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### Jewel Delivers A Gem

Singer. Songwriter. Poet. Inspiration. Those are just a few of the adjectives Atlantic Records reserves for Jewel. Her most recent single, "Hands," from her album *Spirit*, impacted radio this week. "Hands" was Most Added at three R&R formats: 127 adds at CHR/Pop, 71 at Hot AC, and 30 at Adult Alternative.



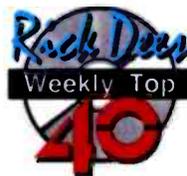
OCTOBER 16, 1998

### Welcome To The NAB!

If you're reading this at the NAB Radio Show in Seattle, we hope you'll make it over to Booth 940 in the exhibit hall and meet the 24 R&R staffers covering the show, showing off R&R ONLINE, and handing out copies of our publications. If you're elsewhere, you can read continuous convention coverage at [www.rronline.com](http://www.rronline.com).



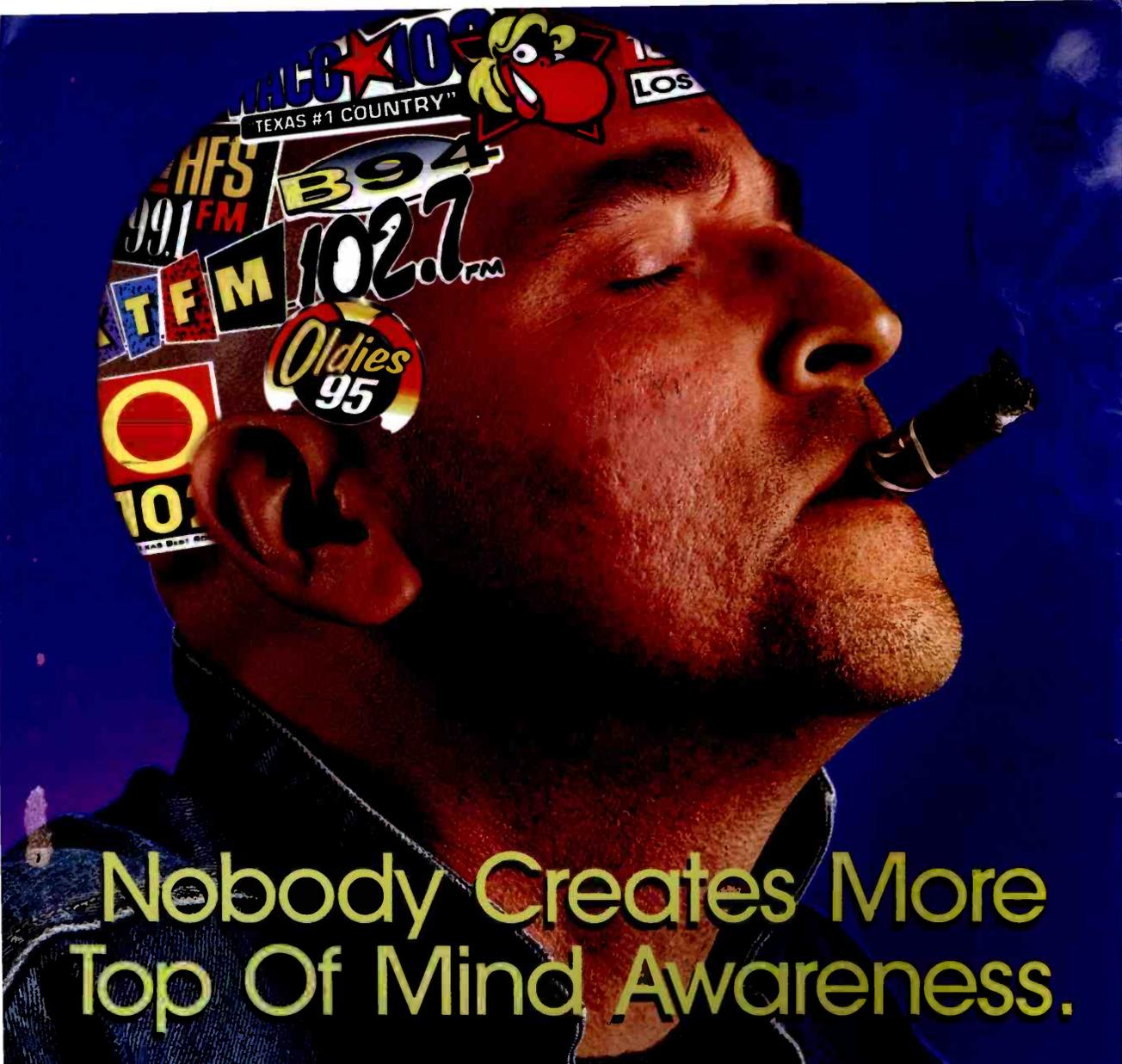
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**MMS SECTION DEBUTS!**

R&R's newly configured Management, Marketing, and Sales pages debut with an exclusive new feature! Each month, the R&R Industry X-Ray — compiled in association with Miller, Kaplan, Arase & Co., Competitive Media Reporting, Scarborough Research, and the RAB — picks apart an important radio sales category and details its spending habits in the nation's largest markets. We begin this series with automotive.

Pages 14-22

**GETTING DOWN TO EARTH**

Over the last year, KRTH/L.A. was faced with the tragic task of replacing its morning and afternoon personalities, Robert W. Morgan and The Real Don Steele, who were stricken by lung cancer. This week, **Calvin Gilbert** talks to their on-air successors, Charlie Van Dyke and Shotgun Tom Kelly.

Pages 44-46

**IN THE NEWS**

- **Media stocks** rebound as the roller coaster bumps along
- **CD Radio** announces programming staff
- **Steve Swenson** VP/GM for WCBS-AM/New York
- **Joel Salkowitz** becomes PD of KTXQ/Dallas
- **Larry Hughes, Doug Baker** take Virgin/Nashville posts

Page 3

**THIS #1 WEEK**

- CHR/POP**
  - **BARENAKED LADIES** One Week (Reprise)
- CHR/RHYTHMIC**
  - **AALIYAH** Are You That Somebody? (Atlantic)
- URBAN**
  - **LAURYN HILL** Doo Wop (That ...) (Ruffhouse/Columbia)
- URBAN AC**
  - **TEMPTATIONS** Stay (Motown)
- COUNTRY**
  - **LONGESTAR** Everything's Changed (BNA)
- AC**
  - **BACKSTREET BOYS** I'll Never Break Your Heart (Jive)
- HOT AC**
  - **GOO GOO DOLLS** Iris (Warner Sunset/Reprise)
- NAC/SMOOTH JAZZ**
  - **GEORGE BENSON** Fly By Night (GRP)
- ROCK**
  - **CHEED** What's This Life For (Wind-up)
- ACTIVE ROCK**
  - **LENNY KRAMITZ** Fly Away (Virgin)
- ALTERNATIVE**
  - **HOLE** Celebrity Skin (DGC/Geffen)
- ADULT ALTERNATIVE**
  - **SHERYL CROW** My Favorite Mistake (A&M)

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**WSKQ Tops New York Arbitron**

For the first time, a Spanish-language station has taken sole possession of an Arbitron New York quarterly report. SBS Trop-

ical powerhouse WSKQ finished the summer two shares ahead of second-place WQHT and a half-RATINGS/See Page 28

New York			Los Angeles		
	Sp '98	Su '98		Sp '98	Su '98
WSKQ-FM (Tropical)	5.9	6.0	KLVE-FM (Spanish AC)	6.3	6.0
WQHT-FM (CHR/Rhy)	5.8	5.8	KSCA-FM (Reg. Mex.)	5.8	6.0
WLTW-FM (AC)	5.9	5.5	KKBT-FM (Urban)	3.8	4.0
WHTZ-FM (CHR/Pop)	5.1	4.6	KOST-FM (AC)	3.3	3.9
WCBS-FM (Oldies)	4.6	4.2	KPWR-FM (CHR/Rhy)	3.9	3.7

COMPLETE RESULTS FROM NY, L.A., CHICAGO, LONG ISLAND: PAGE 28

**Clear Channel Ropes In Jacor For \$4.4 Bil.**

■ Second-largest in station count, group overlaps in six top markets

Funmeister Randy Michaels has gone and ruined radio's best-loved pastime: speculating about which monster group will buy Jacor Communications, its band of 230 merry radio stations, and its lone TV outlet in Cincinnati. Last week, **Clear Channel Communications** said it would shell out about \$4.4 billion in a tax-free, stock-for-stock deal for Jacor.



Mays Michaels

And as in a lot of the modern-day marriages between the rich and powerful, the two will maintain separate homes: Jacor will continue to be based in Covington, KY, and Michaels will remain at the helm as CEO, with Bob Lawrence as President, and Clear Channel CEO Lowry Mays will continue to operate his multimedia empire from San Antonio. The happy couple will keep the name Clear Channel, and together will own, operate, or be affiliated with 625 radio stations worldwide — 454 of them in 101 U.S. markets — 19 TV stations, and about 220,000 outdoor displays in 25 countries. (Clear Channel also owns 29% of Hefel Broadcasting, the largest Spanish-language broadcaster in the U.S.)

Jacor will operate as a separate subsidiary of Clear Channel, and "no significant changes are expected to its operations," the companies said. Mays noted that "40% of Jacor's revenues are in markets where Clear Channel has a strong presence in outdoor media," and he expected the new Clear Channel to enjoy "significant synergies." The new company will rank third in total radio revenues and will be the world's largest outdoor

CLEAR CHANNEL/See Page 53

**Zell Tells All!**

BY TONY NOVA  
R&R CHR EDITOR

Been wondering what early training it takes to be a billionaire? In **Sam Zell's** case, his entrepreneur skills began in grade school when he came up with the ingenious idea of selling *Playboy* magazine at a 200% profit.

But it doesn't take long in talking to Zell to understand why he and Jacor chief Randy Michaels created such a formidable team.

"Flamboyant" is a word that's used to describe Zell over and over again. This Chicago-based billionaire favors Ducati motorcycles, a company he once unsuccessfully attempted to buy 50% of. When he and his business partners hit the road on their Ducatis, they are known as "Zell Angels." Zell, like Michaels, prefers jeans over Armani suits and thrives on his "just get it done" attitude.

Zell is widely recognized as one of America's biggest and best deal-makers, collecting billions in profits for his clients and himself by seeking out undervalued companies and

ZELL/See Page 32

**Radio Salaries Skyrocket In '97**

BY RON RODRIGUES  
R&R EDITOR-IN-CHIEF

Ever since deregulation, radio industry professionals have been asked to carry a heavier load, supervise more stations, and broaden their skill sets. And, in most cases, those professionals were rewarded for their efforts with hefty pay increases in 1997, according to the results of an industry-wide compensation survey conducted for R&R by Miller, Kaplan, Arase & Co.

Complete salary survey results from six market categories and 10 formats: Pages 34-38

As an example, while the ranks of the general managers have grown noticeably thin in the last few years, those who remain earned 20% more in 1997 than the year before. The typical GM in a major (top 15) market earns \$286,131 in salary and incentives. Salaries for other top radio positions rose accordingly. GSMs earned 15% increases in '97, PDs 14% more, and promotion directors 13% more.

SURVEY/See Page 28

**Ganis To Atlantic Executive VP**

BY STEVE WOSNIEWICZ  
R&R MUSIC EDITOR

**Atlantic Records** has elevated **Andrea Ganis** to Exec. VP. Based in New York, she continues reporting to Atlantic Group co-Chairman/co-CEO Val Azzoli. The new post is in recognition of her greater role in the overall senior management of the label.



Ganis

"A long-standing member of Atlantic's senior executive team, Andrea has played an indispensable role in the label's growth and continued success," Azzoli said. "Her accomplishments in

GANIS/See Page 26

**DARS: Formats Of The Future**

■ CD Radio, new 'XM' go for underserved demos

BY MATT SPANGLER AND JEFFREY YORKE  
R&R WASHINGTON BUREAU

"First there was AM, then there was FM, and now there is XM. We are the third new band of radio, and we are the future."

These ominous words came from the mouth of **Hugh Panero**, President/CEO of the former American Mobile Radio Corp., in discussing with R&R the new identity the company unveiled earlier this week: **XM Satellite Radio**.

This week the DARS provider charged into the wolf's lair — the NAB Radio Show in Seattle — announcing it had inked a handful of exclusive programming deals nine months after CD Radio announced its first content agreement (with Bloomberg Business Radio).

Better late than never. It is indeed an impressive roster: USA Today will occupy one channel, which Panero said will eventually be expanded to a 24-hour News/Talk service; Hefel

Palm-sized CD Radio satellite antenna.



DARS/See Page 52

**Hollander Tapped As Westwood One's New President/CEO**

A dozen years of influencing, cajoling, and arm-twisting some of America's toughest customers — and that's before dealing with such notable talent as Don Imus, Mike Francesa, and Mad Dog Russo — has paid off for **Joel Hollander**.



Hollander

The WFAN-AM/New York GM last week was named President/CEO of Westwood One.

Hollander, 42, has run America's most profitable radio station for the past six years (he was GSM for six years before that)

HOLLANDER/See Page 32

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## Swenson Segues To WCBS-AM As VP/GM

WTOP/Washington VP/GM Steve Swenson has been named VP/GM at WCBS-AM/New York. Swenson, who will begin his new duties at the CBS-owned all-News station on November 2, will succeed current GM Dan Griffin, who recently announced his plans to retire effective at the

end of October.

CBS Radio President Dan Mason said. "Steve has not only demonstrated his ability to be a solid programmer, but has also established himself as a tremendous business person. We are looking forward to having him lead our team at WCBS-AM."

This marks a return trip to the Big Apple for Swenson, who spent nine years as PD and two years as News Director at WINS-AM/NY prior to his move to TOP. He began his career in 1979 in Los Angeles at all-News KFVB, where he held such positions as writer, editor, and Asst. News Director.

"I'm really looking forward to returning to New York to head up CBS Radio's flagship," Swenson told R&R. "WCBS is a great radio

SWENSON/See Page 63



*All In The Family*  
Chancellor Media held a bash in Beverly Hills, CA recently for its West Coast air personalities to celebrate its recent success in the L.A. and San Francisco markets. Gettin' jiggy with it are (top, l-r) KBIG 104's Rick Diego, KCMG's Irma Blanco, KYSR's Lisa Fazio, KYLD's Hollywood, and YSR's Jamie & Frank; (bottom, l-r) CAMG PD Michael Roberts, BIG's Carolyn Gracie, YSR's Frosty, YLD's JV and Elvis, KKBT's John London, KMEL's Diane Steele, KBT morning show producer Dennis Cruz, MEL's Carmen, KIIS' Renet, YSR's Ryan Seacrest, and K101's Don Bleu.

## Media Stocks' Multiple Personalities

■ It's a wild ride of up one day, down the next

By JEREMY SEWISER  
R&R WASHINGTON BUREAU

You are an executive at a large, publicly traded radio group. You own thousands upon thousands of shares of stock in your company. In the last year you've seen the value of your holdings go up and up and then up some more as the stock market — and media stocks in particular — kept rising.

Then, suddenly, the bubble burst. A global financial crisis led to a sell-off. You lost hundreds of thousands of dollars on paper. Your

company's stock dropped. You couldn't believe how much the value of your holdings fell. You tell yourself, "My lifestyle won't change." And it probably will not.

Take solace, radio executive. You are not alone.

Media stocks across the board have been hit hard recently. Yet every time media stocks hit a low, they seem to rebound.

Earlier this week several companies rode a hot streak to double-digit percentage growth. Sinclair

STOCKS/See Page 28

### NEWS & FEATURES

Radio Business	4	National Video Charts	50
Business Briefs	4	Street Talk	60
Transactions	6	Sound Decisions	67
MMS	14	Publisher's Profile	162
Sales	14		
Management	17	Product Showcase	61
Calendar	18	Talk Showcase	58
Marketing	22	Opportunities	145
Salary Survey	34	Marketplace	147
Show Prep	48		
'Zine Scene	48		

### FORMATS & CHARTS

Air Personalities	40	Adult Contemporary	100
Club R&R Photo Gallery	42	AC Chart	110
Oldies	44	Hot AC Chart	115
News/Talk	64	MAC/Smooth Jazz	117
Pop/Alternative	69	NAC/Smooth Jazz Tracks Chart	118
CHR	70	NAC/Smooth Jazz Albums Chart	119
CHR Callout America	72	Rock	122
CHR/Pop Chart	74	Rock Chart	124
CHR/Rhythmic Chart	82	Active Rock Chart	127
Hip-Hop Chart	83	Alternative	130
Urban	88	Alternative Chart	132
Urban Chart	88	Alternative Action	134
Urban Action	90	Alternative Specialty Show	139
Urban AC Chart	96	Adult Alternative	140
Country	99	Adult Alternative Tracks	140
Country Chart	101	Adult Alternative Albums	142
Country Action	102		

The Book Pages 160

## CD Radio Announces Programming Staff

Forthcoming satellite DAB service CD Radio continues to fill out its management ranks, naming Jim Kressler Director/Programming Services, Cindy Sivak Director/Industry & Talent Affairs, and Marla Carchidi Director/Music Programming. Kressler and Carchidi both join CD from the cable music service Music Choice, while Sivak is a veteran of MTV, Westwood One, and Unistar.

In addition, the company has hired eight radio vets to lead vari-

ous divisions: NY radio mainstay Pat St. John joins the Rock division; former KROQ/L.A. jock Swedish Egil takes on the Dance/Reggae division; the Country division welcomes former WNBC, WHN, WYNY, and WNEW/NY programmer Steve Warren; syndicated jazz producer/host Russell Davis heads to the Jazz division; the Classical division taps Music Choice vet Michele Miller; *Rhythm Revue* host/creator Felix

CD RADIO/See Page 24

## Salkowitz Set As PD At KTXQ/Dallas

Veteran programmer Joel Salkowitz has been named PD for Chancellor's KTXQ/Dallas, which last month flipped from Rock to a "Jammin' Oldies" format (R&R 9/4). Salkowitz arrived in Dallas following a two-year stint at Fox Television's New York office, where he served as Audio & Music Director for the company's 24-hour news network.

Salkowitz told R&R, "I had a great opportunity to hook up with Chancellor and a lot of people I've known for years, many of whom I've worked with at Emmis. When this opportunity presented itself, I had to say yes. If you're going to be doing this, these are the guys to be doing it for today."

SALKOWITZ/See Page 28



Salkowitz

## Virgin/Nash. Hires Hughes As VP/Promo

■ Baker becomes Dir. Nat'l Promotion for the label

The recently launched Virgin/Nashville (R&R 8/14) has set its promotion executive team. Former Mercury/Nashville VP/Promotion Larry Hughes joins the company as VP/Promotion, while former Capitol/Nashville Director/Radio Marketing Doug Baker is named Director/National Promotion.



Hughes



Baker

promotion departments in this format and has been instrumental

VIRGIN/See Page 32



### Ratings Leaders Of Yore

Even when R&R started out, ratings results were an important part of our publication. Some of the sources of that data (i.e. Hooper, Pulse, Trendex) have disappeared, but Arbitron is still around, of course. Here are selected market leaders from the fall 73 rating period (noted with their formats of that time):

WOR/New York (MOR)	9.1	KNOX/St. Louis (MOR)	26.7
KHJ/Los Angeles (Top 40)	5.7	KOOL/Phoenix (Full Service)	9.8
WGN/Chicago (Full Service)	11.2	KHOW/Denver (MOR)	12.9
KFBQ/San Francisco (MOR)	7.2	WGAR/Cleveland (MOR)	7.1
WCAL/Philadelphia (MOR)	10.9	KGW/Portland, OR (Top 40)	12.1
WJW/Detroit (MOR)	12.9	WQOW/Milwaukee (MOR)	9.6
WVAF/Dallas-Ft. Worth (Ctry)	12.8	WLW/Cincinnati (MOR)	16.7
WPCC/Washington (Top 40)	6.6	KLUB/Salt Lake City (B/EZ)	13.0
WBZ/Boston (MOR)	12.7	WBC/Indianapolis (MOR)	13.3
WSS/Atlanta (MOR)	22.1	WTTX/New Orleans (Top 40)	9.6
KDND/Seattle (Full Service)	12.1	WDRS/Buffalo (Top 40)	12.7
WCCO/Minneapolis (MOR)	34.8	WDAI/Albuquerque (Black)	16.7
KCZO/San Diego (Top 40)	13.4	WVW/Richmond (MOR)	28.1

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## Sinclair Puts \$500 Million In Stations On Block

Analysts attribute move to changing environment and desire to keep growth high

By MATT SPANGLER  
R&R WASHINGTON BUREAU

Sinclair Broadcast Group took an unusual step in the consolidation era last week and announced that it is divesting — not acquiring — \$500 million worth of radio and TV stations.

"The world has changed," First Union Capital Markets analyst Bishop Cheen told R&R, and Sinclair is "not acquiring. They are integrating and trying to shore up their balance sheet and keep their growth as high as they can in what could be a much softer environment."

In announcing the sale at a Goldman Sachs conference, Sinclair said it was motivated by "current market

conditions" and the need to pay down debt. The company's stock has been hit hard by the recent recession in media issues, falling from an April 6 high of \$30.25 to as low as \$8 on Oct. 8. "The company has to do something to sanctify its stock," Cheen said.

### Ready To 'Weather Storm'

Thus, a month after its announced purchase of six TV stations from Guy

Gannett Communications for \$310 million, Sinclair shifted its focus from acquisitions to delevering its balance sheet (at a time its debt leverage was heading toward seven-times EBITDA pro forma, according to Cheen). "These are uncertain times, and we want make sure we are as well-positioned to weather the storm as we can be," Sinclair Treasurer Pat Talamantes told R&R. He added that the company will not likely benefit from politi-

SINCLAIR/See Page 10

## USADR Proposes IBOC DAB Standard

Proponents vie to be first with fully tested digital systems

Digital radio came one step closer to becoming a reality last week when USA Digital Radio asked the FCC to adopt IBOC (in-band, on-channel) DAB as the domestic transmission standard.

"Authorizing DAB and designating IBOC as the appropriate means to implement digital radio will serve the public interest," said a USADR spokesperson. Specifically, the company's proposal asked the commission, among other things, to establish criteria to ensure that stations do not interfere with one another during the transition to digital; to adopt a standard providing that DAB radios are compatible with DAB transmitters;

and to set criteria and a timetable for evaluation of DAB systems.

Though the petition called for an IBOC, not a USADR, standard, the company's fellow IBOC proponents did not have much to say about the FCC filing. New Jersey-based Lucent Digital Radio said it was reviewing the petition. Norman Miller, President of San Diego-based Digital Radio Express (DRE), told R&R the proposal was fine by him

as long as it called for a generic IBOC standard.

FCC officials would not comment on the proposal, except to say it's under review.

### Test Race Is On

Meanwhile, the race to be first with fully tested DAB systems continues. DRE's FM system was tested on KSAN-FM/San Francisco earlier this year. Miller said the AM system will be completed by the end of 1998, and he expects to submit data from the testing of both systems to the FCC by mid-1999.

USADR/See Page 10

## Musicians' Associations Down On Hill's Copyright Bill

By JEREMY SHWEDER & MATT SPANGLER  
R&R WASHINGTON BUREAU

A copyright protection measure viewed as critical for the music industry was altered last week by Congress, a move that could mean losses of millions of dollars for some associations that represent musicians.

The Fairness in Music Licensing Act increased the number of restaurants, bars, and retail establishments that are exempt from paying royalties to musicians' associations for using their music.

Under the previous law, only restaurants, bars, and grills 1500 square feet or smaller were exempt from paying a yearly royalty fee to musicians' associations for licensing. The new law increases the exemp-

tion to include eateries up to 3750 square feet and retail outlets 2000 square feet and smaller.

Groups such as The American Society of Composers, Authors, and Publishers (ASCAP) and the National Music Publishers' Association (NMPA) could lose millions in revenue. ASCAP, which collects about

MUSICIANS/See Page 10

## Bloomberg

BUSINESS BRIEFS

### CBS Lays Off 120 In First Phase Of Cutbacks

About 120 workers in CBS Corp.'s news division were let go last week, the first major step in a projected 300-person CBS cutback. CBS is trying to trim \$180 million annually, and last week's downsizing should save about \$40 million. While major networks are turning to personnel cuts to save money, many media analysts believe that radio groups won't have to make the same moves. "Radio has been run lean for a long time," said James Marsh of Prudential Securities. "They don't have the same type of programming-cost inflation problems."

### Seattle Broadcasters To Buy \$60 Mil. In Stations

Veteran Seattle-area broadcasters Michael O'Shea and Ivan Braiker have started a \$60 million partnership called New Northwest Broadcasters that will focus on station clusters in the Pacific Northwest. The firm's first deal — announced last month — is the \$7.9-million acquisition of six stations from Spokane-based B&B Broadcasting, which is expected to close in November.

### Barton May Pass Portals Matter To DOJ

Rep. Joe Barton (R-TX), chairman of the House commerce subcommittee investigating the FCC move to the Portals office complex in Washington, DC, may submit a report on the inquiry to the Justice Department, according to a source close to the hearings. The subcommittee heard on Oct. 9 from several current FCC officials and former chairman Reed Hundt.

### SFX & Marquee To Restructure Deal

The \$100 million July acquisition of The Marquee Group Inc. by SFX Entertainment will be altered and possibly canceled, the companies said. It was not clear how the deal will be changed, but it will be completed this week (10/16). The merger between SFX, which owns live-event venues, and Marquee, which acts as an agent for broadcasters in the sports business, originally involved a stock transaction wherein Marquee shareholders would receive \$6 to \$6.30 of SFX class A common stock for each share of Marquee.

### OnRadio Signs Chainwide Web Deal With Jacor

OnRadio, previously known as Electric Village, will provide Jacor Communications stations with web programming in multiple formats, plus revenue and site management tools. The deal is OnRadio's largest to date, and boosts its network of radio station websites to nearly 550.

### Citadel Enters Michigan With \$35 Million Deal

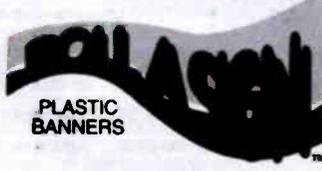
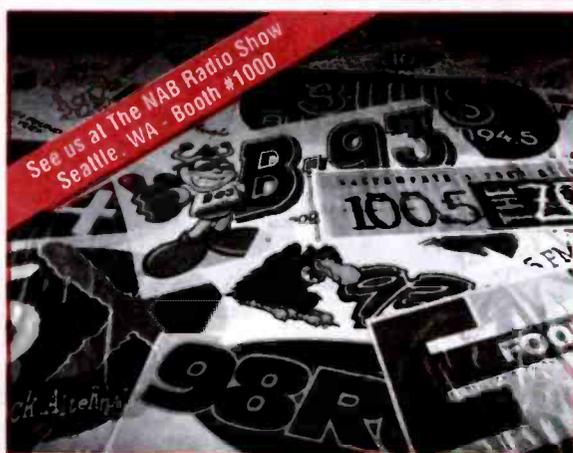
Citadel tapped into the Saginaw-Bay City, MI market with the purchase of six stations from 62nd Street Broadcasting LLC last week. The \$35 million deal is the largest in the company's history.

Continued on Page 8

## R&R/Bloomberg Radio Stock Index

This weighted index consists of all publicly traded companies that derive more than 5% of gross revenues from radio advertising.

	Change Since				
	One Year Ago	One Week Ago	10/2/98	One Year Ago	One Week Ago
Radio Index	166.56	152.69	175.76	-8.33%	-13.13%
Dow Industrials	7847.03	7899.52	7784.69	+6.7%	+1.48%
S&P 500	944.16	984.39	1002.6	+4.26%	-1.82%



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Spring Arbitron Rank and Share: Mon-Sun 6am-Mid

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**DEAL OF THE WEEK**

- **WIOG-FM/Bay City, WKQZ-FM/Midland, WMJK-FM/Pinconning and WSGW-AM, WGER-FM & WMJA-FM/Saginaw (Bay City-Midland), MI**

**1998 DEALS TO DATE**

**Dollars To Date: \$8,003,936,469**  
(Last Year: \$12,320,795,386)

**Dollars This Week: \$77,935,000**  
(Last Year: \$52,514,319)

**Stations Traded This Year: 1701**  
(Last Year: 2024)

**Stations Traded This Week: 39**  
(Last Year: 25)

**TRANSACTIONS AT A GLANCE**

- **KREB-FM/Huntsville, KREB-AM & KAMO-FM/Rogers, KMCK-FM/Siloam Springs, and KZRA-AM & KBRS-FM/Springdale (Fayetteville), AR**
- **KAMB-FM/Merced, CA** No cash consideration
- **KHBG-FM/Healdsburg (Santa Rosa), CA** \$1.1 million
- **WHTA-FM/Fayetteville (Atlanta), GA** No cash consideration
- **KOMO-AM & FM, KPOI-FM/Honolulu & KHUL-FM/Waipahu (Honolulu), HI** \$7.5 million
- **KEEL-AM, KWKH-AM, KITT-FM, KRUF-FM & KVKI-FM/Shreveport, LA** \$24 million
- **WATT-AM & WLXV-FM/Cadillac, WMKT-AM & WKHQ-FM/Charlevoix, and WMBN-AM & WLXT-FM/Petoskey, (NW Michigan), MI** No cash consideration
- **WZOZ-FM/Oneonta, NY** \$575,000
- **KBEL-AM & FM/Idabel, OK** \$300,000
- **KBMA-FM/Bryan, TX** \$25,000
- **KCUB-FM/Stephenville, TX** \$665,000
- **KVLL-AM & FM/Woodville, TX** \$565,000
- **WIVI-FM/Charlotte Amalie, St. Thomas, USVI** \$30,000
- **KVAN-AM/Vancouver, WA** \$1.65 million

**TRANSACTIONS**

**Citadel Collects Saginaw Six-Pack From 62nd Street**

Invests \$35 million in Michigan market; Jacor captures quintet in Louisiana

**Deal Of The Week**

**WIOG-FM/Bay City, WKQZ-FM/Midland, WMJK-FM/Pinconning, and WSGW-AM, WGER-FM & WMJA-FM/Saginaw (Bay City-Midland), MI**

PRICE: \$35 million  
TERMS: Asset sale for cash  
BUYER: **Citadel Communications Corp.**, headed by CEO Larry Wilson. It owns 116 stations. Phone: (602) 731-5222

SELLER: **62nd Street Broadcasting LLC**, headed by CEO Jock Fritz. It owns four other stations. Phone: (517) 337-2877  
FREQUENCY: 102.5 MHz; 93.3 MHz; 100.9 MHz; 790 kHz; 106.3 MHz; 104.5 MHz  
POWER: 86kw at 800 feet; 39.2kw at 554 feet; 2.6kw at 495 feet; 5kw day/1kw night; 2.05kw at 380 feet; 2.45kw at 469 feet  
FORMAT: Hot AC; Rock; Classic Hits; Talk; AC; Classic Hits  
BROKER: **Richard A. Foreman Associates Inc.**

**Arkansas**

**KREB-FM/Huntsville, KREB-AM & KAMO-FM/Rogers, KMCK-FM/Siloam Springs, and KZRA-AM & KBRS-FM/Springdale (Fayetteville)**

PRICE: \$6.525 million  
BUYER: **Cumulus Media Inc.**, headed by **Lew Dickey**. It owns 200 stations. Phone: (414) 615-2800  
SELLER: **Hochman Communications**, headed by **George Hochman**.

