people tell me they occasionally return to the house they helped build. They want to see how it looks, and it still makes them feel good. They can see the results of their contribution for a long time."

The KISS web site (<http://www.kissrocks.com>) provides a great way to not only promote the KISS Habitat House, but also to thank the companies and individuals who contribute their time, money, and/or materials. All volunteers are named on the web page and photos of the building in progress are also included.

In conclusion, what do you think about building homes for the less fortunate in your community? If you think this would be a worthy cause for your station, contact Habitat For Humanity.



WHERE'S LISLE? — KISS/San Antonio "Extended Family" volunteers halted their frenetic work pace long enough to gather round for this group shot during the building of the second KISS Habitat House.



ACTIVE ROCK TOP 50

MARCH 7, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	1 LIVE Lakini's Juice (Radioactive) 2346 2288 2300 2313 79/0					
5	3	4	2	2 COLLECTIVE SOUL Precious Declaration (Atlantic) 2190 1999 1910 1702 79/0					
2	2	2	3	3 BUSH Greedy Fly (Trauma/Interscope) 2147 2073 1947 1899 80/0					
3	4	3	4	4 SILVERCHAIR Abuse Me (Epic) 2104 2037 1895 1895 80/0					
—	9	5	5	5 AEROSMITH Falling In Love... (Columbia) 2015 1790 1302 — 71/0					
4	5	6	6	6 WALLFLOWERS One Headlight (Interscope) 1779 1726 1721 1720 69/0					
7	7	7	7	7 METALLICA King Nothing (Elektra/EEG) 1726 1596 1524 1520 73/1					
8	8	8	8	8 TONIC Casual Affair (Polydor/A&M) 1556 1486 1407 1329 76/0					
18	10	10	9	9 STONE TEMPLE PILOTS Tumble In The Rough (Atlantic) 1409 1220 1087 807 75/3					
21	16	11	10	10 VERUCA SALT Volcano Girls (Outpost/Geffen) 1263 1034 881 748 73/3					
—	28	15	11	11 OFFSPRING Gone Away (Columbia) 1236 888 598 235 75/6					
16	15	13	12	12 NINE INCH NAILS The Perfect Drug (Nothing/Interscope) 1078 939 913 871 69/0					
25	19	18	13	13 VERVE PIPE The Freshmen (RCA) 1009 857 742 606 54/4					
20	17	16	14	14 BIG HEAD TODD & THE MONSTERS Resignation... (Revolution) 987 885 837 757 52/0					
13	13	12	15	15 COUNTING CROWS A Long December (DGC/Geffen) 935 1029 1059 1087 42/0					
6	6	9	16	16 U2 Discotheque (Island) 909 1280 1545 1591 40/0					
26	24	21	17	17 TOOL "H" (Zoo) 830 718 666 584 71/1					
9	14	14	18	18 SOUNDGARDEN Blow Up The Outside World (A&M) 821 917 1024 1273 54/0					
24	23	23	19	19 WIDESPREAD PANIC Hope In A Hopeless World (Capricorn/Mercury) 757 697 687 609 40/0					
27	22	22	20	20 EELS Rags To Rags (DreamWorks/Geffen) 726 714 718 582 52/0					
22	21	20	21	21 MARILYN MANSON Tourniquet (Nothing/Interscope) 715 742 736 729 60/0					
12	11	17	22	22 SMASHING PUMPKINS Thirty-Three (Virgin) 690 875 1078 1097 42/1					
10	12	19	23	23 BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG) 682 817 1074 1180 43/0					
31	27	26	24	24 SOCIAL DISTORTION When The Angels Sing (550 Music) 656 606 599 545 46/0					
23	26	25	25	25 METALLICA Hero Of The Day (Elektra/EEG) 603 630 615 700 49/0					
DEBUT	—	—	26	26 U2 Staring At The Sun (Island) 582 104 — — 57/27					
—	—	38	27	27 MATCHBOX 20 Push (Lava/Atlantic) 535 389 207 43 40/4					
46	34	34	28	28 KULA SHAKER Hey Dude (Columbia) 514 422 415 309 45/2					
39	31	29	29	29 WILCO Outtasite (Outta Mind) (Reprise) 513 494 463 387 38/3					
DEBUT	—	—	30	30 MATTHEW SWEET Where You Get Love (Zoo) 510 79 — — 49/15					
34	33	30	31	31 SUBLIME Santeria (Gasoline Alley/MCA) 499 486 443 428 27/0					
48	39	32	32	32 THIRD DAY Nothing At All (Silvertone) 469 437 383 304 36/2					
43	42	35	33	33 ODDS Someone Who's Cool (Elektra/EEG) 461 420 347 347 41/4					
—	47	41	34	34 JONNY LANG Lie To Me (A&M) 451 360 281 195 25/1					
—	41	40	35	35 PORNO FOR PYROS Hard Charger (Warner Bros.) 441 370 358 227 39/5					
—	—	47	36	36 ORBIT Medicine (Baby Come Back) (A&M) 431 292 168 34 40/6					
11	18	24	37	37 STIR Looking For (Aware/Capitol) 423 641 785 1175 31/0					
14	20	28	38	38 SPONGE Have You Seen Mary (Columbia) 413 503 738 996 28/0					
35	40	36	39	39 TOOL Stinkfist (Zoo) 400 399 381 423 31/0					
36	32	31	40	40 SHERYL CROW Everyday Is A Winding Road (A&M) 399 453 445 410 20/0					
29	37	37	41	41 MATCHBOX 20 Long Day (Lava/Atlantic) 395 397 391 574 34/0					
—	—	44	42	42 LOCAL H Fritz's Corner (Island) 391 333 234 122 46/5					
28	30	33	43	43 SUBLIME What I Got (Gasoline Alley/MCA) 388 433 515 577 33/0					
49	45	45	44	44 DC TALK Jesus Freak (Forefront) 379 332 300 260 29/1					
17	25	27	45	45 STONE TEMPLE PILOTS Lady Picture Show (Atlantic) 377 526 620 843 35/0					
DEBUT	—	—	46	46 VALLEJO Just Another Day (IMI/TVT) 336 264 244 153 28/5					
32	38	42	47	47 BUSH Swallowed (Trauma/Interscope) 333 351 385 484 36/0					
—	48	49	48	48 CRAVIN' MELON Come Undone (Mercury) 325 281 262 235 22/0					
DEBUT	—	—	49	49 HELMET Exactly What You Wanted (Interscope) 309 126 63 28 48/11					
DEBUT	—	—	50	50 SOUNDGARDEN Rhinoceros (A&M) 301 226 155 135 18/1					

This chart reflects airplay from February 24-March 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 80 Active Rock reporters. 79 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

NEW & ACTIVE

CORROSION OF CONFORMITY King Of The Rotten (Columbia)
Total Plays: 299, Total Stations: 27, Adds: 0

PROTEIN My Blood (Work)
Total Plays: 297, Total Stations: 32, Adds: 1

STIR Stale (Aware/Capitol)
Total Plays: 292, Total Stations: 42, Adds: 18

SENSE FIELD Different Times (Revelation/WB)
Total Plays: 291, Total Stations: 24, Adds: 0

COWBOY MOUTH Jenny Says (MCA)
Total Plays: 270, Total Stations: 29, Adds: 8

OUTHOUSE Welcome (Mercury)
Total Plays: 264, Total Stations: 29, Adds: 7

STORYVILLE Blind Side (Code Blue/Atlantic)
Total Plays: 255, Total Stations: 19, Adds: 1

KORN A.D.I.D.A.S. (Immortal/Epic)
Total Plays: 254, Total Stations: 29, Adds: 0

RUSH Driven (Atlantic)
Total Plays: 217, Total Stations: 24, Adds: 8

FLUFFY Black Eye (Enclave)
Total Plays: 191, Total Stations: 23, Adds: 4

Songs ranked by total plays.

BREAKERS

No Songs Qualified For Breaker Status This Week

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
U2 Staring At The Sun (Island)	27
NAKED Mann's Chinese (Red Ant)	25
STIR Stale (Aware/Capitol)	18
MATTHEW SWEET Where You Get Love (Zoo)	15
THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG)	12
HELMET Exactly What You Wanted (Interscope)	11
COWBOY MOUTH Jenny Says (MCA)	8
GRAVITY KILLS Down (Point)	8
HANDSOME Needles (Epic)	8
LIVE Rattlesnake (Radioactive)	8
RUSH Driven (Atlantic)	8

"Outtasite (Outta Mind)"

Active Rock **29**
Rock **35**
Alternative **33**

MUSIC TELEVISION®
STRESS ROTATION

Soundscan 85,000+

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
U2 Staring At The Sun (Island)	+478
MATTHEW SWEET Where You Get Love (Zoo)	+431
OFFSPRING Gone Away (Columbia)	+348
VERUCA SALT Volcano Girls (Outpost/Geffen)	+229
AEROSMITH Falling In Love... (Columbia)	+225
STIR Stale (Aware/Capitol)	+209
COLLECTIVE SOUL Precious Declaration (Atlantic)	+191
STONE TEMPLE PILOTS Tumble In The Rough (Atlantic)	+189
HELMET Exactly What You Wanted (Interscope)	+183
VERVE PIPE The Freshmen (RCA)	+152

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
LOCAL H Bound For The Floor (Island)
TONIC Open Up Your Eyes (Polydor/A&M)
SOUNDGARDEN Burden In My Hand (A&M)
STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic)
ALICE IN CHAINS Over Now (Columbia)
STABBING WESTWARD Shame (Columbia)
OFFSPRING All I Want (Columbia)
METALLICA Until It Sleeps (Elektra/EEG)
VAN HALEN Me Wise Magic (Warner Bros.)
SMASHING PUMPKINS Muzzle (Virgin)

Breakers: Songs registering 600 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

Nickelbag
"Sweet Thang"
from the album
12 Hits And A Bump

Wicked Phones Keepin' It Sweet @

KUPD, KDOT, KSJO, WJRR, KLB, KIOZ, WXKE, KFFX, WGLF, WHMH, WKZQ, KRZR, WTFX, KWBR, WYKT, KICA, KZRK, WIHN, KZZK, KOCD, KFMX, WTKX, KZBB, KEYJ, WRBR, KCMQ, KQWB, KZZE, WSTZ, WRKR, KQDS, WMJB, WNND, KZOZ

contact: iguana records (914) 428-8600 • e-mail us @ iguana@inch.com
check out our new website @ www.iguana-records.com



ACTIVE ROCK PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ACTIVE ROCK REPORTERS ON R&R ONLINE

MARKET #3
WRCX/Chicago
(312) 861-8100
Richards/Robinson

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
17	17	30	36	SEVEN MARY THREE/Devil Boy	
35	34	35	36	BUSH/Greedy Fly	
36	31	37	34	LIVE/Lakin's Juice	
66	37	34	34	AEROSMITH/Falling In Love...	
29	29	30	30	METALLICA/King Nothing	
25	21	26	29	WALLFLOWERS/One Headlight	
29	29	27	27	METALLICA/Ain't My Bitch	
27	27	27	27	SOUNDGARDEN/Burden In My Hand	
19	17	18	17	SMASHING PUMPKINS/Here Is No Why	
7	8	17	17	OFFSPRING/Gone Away	
37	24	18	16	COLLECTIVE SOUL/Precious Declaration	
29	19	17	16	SILVERCHAIR/Abuse Me	
14	19	16	16	STONE TEMPLE PILOTS/Tumble In The Rough	
15	16	16	15	SOUNDGARDEN/Rhinosaur	
7	8	14	15	TONIC/Casual Affair	
1	1	14	14	U2/Staring At The Sun	
14	14	14	14	LOCAL H/Bound For The Floor	
13	13	13	13	HUNGER/Vanishing Cream	
12	12	12	12	ALICE IN CHAINS/Again	
8	8	11	11	NINE INCH NAILS/The Perfect Drug	
11	11	11	11	RECHARGE/Big Chair	
11	11	11	11	ALICE IN CHAINS/Would?	
10	10	10	10	VAN HALEN/Me Wise Magic	
8	9	7	9	TOOL/H	
9	9	9	9	RUSH/Driven	
9	9	9	9	STONE TEMPLE PILOTS/Trippin' On A Hole	
9	9	9	9	SMASHING PUMPKINS/Muzzle	
11	11	10	8	LOCAL H/Fritz's Corner	
8	8	8	8	SOUNDGARDEN/Pretty Noose	

MARKET #6
101 WRIF
WRIF/Detroit
(810) 547-0101
Podell/Wellington

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
37	29	36	32	ALICE IN CHAINS/Would?	
14	26	34	30	METALLICA/Hero Of The Day	
25	23	28	27	LIVE/Lakin's Juice	
34	34	30	30	SOUNDGARDEN/Blow Up...	
25	24	24	25	BUSH/Greedy Fly	
30	28	31	32	AEROSMITH/Falling In Love...	
25	19	27	22	TOOL/Stinkist	
26	21	24	22	SPONGE/Have You Seen Mary	
22	15	17	18	U2/Staring At The Sun	
15	15	15	15	COLLECTIVE SOUL/Precious Declaration	
9	12	16	16	AEROSMITH/Fall Together	
9	12	16	15	TONIC/Casual Affair	
27	16	26	15	SILVERCHAIR/Abuse Me	
20	20	17	14	METALLICA/King Nothing	
18	13	14	13	WALLFLOWERS/One Headlight	
8	7	9	12	MARILYN MANSON/Tourniquet	
5	10	12	12	STONE TEMPLE PILOTS/Tumble In The Rough	
7	9	10	10	TOOL/H	
1	5	9	10	OFFSPRING/Gone Away	
7	9	10	10	BUSH/Little Things	
7	9	10	10	OZZY OSBOURNE/Perry Mason	
5	7	10	10	KISS/Rock And Roll All Stars	
5	7	10	10	SOUNDGARDEN/Pretty Noose	
30	15	17	17	VAN HALEN/Me Wise Magic	
9	6	7	6	GARY HOEY/Desire	
6	5	6	6	NINE INCH NAILS/The Perfect Drug	
9	4	6	6	VERVE PIPE/The Freshmen	
5	4	5	6	ODDS/Someone Who's Cool	
1	2	6	6	OUTHOUSE/Welcome	
7	4	6	6	OZZY OSBOURNE/See You On...	

MARKET #7
97.1 PURE ROCK
KEGL/Dallas
(972) 869-9700
Doherty/Scul

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
36	37	36	31	LIVE/Lakin's Juice	
14	26	34	30	METALLICA/King Nothing	
36	34	30	30	COLLECTIVE SOUL/Precious Declaration	
34	34	34	30	SILVERCHAIR/Abuse Me	
35	35	37	30	BUSH/Greedy Fly	
19	19	33	29	AEROSMITH/Falling In Love...	
37	31	37	29	WALLFLOWERS/One Headlight	
19	17	19	24	MOBY/That's When I...	
15	26	23	23	OFFSPRING/Gone Away	
30	24	21	22	TONIC/Casual Affair	
19	22	21	21	STONE TEMPLE PILOTS/Tumble In The Rough	
8	22	21	21	MATCHBOX 20/Push	
22	18	20	20	THIRD DAY/Nothing At All	
18	20	20	20	BIG HEAD TODD.../Resignation Superman	
20	16	13	19	RUSH/Driven	
19	16	14	19	PROTEIN/My Blood	
11	16	18	18	PERNO FOR PYROS/Hard Charger	
12	14	17	17	VERUCA SALT/Volcano Girls	
19	15	16	16	SOCIAL DISTORTION/When The Angels Sing	
7	18	17	17	SENSE FIELD/Different Times	
12	9	12	12	DC TALK/Jesus Freak	
12	9	12	12	TOOL/H	
19	15	18	10	MARILYN MANSON/Tourniquet	
11	14	9	10	LOCAL H/Fritz's Corner	
15	14	12	9	CORROSION OF.../King Of The Rotten	
16	10	10	7	NINE INCH NAILS/The Perfect Drug	
5	5	5	5	HANDSOME/Needles	
5	5	5	5	HELMET/Exactly What You...	
5	5	5	5	STIR/Stale	

MARKET #7
Q102
KTXQ/Dallas
(214) 528-5500
Lockridge/Redbeard

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
37	39	37	41	COUNTING CROWS/A Long December	
47	39	34	41	LIVE/Lakin's Juice	
42	37	27	41	WALLFLOWERS/One Headlight	
40	38	35	40	BUSH/Greedy Fly	
36	39	39	39	AEROSMITH/Falling In Love...	
43	36	34	39	SILVERCHAIR/Abuse Me	
40	36	36	30	GARBAGE/1 Crush	
24	23	19	24	GRANO STREET CRYERS/You Win Again	
17	21	21	23	VERUCA SALT/Volcano Girls	
41	39	31	21	COLLECTIVE SOUL/Precious Declaration	
21	22	18	21	WIDE SPREAD PANIC/Hope In A Hopeless...	
20	18	14	19	NINE INCH NAILS/The Perfect Drug	
23	20	21	18	SMASHING PUMPKINS/Destination Unknown	
18	19	16	15	BIG HEAD TODD.../Resignation Superman	
16	19	15	15	TONIC/Casual Affair	
17	18	15	15	QUICKSERV JOHNNY/Janitor	
18	15	15	15	OFFSPRING/Gone Away	
10	17	16	13	DAVID BOWIE/Little Wonder	
19	15	13	13	VALLEJO/Just Another Day	
10	15	13	12	MATTHEW SWEET/Where You Get Love	
8	9	12	12	METALLICA/King Nothing	
8	9	12	12	U2/Gone	
12	10	10	11	LOCAL H/Bound For The Floor	
9	9	10	10	RAOISH/Dear Aunt Arctica	
9	9	10	10	JARS OF GLASS/Food	
11	9	9	10	MATCHBOX 20/Long Day	
10	10	10	10	STONE TEMPLE PILOTS/Big Bang Baby	

MARKET #10
WAAF
107.3 FM
WAAF/Boston
(617) 236-1073
Douglas/Osterlind

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
36	30	37	39	BUSH/Greedy Fly	
36	30	37	39	LIVE/Lakin's Juice	
29	23	25	35	PERNO FOR PYROS/Hard Charger	
14	26	28	34	OFFSPRING/Just Another Day	
33	31	35	33	METALLICA/King Nothing	
13	25	28	30	SMASHING PUMPKINS/Thirty-Three	
19	27	30	30	OFFSPRING/Gone Away	
33	33	30	30	TOOL/Stinkist	
33	25	28	29	SMASHING PUMPKINS/Here Is No Why	
13	17	25	28	STIR/Looking For	
29	28	24	24	NUNO/Groovy	
15	20	24	24	SILVERCHAIR/Freak	
6	14	19	24	KORNA/D.I.D.A.S.	
13	22	24	24	NINE INCH NAILS/The Perfect Drug	
10	21	23	23	VERUCA SALT/Volcano Girls	
34	28	23	23	VERVE PIPE/The Freshmen	
22	24	23	23	HAZIES/Trip Free Life	
29	25	21	23	POE/Hello	
18	20	23	23	COLLECTIVE SOUL/Precious Declaration	
13	16	14	23	CORROSION OF.../King Of The Rotten	
19	19	23	23	TONIC/Casual Affair	
24	28	25	20	RAGE AGAINST.../Down Rodeo	
24	24	23	20	HANDSOME/Needles	
12	13	15	15	LOCAL H/Fritz's Corner	
12	13	15	15	U2/Staring At The Sun	
33	32	29	25	STONE TEMPLE PILOTS/Tumble In The Rough	
14	14	12	14	ALICE IN CHAINS/Would?	
3	13	13	13	POWERMAN 5000/Tokyo	
11	13	12	12	DOWNSIDE/Pocket Full Of...	

MARKET #11
94.9 ZETA
WZTA/Miami
(305) 654-9494
Steele/Hess

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
32	37	31	34	MIGHTY JOE PLUM/Live Through This	
20	30	34	36	AEROSMITH/Falling In Love...	
19	21	25	34	COLLECTIVE SOUL/Precious Declaration	
29	22	29	33	LIVE/Lakin's Juice	
34	31	31	31	WALLFLOWERS/One Headlight	
30	32	34	31	BUSH/Greedy Fly	
30	30	30	31	BETTER THAN EZRA/Desperately Wanting	
30	30	29	29	METALLICA/King Nothing	
37	33	25	27	U2/Discotheque	
33	33	28	24	SILVERCHAIR/Abuse Me	
20	21	25	22	VERVE PIPE/The Freshmen	
16	19	17	20	OFFSPRING/Gone Away	
18	18	19	19	PUZZLE GUITA/Know It Well	
21	21	25	19	NINE INCH NAILS/The Perfect Drug	
9	18	18	18	TONIC/Casual Affair	
10	14	16	16	STONE TEMPLE PILOTS/Tumble In The Rough	
12	17	16	16	VERUCA SALT/Volcano Girls	
6	15	15	15	SOUNDGARDEN/Blow Up...	
7	10	14	14	ALICE IN CHAINS/Would?	
12	11	9	13	MARILYN MANSON/Tourniquet	
5	12	12	12	HELMET/Exactly What You...	
12	9	10	12	SOCIAL DISTORTION/Was Wrong	
2	6	10	11	PROTEIN/My Blood	
9	9	13	11	SMASHING PUMPKINS/Muzzle	
32	26	11	11	STONE TEMPLE PILOTS/Lady Picture Show	
8	11	8	10	TONIC/Open Up Your Eyes	
15	12	10	10	SOUNDGARDEN/Burden In My Hand	
20	14	9	9	SOCIAL DISTORTION/When The Angels Sing	
21	11	9	9	MATCHBOX 20/Long Day	
11	11	13	9	LOCAL H/Bound For The Floor	

MARKET #13
KISW
KISW/Seattle
(206) 285-7625
Ryan/Faulkner

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
29	29	36	37	AEROSMITH/Falling In Love...	
34	35	34	36	SPONGE/Have You Seen Mary	
36	35	34	35	METALLICA/Hero Of The Day	
36	35	34	34	TOOL/Stinkist	
34	26	34	34	OZZY OSBOURNE/Walk On Water	
31	36	34	33	BUSH/Greedy Fly	
17	17	19	19	TONIC/Casual Affair	
17	17	19	19	COLLECTIVE SOUL/Precious Declaration	
18	17	18	18	SILVERCHAIR/Abuse Me	
16	19	19	19	BETTER THAN EZRA/Desperately Wanting	
36	28	19	18	LIVE/Lakin's Juice	
19	17	19	18	PEARL JAM/Off He Goes	
17	19	19	18	SOUNDGARDEN/Rhinosaur	
14	17	17	17	GARY HOEY/Desire	
10	10	12	12	STONE TEMPLE PILOTS/Tumble In The Rough	
8	11	11	11	OFFSPRING/Gone Away	
10	11	10	10	CORROSION OF.../Drowning In...	
7	9	9	9	TOOL/H	
7	10	9	9	MARILYN MANSON/Tourniquet	
8	5	4	8	HANDSOME/Needles	
8	5	4	8	METALLICA/King Nothing	
4	4	4	4	U2/Staring At The Sun	
4	4	4	4	HELMET/Exactly What You...	
4	4	4	4	THIRD DAY/Nothing At All	

MARKET #14
ROCK 105.3
KIOZ/San Diego
(619) 560-5464
Leder

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
17	31	31	31	COLLECTIVE SOUL/Precious Declaration	
29	30	32	30	SILVERCHAIR/Abuse Me	
25	29	29	29	AEROSMITH/Falling In Love...	
29	29	29	29	METALLICA/King Nothing	
16	14	25	29	TONIC/Casual Affair	
13	18	12	28	STONE TEMPLE PILOTS/Tumble In The Rough	
28	28	20	25	BUSH/Greedy Fly	
27	30	20	25	SOCIAL DISTORTION/When The Angels Sing	
29	29	31	24	LIVE/Lakin's Juice	
17	18	15	15	OFFSPRING/Gone Away	
17	18	15	15	PROTEIN/My Blood	
14	12	15	15	MATCHBOX 20/Push	
14	12	15	15	U2/Staring At The Sun	
3	11	14	15	NINE INCH NAILS/The Perfect Drug	
14	12	14	15	MARILYN MANSON/Tourniquet	
15	15	15	15	VERUCA SALT/Volcano Girls	
15	15	15	15	SOUNDGARDEN/Burden In My Hand	
15	15	14	14	FLUF/Got Everything	
16	15	14	10	NICKELBACK/Sweet Thang	
13	12	13	13	RUSH/Driven	
13	12	12	12	MY HEAD/Humbucker	
15	14	10	12	TOOL/H	
16	13	11	11	LOCAL H/Bound For The Floor	
27	11	11	11	CORROSION OF.../Drowning In...	
11	12	14	11	TOADIES/! Come From...	
12	12	12	12	ALICE IN CHAINS/Over Now	
12	12	12	12	SOUNDGARDEN/Pretty Noose	
12	12	12	12	ALICE IN CHAINS/Again	
31	13	13	10	SOUNDGARDEN/Blow Up...	