Phone: (501) 521-5128  
FREQUENCY: 99.5 MHz; 1390 kHz; 94.3 MHz; 105.7 MHz; 1590 kHz; 104.9 MHz  
POWER: 13.5kw at 443 feet; 1kw day/49 watts night; 25.1kw at 692 feet; 100kw at 476 feet; 2.5kw day/58 watts night; 2.75kw at 485 feet  
FORMAT: Sports; Sports; Oldies; CHR; Regional Mexican; Alternative

**California**

**KAMB-FM/Merced**  
PRICE: No cash consideration  
TERMS: Transfer of control  
BUYER: **Don Wilson & Daniel Finn**, board members of **Central Valley Broadcasting Co. Inc.** Phone: (209) 723-1015  
SELLER: **John Price, Eric Bettencourt and David Thomson**, board members of **Central Valley Broadcasting Co. Inc.** Phone: (209) 723-1015  
FREQUENCY: 101.5 MHz  
POWER: 1.85kw at 2093 feet  
FORMAT: Religious  
COMMENT: **Central Valley Broadcasting Co. Inc.** wishes to change its board members with this transaction.

**KHBG-FM/Healdsburg (Santa Rosa)**  
PRICE: \$1.1 million  
TERMS: Stock purchase agreement  
BUYER: **Batista Viera**, shareholder of **Deas Communications Inc.** He has interests in four other stations. Phone: (408) 275-0238  
SELLER: **Mario Edgar Dias, et al.** He is the President of **Deas Communications Inc.** Phone: (707) 433-5578  
FREQUENCY: 95.9 MHz  
POWER: 340 watts at 394 feet  
FORMAT: AC  
COMMENT: **Batista Viera** will become President of **Deas Communications Inc.** and own 100% of the voting stock following the transaction.

**Georgia**

**WHTA-FM/Fayetteville (Atlanta)**  
PRICE: No cash consideration  
TERMS: Stock transfer agreement  
BUYER: **Radio One Inc.**, headed by President **Alfred Liggins III**. It owns 12 other stations. Phone: (301) 306-1111  
SELLER: **Radio One of Atlanta Inc.**, also headed by President **Alfred Liggins III**. Phone: (301) 306-1111  
FREQUENCY: 97.5 MHz  
POWER: 7.9kw at 574 feet  
FORMAT: Urban  
COMMENT: **Radio One Inc.** will acquire 100% of the stock of **Radio One of Atlanta Inc.** following this transaction.

**Hawaii**

**KQMQ-AM & FM, KPOI-FM/Honolulu & KHUL-FM/Waipahu (Honolulu)**  
PRICE: \$7.5 million

BUYER: **New Wave Broadcasting LP**, headed by **Jon Ferrari and Charles Cohn**. It owns seven other stations. Phone: (908) 922-8282  
SELLER: **Caribou Broadcasting LP**, headed by President **J. Kent Nichols**. He owns four other stations. Phone: (303) 436-1869  
FREQUENCY: 690 kHz; 93.1 MHz; 97.5 MHz; 102.7 MHz  
POWER: 10kw; 100kw at 1854 feet; 83kw at 46 feet; 61kw at 1893 feet  
FORMAT: CHR/Rhythmic; CHR/Rhythmic; Rock; Country  
BROKER: **Kalli & Co. Inc.**

**Louisiana**

**KEEL-AM, KWKH-AM, KITT-FM, KRUF-FM & KVKI-FM/Shreveport**  
PRICE: \$24 million  
BUYER: **Jacor Communications Inc.**, headed by CEO **Randy Michaels**. It owns 230 stations. Phone: (606) 655-2267  
SELLER: **Progressive United Corp.**, headed by GM **Econuel Ingram**. Phone: (912) 739-3035  
FREQUENCY: 710 kHz; 1130 kHz; 93.7 MHz; 94.5 MHz; 96.5 MHz  
POWER: 50kw day/50kw night; 50kw; 100kw at 1020 feet; 100kw at 1094 feet; 100kw at 275 feet  
FORMAT: News/Talk; News/Talk/Sports; Country; Country; CHR; AC

**Michigan**

**WATT-AM & WLXV-FM/Cadillac, WMKT-AM & WKHQ-FM/Charlevoix, and WMBN-AM & WLXT-FM/Petoskey (NW Michigan)**  
PRICE: No cash consideration  
TERMS: Corporate split-off agreement  
BUYER: **MacDonald Garber Broadcasting Inc.**, headed by CEO **Patricia Garber**. Phone: (616) 347-8713  
SELLER: **The MacDonald Broadcasting Co.**, headed by President **Kenneth MacDonald Jr.** It owns four other stations. Phone: (517) 752-8161  
FREQUENCY: 1240 kHz; 96.7 MHz; 1270 kHz; 105.9 MHz; 1340 kHz; 96.3 MHz  
POWER: 1kw; 7.2kw at 604 feet; 5kw; 100kw at 892 feet; 1kw; 100kw at 981 feet  
FORMAT: Talk; Soft AC; Talk; CHR; Nostalgia; Soft AC  
COMMENT: **Patricia Garber** has agreed to trade 1900 shares of her stock in **The MacDonald Broadcasting Co.** for 2000 shares of a newly formed subsidiary of the company.

**New York**

**WZOZ-FM/Oneonta**  
PRICE: \$575,000

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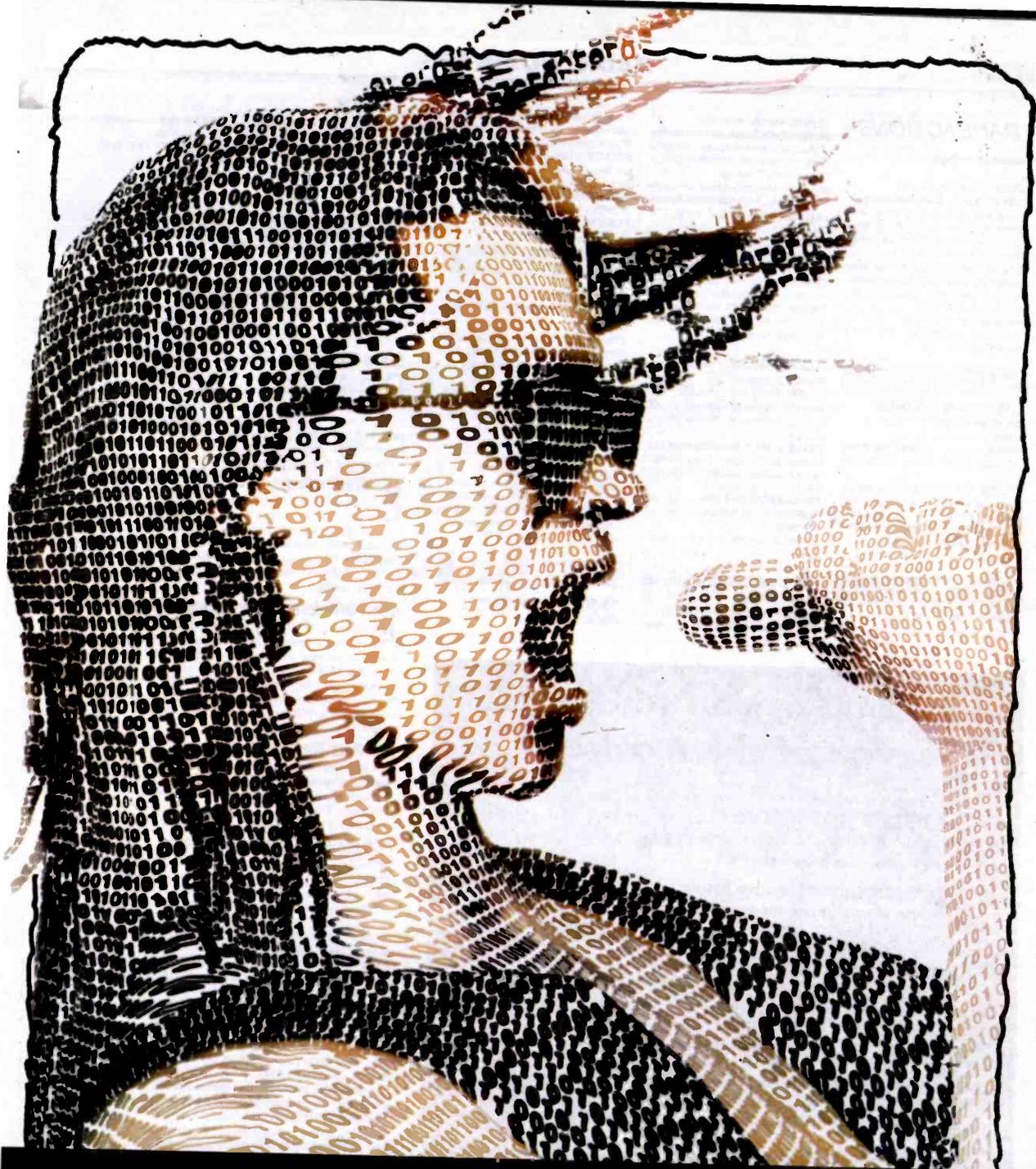
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## TRANSACTIONS

Continued from Page 6

**TERMS:** Asset sale for cash  
**BUYER:** BanJo Communications Group Inc., headed by President James Johnson. It owns three other stations, including WKQZ-FM/Norwich. Phone: (607) 334-2219  
**SELLER:** The Wireless Works Inc., headed by Chairman Christopher Coffin. It owns four other stations. Phone: (315) 393-1100  
**FREQUENCY:** 103.1 MHz  
**POWER:** 2kw at 360 feet  
**FORMAT:** Classic Hits

## Oklahoma

**KBEL-AM & FM/label**  
**PRICE:** \$300,000  
**TERMS:** Asset sale for cash  
**BUYER:** Harold Cochran. He owns one other station. Phone: (580) 564-3043  
**SELLER:** Nona Sanders, trustee for the Estate of Curtis Cochran. Phone: (816) 279-8295  
**FREQUENCY:** 1240 kHz; 96.7 MHz  
**POWER:** 1kw; 25kw at 300 feet  
**FORMAT:** Spanish; Country

## Texas

**KBMA-FM/Bryan**  
**PRICE:** \$25,000

**TERMS:** Transfer of control  
**BUYER:** Felix Torres, general partner of Mexican-American Communications Entertainment Broadcasting Group. Phone: (409) 779-5262  
**SELLER:** Mexican-American Communications Entertainment Broadcasting Group. Phone: (409) 779-5262  
**FREQUENCY:** 99.5 MHz  
**POWER:** 3kw at 328 feet  
**FORMAT:** Tejano  
**COMMENT:** General partners Jesse Flores, Gregory Rodriguez and George Torres will withdraw from Mexican-American Communications following the transaction.

## KCUB-FM/Stephenville

**PRICE:** \$665,000  
**TERMS:** Asset sale for cash  
**BUYER:** Reese Broadcasting LLC, headed by Marilyn Reese. Phone: (406) 837-5143  
**SELLER:** M&M Broadcasters Ltd., headed by President Gary Moas. It owns three other stations. Phone: (817) 645-6643  
**FREQUENCY:** 98.3 MHz  
**POWER:** 3kw at 328 feet  
**FORMAT:** AC  
**BROKER:** George Moore & Associates

## KVLL-AM &amp; FM/Woodville

**PRICE:** \$565,000  
**TERMS:** Asset sale for cash  
**BUYER:** Radio Woodville Inc., head-

ed by President Edward Seeger. He has interests in nine other stations. Phone: (643) 849-0076  
**SELLER:** Trinity Valley Broadcasting Co. Inc., headed by President Kenneth Bond. Phone: (409) 283-3734  
**FREQUENCY:** 1490 kHz; 94.7 MHz  
**POWER:** 1kw; 50kw at 492 feet  
**FORMAT:** Country/Talk; Country/Talk

## Virgin Islands

St. Thomas  
WTV-FM/Charlotte Amalie

**PRICE:** \$30,000  
**TERMS:** Stock purchase agreement  
**BUYER:** Gordon Ackley, current Vice President of Rox Radio Enterprises Inc. Phone: (340) 776-0071  
**SELLER:** Tim English, current President of Rox Radio Enterprises Inc. He owns one other station. Phone: (203) 336-5555  
**FREQUENCY:** 96.1 MHz  
**POWER:** 2.4kw at 1500 feet  
**FORMAT:** Adult Alternative  
**COMMENT:** Tim English is proposing to sell all his shares of Rox Radio Enterprises Inc. to Gordon Ackley, who will become President, Director, and 60% owner of Rox Radio.

## Washington

**KVAN-AM/Vancouver**  
**PRICE:** \$1.65 million

**TERMS:** Asset sale for cash  
**BUYER:** Pamplin Broadcasting — Washington Inc., headed by CEO Robert Pamplin Jr. It owns three other stations, including KPAM-AM/Trousdale (Portland), OR. Phone: (503)

251-1579  
**SELLER:** Vancouverradio Inc. Phone: (360) 944-1550  
**FREQUENCY:** 1550 kHz  
**POWER:** 10kw  
**FORMAT:** Talk

## Bloomberg BUSINESS BRIEFS

Continued from Page 6

million deal in the 115th market included WIOG-FM/Bay City, WKQZ-FM/Midland, WMJK-FM/Pinconning, and WSGW-AM, WGER-FM & WMJA-FM/Saginaw. Citadel, the fifth-largest owner, now has 116 stations concentrated in mid-sized markets.

## Grupo Radio Revs Grow In '97

Despite the ongoing crisis in the Mexican economy, Grupo Radio Centro SA (GRC) seems to be on solid financial footing. GRC reported this month that its broadcasting revenues for 1997 increased 49%, to \$82 million (after conversion to dollars from pesos) from \$55 million in 1996. At the same time, the company kept costs reined in: Broadcasting expenses rose only 13%, to \$37.9 million from \$33.6 million. Chancellor Media Corp. bought a 50% stake in the Mexican broadcaster in July for \$237 million.

## CBS Credits Radio In Part For TV Net Success

CBS Corp. says the ratings dominance of the TV network — which has been ranked No. 1 since the fall season began last month — is due in part to 10-second ads for the net that have been running around the clock on radio O&Os. "Without question, the radio assets are of tremendous value to the TV network," CBS spokesman Dana McClintock told R&R. The spots will also proliferate during the sweeps months of November, February, and May.

## Court Dismisses Disney Shareholders Suit

A Delaware Chancery Court judge dismissed on Oct. 7 a lawsuit by Walt Disney Co. shareholders upset by the \$140-million "golden parachute" severance package paid to former President Michael Ovitz upon his December 1996 departure. Judge William Chandler said the suit didn't prove the \$40 million in salary and \$100 million in options Ovitz received was a waste of Disney money, nor that the company got nothing of value from Ovitz's tenure. Steven Schulman, lead counsel for the shareholders, told R&R the ruling will be appealed.

## CBS Puts Westinghouse Property On Block

CBS Corp. is selling the 426,000-square-foot Pittsburgh building that housed Westinghouse Electric Corp. for an undisclosed price. The sale is part of CBS' divestment of the Westinghouse industrial businesses. The sale of the last two remaining industrial lines to a joint venture led by Morris Krudsen is expected to be completed by year's end.

## FCC Clears Citadel, Root Deals

The FCC has signed off on Citadel Communications' \$5 million acquisition of KAAV-AM/Little Rock from Beasley Broadcast Group, and Root Communications' purchase of seven stations in the Blackburg-Christiansburg-Radford-Pulaski, VA market from Bocephus Broadcasting for \$8.5 million. In August, the commission issued a public notice asking for comment on the effect the deals will have on competition and diversity within those markets. No comments or petitions to deny were filed in response to the notice. The agency has not approved Jacor Communications' \$1.8 million acquisition of two AMs and an FM in Cincinnati from Charles Reynolds — also cited in the notice — as that deal requires a one-to-a-market waiver.

## FTC Clears Broadcasting Buys

The Federal Trade Commission has signed off on Chancellor Media's \$275 million purchase of six Cleveland stations in three separate deals. Last month, the FCC (which has not given the deals its blessing) asked for public comment on the effect the foothold Chancellor is gaining in Cleveland (40% of ad share) will have on competition and diversity in the market. The FTC also cleared Journal Broadcasting Group's acquisition of Great Empire Broadcasting and its 13 stations. The FCC hasn't approved that deal either, but it's expected to close by mid-December.

The FTC has also cleared Chancellor's \$75 million acquisition of Puerto Rico-based Primedia Broadcast Group. The deal is expected to close by the end of the year.

## Capstar Buys Norwegian Software Unit

Capstar Communications agreed on Oct. 2 to buy the LANI International ASA (LANI) unit from Norwegian company Computer Advances Group ASA for up to \$27 million, according to a Bloomberg report. LANI produces broadcast software for automation and digitization of radio production, recording, and transmission. Bloomberg reported that Computer Advances Group will operate LANI until April 30, 1999.

## CD Radio Closes On Financing

CD Radio has completed a \$115 million credit facility with Bank of America, Chase Manhattan, Credit Lyonnais, and The Bank of Nova Scotia. The loans will mature on Sept. 30, 1999 — several months before the scheduled rollout of CD Radio's satellite radio service.

Continued on Page 10

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**SINCLAIR**

Continued from Page 4

cal ad spending in the fourth quarter like affiliates of ABC, NBC, and CBS.

But the move should come as no surprise. In March, Kagan Seminar attendees were told by a financial analyst that, after two wild years of acquisitions, groups would soon begin culling properties. He suggested that there were deals to be had for

small or regional groups.

Then, just last month at the American Women in Radio and Television meeting in Washington, DC, Capstar President John Cullen, speaking on a panel regarding consolidation, said that the big radio groups are operating with full plates and are, in some cases, struggling over how groups can best be managed. He suggested that some stations could soon be on the market as companies reviewed their business plans.

The acquisition strategy of Sinclair has been, in recent years, to pair radio and TV properties in markets 15-75. So the likely candidates for radio divestitures, according to Cheen, are the clusters in New Orleans, Memphis, and Wilkes Barre-Scranton, where the company has no TV stations. On the other hand, Sinclair (which owns or programs 54 radio and 56 TV stations, but derives 83% of its revenue from TV) is not likely to

turn around and shed TV stations in markets where it owns no radio outlets.

Sinclair would not comment on its plans for the station sales, but Cheen said that the company has "offers on the table" that would fetch more than 12-13-times cash flow for "a variety of properties."

Despite, or perhaps because of, the protective stance Sinclair is now taking, the company expects fourth-quarter revenue to increase 2%-3%

over the \$152.1 million it posted during the same period in 1997, while broadcast cash flow (BCF) should be about the same as the \$85.5 million it generated last year. After-cash tax flow for 1999 is expected to be in line with the low end of analysts' expectations (\$1.75 per share).

Cheen said one of the forces driving any gains the company sees is its radio group, which "continues to hold up well," posting double-digit gains for the year-to-date.

**USADR**

Continued from Page 4

Lucent said this week that it anticipates having fully developed and tested FM and AM systems by the end of next year. It is currently performing lab tests on its FM system, while its AM system is in development. The company hopes to test both systems, beginning with the FM, on commercial radio stations throughout 1999.

USADR will begin field testing of its FM and AM systems next month on, respectively, 93.5 MHz in Columbia, MD and 1660 kHz in Cincinnati. It began channel character-

ization tests in Maryland in July.

All three proponents will be competing for the attention of convention-goers at this week's NAB Radio Show with product demonstrations at their booths.

The NAB has endorsed an IBOC standard. "We welcome the involvement of the FCC and hope that it leads to the rapid adoption of an IBOC system," said Exec. VP/General Counsel Jeff Baumann.

The National Radio Systems Committee (NRSC) — a consortium of the NAB and the Consumer Electronics Manufacturers Association — is doing its part to steer the IBOC proponents through the testing process. Its Test Guidelines Working Group —

which is meeting at the Radio Show — is currently devising suggested procedures for lab testing. Among the issues this document addresses are noise and compatibility (digital-to-digital, digital-to-analog, and analog-to-digital) performance. The NRSC hopes to adopt these guidelines by the end of the year.

DAB hopes to provide CD-quality sound that eliminates multipath and noise and reduces interference. IBOC DAB is designed to sit below the interference "mask" established for analog broadcasts, thus retaining the existing dial positions for analog radio stations. —Matt Spangler

**Musicians**

Continued from Page 4

\$80 million annually from these types of royalty payments, stands to lose tens of millions of dollars, said Philip Crosland, VP/Marketing for ASCAP.

The loss of licensing royalties was somewhat mitigated by another bill, the Sonny Bono Copyright Term Extension Act, which added 20 years to the life of copyright protection laws in the United States. American works are now protected for life plus 70 years.

Still, the copyright term extension was only a small victory compared to the major blow of increasing licensing exemptions.

"It's not a good trade-off for us," Crosland said. "We're really not happy."

But a spokesman for Sen. Strom Thurmond (R-SC), who introduced the bill, said that the final product was a compromise from the original language, which set no limit on size exemptions. The bill was intended specifically to help small businessmen, the spokesman said.

**Digital Copyright Act Approved**

Congress bolstered copyright law with yet another bill this week. The bill, dubbed the Digital Millennium Copyright Act, creates criminal penalties for anyone tampering with computer systems that block unauthorized copying and anyone distributing or producing products designed to tamper with such systems.

"Without these protections, the creative work of millions of Americans is at risk, vulnerable to the online pirates

trying to create an electronic marketplace of stolen goods," said Hilary Rosen, President of the Recording Industry Association of America.

In other recording action, RIAA filed a lawsuit last week to block the release of a device that it claims allows users to download songs from the Internet without permission from artists, composers, or record companies.

The suit, filed in federal district court against San Jose-based Diamond Multimedia, targets the device called "The Rio," an MP3 recording machine. "[With this technology] any kid can take his CD and put it up on the Internet in a matter of 20 minutes," said RIAA attorney Cary Sherman.

Diamond, in refuting RIAA's claims, said that the Rio is a playback device, not a recording machine.

**Bloomberg BUSINESS BRIEFS**

Continued from Page 8

**Eclipse Ent. Buys Marathon Sports**

Eclipse Entertainment, a Los Angeles-based film and production group, last week said it would spend \$1.4 million in cash and stock to expand into radio through the acquisition of Marathon Sports Group, a New York-based supplier/owner of sports programming to U.S. and Canadian network radio and TV.

Marathon recently began a four-year deal to syndicate Tim McCarver's four-hour weekly show on 380 One-On-One Sports affiliates. Eclipse CEO Art Birzneck told R&R his company, which has 10 films in its two-year-old portfolio, "will look at other opportunities" in radio and could make acquisitions through Eclipse or through Marathon.

**FCC Consolidates Enforcement Divisions**

The enforcement divisions in all of the FCC's bureaus will be folded into an Enforcement Bureau, the agency said. This includes the Mass Media Bureau's enforcement division, which, among other issues, has oversight of indecency complaints, compliance with the lowest-unit charge rule, unauthorized transfers of control, sponsorship IDs, and — until the program was dropped this week — compliance with EEO rules. Kennard did not give a timetable for the consolidation, nor whether it would require cutbacks on staff or enforcement functions. No one has been named to lead the bureau.

**FCC Lowers Fine On Delmarva Station**

The FCC has reduced a fine levied on WETT-AM/Ocean City, MD in February from \$8500 to \$1500. The outlet was cited for operating at beyond its daytime power limit of 1kw and for broadcasting at its daytime power at night, when it is required to power down to 500 watts. A special temporary authority allowing the station to break with its operating parameters expired in December 1995. The commission determined that the station is too cash-strapped to afford the higher penalty.

**Alliance Sells In Florida, Buys In Chicago Area**

Joe Newman, CEO of Indianapolis-based Alliance Broadcasting Group, said it intends to sell a number of its five Florida stations, though it has not been specific about which or how many. The group has an LMA with an option to purchase WWCA-AM/East Chicago (Gary-Hammond), IN for \$2.1 million. Alliance will keep some Florida stations, the group said.

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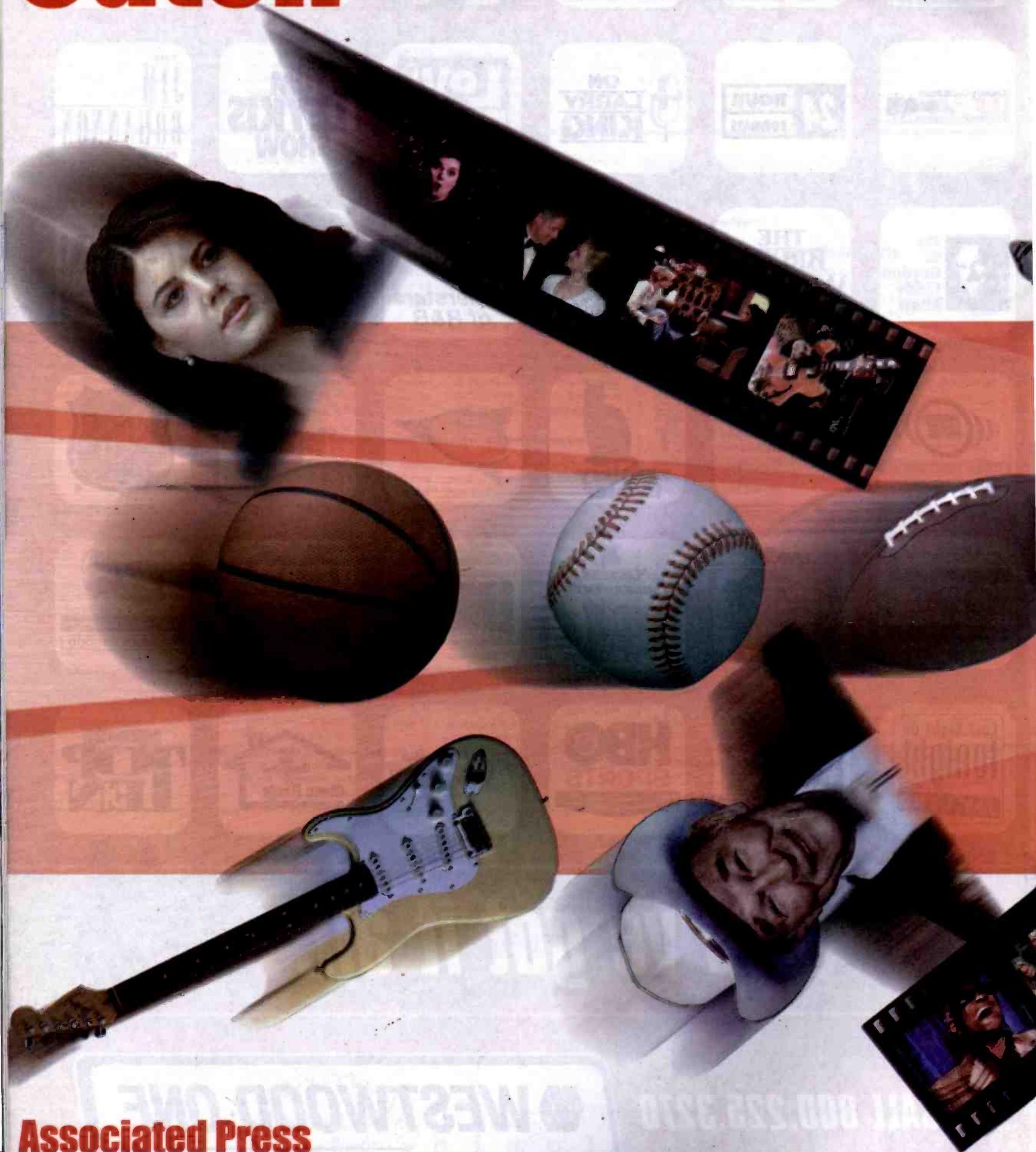
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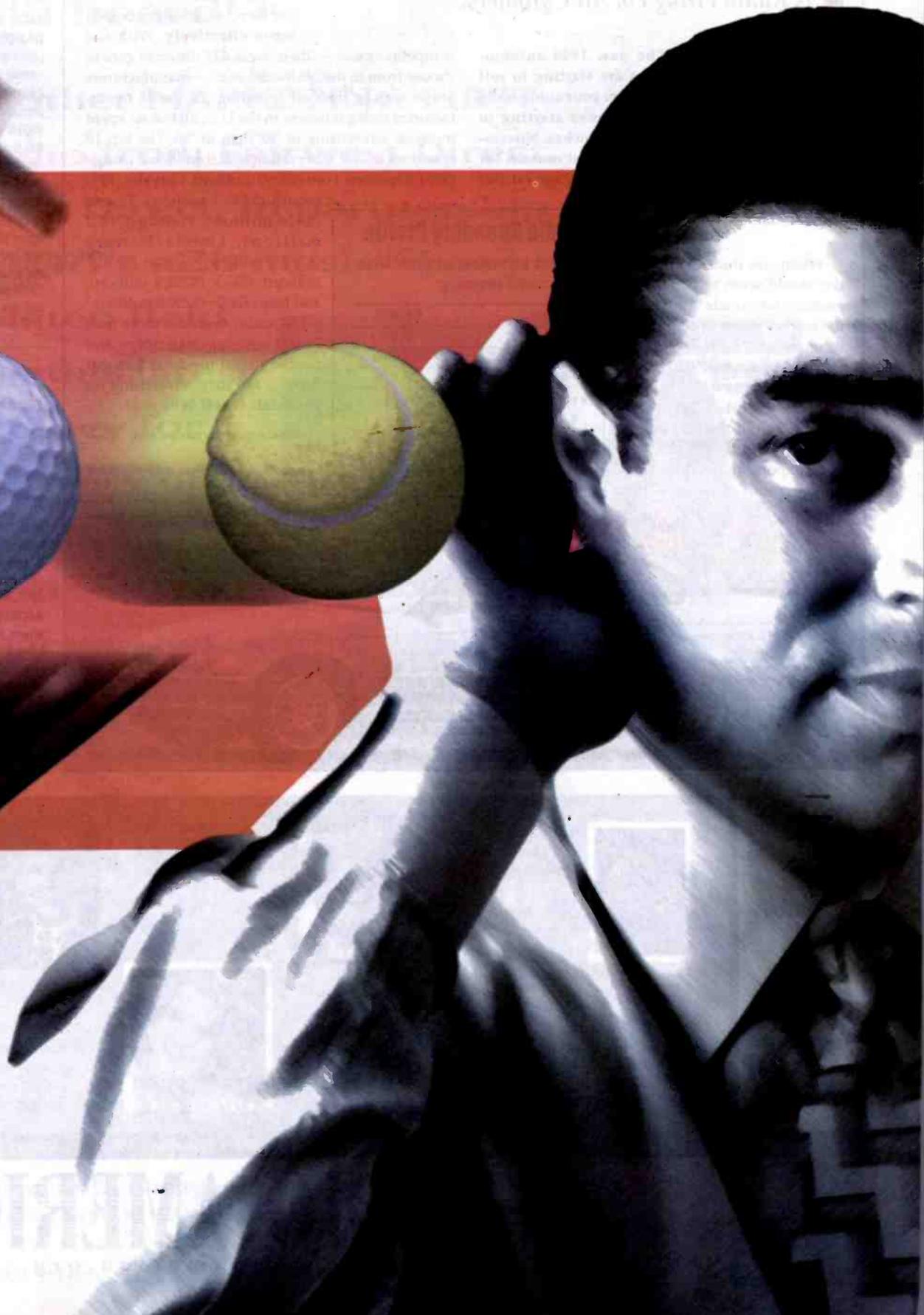
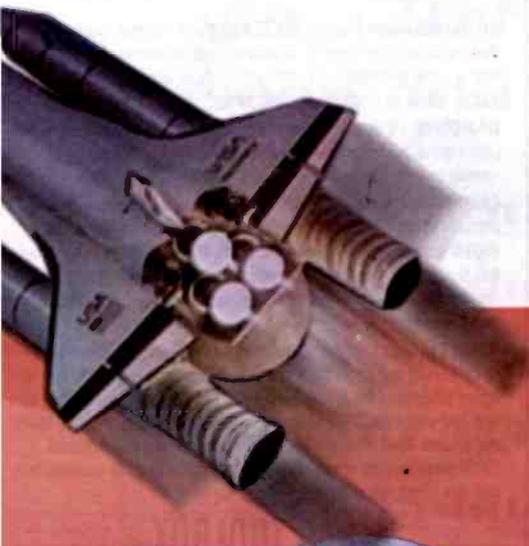
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— Marshall McLuhan

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By Jeff Axelrod

MSM Editor

The new 1999 automobiles are starting to roll out... are your automobile ad revenues starting to roll in? Because of new model launches, November is traditionally one of the hottest months for auto industry advertising (see graph, Page xx), but is radio getting its fair share of those dollars?

When you think about it, radio would seem to be an ideal medium for car ads. After all, radio reaches plenty of auto-bound listeners, and more than a few are driving cars they'd like to (or have to) replace. Yet, in 1996, franchised dealers spent over half (52.2%) of their \$5 billion-plus advertising budgets with newspapers, more than three times as much as the 15.9% they

### Radio Spending Profile

Radio's percentage of automotive total media spending:

High	11.9%
Low	8.8%
Mean	9.8%
Median	9.9%

- 1997 automotive radio growth rate: 6.7%
- 1997 overall radio growth rate: 10%
- Automotive as a percentage of total radio expenditures: 12.3%

competition stiff — there were 425 different cars to choose from in the '98 model year — manufacturers are increasing their ad spending. Of the 28 manufacturers doing business in the U.S., all but six spent more on advertising in '97 than in '96. The top 10 spenders in '97: Chevrolet (\$692.9 million), Dodge (\$551.8 million), Ford (\$529.6 million), Chrysler/Plymouth (\$435.3 million), Toyota (\$416 million), Honda (\$308.2 million), Lincoln/Mercury (\$295.6 million), Nissan (\$280.7 million), Buick (\$252.9 million), and Jeep/Eagle (\$250.6 million).<sup>2</sup>

OK, radio, there are more than 22,000 new-car dealerships and nearly 80,000 used-car lots out there... are they advertising on your station yet? Why not?

<sup>1</sup> National Automobile Dealers Assn., March 1998

<sup>2</sup> Competitive Media Reporting/Automobile News, May 27, 1998

# RADIO GETS RESULTS

SUCCESS STORIES FROM THE RAB

## Radio Drives Auto Parts Sales

**SITUATION:** Family-owned E & G Auto Parts has five locations in Pennsylvania. The majority of its business is commercial accounts, with a small percentage in retail accounts. It uses direct mail, yellow pages, some TV, newspaper, and radio.

**OBJECTIVE:** To stay ahead of the competition — advertising to both commercial and retail sales customers, making them aware of special events, sales, and rebates.

**CAMPAIGN:** E & G Auto Parts uses WDSN and four other radio stations in the DuBois, PA area. Its "one week on/one week off" WDSN schedule uses 60-second spots 10 times a day every other day during "on" weeks. It also advertises heavily two weeks prior to retail trade shows and does three simultaneous remotes the night of those events.

**RESULTS:** Marc Gelfand says, "Radio advertising has been a driving force behind our success. It is a very powerful medium. A few years ago, I advertised the E & G Auto Parts retail trade show on the radio and had well over 2000 in attendance! Radio advertising has taken our private-label 'Pro' products from zero to repeat purchases. Radio commercials are creative. People talk about my commercials and ask about my products."

## RAB TOOLBOX

More marketing information and resources from the RAB

### FROM MEDIA TARGETING 2000

Fifty-three percent of those who perform "do-it-yourself" car repair are male. The 25-34 demo is the largest age group (23%), 72% own their homes, and 42% have children. Automotive repair "do-it-yourselfers" spend on average 45% of their daily media time with radio.

### FROM RAB CATEGORY FILES

"There's so much [co-op money] out there, and they pay anywhere from 75% to 100%. Manufacturers' reps have a new motive for helping you: Manufacturers are starting to evaluate their reps not just on how much product they sell, but on how well they use their co-op." (Elaine Clark, Director of Marketing and Operations, Jefferson-Pilot Co-opportunities; CableAvalis, March 1998)

### BACKGROUND COLLECTION — AUTO PARTS

**Where They Buy** (1997 market share for auto accessory, fuel, and lubricants): Auto/home supply stores, 73.2%; discount stores, 14.1%; wholesale clubs, 4.2%; non-store retailers, 2.9%; supermarkets/grocery stores, 1.8%; home centers, 1.1%; drug/proprietary stores, 0.8%; miscellaneous general merchandise stores, 0.7%; hardware stores, 0.7%. (Discount Merchandiser, July 1998)

For more information, call RAB's Member Service HelpLine at (800) 232-3131 or log on to Radiolink at [www.rab.com](http://www.rab.com).



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Every Day.



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Monday to Friday



The Gary Greenfield Show  
11 to 12 p.m. EST  
Monday to Friday



The Dave Teeuwen Show  
6 to 7 p.m. EST  
Monday to Friday



Nolan at Night  
with Gary Nolan  
8 p.m. to 12 a.m. EST  
Monday to Friday



The Doug Stephan Show  
4 to 10 a.m. EST  
Monday to Friday  
and 4 to 9 a.m. EST  
Saturday



The BQ View  
with Blanquita Cullum  
12 to 3 p.m. EST  
Monday to Friday

Dateline: Washington  
with Dave Teeuwen  
6 to 7 p.m. EST  
Monday to Friday



Satcom C-1 Transponder 2 Channel 5.58

Satcom C-5 Transponder 15 Channel 10.1

Galaxy 6 Transponder 3 Channel 63.3

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[www.radioamerica.org](http://www.radioamerica.org)

# IN THEIR eAR

That's where your listeners will get a2b MAIL<sup>sm</sup> — e-mail to be seen and heard!

It's another **MARKETING FIRST for Radio** from Fairwest Direct. Fairwest Direct, in partnership with AT&T's a2b music<sup>sm</sup> has just completed field testing this **latest technology** for the delivery of **radio station promotions**. The package of text, audio, graphics, and hot-links to your station's web site, **all delivered in one e-mail**, is today's way to create a **call to action**.



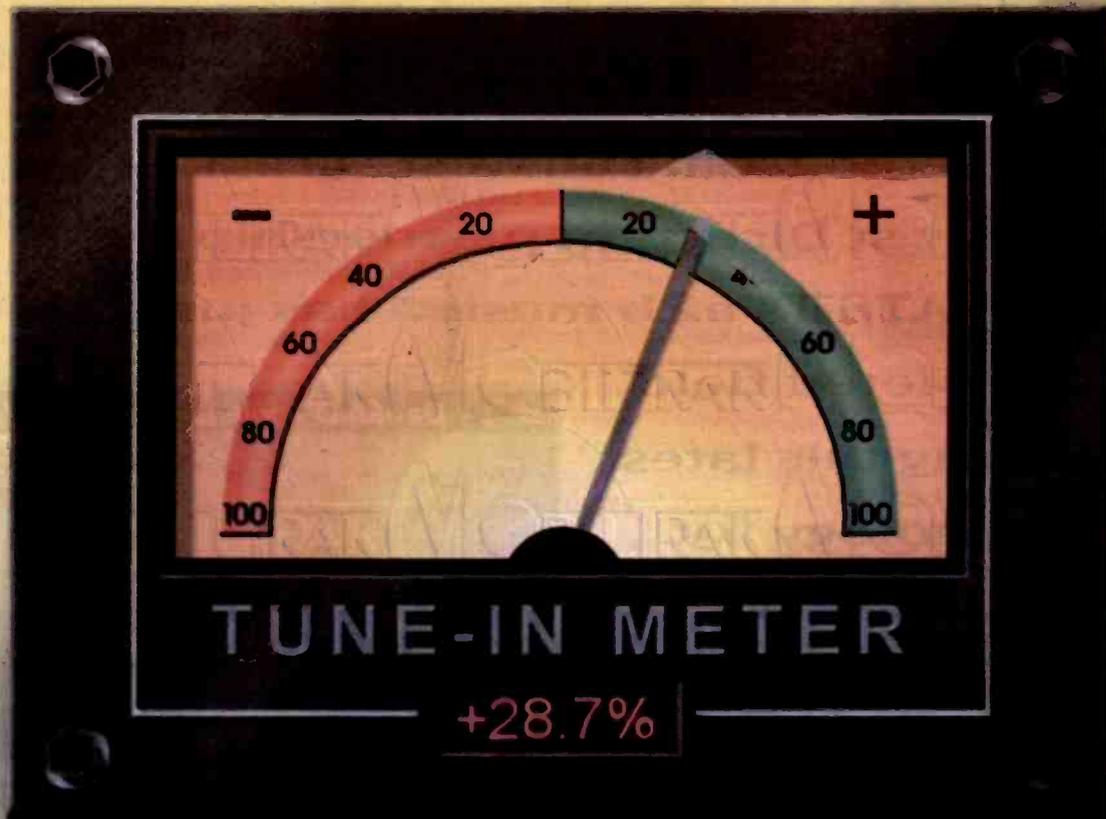
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For Information Contact: Reg Johns, Rob Sisco, Paul Cook, or Greg Fredrick  
PHONE 619-693-0576 • FAX 619-693-0778 • E-MAIL fairwest@fairwest.com

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Imagine a meter you could put in your office... a virtual, real-time monitor that would instantly tell you the effectiveness of your programming... high-resolution information that is so precise it could show you audience reaction to specific programming events, giving you the opportunity to immediately respond to your audience.

It could show you daily how the new morning team is doing... whether that TV campaign is worth the money you're spending... how many units you can really run in an hour... even the effect that 7:20 a. m. \$10,000 give-away has on the seven o'clock hour.

It's real. It's here. It's called MOBILTRAK.

MOBILTRAK is the new car radio monitor. It's immediate, accurate, and rolling out in U. S. markets right now. Call 1-888-772-TRAK for information on MOBILTRAK's installation status in your market. And please visit MOBILTRAK's website at [www.mobiltrak.com](http://www.mobiltrak.com).



1-888-772-TRAK

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# MMS

management · marketing · sales

## MANAGEMENT

# SEVEN WAYS TO INCREASE YOUR SALES

### Part Two Of A Two-Part Series

By Dick Kazan

Ross Perot was a great salesperson and entrepreneur. At the beginning of his sales career with IBM, he learned an invaluable lesson. Southwestern Life Insurance rejected IBM so strongly that the doorman was instructed to turn away its people. It took Perot several attempts just to enter, but he eventually convinced all but one person to install IBM equipment. The holdout was Chairman Ralph Wood, who refused to see him.

Rather than admit defeat, Perot got one of the highest-ranking IBM executives directly involved, and Wood hesitantly agreed to meet. Perot thoroughly studied Southwestern and the insurance industry, and when they met, he made a very favorable impression on Wood. Still, it took six weeks before Wood considered signing a contract — and then he wanted the contract changed, something IBM virtually never did.

Did Perot throw in the towel? Absolutely not. He pursued the head of IBM's legal department until he agreed to modify the contract, and then he persuaded Wood to sign. This began an extensive business relationship that helped launch Perot's remarkable career.

Last week, I shared three of the seven ways to dramatically increase your sales. Here are the remaining four, starting with the one Perot so beautifully illustrated.

**Perseverance** — Perot's Electronic Data Systems once did a study showing that 85% of its customer base said no at least once before buying. He commented, "If you have a good idea, you have to keep going back and keep marketing it — you've got to keep calling on the prospects."

I also began my career with IBM after initially being turned away by its personnel department. Why was I finally hired? I started calling on them every two to three weeks, and they grew tired of it. The personnel manager said, "Look, I told

you last time and every other time, we don't have anything for you." Then, one day, he said, "This is your lucky day. We just got an order from upstairs for two computer operator trainee positions." I was interviewed, tested, and hired that afternoon. It took 18 months of rejection to become so "lucky."

**Listen intensely** — The great salespeople have always been outstanding listeners. How else could they possibly know what their customers want?

Even after Sam Walton's Wal-Mart had become the world's largest retailer, he still followed his career practice of spending Monday through Thursday visiting Wal-Marts nationwide to listen to employees and customers. Walton insisted that every member of senior management do the same, noting what they'd hear so the information could be immediately acted upon. No matter how successful a company became, he believed, it wouldn't continue without outstanding customer service.

To many radio managers, "listening" means paying for research, but there's no substitute for frequently meeting with listeners and advertisers. If Walton thought it was so important that he committed four full days to it, shouldn't you consider allocating a large portion of your time?

**Ask for the business** — As Perot pointed out, even your own customers may be rejecting you 85% of the time. It's nothing personal. Answer their objections and pleasantly ask for the sale again. If the timing isn't right, establish a basis for follow-up. Sometimes an inducement — such as a discount for taking action today, a higher level of support at no additional cost, or a money-back guarantee — can make the difference.

In 1988, Hyundai sold 268,000 cars in the U.S. But because of poor quality, its sales have sunk to 100,000. As a result, it's offering what it claims to be "the best warranty in the automobile business" on its 1999 cars. Why? To assure prospective customers as Hyundai attempts to overcome their skepticism.

All of us want good value for our money, a feeling that any problems will be quickly resolved, and confidence in those with whom we do business. Most salespeople and their organizations flunk one or more of those criteria.

In the words of Sam Walton, "Stand behind everything you do. The two most important words I ever wrote were on that

Continued on Page 18



## AUTOMOTIVE ADVERTISING BY MARKET

1997 Media Spending (in millions)

Market	Newspaper	TV
Albuquerque	4.9	22.2
Atlanta	97.8	89.2
Baltimore	53.9	47.8
Boston	213.1	128.4
Buffalo	33.8	18.8
Charlotte	46.2	35.6
Chicago	355.4	175.0
Cincinnati	61.8	31.0
Cleveland	73.0	58.0
Columbus	32.2	39.0
Dallas-Ft. Worth	195.7	112.6
Denver	142.0	63.9
Detroit	92.6	50.8
Grand Rapids	14.0	16.8
Greensboro	15.3	19.4
Greenville-Spartanburg	25.3	20.0
Harrisburg	9.1	20.8
Hartford	20.7	40.4
Houston	178.8	87.9
Indianapolis	31.8	33.7
Kansas City	42.3	33.7
Los Angeles	345.2	272.7
Louisville	41.3	14.4
Memphis	30.9	20.7
Miami-Ft. Lauderdale	157.3	105.0
Milwaukee	35.7	33.1
Minneapolis-St. Paul	51.7	56.5
Nashville	39.2	24.8
New Orleans	14.2	19.7
New York	377.9	310.7
Norfolk	44.7	21.5
Oklahoma City	33.2	25.2
Orlando	69.1	48.1
Philadelphia	230.4	125.2
Phoenix	83.4	68.9
Pittsburgh	56.0	40.2
Portland	44.0	35.9
Providence	19.0	24.4
Raleigh-Durham	65.1	35.4
Sacramento	29.0	48.5
Salt Lake City	31.4	27.7
San Antonio	39.1	32.8
San Diego	26.2	48.1
San Francisco	153.9	126.0
Seattle	42.9	53.9
St. Louis	50.0	40.1
Tampa-St. Petersburg	72.5	58.4
Washington, DC	101.7	109.0
West Palm Beach	19.8	26.3
Wilkes Barre-Scranton	7.8	10.9
<b>Total Top 50</b>	<b>4052.5</b>	<b>3008.8</b>

Source: Competitive Media Reporting

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# MMS

management marketing sales

## SALES

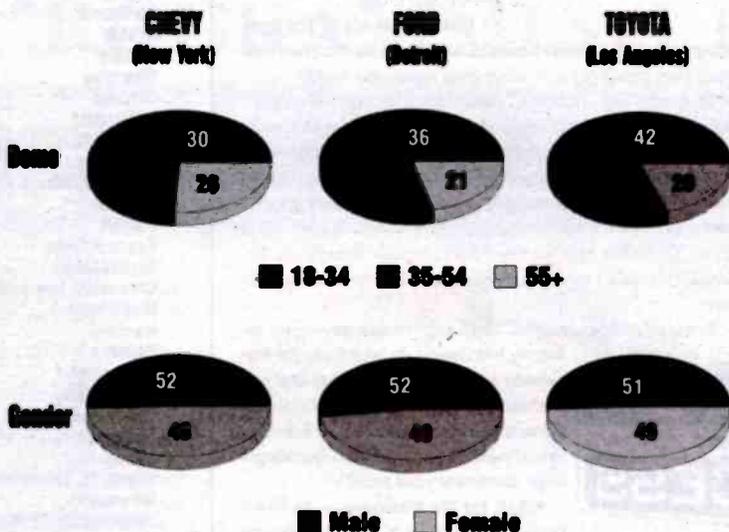
### Automotive Qualitative Overview

What car manufacturers are the most likely to buy time on your station? Obviously, it depends on each market and also on the demo your station reaches. Data from Scarborough gives us a snapshot of three markets — New York, Detroit, and Los Angeles.

#### Top-Selling Cars By Market

New York	
Ford	16.9%
Chevrolet	14.6%
Toyota	9.8%
Nissan	8.4%
Dodge	8.2%
Detroit	
Ford	37.6%
Chevrolet	22.9%
Dodge	17.7%
Pontiac	12.5%
Oldsmobile	10.2%
Los Angeles	
Ford	25.8%
Toyota	22.7%
Chevrolet	17.5%
Honda	13.7%
Nissan	8.2%

#### Who's Buying The Brands?



Source: Scarborough, Feb. 97-Jan. 98, Adults 18+

Continued from Page 17

first Wal-Mart sign: 'Satisfaction Guaranteed.' They're still up there, and they have made all the difference." When you do this, asking for the business is not difficult at all.

• **Keep selling after the sale** — The Guinness Book Of World Records declared Joe Girard "the world's greatest salesman." In 15 years as a Chevrolet salesperson, he personally sold over 13,000 vehicles — all retail. Repeat business was the key. With every sale, he sent a personal thank-you note and would then follow up by phone and by mail to be sure the customer was happy.

But here's what he did that very few salespeople do: Girard kept detailed records of every customer and prospect. He'd send handwritten birthday and anniversary cards, notes of congratulations, or condolences when appropriate. He kept track of their automotive needs and reminded them when it was time to buy a new car, including when special deals or financing would be available. He'd phone them to say hello and to update his file on their activities.

As a result, he built a huge base of repeat customers who recommended him to families and friends. Is it any wonder he sold so many cars? When was the last time any salesperson gave you this much attention?

Most salespeople accept mediocre results, but if you follow the seven ways, you'll succeed beyond your wildest imagination. Best of all, you'll feel good about yourself as you serve people so effectively and make their lives better for having done business with you.

<sup>1</sup> The Greatest Sales Stories Ever Told: From The World's Best Salespeople. Robert L. Shook.

<sup>2</sup> Sam Walton: Made in America. Sam Walton with John Huey.

**Dick Kazan** is a successful entrepreneur who founded one of the largest computer leasing corporations in the United States. He created and hosts *The Road To Success*, the first radio talk show to offer on-air business consulting to business owners and employees. E-mail your comments or questions to him at [rkazan@ix.netcom.com](mailto:rkazan@ix.netcom.com).



## FOUR WEEKS FORWARD

Sales & Promotion Planning Calendar

NOVEMBER 8-14

**November:** Aviation History Month, Child Safety & Protection Month, Good Nutrition Month, Nat'l Raisin Bread Month, International Drum Month, Nat'l Alzheimer's Disease Month, Nat'l Epilepsy Month, Nat'l Diabetes Month, Nat'l Stamp Collecting Month, Peanut Butter Lover's Month, Nat'l Pepper Month, **November 8-14:** American Education Week, Nat'l Eating Disorders Week, Nat'l Chemistry Week, Nat'l Split Pea Soup Week, Nat'l Children's Book Week, Int'l Week of Science & Peace

<b>8</b> Dunce Day Nat'l Harvey Wallbanger Day HBO debuts (1972) <i>Days Of Our Lives</i> debuts (1965)	<b>9</b> Sadie Hawkins Day First <i>Rolling Stone</i> published (1967) Berlin Wall falls (1989) First NYC blackout (1965)	<b>10</b> Forget-Me-Not Day U.S. Marine Corps established (1775) <i>Sesame Street</i> premieres (1969)	<b>11</b> Veteran's Day Education Day National Sundae Day	<b>12</b> Exotic Dancer's Day Israeli Independence Day First drive-in bank (1946) SF Bay Bridge opens (1936) Magic Johnson reveals he's HIV-positive (1991)	<b>13</b> Actor's Day Bra patented (1914) <i>Fantasia</i> premieres (1940) Holland Tunnel opens (1927)	<b>14</b> Nat'l Guacamole Day First blood transfusion (1666) <i>Murphy Brown</i> debuts (1988) ASCAP established
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NAB BOOTH #209

# We've Been Reinventing Interactive Call-Out Ever Since We Invented It.

ComQuest was first to offer Interactive Voice Response (IVR) technology as a real solution for call-out music research. Now it seems, everybody and their brother is jumping on the IVR bandwagon.

ComQuest's interactive call-out reduces the number of interviewers needed for your weekly in-house research by moving the data collection process to the interactive fileserv-er. Respondents love it, interviewers are more productive (as they no longer have to play song hooks from cassette decks), and PD's enjoy more accurate, stable and instant results in their weekly music tests.



Now, once again, ComQuest is raising the bar. This fall we'll unveil the all-new ComQuest Windows '98 at the NAB Radio Show. Utilizing state-of-the-art Windows graphics and audio, multi-tasking and dynamic data exchange with other Windows programs, it's gonna blow the doors off anything else on the road!

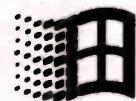
While others toil in their basements with IVR technology, desperately trying to make it work for call-out music testing, ComQuest interactive

call-out systems are collecting *more than a million* song scores around the world every month!

It's good to know ComQuest is blazing the trail into the next millennium so that others may follow.



Marketed exclusively by Strategic Media Research



Windows '98  
Compatible

To learn more about ComQuest, visit us at [www.callout.com](http://www.callout.com) or call us at 619-659-3600.

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SOMETHING  
TO SAY,  
WE HAVE  
HALF THE  
WORLD  
WAITING  
TO HEAR IT.



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languages, on anything from a local to a global basis. They'll also be able to offer audiences unprecedented choice. We will have several proprietary channels broadcasting a highly innovative range of programme formats, covering everything

### MOULD BREAKING PROGRAMMES

from sport, to jazz, to education, to children's programmes, to rock, pop, alternative and classical music. There will also be

mould breaking regional programming. In Africa for instance, the first region on line, people will be able to receive the African Information Service. This will be produced in digital sound by Africans and will provide the continent with its first ever independent 24 hr, 7 day, news, sport, business and entertainment channel. Renowned international broadcasters

### WORLD CLASS BROADCASTERS

such as CNN and Bloomberg will provide services alongside indigenous local broadcasters. And as well as sound, you can transmit multimedia. Allowing subscribers to download pictures,

### MULTIMEDIA CHANNELS

text and low resolution video simply by connecting their Digital Satellite Receiver to a PC. This time next year, we'll be up and running in over 3 continents. Don't miss the biggest opportunity in broadcasting since Marconi invented the stuff 100 years ago. Call us. Like the immense new audiences we've identified, we'll be all ears.



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MARKETING

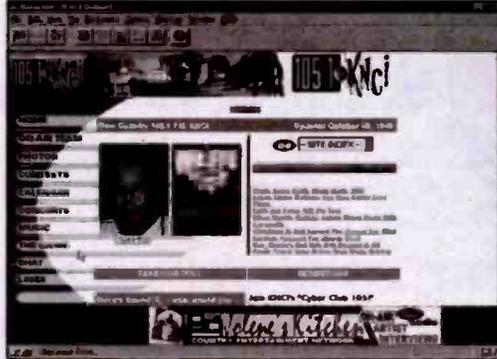
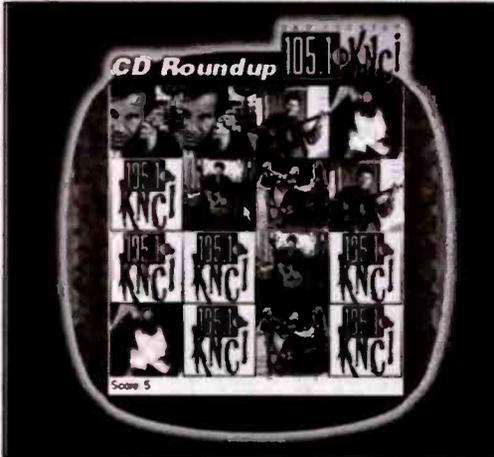
## FINGER-CLICKIN' GOOD!

A continuing feature highlighting selected websites of special interest

### KNCI-FM/Sacramento

#### It's all in 'The Game'

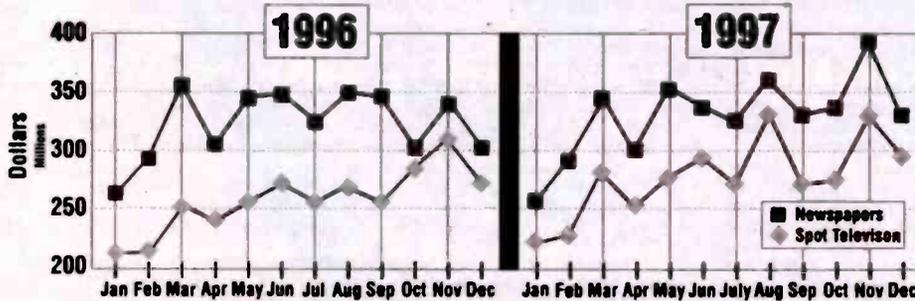
In addition to offering station information and country music news, KNCI packs its site with interactive elements, from online polls to registration for its Cyber Club. And then there's "The Game."



"The Game" is a Shockwave-powered cyberversion of the old "Concentration" game: Behind the KNCI logos are country album covers, and the goal is to find the matching covers in the fewest tries. Players must register before they start, and everyone who does is entered in a weekly drawing for CDs.

What makes your website "finger-clickin' good"? If your site is breaking new ground with a killer app or a cool quotient in the 99th percentile, e-mail a short explanation and/or screen shot along with an active URL to MSM Editor Jeff Axelrod at [jaxelrod@rronline.com](mailto:jaxelrod@rronline.com) with "FCG Site" in the subject line.

## AUTOMOTIVE AD EXPENDITURES BY MONTH



## MARK YOUR CALENDARS

Important dates and events in the coming months

- **October 16-18** — North By Northwest. Portland Hilton, Portland, OR; (512) 467-7979.
- **October 17** — NAB Marconi Radio Awards Dinner & Show.
- **October 26-November 6** — Museum Of Television & Radio's Fourth Annual Radio Festival. New York; (212) 621-6709.
- **October 27** — John Bayliss Foundation Roast. The Pierre, New York; (408) 624-1536.
- **November 4-7** — CMJ Music Marathon & Music Fest. Millennium Broadway Hotel, New York; (516) 466-6000.
- **November 15-17** — '98 NAB European Radio Conference. Palace Hotel, Madrid, Spain; (202) 429-3191.
- **December 16** — Fall Arbitron ends.

### 1999

- **January 7-March 31** — Winter Arbitron.
- **January 11** — 29th Annual American Music Awards. Shrine Auditorium, Los Angeles; (213) 931-8200.
- **January 31** — Super Bowl XXXIII. Pro Player Stadium, Miami; (212) 450-2000.
- **February 4-7** — RAB '99 Mktg. Leadership Conference & Exec. Symposium. Hyatt Regency Atlanta; (800) 722-7355.
- **February 18-20** — R&R Talk Radio Seminar. Grand Hyatt Washington; (310) 553-4330.
- **February 24** — 41st Annual Grammy Awards. Shrine Auditorium, Los Angeles; (310) 392-3777.
- **February 26-27** — Dan O'Day's Morning Show Weekend. Summit Hotel, Bel Air, CA; (310) 476-8111.
- **March 8-11** — 41st Annual NARM Convention. Las Vegas Hilton; (609) 596-2221.
- **March 18-13** — 30th Country Radio Seminar. Renaissance Hotel Convention Center, Nashville; (615) 327-4487.
- **March 17-21** — South By Southwest. Hyatt Regency, Austin; (512) 467-7979.
- **April 1-June 23** — Spring Arbitron
- **June 18-12** — R&R Convention '99. Century Plaza Hotel, Los Angeles; (310) 553-4330.

### Your Turn In The SPOTlight

Next week, another new MSM feature debuts: TV SPOTlight, showcasing the best of radio's TV campaigns. If you'd like to see your station's ad in the TV SPOTlight, send at least three screen shots and a description or videotape copy of the spot to MSM Editor Jeff Axelrod at R&R, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

*Cigars in the oval office?  
Even the President smokes them.  
(sort of!)*

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"Ask Betty, The Radio Show" is available on a market-exclusive basis for **FREE!**



## WW1, Fox Team Up For New Radio Net

Westwood One and Fox News have announced plans to launch a new radio news network by the end of this year. The new combined venture, to be known as "FOX News," plans to offer affiliates a full menu of news, business, sports, features, and entertainment updates.

"We're proud to offer radio affiliates an exciting news alternative with a powerful brand name," newly appointed Westwood One President/CEO Joel Hollander said. "We are thrilled to be in business with FOX News."

Westwood One Sr. VP/Programming Denise Oliver told R&R, "FOX News will offer a new dimension to our news network. We anticipate it will target a somewhat younger demo than typical, more traditional full-service news networks. Our target is those many stations, particularly music-intensive stations, that are not currently affiliated with any network because they aren't anxious to devote a lot of inventory to a news network if they feel they aren't going to get that much use from it. FOX News

FOX/See Page 32

## Atlantic Appoints Three Sr. Dirs./Promo

Atlantic Records has upped a trio of execs. — Pamela Jouan, Kris Metzdorf, and Bonnie Slifkin — to Sr. Directors/Promotion. Jouan and Metzdorf are based in Los Angeles and report to Sr. VP/Promotion Danny Buch and Exec. VP Andrea Ganis, respectively. Slifkin is based in New York and reports to Ganis.