MARKET #18
98KUPD
KUPD/Phoenix
(602) 345-5921
Maranville/Jeffries

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
33	36	36	36	BUSH/Greedy Fly	
35	36	35	36	METALLICA/King Nothing	
30	34	36	36	COLLECTIVE SOUL/Precious Declaration	
31	36	35	35	AEROSMITH/Falling In Love...	
19	31	30	34	OFFSPRING/Gone Away	
15	24	29	31	VERUCA SALT/Volcano Girls	
36	33	30	30	SILVERCHAIR/Abuse Me	
30	30	30	30	TONIC/Casual Affair	
29	31	30	28	SOCIAL DISTORTION/When The Angels Sing	
14	17	16	24	STONE TEMPLE PILOTS/Tumble In The Rough	
36	36	36	36	LIVE/Lakin's Juice	
14	15	15	16	EXPANDING MAND/Disappear	
9	16	16</			

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
—	2	1	1	AEROSMITH Falling In Love... (Columbia)	2218	2196	1697	—	86/0
1	1	2	2	WALLFLOWERS One Headlight (Interscope)	1927	1968	2090	2079	84/0
4	4	3	3	COLLECTIVE SOUL Precious Declaration (Atlantic)	1773	1694	1571	1299	85/0
2	3	4	4	LIVE Lakini's Juice (Radioactive)	1497	1557	1592	1487	80/0
3	5	5	5	COUNTING CROWS A Long December (DGC/Geffen)	1395	1435	1474	1477	68/1
10	8	6	6	WIDESPREAD PANIC Hope In A Hopeless World (Capricorn/Mercury)	1223	1137	1059	986	77/1
13	9	7	7	SILVERCHAIR Abuse Me (Epic)	1211	1131	1032	933	73/3
14	12	9	8	METALLICA King Nothing (Elektra/EEG)	1048	993	942	903	72/1
15	11	8	9	BUSH Greedy Fly (Trauma/Interscope)	1017	1014	950	900	70/2
18	18	12	10	BIG HEAD TODD & THE MONSTERS Resignation... (Revolution)	968	904	806	785	71/1
16	17	13	11	TONIC Casual Affair (Polydor/A&M)	922	900	837	822	72/1
5	7	10	12	JOHN MELLENCAMP Just Another Day (Mercury)	890	985	1076	1299	62/0
8	10	14	13	TOM PETTY & THE HEARTBREAKERS Change... (Warner Bros.)	798	892	998	1041	49/1
32	22	19	13	JONNY LANG Lie To Me (A&M)	783	657	562	405	62/8
12	16	15	15	BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG)	742	772	842	945	53/0
7	14	17	16	SPONGE Have You Seen Mary (Columbia)	702	735	889	1092	47/0
17	19	18	17	METALLICA Hero Of The Day (Elektra/EEG)	690	667	732	810	53/1
9	15	16	18	STONE TEMPLE PILOTS Lady Picture Show (Atlantic)	638	759	875	1004	55/0
43	30	23	19	STONE TEMPLE PILOTS Tumble In The Rough (Atlantic)	631	518	407	257	54/4
BREAKER	20			U2 Staring At The Sun (Island)	574	123	—	—	62/26
6	6	11	21	U2 Discotheque (Island)	567	945	1159	1210	42/2
11	13	20	22	SOUNDGARDEN Blow Up The Outside World (A&M)	565	633	890	980	53/1
42	35	25	23	VERVE PIPE The Freshmen (RCA)	470	433	380	269	50/9
36	29	26	24	BLACK CROWES Better When You're Not... (American/Reprise)	467	433	410	349	32/0
40	31	27	25	STORYVILLE Blind Side (Code Blue/Atlantic)	453	414	392	278	42/3
21	23	21	26	SHERYL CROW Everyday Is A Winding Road (A&M)	419	550	549	574	28/0
20	21	24	27	JOURNEY Can't Tame The Lion (Columbia)	417	518	578	613	30/0
—	—	41	28	OFFSPRING Gone Away (Columbia)	408	289	165	55	46/8
—	—	35	29	VERUCA SALT Volcano Girls (Outpost/Geffen)	406	333	200	117	43/6
19	20	22	30	STIR Looking For (Aware/Capitol)	399	529	615	714	36/1
30	27	30	31	SMASHING PUMPKINS Thirty-Three (Virgin)	393	385	436	426	28/0
45	38	33	32	THIRD DAY Nothing At All (Silvertone)	390	370	312	230	43/2
26	26	32	33	MATCHBOX 20 Long Day (Lava/Atlantic)	371	380	436	510	34/0
DEBUT	34			RUSH Driven (Atlantic)	365	121	60	23	40/12
47	45	38	35	WILCO Outtastie (Outta Mind) (Reprise)	357	313	239	198	41/5
29	32	29	36	VAN HALEN Me Wise Magic (Warner Bros.)	356	394	390	449	42/0
22	24	28	37	RUSH Half The World (Atlantic)	352	400	474	566	33/0
23	25	34	38	SUBLIME What I Got (Gasoline Alley/MCA)	327	361	460	562	31/0
25	28	31	39	LOCAL H Bound For The Floor (Island)	320	385	430	519	27/1
44	43	43	40	ODDS Someone Who's Cool (Elektra/EEG)	317	284	258	232	37/0
50	46	39	41	CRAVIN' MELON Come Undone (Mercury)	313	308	232	175	36/4
DEBUT	42			MATCHBOX 20 Push (Lava/Atlantic)	313	202	83	17	35/5
31	33	36	43	DAVE MATTHEWS BAND Crash Into Me (RCA)	298	330	388	414	26/1
—	—	48	44	JOHN MELLENCAMP Emotional Love (Mercury)	270	248	173	4	23/2
34	40	46	45	ERIC JOHNSON S.R.V. (Capitol)	270	253	307	360	21/0
27	37	40	46	DON HENLEY Through Your Hands (Revolution)	261	296	319	460	20/2
39	44	45	47	TOM PETTY & THE HEARTBREAKERS Climb... (Warner Bros.)	251	257	257	301	34/0
38	41	44	48	COREY STEVENS It's Over (Eureka/Discovery)	243	260	299	317	17/0
24	34	37	49	VAN HALEN Can't Get This Stuff No More (Warner Bros.)	239	324	384	553	25/0
—	48	47	50	TOOL "H" (Zoo)	238	251	220	169	30/1

This chart reflects airplay from February 24-March 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 86 Rock reporters. 84 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

NEW & ACTIVE

MATTHEW SWEET Where You Get Love (Zoo)

Total Plays: 180, Total Stations: 22, Adds: 4

EELS Rags To Rags (DreamWorks/Geffen)

Total Plays: 171, Total Stations: 20, Adds: 0

STIR Stale (Aware/Capitol)

Total Plays: 159, Total Stations: 20, Adds: 6

SOCIAL DISTORTION When The Angels Sing (550 Music)

Total Plays: 154, Total Stations: 16, Adds: 1

KENNY WAYNE SHEPHERD The Spider And The Fly (Revolution)

Total Plays: 150, Total Stations: 10, Adds: 0

MARILYN MANSON Tourniquet (Nothing/Interscope)

Total Plays: 149, Total Stations: 18, Adds: 1

CLARKS Caroline (Way Cool Music/MCA)

Total Plays: 147, Total Stations: 17, Adds: 0

R.E.M. Electrolite (Warner Bros.)

Total Plays: 120, Total Stations: 10, Adds: 1

CHALK FARM Live Tomorrow (Columbia)

Total Plays: 120, Total Stations: 22, Adds: 10

SOUNDGARDEN Rhinoceros (A&M)

Total Plays: 107, Total Stations: 10, Adds: 2

Songs ranked by total plays.

BREAKERS

U2

Staring At The Sun (Island)

TOTAL PLAYS/INCREASE
574/451

TOTAL STATIONS/ADDS
62/26

CHART
20

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
U2 Staring At The Sun (Island)	26
RUSH Driven (Atlantic)	12
CHALK FARM Live Tomorrow (Columbia)	10
NAKED Mann's Chinese (Red Ant)	10
VERVE PIPE The Freshmen (RCA)	9
JONNY LANG Lie To Me (A&M)	8
OFFSPRING Gone Away (Columbia)	8
HELMET Exactly What You Wanted (Interscope)	6
STIR Stale (Aware/Capitol)	6
VERUCA SALT Volcano Girls (Outpost/Geffen)	6

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
U2 Staring At The Sun (Island)	+451
RUSH Driven (Atlantic)	+244
MATTHEW SWEET Where You Get Love (Zoo)	+170
STIR Stale (Aware/Capitol)	+152
JONNY LANG Lie To Me (A&M)	+126
OFFSPRING Gone Away (Columbia)	+119
STONE TEMPLE PILOTS Tumble In The Rough (Atlantic)	+113
MATCHBOX 20 Push (Lava/Atlantic)	+111
CHALK FARM Live Tomorrow (Columbia)	+98
WIDESPREAD PANIC Hope In... (Capricorn/Mercury)	+86

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
TONIC Open Up Your Eyes (Polydor/A&M)
SOUNDGARDEN Burden In My Hand (A&M)
WALLFLOWERS 6th Avenue Heartache (Interscope)
TOM PETTY & THE HEARTBREAKERS Climb... (Warner Bros.)
STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic)
DISHWALLA Counting Blue Cars (A&M)
METALLICA Until It Sleeps (Elektra/EEG)
ZZ TOP Bang Bang (RCA)
BUSH Swallowed (Trauma/Interscope)
ALICE IN CHAINS Over Now (Columbia)

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

Something is happening on "Nothing"

THIRD DAY

"Nothing At All"

Over 100,000 units sold

THIRD DAY

R&R Rock **32**

R&R Active Rock **32**

New At: KISW WQLZ
KRZZ KFMW WRLT

Contact Silvertone at 212-620-8798 or 310-247-8300 Management: Dan Raines Creative Trust

ROCK PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ROCK REPORTERS ON R&R ONLINE

MARKET #2
KLOS 95.5
KLOS/Los Angeles
 (310) 840-4836
 Wilde

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
15					U2/Staring At The Sun
16	14	14	14	14	AEROSMITH/Falling In Love
17	14	14	14	14	BIG HEAD TODD.../Resignation Superman
18	14	14	14	14	JONNY LANG/Lie To Me
19	13	13	13	13	JOHN MELLENCAMP/Just Another Day
20	13	13	13	13	WIDESPREAD PANIC/Hope In A Hopeless
21	14	14	13	13	COUNTING CROWS/Daily Light Fading
22	14	14	13	13	WALLFLOWERS/One Headlight
23	14	14	13	13	COREY STEVENS/Blue Drops Of Rain
24	14	14	13	13	ERIC JOHNSON/S.R.V.
25	14	13	13	13	WILCO/Monday
26	13	14	13	13	R.E.M./Electrolite
27	13	14	13	13	STONE TEMPLE PILOTS/Lady Picture Show
28	13	14	13	13	DAVE MATTHEWS BAND/Crash Into Me
29	13	13	13	13	COLLECTIVE SOUL/Precious Declaration
30	13	13	13	13	DISHWALLA/Give
31	13	13	13	13	BLACK CROWES/Better When...
32	13	13	13	13	BETTER THAN EZRA/Desperately Wanting
33	13	13	13	13	ZZ TOP/Bang Bang
34	13	13	13	13	STORYVILLE/Good Day For...
35	13	13	13	13	U2/Last Night On Earth
36	13	13	13	13	DISHWALLA/Counting Blue Cars
37	13	13	13	13	R.E.M./Bittersweet Me
38	13	13	13	13	COUNTING CROWS/A Long December
39	13	13	13	13	SUBLINE/What I Got
40	13	13	13	13	U2/Discotheque
41	13	13	13	13	WALLFLOWERS/Three Marienas
42	13	13	13	13	CHALK FARM/Live Tomorrow

MARKET #6
WWBR/Detroit
 (810) 589-7900
 Bevilacqua

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
31	33	34	31	31	AEROSMITH/Falling In Love...
32	26	30	31	31	METALLICA/King Nothing
33	26	27	31	31	LIVE/Lakin's Juice
34	26	27	29	29	VAN HALEN/Can't Get This...
35	27	26	29	29	SPONGE/Have You Seen Mary
36	26	26	27	27	METALLICA/Hero Of The Day
37	15	14	16	27	COLLECTIVE SOUL/Precious Declaration
38	13	12	17	19	JONNY LANG/Lie To Me
39	29	28	17	17	TOM PETTY & HB/Change The Locks
40	28	27	17	17	STONE TEMPLE PILOTS/Lady Picture Show
41	14	14	14	15	TONIC/Casual Affair
42	8	8	14	14	STONE TEMPLE PILOTS/Tumble In The Rough
43	16	11	14	14	SOUNDGARDEN/Blow Up...
44	13	14	13	14	SUBLINE/What I Got
45	11	10	12	14	TOM PETTY & HB/Climb That Hill
46	11	10	12	14	U2/Staring At The Sun
47	8	14	13	13	HOWLING DIABLOS/Nobody In Detroit
48	26	15	13	13	ZZ TOP/Bang Bang
49	8	17	13	13	AC/DC/Gone Shootin'
50	13	12	12	12	LOCAL H/Bound For The Floor
51	8	9	9	11	DARLAHOOD/Sister Dementia
52	11	14	13	10	VERVE PIPE/The Freshmen
53	12	10	12	9	SOUNDGARDEN/Burden In My Hand
54	12	10	12	9	RUSH/Driven
55	12	11	11	9	BUSH/Greedy Fly
56	12	11	11	9	VAN HALEN/Me Wise Magic
57	11	10	9	9	VERUCA SALT/Volcano Girls
58	8	9	9	9	SUBLINE/Santeria
59	16	10	9	9	COUNTING CROWS/Angels Of...

MARKET #12
WKLK/Atlanta
 (404) 325-0960
 Hughes/Kepple

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
31	20	29	34	34	COLLECTIVE SOUL/Precious Declaration
32	31	31	31	31	SILVERCHAIR/Abuse Me
33	32	30	28	28	METALLICA/Hero Of The Day
34	17	17	23	23	BETTER THAN EZRA/Desperately Wanting
35	13	17	21	21	SPONGE/Have You Seen Mary
36	13	17	20	20	AEROSMITH/Falling In Love...
37	14	12	18	18	BUSH/Greedy Fly
38	14	15	18	18	DARLAHOOD/Grow Your Own
39	14	15	18	18	SOCIAL DISTORTION/I Was Wrong
40	14	11	15	15	WALLFLOWERS/One Headlight
41	12	14	15	15	COUNTING CROWS/A Long December
42	18	18	15	15	VAN HALEN/Can't Get This...
43	14	16	14	14	WIDESPREAD PANIC/Hope In A Hopeless...
44	5	10	14	14	STONE TEMPLE PILOTS/Tumble In The Rough
45	18	22	18	14	LIVE/Lakin's Juice
46	13	12	12	12	METALLICA/King Nothing
47	10	10	10	10	U2/Staring At The Sun
48	6	9	9	9	STR/Looking For
49	1	8	8	8	THIRD DAY/Nothing At All
50	7	6	5	5	ATLANTA RHYTHM.../Voodoo
51	8	7	7	7	TOOL/Blitz
52	9	10	7	7	TYPE O NEGATIVE/Love You To Death
53	7	11	6	6	TONIC/Casual Affair
54	8	8	6	6	OFFSPRING/Gone Away
55	7	8	5	5	LIVE/Herpsychodreamer
56	7	8	5	5	LIVE/Graze
57	4	4	5	5	VERVE PIPE/The Freshmen
58	4	4	3	3	LIVE/Century
59	4	4	3	3	LIVE/Century
60	4	4	3	3	LIVE/Century

MARKET #15
WBAB/Long Island
 (516) 587-1023
 Buchmann/Welman

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
27	30	30	30	30	WALLFLOWERS/One Headlight
28	30	29	29	29	AEROSMITH/Falling In Love...
29	30	28	28	28	COUNTING CROWS/A Long December
30	21	19	21	21	SUBLINE/What I Got
31	21	19	20	20	WIDESPREAD PANIC/Hope In A Hopeless...
32	14	16	18	18	SHERYL CROW/Everyday Is...
33	14	16	18	18	COLLECTIVE SOUL/Precious Declaration
34	21	19	15	15	ZZ TOP/Bang Bang
35	21	20	16	14	U2/Discotheque
36	5	10	11	13	U2/Staring At The Sun
37	5	10	11	13	ODDS/Someone Who's Cool
38	19	18	12	12	STORYVILLE/Blind Side
39	11	11	12	12	STORYVILLE/Blind Side
40	5	10	12	12	WILCO/Outcaste (Outta...)
41	12	10	11	12	BIG HEAD TODD.../Resignation Superman
42	10	11	12	12	BETTER THAN EZRA/Desperately Wanting
43	10	11	12	12	JONNY LANG/Lie To Me
44	10	11	12	12	LIVE/Merica
45	10	11	12	12	U2/Last Night On Earth
46	13	17	10	10	LIVE/Lakin's Juice
47	10	11	11	11	COREY STEVENS/It's Over
48	12	7	5	5	BETH HART BAND/Immortal
49	12	7	5	5	CRAWIN' MELON/Come Undone

MARKET #15
WRCN/Long Island
 (516) 423-6740
 Tortora/Rodger

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
27	32	44	40	40	METALLICA/King Nothing
28	30	37	37	37	WALLFLOWERS/One Headlight
29	33	29	34	34	BUSH/Greedy Fly
30	31	33	32	32	AEROSMITH/Falling In Love...
31	22	18	20	27	LIVE/Lakin's Juice
32	29	19	22	26	COLLECTIVE SOUL/Precious Declaration
33	41	37	24	24	U2/Discotheque
34	31	20	23	23	SUBLINE/What I Got
35	19	18	20	23	SILVERCHAIR/Abuse Me
36	26	17	21	23	SPONGE/Have You Seen Mary
37	30	28	23	23	TOOL/Sinkin'
38	14	15	24	24	311/MI Mixed Up
39	14	11	12	12	SMASHING PUMPKINS/Thirty-Three
40	15	13	12	21	TONIC/Casual Affair
41	11	11	11	11	U2/Staring At The Sun
42	13	11	11	18	VERUCA SALT/Volcano Girls
43	14	11	13	17	FOUNTAINS OF WAYNE/Radiation Vibe
44	22	16	21	16	STONE TEMPLE PILOTS/Lady Picture Show
45	21	18	24	15	OFFSPRING/Gone Away
46	8	7	11	14	BETTER THAN EZRA/Desperately Wanting
47	13	9	14	14	SILVERCHAIR/Freak
48	15	14	16	14	BIG HEAD TODD.../Resignation Superman
49	17	17	14	13	PEARL JAM/Hail, Hail
50	17	17	14	13	NINE INCH NAILS/The Perfect Drug
51	4	13	13	13	MATTHEW SWETT/Where You Get Love
52	5	10	10	12	STONE TEMPLE PILOTS/Tumble In The Rough
53	11	8	10	12	NIRVANA/Smells Like Teen Spirit
54	10	8	12	12	SOUNDGARDEN/Burden In My Hand
55	8	8	11	11	HELMET/Exactly What You...
56	10	10	8	11	ALICE IN CHAINS/Again

MARKET #18
KDKB/Phoenix
 (602) 897-9300
 Maranville/Peterson

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
31	33	32	33	33	AEROSMITH/Falling In Love...
32	19	21	32	33	JONNY LANG/Lie To Me
33	17	33	33	33	COLLECTIVE SOUL/Precious Declaration
34	32	31	33	33	JOURNEY/Can't Tame The Lion
35	17	14	12	12	JOHN MELLENCAMP/Circling Around...
36	19	22	24	24	MATCHBOX 20/Push
37	21	19	18	18	SILVERCHAIR/Abuse Me
38	18	19	18	18	BIG HEAD TODD.../Resignation Superman
39	17	19	18	18	STORYVILLE/Blind Side
40	19	19	18	18	ZZ TOP/Rhythm
41	19	20	14	14	WIDESPREAD PANIC/Hope In A Hopeless...
42	2	20	13	13	KENNY WAYNE SHEPHERD/The Spider And...
43	12	12	9	9	LIVE/Radiance
44	14	12	11	11	SWEET VINE/Mountain Side
45	11	12	11	11	VERVE PIPE/The Freshmen
46	10	13	8	10	CHALK FARM/Live Tomorrow
47	2	8	9	9	WALLFLOWERS/Laughing Out Loud
48	11	12	9	9	COUNTING CROWS/Angels Of...
49	2	10	5	5	SHERYL CROW/It Makes You...
50	2	10	5	5	BETTER THAN EZRA/Desperately Wanting
51	2	4	2	2	DISHWALLA/Give
52	32	28	9	8	WALLFLOWERS/6th Avenue Heartache
53	7	7	3	3	WALLFLOWERS/One Headlight
54	5	8	5	5	ZACK WYLDE/Way Beyond Empty
55	7	10	6	7	DAVE MATTHEWS BAND/Crash Into Me
56	6	4	5	7	DON HENLEY/Through Your Hands
57	7	8	6	7	STORYVILLE/Blind Side
58	30	3	6	6	GARY HOEY/Peace Pipe
59	32	32	5	5	JOHN MELLENCAMP/Key West...
60	5	5	5	5	JOHN MELLENCAMP/Just Another Day

MARKET #20
WDVE/Pittsburgh
 (412) 937-1441
 Romano/Winter

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
21	20	20	20	20	MATCHBOX 20/Long Day
22	18	15	18	18	BETTER THAN EZRA/Desperately Wanting
23	11	10	17	17	DAVE MATTHEWS BAND/Crash Into Me
24	16	16	16	16	WALLFLOWERS/One Headlight
25	13	13	13	13	COUNTING CROWS/A Long December
26	15	15	14	14	WALLFLOWERS/6th Avenue Heartache
27	10	9	14	14	WIDESPREAD PANIC/Hope In A Hopeless...
28	5	11	13	13	GATHERING FIELD/Rhapsody In Blue
29	15	14	13	13	TONIC/Open Up Your Eyes
30	5	13	12	12	AEROSMITH/Falling In Love...
31	15	13	12	12	CLARKS/Mercury
32	13	11	12	12	CLARKS/Caroline
33	14	11	11	11	TOM PETTY & HB/Climb That Hill
34	3	20	14	10	BLACK CROWES/Better When...
35	13	16	17	17	ZACK WYLDE/Between Heaven...
36	10	11	9	9	COUNTING CROWS/Angels Of...
37	9	10	7	7	STORYVILLE/Good Day For...
38	7	10	5	5	METALLICA/Hero Of The Day
39	13	10	9	9	STONE TEMPLE PILOTS/Lady Picture Show
40	8	8	8	8	LIVE/Merica
41	16	9	8	7	WILCO/Outcaste (Outta...)
42	6	6	7	7	ERIC JOHNSON/S.R.V.
43	20	13	11	7	R.E.M./Bittersweet Me
44	5	6	6	6	COREY STEVENS/It's Over
45	9	9	9	9	JOHN MELLENCAMP/Just Another Day
46	13	11	9	6	BIG HEAD TODD.../Resignation Superman
47	5	5	5	5	LIVE/Selling The Drama
48	5	5	5	5	BADLEES/Fear Of Falling
49	4	5	5	5	GOOD GOOD DOLLS/Naked
50	4	5	5	5	KENNY WAYNE SHEPHERD/Born With A Broken...

MARKET #25
WEBN/Cincinnati
 (513) 621-9326
 Richards/Reinhart

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
31	33	25	37	37	LIVE/Lakin's Juice
32	19	21	37	37	WALLFLOWERS/One Headlight
33	29	27	31	34	ALICE IN CHAINS/Nutshell
34	20	26	25	24	COLLECTIVE SOUL/Precious Declaration
35	19	22	23	23	AEROSMITH/Falling In Love...
36	17	20	21	22	TONIC/Casual Affair
37	22	21	21	21	OFFSPRING/Gone Away
38	24	27	21	21	SILVERCHAIR/Abuse Me
39	17	18	20	20	STABBING WESTWARD/Shame
40	17	18	21	20	SOUNDGARDEN/Rhinoceros
41	1				



SKY DANIELS

KROX Earning Austin Acceptance

■ PD Sara Trexler and company guide music mecca's 'new kid' to mainstream maturity

Austin, TX is known for its deep musical heritage and its willingness to accept a wide variety of styles and experimentation. For artists, the conditions are ideal — witness the mass industry influx for the SXSW Music Conference. But for a new station trying to make its way into the heart of a provincial community, the assimilation process can be an arduous process.

Such was the challenge presented to PD Sara Trexler when she arrived at KROX. "When we signed on, the market had KLBJ doing Active Rock; KFHI, a pop station using alternative music; longtime Alternative stalwart KNNC; and a Z-Rock affiliate. Add to that our sister station, Adult Alternative KGSR, and its loyal audience ... we had to really work to gain acceptance."

"Austin has a deep sense of community. People here like to preserve tradition, and as the new kid, we needed to work to gain credentials."

Trexler adds, "There really are two ways to view Austin. People

in the music industry hear the name and think of it as a music icon. The other reality is that it's market 51, according to Arbitron, and we have to gauge our approach accordingly. There were a lot of radio stations using alternative music for a market this size, and we had to work our way toward a point of acceptance."

Such was the challenge presented to PD Sara Trexler when she arrived at KROX. "When we signed on, the market had KLBJ doing Active Rock; KFHI, a pop station using alternative music; longtime Alternative stalwart KNNC; and a Z-Rock affiliate. Add to that our sister station, Adult Alternative KGSR, and its loyal audience ... we had to really work to gain acceptance."



Sara Trexler

Finding Its Niche

Recent market shifts indicate that KROX has found its place in the Austin music scene. "KLBJ is playing more heritage rock, KFHI has gone more pop, Z-Rock is now FM Talk, and, of course, we LMA'd KNNC."

Under the LMA, KROX initiated a short-term simulcast on KNNC's signal, pending the closing of KNNC's sale to KROX owner Sinclair Telecable. Gaining the additional signal coverage — as well as eliminating a direct competitor — has given KROX a burst of energy, Trexler says. "Originally, this market had an established

sound. KGSR, had developed a loyal older audience with its eclectic Adult Alternative approach. KNNC was very left-of-center. We wanted to adopt a more national overview. It's taken a long time, but we feel we are now finding the balance between a national Alternative approach and Austin's provincial demands."

Some of that evolution was organic, some acquired, according to Trexler. "As personalities, we've been here a few years, so naturally the city has come to know us. We also brought in some people and familiar shows from KNNC, like Andy Langer, an *Austin Chronicle* writer [and SXSW organizer] who does a specialty show called 'Next Big Thing.' We also do 'Home-

grown,' a show originally developed by Raydog (Ray Seggern) at KNNC before he went to KMYZ/Tulsa. The combination of those familiar elements and our time here has brought us to a place where we feel like we're part of Austin now."

Trexler realizes that trying to balance the expectations of an active music community with the realities of a commercial 100,000-watt station will always be delicate. "There is a core of very musically active listeners that would have you play by no rules, much like the club scene. Then there is your typical, more passive listener, who has the same expectations of radio you'd find in any market. We have to satisfy both. KGSR already has aligned itself with a cultural sensibility that we don't want to infringe upon. As a result, we try to find local artists that we feel can compete at a national standard."

20/20 Thoughts

Like many Alternative programmers, Trexler has her own ideas about how — in hindsight — she would have programmed the format last year. "If I made any change to my philosophy, I probably would have concentrated on sticking with core artists like Bush and Pearl Jam. I wouldn't have been so quick to jump on unproven, obvious one-hit wonders. Alternative keeps committing to acts we know up front are going to have a three-week life span, and we keep reject-

ing our established successes.

"Ironically, I'm finding that our gold-based elements, like our 'flashback lunch,' garner great ratings. Even though we are primarily 12-24-targeted, there seems to be a need to develop gold artists. The format has to commit more to developing them."

— Lloyd Hocutt

"Alternative, by nature, was not supposed to be a mainstream format. Yet over the past few years, conditions influenced a groundswell for the format. We found ourselves going along for the ride, trying to be as big as the boom would allow. Now we have to ask, 'Can we be all things to all people?' Stations are going to have to lock in on a target and serve it. We are fortunate that we have KGSR as a sister station. We know they'll address the needs of an older audience, so we can focus on 24-year-olds."

KROX still wants to break artists, but Trexler believes that will require more real dedication to records. "If you are going to break a new, unknown act, you have to commit to establishing the act in the minds of the mass audience. We will play something like White Town 40 times to make it a hit. It probably takes the general audience 400 plays before they are really familiar with a song. That's one more issue Alternative has to accept."

Alternative, by nature, was not supposed to be a mainstream format. Now we have to ask, 'Can we be all things to all people?' Stations are going to have to lock in on a target and serve it.

— Sara Trexler

White Town 40 times to make it a hit. It probably takes the general audience 400 plays before they are really familiar with a song. That's one more issue Alternative has to accept."

White Town 40 times to make it a hit. It probably takes the general audience 400 plays before they are really familiar with a song. That's one more issue Alternative has to accept."

'Live Music Meeting'

MDLloyd Hocutt, who accompanied Trexler from Norfolk to KROX, says that being paired with a market institution like KGSR brought additional, intangible benefits. "When we first got here, we were fortunate to have the mentorship of someone like KGSR PD Jody Denberg. Jody helped us learn the musical culture of Austin. He's a legend here. He and KGSR MD Susan Castle have always been open and supportive of Sara and me. Not only have we learned about the roots of Austin from them, we've learned how to deal with SXSW as well."

The SXSW Music Conference remains music's finest gathering for the very reason that it is, first and foremost, a music conference. Unlike the politics and posturing of many industry conventions, SXSW puts the music at the fore-

front, and Hocutt has learned to do the same while the confab is in town. "We pretty much approach SXSW

as one weeklong, live music meeting. Weeks prior to the conference, we begin looking at the bands scheduled to attend, and we figure out a schedule for them to come by and perform on-air. We see who lives up to our expectations and makes an impact on the audience — both on the air and in the showcases. The Refreshments won us over last year by coming to SXSW."

Hocutt spends much of the other 51 weeks a year in market 51 figuring out which acts have that kind of potential as well. "We go to clubs all the time, hoping to find that breaking act we can be passionate about. One great thing about the Austin audience is that they're primed to embrace an act if we get passionate about it. Even though some people may have 9-to-5 lives that prevent them from going to clubs, they still are willing to get excited about new acts."

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"Austin's 'music mecca' identity has helped that. We've watched Vallejo gain a loyal local following, and now they're starting to break nationally. For us, that's exciting. Both Sara and I are really committed to breaking a local artist named Abra Moore, who has a record coming out [on Arista/Austin] that we think has real national potential. Jody and Susan love it as well. One cool thing about sharing tight quarters with KGSR: We all get influenced by the same stereo playing. Jody knew the Wallflowers would be a record we could play, and we knew Fiona Apple would be right for them."

Trexler is proud to welcome the industry to Austin for SXSW. "I know what Austin means to the industry. I may not be a native, but I wanted to come here to work because of its fertile scene. Every year, we get all geared up for SXSW. It's a whirlwind experience of over 400 bands playing in a week. Everyone from the business comes in and sees Austin at its finest. The only problem is, I go into a post-conference depression when they leave."

NEXT WEEK!!! The second R&R Alternative Special!

Find out what's on the minds of the format's opinion leaders and leading artists from Depeche Mode to U2! Exclusive interviews from the minds that shape Alternative.

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from the album let's be nice

New At:

KHTY	KOCD	WPXC	WAZU
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WRCX	KXBS	WRBR	WWCT
WBUZ	WBZF	KQRX	WQKK
WRRV	KLBJ	WLZR	

On Tour With CheapTrick

3/18 Albuquerque	3/26 Ventura
3/19 Tucson	3/27 Los Angeles
3/21 Phoenix	3/28 Palo Alto
3/22 Santa Ana	3/31 Portland
3/23 San Juan Capistrano	4/1 Seattle
3/24 Las Vegas	

Debut Album In Stores March 11th

plastiqa

*from the debut album
pull me up...drag me down*



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Virgin

MARCH 7, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	WALLFLOWERS One Headlight (Interscope)	3217	2903	2791	2688	91/0
			2	LIVE Lakini's Juice (Radioactive)	3163	2977	3162	3162	95/0
			3	BUSH Greedy Fly (Trauma/Interscope)	2880	2659	2700	2638	93/1
			4	SILVERCHAIR Abuse Me (Epic)	2755	2579	2650	2603	97/0
			5	SUBLIME Santeria (Gasoline Alley/MCA)	2510	2134	2099	1977	91/0
			6	VERVE PIPE The Freshmen (RCA)	2328	1967	1719	1340	90/3
			7	VERUCA SALT Volcano Girls (Outpost/Geffen)	2295	2011	1876	1704	97/1
			8	COUNTING CROWS A Long December (DGC/Geffen)	2280	2335	2470	2636	79/0
			9	COLLECTIVE SOUL Precious Declaration (Atlantic)	2208	1969	1803	1623	84/0
			10	DAVE MATTHEWS BAND Crash Into Me (RCA)	2076	1940	1982	1900	83/0
			11	NINE INCH NAILS The Perfect Drug (Nothing/Interscope)	2053	1932	1986	1896	96/0
			12	U2 Discotheque (Island)	1924	2656	3041	3182	70/0
BREAKER			13	U2 Staring At The Sun (Island)	1707	393	—	—	89/28
			14	SPACE Female Of The Species (Gut/Universal)	1676	1417	1364	1266	81/1
			15	NO DOUBT Excuse Me Mr. (Trauma/Interscope)	1625	1492	1454	1263	88/0
			16	CARDIGANS Lovefool (Mercury)	1586	1749	1965	1990	57/0
			17	BECK The New Pollution (DGC/Geffen)	1575	1413	1228	896	92/11
			18	WHITE TOWN Your Woman (Chrysalis/EMI)	1536	1156	906	617	65/5
			19	SMASHING PUMPKINS Thirty-Three (Virgin)	1483	1837	2353	2613	62/0
			20	PORNO FOR PYROS Hard Charger (Warner Bros.)	1357	1277	1088	846	79/2
			21	SHERYL CROW Everyday Is A Winding Road (A&M)	1356	1419	1581	1642	58/0
			22	311 All Mixed Up (Capricorn/Mercury)	1351	1251	1497	1755	56/0
BREAKER			23	MATTHEW SWEET Where You Get Love (Zoo)	1342	364	—	—	85/15
			24	CAKE I Will Survive (Capricorn/Mercury)	1301	1090	1007	918	74/1
			25	PRODIGY Firestarter (Mute/Maverick/WB)	1187	1135	1086	1006	81/1
BREAKER			26	MIGHTY MIGHTY BOSSTONES The Impression I Get (Mercury)	1184	949	603	177	72/7
BREAKER			27	OFFSPRING Gone Away (Columbia)	1131	850	448	173	71/11
			28	BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG)	1087	1122	1219	1353	46/0
BREAKER			29	STONE TEMPLE PILOTS Tumble In The Rough (Atlantic)	1031	827	638	484	57/1
			30	GARBAGE #1 Crush (Capitol)	1031	1201	1593	2099	49/0
BREAKER			31	JEWEL You Were Meant For Me (Atlantic)	1028	647	552	384	48/9
BREAKER			32	KULA SHAKER Hey Dude (Columbia)	1013	854	799	684	66/4
			33	WILCO Outtasite (Outta Mind) (Reprise)	906	806	784	743	60/6
			34	TONIC If You Could Only See (Polydor/A&M)	886	688	487	202	59/7
			35	BIG HEAD TODD & THE MONSTERS Resignation... (Revolution)	861	759	750	664	45/2
			36	FIONA APPLE Sleep To Dream (Work)	860	775	709	644	55/1
			37	LUSCIOUS JACKSON Naked Eye (Grand Royal/Capitol)	828	796	849	890	46/1
			38	ORBIT Medicine (Baby Come Back) (A&M)	736	576	369	101	54/5
			39	MOBY That's When I Reach For My... (Elektra/EEG)	715	663	583	456	57/2
			40	DEPECHE MODE Barrel Of A Gun (Reprise)	707	1082	1488	1740	47/0
DEBUT			41	BEN FOLDS FIVE Battle Of Who Could Care Less (550 Music)	678	347	36	—	48/5
			42	ODDS Someone Who's Cool (Elektra/EEG)	675	600	544	473	46/3
			43	TOOL "H" (Zoo)	636	590	516	477	55/0
			44	MUNDY To You I Bestow (Epic)	575	779	868	849	38/0
			45	R.E.M. Electrolite (Warner Bros.)	551	692	793	807	29/0
DEBUT			46	LOCAL H Fritz's Corner (Island)	497	350	227	128	51/6
DEBUT			47	K'S CHOICE Not An Addict (550 Music)	491	334	301	263	31/9
			48	SNEAKER PIMPS 6 Underground (Virgin)	489	422	354	229	37/7
			49	MARILYN MANSON Tourniquet (Nothing/Interscope)	470	603	671	700	45/0
DEBUT			50	JAMES She's A Star (Fontana/Mercury)	460	397	378	348	32/4

This chart reflects airplay from February 24-March 2. Songs ranked by total plays. Highlighted songs indicate Breaker.
102 Alternative reporters. 100 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

BREAKERS®

U2			CHART
Staring At The Sun (Island)			
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		13
1707/1314	89/28		
MATTHEW SWEET			CHART
Where You Get Love (Zoo)			
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		23
1342/978	85/15		
MIGHTY MIGHTY BOSSTONES			CHART
The Impression I Get (Mercury)			
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		25
1184/235	72/7		
OFFSPRING			CHART
Gone Away (Columbia)			
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		27
1131/281	71/11		
STONE TEMPLE PILOTS			CHART
Tumble In The Rough (Atlantic)			
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		29
1031/204	57/1		
JEWEL			CHART
You Were Meant For Me (Atlantic)			
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		31
1028/381	48/9		
KULA SHAKER			CHART
Hey Dude (Columbia)			
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS		32
1013/159	66/4		

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG)	39
U2 Staring At The Sun (Island)	28
NAKED Mann's Chinese (Red Ant)	18
MATTHEW SWEET Where You Get Love (Zoo)	15
BECK The New Pollution (DGC/Geffen)	11
OFFSPRING Gone Away (Columbia)	11
STAR 69 I'm Insane (Radioactive)	10
JEWEL You Were Meant For Me (Atlantic)	9
K'S CHOICE Not An Addict (550 Music)	9
LIVE Freaks (Radioactive)	9
PUZZLE GUT I Know It Well (Trauma/Interscope)	9

Are you in 'Fritz's Corner'?

LOCAL H

New this week on: KROQ, WXRK, WBCN, KEGE, WAQZ and more!

60 Stations already playing including, KPNT, KOME, X96, KEDJ, KISF, WLUM, WENZ, KXTE, KEDG and more



On tour with silverchair starting April 11th
200,000 Records Shipped

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
U2 Staring At The Sun (Island)	+1314
MATTHEW SWEET Where You Get Love (Zoo)	+978
JEWEL You Were Meant For Me (Atlantic)	+381
WHITE TOWN Your Woman (Chrysalis/EMI)	+380
SUBLIME Santeria (Gasoline Alley/MCA)	+376
VERVE PIPE The Freshmen (RCA)	+361
BEN FOLDS FIVE Battle Of Who Could Care... (550 Music)	+331
WALLFLOWERS One Headlight (Interscope)	+314
VERUCA SALT Volcano Girls (Outpost/Geffen)	+284
OFFSPRING Gone Away (Columbia)	+281

Breakers: Songs registering 1000 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



"Outtasite (Outta Mind)"

R&R: 33, 906 Plays BDS: Debut 39*, 590 plays

Bump up to STRESS rotation! Over 87,000 scanned

New Adds: WHFS WPLY WHYT WLUM KROX CFNY WBTZ

KLYY 30x	WENZ 20x	WDGE 20x	WEQX 20x
WBZU 22x	WCYY 27x	WXEG 22x	KTEG 21x
KNDD 15x	WAQZ 15x	KTCL 17x	XHRM 18x
KITS 16x	WWCD 16x	KFMA 18x	WQXA 18x
WNNX 12x	WGRD 17x	WRXQ 18x	WQBK 15x

ALTERNATIVE REPORTERS

March 7, 1997 R&R • 129

Stations and their adds listed alphabetically by market

<p>WEQX/Albany, NY PD: Ian Harrison APD/MD: Marc Alghini FAITHLESS "Insomniac" COWBOY MOUTH "Jenny" STAR 69 "Insane" BEN FOLDS FIVE "Battle" THIRD EYE BLIND "Life" 50 FT DOLLS "Sexy" NAKED "Mann's" ANN DFRANCO "Joyful" U2 "Staring"</p> <p>WQBK/Albany, NY OM/PD: Dan Binder MD: Kelly McHamara VERVE PIPE "Freshman" U2 "Staring"</p> <p>KTEG/Albuquerque, NM PD: Skip Isley MD: Julie Hoyt No Adds</p> <p>WNNX/Atlanta, GA PD: Brian Phillips APD: Leslie Fram MD: Sean Demery 16 SMASHING PUMPKINS "Eye" TONIC "Coults"</p> <p>WJSE/Atlantic City, NJ OM/PD/MD: Dave King SMASHING PUMPKINS "Eye" THIRD EYE BLIND "Life" K'S CHOICE "Addict" LIVE "Freaks" HELMET "Exactly"</p> <p>KROX/Austin, TX PD: Sara Trexler APD/MD: Lloyd Hecutt 18 WILCO "Outcaste"</p> <p>WGRG/Binghamton, NY PD/MD: Steve Gilinsky FALLURE "Pleth" LESS THAN JAKE "Automatic" FOUNTAINS OF WAYNE "Sink" URGE "Washed" PUZZLE GUT "Know"</p> <p>WRAX/Birmingham, AL PD: Dave Rossi MD: Hurricane Shane 12 SHERIFF CROWN "Change" 11 WALLFLOWERS "Markians" 5 PRODIGY "Freaks" 2 PUZZLE GUT "Know" 2 SNEAKER PIMPS "B" FOUNTAINS OF WAYNE "Sink" LAZLO BAINE "Overkill"</p> <p>WBCN/Boston, MA VP/Programming: Oedipus MD: Carter Alan APD: Steven Strick 20 U2 "Staring" 2 ORBIT "Medicine" LOCAL H "Fritz's" SMASHING PUMPKINS "Eye"</p> <p>WFNX/Boston, MA PD: Bill Glasser MD: Laurie Gail 4 DINGO JAR "Whatcha's" BUILT TO SPILL "Unrusted" LESS THAN JAKE "Automatic" THIRD EYE BLIND "Life" STONE TEMPLE PILOTS "Tumble" MORPHINE "Early" GIGOLO AUNT'S "Konda"</p> <p>KQXR/Boise, ID PD: Dan McColly MD: Tim Johnstone JANE JENSEN "More" MIGHTY MIGHTY BT "Impression" LOCAL H "Fritz's" NAKED "Mann's" STAR 69 "Insane" THIRD EYE BLIND "Life"</p> <p>WEDG/Buffalo, NY MD: Rich Wall U2 "Staring" BECK "Pollution"</p> <p>WBTZ/Burlington, VT PD: Stephanie Hindley MD: Steve Picard 5 SQUIRREL NUT ZIPPERS "Hell" U2 "Staring" 6 BLUR "Song" PAVEMENT "Shady" WILCO "Outcaste" FOUNTAINS OF WAYNE "Sink" SILVER JET "Plastiga" LIVE "Freaks"</p> <p>WPGU/Champaign, IL PD: Ben Ponzio MD: Jacent Jackson No Adds</p> <p>WEND/Charlotte, NC PD: Jack Daniel MD: Kim Monroe U2 "Staring"</p>	<p>WKQX/Chicago, IL PD: Bill Gamble APD/MD: Mary Shuminas LIVE "Freaks" PAULA COLE "Cowboys" K'S CHOICE "Addict"</p> <p>WAQZ/Cincinnati, OH PD/MD: Matthew Harris APD: Sterling Schiessler BECK "Pollution" ORBIT "Medicine" LOCAL H "Fritz's" MATTHEW SWEET "Where"</p> <p>WOXY/Cincinnati, OH PD: Dave Tellmann MD: Dorsie Fyffe 1 U2 "Staring" 1 COWBOY MOUTH "Jenny" 1 STAR 69 "Insane" 1 LEAH ANDREONE "Remember" 1 CHEMLAB "Electric" 1 ROLLING STONE "Stare" 1 PINHEAD GUNPOWDER "Warname" 1 BEN VAUGHN "Rock" 1 MOONSHINE WILLY "Fork" 1 JON SPRINGER BLUES "Firefly" 1 SEPTEMBER 67 "Fire" 1 L7 "Drama" 1 SUEDE "Trash"</p> <p>WENZ/Cleveland, OH PD: Sean Robertson 60 FT DOLLS "Sexy" FOUNTAINS OF WAYNE "Sink" THIRD EYE BLIND "Life" TONIC "Coults"</p> <p>KFMZ/Columbia, MO PD: Paul Maloney SNEAKER PIMPS "B" KULA SHAKER "Dude" GRAVITY KILLS "Down" BLOODHOUND GANG "Always"</p> <p>WWCD/Columbus, OH PD: Jane Purcell MD: Andy Davis 3 JAMIROQUAI "Insanity" WHITE TOWN "Woman" CLARKS "Caroked" BECK "Pollution" ODDS "Cool"</p> <p>WZAZ/Columbus, OH PD: Greg Ausham MD: Mark Pennington U2 "Staring" BECK "Pollution" BUSH "Greedy" VERVE PIPE "Freshman"</p> <p>KDGE/Dallas, TX PD: Joel Folger MD: Mike Peer PUZZLE GUT "Know" THIRD EYE BLIND "Life" BEN FOLDS FIVE "Battle"</p> <p>WXEG/Dayton, OH PD: Jeff Stevens MD: Allen Rants 7 WHITE TOWN "Woman" 7 LIVE "Freaks" 2 JAMES "Star" THIRD EYE BLIND "Life" NAKED "Mann's"</p> <p>WKRO/Daytona Beach, FL PD: Taft Moore MD: Delia Rae 3 LIVE "Freaks" 3 THIRD EYE BLIND "Life" 3 MIGHTY MIGHTY BT "Impression" 2 SNEAKER PIMPS "B" 2 STAR 69 "Insane" 2 NAKED "Mann's" 2 THIRD EYE BLIND "Life"</p> <p>KTCL/Denver, CO PD: John Hayes 7 PUGS "Finsten" 5 MORNY TOND "Shiver" 5 STAR 69 "Insane" 5 THIRD EYE BLIND "Life" 5 U2 "Staring" 5 K'S CHOICE "Addict"</p> <p>KKDM/Des Moines, IA PD: J. Michael McKay MD: Sophia John No Adds</p> <p>WHYT/Detroit, MI PD: Garrett Michaels MD: Alex Tear THIRD EYE BLIND "Life" WILCO "Outcaste" MIGHTY MIGHTY BT "Impression"</p> <p>KNRQ/Eugene, OR PD: Jane Allen JANE JENSEN "More" NAKED "Mann's" ORBIT "Medicine" THIRD EYE BLIND "Life"</p> <p>KFGX/Fargo, ND PD: Jay Thomas 19 COWBOY MOUTH "Jenny" STAR 69 "Insane" NAKED "Mann's" THIRD EYE BLIND "Life" SILVER JET "Plastiga" FLUFFY "Black"</p>	<p>KFRF/Fresno, CA PD: Don O'Neal K'S CHOICE "Addict" MIGHTY MIGHTY BT "Impression" CAKE "Survive"</p> <p>WEJE/Ft. Wayne, IN PD: Sean Smyth MD: Weasel 1 OFFSPRING "Gone"</p> <p>WGRO/Grand Rapids, MI PD: Allan Fee MD: Margot Smith 18 OFFSPRING "Gone" 5 MIGHTY MIGHTY BT "Impression" BEN FOLDS FIVE "Battle" THIRD EYE BLIND "Life"</p> <p>WXNR/Greenville, NC PD: Jay Lopez MD: Neal Dounhe PORNO FOR PYROS "Charger" BECK "Pollution"</p> <p>WQXA/Harrisburg, PA PD: John Moschitta MD: Scott McFadden 2 U2 "Staring" THIRD EYE BLIND "Life"</p> <p>WMRQ/Hartford, CT PD: Jay Beau Jones MD: Dave Hill 20 SQUIRREL NUT ZIPPERS "Hell" SOCIAL DISTORTION "Anges" MATTHEW SWEET "Where" U2 "Staring"</p> <p>KDEO/Honolulu, HI PD: Norm Winter MD: Don Lips Fugiyama 11 D.J. MARK FARINA "Julius" 11 WAKESAME "Down" 8 D.J. KID "Clear" 8 SHEEP ON DRUGS "Fly" 8 DR. OCTAGOR "Blue" 4 BT WTBRI AMOS "Slakes" 2 MOBY "Thats" OFFSPRING "Gone" NAKED "Mann's"</p> <p>KPOI/Honolulu, HI PD: Brock Whaley MD: Nikki Basque U2 "Staring" BECK "Pollution"</p> <p>KTBZ/Houston, TX PD: Cruze APD: Steve Robison MD: David Sadof 19 U2 "Staring" 19 LUSCIOUS JACKSON "Mamad" 18 MATTHEW SWEET "Where" 18 JEWEL "You" 18 SNEAKER PIMPS "B" 14 DUNCAN SHEIK "Barley" 14 BIG HEAD TODD "Superman" 4 BARENKATED LADIES "Apartment"</p> <p>WRZX/Indianapolis, IN PD: Scott Jameson MD: Michael Young 16 PUZZLE GUT "Know" NAKED "Mann's"</p> <p>WPLA/Jacksonville, FL PD: Jim Randall APD: Beander MD: Greg Brady 5 BEN FOLDS FIVE "Battle" BECK "Pollution" MATTHEW SWEET "Where" THIRD EYE BLIND "Life"</p> <p>KCHZ/Kansas City, MO PD: Todd Haller MD: Drew Bennett 2 SISTER HAZEL "All" TONIC "Coults" OFFSPRING "Gone" SNEAKER PIMPS "B"</p> <p>KISF/Kansas City, MO PD: Jon Anthony MD: Jason Justice 15 PORNO FOR PYROS "Charger" U2 "Staring" 4 THIRD EYE BLIND "Life" 4 KULA SHAKER "Dude" FOUNTAINS OF WAYNE "Sink"</p> <p>KLZR/Kansas City, MO PD: Roger The Dodger MD: Bob Osburn SMASHING PUMPKINS "Eye" HELMET "Exactly" LESS THAN JAKE "Automatic" NAKED "Mann's"</p> <p>WNFZ/Knoxville, TN OM/PD/MD: Jonathan Pirkle 33 U2 "Staring" COWBOY MOUTH "Jenny" OFFSPRING "Gone"</p>	<p>WWDX/Lansing, MI PD: Mike Childs MD: Chris Brunt MATTHEW SWEET "Where" JEWEL "You" FOUNTAINS OF WAYNE "Sink" RUTH RUTH "Daddy"</p> <p>KEDG/Las Vegas, NV PD: John Griffin MD: Freddy Snakeskin No Adds</p> <p>KXTE/Las Vegas, NV PD: Mike Stern MD: Chris Ripley TONIC "Coults" PUZZLE GUT "Know"</p> <p>WXZZ/Lexington, KY PD: Dennis Dillon MD: Brad Hart 1 MIGHTY MIGHTY BT "Impression" ODDS "Cool" THIRD EYE BLIND "Life" JANE JENSEN "More"</p> <p>WLIR/Long Island, NY PD: Jeff Levine 15 LIVE "Mensa"</p> <p>KROQ/Los Angeles, CA VP/Programming: Kevin Weatherly APD: Gene Sandbloom MD: Lisa Worden 5 BLUR "Song" LOCAL H "Fritz's"</p> <p>WMAD/Madison, WI PD: Pat Frawley APD/MD: Trevor Scott No Adds</p> <p>WRXQ/Memphis, TN PD: Tony Williams MD: Dianna Gee 7 STAR 69 "Insane" 1 MIGHTY MIGHTY BT "Impression" JEWEL "You" OFFSPRING "Gone"</p> <p>WLUM/Milwaukee, WI PD: Tommy Wilde APD: Chuck Summers MD: Zerrin Bulut 16 WHITE TOWN "Woman" 14 THIRD EYE BLIND "Life" 2 NAKED "Mann's" 4 JEWEL "You" WILCO "Outcaste" K'S CHOICE "Addict" LESS THAN JAKE "Automatic"</p> <p>KEGE/Minneapolis, MN PD: John Lassman MD: Wade Linder 10 PAULA COLE "Cowboys" 8 DISHWALLA "Give" K'S CHOICE "Addict" ODDS "Cool" LOCAL H "Fritz's"</p> <p>KREV/Minneapolis, MN PD: Kevin Cole MD: Shawn Stewart LIVE "Freaks" U2 "Staring" NAKED "Mann's" BROTHER SUN "Caro" DINGO JAR "Whatcha's"</p> <p>WHTG/Monmouth-Ocean, NJ PD: T.J. Bryan MD: Shelley Miller 5 U2 "Staring" LIVE "Freaks" BLUR "Song" FOUNTAINS OF WAYNE "Leave" THIRD EYE BLIND "Life" JANE JENSEN "More" KULA SHAKER "Dude"</p> <p>WKDF/Nashville, TN PD: Kidd Redd MD: Sheri Sexton BECK "Pollution"</p> <p>WRLG/Nashville, TN OM: John Lenac MD: Julie Forman MD: Jason Moon PAVEMENT "Stereos" WALLER "Just" JILL SOBULE "Bitter" OFFSPRING "Gone"</p> <p>KKND/New Orleans, LA PD: Vince Richards MD: Rod Ryan LIVE "Freaks" MATCHBOX 20 "Push" PUZZLE GUT "Dope" BECK "Pollution" NAKED "Mann's"</p>	<p>WXRK/New York, NY PD: Steve Kingston MD: Alexa Tobin 14 OASIS "Whatever" LIVE "Freaks" LOCAL H "Fritz's" TONIC "Coults"</p> <p>WROX/Norfolk, VA PD: Perry Stone APD/MD: Al Mitchell ATARI TEENAGE RIOT "Riot" MATTHEW SWEET "Where" KORN "A.D.I.D." VERVE PIPE "Freshman"</p> <p>KQRX/Odessa, TX PD: Frank Hall MD: Shaun Slaughter SILVER JET "Plastiga" MOBY "Thats" THIRD EYE BLIND "Life" NAKED "Mann's" MATTHEW SWEET "Where"</p> <p>KGDE/Omaha, NE PD: Lynn Barstow 6 PUZZLE GUT "Know" KORN "A.D.I.D." NAKED "Mann's" THIN LIZARD DAWN "Sexual"</p> <p>KNRX/Oklahoma City, OK PD: Mike McCoy MD: Gene Pearson 12 LIVE "Freaks" 3 SQUIRREL NUT ZIPPERS "Hell" THIRD EYE BLIND "Life" JANE JENSEN "More" NAKED "Mann's" NERF HERDER "Sorry"</p> <p>WPLY/Philadelphia, PA PD: Jim McGuinn APD: Doug Kubinski MD: Preston Elliot 10 WHITE TOWN "Woman" 8 VIOLENT FEMMES "Blasta" BIG HEAD TODD "Superman" MATTHEW SWEET "Where" WILCO "Outcaste"</p> <p>KEDJ/Phoenix, AZ PD: Shelle Hart MD: Chris Patyk 6 PUZZLE GUT "Know" 5 CONSOLIDATED "Suck" THIRD EYE BLIND "Life" NAKED "Mann's" ZOMBIE & STERN "Great"</p> <p>KZON/Phoenix, AZ PD: Bill Pugh MD: Chris Muckley CRANBERRIES "Gone" LEAH ANDREONE "Remember" SISTER HAZEL "All" THIRD EYE BLIND "Life"</p> <p>WXOX/Pittsburgh, PA PD: Ali Castellini MD: Lenny Diana MATTHEW SWEET "Where" KULA SHAKER "Dude"</p> <p>WCYY/Portland, ME PD: Herb Ivy MD: Brian James 15 U2 "Staring"</p> <p>KNRK/Portland, OR PD: Mark Hamilton MD: Matt Souther 32 U2 "Staring" 21 MATTHEW SWEET "Where" 7 JEWEL "You" JAMES "Star" LEAH ANDREONE "Remember" SNEAKER PIMPS "B" THIRD EYE BLIND "Life"</p> <p>WDST/Poughkeepsie, NY PD: Dave Leonard APD: Dave Doud MD: Nic Harcourt 2 SUZANNE VEGA "Headshots" 2 THIRD EYE BLIND "Life" 2 DISHWALLA "Give" 2 COWBOY MOUTH "Jenny" 1 GENE "Where"</p> <p>WBRU/Providence, RI PD: Tim Schiavelli MD: Matt Maloney 13 U2 "Staring" 2 MATTHEW SWEET "Where" 3 JAMES "Star" SMASHING PUMPKINS "Eye"</p> <p>WDGE/Providence, RI PD/MD: Brent Petersen APD: John Allers 18 U2 "Staring" 1 MATTHEW SWEET "Where" KORN "A.D.I.D." BECK "Pollution" FRONA APPLE "Sleep"</p> <p>KORB/Quad Cities, IA PD: Steve Gunner 10 JEWEL "You" THIRD EYE BLIND "Life"</p>	<p>KRZQ/Reno, NV PD: Rob "Blaze" Brooks 6 THIRD EYE BLIND "Life" MATTHEW SWEET "Where" JANE JENSEN "More"</p> <p>WBZU/Richmond, VA PD: J.J. Quest MD: Mike Scott 10 OFFSPRING "Gone" U2 "Staring" FLUFFY "Black" NAKED "Mann's" THIRD EYE BLIND "Life"</p> <p>KCXX/Riverside, CA PD: Dwight Arnold APD: Allison Strong 10 FUN LOVIN' CRIMINALS "Criminals" U2 "Staring" SPACE "Femmes"</p> <p>WNVE/Rochester, NY PD/MD: Erick Anderson JANE JENSEN "More" THIRD EYE BLIND "Life"</p> <p>KWOO/Sacramento, CA PD: Ron Buncie APD: Ron Givens 5 THIRD EYE BLIND "Life" 2 PUZZLE GUT "Know" NERF HERDER "Sorry"</p> <p>KPNT/St. Louis, MO PD: Alex Luke APD: Eric Schmidt MD: Adam Potts 22 JEWEL "You"</p> <p>WDSC/Salisbury-Ocean City, MD MD: Jeff Cushman No Adds</p> <p>KXRK/Salt Lake City, UT VP/Ops. & Prog.: Mike Summers MD: Sean Ziebarth 18 MORPHINE "Early" 11 U2 "Staring"</p> <p>XHRM/San Diego, CA MD: Brynn Capella 5 FLUF "Everything" THIRD EYE BLIND "Life"</p> <p>XTRA/San Diego, CA MD: Tim Dukes MD: Chris Muckley THIRD EYE BLIND "Life" SUBLINE "Wrong" FLUF "Everything" SAVE FERRIS "Superspy"</p> <p>KITS/San Francisco, CA VP/Programming: Richard Sands APD: Roland West MD: Aaron Aelsen 22 U2 "Staring" 12 BEN FOLDS FIVE "Battle" 11 SMASHING PUMPKINS "Eye" 6 JEWEL "You" 6 NERF HERDER "Sorry"</p> <p>KSly/San Luis Obispo, CA PD: Dave Christopher MD: Adam Bumess WHITE TOWN "Woman" PAULA COLE "Cowboys" VERBUKA SALT "Volcano" OFFSPRING "Gone"</p> <p>KOME/San Jose, CA OM: Ron Nenni PD/MD: Jay Taylor 11 MATTHEW SWEET "Where" 6 CHEMICAL BROTHERS "Setting" 3 K'S CHOICE "Addict" JEWEL "You"</p> <p>KHTY/Santa Barbara, CA PD: Samantha Mattern 2 SILVER JET "Plastiga" 1 LESS THAN JAKE "Automatic" THIRD EYE BLIND "Life" OFFSPRING "Gone" STAR 69 "Insane" U2 "Staring" TONIC "Coults"</p> <p>KJEE/Santa Barbara, CA GM/PD: Eddie Gutierrez APD: John Schroeler 2 STAR 69 "Insane" 2 K'S CHOICE "Addict"</p> <p>KNDD/Seattle, WA PD: Phil Manning 5 DINGO JAR "Whatcha's" 5 THIRD EYE BLIND "Life"</p> <p>WHMP/Springfield, MA PD: Adam Wright MD: Nick Danjer NAKED "Mann's" THIRD EYE BLIND "Life" SMASHING PUMPKINS "Eye" COWBOY MOUTH "Jenny"</p>	<p>KTOZ/Springfield, MO PD: Melody Lee MD: Shelli Scott OFFSPRING "Gone" SISTER HAZEL "All" DAVID BOWIE "Man"</p> <p>WKRL/Syracuse, NY PD: Mimi Griswold APD: Scorch 2 URGE "Washed" THIRD EYE BLIND "Life" LESS THAN JAKE "Automatic" NAKED "Mann's"</p> <p>WXSX/Tallahassee, FL PD: Rick Schmidt APD: Evan Delaney MD: Chaz 23 U2 "Staring" 8 MATTHEW SWEET "Where"</p> <p>KFMA/Tucson, AZ PD: Suzie Dunn JAMES "Star" TONIC "Coults" MORPHEEBA "Tape" REEL BIG FISH "Salt" THIRD EYE BLIND "Life" SNEAKER PIMPS "B"</p> <p>KMYZ/Tulsa, OK PD: Paul Krieger MD: Jane Shassererre 12 LIVE "Freaks" 9 U2 "Staring" 9 HELMET "Exactly" COWBOY MOUTH "Jenny" STAR 69 "Insane" THIRD EYE BLIND "Life"</p> <p>WHFS/Washington, DC PD: Robert Benjamin APD: Bob Waugh MD: Pat Ferrise K'S CHOICE "Addict" THIRD EYE BLIND "Life" WILCO "Outcaste"</p> <p>WPBZ/West Palm Beach, FL PD: John O'Connell MD: Robert Englis No Adds</p> <p>KICT/Wichita, KS PD: Ron Eric Taylor MD: Sherry McKinnon 12 U2 "Staring" 7 SMASHING PUMPKINS "Eye" ORBIT "Medicine" JANE JENSEN "More"</p>
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- 102 Total Reporters
- 100 Current Reporters
- 102 Current Playlists
- Reported Frozen Playlist (1): WZRH/New Orleans, LA
- Did Not Report, Playlist Frozen (1): CIMX/Detroit, MI
- New Reporters(3): WZAZ/Columbus, OH; KFGX/Fargo, ND; KCHZ/Kansas City, MO
- Moves From Active Rock (1): WKDF/Nashville, TN
- Moves From Rock (1): KFMZ/Columbia, MO
- Moves From CHR/Pop (3): WPLY/Philadelphia, PA; KSLY/San Luis Obispo, CA; KHTY/Santa Barbara, CA