Jouan

Metzdorf

Slifkin

Commenting on Metzdorf's appointment, Ganis said, "There are few in the business with a track record as impressive as Kris' when it comes to sheer effectiveness. She has been vital to the success of so many projects. Over the course of six busy years, whenever the call has gone out for Alternative airplay, Kris has never failed to deliver. At the same time, her enthusiasm and ceaseless professionalism make her a joy to work with."

Noting Slifkin's new post, Ganis said, "On a departmental team of proven stars, Bonnie is our Mark McGwire, our David Wells. Bright, dedicated, and a total professional, she proves her abilities with a frequency unparalleled in the always-changing radio realm. Throughout her nine years with the company, Bonnie has been a vital force behind the successes of innumerable projects. Whether working tracks from established stars or up-and-comers, she knows how to make things happen."

Of Jouan's promotion, Ganis observed, "Nothing underscores this department's sense of team better than the ongoing and steady rise of our veteran department members to such key positions within Atlantic. Pamela

ATLANTIC/See Page 32

## EXECUTIVE ACTION

### Marcus Execs McMillin, Gleiner Join Chancellor

Chancellor Media President/CEO Jeffrey Marcus dug into the executive suites of his old company, Marcus Cable, to fill key posts at his new home this week. Thomas McMillin, former Exec. VP/CFO of Marcus, has been appointed Sr. VP, while Richard Gleiner, former SVP/General Counsel of the cable company, has been named General Counsel.

Both executives had been with Marcus since 1994. Before joining Marcus, McMillin spent seven years in the cable industry with Crown Media and Cencom Cable Associates in various financial and corporate development posts, and Gleiner practiced law for more than 15 years, specializing in media acquisitions and finance.

McMillin's assignment is to assist senior management in the integration of Chancellor's media platforms, including its 36,000 billboards. Gleiner will oversee all legal matters at the company, including regulatory and financial issues. "Having worked with Tom and Richard," Marcus said, "I have experienced firsthand their tremendous abilities to build organizations and integrate acquired operations."

### Jones Taps Three Associate Consultants

Jones Radio Networks OMs Rick Brady, Rich Bryan, and Jon Holiday have expanded their duties to become Associate Consultants for Jones Radio Consulting & Programming (JRCP). The trio — who program JRN's Soft Hits, Rock Classics, and Good Time Oldies formats, respectively — will be responsible for hands-on station programming and music consulting, strategic planning, and the overall philosophy of the stations' formats.



Brady

Bryan

"Jon, Rich, and Rick's background is second to none in their respective formats," said JRCP Managing Director Tom Watson. "They will deliver results in both ratings and revenue for our clients, for either barter or cash, which is a new, cutting-edge perspective in the consulting business."

Brady has been an AC programmer since the early '80s. His 25-year broadcasting career includes stints at Denver AC stations owned by Malrite, Genesis, and Legacy. He also owned a national music research firm that conducted callout and auditorium music testing.

Prior to joining JRN last year, 30-year vet Bryan worked for stations owned by Lin, Sandusky, and Paxson. He also signed on Westwood One's Adult Rock format, which he programmed for eight years.

With 20 years of industry experience, Holiday has held programming and on-air posts with Gannett, Premiere Radio Networks, Beasley, and Granum. He's worked for such stations as WTIC-FM/Hartford, WNHC/New Haven, and WXLO/Worcester, MA.



Holiday

### Braun Becomes Metro Nets' Dir./Ops, San Jose

Dina Braun has been tapped as Director/Operations, San Jose for Metro Networks. Prior to joining Metro, Braun was an on-air personality at KEZR/San Jose.

"Dina's comprehensive background in radio programming will further increase our ability to provide quality service to our affiliates," said VP/Northwest Region Ian Epstein. "We are happy to have her as part of our team and look forward to her input on this market's operational efforts."

Braun is a 10-year radio veteran. Besides her stint at KEZR, she also held a midday shift at CBS sister KBAY/San Jose.

### CD Radio

Continued from Page 3

Hernandez is appointed to the R&B division; the Rock division names Don Kaye, producer/writer for MJF's *Metalshop* and Concrete Marketing/Sony Worldwide's *Hard Drive*; and Gabe Romero, producer of RCA's *Tropical Series*, joins the Latin division.

"It's great to have individuals of

this caliber and breadth of experience at the core of our staff as we begin building the service," Exec. VP/Content Joe Capobianco commented. "We're excited to be working together to create a dynamic group of national stations unlike anything that's come before."

CD Radio plans to launch its 100-channel satellite radio service in early 2000. (For more on CD Radio, see related story, Page 1.)

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AT NIGHT

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Sports Report

The program celebrates teamwork and excellence, both on and off the field. Teams and students who embody the spirit of teamwork, and achieve superior grades, overcome the odds, or who are an example in their community are profiled.

We cover all sports, boys and girls.



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Get the full story  
Call 1-800-334-5800.

## Sinclair N/T Trio Lifts Green To GM

Sinclair Communications has promoted Regional Sales Director **Al Green** to GM for the company's Buffalo News, Talk, and Sports trio of **WBEN-AM**, **WGR-AM** & **WKKB-AM**. Green replaces Greg Reid, who exited the station last August. Sinclair Market



Green

Manager and WKSE GM Terry Rodda had been overseeing the stations' operations since that time.

"Al has done a great job for us as Regional Sales Director over the past two years," Sinclair President/Radio Division Barry Drake commented. "This appointment will give our News/Talk and Sports stations in Buffalo the attention and leadership necessary to achieve our growth targets."

Prior to his past two years as Regional Sales Director, Green spent

GREEN/See Page 32

## Boone Programs Sinclair/Greenville AMs

**John Boone**, already PD for Sinclair Communications' Greenville-Spartanburg News/Talk simulcast of **WORD-AM** & **WYRD-AM**, has added PD duties at the company's co-owned **WSPA-AM**. In his new position, Boone will now oversee news, talk and sports programming for all three of Sinclair's Greenville-Spartanburg AM properties.



Boone

"Under John's tenure, WORD has had noteworthy ratings' growth," Sinclair Regional PD Jim Kirkland said. "He has proven he has the News/Talk savvy needed for this well-deserved promotion."

Boone, who joined the stations just over three years ago as a first-time PD, told R&R, "I'm excited about the diversity and added responsibilities that this new position will offer. WSPA-AM is a real community-oriented radio station for Spartanburg that features a lot of local play-by-play sports programming, and WORD [which simulcasts 100% of its programming with co-owned WYRD] is a more regional News/Talk station serving all of the Greenville-Spartanburg market. It's a terrific challenge that I'm really looking forward to."

## Salkowitz

Continued from Page 3

Prior to his tenure at Fox, Salkowitz was responsible for putting **WQHT**/New York on the air in 1986 and remained at the station for seven years. He served as Regional VP/Programming and Operations

for Emmis, where he was responsible for **WLOL**/Minneapolis and **WAZA**/Washington.

In addition to his work with the launch **KPWR**/Los Angeles, Salkowitz's resumé includes stints at **ABC**/Watermark and **NBC** Radio/The Source.

## UPDATE

### Radio Voyager Network Makes Maiden Voyage

**F**inger Lakes Productions International began broadcasting its new **Radio Voyager Network** on Oct. 12. The first song from the Radio Voyager Network was Oasis' "All Around The World," an appropriate tune for a network that broadcasts a high-energy modern AC format around the globe.

Voyager began from Washington, DC with affiliates in Bulgaria, Italy, and Malta. The offshoot of the now-defunct Voice of America Europe intersperses news and 60-second information bursts among the music format. The programming is free for affiliates — Voyager makes its money by keeping two minutes of advertising per hour and selling sponsorships for the four-times-per-hour information bursts.

Voyager has already signed up seven stations internationally and has verbal agreements with about 30 more, said Finger Lakes Exec. VP/Finance & Marketing Greg Hartz. The company has been in discussions with some of the major players in U.S. radio, too.

### 'ZMX/Hartford Points To Robbins As PD

**Jon Robbins**, most recently PD of **WAQY-FM** (Rock 102)/Springfield, MA, has accepted the programming position at CBS' Classic Hits **WZMX-FM/Hartford**. Concurrent with the arrival of Robbins, the station has changed its moniker from "Classic Hits 93.7" to "The Point." Although it is still Classic Hits, **WZMX** is now playing more '60s and '80s material in addition to select currents.

Robbins commented, "We're programming a mix of classic and new rock 'n' roll hits that targets the heart of the 25-54 male demo and also has great female appeal. While much of our music comes from the '60s and '70s, you couldn't really categorize the [format] as traditional Classic Hits since we play a fair amount of '80s material and the new songs from established artists such as Eric Clapton, John Mellencamp, Rod Stewart, and Bonnie Raitt." Currents will air in a very light rotation of once every four hours, a station representative told R&R.

"Our research indicated a huge opportunity to provide a product that will certainly improve the choices on the Hartford radio dial for men 35-44," Robbins continued. "We plan to maximize this great opportunity while raising a few industry eyebrows." Aside from market vet Sebastian retaining his morning drive show, all other air shifts will remain jockless until a new staff is announced.

Robbins, who replaces Mike Oakes, is a 22-year radio veteran. Among the stations where he's been PD: **WLLZ**/Detroit, **WCXR**/Washington, **KGON**/Portland, and **KISW**/Seattle.

## Ganis

Continued from Page 1

the radio promotion world are truly legendary, and she has assembled and nurtured the No. 1 promo team in the business. Beyond that, she has increasingly brought her invaluable experience and insight to bear on an array of company issues. It gives me great pleasure to recognize her wide-ranging role at the company with this much-deserved appointment."

Atlantic Group co-Chairman/co-CEO Ahmet Ertegun noted, "It has been our extraordinary good fortune to have Andrea on the Atlantic staff for close to two decades now. In the 50-year history of Atlantic, there have been those special people whose contributions have truly shaped the course of the label, and Andrea is certainly one of them. Most importantly, she is one of the most intelligent, warm, and gracious human beings I have ever known. I am very happy to join Val in acknowledging Andrea's important place in our senior management with this new post."

Exec. VP/Promotion since Jan.

1996, Ganis joined Atlantic Records in 1980 as Director/Secondary Pop Promotion. She subsequently was named Associate Director/National Singles Promotion, Director/National Singles Promotion, and Senior Director/National Singles Promotion. In 1988, Ganis ascended to VP/National Promotion, followed by her promotion to Sr. VP/Promotion two years later. Prior to joining Atlantic, Ganis held national promotion posts at Polydor Records and Infinity Records.

"It has been a rare gift to be able to work at Atlantic Records, which is without a doubt the greatest label in our business," Ganis said. "This is a company which truly nurtures and develops long-term careers, of its artists and its executives alike. I would like to take this opportunity to thank my great promotion staff for their tremendous achievements, year in and year out. Most of all, I would like to thank Val and Ahmet for their phenomenal encouragement and support and for giving me this wonderful new opportunity."

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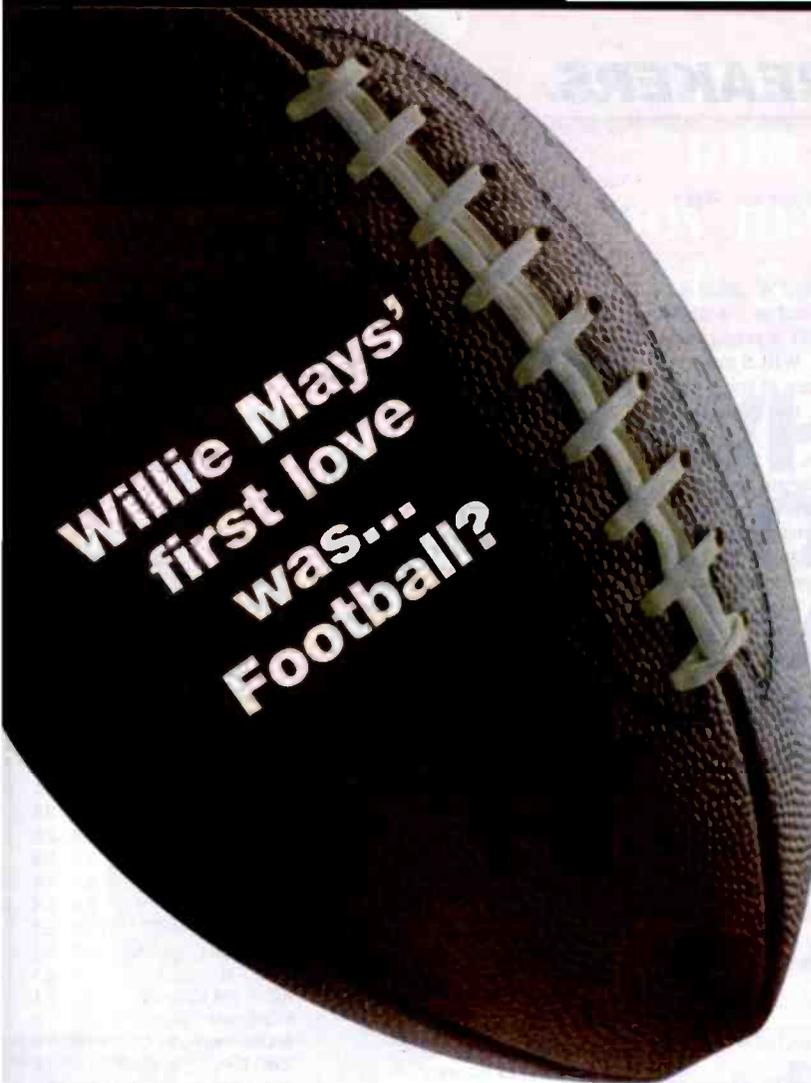
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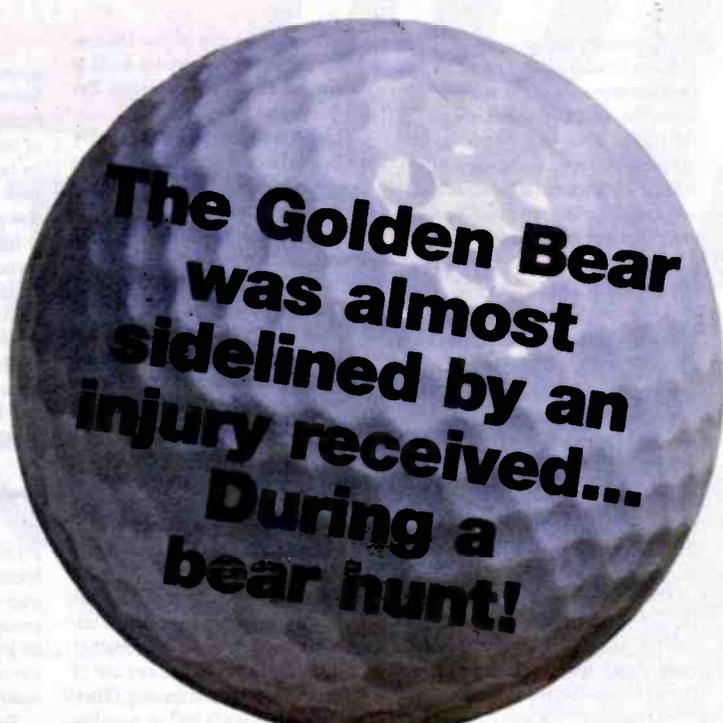
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Willie Mays' first love was... Football?



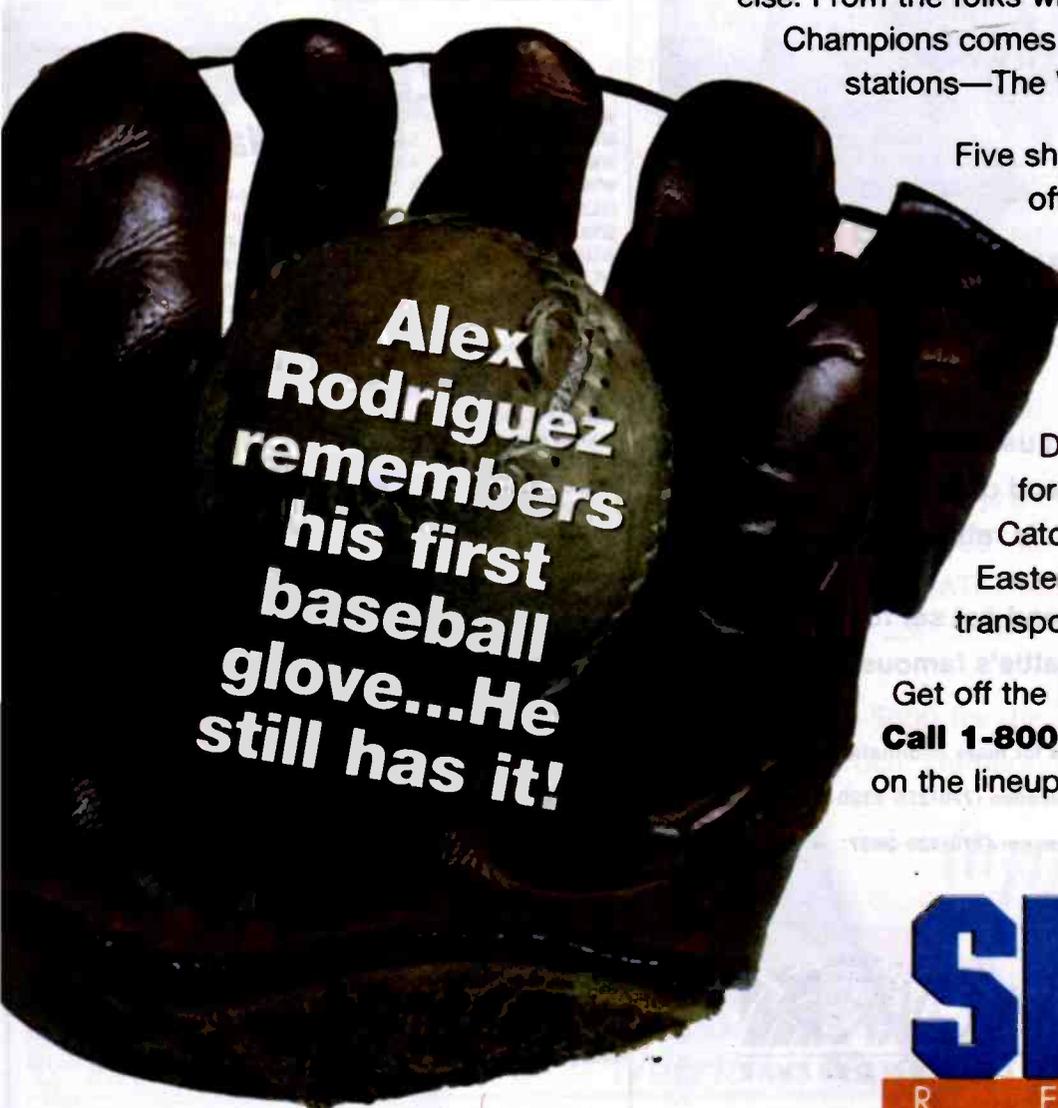
The Golden Bear was almost sidelined by an injury received... During a bear hunt!

**T**he Wheaties Sports Report gives your listeners tales, tips, anecdotes and advice available nowhere else. From the folks who brought you the Breakfast of Champions comes the daily radio feature of champion stations—The Wheaties Sports Report.

Five shows a week, each 60-seconds, offered **FREE OF CHARGE** and market-exclusive. No cash, no barter, no commercial content. Sell the time to a local sponsor and pocket the cash.

Delivered in bulk weekly by satellite for highest quality and timeliness. Catch the feed on Fridays at 3:00 p.m. Eastern time on SATCOM C-5, transponder 23, SEDAT channel 13.

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Call **1-800-334-5800** to put your station on the lineup for the Wheaties Sports Report.



Alex Rodriguez remembers his first baseball glove...He still has it!

**SPORTS**  
R E P O R T

## Survey

Continued from Page 1

Of course, the people in these top-level radio positions often supervise more than one station. But even the so-called single-station positions also saw generous increases: A typical midday talent earned 15% more in 1997, according to the survey, and that was the *smallest* increase among on-air positions.

Miller, Kaplan, Arase CPA George Nadel Rivin said the increases can be traced to two causes:

- The radio industry had a stellar year in 1997, earning a 10% revenue increase.

- 1997 reflected the first full year of *multiopoly*. As a result, pay levels for GMs and other key positions (particularly incentive pay) really kicked in.

Those positions receiving the smallest increases were the so-called "back-office" jobs, but even those increases were rather significant. Traffic directors saw 7% increases, executive assistants made 6% more; likewise for receptionists.

## Stocks

Continued from Page 3

Broadcasting Group was at the top, riding the roller coaster up to 41% growth on Oct. 9 after a yearly low the previous day.

Radio stocks were actually undervalued, some analysts thought. Just last week the R&R/Bloomberg Radio Stock Index hit a 52-week low at 146.87 — 25% lower than two weeks earlier, when the index had been at 194.59.

"You're going to see stocks bounce all over the map," First Union Capital Markets' Bishop Cheen said early this week. "I think the market has overcorrected on some of these media names."

And despite some dropping investor confidence in media stocks, advertisers seem to be sticking with the big companies. Last week, Chancellor Media CFO Matthew Devine said that, while the recent slowdown in the U.S. economy has hurt radio stocks, Chancellor's advertisers haven't been scared off.

Still, media stocks are not out of the woods yet. A continuing financial crisis in Russia and in Asia has turned the broader U.S. markets into a roller coaster, and some an-

## Ratings

Continued from Page 1

point in front of WLTW. 'SKQ also holds a sizable lead in the 25-54 battle, while WQHT is in command of the 18-34 race. WBLS turned in its best performance in some time. Just a year ago, the station was down to a 2.3.

In Los Angeles, the two Hefel-owned Spanish-language stations sit atop the market, each with a 6 share. KSCA morning man Renan Almedares-Coello has a 9.1 share, while fellow Hispanic broadcaster Pepe Barreto on KLVE earned a 6.6. Howard Stern was next among morning men with a 5.1. Charlie

alysts say radio stocks are more affected by worldwide issues than one would expect. While radio groups have little or no direct ties to international economies, radio advertisers do have a great stake in what happens worldwide.

So, buckle up, radio executive, and enjoy the ride. It could be a long one.

Van Dyke began his reign at KRTH near the end of the rating period, but he debuted in seventh place with a 3.3, up a couple of shares from the previous quarter.

In Chicago, WKQX's big-buck

deal to lure Mancow Muller from WRGX paid off for the station, where his show went 2.0-4.8 overall and 4.4-10.9 among 18-34s. His old station went 3.2-2.0 for the total week.

## 12+ SUMMER '98 ARBITRON RESULTS

### New York

	Sp '98	Su '98
WSKQ-FM (Tropical)	5.9	6.0
WQHT-FM (CHR/Rhy)	5.6	5.8
WLTW-FM (AC)	5.9	5.5
WHTZ-FM (CHR/Pop)	5.1	4.6
WCBS-FM (Oldies)	4.6	4.2
WKTU-FM (CHR/Rhy)	4.2	3.9
WXRK-FM (Alternative)	3.8	3.7
WINS-AM (News)	3.2	3.6
WRKS-FM (Urban AC)	4.3	3.6
WABC-AM (Talk)	3.2	3.3
WBLS-FM (Urban)	2.7	3.3
WPAT-FM (Spanish AC)	3.2	3.2
WQCD-FM (NAC/SJ)	2.8	3.1
WPLJ-FM (Hot AC)	2.7	2.9
WCBS-AM (News)	3.0	2.8
WOR-AM (Talk)	3.2	2.8
WFAN-AM (Sports)	2.6	2.6
WOXR-FM (Classical)	3.1	2.4
WQEW-AM (Nostalgia)	1.8	2.0
WQXR-FM (Cl. Rock)	1.6	1.7
WCAA-FM (Tropical)*	.9	1.7
WADO-AM (Span. N/T)	2.4	1.6
WBIX-FM (Hot AC)	1.5	1.6
WNEW-FM (Rock)	1.7	1.5
WWXY/WWZY (Country)	.7	1.0

\*Was WNNK-FM (Ethnic) until May

### Los Angeles

	Sp '98	Su '98
KLVE-FM (Spanish AC)	6.3	6.0
KSCA-FM (Reg. Mex.)	5.8	6.0
KKBT-FM (Urban)	3.8	4.0
KOST-FM (AC)	3.3	3.9
KPWR-FM (CHR/Rhy)	3.9	3.7
KIS-FM (CHR/Pop)	3.3	3.5
KFI-AM (Talk)	3.9	3.4
KROQ-FM (Alternative)	3.3	3.4
KRTH-FM (Oldies)	3.3	3.4
KTWV-FM (NAC/SJ)	3.3	3.3
KCMG-FM (Oldies)	3.1	3.2
KLAX-FM (Reg. Mex.)	3.5	3.2
KYSR-FM (Hot AC)	2.9	3.1
KABC-AM (Talk)	2.9	2.8
KBIG-FM (AC)	2.6	2.6
KLSX-FM (Talk)	2.2	2.5
KCBS-FM (Cl. Hits)	2.4	2.4
KLOS-FM (Rock)	2.6	2.4
KFWB-AM (News)	1.9	2.1
KLAC-AM (Nostalgia)	2.2	2.1
KNX-AM (News)	2.4	2.1
KZLA-FM (Country)	2.3	2.1
KTNO-AM (Span. N/T)	2.2	1.9
KSSE-FM (Span. Cont.)	1.3	1.8
KKGO-FM (Classical)	1.9	1.6
KBUA/KBUE (Reg. Mex.)	1.7	1.5
KJLH-FM (Urban AC)	1.5	1.3
KACE/KRTO (Urban/O)	.8	1.1

### Chicago

	Sp '98	Su '98
WGCI-FM (Urban)	7.7	8.0
WGN-AM (News/Talk)	5.8	6.6
WBBM-FM (CHR/Rhy)	4.8	5.3
WVAZ-FM (Urban AC)	4.7	4.9
WLS-AM (Talk)	4.3	4.3
WNUA-FM (NAC/SJ)	4.1	4.3
WUSN-FM (Country)	3.9	4.2
WLTW-FM (AC)	4.6	3.8
WBBM-AM (News)	3.6	3.4
WJMK-FM (Oldies)	3.9	3.4
WKQX-FM (Alternative)	2.8	3.4
WTMX-FM (Hot AC)	3.3	2.9
WCKG-FM (Talk)	2.2	2.6
WNNL-FM (AC)	2.6	2.6
WXRT-FM (Adult Alt)	2.5	2.3
WOJO-FM (Reg. Mex.)	2.0	2.2
WXCD-FM (Cl. Rock)	2.7	2.2
WLUP-FM (Cl. Rock)	1.7	2.1
WMAQ-AM (News)	1.7	2.0
WRCX-FM (Rock)	3.2	2.0
WAIT-AM (Nostalgia)	2.0	1.9
WLEY-FM (Reg. Mex.)	2.2	1.9
WNIB-FM (Classical)	1.4	1.7
WSCR-AM (Sports)	1.7	1.7
WFMT-FM (Classical)	1.2	1.2
WGCI-AM (Urban/O)	1.1	1.2

### Format Abbreviations

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

### Nassau-Suffolk

	Sp '98	Su '98
WALK-FM (AC)	5.5	5.8
WBLL-FM (CHR/Pop)	4.3	5.3
WHTZ-FM (CHR/Pop)	5.5	5.1
WXRK-FM (Alternative)	5.5	5.1
WCBS-FM (Oldies)	4.2	4.0
WLTW-FM (AC)	4.3	3.7
WFAN-AM (Sports)	3.8	3.6
WKTU-FM (CHR/Rhy)	3.6	3.6
WCBS-AM (News)	3.3	3.5
WBAB/WHFM (Rock)	3.5	3.4
WABC-AM (Talk)	3.5	3.2
WOR-AM (Talk)	3.6	3.2
WPLJ-FM (Hot AC)	2.8	3.2
WHLL-AM (Nostalgia)	2.5	3.1
WQHT-FM (CHR/Rhy)	3.9	3.1
WKJY-FM (AC)	2.0	2.7
WBZO-FM (Oldies)	2.7	2.5
WQCD-FM (NAC/SJ)	2.1	2.5
WAXQ-FM (Cl. Rock)	1.8	2.2
WINS-AM (News)	2.2	2.2
WMJC-FM (Country)	1.6	2.0
WNEW-FM (Rock)	1.9	1.9
WBLS-FM (Urban)	1.5	1.5
WDRE/WLUR (Alternative)	1.6	1.5
WSKQ-FM (Tropical)	1.5	1.5
WRKS-FM (Urban AC)	1.4	1.4
WLUX-AM (Nostalgia)	1.2	1.3
WQXR-FM (Classical)	2.0	1.3
WBIX-FM (Hot AC)	1.0	1.1
WQEW-AM (Nostalgia)	1.0	1.0

SAME-DAY RATINGS RESULTS

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## Radio



Karb

• **CHRIS KARB** has been tapped GM of United SportsTalk Network. He adds this post to his consultant duties with Broadcast Investment Analysts (BIA). Prior to BIA, he served as GM of News/Talk WWTN/Nashville.

• Jones Radio Network promotes **MICHELE THARP** from Mktg. Special-



Tharp



Trainor

ist to Mktg. Manager and **SHELLY TRAINOR** from Exec. Asst. to the President to Special Events Planner.

## Records

• **MICHAEL KUSHNER** is named Sr. VP/Business Development at Sony Wonder/SMV. He most recently served at VP/Business & Ops. at Grave Records.

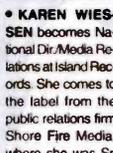


Kushner



Henick

• **ROBB HENICK** has been promoted from Product Mgr. to Assoc. Dir./Production & Merchandising at Atlantic Records.



Wiesen

• **KAREN WIESEN** becomes National Dir./Media Relations at Island Records. She comes to the label from the public relations firm Shore Fire Media, where she was Sr. AE.

## CHRONICLE

### MARRIAGES

KEFM/Omaha afternoon **Jeff Larson** to **Kathy Whelan**, October 13  
 KRQV/Beaumont, TX morning driver **Doug Warner** to **Kelly Coone**, October 10  
 Country artist **Chris Knight** to **Debbie Wells**, August 15

### BIRTHS

KTMT/Medford, OR morning man **Chris Chaos**, wife Deborah, son **Aiden Wells Pierce**, October 8

### CELEBRATIONS

**Veima Dahl**, mother of Montgomery Artists Nashville agent **Steve Dahl**, October 7  
 Good Hope Music President **Chip Donaldson**, October 6

• Record Producer **Tony DeNiro** (formerly known as T-Smoov) has formed **RED EYE RECORDS**. It will have its own A&R and creative staffs, while marketing and promotions will be handled by parent company **PRIORITY RECORDS** and independents. The label will focus on R&B, rap, and alternative rock.