NEW & ACTIVE

- SQUIRREL NUT ZIPPERS** Hell (Mammoth/Atlantic)
Total Plays: 432, Total Stations: 30, Adds: 3
- FUN LOVIN' CRIMINALS** The Fun Lovin' Criminal (EMI)
Total Plays: 422, Total Stations: 32, Adds: 1
- SMASHING PUMPKINS** Eye (Interscope)
Total Plays: 400, Total Stations: 23, Adds: 8
- PAULA COLE** Where Have All The Cowboys... (Imago/WB)
Total Plays: 364, Total Stations: 22, Adds: 3
- MATCHBOX 20** Long Day (Lava/Atlantic)
Total Plays: 361, Total Stations: 18, Adds: 0
- KORN A.D.I.D.A.S.** (Immortal/Epic)
Total Plays: 335, Total Stations: 37, Adds: 2
- BLUR** Song 2 (Virgin)
Total Plays: 328, Total Stations: 22, Adds: 3

- DUNCAN SHEIK** Barely Breathing (Atlantic)
Total Plays: 300, Total Stations: 12, Adds: 1
- OASIS** Whatever (Epic)
Total Plays: 276, Total Stations: 12, Adds: 1
- THIRD EYE BLIND** Semi-Charmed Life (Elektra/EEG)
Total Plays: 273, Total Stations: 50, Adds: 39
- OMC** How Bizarre (Mercury)
Total Plays: 271, Total Stations: 12, Adds: 0
- VALLEJO** Just Another Day (IMI/TVT)
Total Plays: 244, Total Stations: 18, Adds: 1
- COWBOY MOUTH** Jenny Says (MCA)
Total Plays: 232, Total Stations: 24, Adds: 7
- JANE JENSEN** More Than I Can (Flip/Interscope)
Total Plays: 228, Total Stations: 25, Adds: 8

- FLUFFY** Black Eye (Enclave)
Total Plays: 189, Total Stations: 22, Adds: 2
- CHEMICAL BROTHERS** Setting Sun (Astralwerks/Caroline)
Total Plays: 181, Total Stations: 16, Adds: 1
- NERF HERDER** Sorry (My/Arista)
Total Plays: 176, Total Stations: 19, Adds: 3
- STAR 69** I'm Insane (Radioactive)
Total Plays: 175, Total Stations: 26, Adds: 10
- JON SPENCER BLUES** EXPLOSION Wail (Matador/Capitol)
Total Plays: 169, Total Stations: 13, Adds: 0
- REEL BIG FISH** Sell Out (Mojo)
Total Plays: 147, Total Stations: 15, Adds: 1

Songs ranked by total plays.

"JENNY SAYS"

Already Added At:

99X
WZRH
WHYT
KDGE

KTBZ
WAQZ
WLUM
KMYZ

KKND
WOXY
XHRM

and many more

ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE

MARKET #1
WXRK/New York
(212) 314-9230
Kingston/Tobin

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
39	37	39	39	NIRVANA/Drain You
16	28	38	38	RAGE AGAINST THE MACHINE/People Of The Sun
30	33	36	36	COUCING CROWS/A Long December
40	39	38	38	METALLICA/Hero Of The Day
15	16	30	30	WALLFLOWERS/One Headlight
40	36	35	35	LIVE/Lakini's Juice
36	40	34	34	BUSH/Greedy Fly
35	38	36	36	OFFSPRING/All I Want
21	21	20	20	SUBLIME/Santeria
31	32	34	34	311/Down
29	37	35	35	SOUNDGARDEN/Blow Up...
34	37	33	33	DAVE MATTHEWS BAND/Crash Into Me
21	28	27	27	COLLECTIVE SOUL/Precious Declaration
28	29	28	28	SILVERCHAIR/Abuse Me
7	22	28	28	WHITE TOWN/Your Woman
11	20	27	27	SMASHING PUMPKINS/Eye
19	21	20	20	VERUCA SALT/Volcano Girls
20	26	19	19	SMASHING PUMPKINS/Thirty-Three
16	20	19	19	U2/Staring At The Sun
40	33	30	30	U2/Discotheque
11	10	14	14	SHERYL CROW/Everyday Is...
34	33	23	23	NINE INCH NAILS/The Perfect Drug
16	17	15	15	PRODIGY/Firestarter
15	19	17	17	BECK/The New Pollution
19	18	14	14	PORNO FOR PYROS/Hard Charger
14	13	13	13	OASIS/Whatever
19	18	14	14	VERUCA SALT/Volcano Girls
19	13	11	11	DEPECHE MODE/Barrel Of A Gun

MARKET #2
KROQ/Los Angeles
(818) 567-1067
Wardlaw/Sandbrook/Watson

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
36	39	26	41	WHITE TOWN/Your Woman
26	36	34	40	SMASHING PUMPKINS/Eye
22	21	39	39	U2/Staring At The Sun
20	25	37	37	SPACE/Female Of...
20	32	32	36	WALLFLOWERS/One Headlight
40	40	23	30	SUBLIME/Santeria
19	22	21	20	NO DOUBT/Excuse Me Mr.
25	21	28	28	BUSH/Greedy Fly
13	19	17	25	JEWEL/You Were Meant...
31	33	22	25	OFFSPRING/Gone Away
20	23	25	25	DAVE MATTHEWS BAND/Crash Into Me
15	18	23	23	VERVE PIPE/The Freshmen
20	22	25	25	THIRD EYE BLIND/Semi-Charmed Life
14	14	11	19	K'S CHOICE/Not An Addict
14	14	11	19	LUSCIOUS JACKSON/Naked Eye
25	27	15	18	MATCHBOX 20/Long Day
27	27	15	17	LIVE/Lakini's Juice
19	22	18	18	PRODIGY/Firestarter
12	14	13	15	PORNO FOR PYROS/Hard Charger
18	11	8	14	SQUIRREL NUT ZIPPERS/Hell
18	18	11	14	VERUCA SALT/Volcano Girls
7	10	9	13	TONIC/You Could Only...
15	20	12	13	NINE INCH NAILS/The Perfect Drug
24	23	13	13	DASIS/Whatever
9	12	12	12	REEL BIG FISH/Sell Out
15	20	12	12	SILVERCHAIR/Abuse Me
8	11	11	11	FIONA APPLE/Sleep To Dream
18	15	11	11	VERUCA SALT/Volcano Girls
7	8	7	7	CHEMICAL BROTHERS/Setting Sun

MARKET #3
WKQX/Chicago
(312) 527-8348
Gamble/Shuminas

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
53	57	57	50	VERVE PIPE/The Freshmen
40	50	46	48	NINE INCH NAILS/The Perfect Drug
30	31	41	44	WHITE TOWN/Your Woman
16	16	40	43	SMASHING PUMPKINS/Eye
57	39	31	40	WALLFLOWERS/One Headlight
34	41	57	37	BUSH/Greedy Fly
58	53	31	35	SPACE/Female Of...
34	32	36	31	SUBLIME/Santeria
15	16	22	31	U2/Staring At The Sun
15	16	22	31	TORI AMOS/Silent All These...
30	31	29	27	LIVE/Lakini's Juice
14	20	24	25	JEWEL/You Were Meant...
20	20	25	25	PRODIGY/Firestarter
30	30	24	24	SILVERCHAIR/Abuse Me
26	24	19	21	COUNTING CROWS/A Long December
18	18	18	20	GARBAGE/1 Crush
16	18	18	20	LOCAL H/Bound For The Floor
20	25	26	20	NO DOUBT/Excuse Me Mr.
16	12	12	20	UNDERWORLD/Born Slippy
18	14	14	20	BECK/The New Pollution
14	18	19	19	311/All Mixed Up
23	20	15	18	VERUCA SALT/Volcano Girls
10	12	15	15	DAVE MATTHEWS BAND/Crash Into Me
25	24	15	16	OASIS/Whatever
17	15	13	16	CARDIGANS/Lovefool
10	12	15	16	FIONA APPLE/Sleep To Dream
14	18	12	15	OFFSPRING/Gone Away
30	30	30	11	COUNTING CROWS/Daylight Fading
13	14	15	14	CHEMICAL BROTHERS/Setting Sun
28	16	15	12	SMASHING PUMPKINS/Thirty-Three

MARKET #4
KITS/San Francisco
(415) 512-1053
Sands/West/Axelsen

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
28	33	33	31	WHITE TOWN/Your Woman
27	29	29	29	ALABAMA 3/Ain't Goin' To Go
15	15	15	29	WALLFLOWERS/One Headlight
23	28	28	24	SUBLIME/Santeria
21	21	21	24	BLUR/Song 2
14	15	15	23	SPACE/Female Of...
16	13	13	22	311/All Mixed Up
20	30	30	21	U2/Staring At The Sun
17	17	17	18	THIRD EYE BLIND/Semi-Charmed Life
10	15	15	17	SQUIRREL NUT ZIPPERS/Hell
9	10	10	17	BECK/The New Pollution
10	11	11	16	VERUCA SALT/Volcano Girls
10	11	11	16	OFFSPRING/Gone Away
5	5	5	15	WILCO/Outcaste (Outta...)
26	22	22	14	LIVE/Lakini's Juice
7	14	14	14	BUSH/Greedy Fly
12	8	6	14	RED HOT CHILI...Love Rollercoaster
7	17	17	14	JAMES/She's A Star
10	24	23	13	BETTER THAN EZRA/Desperately Wanting
14	8	6	13	COUNTING CROWS/A Long December
15	13	13	12	NO DOUBT/Excuse Me Mr.
28	28	28	12	BEN FOLDS FIVE/Battle Of Who...
10	7	7	12	GREEN DAY/Don't Want To...
18	15	15	12	KULA SHAKER/Hey Dude
18	15	15	12	MIGHTY MIGHTY BT/The Impression I Get
30	30	30	11	NINE INCH NAILS/The Perfect Drug
30	28	28	11	LUSCIOUS JACKSON/Naked Eye
12	8	8	11	SMASHING PUMPKINS/Thirty-Three

MARKET #5
WPLY/Philadelphia
(610) 565-8900
McGinn/Kubinski

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
28	44	46	44	DAVE MATTHEWS BAND/Crash Into Me
46	45	44	44	311/All Mixed Up
44	44	44	43	CARDIGANS/Lovefool
31	40	44	43	LIVE/Lakini's Juice
23	29	26	41	WALLFLOWERS/Everyday Is...
21	26	28	41	SHERYL CROW/Everyday Is...
27	26	26	38	SMASHING PUMPKINS/Thirty-Three
25	28	29	38	BECK/Where It's At
25	28	29	38	BETTER THAN EZRA/Desperately Wanting
21	26	27	38	LUSCIOUS JACKSON/Naked Eye
28	29	29	38	DUNCAN SHEIK/Barely Breathing
14	24	25	28	SPACE/Female Of...
14	25	28	28	SUBLIME/Santeria
20	29	28	28	SILVERCHAIR/Abuse Me
43	36	24	27	U2/Discotheque
27	20	26	27	GARBAGE/1 Crush
41	29	26	27	STONE TEMPLE PILOTS/Lady Picture Show
25	26	26	27	VERVE PIPE/The Freshmen
14	24	25	26	COLLECTIVE SOUL/Precious Declaration
10	11	17	23	BUSH/Greedy Fly
14	15	16	22	SOUNDGARDEN/Burden In My Hand
18	15	16	20	NINE INCH NAILS/The Perfect Drug
16	14	17	20	U2/Staring At The Sun
18	14	17	20	R.E.M./Electrolite
18	14	17	20	NO DOUBT/Excuse Me Mr.
41	46	43	17	BUSH/Greedy Fly
45	43	17	14	COUNTING CROWS/A Long December
14	14	14	14	VERUCA SALT/Volcano Girls
13	13	13	13	BLOODHOUND GANG/Fire Water Burn

MARKET #6
WHYY/Detroit
(313) 871-3030
Michaels/Tear

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
37	42	42	42	DAVE MATTHEWS BAND/Crash Into Me
22	28	41	42	CARDIGANS/Lovefool
22	28	41	42	DUNCAN SHEIK/Barely Breathing
42	42	41	41	WALLFLOWERS/One Headlight
42	42	39	31	311/All Mixed Up
35	36	37	37	SARAH McLACHLAN/Possession
23	36	38	34	JEWEL/You Were Meant...
23	38	34	34	SUBLIME/Santeria
30	38	31	31	SUBLIME/What I Got
28	31	28	31	NO DOUBT/Spiderswebs
28	34	30	30	NO DOUBT/Don't Speak
27	31	30	30	COUNTING CROWS/A Long December
29	31	33	30	R.E.M./Electrolite
25	29	29	29	OASIS/Whatever
23	29	29	29	BARENAKED LADIES/The Old Apartment
29	29	29	29	BETTER THAN EZRA/Desperately Wanting
21	19	26	28	SILVERCHAIR/Abuse Me
24	26	26	26	COLLECTIVE SOUL/Precious Declaration
35	33	31	26	LUSCIOUS JACKSON/Naked Eye
21	21	24	26	VERVE PIPE/The Freshmen
18	22	16	24	U2/Staring At The Sun
18	22	16	24	LIVE/Lakini's Juice
27	21	24	24	DEPECHE MODE/Barrel Of A Gun
29	27	29	29	SHERYL CROW/Everyday Is...
22	24	24	24	TORI AMOS/Silent All These...
19	20	15	22	BIG HEAD TODD...Resignation Superman
17	22	19	18	WHITE TOWN/Your Woman
11	14	16	16	CAKE/Will Survive
20	24	13	16	GARBAGE/1 Crush
11	12	16	16	MATTHEW SWEET/Where You Get Love

MARKET #7
KDGE/Dallas
(972) 770-7777
Folger/Smith/Peer

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
45	25	48	54	COUNTING CROWS/A Long December
51	27	48	62	WALLFLOWERS/One Headlight
23	53	49	49	SMASHING PUMPKINS/Thirty-Three
22	35	35	35	WHITE TOWN/Your Woman
12	23	33	31	JEWEL/You Were Meant...
8	19	23	31	K'S CHOICE/Not An Addict
12	10	21	31	BECK/The New Pollution
20	23	23	29	SPACE/Female Of...
30	22	23	28	OMC/How Bizarre
8	18	19	27	VERVE PIPE/The Freshmen
11	27	26	27	SAVAGE GARDEN/Want You
28	28	29	26	LIVE/Lakini's Juice
24	25	25	26	SUBLIME/Santeria
22	24	23	26	VERUCA SALT/Volcano Girls
17	17	17	24	PRODIGY/Firestarter
9	9	12	21	DAVE MATTHEWS BAND/Crash Into Me
12	21	24	24	SMASHING PUMPKINS/Destruction Unknown
16	17	16	17	COLLECTIVE SOUL/Precious Declaration
15	15	15	15	KULA SHAKER/Hey Dude
26	25	21	15	U2/Discotheque
22	25	13	14	SILVERCHAIR/Abuse Me
15	21	13	13	CAKE/Will Survive
15	21	13	13	NO DOUBT/Excuse Me Mr.
15	21	13	13	VALLEJO/Just Another Day
15	21	13	13	OFFSPRING/Gone Away
15	21	13	13	MATCHBOX 20/Push
15	21	13	13	MIGHTY MIGHTY BT/The Impression I Get
11	10	12	11	MOBY/That's When I...
11	10	12	11	COWBOY MOUTH/Jenny Says

MARKET #8
WHFS/Washington
(301) 306-0991
Benjamin/Waugh/Ferrote

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
35	35	35	35	311/All Mixed Up
25	25	35	35	BUSH/Greedy Fly
35	35	35	35	DAVE MATTHEWS BAND/Crash Into Me
35	35	35	35	LIVE/Lakini's Juice
35	35	35	35	SUBLIME/Santeria
35	35	35	35	U2/Staring At The Sun
35	35	35	35	VERVE PIPE/The Freshmen
35	35	35	35	WALLFLOWERS/One Headlight
35	35	35	35	WHITE TOWN/Your Woman
25	25	25	25	BETTER THAN EZRA/Desperately Wanting
25	25	25	25	CARDIGANS/Lovefool
35	35	35	35	COUNTING CROWS/A Long December
15	15	25	25	JEWEL/You Were Meant...
25	25	25	25	KULA SHAKER/Hey Dude
25	25	25	25	LUSCIOUS JACKSON/Naked Eye
25	25	25	25	MATTHEW SWEET/Where You Get Love
15	15	15	15	MIGHTY MIGHTY BT/The Impression I Get
25	25	25	25	OFFSPRING/Gone Away
15	25	25	25	PRODIGY/Firestarter
25	25	25	25	SMASHING PUMPKINS/Thirty-Three
25	25	25	25	SNEAKER PIMPS/6 Underground
25	25	25	25	SOUNDGARDEN/Blow Up...
35	35	35	35	SPACE/Female Of...
15	15	15	15	VERUCA SALT/Volcano Girls
15	15	15	15	BECK/The New Pollution
25	25	15	15	BLOODHOUND GANG/Fire Water Burn
15	15	15	15	BLUR/Song 2
15	15	15	15	CAKE/Will Survive
15	15	15	15	COLLECTIVE SOUL/Precious Declaration

MARKET #9
KTZB/Houston
(713) 968-1000
Cruze/Sadof

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
24	39	39	41	BETTER THAN EZRA/Desperately Wanting
41	40	40	40	BUSH/Greedy Fly
22	31	31	39	CARDIGANS/Lovefool
18	31	31	38	WALLFLOWERS/One Headlight
15	18	18	38	SHERYL CROW/Everyday Is...
21	22	22	36	GARBAGE/1 Crush
10	17	17	26	DAVE MATTHEWS BAND/Crash

ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE

R&R ALTERNATIVE REPORTERS

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Effective 3/7/97

102 Total Reporters

Breaker Criteria=1000 Total Plays For The First Time

WEQX/Albany, NY
WQBK/Albany, NY
KTEG/Albuquerque, NM
WNNX/Atlanta, GA
WJSE/Atlantic City, NJ
KROX/Austin, TX
WGRG/Binghamton, NY
WRAX/Birmingham, AL
KQXR/Boise, ID
WBCN/Boston, MA
WFNX/Boston, MA
WEDG/Buffalo, NY
WBTZ/Burlington, VT
WPGU/Champaign, IL
WEND/Charlotte, NC
WKQX/Chicago, IL
WAQZ/Cincinnati, OH
WOXY/Cincinnati, OH
WENZ/Cleveland, OH
KFMZ/Columbia, MO
WWCD/Columbus, OH
WZAZ/Columbus, OH
KDGE/Dallas, TX
WXEG/Dayton, OH
WKRO/Daytona Beach, FL
KTCL/Denver, CO
KXDM/Des Moines, IA
CKMX/Detroit, MI
WHYT/Detroit, MI
KNRQ/Eugene, OR
KFGX/Fargo, ND
KFRF/Fresno, CA
WEJE/Ft. Wayne, IN
WGRD/Grand Rapids, MI
WXNR/Greenville, NC
WQXA/Harrisburg, PA
WMRQ/Hartford, CT
KDEO/Honolulu, HI
KPOI/Honolulu, HI
KTBJ/Houston, TX
WRZX/Indianapolis, IN
WPLA/Jacksonville, FL
KCHZ/Kansas City, MO
KISF/Kansas City, MO
KLZR/Kansas City, MO
WNFZ/Knoxville, TN
WWDX/Lansing, MI
KEDG/Las Vegas, NV
KXTE/Las Vegas, NV
WXZZ/Lexington, KY
WLIR/Long Island, NY

KROQ/Los Angeles, CA
WMAD/Madison, WI
WRXQ/Memphis, TN
WLUM/Milwaukee, WI
KEGE/Minneapolis, MN
KREV/Minneapolis, MN
WHTG/Monmouth-Ocean, NJ
WKDF/Nashville, TN
WRLG/Nashville, TN
KKND/New Orleans, LA
WZRH/New Orleans, LA
WXRK/New York, NY
WBTV/Norfolk, VA
KQRF/Odessa-Midland, TX
KNRX/Oklahoma City, OK
KGDE/Omaha, NE
WPLY/Philadelphia, PA
KEDJ/Phoenix, AZ
KZON/Phoenix, AZ
WXDX/Pittsburgh, PA
WCYY/Portland, ME
KNRK/Portland, OR
WDST/Poughkeepsie, NY
WBRU/Providence, RI
WDGE/Providence, RI
KORB/Quad Cities, IA
KXCV/Reno, NV
WBZU/Richmond, VA
KCXX/Riverside, CA
WNVE/Rochester, NY
KWOD/Sacramento, CA
WOSC/Salisbury, MD
KXKR/Salt Lake City, UT
XHRM/San Diego, CA
XTRA/San Diego, CA
KITS/San Francisco, CA
KOME/San Jose, CA
KSLY/San Luis Obispo, CA
KHTY/Santa Barbara, CA
KJEE/Santa Barbara, CA
KNDD/Seattle, WA
WHMP/Springfield, MA
KTOZ/Springfield, MO
KPNT/St. Louis, MO
WKRL/Syracuse, NY
WXSJ/Tallahassee, FL
KFMA/Tucson, AZ
KMYZ/Tulsa, OK
WHFS/Washington, DC
WPBZ/West Palm Beach, FL
KICT/Wichita, KS

ADULT ALTERNATIVE REPORTERS

Effective 3/7/97

40 Total Reporters

Breaker Criteria=250 Total Plays For The First Time

WXLE/Albany, NY
KGSR/Austin, TX
KFXD/Boise, ID
WBOS/Boston, MA
WXRV/Boston, MA
WNCB/Burlington, VT
WMVY/Cape Cod, MA
WXRC/Charlotte, NC
WXRT/Chicago, IL
KBXR/Columbia, MO
KKZN/Dallas, TX
KBCO/Denver, CO
KXPK/Denver, CO
CIDR/Detroit, MI
WJBY/Ft. Myers, FL
WTTS/Indianapolis, IN
KXPT/Las Vegas, NV
WMMM/Madison, WI
KTCZ/Minneapolis, MN
KMBY/Monterey, CA

KPIG/Monterey, CA
WRLT/Nashville, TN
WKOC/Norfolk, VA
WMMQ/Orlando, FL
WXP/Philadelphia, PA
WNCB/Portland, OR
KTHX/Reno, NV
WMAX/Rochester, NY
KQPT/Sacramento, CA
KENZ/Salt Lake City, UT
KFOG/San Francisco, CA
KOTR/San Luis Obispo, CA
KTMN/Santa Fe, NM
KRSH/Santa Rosa, CA
KMTT/Seattle, WA
KAEP/Spokane, WA
WVRV/St. Louis, MO
WHPT/Tampa, FL
WXRK/Toledo, OH

MARKET #18
KZON/Phoenix
(602) 258-8181
Pugh

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
23	26	26	26	26	COUNTING CROWS/Daylight Fading
12	18	21	26	26	NO DOUBT/Happy Now?
18	19	25	26	26	ODDS/Someone Who's Cool
29	29	26	26	26	WALLFLOWERS/One Headlight
25	26	26	26	26	PEARL JAM/Oh He Goes
23	24	25	26	26	R.E.M./Electrolite
27	27	26	26	26	SMASHING PUMPKINS/Thirty-Three
16	15	17	18	18	DISHWALLA/Give
15	15	18	18	18	FIONA APPLE/Sleep To Dream
11	16	17	18	18	MUNDY/To You I Bestow
13	17	18	18	18	VERVE PIPE/The Freshmen
16	16	18	18	18	WHY STORE/Father
11	14	18	18	18	UGLY AMERICANS/You Turn Me On
17	14	17	18	18	BETTER THAN EZRA/Normal Town
16	17	17	18	18	BIG HEAD TODD.../Resignation Superman
10	11	13	17	17	JAMES/She's A Star
11	12	13	17	17	MY DRUG HELL/Girl At The Bus Stop
10	16	16	17	17	SUBLIME/Santeria
14	12	15	16	16	SATCHEL/Without Love
17	17	16	16	16	WILCO/Outasite (Outta...)
7	16	15	15	15	COLLECTIVE SOUL/Precious Declaration
11	13	15	15	15	LUSCIOUS JACKSON/Naked Eye
12	15	12	14	14	SCREAMING TREES/All I Know
16	17	17	14	14	SHERYL CROW/Hard To Make A Stand
12	12	12	14	14	SILVERCHAIR/Abuse Me
9	9	13	13	13	SHAWN COLVIN/Sunny Came Home
16	10	12	12	12	CHALK FARM/Live Tomorrow
6	5	9	12	12	R.E.M./So Fast, So Numb
13	5	10	12	12	STIR/Until Now
5	7	7	11	11	SPACE/Female Of...

MARKET #20
107.9 END
CLEVELAND'S MODERN ROCK

WXOX/Pittsburgh
(412) 937-1441
Castellini/Diana

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	34	34	35	35	LOCAL H/Bound For The Floor
35	33	33	35	35	SUBLIME/What I Got
32	34	34	33	33	BETTER THAN EZRA/Desperately Wanting
31	32	31	33	33	DAVE MATTHEWS BAND/Crash Into Me
30	33	32	33	33	CARDIGANS/Lovefool
34	34	35	32	32	LUSCIOUS JACKSON/Naked Eye
25	33	34	32	32	BECK/Devils Haircut
22	22	31	32	32	JEWEL/You Were Meant...
34	35	33	32	32	SMASHING PUMPKINS/Thirty-Three
33	34	34	32	32	NO DOUBT/Excuse Me Mr.
33	34	33	31	31	All Mixed Up
34	33	29	31	31	COUNTING CROWS/A Long December
26	30	27	29	29	POE/Hello
17	19	19	20	20	DUNCAN SHEIK/Barely Breathing
17	19	19	20	20	REPUBLICA/Drop Dead Gorgeous
25	29	28	28	28	VERUCA SALT/Volcano Girls
24	28	25	27	27	311/Don't Stay Home
25	28	27	27	27	GARBAGE/1 Crush
29	28	26	27	27	SARAH MCLEACHLAN/Possession
17	17	19	21	21	LIVE/Lakini's Juice
16	18	15	19	19	MIGHTY MIGHTY BT/The Impression I Get
16	18	15	19	19	COLLECTIVE SOUL/Precious Declaration
16	18	15	19	19	COUNTING CROWS/Angels Of...
16	19	18	16	16	OFFSPRING/All I Want
13	14	14	14	14	THIRD EYE BLIND/Semi-Charmed Life
13	14	14	14	14	FIONA APPLE/Sleep To Dream
13	14	14	14	14	BECK/The New Pollution
14	11	12	11	11	VERVE PIPE/The Freshmen
14	11	12	11	11	BUSH/Greedy Fly
10	12	15	11	11	NINE INCH NAILS/The Perfect Drug

MARKET #22
107.9 END
CLEVELAND'S MODERN ROCK

WENZ/Cleveland
(216) 861-0100
Robertson

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
50	47	49	51	51	DAVE MATTHEWS BAND/Crash Into Me
45	45	48	50	50	WALLFLOWERS/One Headlight
47	47	49	49	49	COUNTING CROWS/A Long December
48	44	43	49	49	BUSH/Greedy Fly
24	47	50	48	48	VERVE PIPE/The Freshmen
46	45	45	46	46	LIVE/Lakini's Juice
50	47	49	45	45	SILVERCHAIR/Abuse Me
49	45	48	37	37	U2/Staring At The Sun
20	22	18	27	27	SPACE/Female Of...
25	19	26	26	26	TRICKY/Christian Sands
23	20	25	25	25	K'S CHOICE/Not An Addict
21	19	24	24	24	BEN FOLDS FIVE/Battle Of Who...
22	18	24	24	24	ASHLEY MACISAAC/Sleepy Maggie
21	18	24	24	24	JAMES/She's A Star
21	20	23	23	23	MIGHTY MIGHTY BT/The Impression I Get
20	20	23	23	23	FIONA APPLE/Sleep To Dream
22	21	19	23	23	MUNDY/To You I Bestow
20	21	19	23	23	SUBLIME/Santeria
19	17	19	23	23	NINE INCH NAILS/The Perfect Drug
22	22	20	22	22	WILCO/Outasite (Outta...)
21	18	19	22	22	COLLECTIVE SOUL/Precious Declaration
16	20	18	22	22	MARILYN MANSON/Tourniquet
21	19	18	22	22	NO DOUBT/Excuse Me Mr.
21	19	18	22	22	KULA SHAKER/Hey Dude
23	21	17	22	22	VERUCA SALT/Volcano Girls
12	17	17	22	22	MOBY/That's When I...
12	19	20	21	21	STONE TEMPLE PILOTS/Tumble In The Rough
12	19	20	21	21	JEWEL/You Were Meant...

MARKET #23
KTCL/Denver
(303) 623-9330
Hayes

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
19	20	29	30	30	BECK/The New Pollution
19	20	29	30	30	SQUIRREL NUT ZIPPERS/Hell
12	20	22	29	29	DMC/How Bizarre
22	28	28	29	29	SPACE/Female Of...
28	28	29	29	29	SILVERCHAIR/Abuse Me
30	27	27	28	28	BIG HEAD TODD.../Resignation Superman
20	23	28	27	27	311/All Mixed Up
9	23	27	26	26	DAVE MATTHEWS BAND/Crash Into Me
18	18	19	25	25	WHITE TOWN/Your Woman
12	20	21	22	22	VERUCA SALT/Volcano Girls
28	27	21	22	22	LIVE/Lakini's Juice
17	19	21	22	22	PORNO FOR PYROS/Hard Charger
28	29	28	21	21	SMASHING PUMPKINS/Thirty-Three
21	26	20	21	21	NO DOUBT/Excuse Me Mr.
5	13	20	20	20	MIGHTY MIGHTY BT/The Impression I Get
27	26	24	20	20	WALLFLOWERS/One Headlight
28	28	29	20	20	U2/Discotheque
12	18	20	20	20	VERVE PIPE/The Freshmen
16	19	21	20	20	SNEAKER PIMPS/6 Underground
16	19	21	20	20	MATTHEW SWEET/Where You Get Love
10	19	22	19	19	CAKE/Will Survive
29	28	19	19	19	DEPECHE MODE/Barrel Of A Gun
10	9	10	17	17	SUBLIME/Santeria
11	11	15	16	16	WILCO/Outasite (Outta...)
13	10	25	15	15	KULA SHAKER/Hey Dude
12	11	12	15	15	ASHLEY MACISAAC/Sleepy Maggie
12	11	15	15	15	BARENAKED LADIES/The Old Apartment
5	11	13	14	14	JAMES/She's A Star
5	10	13	13	13	ORBIT/Medicine (Baby...)
5	13	12	12	12	ODDS/Someone Who's Cool

MARKET #24
94.7 NBS
PORTLAND'S NEW ROCK ALTERNATIVE

KNRK/Portland, OR
(503) 223-1441
Hamilton/Souther

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
37	38	37	38	38	BETTER THAN EZRA/Desperately Wanting
21	23	38	38	38	COLLECTIVE SOUL/Precious Declaration
21	25	21	38	38	LIVE/Lakini's Juice
30	37	35	38	38	DAVE MATTHEWS BAND/Crash Into Me
38	37	38	38	38	SMASHING PUMPKINS/Thirty-Three
13	22	38	38	38	WHITE TOWN/Your Woman
21	20	22	32	32	U2/Staring At The Sun
38	38	19	22	22	SILVERCHAIR/Abuse Me
22	20	22	22	22	VERVE PIPE/The Freshmen
21	22	20	21	21	MATTHEW SWEET/Where You Get Love
15	20	20	21	21	BECK/The New Pollution
22	21	19	21	21	CAKE/Will Survive
22	21	20	21	21	DEPECHE MODE/Barrel Of A Gun
20	22	21	21	21	MUNDY/To You I Bestow
23	23	22	21	21	NO DOUBT/Excuse Me Mr.
23	23	22	21	21	ORBIT/Medicine (Baby...)
23	21	22	21	21	SPACE/Female Of...
22	22	22	21	21	SUBLIME/Santeria
21	21	22	21	21	SUICIDE MACHINES/No Face
21	22	22	21	21	VERUCA SALT/Volcano Girls
21	22	21	20	20	311/All Mixed Up
38	37	19	20	20	BUSH/Greedy Fly
18	22	20	20	20	LUSCIOUS JACKSON/Naked Eye
23	21	18	20	20	SOCIAL DISTORTION/When The Angels Sing
18	18	19	20	20	OFFSPRING/Gone Away
18	18	19	20	20	STONE TEMPLE PILOTS/Lady Picture Show
18	20	19	18	18	STONE TEMPLE PILOTS/Tumble In The Rough
21	21	14	18	18	NINE INCH NAILS/The Perfect Drug
16	15	16	15	15	DMC/How Bizarre

MARKET #25
107.1

WAQZ/Cincinnati
(513) 621-9326
Harris/Schlesler

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	40	41	36	36	WALLFLOWERS/One Headlight
44	45	35	36	36	TORI AMOS/Silent All These...
47	47	41	34	34	DUNCAN SHEIK/Barely Breathing
25	30	31	32	32	BETTER THAN EZRA/Desperately Wanting
1	7	10	30	30	U2/Staring At The Sun
43	36	36	30	30	COUNTING CROWS/A Long December
23	21	22	29	29	SUBLIME/Santeria
12	19	28	28	28	SMASHING PUMPKINS/Thirty-Three
33	36	27	27	27	JEWEL/You Were Meant...
45	39	34	27	27	DAVE MATTHEWS BAND/Crash Into Me
24	28	27	25	25	COLLECTIVE SOUL/Precious Declaration
22	29	26	25	25	VERVE PIPE/The Freshmen
30	29	26	25	25	GARBAGE/1 Crush
9	14	17	20	20	VERUCA SALT/Volcano Girls
8	11	18	18	18	CAKE/Will Survive
7	10	12	18	18	SPACE/Female Of...
21	20	18	18	18	SILVERCHAIR/Abuse Me
23	22	19	17	17	PAULA COLE/Where Have All...
14	18	17	17	17	NO DOUBT/Excuse Me Mr.
23	21	20	16	16	SHAWN COLVIN/Sunny Came Home
22	18	16	16	16	BODEANS/Hurt By Love
12	17	15	15	15	311/All Mixed Up
19	16	15	14	14	OFFSPRING/All I Want
7	11	12	15	15	BEN FOLDS FIVE/Battle Of Who...
8	10	12	15	15	BUSH/Greedy Fly
7	10	12	15	15	BIG HEAD TODD.../Resignation Superman
11	7	12	15	15	R.E.M./Electrolite
8	8	12	15	15	WILCO/Outasite (Outta...)
9	10	11	15	15	ODDS/Someone Who's Cool
9	10	11	15	15	FUN LOVIN' CRIMINALS/Fun Lovin' Criminals

Breakthrough

Artist:

SNEAKER PIMPS

TRACK: "6 UNDERGROUND"

LP: "BECOMING X"

PRODUCER: LINE OF FLIGHT/JIM ABISS

LABEL: VIRGIN

decided to experiment with guitar and beat until the shoe fits.

The Pimps — **Kelli Dayton** (vocals), **Chris Corner** (guitars), and **Liam Howe** (keyboards) — have grown steadily from R&R Specialty Show panel success to a place where you now have to decide: Are you stylin' or not? I guarantee one thing. Put this one on, and the debate over your Alternative credibility will end abruptly.

• **Influences:** Kraftwerk, Beastie Boys, Shirley Bassey

• **Artist POV:** The Sneaker Pimps know their approach offers a break from the mundane when Liam Howe says, "Hopefully we don't fit in anywhere, and a new hole will have to be made for us." The Pimps are steadily "cornering" a market for their groove.

— Sky Daniels

essentials: Iconoclasm is becoming an Alternative virtue again. While a lot more people felt comfortable with the traditional rock basis that grunge gave the format, the fact is, things were overextended to the point of producing homogenized results.

Now Alternative is looking for a way to revive a sense of distinction and views rhythm as an avenue of choice. The Sneaker Pimps (a term the Beastie Boys afforded a friend who found shoes for them) have



Breakthrough Artist highlights breaking artists charting for the first time.

U2

"Staring At The Sun" (Island)

WPLY/Philadelphia PD Jim McGuinn



Remember when we were kids, growing up and falling in love with rock and roll?

■ I used to get so excited when an artist like the Stones or the Who put out a new album. In Chicago, the "Loop" [WLUP] would go deep, exposing multiple

tracks, getting the fans pumped up before the album hit stores and a tour would go on sale. ■ Over the past few weeks we've had the opportunity to create that same kind of excitement with new albums from U2 and Live. The consensus track emerging from U2's "Pop" is

"Staring At The Sun." "Staring" is a brilliant pop song sporting a Beatleish vibe, driven by Edge's lucid guitar work, some nice synth washes, and the catchiest hooks on the album.

■ How will the public react? One development to watch for is whether U2 can regenerate, as when the aforementioned Stones and Who released latter-day lps, they found a new generation of fans, building on their original '60s base with '70s kids (like me). As the classy elder statesmen of Alternative, we need to have U2 make a similar regeneration. Both their "original" 25-plus fans and the newer 12-24 base need to connect behind "Pop."

■ In order for U2 and Alternative to succeed in 1997, we need records with that commonality. To do that, we need to pump "Staring At The Sun" out of the jeeps, malls, and Walkmans of America.

Jim McGuinn
ON THE RECORD



Seems like the format is determined to reclaim its upper-demo audience. A number of adult-friendly records have programmers talking ... Jewel was "Meant" for a huge follow-up, if the format's kingpins are to be believed. Research and sales are convincing everyone this is a gem. ... Paula Cole is set to finally break through with interest from WKQX/Chicago and KEGE/Minneapolis ... U2 delivers the accessible track in "Sun" that upper-demos crave ... Matchbox 20 is showing the "Day" is just beginning ... INXS may rekindle heat if early reaction to "Wasted" continues ... Wallflowers, Dave Matthews, and Verve Pipe are prime examples of records that have it both ways — huge!!! The kids are still alright, though, as evidenced by strong research filtering back on Nine Inch Nails and

ON THE RADIO
With Sky Daniels

Offspring. Format elitists have dogged them, but the truth is the audience wants both. I'd listen to the people who really count ... Third Eye Blind may be the best new record out ... Kudos to Columbia for sticking with Kula Shaker. Their live tour proved just how real this act is ...

PUZZLE GUT
"I KNOW IT WELL"

They Know...

KROQ	KDGE	WRXQ	KXRK	KNRK
99X	KPNT	WZRH	KEDJ	WRAX
Q101	KEGE	KKND	KTEG	KXTE
WRZX	WKDF	KGDE	KWOD	and many, many more

Come see Puzzlegut live at our SXSW "OuttaTowner Hootenanny Free Range BBQ & New Wave Beer Bust" Friday March 14th at 2:30pm - Emo's of Austin

Trauma RECORDS

From their self-titled debut album
Produced & Mixed by Thom Panunzio and Paul Palmer
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NEW MUSIC SPECIALTY SHOWS

Ben Folds, Spindles & Mutilates The Panel

Ben Folds Five showed its indie roots with a first-place finish on the R&R Specialty Chart. This act built its cult following through a dedicated touring approach, and the street hasn't forgotten that. WNNX/Atlanta, KTBZ/Houston, and XHRM/San Diego all believe in Ben. Blur kept its Panel presence intact, with continued support from KOME/San Jose, WROX/Norfolk, and others. Pavement stayed strong, and Orbit went into, er, fourth place. Play included KREV/Minneapolis and WBRU/Providence. Dinosaur Jr. made an auspicious debut. Record To Watch: Sloan.

WHTG/Monmouth, NJ The Underground Sunday, February 23	WHTG
PLEXI Roller Rock Cam (Sub Pop)	
D GENERATION Major (Columbia)	
3 COLOURS RED Nuclear Holiday (Creation UK)	
60 FT. DOLLS Talk To Me (DGC/Geffen)	
SOUL COUGHING Super Bon Bon (Warner Bros.)	
ORANGE 9mm Fire In The Hole (Atlantic)	
HANDSOME Needles (Epic)	
SUNSHINE BLIND I Ran (Energy)	
MANSUN Wide Open Space (EMI UK)	
PAPAS FRITAS Hey Hey You Say (Minty Fresh)	
DITCH CROAKER Pulling Back The Mask (In Bloom/Reprise)	
SLOAN G Turns To D (Enclave)	

SPECIALTY SHOW REPORTERS

Shows and their Top 5 songs listed alphabetically by market

WQBK/Albany, NY Over The Edge Monday midnight-2am Kelli McNamara Third Eye Blind "Semi-Charmed Life" Sloan "The Good In Everyone" My Drug Hell "Girl At The Bus Stop" Dinosaur Jr. "Nothin's Goin' On" Sonic Youth "Bee-Bee's Song"	WKRO/Daytona Beach, FL Brave New World Thursday 10-11am Aaron "with a K" Schatz Ben Folds Five "Battle Of Who..." Silverjet "Plastica" Morphine "Early To Bed" Shudder To Think "Red House" Snoopy Ruben "Wendy McDonald"	KEGE/Minneapolis, MN Under The Edge Monday 1-2am Peter Johns Lori Carson "Something's Got Me" Atomik 61 "Inertia #3" Helmet "Exactly What You..." Prong "Controller" Orange 9mm "Failure"	WBRU/Providence, RI Breaking And Entering Wednesday midnight-2am Matt Maloney Folk Implosion "Pole-Position" 30 Amp Fuse "Sterogram" Hydrogen Terrors "The Latin King" Cash Money "Oil Can" Falling Walendas "Parr"
KTEG/Albuquerque, NM Over The Edge Sunday 7-8:30pm Julie Hoyt Star 69 "I'm Insane" Sneaker Pimps "Wasted Early Sunday" Squirrel Nut Zippers "Hell" Helmet "Exactly What You..." Ben Folds Five "Battle Of Who..."	WOXA/Harrisburg, PA The Sunday Morning News Sunday 8-10am Bill Hanson Moby "That's When I..." Cake "I Will Survive" L7 "Off The Wagon" Firewater "Some Strange..." Fiona Apple "Sleep To Dream"	KREV/Minneapolis, MN Counter Revolution Wednesday 10-11pm Christine Kaas Son Volt "Canyard Easy" Red Red Meat "Chinese Balls" Frogpond "Be" Matthew Sweet "Where You Get Love" Marbles "Go Marilee"	KXRK/Salt Lake City, UT Now Hear This Sunday 9-10pm Sean Ziebarth Fluffy "Black Eye" Faithless "Insomnia" Powerman 5000 "Tokyo Vigilante #1" Shudder To Think "Bad House" Marbles "Go Marilee"
WNNX/Atlanta, GA Planet Jill Sunday 10pm-1am Jill Melancon L7 "Off The Wagon" Handsome "Needles" Firewater "Some Strange..." Marden Hill "Hijack" Brigid Boden "Must Go On"	KTBZ/Houston, TX Lunar Rotation Sunday 7-9pm David Sadof Lori Carson "Something's Got Me" Morphine "Early To Bed" Shudder To Think "Red House" Smashing Pumpkins "Eye" Veruca Salt "Shutterbug"	WHTG/Monmouth, NJ Goin' Underground Sunday 9-midnight Jeff Raspe Miracle Legion "Madison Park" Beth Orton "Whenever" Vent 414 "Life Before You" Throwing Muses "Freeloder" Oral Groove "England's Dreaming"	XHRM/San Diego, CA Whatever! Saturday 9pm-2am Greg Pearson Miracle Legion "Must Go On" My Life Story "The King of..." Firewater "Some Strange..." Gus Gus "Believe" Bis "Candytop"
WBCN/Boston, MA Nocturnal Emissions Sunday 8-10pm Oedipus Underworld "Pearl's Girl" Smashing Pumpkins "Eye" Morphine "Early To Bed" Live "Century" Green Day "Do, Da, Da"	WPLA/Jacksonville, FL Forbidden Planet Saturday 8pm-1am Robert Goodman Descendents "I'm The One" White Town "Your Woman" Smashing Pumpkins "Eye" Tool "H" 88 Fingers Louie "Help!"	WRLG/Nashville, TN Thunderground Radio Sunday 7-9:30pm Jason Moon Firewater "Some Strange..." Damien Jurado "The Joke Is Over" Stella "California" Blur "Song 2" Built To Spill "Untrustable"	KITS/San Francisco, CA Transmitter Adjustment Sunday 10pm-midnight Rick Stuart & Steve Masters Bomb The Bass "Bug Powder Oust" Swell "The Trapp" Kula Shaker "Hush" Apollo 440 "An't Talkin' Dub" Daft Punk "Da Funk"
WFNX/Boston, MA Moods For Moderns Sunday 8-10pm Charlie Fuffie "Shells" DJ Shadow "Building Steam..." Cranes "Fourteen" Spring Heel Jack "Take 1" Beck "Tea In Your Cap"	KISF/Kansas City, MO Living Room Sunday 8-10pm Stan & Joel Outhouse "Bleed" Lillies "Shovel Into Space..." James "She's A Star" Driver Eight "Cheers" Protein "My Blood" Shiner "The Situationist"	WZRH/New Orleans, LA Beyond The Charts Sunday 8-11pm Troy Blossman Puzzle Gut "Your Sister's Ass" V-Roys "Sooner Or Later" Crumbs "Long Distance Love" Protein "My Blood" Uninvited "Too High"	KOME/San Jose, CA Nocturnal Noise Saturday midnight-1am Jeanette Grgurevic Built To Spill "Untrustable" Orbit "Satan Live" MXPX "Today Is In My Way" Blur "Song 2" Gus Gus "Believe"
WBTZ/Burlington, VT Spinning Unrest Sunday 9-10:30pm Steve Picard Pavement "Stereos" Built To Spill "Untrustable" Papas Fritas "Hey Hey You Say" Orbit "Medicine" Pigeonhed "It's Like The Man..."	KLZR/Kansas City, MO Nocturnal Transmission Sunday 10:20pm-1am Ray Velasquez Transglobal Underground "Lexicana" Source Direct "Two Mask" Everything But The Girl "Before Today" Phoek "Ni-Ten-Ichi-Ryu" Skylab "The Trapp"	WXRK/New York, NY The Buzz Sunday Midnight-2am Alexa Tobin Pavement "Shady Lane" Ben Folds Five "Battle Of Who..." Orbit "Medicine" Blur "Song 2" Squirrel Nut Zippers "Hell"	KJEE/Santa Barbara, CA Dissonant Tendrils Sunday 10:20pm-midnight John Schroeter Firewater "Some Strange..." OMC "How Bizarre" Silverjet "Plastica" Pavement "Stereos" Boo Radleys "Whats In The Box?"
WAQZ/Cincinnati, OH Before The Revolution Weeknights midnight-1am Alabama 3 "Am't Goin' To Goa" Third Eye Blind "Semi-Charmed Life" Real Big Fish "Sell Out" Downset "Pocket Full Of..." Sister Hazel "All For You"	WWDX/Lansing, MI Above The Pale Sunday 9-10:30pm Chris Brunt OMC "How Bizarre" Jamiroquai "Cosmic Girl" Sneaker Pimps "6 Underground" White Town "Your Woman" Longpigs "She Said"	WROX/Norfolk, VA Nocturnal Transmissions Monday 7-9:30pm Al Mitchell Ben Folds Five "Battle Of Who..." Shudder To Think "Red House" Morphine "Early To Bed" Mary Lou Lord "Maritan Saints" Blur "Song 2"	KNDD/Seattle, WA Loudspeaker Sunday 10-11pm Bill Reid or Marco Collins Spoon "Waiting For The Kid" Beatsleeper "One Moment" Gus Gus "Polyesterday" Crustation "Purple" Crystal Method "Come 2 Gether"
WOXY/Cincinnati, OH Gridloxx Sunday 11pm-1am Dan Cromer Built To Spill "Kicked It In The Sun" Spoon "Mountain To Sound" Sonic Youth "Bee-Bee's Song" Red Krayola "Another Song..." Chavez "Our Boys Will..."	KXTE/Las Vegas, NV It Hurts When I Pee Sunday 10pm-midnight Chris Ripley Less Than Jake "Automatic" Lifter "402" Naked "Mann's Chinese" Drain "I Don't Mind" Marilyn Manson "Antichrist Superstar"	KNRX/Oklahoma City, OK Xtremities Sunday 8-9:30pm Geno Pearson Helmet "Exactly What You..." Cibo Mato "Sugar Water" Blur "Song 2" Naked "Mann's Chinese" Pavement "Stereos"	KPNT/St. Louis, MO New Music Sunday Sunday 7-9:30pm Les Aaron Kula Shaker "Hush" Depeche Mode "It's No Good" Blur "MOR" Cecil "No Excuses" INXS "Elegantly Wasted"
KDGE/Dallas, TX The Adventure Club Sunday 7-10pm Josh & Kevin Promise "Everywhere In Denver" Blur "Look Inside America" Red Red Meat "There's A Star Above" Kenickie "In Your Car" Make Up "Gospel 2000"	KROQ/Los Angeles, CA Rodney On The RQ Sunday 10pm-1am Rodney Bingenheimer Church "Comedown" Shame Idols "Bang, Bang, Kiss..." Diggers "Circles" Flur "Got Everything" Star 69 "I'm Insane"	WXDX/Pittsburgh, PA Edge Of The X Sunday 9-11pm All Castelli/Brandon Davis White Town "Your Woman" Pavement "Shady Lane" Jane Jensen "More Than I Can" Ben Folds Five "Battle Of Who..." Morphine "Early To Bed"	WXSX/Tallahassee, FL Underground Lounge Sunday 8-10pm Rob The Lounge Lizard Horny Toad "Shivers" Squirrel Nut Zippers "Hell" Real Big Fish "Sell Out" Space "Female Of..." White Town "Your Woman"
WXEG/Dayton, OH The Edge Spin Cycle Sunday 9-10:30pm Alden Rantz Jane Jensen "More Than I Can" White Town "Your Woman" Real Big Fish "Sell Out" Moby "That's When I..." James "She's A Star"	WRXQ/Memphis, TN The Eleventh Hour Sunday 11pm-midnight Maxwell Squirrel Nut Zippers "Hell" Vallejo "Just Another Day" Chemical Brothers "Setting Sun" Sneaker Pimps "6 Underground" Neri Herder "Sorry"	WDST/Poughkeepsie, NY Indie Flex Thursday 10-11pm Nic Harcourt Franz Kafka "Special State Of..." Almighty Ultrasound "Freak" Pusher "Supernaked" Chemlab "Electric Molecular" Ben Vaughn "Rock Is Dead"	WHFS/Washington, DC Now Hear This Sunday 8-10:30pm Dave Marsh Oysters "Forest Fire" Lillies "Shovel Into Spade..." Tanya Donelly "Blam" Boss Hog "I'm Not Like..." Shudder To Think "Red House"

TOP 20 ARTISTS

Ranked by total number of shows reporting artist.

- 1 BEN FOLDS FIVE (550 Music)
- 2 BLUR (Virgin)
- 3 PAVEMENT (Matador/Capitol)
- 4 ORBIT (A&M)
- 5 SNEAKER PIMPS (Virgin)
- 6 CRANES (Dedicated)
- 7 DINOSAUR, JR (Reprise)
- 8 LESS THAN JAKE (Capitol)
- 9 THIRD EYE BLIND (Elektra/EEG)
- 10 HELMET (Interscope)
- 11 SHUDDER TO THINK (Elektra/EEG)
- 12 MIGHTY MIGHTY BT (Mercury) Airplay Includes: KDGE, WPLA, WQBK
- 13 MORPHINE (DreamWorks) Airplay Includes: KTBZ, WBCN, WROX
- 14 FIREWATER (Jetset) Airplay Includes: KJEE, WFNX, XHRM
- 15 FOUNTAINS OF WAYNE (Tag/Antalantic) Airplay Includes: KXRK, WQXA, WXRK
- 16 SQUIRREL NUT ZIPPERS (Mammoth/Antalantic) Airplay Includes: KTEG, WRXQ, WXDX
- 17 BUILT TO SPILL (Wamer Bros) Airplay Includes: KOME, WZRH, WRLG
- 18 LORI CARSON (Restless) Airplay Includes: KEGE, WKRO, WQBK
- 19 SLOAN (Enclave) Airplay Includes: WBRU, WPLA, WWDX
- 20 STAR 69 (Radioactive/MCA) Airplay Includes: KROQ, WXEG, WZRH

Compiled by Lynn Beaudoin

40 Total Reporters



NAKED

"Mann's Chinese"

#3 MOST ADDED!

- | | | | | | |
|------|------|------|------|------|------|
| KREV | KEDJ | KLZR | WLUM | KKND | KNRX |
| WXEG | WBZU | WEQX | KDEO | WKRL | KGDE |
| WHMP | WKRO | KQXR | KNRQ | KQRX | KFGX |

Your listeners will tell you!