## National Radio

• **FLOW COMMUNICATIONS** and **INFORMATION NETWORK RADIO** (INR) have formed an alliance. Under the deal, Flow Communications will be able to use INR office space to produce existing Flow programming, plus serve as INR's producer for that company's future programming needs.  
 — (415) 777-4700

• **WESTWOOD ONE** unveils the schedule for its upcoming NCAA and NFL/Football broadcasts. All times are ET.

Oct. 17: Minnesota @ Ohio St., 11:45am; Auburn @ Florida, 3:15pm; and Clemson @ Florida St., 5:45pm  
 Oct. 18: Ravens @ Steelers, 12:45pm; Eagles @ Chargers, 4pm  
 Oct. 19: Jets @ Patriots, 8pm  
 — (212) 641-2057

Also, WW1 welcomes the following guests to its live **Celebrity Connection** program:

## PROS ON THE LOOSE

**Michael St. John** — PD KBCE/Alexandria, LA (318) 448-4515

Oct. 20: Ed McMahon  
 Oct. 22: author Alan Bean  
 — (212) 641-3088 (booking) or 2039 (stations)

• For The Record: **RADIO AMERICA**, which launched its new weekend talk program **Report Card** last week, can be reached at (800) 884-2546.

## Industry

• **JACK NEVIN** retires from his presidential post at Broadcast Electronics (BE). He had been at that post since 1990 and will continue on as a consultant for the company. **DOUGLAS DAVIS** has been named acting President of BE until a new president is announced.

## NATIONAL RADIO FORMATS

ADDED THIS WEEK

**ABC RADIO NETWORKS**  
**Robert Hall** • (972) 991-9200

**Classic Rock**  
**Chris Miller**  
 U2 Sweetest Thing

**Het AC**  
**Garry Leigh**  
 BARENAKED LADIES One Week

**Starstation**  
**Peter Stewart**  
 No New Adds

**Touch**  
**Monica Logan**  
 No New Adds

**ALTERNATIVE PROGRAMMING**  
**Steve Knoll** • (800) 231-2818  
**Gary Knoll**

**Rock**  
**JACKYL** An American Band  
 R.E.M. Daysleeper  
 U2 Sweetest Thing

**Alternative**  
**NEW RADICALS** You Get What You Give  
 R.E.M. Daysleeper  
 U2 Sweetest Thing

**CHR/Het AC**  
**FASTBALL** Fire Escape  
**NATALIE MERCHANT** Break Your Heart  
 U2 Sweetest Thing

**Mainstream AC**  
**BRYAN ADAMS** On A Day Like Today  
**NATALIE MERCHANT** Break Your Heart  
**BILLIE MYERS** A Few Words Too Many  
**STEVIE NICKS** If You Ever Did Believe  
 R.E.M. Daysleeper  
 U2 Sweetest Thing

**Lite AC**  
**BONNIE RAITT** Blue For No Reason  
**RICKY JONES** If I Was The One

**MAC**  
**AGE OF BASS** Whenever You're Near Me  
**EDWIN MCCAIN** I'll Be  
**SARAH MCCLACHLAN** Angel

**UC**  
**BRANDY** Have You Ever?  
**DESTINY'S CHILD** UMBELAND Get On The Bus  
**FLYRODE** SQUAD On On On  
**TOTAL** WHISSEY ELLIOTT Trippin'

**BROADCAST PROGRAMMING**  
**Walter Powers** • (800) 426-9082

**CHR**  
**Casey Keating**  
 JEWEL Hands

**Digital AC**  
**R. KELLY & CELINE DION** I'm Your Angel

**Het AC**  
**JEWEL** Hands  
**SARAH MCCLACHLAN** Angel

**Digital Soft AC**  
**Mike Bottell**  
 No New Adds

**Delliah**  
 No New Adds

**Alternative**  
**Teresa Cook**  
**GARBAGE** Special  
**OASIS** Acquiesce  
**PLACEBO** Pure Morning  
 R.E.M. Daysleeper

**Urban**  
**Josh Kessler**  
**BRANDY** NUBIAN Don't Let It Go To Your Head  
**BRANDY** Angel In Disguise  
**DRU HILL** These Are The Times  
**MOREAGA** Super Thru (What What)

**JONES RADIO NETWORK**  
**Jim Murphy** • (303) 784-8700

**Adult Hit Radio**  
**JJ McKay**  
**ALANIS MORISSETTE** Thank U

**Rock Alternative**  
**Doug Clifton**  
 R.E.M. Daysleeper

**Soft Hits**  
**Rick Brady**  
**AEROSMITH** I Don't Want To Miss A Thing

**Rock Classics**  
**Rich Bryan**  
 No New Adds

**RADIO ONE NETWORKS**  
**Tony Mauro** • (970) 949-3339

**Het AC**  
**Yvonne Day**  
 JEWEL Hands

**New Rock**  
**Steve Leigh**  
**BUGZY** Pizza  
 JEWEL Hands  
**NEW RADICALS** You Get What You Give  
**PEARL JAM** Do The Evolution

**WESTWOOD ONE RADIO NETWORKS**  
**Charlie Cook** • (805) 294-9000  
**Tracy Thompson**

**Adult Rock & Roll**  
**Jeff Gonzer**  
 No New Adds

**Soft AC**  
**Andy Fuller**  
 No New Adds

**Bright AC**  
**Jim Hays**  
**BRIAN SETZER ORCHESTRA** Jump, Jive An' Roll  
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## Zell

Continued from Page 1

turning them around. From Real Estate Investment Trusts (REIT — rhymes with street) that include office properties, apartment properties, manufactured home properties, parking garages, a supermarket chain, a cruise line, and — until recently — Jacor, the 57-year-old Zell has made his mark on the American business landscape.

The radio world got to know him when Zell-controlled Jacor Communications purchased Citicasters in 1996 from Carl Linder for \$770 million, and he made his mark by creating the largest radio group in the U.S., which has since been bested by Chancellor/Capstar. On Oct. 8, the world awoke to discover Clear Channel would acquire Jacor in a \$4.4 billion merger, creating a radio company in control of 454 stations in 101 domestic markets (see story, Page 1). Jacor CEO Randy Michaels and President Bob Lawrence will retain their duties — something that was vitally important to Zell — and Jacor will continue to operate as a separate subsidiary of Clear Channel.

R&R recently interviewed Zell at his Chicago office to get his thoughts on the deal and to discuss his keynote address at the NAB Radio Show in Seattle on Oct. 15.

**R&R:** You came into the radio business with large investments early in the game. What was so inviting?

**SZ:** I looked at the radio business and asked myself the question of whether or not consolidation really represented opportunity. We have seen some examples of consolidation in other industries, where one plus one equals two. It was obvious to me that the radio business could create a scenario where one plus one equaled three or four. The business was heavily fragmented, and ownership was, to a large extent, financially unsophisticated. It all seemed to be an arena that was very attractive and would likely produce the kinds of returns I was looking for.

**R&R:** Looking back, did you call it right? Did it exceed your expectations?

**SZ:** I think it probably exceeded those expectations. I found Randy [Michaels], Bobby [Lawrence] — my key people — to be even more creative, and, when given the opportunity, they acted accordingly. For example, they went out and created a network by getting Rush, Laura, Art Bell, and others. They figured out how to use this talent — not only to make a return on that investment, but to enhance the return on the rest of our investments. Frankly, that kind of creativity pleasantly surprised me.

**R&R:** With the diversity of businesses you own, do you ever get emotionally attached? Or is business just business?

**SZ:** I don't think anybody can do a good job in any business unless there is an emotional attachment. This businessman can only make an option contribution when he is emotionally attached. Does that mean I am going to do dumb things because I respond emotionally? Very unlikely. I think having a very strong internal discipline combined with an emotional attachment is a formula that is likely to lead to productive results.

**R&R:** You are going to be a keynote speaker at the NAB Radio Show in Seattle. That gathering is primarily for managers to become the very



**What would happen to the Jacor management team was a critical part of any decision I made. There are going to be other management teams in the future, and they will pick up the phone and call Randy and say, 'What is this guy like?'**



best they can. What qualities do you look for in the managers who run your companies?

**SZ:** These three points separate the winners and losers in everything: Number one is the degree of focus, number two is the degree of commitment, and number three is the initial curiosity and high energy level. These characteristics are usually relevant in describing an entrepreneur. When you interface with different kinds of management teams, you see how welcome they are to new ideas, how welcome they are to being challenged — those are all part of the projects, and most people don't understand the role I play. I am the owner, I'm not the CEO. I'm the guy who gives them the ownership perspective, and I'm the one looking at them all the time, trying to make sure they have the ownership perspective.

**R&R:** How do you handle the perception that "for Zell, it's just all about the money"?

**SZ:** Nothing I am doing today is likely to have any significant impact on my standard of living. The reason I get up every morning and do what I do revolves around testing my limits. I am trying to find out whether I can compete and whether or not the advice or direction I give results in positive things. That is very much what drives me on a daily basis. If you want to call that emotional involvement ... absolutely, I care! What was going to happen to the Jacor management team was a critical part of any decision I made. You can call that an emotional commitment, or you can call that good business on my part, because there are going to be other management teams in the future, and they will pick up the phone and call Randy and say, "What is this guy like?"

**R&R:** As with any deal of this magnitude, a lot of rumors and speculation surrounded the sale. It seemed early on that it wasn't just Sam Zell's decision who to sell to. Did Randy Michaels' and Bobby Lawrence's opinions help guide this deal?

**SZ:** Absolutely.

**R&R:** Was it because they went to bat for you every day?

**SZ:** That's right, and life is too short. I have a responsibility to them and the shareholders. But, within reason, I was going to operate on what was best for all the constituents involved.

**R&R:** What was it about the Clear Channel deal that sealed it for them?

**SZ:** I have a limited ability to answer that question, but I would answer by first saying there was a really good chemistry between everybody involved and an expectation of mini-

mal relative to maximal problems in terms of adjusting to the various regulatory approvals that would be necessary. Clear Channel, in our opinion, has historically operated at a lower leverage level, and it has clearly been the favorite in this group on the street.

**R&R:** When you speak at the NAB, what are some of the key points you will address?

**SZ:** I don't know yet. A week ago I had one thing in mind. Then we did this deal, and now I have another thought. I do a lot of speeches a year, give or take about 30. This is not one of those deals where I hire someone to write the speech and then read it to you.

**R&R:** Going back to the words you used before — "responsibility to the shareholder" — what told you, as a businessperson, that it was time to sell Jacor?

**SZ:** Clearly we are in a very consolidated industry. Due to the fact that Jacor happened to be a fund investment rather than a personal investment, I was well aware of the fact that I had a time frame to work with. It became clear to me we were going to have three monoliths that were going to dominate this industry. Logic said to me that if they were the three logical players, then I had to see if a Jacor deal made sense. I am a believer that the scale element of the radio business is ultimately what is going to pay off in all of this consolidation. Whereas, in the past, somebody would have to deal with 30 or 40 different companies to go nationwide, chances are now one will be able to make one phone call to Mel Karmazin, Randy, or Jimmy de Castro.

**R&R:** Do you think that is a good thing?

**SZ:** It is a very good thing. It basically makes radio a truly competitive advertising methodology with TV. Right now, you can pick up the phone and buy TV ads across the country. Why shouldn't you be able to do the same with radio?

**R&R:** At some point, depending on the economies of scale again, do you ever see yourself getting back into radio, maybe picking up a Clear Channel or Chancellor?

**SZ:** Never say never.

## Green

Continued from Page 26

six years as Sales Manager for the company's WKSE & WWKB/Buffalo. "This is a tremendous opportunity for me," Green told R&R. "I've worked with many of Sinclair's stations for most of the past 15 years of my career, and now I can really focus my full attention and energies on carrying on the heritage of these three great AM radio stations to maximize our shares and revenues here in the Buffalo market."

## Fox

Continued from Page 24

Radio will strive to give those stations the kind of "FOX attitude" content they want most at inventory levels that will be appealing to them."

The new network, which will originate from Westwood One's New York City facilities, will provide affiliate stations with morning drive national news updates along with custom newscasts for key markets. According to Oliver, breaking news coverage will be provided to affiliates by utilizing audio from the FOX News Channel, the company's 24-hour cable TV news network.

## Hollander

Continued from Page 1

and will replace Mel Karmazin, who assumed the duties earlier this year when Mike D'Ambrose resigned. Karmazin will continue as President/CEO of CBS.

Under Hollander, all-Sports WFAN — which holds exclusive broadcast rights to the New York Mets, Jets, and Giants and the Long Island Rangers and is home to *The Don Imus Show*, which is syndicated on more than 100 WWI affiliates — consistently delivered breathtaking revenues to CBS despite less-than-super ratings. Last year, "FAN generated more than \$50 million in business and is on track to generate \$55 million this year.

"Not too many people have the chance to be given Mel's title," Hollander told R&R. "I'm very excited, but I'm certainly not going in with my eyes closed. I know there are a lot of problems there. It needs some improvements in several areas, and it will take some time."

Karmazin noted, "Joel's strong sales background as well as his experience in managing radio stations that have had numerous network relationships will be beneficial to Westwood One's future growth."

"We've always drafted for talent, and we think we have a good one here," WWI Chairman/founder Norm Pattiz told R&R. "He is the

## Atlantic

Continued from Page 24

is a perfect reflection of the company's commitment to our most vital and valued people. At the same time, no one has worked harder or proven their abilities more than Pamela. Her efforts on the West Coast have helped drive the success of innumerable projects, just as her dedication to the job has motivated all those around her."

Metzdorf most recently was Director/West Coast Alternative Promotion, a position she has held since 1996. She joined Atlantic in 1992 as Coordinator/National Alternative Radio, and in 1994 was upped to Associate Director/West Coast Alternative Promotion.

## Virgin

Continued from Page 3

retal in breaking some of the biggest superstars our genre has created. Doug also has equal experience from a radio standpoint and is one of the most enthusiastic and passionate people I have ever had the pleasure to know. I am looking forward to years of success with both of them."

Hughes said, "The chance to work with Scott thrills me. After all, a promotion person is only as good as the music they represent. Doug brings invaluable experience from the radio perspective, and his hard work and passion for reaching his goals have been obvious in every job he has tackled in this business. One of the few challenges I have not faced during my tenure in the music industry is to help start a label and build a team from the ground up. I'm very excited to be able to do that at a la-

third CEO in the history of this company, and everyone involved with this company is going to do all we can do to make sure he is successful."

But forget official statements — sometimes it's what the troops believe that counts most. One WWI insider summed up Hollander's hiring this way: "He's a really good guy, really very smart. He has a lot of Mel's qualities. He's a good choice because he's a sales guy and he understands the Imus show and the sports franchises. He's the right player and the right manager who can deliver more bang for the buck to advertisers."

Meanwhile, Karmazin also announced that the CBS' board of directors has extended its management agreement with Westwood One for an additional five years. The terms of the renewal are substantially the same as the existing agreement put in place five years ago next March. At the time the original contract was drawn, Karmazin bought 25% of the company and took an active role in the company's operation. During the final week of September, Karmazin upped his interest in Westwood One, paying as much as \$551,000 for 30,000 common shares.

— Jeffrey Yorke

Slifkin most recently was Director/Progressive-Rock Promotion, a position she has held since 1995. In 1987 she worked as an intern at Howard Bloom Inc. before becoming an assistant at Ellen Zoe Golden Inc. In 1988 she segued to Champion Entertainment. She joined Atlantic's promotion department in 1989, and two years later ascended to Coordinator/National Album Promotion. In 1993 she was upped to Manager/National Progressive-Rock Promotion.

Jouan most recently was Associate Director/Promotion, a post she's held since 1996. She joined Atlantic in 1991 in the Los Angeles promotion department, and one year later was elevated to Local Promotion Manager.

bel that has the integrity of the Virgin name."

Hughes began his career as a Regional Promotion Director for Ariola in 1979. He joined MCA/Nashville in 1982 and was Director/National Promotion when he left in 1995 to join Mercury/Nashville as VP/Promotion. He left Mercury about two months ago.

Baker spent 17 years in radio before joining Capitol/Nashville in 1995. His radio background includes on-air and programming stints at WSIX/Nashville, KNIX/Phoenix, and WFMS/Indianapolis. "It's great to work with people you respect," Baker said. "I consider Larry one of the true professionals in country music and simply a great guy. And there is no one I'd rather work for than Scott. We have a team of tremendously creative talent that will serve our artists and the country music community very well. It's going to be fun here."

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## By Market Size

Position	1-15	16-30	31-50	51-75	76-100	101-175	All	% Chg. '97/'98	
<b>MGT</b>	General Manager	\$206,131	\$214,166	\$151,729	\$139,085	\$119,663	\$114,262	\$194,394	+20%
	General Sales Manager	190,343	130,470	110,586	89,818	82,373	75,615	126,640	+15%
	Program Director	146,435	94,690	72,480	48,443	43,967	41,174	82,589	+14%
	Promotion Director	53,838	40,590	36,518	26,923	24,877	25,172	39,982	+13%
<b>PROGRAMMING</b>	News Director	65,881	52,786	37,146	26,516	26,867	30,814	44,212	+8%
	Research Director	48,734	36,404	29,585	—	—	—	44,905	+7%
	Production Director	52,864	44,917	37,182	29,124	22,346	25,419	40,611	+13%
	Music Director/Asst. PD	53,531	48,972	33,829	27,987	31,242	27,844	42,791	+8%
	Programming Asst.	36,837	32,237	27,387	23,676	—	28,148	32,818	+13%
	Morning Drive Producer	41,610	36,388	24,416	21,958	28,689	18,214	33,338	+15%
<b>ON AIR</b>	Morning Drive Talent	194,483	128,649	87,125	61,872	56,813	44,412	186,586	+24%
	Midday Talent	76,838	50,884	34,986	30,791	29,367	23,688	47,297	+15%
	Afternoon Drive Talent	187,210	88,954	42,886	31,648	36,182	24,738	68,452	+28%
	Evening Talent	55,728	38,726	27,384	22,813	23,875	18,397	35,713	+18%
	Late Night Talent	42,645	26,648	20,858	18,865	15,918	17,353	27,681	+22%
	News Reporter	42,177	38,568	22,758	23,149	28,839	22,833	32,287	+23%
	Sports Director/Announcer	78,279	58,303	—	44,561	—	19,214	57,605	+38%
<b>SALES</b>	Local Sales Manager	132,885	103,133	97,727	67,424	76,620	65,821	103,597	+19%
	National Sales Manager	130,514	104,117	91,969	87,815	57,227	70,115	107,605	+15%
	How Bus./Retail/Co-Op	97,976	68,799	78,190	55,641	41,714	72,632	77,054	+19%
	AE — Highest	155,864	112,638	83,965	65,606	64,364	62,584	100,498	+14%
	AE — 2nd Highest	125,475	93,878	64,615	52,176	46,391	52,187	81,040	+16%
	AE — Avg./Others	69,306	57,529	37,262	33,537	27,097	34,547	48,537	+7%
<b>OPS / SUPPORT</b>	Promotion Assistant	27,772	23,284	22,769	19,927	18,531	17,110	24,391	+13%
	Traffic Director	38,706	31,742	29,283	22,916	23,018	22,369	30,332	+7%
	Continuity Director	31,791	24,641	25,512	23,699	22,600	22,057	27,236	+3%
	Chief Engineer	70,400	59,023	45,100	38,722	35,646	34,957	53,635	+13%
	Asst. Engineer	44,238	34,753	28,804	23,841	22,343	21,569	34,987	+6%
	Business Manager/Controller	64,866	53,885	48,821	37,312	35,072	34,177	48,257	+11%
	Asst. Business Manager	38,567	30,337	26,953	30,648	23,889	22,230	32,529	+17%
	Executive Assistant	36,446	32,884	27,249	24,624	26,357	26,285	31,862	+6%
	Sales Assistant	27,834	24,786	24,496	19,928	19,888	18,882	23,834	+5%
	Receptionist	21,761	19,993	18,587	16,173	16,823	16,822	19,118	+6%

Data gathered for R&R by Miller, Kaplan, Arnes & Co.

Compensation figures are for calendar year 1997 and include salary plus bonuses and incentives. Many responses include personnel with multiple duties, and many positions cover more than one commonly-owned station. Please note that salaries for some positions in certain formats approach statistically reliable thresholds. Please exercise caution when interpreting this information.



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# R&R '98 RADIO INDUSTRY SALARY SURVEY

## By Format And Market Size

Position	AC		Alternative		C&M		Country		RAC/Smooth Jazz		
	1-30	31-100	1-30	31-100	1-30	31-100	1-30	31-100	1-30	31-100	
<b>TOP MANAGEMENT</b>	General Manager	\$276,647	\$178,336	\$282,929	\$188,758	\$276,765	\$146,231	\$258,528	\$188,121	\$247,941	—
	General Sales Manager	166,719	87,723	118,382	88,659	184,565	98,161	151,368	106,283	198,823	—
	Program Director	147,334	53,425	88,862	43,887	121,676	58,885	188,814	88,236	114,876	—
	Promotion Director	52,412	36,872	34,758	26,500	51,270	32,083	38,666	30,598	47,280	—
<b>ON-AIR</b>	News Director	68,888	23,878	38,587	—	47,822	25,632	47,706	37,606	43,885	—
	Research Director	55,867	45,482	—	—	31,125	—	—	—	44,358	—
	Production Director	52,988	33,588	41,376	32,267	47,788	36,373	43,488	32,753	42,884	—
	Music Director/Asst. PD	48,838	—	32,888	—	58,462	26,588	38,712	35,617	60,128	—
	Programming Asst.	36,418	—	26,381	—	38,822	—	36,337	34,888	38,118	—
	Morning Drive Producer	48,824	23,154	48,476	—	46,528	23,222	42,981	27,588	19,856	—
<b>ON-AIR</b>	Morning Drive Talent	138,365	74,688	77,572	42,125	177,828	88,888	142,735	78,941	74,672	—
	Midday Talent	84,878	31,248	48,782	27,688	88,481	25,881	52,238	34,535	58,836	—
	Afternoon Drive Talent	77,888	36,388	48,574	26,888	184,841	33,517	77,881	36,452	57,835	—
	Evening Talent	44,738	27,287	34,817	25,617	47,884	19,277	42,277	26,336	48,127	—
	Late Night Talent	32,383	18,318	23,236	23,333	32,781	16,588	38,524	21,136	35,385	—
	News Reporter	—	—	—	—	—	15,158	—	24,563	—	—
	Sports Director/Announcer	85,825	—	—	—	—	—	—	43,768	—	—
<b>SALES</b>	Local Sales Manager	128,863	77,884	92,728	53,185	127,888	97,445	98,588	188,411	125,841	—
	National Sales Manager	112,867	88,388	78,188	—	111,888	88,887	112,945	88,138	121,375	—
	New Bus./Retail/Co-Op	74,845	—	—	—	77,485	61,218	68,882	66,821	87,587	—
	AE — Highest	154,528	88,872	128,831	54,888	122,882	85,581	128,838	74,442	137,781	—
	AE — 2nd Highest	132,824	57,518	88,888	41,728	182,188	82,783	94,781	57,428	116,416	—
AE — Avg./Others	77,888	36,888	48,836	23,788	64,487	38,854	62,875	38,888	67,828	—	
<b>OPS / SUPPORT</b>	Promotion Assistant	25,871	22,883	21,888	—	25,888	22,787	24,828	22,887	25,182	—
	Traffic Director	38,127	28,588	27,884	22,185	32,238	26,888	35,888	24,624	38,846	—
	Continuity Director	28,383	27,838	28,384	—	28,888	25,115	26,247	24,785	27,882	—
	Chief Engineer	78,882	46,888	55,888	35,888	88,188	42,194	83,131	45,487	88,236	—
	Assistant Engineer	43,482	25,713	36,578	—	48,287	23,188	36,122	31,182	36,888	—
	Business Manager/Controller	88,458	38,783	48,238	31,518	54,181	48,328	56,838	42,621	64,166	—
	Asst. Business Manager	38,448	22,185	38,448	—	38,722	21,871	34,374	40,127	33,838	—
	Executive Assistant	36,341	25,733	—	—	34,888	21,626	32,781	27,984	32,241	—
	Sales Assistant	26,882	19,538	24,544	—	24,881	22,888	26,478	22,271	24,758	—
	Receptionist	23,843	16,427	19,788	16,885	19,448	17,487	28,793	17,887	22,318	—

*Data gathered for R&R by Miller, Kaplan, Araco & Co.*



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General Manager	120,000	130,000	140,000	150,000	160,000	170,000	180,000	190,000	200,000	210,000	220,000	230,000	240,000	250,000	260,000	270,000	280,000	290,000	300,000	310,000	320,000	330,000	340,000	350,000	360,000	370,000	380,000	390,000	400,000	410,000	420,000	430,000	440,000	450,000	460,000	470,000	480,000	490,000	500,000											
Assistant General Manager	80,000	85,000	90,000	95,000	100,000	105,000	110,000	115,000	120,000	125,000	130,000	135,000	140,000	145,000	150,000	155,000	160,000	165,000	170,000	175,000	180,000	185,000	190,000	195,000	200,000	205,000	210,000	215,000	220,000	225,000	230,000	235,000	240,000	245,000	250,000	255,000	260,000	265,000	270,000											
Program Director	60,000	65,000	70,000	75,000	80,000	85,000	90,000	95,000	100,000	105,000	110,000	115,000	120,000	125,000	130,000	135,000	140,000	145,000	150,000	155,000	160,000	165,000	170,000	175,000	180,000	185,000	190,000	195,000	200,000	205,000	210,000	215,000	220,000	225,000	230,000	235,000	240,000	245,000	250,000	255,000										
Production Manager	40,000	45,000	50,000	55,000	60,000	65,000	70,000	75,000	80,000	85,000	90,000	95,000	100,000	105,000	110,000	115,000	120,000	125,000	130,000	135,000	140,000	145,000	150,000	155,000	160,000	165,000	170,000	175,000	180,000	185,000	190,000	195,000	200,000	205,000	210,000	215,000	220,000	225,000	230,000	235,000										
Production Supervisor	30,000	35,000	40,000	45,000	50,000	55,000	60,000	65,000	70,000	75,000	80,000	85,000	90,000	95,000	100,000	105,000	110,000	115,000	120,000	125,000	130,000	135,000	140,000	145,000	150,000	155,000	160,000	165,000	170,000	175,000	180,000	185,000	190,000	195,000	200,000	205,000	210,000	215,000	220,000	225,000	230,000									
Production Associate	20,000	25,000	30,000	35,000	40,000	45,000	50,000	55,000	60,000	65,000	70,000	75,000	80,000	85,000	90,000	95,000	100,000	105,000	110,000	115,000	120,000	125,000	130,000	135,000	140,000	145,000	150,000	155,000	160,000	165,000	170,000	175,000	180,000	185,000	190,000	195,000	200,000	205,000	210,000	215,000	220,000	225,000	230,000							
Production Assistant	15,000	20,000	25,000	30,000	35,000	40,000	45,000	50,000	55,000	60,000	65,000	70,000	75,000	80,000	85,000	90,000	95,000	100,000	105,000	110,000	115,000	120,000	125,000	130,000	135,000	140,000	145,000	150,000	155,000	160,000	165,000	170,000	175,000	180,000	185,000	190,000	195,000	200,000	205,000	210,000	215,000	220,000	225,000	230,000	235,000	240,000	245,000	250,000		
Production Trainee	10,000	15,000	20,000	25,000	30,000	35,000	40,000	45,000	50,000	55,000	60,000	65,000	70,000	75,000	80,000	85,000	90,000	95,000	100,000	105,000	110,000	115,000	120,000	125,000	130,000	135,000	140,000	145,000	150,000	155,000	160,000	165,000	170,000	175,000	180,000	185,000	190,000	195,000	200,000	205,000	210,000	215,000	220,000	225,000	230,000	235,000	240,000	245,000	250,000	
Production Intern	5,000	10,000	15,000	20,000	25,000	30,000	35,000	40,000	45,000	50,000	55,000	60,000	65,000	70,000	75,000	80,000	85,000	90,000	95,000	100,000	105,000	110,000	115,000	120,000	125,000	130,000	135,000	140,000	145,000	150,000	155,000	160,000	165,000	170,000	175,000	180,000	185,000	190,000	195,000	200,000	205,000	210,000	215,000	220,000	225,000	230,000	235,000	240,000	245,000	250,000

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## By Format And Market Size

Position	News/Talk		Oldies		Rock		Spanish-Language		Urban	
	1-30	31-100	1-30	31-100	1-30	31-100	1-30	31-100	1-30	31-100
<b>TOP</b> General Manager	\$248,721	\$79,824	\$233,816	\$141,248	\$229,982	\$188,775	\$287,849	\$114,274	\$273,191	\$112,687
General Sales Manager	167,839	—	151,533	94,570	148,848	108,882	213,144	79,333	179,581	—
Program Director	183,451	48,725	118,165	64,738	184,919	75,760	144,468	—	188,187	45,042
Promotion Director	52,885	—	44,117	25,731	45,829	34,318	52,881	—	48,888	—
<b>ON-AIR</b> News Director	78,885	33,488	97,183	27,484	48,118	41,888	—	—	48,888	—
Research Director	—	—	—	—	—	—	58,888	—	—	—
Production Director	48,738	28,385	38,811	32,878	67,188	34,884	34,738	—	47,888	27,588
Music Director/Asst. PD	—	—	55,548	—	58,147	—	—	—	88,333	—
Programming Asst.	48,238	—	—	—	38,438	—	48,488	—	32,888	—
Morning Drive Producer	28,123	24,882	28,884	28,884	38,888	23,285	48,553	—	44,825	—
<b>ON-AIR</b> Morning Drive Talent	188,387	88,274	183,788	94,429	331,112	77,724	172,836	—	182,785	—
Midday Talent	134,839	51,279	57,118	38,488	82,838	37,858	88,214	—	52,881	25,283
Afternoon Drive Talent	178,882	38,287	58,478	34,885	88,783	38,881	78,333	—	188,288	—
Evening Talent	78,148	28,287	41,887	25,741	47,888	23,285	38,824	—	68,754	28,758
Late Night Talent	74,888	—	28,388	17,888	34,883	18,129	37,285	—	37,859	17,887
News Reporter	43,958	28,888	—	—	—	—	31,958	—	—	—
Sports Director/Announcer	83,338	48,582	—	—	78,888	—	—	—	—	—
<b>SALES</b> Local Sales Manager	118,882	—	121,588	67,438	118,838	187,873	124,828	—	143,188	—
National Sales Manager	124,588	—	111,811	—	124,381	—	148,537	—	148,184	—
How Bus./Retail/Co-Op	97,933	—	88,857	—	118,178	—	128,333	—	88,888	—
AE — Highest	154,128	88,335	118,215	88,884	141,888	98,188	128,141	58,858	135,258	63,688
AE — 2nd Highest	123,818	53,814	97,147	48,188	112,431	88,488	188,278	41,818	114,284	51,531
AE — Avg./Others	68,737	38,381	64,388	38,788	83,538	33,582	64,818	26,258	69,788	32,881
<b>OPS / SUPPORT</b> Promotion Assistant	28,881	—	21,883	—	27,882	18,818	33,558	—	23,435	—
Traffic Director	38,885	28,884	38,888	21,782	38,415	38,888	38,525	27,388	34,449	23,788
Continuity Director	38,888	—	23,782	—	27,773	—	38,588	—	28,883	—
Chief Engineer	81,378	44,848	88,842	34,478	82,288	48,855	88,845	—	58,538	—
Asst. Engineer	48,488	—	37,888	—	38,381	—	43,131	—	37,581	—
Business Manager/Controller	88,848	—	88,888	31,882	82,124	41,844	61,532	37,333	54,483	—
Asst. Business Manager	43,472	—	32,884	—	28,888	—	43,333	—	33,588	—
Executive Assistant	38,788	—	28,583	—	31,885	—	38,887	—	38,488	—
Sales Assistant	28,848	24,878	24,888	22,882	25,383	23,885	27,844	23,883	24,135	28,588
Receptionist	23,847	—	19,415	17,881	28,885	18,888	23,538	18,388	18,824	—

Data gathered for R&R by Miller, Kaplan, Arnes & Co.