MARCH 7, 1997

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	WALLFLOWERS One Headlight (<i>Interscope</i>)	621	693	680	719	32/1
4	3	3	2	DAVE MATTHEWS BAND Crash Into Me (<i>RCA</i>)	590	594	620	598	31/0
2	2	2	3	SHERYL CROW Everyday Is A Winding Road (<i>A&M</i>)	532	599	646	649	28/0
3	4	4	4	COUNTING CROWS A Long December (<i>DGC/Geffen</i>)	517	540	571	621	28/0
7	6	5	5	SHAWN COLVIN Sunny Came Home (<i>Columbia</i>)	496	497	453	438	33/0
14	10	8	6	JEWEL You Were Meant For Me (<i>Atlantic</i>)	448	436	377	326	27/1
6	7	7	7	BIG HEAD TODD & THE MONSTERS Resignation... (<i>Revolution</i>)	443	457	444	441	27/0
BREAKER			8	U2 Staring At The Sun (<i>Island</i>)	439	95	—	—	35/6
9	8	9	9	WIDESPREAD PANIC Hope In A Hopeless World (<i>Capricorn/Mercury</i>)	422	426	422	383	31/1
15	12	10	10	VERVE PIPE The Freshmen (<i>RCA</i>)	411	371	350	275	33/2
5	5	6	11	R.E.M. Electrolite (<i>Warner Bros.</i>)	411	484	456	457	30/0
18	17	12	12	ODDS Someone Who's Cool (<i>Elektra/EEG</i>)	335	295	252	248	28/3
8	9	11	13	PAULA COLE Where Have All The Cowboys Gone? (<i>Imago/WB</i>)	334	367	410	418	22/0
16	14	13	14	FIONA APPLE Sleep To Dream (<i>Work</i>)	306	291	291	265	25/0
21	19	14	15	VAN MORRISON The Healing Game (<i>Polydor/A&M</i>)	301	278	247	205	27/1
BREAKER			16	COLLECTIVE SOUL Precious Declaration (<i>Atlantic</i>)	252	231	205	172	14/0
22	24	21	17	DUNCAN SHEIK She Runs Away (<i>Atlantic</i>)	246	226	199	197	22/1
19	20	16	18	BETTER THAN EZRA Desperately Wanting (<i>Swell/Elektra/EEG</i>)	240	257	227	234	15/0
24	23	24	19	BRUCE COCKBURN Night Train (<i>Rykodisc</i>)	226	203	200	181	20/0
26	26	25	20	COUNTING CROWS Daylight Fading (<i>DGC/Geffen</i>)	218	196	172	167	22/3
—	—	26	21	MORPHINE Early To Bed (<i>DreamWorks/Rykodisc</i>)	212	177	94	25	22/3
12	13	17	22	JOHN MELLENCAMP Just Another Day (<i>Mercury</i>)	202	243	295	333	16/0
20	21	23	23	CARDIGANS Lovefool (<i>Mercury</i>)	183	205	206	223	9/0
23	25	28	24	WILCO Outtasite (Outta Mind) (<i>Reprise</i>)	176	166	177	192	18/0
30	30	—	25	PATTY GRIFFIN Every Little Bit (<i>A&M</i>)	175	154	132	130	18/0
10	11	15	26	U2 Discotheque (<i>Island</i>)	173	266	347	380	17/0
28	27	29	27	LOW & SWEET ORCHESTRA A Nail Won't Fix A Broken... (<i>Interscope</i>)	163	166	163	152	15/0
17	18	20	28	SMASHING PUMPKINS Thirty-Three (<i>Virgin</i>)	161	229	250	253	9/0
DEBUT			29	WILLIAM TOPLEY Uptown (<i>Mercury</i>)	158	125	106	92	18/0
29	29	30	30	NIL LARA Baby (<i>Metro Blue/Capitol</i>)	158	156	151	130	18/0

This chart reflects airplay from February 24-March 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 40 Adult Alternative reporters. 39 current playlists. © 1997, R&R Inc.

NEW & ACTIVE

JONNY LANG Lie To Me (*A&M*)
Total Plays: 155, Total Stations: 17, Adds: 3

WILCO Monday (*Reprise*)
Total Plays: 148, Total Stations: 14, Adds: 0

CHRIS WHITLEY Automatic (*Work*)
Total Plays: 140, Total Stations: 17, Adds: 1

FREEDY JOHNSTON On The Way Out (*Elektra/EEG*)
Total Plays: 130, Total Stations: 19, Adds: 3

DISHWALLA Give (*A&M*)
Total Plays: 130, Total Stations: 12, Adds: 2

PAULA COLE Me (*Imago/WB*)
Total Plays: 127, Total Stations: 16, Adds: 1

SUBLIME Santeria (*Gasoline Alley/MCA*)
Total Plays: 125, Total Stations: 10, Adds: 1

SHERYL CROW Hard To Make A Stand (*A&M*)
Total Plays: 124, Total Stations: 11, Adds: 0

LUSCIOUS JACKSON Naked Eye (*Grand Royal/Capitol*)
Total Plays: 122, Total Stations: 6, Adds: 0

JOHN MELLENCAMP Emotional Love (*Mercury*)
Total Plays: 115, Total Stations: 11, Adds: 3

Songs ranked by total plays.

BREAKERS

U2
Staring At The Sun (Island)
TOTAL PLAYS/INCREASE: 439/344
TOTAL STATIONS/ADDS: 35/6
CHART: 8

COLLECTIVE SOUL
Precious Declaration (Atlantic)
TOTAL PLAYS/INCREASE: 252/21
TOTAL STATIONS/ADDS: 14/0
CHART: 16

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
JOHN LEE HOOKER Dimples (<i>Point Blank/Virgin</i>)	8
BEN FOLDS FIVE Battle Of Who Could Care Less (<i>550 Music</i>)	6
U2 Staring At The Sun (<i>Island</i>)	6
CHALK FARM Live Tomorrow (<i>Columbia</i>)	4
VAN MORRISON Burning Ground (<i>Polydor/A&M</i>)	4
THIRD EYE BLIND Semi-Charmed Life (<i>Elektra/EEG</i>)	4
U2 Last Night On Earth (<i>Island</i>)	4
PHIL CODY Hats Off (<i>Interscope</i>)	3
COUNTING CROWS Daylight Fading (<i>DGC/Geffen</i>)	3
JAMIROQUAI Virtual Insanity (<i>Work</i>)	3
FREEDY JOHNSTON On The Way Out (<i>Elektra/EEG</i>)	3
JONNY LANG Lie To Me (<i>A&M</i>)	3
JOHN MELLENCAMP Emotional Love (<i>Mercury</i>)	3
MORPHINE Early To Bed (<i>DreamWorks/Rykodisc</i>)	3
ODDS Someone Who's Cool (<i>Elektra/EEG</i>)	3
MATTHEW SWEET Where You Get Love (<i>Zoo</i>)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
U2 Staring At The Sun (<i>Island</i>)	+344
MATTHEW SWEET Where You Get Love (<i>Zoo</i>)	+69
U2 Do You Feel Loved (<i>Island</i>)	+55
BODEANS Count On Me (<i>Slash/Reprise</i>)	+48
U2 Last Night On Earth (<i>Island</i>)	+44
ODDS Someone Who's Cool (<i>Elektra/EEG</i>)	+40
VERVE PIPE The Freshmen (<i>RCA</i>)	+40
MORPHINE Early To Bed (<i>DreamWorks/Rykodisc</i>)	+35
WILLIAM TOPLEY Uptown (<i>Mercury</i>)	+33
WALLFLOWERS The Difference (<i>Interscope</i>)	+33

Breakers: Songs registering 250 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

BEN FOLDS FIVE

Battle of who could care less

From the new album *of*
HATEVER AND EVER MEN

#2 MOST ADDED!

Now playing on 50 Adult Alternative Stations, with 10 new this week including:

WXRT/Chicago CIDR/Detroit WKOC/Norfolk
KMBY/Monterey KTHX/Reno WNCS/Burlington

Also Playing On:

KTMN/Santa Fe WXP/Philadelphia WRLT/Nashville
WXR/V/Boston WBOS/Boston WXRC/Charlotte

Alternative Nation **On Tour With Counting Crows Starting 3/31**

Produced and Recorded at home by Caleb Southern & Ben Folds
mixed by Andy Wallace Management: Alan Wolmark
and Peter Felstead at

MARCH 7, 1997

3W	2W	LW	TW	ARTIST	TITLE LABEL(S)	TOTAL STATIONS/ADDS	TOTAL PLAYS	+/- PLAYS	EMPHASIS TRACKS (PLAYS)
13	14	12	1	U2	Pop (Island)	37/2	829	+398	"Staring" (439) "Disco" (173)
2	2	3	2	COUNTING CROWS	Recovering The Satellites (DGC/Geffen)	37/1	812	-5	"December" (517) "Daylight" (218)
1	1	1	3	SHERYL CROW	Sheryl Crow (A&M)	35/0	811	-43	"Everyday" (532) "Hard" (124)
3	3	2	4	WALLFLOWERS	Bringing Down The Horse (Interscope)	37/0	789	-51	"Headlight" (621) "Marleans" (84)
4	4	4	5	DAVE MATTHEWS BAND	Crash (RCA)	33/0	639	-2	"Crash" (590) "Two" (36)
8	7	7	6	BIG HEAD TODD & THE MONSTERS	Beautiful World (Revolution)	33/0	627	+21	"Superman" (443) "Tell" (94)
6	6	5	7	SHAWN COLVIN	A Few Small Repairs (Columbia)	35/0	606	-20	"Sunny" (496) "House" (57)
5	5	6	8	R.E.M.	New Adventures In Hi-Fi (Warner Bros.)	32/0	531	-94	"Electro" (411) "Me" (58)
7	8	8	9	PAULA COLE	This Fire (Imago/WB)	31/0	497	-47	"Cowboys" (334) "Me" (127)
14	12	9	10	JEWEL	Pieces Of You (Atlantic)	27/1	475	-24	"You" (448) "Save" (27)
10	11	10	11	WIDESPREAD PANIC	Bombs & Butterflies (Capricorn/Mercury)	31/1	442	-4	"Hope" (422) "Radio" (14)
9	9	11	12	JOHN MELLENCAMP	Mr. Happy Go Lucky (Mercury)	28/2	413	-32	"Day" (202) "Emotional" (115)
18	13	15	13	VERVE PIPE	Villains (RCA)	33/2	411	+40	"Freshmen" (411)
11	10	13	14	FIONA APPLE	Tidal (Work)	27/0	384	-20	"Sleep" (306) "Shadowboxer" (42)
16	15	14	15	DUNCAN SHEIK	Duncan Sheik (Atlantic)	28/1	373	-24	"Runs" (246) "Barely" (127)
27	22	20	16	VAN MORRISON	The Healing Game (Polydor/A&M)	28/2	349	+71	"Healing" (301) "Burning" (30)
17	16	16	17	WILCO	Being There (Reprise)	27/0	345	+19	"Outtastite" (176) "Monday" (148)
21	21	17	18	ODDS	Nest (Elektra/EEG)	28/3	335	+27	"Cool" (335)
23	19	18	19	BRUCE COCKBURN	The Charity Of Night (Rykodisc)	22/0	299	+1	"Night" (226) "Pacing" (24)
22	23	22	20	BETTER THAN EZRA	Friction, Baby (Swell/Elektra/EEG)	15/0	253	-16	"Wanting" (240) "King" (13)
—	27	23	21	COLLECTIVE SOUL	Disciplined Breakdown (Atlantic)	14/0	252	+21	"Precious" (252)
12	17	19	22	BODEANS	Blend (Slash/Reprise)	20/0	248	-44	"Hurt" (141) "Count" (87)
DEBUT	23	23	23	MORPHINE	Like Swimming (DreamWorks/Rykodisc)	22/3	212	+35	"Early" (212)
15	18	21	24	SOUNDTRACK	Michael (Revolution)	14/0	210	-61	"Hands" (156) "Spider" (54)
20	24	26	25	SUBLIME	Sublime (Gasoline Alley/MCA)	12/1	204	-6	"Santeria" (125) "What" (79)
DEBUT	26	26	26	ROOMFULL OF BLUES	Under One Roof (Bullseye)	21/0	203	+37	"Standing" (99) "Fine" (92)
24	25	25	27	CARDIGANS	First Band On The Moon (Mercury)	11/0	196	-25	"Lovefool" (183) "Cuckoo" (7)
—	—	—	28	DISHWALLA	Pet Your Friends (A&M)	13/1	188	+21	"Give" (130) "Cars" (58)
DEBUT	29	29	29	PATTY GRIFFIN	Living With Ghosts (A&M)	18/0	179	+8	"Little" (175) "Never" (3)
DEBUT	30	30	30	WILLIAM TOPLEY	Black River (Mercury)	19/0	175	+24	"Uptown" (158) "Ring" (7)

This chart reflects airplay from February 24-March 2. Albums ranked by total plays, with plays from all cuts from an album combined. 40 Adult Alternative reporters. 39 current playlists. © 1997, R&R Inc.

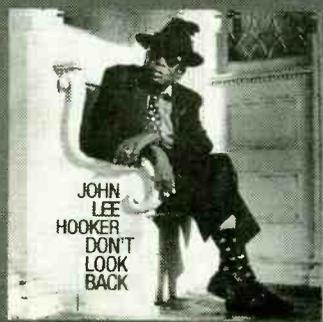
REPORTERS

Stations and their adds by track listed alphabetically by market

WXLE/Albany, NY PD: Cliff Nash No Adds	WXR/VBoston, MA PD: Joanne Doody MD: Mike Mullany 10 WALLFLOWERS "Difference" 3 THIRD EYE BLIND "Life" 1 LIVE "Ghost" 1 WHY STORE "Surround" 1 CHALK FARM "Tomorrow" 1 JAMIROQUAI "Insanity"	WXRT/Chicago, IL VP/Programming: Norm Winer MD: Patty Martin 11 U2 "Loved" 11 U2 "Staring" 8 U2 "Earth" 7 U2 "Please" BEN FOLDS FIVE "Battle"	KXPK/Denver, CO PD: Doug Clifton MD: Gary Schoenwetter 9 U2 "Earth" 8 COUNTING CROWS "Daylight" 7 LIVE "Turn"	WMMM/Madison, WI PD: Pat Gallagher MD: Tom Teuber PAULA COLE "Me" JOHN MELLENCAMP "Emotional"	WRLT/Nashville, TN PD: Jessie Coes MD: Keith Coes GRAY EYE GLANCES "Halfway" JOHN LEE HOOKER "Dimples" THIRD DAY "Nothing" KIM RICHEY "Know" DEAD RECKONERS "Desire"	KTHX/Reno, NV PD: Bruce Van Dyke MD: David Chaney 7 U2 "God" 7 DEAR JAMES "Grace" 7 BEN FOLDS FIVE "Battle" 7 JOHN LEE HOOKER "Look"	KOTR/San Luis Obispo, CA PD: Drew Ross MD: Dean Kalfari 5 MATTHEW SWEET "Where" 5 DEBORAH COLEMAN "Heart" 4 MARY BLACK "One" 4 ADRIAN LEGG "Bayou" 4 DAVE HOLE "Here" 4 BAD LIVERS "Hogs"	KAEP/Spokane, WA PD: Scott Soubrada MD: Haley Jones 11 U2 "Loved" 2 WHITE TOWN "Woman" 1 BECK "Pollution" COUNTING CROWS "Daylight"
KGSR/Austin, TX PD: Jody Denberg MD: Susan Castle 4 WALLFLOWERS "Difference" 3 VAN MORRISON "Burning" DMIC "Bizarre" ERYKAH BADU "Dn" JOHN LEE HOOKER "Dimples" U2 "Earth" RICHARD BUCKNER "Goodbye" CIBO MATTO "Spoon"	WNCX/Burlington, VT PD: Glenn Roberts MD: Jody Peterson 6 U2 "Staring" 5 CHRIS WHITLEY "Weightless" 4 U2 "Earth" 4 CHRIS WHITLEY "Alein" 2 U2 "Mansion" 2 CHRIS WHITLEY "Power" 1 CHRIS WHITLEY "Aeriz" CHALK FARM "Tomorrow" STORRYVILLE "Bitter" THIRD EYE BLIND "Life" BEN FOLDS FIVE "Battle" JOHN LEE HOOKER "Dimples"	KBXR/Columbia, MD OM: Michael Perry PD/MD: Dave "Keeter" Fulgham JOHN MELLENCAMP "Emotional" SHERYL CROW "Change" PHIL CODY "Hats" MORPHINE "Early"	CIOR/Detroit, MI PD: Murray Brookshaw MD: Ann DeLisa INXS "Elegantly" BEN FOLDS FIVE "Battle" JONNY LANG "Lie" WHY STORE "Surround"	KTCZ/Minneapolis, MN PD: Lauren MacLeash APD/MD: Jane Fredericksen DISHWALLA "Give" SISTER HAZEL "All"	WKOC/Norfolk, VA PD: Patry Stone MD: Holly Williams BEN FOLDS FIVE "Battle" U2 "Staring" BECK "Pollution" MORPHINE "Early"	WMAX/Rochester, NY PD: Tom Sheridan MD: David Joslin MOON SEVEN TIMES "Burn" LEAH ANDREONE "Remember" MEXICO 70 "Want"	KTMN/Santa Fe, NM PD: Rich Robinson MD: Cole Creshaw 6 DAVID GROW "Render" JOHN LEE HOOKER "Dimples" LORI CARSON "Got" PAUL SWITCH "Salvation" KIP WINGER "Monster"	WRNX/Springfield, MA PD: Tom Davis MD: Bruce Stebbins VAN MORRISON "Burning"
KFXD/Boise, ID PD: Greg Roberts MD: Kevin Welch PHIL CODY "Hats" CHRIS WHITLEY "Automatic" JOHN MELLENCAMP "Emotional" HORNBY TOAD "Shiver" JAMIROQUAI "Insanity" MARY BLACK "One" BRENDAN BENSON "Cross-eyed" AUTOBLOQUIE "Accord" ANN RABSON "Baby" CHALK FARM "Tomorrow" COWBOY MOUTH "Jenny"	WMVY/Cape Cod, MA PD/MD: Barbara Dacey 1 U2 "Staring" 1 JOHN LEE HOOKER "Dimples" 1 MATTHEW SWEET "Where" 1 DEBBIE DAVIS "Feeling"	KKZN/Dallas, TX PD: Amy Doyle 20 SHERYL CROW "Change" 12 WIDESPREAD PANIC "Hope" 12 KEB MO "Just" 11 ERIC JOHNSON "S.R.V." 10 FREEDY JOHNSTON "Way" 9 ODDS "Cool" SUBLIME "Santeria" MATTHEW SWEET "Where"	WJBX/Ft. Myers, FL PD: Stephanie Davis MD: Kurt Schreiner U2 "Staring"	KMBY/Monterey, CA PD: Rich Berlin 13 BEN FOLDS FIVE "Battle" 10 MATCHBOX 20 "Push" 10 TONIC "Coud" 4 PORNO FOR PYROS "Charger" 2 CHALK FARM "Tomorrow" 2 DAVID GROW "Render" 2 JONNY LANG "Lie" 2 OFFSPRING "Gone"	WXPN/Philadelphia, PA OM/MD: Bruce Ranes MD: Bruce Warren 10 BEN VAUGHN "Rock" 6 BEN VAUGHN "Levitation" 5 ERYKAH BADU "Apple" LIVE "Merica" LIVE "Rattle" JOSEPH ARTHUR "Mercedes" FREEDY JOHNSTON "Nothing" FREEDY JOHNSTON "Western" REBECCA BLASDAND "Chill" JILL SOBULE "Bitter"	KOQT/Sacramento, CA OM/MD: Jim Trapp APD/MD: Carrie Owens DISHWALLA "Give"	KRSH/Santa Rosa, CA PD: Zoe Zuest MD: Bill Bowker 7 ROOMFULL OF BLUES "Standing" 6 NO DOUBT "Speak" 5 ERIC CLAPTON "Change" 5 ROOMFULL OF BLUES "Switching" FREEDY JOHNSTON "Way" SISTER HAZEL "All" THIRD EYE BLIND "Life"	WVTV/St. Louis, MO PD: Scott Strong MD: Mike Richter No Adds
WBOS/Boston, MA PD/MD: Jim Herro 5 BRIGID BODEN "Must"	WXRC/Charlotte, NC PD: Anthony Michaels U2 "Staring" JOHN LEE HOOKER "Dimples" DEAR JAMES "John"	KBCO/Denver, CO PD: Dave Benson MD: Scott Arbough BARENAKED LADIES "Apartment" ODDS "Cool" VERVE PIPE "Freshmen"	WTTS/Indianapolis, IN PD/MD: Rich Anton 5 AMANDA MARSHALL "Birmingham" 3 AMANDA MARSHALL "Grace"	KPIG/Monterey, CA PD/MD: Laura Hopper 5 VAN MORRISON "Rough" 5 COREY STEVENS "Back" 4 JUPITER COYOTE "Snake" 4 RICHARD BUCKNER "Walter" 3 BODEANS "Count" 3 PHIL CODY "Hats" 3 VAN MORRISON "Waiting" 3 VAN MORRISON "Rough" WALLFLOWERS "Headlight"	KINK/Portland, OR PD: Carl Widing APD: Anita Garlock 5 U2 "God" 4 VAN MORRISON "Healing" 4 VAN MORRISON "Burning" 4 VAN MORRISON "Weight" 3 VAN MORRISON "Waiting" 3 VAN MORRISON "Rough" WALLFLOWERS "Headlight"	KENZ/Salt Lake City, UT PD: Bruce Jones APD/MD: Dom Casual 6 VERUCA SALT "Volcano" 5 JEWEL "You"	KFOG/San Francisco, CA PD: Paul Marszalek MD: Bill Evans JOHN LEE HOOKER "Dimples" MORPHINE "Early"	KMTT/Seattle, WA PD: Chris Mays MD: Dean Carlson 23 VAN MORRISON "Burning" 11 BIG HEAD TODD "Tell" 10 DAVE MATTHEWS BAND "Two" 2 THIRD EYE BLIND "Life" 2 JAMIROQUAI "Insanity" JOHN LEE HOOKER "Dimples"

 40 Total Reporters
 40 Current Reporters
 39 Current Playlists
 Did Not Report For Two Consecutive Weeks, Data Not Used (1):
 WMMO/Orlando, FL

JOHN LEE HOOKER



"DIMPLES"

Featuring
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 WYEP WXRC WRLT
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The first single from "DON'T LOOK BACK"



ADULT ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ADULT ALTERNATIVE REPORTERS ON R&R ONLINE

93.1 XRT
RADIO CHICAGO

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

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-	7	12	MORPHINE/Early To Bed
10	10	10	12	12	WIDESPREAD PANIC/Hope In A Hopeless..
-	-	-	5	10	CHRIS WHITLEY/Automatic
7	10	10	11	11	NIL LARA/Baby
10	11	8	11	11	DAVE MATTHEWS BAND/Crash Into Me
-	-	-	-	-	U2/Staring At The Sun
-	-	-	-	-	U2/Do You Feel Loved
-	-	-	-	-	SMASHING PUMPKINS/Eye
10	9	8	11	11	COLLECTIVE SOUL/Precious Declaration
9	8	10	11	11	BIG HEAD TODD.../Resignation Superman
-	-	-	-	-	U2/Staring At The Sun
10	10	9	11	11	VERVE PIPE/The Freshmen
10	11	10	10	10	COUNTING CROWS/A Long December
9	8	7	10	10	SHERYL CROW/Everyday Is...
12	9	10	10	10	JAMES/She's A Star
4	12	11	11	11	SHAWN COLVIN/Sunny Came Home
9	7	6	9	9	PHISH/Character Zero
13	10	11	11	11	U2/Discotheque
7	14	7	9	9	AMANDA MARSHALL/Fall From Grace
10	12	10	10	10	DAVID BOWIE/Little Wonder
8	8	8	9	9	WILCO/Monday
8	8	9	9	9	ODDS/Someone Who's Cool
7	8	6	9	9	MIDNIGHT OIL/Surfs Up Tonight
5	6	5	8	8	BORROWERS/Beautiful Struggle
6	5	6	8	8	LEAH ANDREONE/You Make Me Remember
-	-	-	-	-	U2/Last Night On Earth
-	-	-	-	-	LIVE/Mercy
-	-	-	-	-	FREEDY JOHNSTON/On The Way Out
7	7	5	8	8	WILCO/Outsite (Outta...)
3	7	8	8	8	BIG HEAD TODD.../Please Don't Tell...
6	7	7	8	8	VERUCA SALT/Volcano Gits

KFOG
104.5 97.7

MARKET #4
KFOG/San Francisco
(415) 543-1045
Marszalek/Evans

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
21	19	22	24	24	DAVE MATTHEWS BAND/Crash Into Me
15	17	19	24	24	TOM PETTY & HB/Climb That Hill
-	-	-	-	-	U2/Staring At The Sun
11	20	22	24	24	UGLY AMERICANS/You Turn Me On
20	19	20	24	24	WALLFLOWERS/One Headlight
18	20	23	23	23	BRUCE SPRINGSTEEN/High Hopes
21	16	21	23	23	WILCO/Monday
17	17	21	22	22	CHRIS ISAAK/Dancin'
19	19	23	22	22	ODDS/Someone Who's Cool
19	18	21	21	21	BIG HEAD TODD.../Resignation Superman
15	18	22	21	21	DON HENLEY/Through Your Hands
8	8	8	9	9	SHERYL CROW/Hard To Make A Stand
7	7	9	11	11	WIDESPREAD PANIC/Hope In A Hopeless..
6	13	10	10	10	COUNTING CROWS/Daylight Fading
6	8	9	9	9	CHRIS WHITLEY/Automatic
19	18	15	9	9	R.E.M./Electrolite
9	7	9	9	9	ROOMFULL OF BLUES/She'll Be So Fine
-	-	-	-	-	AMANDA MARSHALL/Fall From Grace
6	5	9	8	8	PAULA COLE/Where Have All...
-	-	-	-	-	SHAWN COLVIN/Get Out Of This...
9	9	11	8	8	VAN MORRISON/The Healing Game
-	-	-	-	-	VERVE PIPE/The Freshmen
-	-	-	-	-	JOHN MELLENCAMP/Key West
9	6	6	7	7	LYLE LOVETT/Private Conversation
-	-	-	-	-	MATTHEW SWEET/Where You Get Love
8	5	7	7	7	R.E.M./Bittersweet Me
-	-	-	-	-	YOF/rip Stop
4	5	8	8	8	BRUCE COCKBURN/Night Train
7	6	8	8	8	BIG HEAD TODD.../Please Don't Tell...
4	6	5	5	5	NIL LARA/Baby

88.5

MARKET #5
WXP/Philadelphia
(215) 898-6677
Ranes/Warren

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
14	16	18	18	18	LOW & SWEET ORCH./A Nail Won't Fix...
-	-	-	-	-	DAVID COVE/Chuva
-	-	-	-	-	WHITE TOWN/Your Woman
-	-	-	-	-	BEN VAUGHN/7 Days
8	6	14	10	10	ODDS/Someone Who's Cool
8	8	10	10	10	BIG HEAD TODD.../Resignation Superman
-	-	-	-	-	BEN VAUGHN/Rock Is Dead
-	-	-	-	-	WILCO/Outsite (Outta...)
5	4	3	9	9	BRUCE SPRINGSTEEN/Secret Garden
-	-	-	-	-	MORPHINE/Early To Bed
7	6	9	8	8	BRUCE COCKBURN/Night Train
8	8	8	8	8	PAULA COLE/Me
8	8	8	8	8	SHAWN COLVIN/Sunny Came Home
8	7	8	8	8	FIONA APPLE/Sleep To Dream
7	6	8	8	8	ENIGMA/Beyond The Invisible
8	10	8	8	8	MADELINE PEYROUX/Dream Land
6	7	8	8	8	VAN MORRISON/The Healing Game
4	2	8	8	8	SEPTEMBER 31/Busy Building
4	6	7	7	7	ERICK BADOJA/On
7	7	7	7	7	DUNCAN SHEIK/She Runs Away
5	6	8	7	7	PATTY GRIFFIN/Every Little Bit
5	6	8	7	7	REGGAE COWBOYS/We Ah Come Down
-	-	-	-	-	CHRIS WHITLEY/Automatic
-	-	-	-	-	KIM RICHEY/Every River
5	1	6	7	7	BRIGID BODEN/Must Go On
7	7	5	7	7	SPACE/Female Of...
7	5	7	7	7	FREEDY JOHNSTON/On The Way Out
5	5	6	7	7	WIDESPREAD PANIC/Hope In A Hopeless..
6	14	6	7	7	JONNY LANG/Lie To Me
7	6	8	7	7	COUNTING CROWS/Daylight Fading

THE RIVER
93.9 FM

MARKET #6
CIDR/Detroit
(519) 258-8888
Brookshaw/Delisi

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
30	31	30	31	31	SHERYL CROW/Everyday Is...
30	31	30	31	31	DAVE MATTHEWS BAND/Crash Into Me
30	31	29	30	30	ODDS/Someone Who's Cool
9	18	28	30	30	MORPHINE/Early To Bed
23	21	22	23	23	DON HENLEY/Through Your Hands
30	30	24	22	22	SHAWN COLVIN/Sunny Came Home
23	21	20	22	22	R.E.M./Electrolite
-	-	-	-	-	JOHN MELLENCAMP/Emotional Love
19	22	22	22	22	COUNTING CROWS/A Long December
21	22	22	21	21	FIONA APPLE/Sleep To Dream
30	30	29	20	20	U2/Discotheque
-	-	-	-	-	WILCO/Outsite (Outta...)
-	-	-	-	-	BRUCE COCKBURN/Night Train
12	14	11	16	16	PATTY GRIFFIN/Every Little Bit
13	15	14	14	14	CHRIS ISAAK/Dancin'
23	22	22	22	22	CHRIS ISAAK/Dancin'
10	13	11	13	13	WIDESPREAD PANIC/Hope In A Hopeless..
-	-	-	-	-	SARA CRAIG/Miss Rocket
11	12	13	13	13	BRIAN SETZER ORCH./Legend Of A Johnny...
-	-	-	-	-	NIL LARA/Baby
-	-	-	-	-	WHY STORE/Lack Of Water
-	-	-	-	-	SARAH MCLACHLAN/Possession
-	-	-	-	-	ALANIS MORISSETTE/Head Over Feet
23	10	11	11	11	WILCO/Monday
10	12	10	11	11	WALLFLOWERS/One Headlight
-	-	-	-	-	NATALIE MERCHANT/Wonder
6	11	9	11	11	JEWEL/You Were Meant...
13	13	12	11	11	CHANTAL KREVIKZUK/God Made Me
-	-	-	-	-	CHRIS WHITLEY/Automatic
-	-	-	-	-	ODDS/Someone Who's Cool

Zone
QUALITY MUSIC. YOUR WAY.

MARKET #7
KKZN/Dallas
(214) 526-2400
Doyle

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-	-	-	U2/Staring At The Sun
24	24	22	23	23	WHY STORE/Father
23	23	22	23	23	JEWEL/You Were Meant...
22	22	21	22	22	DAVE MATTHEWS BAND/Crash Into Me
25	25	21	22	22	WALLFLOWERS/One Headlight
25	25	22	22	22	SHAWN COLVIN/Sunny Came Home
-	-	-	-	-	COUNTING CROWS/Daylight Fading
-	-	-	-	-	CHALK FARM/Lie On Me
21	21	22	21	21	BIG HEAD TODD.../Resignation Superman
24	24	24	21	21	SHERYL CROW/Where Have All...
-	-	-	-	-	SISTER HAZEL/All For You
5	5	14	15	15	VAN MORRISON/The Healing Game
22	22	22	22	22	DUNCAN SHEIK/Barely Breathing
10	10	12	12	12	R.E.M./Electrolite
5	5	-	-	-	WIDESPREAD PANIC/Hope In A Hopeless..
25	25	21	22	22	JOHN MELLENCAMP/Just Another Day
5	5	-	-	-	KEB' MO'/Just Like You
21	21	14	11	11	TOM PETTY & HB/Climb That Hill
5	5	13	11	11	SARAH MCLACHLAN/Possession
11	11	11	11	11	ERIC JOHNSON'S R.V.
11	11	12	11	11	BRUCE SPRINGSTEEN/Secret Garden
-	-	-	-	-	TOM PETTY & HB/Walls
-	-	-	-	-	FREEDY JOHNSTON/On The Way Out
-	-	-	-	-	CHRIS WHITLEY/Automatic
-	-	-	-	-	ODDS/Someone Who's Cool

WBOS
92.9 FM

MARKET #10
WBOS/Boston
(617) 254-9267
Herron

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-	-	-	U2/Staring At The Sun
14	14	14	24	24	DUNCAN SHEIK/She Runs Away
14	14	24	24	24	FIONA APPLE/Sleep To Dream
14	24	24	24	24	WIDESPREAD PANIC/Hope In A Hopeless..
24	24	24	24	24	SHAWN COLVIN/Sunny Came Home
24	24	24	24	24	ODDS/Someone Who's Cool
24	24	24	24	24	OCEAN BLUE/Slide
24	24	24	24	24	VERVE PIPE/The Freshmen
24	24	15	15	15	SHERYL CROW/Everyday Is...
15	15	15	15	15	JEWEL/You Were Meant...
15	15	15	15	15	SARAH MCLACHLAN/Possession
15	15	15	15	15	DAVE MATTHEWS BAND/Crash Into Me
15	15	15	15	15	WALLFLOWERS/One Headlight
9	9	14	14	14	PATTY GRIFFIN/Every Little Bit
9	9	14	14	14	VAN MORRISON/The Healing Game
14	14	14	14	14	DAVID BOWIE/Little Wonder
14	14	14	14	14	DISHWALLA/Give
14	14	14	14	14	JOHN MELLENCAMP/Emotional Love
14	14	14	14	14	SNEAKER PIMPS/6 Underground
14	14	14	14	14	TOM PETTY & HB/Change The Locks
14	14	14	14	14	WILLIAM TOPLBY/Uptown
14	14	14	14	14	MEXICO 70/1 Want You
24	24	14	14	14	R.E.M./Electrolite
-	-	-	-	-	MATTHEW SWEET/Where You Get Love
-	-	-	-	-	MOON SEVEN TIMES/Some Of Them Burn
-	-	-	-	-	MORPHINE/Early To Bed
-	-	-	-	-	LEAH ANDREONE/You Make Me Remember
-	-	-	-	-	BRUCE COCKBURN/Night Train
24	9	9	9	9	SPACE/Female Of...
9	9	9	9	9	CRAVIN' MELON/Come Undone

THE RIVER
92.5 FM

MARKET #10
WXR/Boston
(508) 374-4733
Doody/Mulaney

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
25	22	22	23	23	BRUCE COCKBURN/Night Train
13	20	21	23	23	PATTY GRIFFIN/Every Little Bit
23	21	20	23	23	WIDESPREAD PANIC/Hope In A Hopeless..
24	18	23	23	23	LEGIONHEADS/The Outdoor Type
24	24	24	20	20	BIG HEAD TODD.../Resignation Superman
22	23	21	20	20	JONNY LANG/Lie To Me
17	16	17	20	20	DAVE MATTHEWS BAND/Two Step
17	22	24	20	20	SPACE/Female Of...
19	22	20	20	20	MERRIE AMSTERBERG/Say Goodbye
13	21	20	19	19	ODDS/Someone Who's Cool
10	8	18	18	18	BODEANS/Count On Me
19	25	20	18	18	SHAWN COLVIN/Sunny Came Home
-	-	-	-	-	JOHN MELLENCAMP/Emotional Love
10	10	15	16	16	NO DOUBT/Hey You
-	-	-	-	-	JAMES/She's A Star
11	15	11	15	15	PAULA COLE/Where Have All...
14	20	12	15	15	SHERYL CROW/A Change
12	10	14	14	14	U2/Discotheque
11	9	12	14	14	WALLFLOWERS/Three Marlenas
14	15	13	13	13	PAULA COLE/Me
5	4	12	13	13	HORNY TOAD/Shiver
5	4	7	13	13	ROOMFULL OF BLUES/She'll Be So Fine
12	13	11	12	12	FIONA APPLE/Sleep To Dream
12	12	12	12	12	BRIGID BODEN/Must Go On
11	10	13	12	12	CARDIGANS/Lovetool
3	9	13	12	12	DEAR JANE'S/Grace My Table
9	7	10	12	12	ANJ DIFRANCESCO/Cradle And All
7	11	11	12	12	JEWEL/You Were Meant...
13	11	13	12	12	WILLIAM TOPLBY/Uptown
13	12	12	12	12	VERVE PIPE/The Freshmen

The Mountain
100.7 FM

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

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
19	18	18	23	23	VAN MORRISON/The Healing Game
-	-	-	-	-	VAN MORRISON/Burning Ground
17	19	18	14	14	COUNTING CROWS/A Long December
19	19	13	13	13	DAVE MATTHEWS BAND/Crash Into Me
20	19	13	13	13	FIONA APPLE/Criminal
9	11	10	12	12	NIL LARA/Baby
8	17	12	12	12	CHRIS ISAAK/Dancin'
9	13	12	12	12	WIDESPREAD PANIC/Hope In A Hopeless..
6	9	12	12	12	DRIVING BLIND/Hypnotized
9	9	12	12	12	JONNY LANG/Lie To Me
6	9	12	12	12	SHERYL CROW/Maybe Angels
11	10	9	12	12	WALLFLOWERS/One Headlight
-	-	-</			

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Park Ridge, IL 60068 EOE

EAST

Seeking AT. Great P/T \$ for AC communicators. Experienced only. T&R: Chris Conley, WBEB, 10 Presidential Blvd, Bala Cynwyd, PA 19004 EOE (3/7)

Morning and Midday openings. Small market, advancement possibilities. T&R: Andy Soule, Box 312, Presque Isle, ME 04769 EOE (3/7)

Production Director. Off-air, Rock attitude, creativity. 2-3 years digital experience preferred. T&R: Glenn Stewart, WHEB, 815 Lafayette Road, Portsmouth, NH 03801 EOE (3/7)

Hot Ac seeks weekend and fill-in AT. T&R: Jihn Callahan. WHLM, Box 260, Bloomsburg, PA 17815 EOE (3/7)

WHRL 103.1 Today's Jazz needs PD/morning drive talent. Knowledge of NAC not necessary, but you must have the drive & experience to deliver an entertaining product. If you have passion for radio & people, understand positioning, and can evolve stationality, let's hear from you. Send T&R to: Michael Whalen, Dame Media Group Manager, One Washington Square, Albany, NY 12205. No calls please. EOE



Killer morning show needed for high-energy Top 40/Rhythm WWKX Providence. Must be ready to hit the streets. T&R to: Joe Dawson, WWKX 1110 Central Ave. Pawtucket, RI 02861. EOE

Anarchists Needed—101.7 WFNX-FM seeks unconventional charismatic talent. Don't bother sending ordinary tapes. Intrigue us, and you'll be able to reinvent radio at this heritage station. Rush package/T&R ASAP! to: Barry Ahern, IIR, WFNX, 126 Brookline Ave., Boston, MA 02215. No Calls Please. EOE

Radio Staff Announcer, afternoon drive. Growing, 24-hour-a-day Long Island, NY AM station. Traditional pop. Must be bright, personable, and responsible. Light production & public affairs.

Radio Production Manager for growing AM station on Long Island, NY. Must have good production & copywriting skills. Experience with computer workstation helpful. Some announcing. Great potential for the right person. Contact Joe Roberts at WLUX, 516-845-5400. EOE

Brand new Alternative radio station about to sign on in the Northeast needs airstaff and a strong, experienced PD. This is an exciting challenge. All replies confidential. Radio & Records, 10100 Santa Monica Bl., #246, 5th Floor, Los Angeles, CA 90067. EOE

AOR evenings. '90s Rock attitude. Creative, edgy digital production. Develop your talent and personality in the big east. Females and minorities encouraged. T&Rs to: Jeff Miller, WCLG, P.O. Box 885, Morgantown, WV 26505 EOE

MORNING TALENT

Top 10 market CHR seeking dynamic personality to add to lifestyle-oriented morning team. Must understand the female perspective, be self-motivated and aggressive. Experience writing and delivering news and celebrity gossip reports helpful. If you live and breathe pop culture, this is your chance of a lifetime. Females and minorities encouraged. Send tape and resume to: Radio & Records, 10100 Santa Monica Bl., #240, 5th Floor, Los Angeles, CA 90067. EOE

PRIME REAL ESTATE

WSPK/Poughkeepsie has its first morning show vacancy in 10 years and we're looking for a new tenant who has what it takes to carry on the K104 winning tradition at the Hudson Valley's CHR leader! (If you're "Geographically Challenged," Poughkeepsie is 60 miles north of NYC). Creativity, commitment, teamwork, pride and excellence are the values we are searching for in our next solo or team occupants. We're not looking for drifters. Long term leases available to the right talent. If you're currently creating a fun, upbeat and entertaining morning buzz in your town, or think you ought to be, rush your very best on-air material (and real estate background) to: Steve Schantz, PD, WSPK, 475 South Ave., Beacon, NY 12508. Absolutely no phone calls accepted. Enterprise Media Partners. L. P. is an Equal Opportunity Employer.

SOUTH

Mornings at Evansville Country. T&R: Dale Evans, WKDQ, 3020 2nd St, Henderson, KY 42420 EOE (3/7)

Overnights and P/T available on SFX market leader Country station. T&R: Loyd Ford, WTDR, 301 S. McDowell, #210, Charlotte, NC 28204 EOE (3/7)

Seeking Hot CHR PM drive AT ASAP! T&R: JJ Morgan, KIXY, 2824 Sherwood Way, San Angelo, TX 76901 EOE (3/7)

WANT TO MOVE TO FLORIDA?

Here's your chance. Openings in news/production/technical at state-wide radio network. Strong on-air performance and writing a must. Tape and resume to: Larry Spilman, Florida's Radio Networks, 2500 Maitland Center Parkway, Suite 407, Maitland, FL 32751. EOE

OPPORTUNITIES

OPENINGS

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Are you a conservative Talk Show host seeking that big break to prove yourself? Top-rated Huntsville stations wants NEXT big star. Our latest grad is at WABC. If you want to work hard & have fun, this is the place. We also need a news anchor for our top-rated CHR. Send T&R immediately to: WVNN/WZYP, Peter Thiele, P.O. Box 389, Athens, AL 35612. Equal Opportunity Employer.

MORNING SHOW PRODUCER
MJ&BJ SHOW

93.1 FLZ

Tampa Bay's hottest morning show needs a producer who doesn't smoke crack. Show us your talent and we'll show you the money. Send the form to: MJ&BJ's "Geek Hunt '97", WFLZ, 4002, Gandy Blvd., Tampa, FL 33611, A Jacor Communications Station. EOE

101.5 FM Kicks **106.7**
TODAY'S HIT COUNTRY

PROMOTIONS DIRECTOR

Detail-oriented, computer literate individual needed to oversee promotional activity for Atlanta's ABC-owned Country stations, WKHX and WYAY. Must have ability to work under pressure and juggle multiple tasks. Prior radio promotional experience mandatory. Send resumes with references to: Neil McGinley, Operations Manager, WKHX/WYAY, 210 Interstate North, 6th Floor, Atlanta, GA 30339. EOE

<http://www.ronline.com>

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MIDWEST

Forever of Ohio has CHR & Rock positions available. T&R: Forever Radio, 710 N. Cable Road, Lima, OH 45805 EOE (3/7)

Midwest Classic Hits station seeking Morning Host. Team attitude required. T&R: Scott Maguire, KIXX, 2600 S. Spring, Sioux Falls, SD 57105 EOE (3/7)

Small market station seeks News Director. T&R: John Reardon, Box 698, Marshalltown, IA 50158 EOE (3/7)

Seeking a Production Director. Will write, produce, and assign copy. Detail oriented. T&R and copy to: John Paul, WKKG/WCSI, 3212 Washington St, Columbus, IN 47201 EOE (3/7)

Country station seeks AT. One year minimum experience. T&R: G.R. WCRC, 208 West Jefferson, Effingham, IL 62401 EOE (3/7)

100,000 watt Country station seeks AT immediately. Production/remotes. T&R: Sherry Lynn, KFXX, 1101 N. Highway 81, Marlow, OK 73055

Wanted: News Director; WLBK/WDEK, 3 person News/Sports department. T&R to: News, WLBK/WDEK, P.O. Box 448, DeKalb, IL 60116. EOE

AUDIO BOARD OPERATORS (2 Openings)

WJR Radio, Detroit is seeking two (2) Audio Board Operators. These positions require experience in broadcast studio operations and audio production. Some technical background preferred. Resumes only to: Ed Buterbaugh, Director of Engineering, WJR Radio, 2100 Fisher Bldg., Detroit, MI 48202. EOE

Are you the best? That's who we are looking for. News Anchor/Reporter positions open immediately for news/talk and top-rated Country stations. Small-town lifestyle, major-market equipment. Good benefits, great company! T&R ASAP to: Eric Burch, News Director, WASK/WKOA, POB 7880, Lafayette, IN 47903. Calls welcome. EOE/MF

PROGRAM DIRECTOR

BOB 99.7 FM
Country

FIND ME HERE AT CRS!
 KBOB-FM, a 100,000-watt flamethrower in Quad cities, IA/IL (mkt.131) is looking for an aggressive, take-no-prisoners PD. Programming experience + a track record + knowledge and desire to topple a heritage competitor = get me a package. Connoisseur Communications is one of America's fastest growing radio companies. I'm here at CRS. Give me a call and we'll talk. Steve Watt GM, 1229 Brady St. Davenport, IA 52803. EOE

OPENINGS

Top-25 market station looking for a program director with experience in all Rock formats. Must have previous programming experience. Radio & Records, 10100 Santa Monica Bl., #250, 5th Floor, Los Angeles, CA 90067. EOE

WEST

ND for N/T AM and A/C FM. No rip'n readers. T&R and writing samples: Greg Martin, KONA, Box 2623, Tri-Cities, WA 99302-2623 EOE (3/7)

Top-rated Country station in S.L.C. seeks experienced P/T and fill-in AT. Call: Roger Allen, Program Director at (801) 464-8549 EOE (3/7)

Seeking an AT fulltime. T&R: John Hampton, KSTN, 2171 Ralph Ave, Stockton, CA 95206 EOE (3/7)

AC / Country..has an opening for AT, voice-tracking and production. Experience preferred. T&R: Greg Ellendson, KOJM / KPQX, Box 7000, Havre, MT 59501 EOE (3/7)

MAJOR MARKET RADIO OPPORTUNITY

Los Angeles radio station has opening for News Director. Outgoing, personality for driven talent needed ASAP. Submit tape and resume to: Radio & Records, 10100 Santa Monica Bl., #251, 5th Floor, Los Angeles, CA 90067. EOE

KOB-AM has a rare and immediate opening for a morning drive news anchor/reporter. KOB is now in its 75th year of operation with 50,000 watts of clear channel power. Looking for an experienced, progressive, anchor to join a large, award-winning news staff. Rush tape and resume to: Vern Beachy, News Director, KOB, 500 West 4th St., Albuquerque, NM 87102.

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Previous Hot AC or CHR experience preferred. Send Aircheck and production tape, resume & recent photo to: Duncan Payton/Program Director, KRUZ 103.3 FM, 800 Miramonte, Drive, Santa Barbara, CA 93109 EOE

Heritage KVML/KZSQ, Sonora, in the beautiful Sierra foothills of Northern California, have a rare News opening. Our #2 person just got hired by a major market, all-news station. If you can dig it, write it, and deliver it, come grow with us and get good enough to go on to the big time. State-of-the-art equipment. T&R to: Terrell Metheny GM, 342 So. Washington Street, Sonora, CA 95370. Equal Opportunity Employer.

OPENINGS

METRO NETWORKS

World's largest traffic service is looking for experienced English and Spanish language news and traffic reporters for radio and T.V. Females and Minorities encouraged to apply. Rush T&R and photo to: Debra Simons, 5901 Venice Blvd., Los Angeles, CA 90034 EOE

KWKA/KTQM

The only fulltime local radio news department in Eastern New Mexico, is taking resumes for fulltime News Director. T&R to: Hewel Jones, P.O. Box 869, Clovis, NM 88102. Phone 505-762-4411 *Fax 505-769-0197 EOE

Young Country Seattle seeks morning drive personality. Ability to be real and convey a sense of humanity through a Shure microphone is a must. Telephones are the key to our universe. The Force must be with you always. Send tapes and information to Matt Bruno, 3131 Elliott Ave. Ste. 750, Seattle, WA 98121. EOE

Jacor Broadcasting of Colorado Inc., an equal opportunity employer, is accepting applications for the following positions. SPECIFY POSITION FOR WHICH YOU ARE APPLYING. Please send material to: Personnel; 1380 Lawrence, #1300; Denver, CO 80204. NO PHONE CALLS!

MUSIC DIRECTOR—103.5 THE FOX
 Successful applicant will possess proficient Selector Music scheduling software skills, ability to handle a daily air shift, and a minimum of three years experience in a Classic Rock format. AN AIRCHECK CASSETTE MUST BE SUBMITTED FOR CONSIDERATION FOR THIS POSITION! Send tape and resume.

SENIOR BROADCAST ENGINEER—ALL STATIONS
 Seeking a highly motivated radio broadcast engineer. Applicant should have 5 years hands-on experience, possess an associates degree of equivalent, and proficiency in AM/FM transmission from microphone to antenna. Must be able to install, maintain, and repair equipment, and work in a multi-station environment. Good people skills a must. Studio construction, PC, and digital equipment knowledge are a plus. On-call, evenings and weekends required; occasional travel. Send cover letter and resume.

Established California Classic Rocker seeks on-air, promotions-oriented program director to take station to next level of excellence. Digital studio and talent development skills essential. Resume with references and salary history to: Radio & Records, 10100 Santa Monica Bl., #230, 5th Floor, Los Angeles, CA 90067. EOE

OPENINGS

AC PROGRAM DIRECTOR WANTED

West Coast broadcast group needs a PD with AC and Hot AC experience. You must be a leader with great people skills...know the music, Selector, and be a decent jock. T&R to: Radio & Records, 10100 Santa Monica Blvd., #248, 5th Floor, Los Angeles, CA 90067. EOE

XHRM The Flash 92.5, with studios in San Diego, CA, is looking for a fulltime chief engineer. Primarily studio work. Occasional trips to Tijuana transmitter required. Bilingual a plus. Computer skills essential. Salary negotiated based on experience. Fax resume to: Tim McCarthy at (619) 336-4925. Job needs to be filled immediately. EOE

PARTTIME ON-AIR POSITIONS

KOSI radio in Denver is seeking parttime announcers for weekend positions. Please send an audition tape and resume to: Tribune Denver Radio, Inc., Attention: Steve Hamilton, 10200 E. Girard Ave., B-130 Denver, CO 80231.

Equal Opportunity Employer



PROMOTIONS DIRECTOR

Wanted: a pro-active opportunist with good people skills, experienced at making 1+1=3, and a demonstrable track record of success. Rush proof & resume to: Robin Mitchell, Program Director, KWJJ AM/FM, 931 S.W. King Ave., Portland, OR 97205. EOE

OPENINGS

OLDIES FULLTIME TALENT

Oldies 101.1, KEYF AM/FM in Spokane, WA is looking for experienced fulltime talent. Candidate must have 5 years on-air, production, telephone and live appearance, skills. Amateurs and beginners need not apply. No calls!!! Send tape and resume to: KEYF AM/FM, Attn: Program Director, 6019 S. Crestline, Spokane, WA 99223

POSITIONS SOUGHT

Female talent, five-years major market on-air / production seeks medium/major. KATHY: (707) 765-0266 (3/7)

Program Director. Major market and network experience. News/Sports/ Talk. A motivator with winning track record. JACK: (619) 455-6677 (3/7)

Entertaining sports personality available. MIKE: (800) 785-0918-18 (3/7)

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Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$60 for 1x, \$50 for 2x). In addition, all ads appear on R&R's web site. (www.rronline.com)

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The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling.

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To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to: R&R Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

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Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

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 PROBLE #S-339, DALLAS CHR KHKS, AC KVIL, KDMX, UC KKDA, KRBY, AOR KTXQ, KEGL, KDGE, KRFR, City KSCS, KPLX, KYNG, Gold KLVU, \$7.50
 PROMO VAULT #PB-28 promo samples - all formats, all market sizes. Cassette, \$10.
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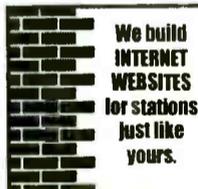
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CHR/POP

LW	TW	ARTIST	SON	Label
1	1	CARDIGANS	Lovefool	(Mercury)
3	2	JEWEL	You Were Meant For Me	(Atlantic)
2	3	NO DOUBT	Don't Speak	(Trauma/Interscope)
5	4	SPICE GIRLS	Wannabe	(Virgin)
4	5	TONI BRAXTON	Un-break My Heart	(LaFace/Arista)
6	6	EN VOGUE	Don't Let Go (Love)	(EastWest/EEG)
10	7	SHERYL CROW	Everyday Is A Winding Road	(A&M)
8	8	COUNTING CROWS	A Long December	(DGC/Geffen)
9	9	GINA G	Ooh Aah...Just A Little Bit	(Eternal/WB)
7	10	MADONNA	Don't Cry For Me Argentina	(Warner Bros.)
14	11	CELINE DION	All By Myself	(550 Music)
15	12	SAVAGE GARDEN	I Want You	(Columbia)
11	13	R. KELLY	I Believe I Can Fly	(Jive)
12	14	KEITH SWEAT	Nobody	(Elektra/EEG)
13	15	DUNCAN SHEIK	Barely Breathing	(Atlantic)
16	16	WALLFLOWERS	One Headlight	(Interscope)
18	17	BABYFACE	Every Time I Close My Eyes	(Epic)
20	18	NO MERCY	Please Don't Go	(Arista)
22	19	PAULA COLE	Where Have All The Cowboys...	(Imago/WB)
19	20	BLACKSTREET	No Diggity	(Interscope)
17	21	"AFKAP"	The Holy River	(NPG/EMI)
21	22	MERRIL BAINBRIDGE	Mouth	(Universal)
27	23	WHITNEY HOUSTON	Step By Step	(Arista)
25	24	LEAH ANDREONE	It's Alright, It's OK	(RCA)
26	25	BLACKOUT ALLSTARS	I Like It	(Columbia)
23	26	ALANIS MORISSETTE	Head Over Feet	(Maverick/Reprise)
29	27	CRYSTAL WATERS	Say...If You Feel Alright	(Mercury)
38	28	MONICA	For You I Will	(Warner Sunset/Atlantic)
31	29	JOHN MELLENCAMP	Just Another Day	(Mercury)
40	30	AEROSMITH	Falling In Love...	(Columbia)

CHR begins on Page 88.

CHR/RHYTHMIC

LW	TW	ARTIST	SON	Label
1	1	SPICE GIRLS	Wannabe	(Virgin)
2	2	AALIYAH	One In A Million	(BlackGround/Atlantic)
3	3	MONICA	For You I Will	(Warner Sunset/Atlantic)
6	4	DRU HILL	In My Bed	(Island)
12	5	BLACKSTREET	Don't Leave Me	(Interscope)
9	6	MARK MORRISON	Return Of The Mack	(Atlantic)
7	7	BABYFACE	Every Time I Close My Eyes	(Epic)
4	8	KEITH SWEAT	Nobody	(Elektra/EEG)
5	9	TONI BRAXTON	Un-break My Heart	(LaFace/Arista)
8	10	NO DOUBT	Don't Speak	(Trauma/Interscope)
13	11	PUFF DADDY	Can't Nobody Hold Me Down	(Bad Boy/Arista)
11	12	EN VOGUE	Don't Let Go (Love)	(EastWest/EEG)
16	13	FREAK NASTY	Da Dip	(Power)
15	14	AZ YET	Hard To Say I'm Sorry	(LaFace/Arista)
10	15	BLACKSTREET	No Diggity	(Interscope)
14	16	TONY TONI TONE	Let's Get Down	(Mercury)
17	17	CARDIGANS	Lovefool	(Mercury)
22	18	ERYKAH BADU	On & On	(Kedar/Universal)
21	19	KEITH SWEAT	Just A Touch	(Elektra/EEG)
19	20	ZHANE'	Request Line	(Illtown/Motown)
20	21	GINUWINE	Pony	(550 Music)
18	22	BLACKOUT ALLSTARS	I Like It	(Columbia)
23	23	ALLURE I/NAS	Head Over Heels	(Crave)
28	24	702	Get It Together	(Biv 10/Motown)
31	25	SWV	Can We	(Jive)
24	26	MC LYTE	Cold Rock A Party	(EastWest/EEG)
25	27	NEW EDITION	I'm Still In Love With You	(MCA)
26	28	R. KELLY	I Believe I Can Fly	(Jive)
44	29	JOOSE	If Tomorrow Never Comes	(Flavor Unit/EastWest/EEG)
27	30	CRYSTAL WATERS	Say...If You Feel Alright	(Mercury)

CHR begins on Page 88.