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# Travels With O'Day

## ■ Around the world the radio way

How does American-style radio go over in other parts of the world? For the most part, quite well. Since 1993 I've conducted scores of seminars on three non-North American continents, and it wasn't long before I began to notice certain recurring similarities as well as key differences. Here's a brief, quite incomplete international radio travelogue. (My apologies to the countries I'm not able to include due to space limitations.) Rather than report on what you might hear as a radio listener, I'll focus on exchanges I had with working radio professionals in each country.

### Sweden

Sweden places an exceptional *de-emphasis* on the individual. With a strong socialist tradition, Swedes are taught that individuals "should not think they're important." What's important is the good of the group. While Americans can be expected to show disdain for such a point of view, it does imbue Swedish radio's idea of "public service" with a definition and practice that differs greatly from America's.

Swedish radio does not have public service announcements. They do not have their "presenters" intersperse records or commercials with short, boring reminders not to litter, to buckle your seat belts, and to use condoms. Instead, Swedish radio performs its public service in the community. Rather than talk about it on-air, they roll up their sleeves and participate in works for the public good. When putting a big promotion on the air, the first question asked is, "What does our community really need?"

Frankly, I admire this attitude. At the same time, I couldn't resist offering suggestions that would allow them to serve the community while also reaping some promotional benefits themselves. Although Swedes enjoy the lighthearted sense of humor of Americans, their radio promotions tend to be a bit more serious and practical. Boasting, bragging, or otherwise calling attention to oneself is thoroughly against the Swedish tradition. In fact, Swedes even go so far as to be embarrassed when a fellow Swede becomes famous. It seems immodest to allow yourself to become well-known.

This intense modesty often translates to radio stations, too. For example, a few years ago one radio station won the exclusive right to broadcast from Stockholm's summer Water Festival, a huge event that draws visitors from around the

**When I want to go for an easy laugh in a seminar, I just make a cheap joke about engineers. Works everywhere.**

world. I was aghast to learn the station had a single banner, unassumingly hung directly over the broadcast booth.

"But," I protested, "it's a real coup to be the only radio station represented at the festival! No one should have been able to enter without walking under one of your banners and seeing your signs everywhere!"

"But," one of my hosts asked, "what would people think?"

My seminars feature lots of audio tapes. Two tapes that made exceptionally positive impressions in Sweden were a (clean) story by The Greaseman (they loved him) and Terry Dorsey's (KSCS/Dallas) entertaining "Canadian Or Dead?" contest. In fact, that contest was so well-received that the following week radio stations in two different Swedish cities were playing a new contest entitled "Norwegian Or Dead?" (To add insult to injury, they inaugurated the contest on May 17 — Norway's Constitution Day.)

### England

My first professional engagement in England was a keynote speech at a national convention. Naturally, I brought along some audio, including two samples from Mark & Brian (KLOS/Los Angeles). One was a juvenile, dumb interaction that confirmed the attend-

ees' assumptions that American radio is juvenile and dumb. The other was a unique, compelling moment of genuine emotion that made the attendees completely forget their previous disdain for the duo. Although the British are known for their reserve, in my experience they react to unfettered, honest emotion as strongly as any other group.

My most recent UK experience was earlier this year. As part of a seminar trip, I appeared on a Radio Academy panel in London. Toward the end of the session, and audience member took me to task, saying, "British radio has nothing in common with American radio."

To my own surprise (in the past I would have tried to be more diplomatic), I sharply disagreed. The introduction of commercial radio to England was due to the huge success of offshore pirate radio stations in the mid-1960s. The pirates were inspired by and patterned on American radio. (In fact, the first of the pirate stations, Radio Caroline, reportedly was named after the young daughter of American President John F. Kennedy.) Even today, many station imaging liners are voiced by Americans.

[British radio people are very familiar with the above history, but few of them know that the late & legendary Kenny Everett (an astonishing radio talent) was greatly influenced by an American radio icon named Gary Owens.]

### Norway

On the first night of my first trip to Oslo, I heard a Norwegian-language DJ doing a CHR night show with lots of sound effects and character voices. I couldn't understand him, but I could tell he was good by the pacing and self-confidence of his delivery. This marked the beginning of a surprising revelation: Even when you don't understand the language, it's pretty easy to tell what's happening at any given moment: song intro, traffic report, bantering between hosts, etc.

### Germany

Again, public service is much more than something to pay lip service to. Several of the radio stations I have worked with over the years have full-time newspeople writing and delivering news 24 hours a day, seven days a week. (These are privately owned, commercial CHR

**This is another commonality among radio people (including those in North America): the assumption that, somehow, they will "get" things their listeners never would.**

and AC stations.) Can you imagine being in a North American music station with a news staff of 20-25 people?

One of the best comparisons of German to American radio came from an expatriate American (there are lots of them in European radio, most often by way of Armed Forces broadcasting) named Rik Demarest, who told me: "In Germany, if it's not in the rules, you don't do it. In America, if it's not *against* the rules, you do it."

### Colombia

Two quick Colombian Radio Facts:

1. The average commercial break runs for 15 minutes (with almost all of the spots being :30s).

2. Radio gets a bigger piece of the national advertising dollar than newspapers do.

### New Zealand

New Zealand always is rejuvenating for me, because the radio practitioners are younger than in many other markets, and they still have a level of enthusiasm that, sadly, tends to diminish for many people as they get older.

### Universals

Every place is completely different from the rest of the world (or so they insist). In North America, Canadians tell me, "Canadian radio is very different from American radio." In the U.S., I hear, "Well, we're different; we're in the Bible Belt." (News Flash: Every U.S. market is "in the Bible Belt.")

In Europe I hear: "Europe is different from North America ... Eastern Europe is different from Western Europe ... Northern Europe is different from Southern Europe ... Spain is different from Germany, which is different from Austria, which is different from Italy, which is different from Scandinavia..." Within Germany I've heard, "Bavaria is very different from Essen." Still in Germany, I've been told by radio people in Oberhausen, "What works in Cologne would never work here; we're very different." (Note: Oberhausen is roughly 40 kilometers away from Cologne!)

These assumed regional differences are often proclaimed immediately after I've played some audio sample that everyone in the room absolutely loves. Then some-

one says, "Yes, but our listeners wouldn't like that (even though we do)!" In fact, this is another commonality among radio people (including those in North America): the assumption that, somehow, they will "get" things their listeners never would. Speaking as an old DJ, I have to wonder: What makes us think we're smarter than our listeners? I mean, Belgium is the only country I've come across that requires its presenters (for the publicly owned stations, at least) to pass a general knowledge examination before letting them begin their on-air careers.

Culturally, of course, all these geographic areas *are* different. But the difference tends to be in the details, not in the broader aspects of effective radio communication and entertainment. Whenever someone insists their market has nothing in common with the rest of the radio world, I ask, "Does anyone here drink Coke?" (The answer is always yes.) And around the world, people watch *The X Files* and *Beverly Hills 90210* and, heaven help us, *Baywatch*.

Radio engineers (often called "technicians" in Europe) around the world are a breed apart. Hence, when I want to go for an easy laugh in a seminar, I just make a cheap joke about engineers. Works everywhere.

The most common complaint of jocks everywhere: not enough feedback from their PD or manager.

Every country has two kinds of radio employees: those for whom it's just a job, and those who can only be described as Radio People.

Dan O'Day, author of *Personality Radio*, consults a limited number of radio stations and conducts air talent and commercial copywriting seminars for stations, groups, and associations around the world. He can be reached at: (310) 476-8111; fax: (310) 471-7762; e-mail: DANODAY@danoday.com; Internet: www.danoday.com.



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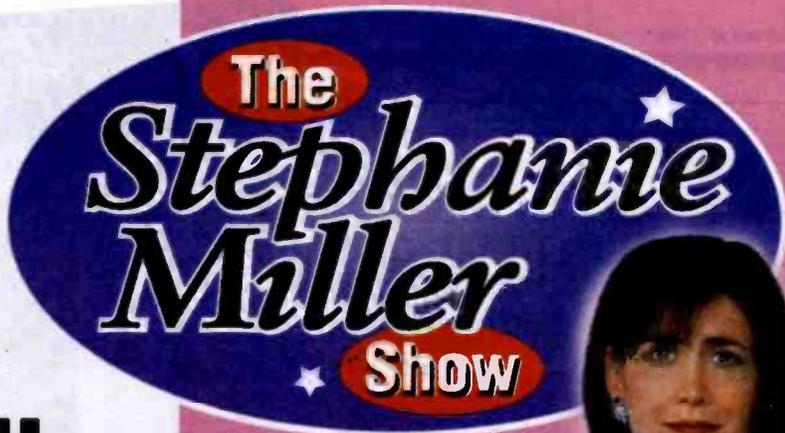
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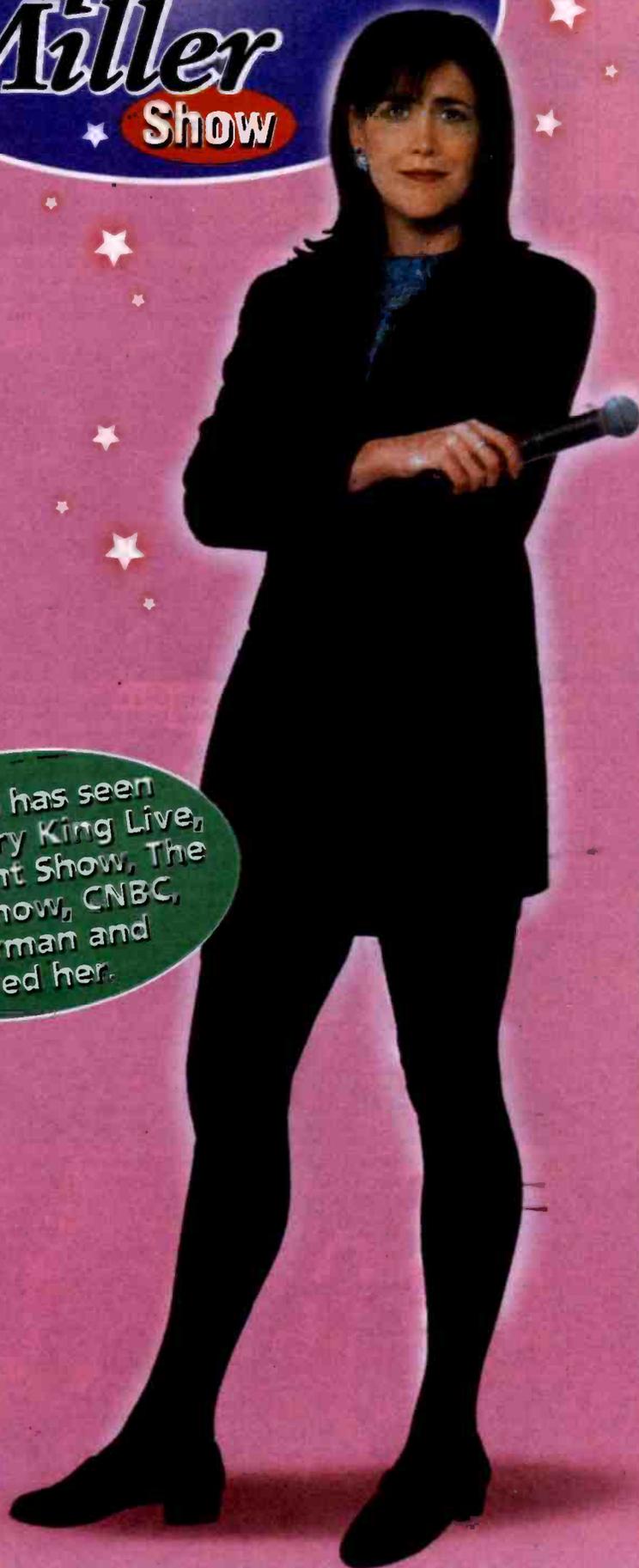
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# Club R&R



**GIVING THE BOSS A LIFT** — BNA family duo the Warren Brothers stopped by to play Club R&R recently and ended up lifting more than our spirits. In a festive turn of events, brothers Brett and Brad give R&R Publisher/CEO Erica Farber the royal treatment. Pictured (l-r) are R&R GM Sky Daniels, Asst. Country Editor Diane Fredrickson, Brett Warren, Erica Farber, Brad Warren, and BNA Dir./Artist Dev. Debbie Schwartz.



**FOR SHE'S A JOLLY GOOD "FELLO"** — R&R was introduced to the talents of Mercury artist Mary Cutrufoello (third from l), recently. Joining her after she wowed the crowd are (l-r) R&R Asst. Rock Editor Frank Correia, GM Sky Daniels, sales rep Missy Halfley, Rock Editor Cyndee Maxwell, Alternative Editor Jim Kerr, and Mercury Dir./Rock Promo Andrea Weiss.



**WAIT JUST A 'MINUET'** — Hollywood breakout artist Idina Menzel let us know about her single "Minuet" weeks before its official release. After a set of several other selections from her debut CD, we took a minuet, um, minuite to celebrate. Pictured are (l-r) manager Abe Hoch, Hollywood VP/Promo Tim Burruss, R&R CHR Editor Tony Novia, Menzel, AC Editor Mike Kinosian, sales rep Missy Halfley, bandmembers Mauro Refousco and Kevin Hunter, and R&R Publisher/CEO Erica Farber.



**MEETING THE NEW DUKE** — The parade of new acts continued at Club R&R, as Epluribus Unam Records act Duke Daniels let us know what they were about. The lyric-driven band, now being broken at Adult Alternative, took a moment after the set for a group shot. Included are (l-r) band keyboardist Byron Thames, R&R Rock Editor Cyndee Maxwell, Info. Services Mgr. Jill Bauhs, Duke lead singer Dan Clark, Epluribus Head/Radio Promo Mike Morrison, band co-manager Lynda Stenge, guitarist Goffrey Moorey, bassist Nick Sample (behind), co-manager Angie Ketterman, and R&R sales rep Paul Colbert.



**SIXPENCE MUCH THE RICHER** — As were we all for the experience as Squint Entertainment up-and-comers Sixpence None The Richer serenaded us at Club R&R recently. The band stopped by just as their tune "Kiss Me" began to make its steady climb at Hot AC and Pop/Alternative radio. Amassed for a pic are (l-r) guitarist Sean Kelly, R&R sales rep Paul Colbert, percussionist Dale Baker, Alternative Asst. Editor Rich Michalowski, vocalist Leigh Nash, bassist Justin Cary, R&R Alternative Editor Jim Kerr, cellist/guitarist Matt Slocum, R&R GM Sky Daniels, and Squint VP Stephen Prendergast.



**SOLO HAVE THEIR VOICES HEARD** — After a trio of tunes in Club R&R, Perspective/A&M quartet Solo took a tour of the R&R offices. Our photographer caught up with them as they were hanging with Urban Editor Walt Love (c). Solo is (l-r) Eunique Mack, Darnell Chavis, Dan Stokes, and Rob Anderson.



**BACKSTREET MEET AND GREET** — The Boys of the Backstreet came by Club R&R before the release of their first U.S. single and gave us all an incredible sample of what an incredible year it would turn out to be for the Jive recording group. Happy to be there are Backstreet Boys A.J., Nick, and Brian (kneeling); R&R CHR Editor Tony Novia; group member Kevin; Assoc. Editor Jay Levy; sales rep Paul Colbert (with head bowed), former manager Donna Wright; fifth Boy Howie; and Jive West Coast Reg'l Promo Mgr. Enrique Orpin.



**SPICE GIRLS — BEFORE THEY WERE FOUR** — At their initial U.S. launch in early '97, Virgin sensations the Spice Girls came by to formally introduce themselves to the R&R crew. We viewed their first two videos and took a few memorable pics. In the infamous Club R&R, telling us what they want (what they really, really want), are (l-r) R&R sales reps Kristy Reeves and Paul Colbert, Posh Spice, Baby Spice, R&R CHR Editor Tony Novia, sales rep Missy Halfley, Scary Spice (front, holding paper), Sporty Spice (behind), former Spice Girl Ginger, Virgin Nat'l Dir./Promo Mike East-erlin, and label VP/Promo AJ Moinet.

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NOW STARTING OUR  
2nd DECADE



CALVIN GILBERT

## In The Footsteps Of Two L.A. Legends

Oldies vets Van Dyke and Kelly successfully fill some big shoes at 'K-Earth 101'

Charlie Van Dyke and "Shotgun Tom" Kelly are working hallowed airshifts at revered Oldies outlet KRTH-FM/Los Angeles, but they're quick to tell you they haven't replaced anyone.



Charlie Van Dyke

During the past year, the broadcasting community and listeners of the station commonly known as K-Earth have mourned the loss of two bona fide radio legends — morning man Robert W. Morgan and afternoon personality the Real Don Steele. But, as Kelly points out, "You're not going to replace Morgan or Steele. You're going to succeed them."

Kelly just celebrated his first anniversary in K-Earth's afternoon drive slot, which Steele once held. In late August, Van Dyke was named the official successor for Morgan in mornings.

Van Dyke says, "You never want to try to imitate or replace the person you're following. When somebody reaches the stature of Robert W. Morgan or the Real Don Steele, they've reached a level where they are one of a kind. You can hear a tape of their broadcast and you know instantly who you're listening to. Step one is: Don't try to do that, because they would be the best at that form of style. I think you have to be mindful of the standards that those people have set and try to launch your own style from there."

### The Road, Or Freeway, To L.A.

Unbeknownst to some, K-Earth has actually reunited Van Dyke and Kelly. The two first met in 1970, when Van Dyke was programming KGB-AM/San Diego. Van Dyke offered a job to Kelly, who was then working at KAFY/Bakersfield. Referring to Kelly, Van Dyke says, "He has raw passion, energy, and excitement that transfers through all of the electronics. You know he's not just doing it — he's *in* it." Kelly adds, "Charlie's really a radio guy. He loves radio. That's very evident. Even when he was off the air for awhile doing his radio and television voice-over work, he missed radio. He likes to entertain and make people laugh." Kelly and Van Dyke share a sideline in doing television voice-over work for stations throughout the nation.

Van Dyke began his career in 1965 at the age of 14 in Dallas, landing a job at Top 40 powerhouse KLIF while still a teenager. When asked how he pulled that rabbit out of the hat, he says, "I was just persistent. I just kept calling them until they got tired of taking my phone calls." Over the years, Van Dyke has worked at such legendary AM Top 40s as CKLW/Detroit, KFRC/San Francisco, WLS/Chicago, and WRKO/Boston. He firmly established himself in Los Angeles as one of the

"Boss Jocks" at KHJ, where he worked from 1972 until 1977. Van Dyke says, "I've always been much more drawn to what I think of as the West Coast sound than the East Coast sound. I feel a lot more comfortable with it."

Kelly, who got his start in 1966, hasn't seriously altered his on-air approach since Van Dyke offered him the KGB job. He says, "I'm doing what I've done for almost 30 years in San Diego. Boy, that makes me sound old! Let's say, 'I was in San Diego for a long time.'" In recent years, Kelly has concentrated on his voice-over work, but he's also a veteran in front of the TV cameras, winning two Emmy awards in the '70s as host of the syndicated children's show *Words-A-Poppin'* and later hosting the local *Kid's Club* program. In addition to his early stint in Bakersfield, Kelly's San Diego resume includes time spent at KCBQ-AM, KFMB-FM, KOGO-AM, and KBZT-FM.



"Shotgun Tom" Kelly

Morgan and Steele received countless accolades for their work, and nobody is more aware of those achievements than Van Dyke and Kelly. Describing Morgan, Van Dyke says, "He had a very unique wit and insight into life. His sense of humor was very unique to him, and he was

I remember Gordon McClendon once said at an R&R convention in Dallas, 'Radio — just the word — creates within me a feeling unlike any other I've ever known.' I think if you know what that means, this is your business. If you don't know what that means, you're probably not going to have much fun.

—Charlie Van Dyke

one of best topical air people I've ever known. He was able to condense it into brief form, which is not easy to do." Kelly adds, "Morgan and Steele blazed a trail for all of us radio personalities and gave us license to do what we do today. I really believe that. To those of us in the industry, Morgan and Steele are radio legends. To the listeners, they were radio stars. That's evident in the stars they received on the Hollywood Walk of Fame. They stuck out on the radio, both of them."

### Quick Decisions

Neither Kelly nor Van Dyke had to think twice when offered an opportunity to join the K-Earth family. While Van Dyke established a legendary career at KHJ, Kelly had previously turned down two offers to move to L.A. He says, "I was flattered to have [KRTH PD] Mike Phillips call me out of the blue. When you're invited to come to a place like K-Earth, it's a no-brainer. It's such an honor."

It wasn't the first time Van Dyke had followed Morgan into a position. They had worked together at KHJ, and Van Dyke assumed the morning-drive shift when Morgan moved on to another job. Describing his feelings on taking over Morgan's morning slot at K-Earth, Van Dyke says, "Like everyone else, I had to assimilate the fact that he had died. It was a bit of a different feeling following him as he went on to the next phase of his career. I mourned him, too, because he was a large influence on me, and I thought of him as a friend.

There was a different aspect of it than just simply filling in a slot."

Van Dyke feels a strong responsibility in his current job. He explains, "I think it's awesome for a number of reasons. One is that K-Earth is, to me, an immensely legendary radio station in what it has accomplished over 25 years. What it currently enjoys in terms of ratings and revenue and stature is no small feat. What Robert did in his tenure here was brand it with a standard that I think the audience expects."

Recalling his first official day at K-Earth, Van Dyke says, "There were many levels on which it was dramatic and emotional for me. It was very, very thrilling to be invited to participate in the continuation of K-Earth. This is the highlight of my career. That alone was reason to do it."

"To try to carry on the kind of effort that Robert and the producers had put into this thing was another motive. I think L.A. is a fabulous radio market with tremendous talent, so you have to get up earlier and stay up longer to be ready to even play in the arena. It's nonstop. All of us who are involved in this program are doing something about it every waking hour, and that is a very exhilarating experience."

Initially, Kelly did some overnight work at K-Earth to familiarize himself with the studio, but he vividly describes his first afternoon shift. "That room was spinning," Kelly

Continued on Page 46

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# In The Footsteps Of Two L.A. Legends

Continued from Page 44

says. "Then I opened the mic and did my shtick. All of a sudden the room stopped spinning, and I felt like I belonged. I felt that I was living up to succeeding a great star."

## On The Air

For 18 years, Van Dyke has lived in Phoenix, where his physician wife enjoys a successful practice. When offered the K-Earth gig, he and station officials briefly discussed the possibility of Van Dyke hosting the morning show from Phoenix. Although he and his wife are now forced to alternate weekend visits between California and Arizona, Van Dyke is glad to be working each weekday morning in L.A.

He explains, "What I've learned is that a large staff goes with this shift as well. A lot of what we do is planned in advance. We have a pre-production meeting every morning at 4am. Sometimes things are changed or actually in production during the shift. Part of what I think we've enjoyed is a chemistry with the people. At this point, I don't think it would work as well if everyone wasn't together. What we put out every day is a greater effort than any one person could do by themselves."

Van Dyke credits the chemistry to news anchor and sidekick Joni Caryl (a five-year K-Earth morning veteran) and to head producer Mitch Lewis, assistant producers Eli Ellison and Brandon Castillo, and production manager Keith Smith. "I've

never had this much 'think power' to draw on. I'm enjoying an ability to be better produced and more topical because of the tremendous talent this station has in production."

Kelly has never been accused of using a subtle or subdued presentation. With a voice that can immediately jump from his normal air delivery to the unworldly sound effects that have become his trademark, his



approach is perfect for afternoon drive. He says, "I love songs that just cook. I'm a cooker. I've always been accused of that — and I'm proud of it. The Real Don Steele was a cooker. I think cookin' jocks are exciting. They make the music exciting."

Even at that, Kelly was surprised during one of his first conversations with KRTH GM Pat Duffy. Kelly says, "I'd never been told this before, but he said, 'I want you to push the envelope. You can't go too far out for me.' A lot of PDs and GMs want to hold you back. Pat Duffy and Mike Phillips let me stretch out and

season the show." That seasoning has had a huge impact on listeners, who often approach Kelly at station-sponsored events just to ask him to replay the sound effects. Kelly says, "When the regular listeners comment about the things you do on the air, I think that's a real testimonial that you're doing something right."

Keeping things fresh isn't a problem, either, and Kelly looks forward to going to work each day. He explains, "I think it's the excitement of K-Earth. Just walking in there every day and listening to the audio — Oldies has never sounded better. In that building, there's a certain feeling. When I sit down at that microphone, I absorb that feeling. I don't know where it comes from, but it's there. It keeps me fresh every day. Everybody's so professional here. There's a fun attitude, and the people are happy." When Kelly was asked to appear on a panel at this week's NAB convention in Seattle, he was a little disappointed when he learned that he would be out of L.A. on a weekday. Kelly laughs, "I said, 'You mean I've got to miss a show? I'd love to speak at your convention, but I've got to miss a show?'"

## Passion Is Essential

Van Dyke and Kelly have two of the best jobs in Oldies radio, but their travels also allow them to check out other stations throughout the nation. Reflecting on the presentations he's heard, Kelly says, "A lot of Oldies stations have forgotten about forward momentum. Your station has to have forward momentum with your delivery, and it also has to have peaks and valleys. Let the music dictate how your delivery will go. With the kind of music they're playing, they don't go forward. They back-announce a lot. They try to do an AOR approach to Oldies, and I don't think it fits."

Offering advice to aspiring Oldies air talent, Kelly adds, "The PD's role in creating forward momentum is optimal, but I think the personali-



**HEY, HEY, IT'S A MONKEE** — Staff members at WKHL/Stamford, CT were greeted by a familiar face following a recent "Teen Idols" concert. No word on whether the guest took "The Last Train To Clarksville" following the visit. Pictured are (l-r) Kool 96.7 personality Russ Garrett, Davy Jones of the Monkees, and personality Claire Stevens.

ty has to work within the confines of the format. Keep your ad-libs short and to the point. I think you'll help your PD with what he's trying to do for the station. Brevity is the key. Sure, Wolfman Jack did phone calls and funny bits, but he moved forward with his show. The Real Don Steele and Robert W. Morgan did a lot of bits, but they were short and to the point."

Van Dyke adds, "My critique of Oldies stations I've heard is really the same as I would say for any music format: I would like to hear more effort at more content toward topicality after morning drive. I think some of the stations kind of close down after morning drive." In regard to his K-Earth morning show, Van Dyke says, "In terms of planning what the program will do, it's only incidental that we play Oldies. It's designed to be as topical as a Hot AC or a Top 40. I don't want to turn on the news at 5 o'clock and hear anything we haven't covered. We also want to have some of the more unique entertainment and sidebar features — the odd, the unusual, and the fun — but the major overriding stance is topicality."

Offering advice to younger air talent working at Oldies stations, Kelly says, "Do a good show every day, no matter where you are, because

you never know who might be listening. When you try to turn in a great show, it usually comes out pretty good on the radio. No matter if you're in Bakersfield or Provo, UT, just do your best. Turn that great show in for your listeners. Of course, when you do that, you turn it in for your station and for yourself."

Kelly and Van Dyke began making their mark during the '60s and '70s, but they insist that today's younger personalities who love Oldies can enjoy successful careers in Oldies radio today. Kelly says, "I've had my ups and downs. I've been fired some. There's not anyone in the business who hasn't been fired. But because we love radio, we keep coming back and getting another job. The love and passion for radio is what drives us."

Van Dyke adds, "I don't think passion can be taught. I think passion can be recognized, and I think creativity can be formed, but passion is either in you or it's not in you. I remember Gordon McClendon once said at an R&R convention in Dallas, 'Radio — just the word — creates within me a feeling unlike any other I've ever known.' I think if you know what that means, this is your business. If you don't know what that means, you're probably not going to have much fun."

44

**Morgan and Steele blazed a trail for all of us radio personalities and gave us license to do what we do today. To those of us in the industry, Morgan and Steele are radio legends. To the listeners, they were radio stars. They stuck out on the radio, both of them.**  
— "Shotgun Tom" Kelly

22

# R&R

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ZINE

SCENE

Name That Tune!

Trying really hard to be hip, VP Al Gore sidled up to Courtney Love at a Hollywood party recently and told her, "I'm a really big fan." Love, knowing full well that Al's wife Tipper would never let her family listen to a Hole song, replied, "Yeah, right. Name a song, Al" (Star).

The Most ...

Speaking of Love, *Movieline* includes the makeover queen in its "The Hollywood 100 Most..." list at No. 54 as Most Unconvincing Makeover. Also on the list are Will Smith (No. 16 Most Skilled With The Press), Cher (No. 17 Most Exploitive Of The Dead), and Madonna (No. 77 Most Two-Dimensional Actress On-Screen).

It's A Stretch

"I watched the movie and was mesmerized. They're too strong to let life bring them down. That's the ghetto right there" — rapper Jay-Z on why he sampled the song "Hard Knock Life" from the movie *Annie* (Time).

Too Close For Comfort

At a lunch honoring Hillary Clinton, Lorrin Morgan performed some songs that were a little too close to home, including "Stand By Your Man," "You Ain't Woman Enough To Take My Man," and "Good As I Was To You. Is This The Thanks I Get?" Hosts of the Congressional Club luncheon sent the red-faced first lady a letter of apology (*Globe, Star*).

"[Wynonna] might be wearing Elvis' cape, but I've got on Priscilla Presley's underwear" — Travis Tritt, who, along with Wynonna, inducted Elvis Presley into the Country Music Hall of Fame. Wynonna wore a few of the King's vintage clothes, Tritt wore his own (*TV Guide*).