URBAN

LW	TW	ARTIST	SON	Label
2	1	MONICA	For You I Will	(Warner Sunset/Atlantic)
5	2	"AFKAP"	Somebody's Somebody	(NPG/EMI)
4	3	702	Get It Together	(Biv 10/Motown)
1	4	ERYKAH BADU	On & On	(Kedar/Universal)
3	5	DRU HILL	In My Bed	(Island)
7	6	BABYFACE	Every Time I Close My Eyes	(Epic)
14	7	BLACKSTREET	Don't Leave Me	(Interscope)
11	8	ZHANE'	Request Line	(Illtown/Motown)
10	9	KEITH SWEAT	Just A Touch	(Elektra/EEG)
12	10	PUFF DADDY	Can't Nobody Hold Me Down	(Bad Boy/Arista)
8	11	AALIYAH	One In A Million	(BlackGround/Atlantic)
15	12	MINT CONDITION	You Don't Have To Hurt No...	(Perspective/A&M)
6	13	NEW EDITION	You Don't Have To Worry	(MCA)
16	14	MONTELL JORDAN	What's On Tonight	(Def Jam/RAL/Mercury)
17	15	YVETTE MICHELLE	I'm Not Feeling You	(Loud/RCA)
13	16	MAKAVELI	Hail Mary	(Death Row/Interscope)
29	17	SWV	Can We	(Jive)
18	18	RAHSAAN PATTERSON	Stop By	(MCA)
9	19	MAXWELL	Sumthin' Sumthin'	(Columbia)
23	20	112	Cupid	(Bad Boy/Arista)
25	21	HEAVY D	Big Daddy	(Uptown/MCA)
24	22	MARK MORRISON	Return Of The Mack	(Atlantic)
21	23	TASHA HOLIDAY	Just The Way You Like	(MCA)
27	24	AFTER 7	Sara Smile	(Virgin)
19	25	AZ YET	Hard To Say I'm Sorry	(LaFace/Arista)
31	26	GINUWINE	Tell Me Do U Wanna	(550 Music)
20	27	ALFONZO HUNTER	Weekend Thang	(Def Squad/EMI)
22	28	TONI BRAXTON	I Don't Want To	(LaFace/Arista)
26	29	RAY J	Let It Go	(Elektra/EEG)
28	30	DONELL JONES	You Should Know	(Untouchables/LaFace/Arista)

For complete list of Urban Breakers see page 100.

URBAN begins on Page 98.

HOT AC

LW	TW	ARTIST	SON	Label
1	1	NO DOUBT	Don't Speak	(Trauma/Interscope)
2	2	JEWEL	You Were Meant For Me	(Atlantic)
3	3	CARDIGANS	Lovefool	(Mercury)
4	4	DUNCAN SHEIK	Barely Breathing	(Atlantic)
6	5	SHERYL CROW	Everyday Is A Winding Road	(A&M)
7	6	COUNTING CROWS	A Long December	(DGC/Geffen)
5	7	TONI BRAXTON	Un-break My Heart	(LaFace/Arista)
8	8	HOOTIE & THE BLOWFISH	I Go Blind	(Reprise)
11	9	PAULA COLE	Where Have All The Cowboys...	(Imago/WB)
12	10	JOHN MELLENCAMP	Just Another Day	(Mercury)
13	11	CELINE DION	All By Myself	(550 Music)
9	12	JOURNEY	When You Love A Woman	(Columbia)
14	13	ALANIS MORISSETTE	Head Over Feet	(Maverick/Reprise)
10	14	SHERYL CROW	If It Makes You Happy	(A&M)
16	15	SAVAGE GARDEN	I Want You	(Columbia)
20	16	WALLFLOWERS	One Headlight	(Interscope)
17	17	CRANBERRIES	When You're Gone	(Island)
15	18	MADONNA	Don't Cry For Me Argentina	(Warner Bros.)
18	19	DISHWALLA	Counting Blue Cars	(A&M)
19	20	EN VOGUE	Don't Let Go (Love)	(EastWest/EEG)
22	21	SHAWN COLVIN	Sunny Came Home	(Columbia)
25	22	SARAH MCLACHLAN	Possession	(Nettwerk/Arista)
24	23	PHIL COLLINS	It's In Your Eyes (Any...)	(Face Value/Atlantic)
26	24	BRYAN ADAMS	I'll Always Be Right There	(A&M)
30	25	AMANDA MARSHALL	Fall From Grace	(Epic)
29	26	WHITNEY HOUSTON	Step By Step	(Arista)
—	27	DAVE MATTHEWS BAND	Crash Into Me	(RCA)
—	28	U2	Staring At The Sun	(Island)
—	29	JOURNEY	If He Should Break Your Heart	(Columbia)
28	30	JON SECADA	Too Late, Too Soon	(SBK/EMI)

AC begins on Page 107.

AC

LW	TW	ARTIST	SON	Label
2	1	J. BRICKMAN w/M. MCBRIDE	Valentine	(Windham Hill)
1	2	TONI BRAXTON	Un-break My Heart	(LaFace/Arista)
4	3	CELINE DION	All By Myself	(550 Music)
6	4	KENNY LOGGINS	For The First Time	(Columbia)
3	5	WHITNEY HOUSTON	I Believe In You And Me	(Arista)
5	6	BARBRA STREISAND & BRYAN ADAMS	I Finally Found...	(Columbia)
7	7	GLORIA ESTEFAN	I'm Not Giving You Up	(Epic)
10	8	PHIL COLLINS	It's In Your Eyes (Any...)	(Face Value/Atlantic)
8	9	ROD STEWART	If We Fall In Love Tonight	(Warner Bros.)
11	10	BRYAN ADAMS	I'll Always Be Right There	(A&M)
12	11	R. KELLY	I Believe I Can Fly	(Jive)
9	12	JOURNEY	When You Love A Woman	(Columbia)
15	13	JON SECADA	Too Late, Too Soon	(SBK/EMI)
17	14	KENNY G	Havana	(Arista)
18	15	WHITNEY HOUSTON	Step By Step	(Arista)
13	16	ERIC CLAPTON	Change The World	(Reprise)
23	17	RICHARD MARX	Until I Find You Again	(Capitol)
16	18	LIONEL RICHIE	Still In Love	(Mercury)
20	19	JEWEL	You Were Meant For Me	(Atlantic)
21	20	NO DOUBT	Don't Speak	(Trauma/Interscope)
14	21	DON HENLEY	Through Your Hands	(Revolution)
25	22	BABYFACE	Every Time I Close My Eyes	(Epic)
22	23	JOHN MELLENCAMP	Just Another Day	(Mercury)
24	24	MICHAEL ENGLISH	When I Need You	(Curb)
30	25	JOOSE	If Tomorrow Never Comes	(Flavor Unit/EastWest/EEG)
—	26	JOURNEY	If He Should Break Your Heart	(Columbia)
29	27	WARREN HILL	Shelter From The Storm	(Discovery)
26	28	MADONNA	Don't Cry For Me Argentina	(Warner Bros.)
27	29	CRYSTAL BERNARD	Have We Forgotten What Love Is	(River North)
—	30	BARRY MANILOW	I'd Really Love To See You...	(Arista)

AC begins on Page 107.

ACTIVE ROCK

LW	TW	ARTIST	SON	Label
1	1	LIVE	Lakini's Juice	(Radioactive)
4	2	COLLECTIVE SOUL	Precious Declaration	(Atlantic)
2	3	BUSH	Greedy Fly	(Trauma/Interscope)
3	4	SILVERCHAIR	Abuse Me	(Epic)
5	5	AEROSMITH	Falling In Love...	(Columbia)
6	6	WALLFLOWERS	One Headlight	(Interscope)
7	7	METALLICA	King Nothing	(Elektra/EEG)
8	8	TONIC	Casual Affair	(Polydor/A&M)
10	9	STONE TEMPLE PILOTS	Tumble In The Rough	(Atlantic)
11	10	VERUCA SALT	Volcano Girls	(Outpost/Geffen)
15	11	OFFSPRING	Gone Away	(Columbia)
13	12	NINE INCH NAILS	The Perfect Drug	(Nothing/Interscope)
18	13	VERVE PIPE	The Freshmen	(RCA)
16	14	BIG HEAD TODD & THE MONSTERS	Resignation...	(Revolution)
12	15	COUNTING CROWS	A Long December	(DGC/Geffen)
9	16	U2	Discotheque	(Island)
21	17	TOOL	"H"	(Zoo)
14	18	SOUNDGARDEN	Blow Up The Outside World	(A&M)
23	19	WIDESPREAD PANIC	Hope In A Hopeless World	(Capricorn/Mercury)
22	20	EELS	Rags To Rags	(DreamWorks/Geffen)
20	21	MARILYN MANSON	Tourniquet	(Nothing/Interscope)
17	22	SMASHING PUMPKINS	Thirty-Three	(Virgin)
19	23	BETTER THAN EZRA	Desperately Wanting	(Swell/Elektra/EEG)
26	24	SOCIAL DISTORTION	When The Angels Sing	(550 Music)
25	25	METALLICA	Hero Of The Day	(Elektra/EEG)
—	26	U2	Staring At The Sun	(Island)
38	27	MATCHBOX 20	Push	(Lava/Atlantic)
34	28	KULA SHAKER	Hey Dude	(Columbia)
29	29	WILCO	Outtasite (Outta Mind)	(Reprise)
—	30	MATTHEW SWEET	Where You Get Love	(Zoo)

No Songs Qualified For Breaker Status This Week.

ROCK begins on Page 120.

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Breakers In Blue

NATIONAL AIRPLAY OVERVIEW MARCH 7, 1997

URBAN AC

LW	TW	Artist	Single	Label
1	1	BABYFACE	Every Time I Close My Eyes	(Epic)
2	2	DRU HILL	In My Bed	(Island)
3	3	ERYKAH BADU	On & On	(Kedar/Universal)
5	4	MONICA	For You I Will	(Warner Sunset/Atlantic)
6	5	"AFKAP"	Somebody's Somebody	(NPG/EMI)
4	6	LUTHER VANDROSS	I Can Make It Better	(LV/Epic)
7	7	ISLEY BROTHERS	Tears	(T-Neck/Island)
8	8	WHITNEY HOUSTON	I Believe In You And Me	(Arista)
9	9	MAXWELL	Sumthin' Sumthin'	(Columbia)
12	10	AFTER 7	Sara Smile	(Virgin)
10	11	R. KELLY	I Believe I Can Fly	(Jive)
15	12	MINT CONDITION	What Kind Of Man Would I Be	(Perspective/A&M)
11	13	PAUL HARDCASTLE	Got To Be Love	(JVC)
16	14	KENNY LATTIMORE	For You	(Columbia)
13	15	TONI BRAXTON	Un-break My Heart	(LaFace/Arista)
19	16	ANN NESBY	This Weekend	(Perspective/A&M)
14	17	EN VOGUE	Don't Let Go (Love)	(EastWest/EEG)
20	18	MINT CONDITION	You Don't Have To Hurt No...	(Perspective/A&M)
23	19	TONI BRAXTON	I Don't Want To	(LaFace/Arista)
18	20	SWEETBACK	You Will Rise	(Epic)
22	21	702	Get It Together	(Biv 10/Motown)
24	22	RAHSAAN PATTERSON	Stop By	(MCA)
25	23	CURTIS MAYFIELD	No One Knows About A Good...	(Warner Bros.)
26	24	KEITH SWEAT	Just A Touch	(Elektra/EEG)
17	25	BLACKSTREET	Never Gonna Let You Go	(Interscope)
27	26	MONTELL JORDAN	What's On Tonight	(Def Jam/RAL/Mercury)
29	27	ZHANE	Request Line	(Hiltown/Motown)
28	28	ALFONZO HUNTER	Weekend Thang	(Def Squad/EMI)
—	29	ROME	I Belong To You (Every...)	(RCA)
30	30	BLACKSTREET	Don't Leave Me	(Interscope)

URBAN begins on Page 98.

ROCK

LW	TW	Artist	Single	Label
1	1	AEROSMITH	Falling In Love...	(Columbia)
2	2	WALLFLOWERS	One Headlight	(Interscope)
3	3	COLLECTIVE SOUL	Precious Declaration	(Atlantic)
4	4	LIVE	Lakini's Juice	(Radioactive)
5	5	COUNTING CROWS	A Long December	(DGC/Geffen)
6	6	WIDESPREAD PANIC	Hope In A Hopeless World	(Capricorn/Mercury)
7	7	SILVERCHAIR	Abuse Me	(Epic)
9	8	METALLICA	King Nothing	(Elektra/EEG)
8	9	BUSH	Greedy Fly	(Trauma/Interscope)
12	10	BIG HEAD TODD & THE MONSTERS	Resignation...	(Revolution)
13	11	TONIC	Casual Affair	(Polydor/A&M)
10	12	JOHN MELLENCAMP	Just Another Day	(Mercury)
14	13	TOM PETTY & THE HEARTBREAKERS	Change...	(Warner Bros.)
19	14	JONNY LANG	Lie To Me	(A&M)
15	15	BETTER THAN EZRA	Desperately Wanting	(Swell/Elektra/EEG)
17	16	SPONGE	Have You Seen Mary	(Columbia)
18	17	METALLICA	Hero Of The Day	(Elektra/EEG)
16	18	STONE TEMPLE PILOTS	Lady Picture Show	(Atlantic)
23	19	STONE TEMPLE PILOTS	Tumble In The Rough	(Atlantic)
—	20	U2	Staring At The Sun	(Island)
11	21	U2	Discotheque	(Island)
20	22	SOUNDGARDEN	Blow Up The Outside World	(A&M)
25	23	VERVE PIPE	The Freshmen	(RCA)
26	24	BLACK CROWES	Better When You're Not Alone	(American/Reprise)
27	25	STORYVILLE	Blind Side	(Code Blue/Atlantic)
21	26	SHERYL CROW	Everyday Is A Winding Road	(A&M)
24	27	JOURNEY	Can't Tame The Lion	(Columbia)
41	28	OFFSPRING	Gone Away	(Columbia)
35	29	VERUCA SALT	Volcano Girls	(Outpost/Geffen)
22	30	STIR	Looking For	(Aware/Capitol)

ROCK begins on Page 120.

COUNTRY

LW	TW	Artist	Single	Label
2	1	DEANA CARTER	We Danced Anyway	(Capitol)
4	2	JOHN BERRY	She's Taken A Shine	(Capitol)
7	3	REBA MCENTIRE	How Was I To Know	(MCA)
6	4	PATTY LOVELESS	She Drew A Broken Heart	(Epic)
3	5	TRAVIS TRITT	Where Corn Don't Grow	(Warner Bros.)
8	6	ALAN JACKSON	Everything I Love	(Arista)
9	7	DIAMOND RIO	Holdin'	(Arista)
5	8	LEANN RIMES	Unchained Melody	(MCG/Curb)
10	9	TRACE ADKINS	(This Ain't) No Thinkin' Thing	(Capitol)
11	10	CLAY WALKER	Rumor Has It	(Giant)
1	11	TOBY KEITH	Me Too	(Mercury)
14	12	TRACY BYRD	Don't Take Her She's All I Got	(MCA)
13	13	KENNY CHESNEY	When I Close My Eyes	(BNA)
18	14	DAVID KERSH	Another You	(Curb)
20	15	COLLIN RAYE	On The Verge	(Epic)
17	16	TERRI CLARK	Emotional Girl	(Mercury)
15	17	LONESTAR	Heartbroke Every Day	(BNA)
22	18	TRACY LAWRENCE	Better Man, Better Off	(Atlantic)
19	19	RICOCHE	Ease My Troubled Mind	(Columbia)
23	20	BUFFALO CLUB	If She Don't Love You	(Rising Tide)
25	21	LORRIE MORGAN	Good As I Was To You	(BNA)
26	22	ALABAMA	Sad Lookin' Moon	(RCA)
—	23	GEORGE STRAIT	One Night At A Time	(MCA)
12	24	RICK TREVINO	Running Out Of Reasons To Run	(Columbia)
36	25	JOHN MICHAEL MONTGOMERY	I Miss You A Little	(Atlantic)
28	26	MILA MASON	Dark Horse	(Atlantic)
33	27	KEVIN SHARP	She's Sure Taking It Well	(143/Asylum/EEG)
30	28	KATHY MATTEA	455 Rocket	(Mercury)
31	29	MARTINA MCBRIDE	Cry On The Shoulder Of...	(RCA)
40	30	BRYAN WHITE	Sittin' On Go	(Asylum/EEG)
38	31	MINDY MCCREARY	A Girl's Gotta Do (What...)	(BNA)
39	32	TANYA TUCKER	Little Things	(Capitol)
42	33	SAWYER BROWN	Six Days On The Road	(Curb)
41	34	MARK WILLS	Places I've Never Been	(Mercury)

COUNTRY begins on Page 43.

ALTERNATIVE

LW	TW	Artist	Single	Label
2	1	WALLFLOWERS	One Headlight	(Interscope)
1	2	LIVE	Lakini's Juice	(Radioactive)
3	3	BUSH	Greedy Fly	(Trauma/Interscope)
5	4	SILVERCHAIR	Abuse Me	(Epic)
7	5	SUBLIME	Santeria	(Gasoline Alley/MCA)
10	6	VERVE PIPE	The Freshmen	(RCA)
8	7	VERUCA SALT	Volcano Girls	(Outpost/Geffen)
6	8	COUNTING CROWS	A Long December	(DGC/Geffen)
9	9	COLLECTIVE SOUL	Precious Declaration	(Atlantic)
11	10	DAVE MATTHEWS BAND	Crash Into Me	(RCA)
12	11	NINE INCH NAILS	The Perfect Drug	(Nothing/Interscope)
4	12	U2	Discotheque	(Island)
—	13	U2	Staring At The Sun	(Island)
17	14	SPACE	Female Of The Species	(Gut/Universal)
15	15	NO DOUBT	Excuse Me Mr.	(Trauma/Interscope)
14	16	CARDIGANS	Lovetool	(Mercury)
18	17	BECK	The New Pollution	(DGC/Geffen)
22	18	WHITE TOWN	Your Woman	(Chrysalis/EMI)
13	19	SMASHING PUMPKINS	Thirty-Three	(Virgin)
19	20	PORNO FOR PYROS	Hard Charger	(Warner Bros.)
16	21	SHERYL CROW	Everyday Is A Winding Road	(A&M)
20	22	311	All Mixed Up	(Capricorn/Mercury)
—	23	MATTHEW SWEET	Where You Get Love	(Zoo)
25	24	CAKE	I Will Survive	(Capricorn/Mercury)
23	25	PRODIGY	Firestarter	(Mute/Maverick/WB)
27	26	MIGHTY MIGHTY BOSSTONES	The Impression I Get	(Mercury)
29	27	OFFSPRING	Gone Away	(Columbia)
24	28	BETTER THAN EZRA	Desperately Wanting	(Swell/Elektra/EEG)
30	29	STONE TEMPLE PILOTS	Tumble In The Rough	(Atlantic)
21	30	GARBAGE	#1 Crush	(Capitol)
41	31	JEWEL	You Were Meant For Me	(Atlantic)
28	32	KULA SHAKER	Hey Dude	(Columbia)

ALTERNATIVE begins on Page 126.

NAC

LW	TW	Artist	Single	Label
2	1	BRAXTON BROTHERS	When Love Comes...	(Kokopelli)
1	2	DAVID SANBORN	Rikke	(Elektra/EEG)
4	3	PAUL HARDCASTLE	Jokers Wild	(JVC)
5	4	NORMAN BROWN	Third World	(MoJazz/Motown)
3	5	KENNY G	Eastside Jam	(Arista)
6	6	GEORGE BENSON	The Thinker	(GRP)
8	7	SOUL BALLET	N.Y.C. Tripin	(Countdown/Unity)
11	8	JIM BRICKMAN	You Never Know	(Windham Hill)
7	9	ZACHARY BREAUX	Never Can Say Goodbye	(Zebra)
15	10	MICHAEL PAULO	My Heart And Soul	(Noteworthy)
12	11	GOTA	European Comfort	(Instinct)
9	12	WAYMAN TISDALE	Don't Take Your Love Away	(MoJazz/Motown)
13	13	GROVER WASHINGTON JR.	Soulful Strut	(Columbia)
18	14	KENNY BLAKE	European Underground	(Heads Up)
10	15	MARK PORTMANN	No Truer Words	(Zebra)
20	16	ALFONZO BLACKWELL	Hermina	(Street Life/All American)
14	17	VANESSA DAOU	Two To Tango	(MCA)
22	18	INCOGNITO	A Shade Of Blue	(Verve Forecast)
17	19	DAVE KOZ	Lullaby For A Rainy Night	(Capitol)
21	20	DOC POWELL	From The Heart	(Discovery)
24	21	CHUCK LOEB	Cruzin' South	(Shanachie)
23	22	TOMMY EMMANUEL	Midnight Drive	(Higher Octave)
19	23	SLASH	Obsession Confession	(Geffen)
27	24	BABYFACE	Every Time I Close My Eyes	(Epic)
29	25	PAOLO	Paisa	(Island)
28	26	EXODUS QUARTET	Summer Soulstice	(Instinct)
—	27	CELINE DION	Falling Into You	(550 Music)
26	28	BRIAN HUGHES	Soul Fruit	(Higher Octave)
16	29	KEIKO MATSUI	Bridge Over The Stars	(Countdown/Unity)
—	30	BOBBY LYLE	Aruban Nights	(Atlantic)

No Songs Qualified For Breaker Status This Week.

NAC begins on Page 115.

ADULT ALTERNATIVE

LW	TW	Artist	Single	Label
1	1	WALLFLOWERS	One Headlight	(Interscope)
3	2	DAVE MATTHEWS BAND	Crash Into Me	(RCA)
2	3	SHERYL CROW	Everyday Is A Winding Road	(A&M)
4	4	COUNTING CROWS	A Long December	(DGC/Geffen)
5	5	SHAWN COLVIN	Sunny Came Home	(Columbia)
8	6	JEWEL	You Were Meant For Me	(Atlantic)
7	7	BIG HEAD TODD & THE MONSTERS	Resignation...	(Revolution)
—	8	U2	Staring At The Sun	(Island)
9	9	WIDESPREAD PANIC	Hope In A Hopeless World	(Capricorn/Mercury)
10	10	VERVE PIPE	The Freshmen	(RCA)
6	11	R.E.M.	Electrolite	(Warner Bros.)
12	12	ODDS	Someone Who's Cool	(Elektra/EEG)
11	13	PAULA COLE	Where Have All The Cowboys...	(Imago/WB)
13	14	FIONA APPLE	Sleep To Dream	(Work)
14	15	VAN MORRISON	The Healing Game	(Polydor/A&M)
19	16	COLLECTIVE SOUL	Precious Declaration	(Atlantic)
21	17	DUNCAN SHEIK	She Runs Away	(Atlantic)
16	18	BETTER THAN EZRA	Desperately Wanting	(Swell/Elektra/EEG)
24	19	BRUCE COCKBURN	Night Train	(Rykodisc Inc.)
25	20	COUNTING CROWS	Daylight Fading	(DGC/Geffen)
26	21	MORPHINE	Early To Bed	(DreamWorks/Rykodisc)
17	22	JOHN MELLENCAMP	Just Another Day	(Mercury)
23	23	CARDIGANS	Lovetool	(Mercury)
28	24	WILCO	Outtassite (Outta Mind)	(Reprise)
—	25	PATTY GRIFFIN	Every Little Bit	(A&M)
15	26	U2	Discotheque	(Island)
29	27	LOW & SWEET ORCHESTRA	A Nail Won't Fix A Broken...	(Interscope)
20	28	SMASHING PUMPKINS	Thirty-Three	(Virgin)
—	29	WILLIAM TOPLEY	Uptown	(Mercury)
30	30	NIL LARA	Baby	(Metro Blue/Capitol)

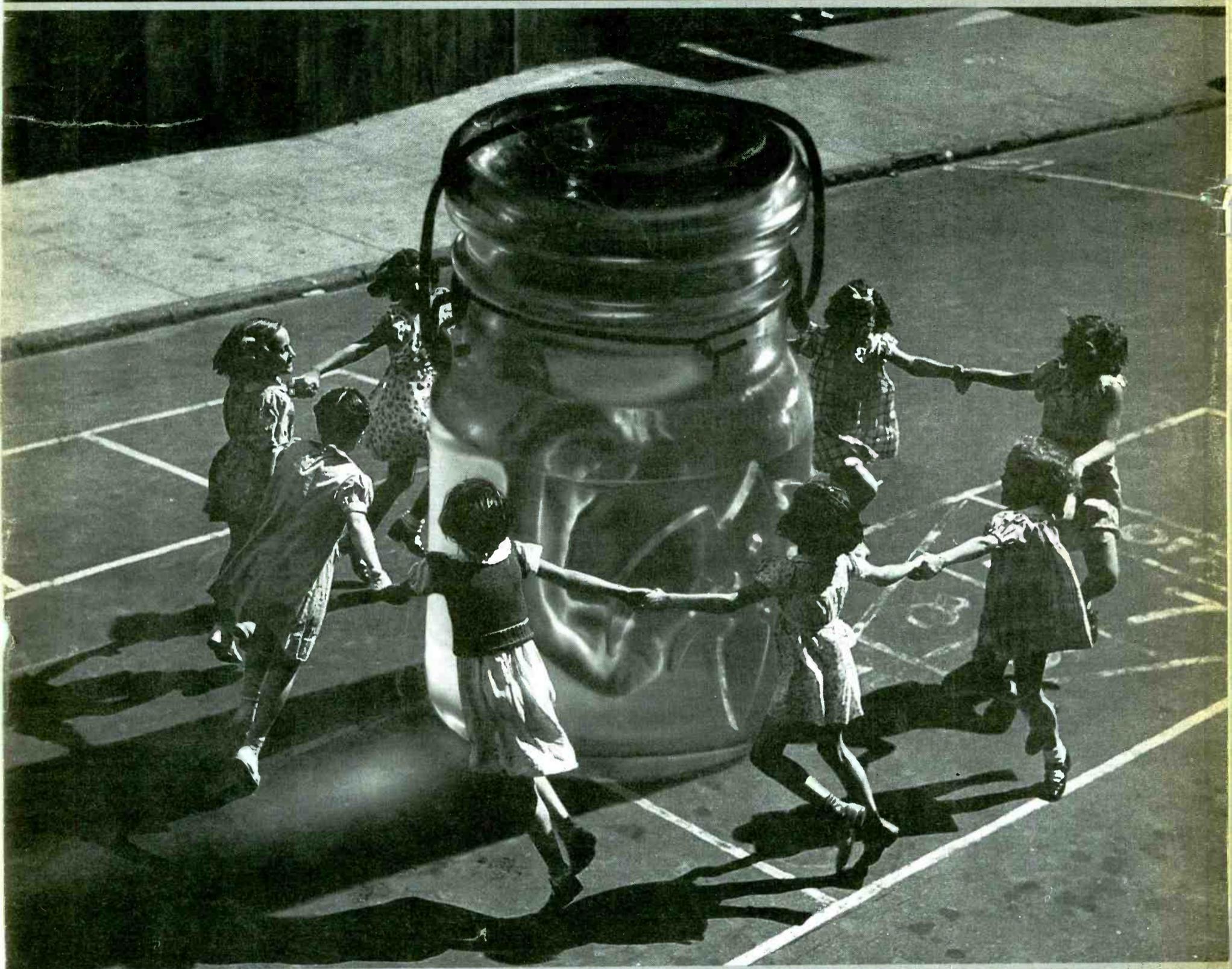
ADULT ALTERNATIVE begins on Page 134.



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