Women To Women

The accolades to women power-players continue in *Vanity Fair*, which salutes 200 female legends, leaders, and trailblazers. Under the "Having It All (And More)" category is Elektra Entertainment Chairman/CEO Sylvia Rhone. MTV's Judy McGrath gets the nod for helping to set the Eastern standard for entertainment, while Divaland is occupied by the usual suspects: Madonna, Whitney Houston, Diana Ross, Patti Smith, Barbra Streisand, Tina Turner, and Aretha Franklin.

*Ladies Home Journal* readers decide who are the Legends, Divas & Leading Ladies they admire most. Getting the Diva nod are Aretha, Barbra, Cher, and Diana Ross.

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.



**TOO LITTLE, TOO LATE** — Michael Jackson is trying to be normal. He recently turned up at Universal Studios without his trademark surgical mask, and he didn't shun visitors. In fact, he signed autographs! And when he was in the Bahamas, he danced with conventioners in a casino. Says a friend, "Michael is changing with age. He just doesn't want to be known as weird anymore" (National Enquirer).

Scary ... In Many Ways

"In the '70s, they used to make Donny & Marie costumes, so I put on a Marie Osmond costume. Scared everyone half to death" — Donny Osmond dishes some brotherly love (*TV Guide*).

Losing His Religion

"I think there's more spirituality in what I do than in a lot of religious groups, judging, especially, by the way they've treated me in the past couple of years. I'm trying to redefine the idea of spirituality and make it not such a bad word for myself, because I find that I really sound stupid saying it sometimes" — Marilyn Manson (*Jane*).

Less Information, Please!

"LeAnn Rimes Vows: I'll Stay A Virgin Till I Marry," says the headline in the *Globe*.

"It's our anniversary — we're going to buy each other leather underwear" — Squirrel Nut Zippers drummer Chris Phillips on the perfect gift for being in the band five years (*Los Angeles*).

Kiss My ...

"I live unbelievably better than anyone can imagine. You can be as ugly as I am and still get laid more than the best-looking guy. 'Cause I'm in Kiss. I'm sick of musicians saying, 'I don't care what you wanna hear, I'm gonna play whatever I want, 'cause I'm an artist.' You're an artist? Paint my house, bitch!" — Kiss' Gene Simmons paints his own picture of selling out (*Rolling Stone*).

MUSIC & MOVIES

CURRENT

- **RUSH HOUR**  
Single: How Deep Is Your Love/Dru Hill /Redman (Def Jam/RAL/Island)
- **A NIGHT AT THE ROXBURY** (*DreamWorks*)  
Featured Artists: La Bouche, Ace Of Base, Tamia
- **THERE'S SOMETHING ABOUT MARY** (*Capitol*)  
Featured Artists: Dandy Warhols, Joe Jackson, Jonathan Richman
- **SIMON BIRCH**  
Single: You Were There/Babyface (Epic)
- **ARMAGEDDON** (*Columbia*)  
Single: I Don't Want To Miss A Thing/Aerosmith  
Other Featured Artists: Shawn Colvin, Journey, Our Lady Peace
- **HOW STELLA GOT HER GROOVE BACK** (*Flyte Tyme/MCA*)  
Singles: Luv Me, Luv Me/Shaggy /Janet  
Beautiful/Mary J. Blige  
Other Featured Artists: Diana King, K-Ci & JoJo
- **DR. DOLITTLE** (*Atlantic*)  
Single: Are You That Somebody?/Aaliyah  
Other Featured Artists: Jody Watley, Ginuwine, 69 Boyz
- **CLAY PIGEONS** (*Universal*)  
Featured Artists: Old '97s Tonic, Verve Pipe, Sara Evans
- **PERMANENT MIDNIGHT** (*DGC/Geffen*)  
Featured Artists: Girls Against Boys, Crystal Method, Prodigy
- **WHY DO FOOLS FALL IN LOVE** (*Elektra/EEG*)  
Single: Get On The Bus/Destiny's Child  
Other Featured Artists: En Vogue, Total, Nicole
- **STRANGLAND** (*TVT Soundtrax*)  
Featured Artists: Megadeth, Dee Snider, Kid Rock

COMING

- **BRIDE OF CHUCKY** (*CMC International*)  
Featured Artists: White Zombie, Monster Magnet, Stabbing Westward
- **PRACTICAL MAGIC** (*Reprise*)  
Singles: If You Ever Did Believe/Stevie Nicks  
This Kiss/Faith Hill  
Other Featured Artists: Marvin Gaye, Harry Nilsson
- **SLAM** (*Sony Music Soundtrax*)  
Featured Artists: Mobb Deep, Ol' Dirty Bastard & Coolio

CYBERSPACE

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

Net Chats

- Chat with **Fatboy Slim** Monday (10/19) at 8pm ET/5pm PT ([www.sonicnet.com](http://www.sonicnet.com)). iChat@ plugin required.
- Converse with the members of **Love And Rockets** Monday (10/19) at 10pm ET/7pm PT ([www.sonicnet.com](http://www.sonicnet.com)). iChat@ plugin required.

On The Web

- Catch a live webcast of **Archers Of Loaf** live from Chicago Saturday night (10/17) at 9:45pm ET/6:45pm PT ([www.jamtv.com](http://www.jamtv.com)).
- Enjoy a live performance of **N'Dea Davenport** from Chicago's Double Door next Thursday (10/22) at 9:45pm ET/6:45pm PT ([www.jamtv.com](http://www.jamtv.com)).
- Don't miss a thing by seeing **Fuel** open for **Aerosmith** Saturday evening (10/17) in a live video performance at 8pm ET/5pm PT from Holmdel, NJ ([www.liveconcerts.com](http://www.liveconcerts.com)). Real-player G2 required.
- If you haven't seen the power of **Sonia Dada** live, catch this must-see performance from L.A.'s House of Blues Sunday at 6:30pm ET/3:30pm PT ([www.liveconcerts.com](http://www.liveconcerts.com)). The **Freddy Jones Band** complete this double feature (Real-player G2 required).

MUSIC DATEBOOK

MONDAY, OCTOBER 26

1978/The Police perform their first U.S. concert at Boston's Rathskeller.



The Police raid the states.

1988/Dire Straits frontman Mark Knopfler is hospitalized with a collarbone fracture following an Australian Grand Prix accident.

1992/John Fogerty and wife Julie become parents to son Jason Tyler.  
Born: the late Mahalia Jackson 1911, Keith Strickland (B-52's) 1953, Natalie Merchant 1964

Releases: Queen & David Bowie's "Under Pressure" 1981

TUESDAY, OCTOBER 27

1964/Sony & Cher begin a 10-year marriage.

1986/After completing one song at an English concert, the Smiths' Morrissey is injured by a fan's projectile and promptly ends the show.

1988/A Detroit court finds Chico DeBarge and his brother guilty of cocaine trafficking and suggests life imprisonment.

1995/The film *Copycat*, featuring Harry Connick Jr. as a serial killer, opens nationally.  
Born: K.K. Downing (Judas Priest) 1951, Simon Le Bon (Duran Duran) 1958

WEDNESDAY, OCTOBER 28

1977/Warner Brothers releases the Sex Pistols' first album, *Never Mind The Bollocks, Here's The Sex Pistols*, in the U.S. four days prior to Virgin's UK release.

1988/UE receive a gold medal from the city of Madrid for their work on *Rattle And Hum*.

1996/Slash abandons Guns N' Roses.  
Born: Charlie Daniels 1936, Stephen Morris (Joy Division/New Order) 1957

THURSDAY, OCTOBER 29

1971/Allman Brothers Band guitarist Duane Allman 24, is killed in a motorcycle accident.

1976/In his Graceland Mansion studio, Elvis Presley records his last track, "Way Down."

1990/The Byrds, Ike & Tina Turner, Wilson Pickett, and John Lee Hooker are inducted into the Rock & Roll Hall Of Fame.

1996/Notorious B.I.G. and Faith Evans become parents to son Christopher Wallace.

Born: Denny Laine (ex-Moody Blues/Wings) 1944

FRIDAY, OCTOBER 30

1970/Doors frontman Jim Morrison is sentenced to six months in prison and fined \$500 for exposing himself during a Miami concert.

1972/Eton John becomes the first performer since the Beatles to appear at a command performance benefit for the Queen of England.

1982/Paul Waller informs the media the Jam are disbanding.  
1990/Guns N' Roses lead vocalist Axl Rose is arrested in Hollywood, CA for allegedly assaulting a neighbor with a bottle.

1995/David Bowie, Pink Floyd, the Velvet Underground, Jefferson Airplane, and Gladys Knight & The Pips are elected to the Rock & Roll Hall Of Fame.

1997/After 17 years as R.E.M.'s drummer, Bill Berry retires.  
Born: Grace Slick '1939, Gavin Rossdale (Bush) 1967  
Releases: the Beastie Boys' *Licensed To Ill* 1986

SATURDAY, OCTOBER 31

1968/The MCS record their first album, *Kick Out The Jams*, live at Detroit's Grande Ballroom.

1993/Tupac Shakur is arrested in Atlanta for allegedly shooting two off-duty police officers. Also ... Blind Melon's Shannon Hoon is arrested for public nudity and urination during a Vancouver concert.

Born: Larry Mullen Jr. (U2) 1961, Johnny Marr (Smiths/Electronic) 1963, Adam Horowitz (Beastie Boys) 1966  
Releases: John Lennon's *Mind Games* and Ringo Starr's *Ringo* 1973

SUNDAY, NOVEMBER 1

1968/George Harrison becomes the first Beatle to release a solo album, *Wonderwall Music*.

1989/The South African government outlaws all Tracy Chapman music because of her anti-apartheid lyrics.

1993/Public Enemy rapper Flavor Flav is arrested and charged with attempted murder.  
1997/Whitney Houston and Brandy both have roles in ABC-TV's *Cinderella*.  
Born: Lyto Lovell 1956, Anthony Kiedis (Red Hot Chili Peppers) 1962  
Releases: the Pretenders' *The Pretenders* 1980

— Mark Solovick



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69.7 million households

### ADDS

- WILL SMITH Miami (Columbia)
- MATCHBOX 20 Back 2 Good (Lava/Atlantic)
- NEW RADICALS You Get What You Give (MCA)
- R.E.M. Daysleeper (Warner Bros.)
- METHOD MAN, NAS & JA ONIX Grand Finale (Def Jam)
- FAITH EVANS Love Like This (Bad Boy/Arista)
- JEROME Too Old For Me (Bad Boy/Arista)

### HEAVY

- AALIYAH Are You That Somebody? (Atlantic)
- BACKSTREET BOYS I'll Never Break Your Heart (Jive)
- BARENAKED LADIES One Week (Reprise)
- BEASTIE BOYS Intergalactic (Grand Royal/Capitol)
- EAGLE-EYE CHERRY Save Tonight (Work)
- EYE 6 Inside Out (RCA)
- EVERCLEAR Father Of Mine (Capitol)
- LAURYN HILL Doo Wop (That Thing) (Ruffhouse/Columbia)
- HOLE Celebrity Skin (Geffen)
- KORN Got The Life (Immortal/Epic)
- MADONNA The Power Of Good-Bye (Maverick/WB)
- MARILYN MANSON The Dope Show (Nothing/Interscope)
- MONICA The First Night (Arista)
- ALANIS MORISSETTE Thank U (Maverick/Reprise)
- MYA & SLICK THE SHOCKER Movin' On (University/Interscope)
- TI SYNC Tearin' Up My Heart (RCA)
- WILL SMITH Miami (Columbia)

### STRESS

- ALL SAINTS Never Ever (London/Island)
- BLACK EYED PEAS Joints & Jams (Interscope)
- BLACKSTREET IMYA & MASE Take Me There (Interscope)
- BRANDY Have You Ever? (Atlantic)
- SHERYL CROW My Favorite Mistake (A&M)
- DMX & FAITH EVANS How's It Goin'... (Def Jam/RAL/Mercury)
- DRU HILL UREDBAM! How Deep... (Def Jam/RAL/Mercury/Island)
- EVERLAST What It's Like (Tommy Boy)
- GOO GOO DOLLS Slide (Warner Bros.)
- JD & MARIAM CAREY Sweetheart (So So Def/Columbia)
- MATCHBOX 20 Back 2 Good (Lava/Atlantic)
- SHAWN MULLINS Lullaby (Columbia)
- NEW RADICALS You Get What You Give (MCA)
- R.E.M. Daysleeper (Warner Bros.)
- THIRD EYE BLIND Jumper (Elektra/EEG)
- ROB ZOMBIE Oragula (Geffen)

### JAM OF THE WEEK

JAY-Z (AMIL) & JA Can I Get... (Def Jam/RAL/Mercury)

### ACTIVE

- A TRIBE CALLED QUEST Find A Way (Jive)
- FIONA APPLE Across The Universe (Work)
- BIG PUNISHER You Came Up (Loud)
- CAKE Never There (Capricorn/Mercury)
- CREED What's This Life For (Wind-up)
- FAITH EVANS Love Like This (Bad Boy/Arista)
- EVERYTHING Hooch (version II) (Blackbird/Sire)
- FASTBALL Fire Escape (Hollywood)
- FAT JOE UPUFF DADDY Don Cartagena (Atlantic)
- FLIPMODE SQUAD Cha Cha Cha (Flipmode/Elektra/EEG)
- FLYTS Got You (Where I Want You) (Trauma/Delicious Vinyl)
- JANET Every Time (Virgin)
- JEROME Too Old For Me (Bad Boy/Arista)
- LENNY KRAWITZ Fly Away (Virgin)
- METHOD MAN, NAS & JA ONIX Grand Finale (Def Jam)
- MONIFAM Touch It (Uptown/Universal)
- NEXT I Still Love You (Arista)
- SHAQUILLE O'NEAL The Way It's Going Down (TWI&M/A&M)
- OUTKAST ROSA Parks (Lafayette/Arista)
- PRAS MICHEL Blue Angel (Ruffhouse/Columbia)
- SEMI-SONIC Singing In My Sleep (MCA)
- U2 Sweetest Thing (Island)
- XSCAPE My Little Secret (So So Def/Columbia)

Video airplay from Oct. 19-25



50.8 million households  
Isaak/Tierney

### ADDS

- R.E.M. Daysleeper (Warner Bros.)
- NATALIE MERCHANT Break Your Heart (Elektra/EEG)
- MATCHBOX 20 Back 2 Good (Lava/Atlantic)
- STING Freak The Mighty (A&M)

### XL

- AEROSMITH I Don't Want To Miss A Thing (Columbia)
- BARENAKED LADIES One Week (Reprise)
- GOO GOO DOLLS Iris (Warner Sunset/Reprise)
- MADONNA The Power Of Good-Bye (Maverick/WB)
- MATCHBOX 20 Real World (Lava/Atlantic)
- JOHN MELLENCAMP Your Life Is Now (Columbia)

### NEW

- ALANIS MORISSETTE Thank U (Maverick/Reprise)
- SHAWN MULLINS Lullaby (Columbia)
- R.E.M. Daysleeper (Warner Bros.)
- U2 Sweetest Thing (Island)

### LARGE

- BRIAN SETZER ORCHESTRA Jump Jive An' Walk (Interscope)
- EAGLE-EYE CHERRY Save Tonight (Work)
- SHERYL CROW My Favorite Mistake (A&M)
- GOO GOO DOLLS Slide (Warner Bros.)
- HOOTIE & THE BLOWFISH I Will Wait (Atlantic)
- JANET Go Deep (Virgin)
- LENNY KRAWITZ Fly Away (Virgin)
- SMASHING PUMPKINS Perfect (Virgin)
- SHANIA TWAIN You're Still The One (Mercury)

### MEDIUM

- BRYAN ADAMS On A Day Like Today (A&M)
- BABYFACE You Were There (Epic)
- MARIAM CAREY Whenever You Call (Columbia)
- CHRIS ISAAC Please (Reprise)
- NATALIE MERCHANT Break Your Heart (Elektra/EEG)
- STEVIE NICKS If You Ever Did Believe (Reprise)
- THIRD EYE BLIND Jumper (Elektra/EEG)
- SHANIA TWAIN From This Moment On (Mercury)

### CUSTOM

- FIONA APPLE Across The Universe (Work)
- BRANDY Have You Ever? (Atlantic)
- DEBORAH COX Nobody's Supposed To Be Here (Arista)
- EVERYTHING Hooch (Blackbird/Sire)
- FASTBALL Fire Escape (Hollywood)
- KIRK FRANKLIN Lean On Me (GospoCentric)
- R. KELLY Half On A Baby (Jive)
- KENNY LATTIMORE Days Like This (Columbia)
- MATCHBOX 20 Back 2 Good (Lava/Atlantic)
- MAXWELL Matrimony: Maybe You (Columbia)
- BRIAN MCKNIGHT The Only One For Me (Mercury)
- BIETTE MIDLER My One True Friend (Warner Bros.)
- JENNIFER PAINÉ Crush (Edel America/Hollywood)
- LIZ PHAIR Polyester Bride (Matador/Capitol)
- PM DAWN I Had No Right (Gee Street/V2)
- DUNCAN SHEIKR Bite Your Tongue (Atlantic)
- STING Freak The Mighty (A&M)
- TEMPTATIONS Stay (Motown)
- LUTHER VANDROSS Nights In Harlem (LJ/Virgin)

Video airplay from Oct. 19-25



36 million households  
Lydia Cole,  
VPI/Music Programming

### Video Playlist

- KELLY PRICE Friend Of Mine (T-Neck/Island)
- LAURYN HILL Doo Wop... (Ruffhouse/Columbia)
- NEXT I Still Love You (Arista)
- DRU HILL WEDDING How Deep... (Def Jam/RAL/Mercury/Island)
- MONICA The First Night (Arista)
- MONIFAM Touch It (Universal)
- XSCAPE My Little Secret (So So Def/Columbia)
- SILKK THE SHOCKER It Ain't My Fault (No Limit/Priority)
- R. KELLY Half On A Baby (Jive)
- J. DUPRI & M. CAREY Sweetheart (So So Def/Columbia)

Video playlist frozen from week ending Oct. 16

### Rap City Top 10

- NOREAGA N.O.R.E. (Parade/Tommy Boy)
- SILKK THE SHOCKER It Ain't My Fault (No Limit/Priority)
- LAURYN HILL Doo Wop... (Ruffhouse/Columbia)
- JAY-Z (AMIL) & JA Can I Get... (Def Jam/RAL/Mercury)
- XZIBIT What You See (Loud)
- MOS DEF I'll Be Definition (Rawkus)
- PETE ROCK Tru Master (Loud)
- BIZZY BONE Thuggz Cry (Relativity)
- A TRIBE CALLED QUEST Find A Way (Jive)
- DMX & FAITH EVANS How's It Goin'... (Def Jam/RAL/Mercury)

Video playlist frozen from week ending Oct. 16

## TELEVISION

### TOP TEN SHOWS OCT. 5-11

Total Audience  
(98 million households)

- 1 ER
- 2 Friends
- 3 Frasier
- 4 NFL Monday Night Football (Vikings vs. Packers)
- 5 Veronica's Closet
- 6 CBS Sunday Movie (Marriage Of Convenience)
- 7 Jesse
- 8 Touched By An Angel
- 9 60 Minutes
- 10 Home Improvement

### Adults 18-34

- 1 ER
- 2 Friends
- 3 Frasier
- 4 Veronica's Closet
- 5 Jesse
- 6 NFL Monday Night Football (Vikings vs. Packers)
- 7 Drew Carey Show
- 8 Home Improvement
- 9 Spin City
- 10 The Hughleys

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.

### Friday, 10/16

- Loretta Lynn, Prime Time Country (TNN, 8pm ET/6pm PT).
- George Clinton & P-Funk All-Stars, Nicole w/Missy Elliott, Shaquille O'Neal, and Busta Rhymes perform on Motown Live (check local listings for time and channel).

• Cake, Late Night With Conan O'Brien (NBC, check local listings).

### Saturday, 10/17

• Imani Coppola and John Hiatt perform on PBS' Sessions at West 54th (check local listings).



• Elliott Smith, Saturday Night Live (NBC, 11:30pm).

### Sunday, 10/18

• Sheryl Crow performs on VH1's Storytellers (10pm).

### Monday, 10/19

- Deana Carter, Prime Time Country.
- Bruce Hornsby, Late Show With David Letterman (CBS, check local listings).

### Tuesday, 10/20

• Kid Creole & The Cocoanuts perform on the season finale of Viva Variety (Comedy Central, 10pm).



• Ringo Starr, David Letterman.

### Thursday, 10/22

• R.E.M., David Letterman.

## FILMS

### WEEKEND BOX OFFICE OCT. 9-11

- 1 Antz \$14.71 (DreamWorks)
- 2 Rush Hour \$11.10 (New Line)
- 3 What Dreams May Come (PolyGram)
- 4 A Night At The Roxbury (Paramount)
- 5 Holy Man \$5.10 (Buena Vista)
- 6 Urban Legend \$4.77 (Sony)
- 7 Ronin \$4.67 (MGM/UA)
- 8 There's Something About Mary (Fox)
- 9 One True Thing \$1.92 (Universal)
- 10 Saving Private Ryan \$1.30 (DreamWorks)

All figures in millions  
\* First week in release  
Source: ACNielsen EDI

### COMING ATTRACTIONS:

This week's openers include *Bride Of Chucky*, starring Jennifer Tilly. The film's CMC International soundtrack sports the *Screenin'* "Cheetah Wheelies," "Boogie King," *White Zombie's* "Thunder Kiss '65," *Coal Chamber's* "Blisslers," *Monst Magnet's* "See You In Hell," *Judas Priest's* "Blood Stained," *Type O Negative's* "Love You To Death," *Slayer's* "Human Disease," *Stabbing Westward's* "So Wrong," *Powerman 5000's* "Son Of X51," *Static-X's* "Bled For Days," *Motorhead's* "Love For Sale," *kidneythieves' "Crazy,"* *Bruce Dickinson's* "Trumpets Of Jericho," and *Graeme Revell's* "We Belong Dead."

## VIDEO

### NEW THIS WEEK

• I GOT THE HOOK-UP (Dimension)

This feature film stars recording artist Master P and has special appearances by Ice Cube, Snoop Dogg, Mia X, Silkk The Shocker, C-Murder, Mystikal, and Mr. Serv-On. The film's No Limit/Priority soundtrack sports the title track performed by Master P & Sons Of Funk, along with "Hook It Up" by Master P, Bone Thugs-N-Harmony & Silkk The Shocker. Also on the ST: Ice Cube's "Ghetto Vet," Snoop Dogg's "Hooked," Mack 10's "Bang Or Ball," Eightball & MJG's "Let's Ride," Mechalie Jamison's "Keep It Real," Montell Jordan's "Down With You," Mystikal & Mia X's "Shake Somethin'," O' Dirty Bastard & Mystikal's "Who Rock This," C-Murder's "Would You Hesitate," Souja Slim's "From What I Was Told," Mo B. Dick's "I Don't Want To Go," and more.



21 million households  
Peter Cohen,  
VPI/Programming

### National Top 20

- BIZZY BONE Thugs Cry (Relativity)
- KIRK FRANKLIN Lean On Me (GospoCentric)
- AARON HALL All The Places I... (MCA)
- SHAGGY UJANET Luv Me, Luv Me (Flyte Tyme/MCA)
- MASTER P U\$HOOP DOGG Thug Girl (No Limit/Priority)
- 98 DEGREES Because Of You (Motown)
- NEXT I Still Love You (Arista)
- XZIBIT What U See Is What U Get (Loud)
- BIG PUNISHER You Came Up (Loud)
- SNOOP DOGG Still A G Thing (No Limit/Priority)
- XSCAPE My Little Secret (Columbia)
- FAT JOE UPUFF DADDY Don Cartagena (Atlantic)
- SILKK THE SHOCKER It Ain't My Fault (No Limit/Priority)
- TWISTA & THE SPEEDWAGON Mobstability (Creator's Way/Atlantic)
- MONICA The First Night (Arista)
- MO THUGS FAMILY Ghetto Cowboy (Mo Thugs/Relativity)
- BACKSTREET BOYS I'll Never Break Your Heart (Jive)
- J. DUPRI & M. CAREY Sweetheart (So So Def/Columbia)
- AALIYAH Are You That Somebody? (Atlantic)
- KEITH SWEAT U\$HOOP... Come Get... (Elektra/EEG)

Most requested from the week ending Oct. 4



Pos.	Artist	Avg. Gross (in 000s)
1	JIMMY BUFFETT	\$1163.8
2	DAVE MATTHEWS BAND	\$780.7
3	OZZFEST '98	\$717.7
4	ELTON JOHN	\$712.1
5	METALLICA	\$672.8
6	PHISH	\$665.1
7	JANET JACKSON	\$599.6
8	PAGE/PLANT	\$582.2
9	LILITH FAIR	\$582.1
10	SPICE GIRLS	\$548.1
11	PEARL JAM	\$546.8
12	ROD STEWART	\$501.1
13	"FURTHUR FESTIVAL"	\$497.5
14	BEASTIE BOYS	\$449.9
15	SHANIA TWAIN	\$439.9

Among this week's new tours:  
BRIAN SETZER ORCHESTRA  
ALANA DAVIS  
ECONOLINE CRUSH  
EVERLAST  
PEOPLE WHO MUST  
WARREN BROTHERS

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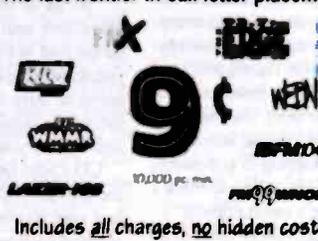
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## DARS

Continued from Page 1

Broadcasting will provide five channels of ethnic programming, including Caribbean, Regional Mexican, Soft AC, Tejano, and Rock en Espanol; Salem Communications is supplying three Religious channels; and Douglas Broadcasting is providing one Hindi and one Mandarin/Cantonese channel under the banner "Asia One."

CD Radio's first 50 channels are niche rich. There's something for everybody: symphonic, chamber, opera, reggae, country, "Top Of The Charts," and a channel each for hits from each decade ('50s through '90s). There are also channels of beautiful music, instrumentals, soul ballads, rap/hip-hop, boleros, cumbias, world beat, "Classic Rock I & II," and children's entertainment.

Both DARS providers have proclaimed that their mission in filling their 100-channel services is to cater to underserved demographics, such as ethnic audiences. XM Sr. VP/Programming Lee Abrams — a longtime radio consultant (he and XM VP/Programming Dave Logan put pioneer Rocker WLUP-FM/Chicago and Adult Alternative KFOG-FM/San Francisco on the air) — has big plans for filling the rest of the channels. He told R&R he wants XM to be "the greatest show on earth."

"We really want to do some off-the-wall radio," Abrams said. "Eccentric all the way to the bank." He and Logan will dip into the talent pools in smaller and medium markets for up-and-comers — the overnight guy on a Rock station who does free-form, "weird" stuff, for instance. "Right now, I think a lot of stations have character until 10am," he said, "and then get boring at 10:01."

They might look at public and college radio as well. "There are some characters out there on public radio," he said. "I think if we could talk to 100 people from those areas and find one star, that's worth it."

The programming list is a "work in progress," but Abrams said that, in addition to targeting niche formats, the focus will be on "breathing new life" into formats that are only heard on AM or on programming artists who sell millions of records "but can't get arrested on the radio."

### Building New Talent Stables

Abrams hasn't ruled out using XM channels as another syndication outlet for the Rush Limbaughs and Dr. Laura Schlessingers. "We want to either buy or build talents," he said. While no talent has been signed yet — Abrams is waiting to get a little closer to the anticipated 2000 rollout — the company has been bombarded with calls and e-mails from conventional radio DJs "who look at this as the next big thing." It brings back for Abrams the days when he was programming album rock

on FM in the early 1970s, and AM jocks would call him, clamoring to get on the FM dial.

CD Radio Chairman/CEO David Margolese also emphasized the importance of his company building its own talent base. In fact, he told R&R CD Radio has no interest in beaming established programs such as the Limbaugh or Schlessinger shows from a satellite, and instead intends to assemble its own stable of thoroughbreds.

"We are all about what you can't get," Margolese said. "If you can get them on the AM or FM buttons, why would you want them on our buttons? You are going to have to pay for ours. That's the whole premise here, and it makes sense when you think it through."

CD Radio hopes to be creative with the second 50 channels as well. Margolese said 10 channels each will be designated for news, sports, entertainment, Hispanic, and specialty programming (and national advertising only will be included in that programming). The company has already struck deals with content providers for 15 of the channels; all but two will be exclusive to CD Radio. Both DARS providers have signed deals with C-SPAN and Bloomberg Radio News. (After XM signed these two sources, CD Radio began including exclusivity clauses in its contracts with vendors.)

CD Radio negotiated some other plums as well. For instance, not only will the content providers, such as Sports Byline USA, be required to cross-promote CD Radio, but "whenever advertising revenue is generated on their channel, 50% of the avails are ours on an hourly basis," Margolese said. "So if they put eight minutes of commercials on an hourly basis on their channel, four of them are ours to broker or to deal with as we see fit."

But he emphasized that commercial revenues are not going to make or break his company. "We really do anticipate the vast, vast majority of our revenue stream being subscription-driven. We really don't see the advertising portion being imperial in the early stages."

### The Numbers Game

CD Radio's business plan is to be "cash-flow positive" by getting 1 million subscribers to pay \$9.95 per month, according to Margolese. While initially that might sound optimistic, it's a modest 2% penetration rate of the more than 200 million cars and light trucks on America's roads. "We've focused on what we need in order to be successful — take care of the downside, and the upside will take care of itself." Some Wall Street predictions have the group building its subscriber base to nearly 42 million within the first five years of operation.

"We'll know who our subscribers are, but we won't know what they are listening to," Margolese said. But Exec. VP/Content Joe Capobianco said the

company will survey its subscribers regularly. "It will be constant through a variety of methods, including online surveys and phone surveys," Capobianco said. "And we aren't going to rule out other types of research as time goes on."

While XM's Panero expects the service to attract 2 to 4 million subscribers in its first couple of years of operation, in order to draw national advertisers — he said XM is in talks with "everybody" now — it must demonstrate that subscribers are actually tuning in. Abrams said the company has also had conversations with Arbitron about providing a measure comparing listenership of DARS with conventional radio.

Arbitron spokesman Thom Mocarisky — who confirmed the company has been in talks with both DARS providers — speculated about how the diaries could incorporate satellite radio. "It would be possible to imagine a diary that had a column for 'AM-FM-Satellite,'" he told R&R. "The reporting would be closer to what people do for the networks than what people do for local markets."

### 'The Soul Of The Company'

Earlier this year, CD Radio moved its operation from Washington, DC to New York because "we wanted each of these channels not to be channels, but to be stations. We wanted each one of them to have hosts, to have flavor and personality. We don't want this to be wall-to-wall sonic wallpaper. You really want to have a talent pool that is very diverse. And there is no talent pool that rivals that of New York City. We do view the content as the soul of the company." CD Radio also announced its programming staff this week (see story, Page 3).

XM broadcasts will originate from studios in Washington, DC (where it shares the rent with Worldspace, a majority investor in XM) and remote sites in New York and Los Angeles. As for XM programming, Abrams said, there might be a New Age channel, for example, featuring the likes of Yanni and Enya, or an upper-end AOR format targeting the first generation of FM listeners ("somebody who's 40 and really doesn't want to hear BTO or 'Layla' again, but nonetheless has roots in the early days of FM rock"). Traditional Country and Nostalgia are AM formats that may find a home at XM. And other niches that might be programmed include blues, metal, classical, reggae, and an "All-Game Show" format ("where the 10th caller wins all day long").

Mainstream formats won't be left behind, but Abrams said they will be "opened up." For example, rather than having one channel playing '50s, '60s, and '70s music, there might be one channel dedicated to each decade. Or Alternative might be split into upper-end, lower-end, and "super-new music" Alternative.

Lest you think the channels will be

## CD Radio Is Down For The Discount

CD Radio closed out the third quarter at \$18.50 (down from its 52-week high on May 22 of \$41.50). So, with 29.2 million shares outstanding, that gave the eight-year-old company, which went public in 1994, a market capitalization of \$540 million.

On the other hand, American Mobile Satellite Corp. (AMSC), the publicly traded parent company of XM Satellite Radio, finished September at \$5.25 (down from its 52-week high of \$15.81 on March 27) for, at 31.4 million shares outstanding, a market cap of only \$165 million.

How can CD Radio, a company with no current streams of income, be worth so much more than AMSC, with its successful mobile communications service businesses? The answer, according to Lehman Brothers analyst Tim Wallace, is that you construct a "discounted cash flow" model for CD Radio.

"When you have a company with no revenue and no cash flow, yet you have a very strong belief that there is a business there, you build a model that goes out a number of years," he told R&R. "You build in revenues and expenses, you generate cash flows, and then you discount those things to the present."

With an estimated universe of 219 million registered vehicles — the target market for the mobile DARS service — by 2001, Wallace predicts that CD Radio will report its first positive cash flow of \$239 million that year. In the meantime, the stock could skyrocket to \$110 by the end of 2000, and by 2004, CD Radio and XM will split 23.5 million subscribers between them.

But don't tell that to Dave Del Beccaro, President of Horsham, PA-based Music Choice, a digital radio service that reaches 5 million customers via cable and DirecTV. "I don't think [satellite radio] will be anywhere near as successful as they're projecting," he told R&R. "There's no chance that the average customer is going to listen to this satellite service 17.5 hours a week in the car," the average Time Spent Listening for his service, he said.

Wallace disagreed. "When people are at home," he said, "they are using primarily TV, newspapers, CDs, or tapes. Radio is a second-class citizen there." DARS, he emphasized, will be king in the car.

And investors seem to have plenty of confidence in CD Radio's ability to deliver. On Tuesday, Prime 66 Partners, a Texas-based limited partnership led by oil heir Sid Bass, purchased 5 million shares — approximately 20% — of the company for \$100 million. The transaction is expected to close next month.

— Matt Spangler

stamped with boring names such as "Channel 7 Rock." Abrams said individual channels will be branded, so that the Hard Rock format might be called "Liquid Metal," for example. "We want fans, not just listeners," he said.

CD Radio plans to spend nearly \$100 million annually on advertising, or "equivalent to what Direct TV spent. With that, you can create complete awareness," Margolese said. There will also be a massive in-store retail availability in electronic stores. "You create the awareness through a massive advertising campaign and then drive people into stores."

And, both XM and CD Radio want to make their products appetizing. For instance, Capobianco said for less than \$199, anyone with a CD or cassette player in their automobile can get CD Radio's wireless dish and adapter. "It's plug-and-play. No installation. It's that simple."

### Signals From Heaven?

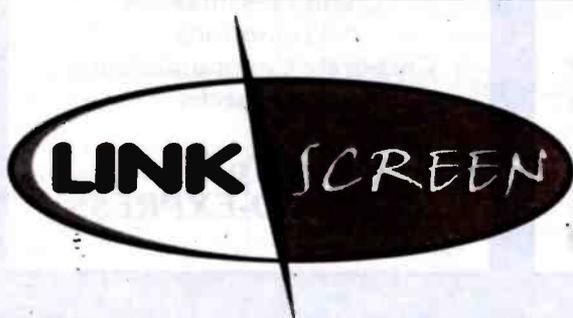
For the worry warts on the ground, what happens if these signals don't fall out of the sky as planned? "The heritage of a satellite is extensive," Margolese said. "The birds themselves are well understood. There is no new science here. Nothing new is coming out of the laboratory. We don't really have any technology issues."

But he does acknowledge some

hitches in the overall plan. The FCC requiring DARS license holders to develop receivers that can accept either service. Margolese told R&R the companies are "working toward complying with that mandate. It's not easy, and we haven't achieved it yet. Hopefully we will. We may not, and then we'd have to go back to the FCC."

One obstacle that could potentially delay the rollout of the services occurred last week, when the NAB asked the FCC to require the DARS providers to submit updated technical information to the agency. The request was sparked by CD Radio's decision to expand from two to three satellites. The NAB said the company had not amended its application for providing the service to reflect this technical change. Ron Repasi, an official with the FCC International Bureau, told R&R CD Radio does not have to submit a proposal for modification of its service within a specific time frame.

Margolese took the NAB's letter in stride. He told R&R, "This is ancient history. We announced this five months ago, and talked to the commission and showed them our plans before we announced it. This was a no-brainer. [The new plan] provides better service." XM spokeswoman Vicki Stearn told R&R the company will comply with any FCC request for information.



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**Clear Channel**

Continued from Page 1

advertising entity. Mays said.

"I am excited about our merger with such an outstanding broadcasting company as Jacor," Mays said. "This transaction is financially attractive, strategically compelling, and operationally complementary. The combination of our radio assets, coupled with the overlap with our outdoor operations, creates and provides an outstanding platform for future growth that will benefit the stockholders, advertisers, and employees of both companies. Randy Michaels and his talented team will be a significant asset to Clear Channel, and we welcome them to our family."

**Merger Or Takeover?**

The deal is based on the price of the Clear Channel common stock of

\$37 (Oct. 7 closing) and includes assumption of about \$1 billion in Jacor's debt, but the two companies stressed that it was a merger. During the conference with analysts, one Wall Street warrior asked if the deal was better characterized as a "takeover" by Clear Channel. While Clear Channel will be "the surviving company," Mays sought to be diplomatic and replied, "We view this as a merger of a very strong radio company that is extremely complementary to ours. I wouldn't characterize it as a takeover at all, but a common interest, very complementary merger situation."

Michaels was quick to pipe in with the Jacor view: "Clearly, Clear Channel is the surviving company. There's no question about that. It doesn't feel much like a takeover to us. We rather enthusiastically sought this transaction out, and we are thrilled about it. It feels like a partnership to us. So, I'm not sure if 'takeover' is the first word we'd use."

The prediction from group executives was that the combined growth of the entity will be significantly better than as individual companies. Jacor brings along debt of about \$1.62 billion, while Clear Channel has debt reaching \$2.89 billion. But the forecast is that each group will have whittled down their debt significantly by settlement date, expected late in the third quarter of 1999.

Both Mays and Michaels were upbeat about the near future of radio despite significant recent drops in share prices of all media stocks. "The radio business is extremely strong, local and national," Michaels said. "The softness in the radio business has been in a very, very small piece, which has been the network. And Jacor has just gotten some very encouraging news in that our network, Premiere Radio Networks, was just in RADAR for the first time this summer, and we debuted a very strong."

On the topic of further expansion plans, Michaels deferred to Mays, who said, from an international perspective, the company will be mindful of U.S. political implications. "Therefore, you may see us expanding in the outdoor and then adding in other media on top of that, as we have done with the More Group — we added a radio station in Copenhagen, where we have an outdoor presence. I think you'll see more of those types of transactions as we progress."

The two also downplayed the expected review by the FCC, DOJ, and Securities Exchange Commission, but particularly the DOJ's Antitrust Division. "There's really minimal overlap that we think will concern the DOJ," the companies said, hopefully.

The merger does put the combo over FCC ownership limits in six markets. The biggest feeding frenzy will take place in Tampa-St. Petersburg, where the new group will have to divest half of its 16 stations. Divestitures will also be necessary in the following markets: Louisville, Jacksonville, and Dayton, where Clear Channel-Jacor owns or controls 11 stations; Houston (10 stations); and Cleveland (nine stations). Additional spin-offs may be required, since the deal will certainly come under DOJ scrutiny because of revenue shares. According to *Duncan's American Radio* Spring '98 figures, the Clear Channel-Jacor stations account for 82.3% of Louisville radio revenues, 62.7% of Tampa's, 59.8% of Dayton's, and

53.4% of Cleveland's.

**Fulfills Analysts Predictions**

The two groups are the last of the big players to team up, leaving the well dry for another mega-merger. But the deal was long-awaited. First Union Capital Markets VP/analyst Bishop Cheen told R&R, "Like every other big merger, such as SFX and CBS, ARS and CBS, and the others — and while they were big deals at the time, they are smaller pieces now — this is a natural fulfilling of things we foresaw several years ago: that just a few transmedia companies would maximize their share of in-market advertising dollars spent and market share. And they'll have a big influence over national advertising, which has been rather strong in radio, and network advertising."

Cheen said the continuing process of group ownership consolidation "is what we saw — what everyone saw — when cross-ownership was deregulated with very few capital players owning lots of stations and having the wherewithal to create lots of new media services and programming." But these are "tough times in media," figures Cheen, and consolidation of the industry has caused concern across the landscape. "In any other environment, this would have been received with big ap-

plause, but both have suffered losses on what should have been one of their most joyous days [Oct. 8]."

Within hours of the merger announcement, Standard & Poor's placed its "triple-B-minus" corporate credit, senior unsecured debt, and bank loan ratings of Clear Channel on CreditWatch with negative implications. Concurrently, Jacor received "double-B-minus" credit and loan ratings and a "single-B" debt rating, placing it on CreditWatch with positive implications. S&P anticipates that pro forma total debt before earnings, taxes, depreciation, and amortization (EBITDA) will be somewhat higher than levels more appropriate for the ratings (less than 3.75 times). Further concern surrounds the timeframe for improving the performance of many Jacor radio stations that have kept the company's EBITDA margins at sub-par levels of around 30%. Bloomberg News reported.

But not all analysts' forecasts are dim. Cheen believes the expansion of fewer groups will allow the survivors to continue to build their plat-

forms. For instance, he pointed to Chancellor's launch of the AMFM Network earlier this year and noted how Jacor, for one, has "put a focus on developing new, national radio talent" in its own talent incubator system, proving that "there is life beyond Rush, Dr. Laura, Dr. Dean Edell, and Don Imus." It wasn't that long ago, Cheen remembers, that the list of big names in national radio was "Wolfman Jack, Casey Kasem, and Dick Clark, and none of them enjoyed the same exposure on a ratings and come basis that we see now."

"The new groups have also developed some new and creative formats, digitized sound, and new networks. They've expanded to the Internet, and radio is a stronger and more exciting medium today than it was just a few years ago."

For Clear Channel and Jacor, there are hurdles to clear before the pair can reach the altar. But their future together looks good, according to Cheen. "They have to get past regulatory risk, but a year from now, these two will make one even greater company."

— Jeffrey Yorke

**Swenson**

Continued from Page 3

station, and so many real pros have worked there through the

years. I'm just looking forward to the opportunity to work with the great staff that's already in place there."



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AL PETERSON

# Hey, Seattle, Let's Talk!

News/Talk radio is hotter than a cup of Starbucks in the Emerald City

Welcome to Seattle and the annual gathering for this year's NAB! As someone who's been fortunate enough to have spent a pretty fair amount of time in this gateway city to America's great Northwest, I can personally attest to its breathtaking views of Mt. Rainier and the surrounding Cascade mountains, more fabulous seafood restaurants than you could visit in a month, and a radio dial packed with some terrific listening for all News/Talk radio fans.

This week, I'll profile the stations and some of the people who make Talk radio sizzle in Seattle. News/Talk is the definitive No. 1 format in town, with a 20.7 share of listeners. To put some perspective on that number, AC and Oldies/Classic Rock, which are tied as the No. 2 formats, each hold a 12 share of the market. Those numbers make it pretty obvious that Seattle listeners love their Talk radio!

Included in this overview are Entercom's News/Talk trio of KNWX-AM & KIRO-AM & FM and Fisher Broadcasting's AM Talk pair of KOMO & KVI. Whether your tastes run toward more traditional News/Talk fare, politically charged chat, business and news, or younger-targeted FM Talk, Seattle radio offers something for you. So crank that tuner down to the far left side, and let's begin our tour of News/Talk radio in the Emerald City.

### KVI-AM 570

Somewhat ironically, at the far left of the Seattle AM radio dial you'll find "Talk Radio 570" KVI. Positioned as the station that offers "news and views you can't get anywhere else," KVI pumps out all-



Casey Keating

conservative talk, all the time. This politically charged, issues-oriented station makes no apologies for its conservative style. Under programmer Casey Keating and GM Shannon Sweatman, the 5kw Fisher Talker ranked No. 6 overall in the most recent Spring Arbitron, with a 4.5 12+ share (Monday-Sunday, 6am-midnight). And to show just how loyal KVI's core listeners are, check out their phenomenal 12 hours a week in Time Spent Listening! That number bests not only all of the station's direct News/Talk format competitors, but all stations in the market, regardless of format!

KVI's daily on-air lineup kicks off with live and local talk with Kirby Wilbur between 5-9am, followed by Rush Limbaugh's program until noon. Checking in from noon until 3pm is Michael Medved, who originates his nationally syndicated show from the KVI studios. Afternoon drive is locally hosted by re-

cent arrival Weissbach, the single-monikered talker who was recently branded one of America's most dangerous talk show hosts due to his thoughtful but no-holds-barred questioning of both guests and callers. Early evenings are covered by local host Brian Maloney (6-9pm), followed by syndicated talker Mike Reagan until midnight.



When asked about his mission statement for KVI, Keating replies, "KVI is the radio station that offers listeners another view of the news when compared to other media like CNN, local TV news, and local newspapers. We specialize in live, local talk and take a stand on issues that are important to our listeners. KVI is very active in lobbying issues and motivating our listeners to take action."

Asked about his greatest challenge since coming to KVI, the former-CHR-PD-turned-talkmeister said, "Longtime pm drive host John Carlson was let go just prior to my arrival. There was a lot of core-listener anger about his dismissal, so finding a new host who would satisfy expectations and assure listeners that KVI was not abandoning its position as a conservative Talk station was a big challenge. After months of searching coast to coast, we located Weissbach, who had most recent-

## Seattle Talk Radio Guide

Here's a handy reference guide for your News, Talk, and Sports radio listening pleasure while you're visiting Seattle.

Station	Dial Position	Format	Owner
KIRO-AM	710 AM	News/Talk	Entercom
KIRO-FM	100.7 FM	Talk	Entercom
KJR	950 AM	Sports/Talk	Ackerley
KNWX	770 AM	Business	Entercom
KOMO	1000 AM	News/Talk	Fisher
KVI	570 AM	Talk	Fisher

ly been working in San Diego. Early indications are that our listeners are appreciative that we took our time in order to finally find the right host for KVI."

Where is Talk headed in the next decade? Keating says, "I believe there will be even more fragmentation of Talk radio to superserve different lifestyle groups. Young Talk, Conservative Talk, Lifestyle Talk, Sports Talk, Hispanic Talk, and Female Talk all come to mind. Some of these formats are already in place with good power ratios that make them profitable adult listener magnets. As radio is assaulted by more competition from CD Radio, the Internet, and other sources, local talk personalities with unique product that cannot be duplicated by syndicated sources will have the edge."

### KIRO-AM 710

Entercom's KIRO-AM "Newsradio 710" is next as you twist your AM dial to the right. KIRO-AM is Seattle's undisputed No. 1 radio station, with a winning 7.5 12+ share (Monday-Sunday, 6am-midnight) in the Spring '98 Arbitron. Add to that the station's No. 2 overall status with both 25-54 and 35-64 adults, and you're looking at one formidable News/Talk radio station. The station has a lot of history (it's been

on the air since 1927) and a traditional, yet contemporary sounding News/Talk approach, and one can readily understand why KIRO-AM is a four-time Edward R. Murrow Award winner for outstanding achievement in broadcast journalism. The station has long been Seattle's eyes and ears on the world, with local correspondents "live" on the scene reporting on history-making events as they've unfolded across the globe in China, Russia, Japan, Germany (the fall of the Berlin Wall), and the Persian Gulf.

All live and local 24 hours a day, KIRO-AM's weekday mornings start off in a somewhat traditional News/Talk vein with *The KIRO Morning News*. MIDDAYS are split by local Seattle favorites Dave Ross (9am-noon) and Dori Monson (noon-3pm). *The KIRO Afternoon News* kicks in at 3pm, followed by *Rudman & Theil On Sports* (7-9pm). Late-nights are hosted by Drake Collier until 1am. KIRO-AM is also the flagship station for MLB's Seattle Mariners and the NFL Seahawks. With a strong commitment to the surrounding communities, its on-air positioner "710 KIRO is Seattle" is more than just a station slogan — it's a fact to many residents of this city.

KIRO-AM, like many great AM radio powerhouses, has recorded a number of milestones in its history-

Continued on Page 56

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## Hey, Seattle, Let's Talk!

Continued from Page 54

cal past. Originally called KPBC, the station took on the KIRO call letters in 1933 under the ownership of Saul Haas. Haas' ties to President Franklin Roosevelt allowed the station to move to its present-day dial position of 710 and boost its power from 100 to 1000 watts in 1934 (the station didn't jump to its current 50,000-watt power until 1941). Among the notable alumni who have worked the mic at KIRO-AM was a young college student by the name of Chet Huntley, who hosted a book review program on the station in the mid-1930s. And in a move that was to become one of the more interesting chapters in the station's colorful history, in 1963 KIRO-AM's Jim French began broadcasting his daily morning show "live" from a specially constructed booth on the observation deck high atop the city's landmark Space Needle, where he'd play records, read the news, and offer listeners firsthand traffic reports from his unique vantage point.

### KIRO-FM 100.7

Flipping your tuner over to the FM band, you'll find Seattle's newest (and only FM) Talker at 100.7. KIRO-FM "The Buzz" is following in the footsteps of its storied AM sister, developing a new bond with younger talk listeners who find the FM band more suited to their lifestyle and tastes. Still struggling to break into the top 20 with a 2.1 overall 12+ share in the Spring '98 Arbitron (Monday-Sunday, 6am-midnight), the station is becoming a contender in its younger 18-34 adult target, ranking No. 11 in the spring with a 2.9 share.

Positioned as Seattle's "Talk radio with an attitude," The Buzz offers a lineup of both local and syndicated personalities focused on entertainment and lifestyle issues as opposed

to the news and politically-oriented subject matter that drives its more traditional competitors. KIRO-FM's day kicks off with *The Pat Cashman Show* (5-9am), followed by *Dr. Taru* (no, not *that* doctor) until noon. Howie Carr checks in until 3pm, followed by nationally syndicated yakker Tom Leykis until 7pm. Evenings are hosted by a recent arrival on the national syndication scene, *Rhona At Night*, until 10pm, and The Buzz's late-night programming closes out with the syndicated *Lowline*.

### KNWX-AM 770

Switching back to the AM band, the next News/Talk station you'll come across is Entercom's KNWX-AM (770). As the third leg in Entercom's Seattle Talk trio, KNWX offers listeners a heavy dose of business news and



## Reality Check

### The public is surveyed on popular culture

- ✓ Can you name one of the cities where a U.S. embassy was bombed several weeks ago? (*Nairobi or Dar es Salaam*)

Correct responses	9%	Incorrect guess	22%
Didn't know	69%		
- ✓ If you saw something named "Talk 890," what kind of product or service would you think it would be? (*AM radio station slogan/identifier*)

Correct responses	39%	Didn't know	28%
Cellular phone company	22%	Other	13%
- ✓ What is *Monday Night Nitro*? (*Weekly televised wrestling matches*)

Correct responses	56%	Incorrect guess	12%
Didn't know	32%		
- ✓ Based on the news of the day, who is Mike McCurry? (*White House Press Secretary*)

Correct response	27%	Incorrect guess	12%
Didn't know	61%		
- ✓ Who is the president of Mexico? (*Ernesto Zedillo*)

Correct response	2%	Incorrect guess	12%
Didn't know	87%		

Survey conducted week of 9/13/98 in three randomly selected U.S. cities. 104 participants, age 30-55, all high school graduates or better. Courtesy of Sabo Media, New York, NY.

## THEY'RE SAYING GREAT THINGS!!!

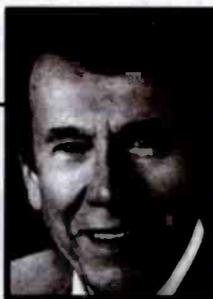


### DR. JOY BROWNE

BILL BRATTON OF WFIR, ROANOKE, SAYS "MORE THAN JUST A TALK SHOW, SHE'S BECOME A WAY OF LIFE FOR WFIR'S LISTENERS, A ROANOKE HABIT THAT MAKES HER A NUMBERS MAGNET!"

### BOB GRANT

PAUL VANDENBURGH OF WROW, ALBANY, NY, SAYS "BOB GRANT IS WHAT TALK RADIO IS SUPPOSED TO BE...A SOLID, FACTUALLY BASED AND OPINIONATED FORUM WITH INTERACTION FROM LISTENERS."



### THE DOLANS

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timely news updates throughout its broadcast day. Positioned as "the business station," KNWX uses the services of Bloomberg News Radio as its primary source for business news. National news is offered from the Associated Press, with KIRO-AM's award-winning news department covering local and regional news.

Launched just this past July, KNWX kicks off the broadcast day with *The Bloomberg Morning Show*, then shifts to locally produced news programming between 6am-7pm, anchored by Phil Johnson and Chris Brecher. One of Talk's deans, Bruce Williams, hosts KNWX's 7-10pm evening show, with AP News filling out the remainder of the station's broadcast day. Carrying their focus on business through to weekends, KNWX also airs Bob Brinker and the recently syndicated *Motley Fool* as part of its Saturday and Sunday lineup.

With a solid professional background in both news and programming at Denver's KHOW, KIMN, KOA & KTLK, Kris Olinger surprised many industry pundits earlier this year when, after more than two decades, she exited the Mile High City to take the helm of KNWX and KIRO-AM & FM last February (R&R 2/6). Echoing many of her industry peers, Entercom Seattle GM Dick Carlson told R&R at the time. "I hired Kris because she is simply one of the most talented News/Talk programmers I have ever met."



Kris Olinger

Now, after nearly nine months in her new chair, I asked Olinger to assess some of the challenges she faced upon her arrival at the three-station News/Talk combo and how she has dealt with them.

"My greatest challenge has been to develop clear and separate missions and a staffing structure for all three stations," she says. "And staffing has been the biggest challenge. When stations are in a situation where employees are shared, like we have with The Buzz and KIRO-AM, it's natural for people to pay more attention to the 'big' station. Our solution has been to assign a very aggressive executive producer to The Buzz who doesn't let any of us get away with that. Beyond that, frankly, we are still experimenting with the best ways to manage three different stations all in the spoken-word format."

Are there any major competitive advantages to having multiple Talkers under the same roof? "The main advantage is that you can develop very distinct 'big pictures' for each of the stations," says Olinger. "But the disadvantage is not always having enough time or staff to take care of all the day-to-day details that are essential to the success of any Talk station. In Talk radio, people are the product, and when you have multiple stations, it can be a real challenge to find enough time to work with the talent in a meaningful way."

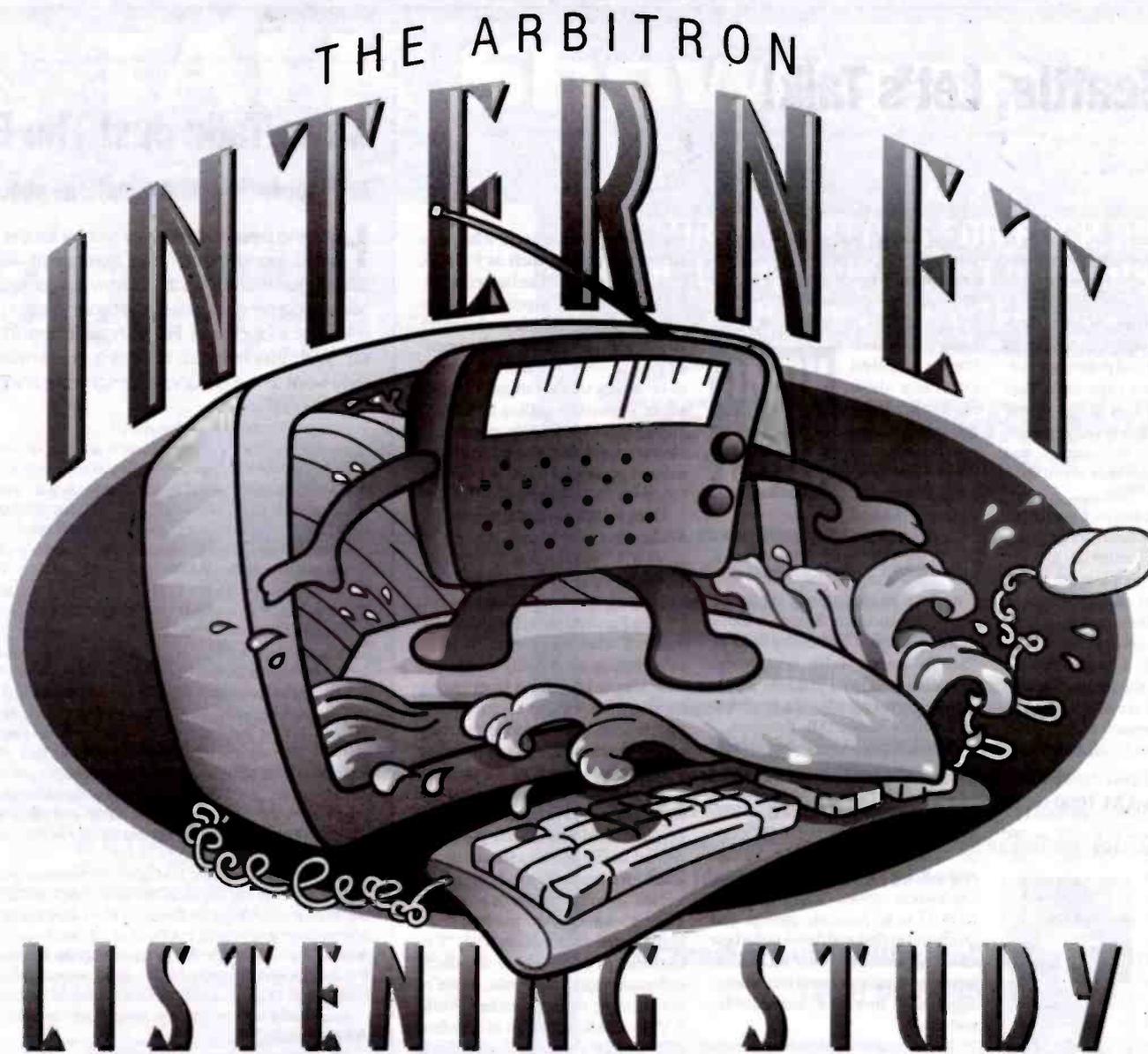
Is there any difference, in Olinger's view, between programming in the Cascades vs. the Rockies?

## Got Photos?

Whenever you have photos from your News/Talk station's events and promotions, be sure you send them to R&R, 10100 Santa Monica Blvd., 5th Floor, L.A., CA 90067-4004.

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# INTERNET



LISTENING STUDY

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## Hey, Seattle, Let's Talk!

Continued from Page 56

"Not really," she replies. "Seattle is full of very bright, interesting, and diverse people, which makes Talk radio that much more entertaining. If there is a difference, it is that people here tend to view themselves as being very polite and politically correct. However, my experience thus far has been that they like to debate a hot topic just as much as people anywhere else in the country, and they are very passionate about their beliefs."

From her perspective, Olinger believes Talk radio's future looks good. "We're getting better at talking about the things people want to talk about rather than talking about the things we think they should be talking about," she comments. "But I think there is still a lot of room for improvement in the future. We also need to be more creative and innovative in our approach to Talk radio and not just take calls on the hot topic of the day."

### KOMO-AM 1000

Our final News/Talk stop as we cruise up Seattle's AM dial is legendary 50k KOMO (1000). As one of the worthy opponents in a long-standing radio "war" with nemesis KIRO-AM just down the dial, KOMO continues to fight the good fight today under current PD Paul Duckworth. The full-service News/Talk station currently ranks 15th in the Spring '98 Arbitron with a 3.1 12+ share (Monday-Sunday, 6am-midnight). It just missed the top 10 this time out with a 3.6 share among adults 35-64.



Paul Duckworth

The station begins its weekday lineup facing off with its longtime competition by offering *Seattle's Morning News* between 5-9am. The 9-11am slot is hosted by local favorite Scoot, then the syndicated Dr. Laura show hits the airwaves until 3pm. Local host Ernie Brown holds down afternoon drive until 6pm, followed by a one-hour afternoon news block, then the syndicated *John & Ken Show* until 10pm. Late-night king Art Bell checks in at 10pm and continues through Seattle's early morning hours. Positioning itself as "Seattle's news, traffic, and weather station," KOMO remains a passionate competitor for the attention of Seattle's News/Talk listeners.

Duckworth is a veteran News/Talk programmer who has spent the past 15 years honing his skills at stations including KJMK & KVAN/Portland-Vancouver, WA and WDBO/Orlando. When asked to describe the current mission for the venerable station, Duckworth replies, "Our mission at KOMO is to generate ratings and profit and to find and develop the best talent on earth. We want KOMO to be relevant, informative, entertaining, aggressive, inventive, responsible, and fun."

Asked to assess his station's competitive position, Duckworth says candidly, "Seattle is an extremely active AM radio market. There's a lot of competition on the band, so it's easier to convert people who are predisposed to your kind of radio. But it's no secret that KOMO and KIRO-AM are in the most direct battle. Most everyone else is in a variety of flanking positions."

When asked about the challeng-

es he faces at the helm of a heritage News/Talk station such as KOMO, Duckworth says, "The biggest challenge is building a product that is relevant today. Our first challenge was to clarify what we really wanted the station to be. If we wanted it to be a News/Talk station, then we needed to start by calling it 'KOMO News/Talk 1000.' We needed to identify what we wanted to be famous for and assume a position based on those benefits."

Does KOMO's heritage work for or against what he is trying to achieve? "We needed to separate KOMO's valuable heritage from excess baggage," says Duckworth. "When I arrived here, I realized that much of what was viewed as valuable heritage were really things that were simply keeping us from getting to where we needed to go. So our station makeover included focusing on the development of our morning news product, changing the station's voice and updating our production style, adding Dr. Laura, hiring aggressive local talent, and putting a second traffic plane in the air so we could go to traffic every six minutes."

How does he feel about programming a station down the hall from higher-rated sister station KVI? "I'm fortunate in that we have decidedly different targets and goals, so we're not stepping on one another. While KVI is a Talk station, it is a station that is more about ideology than it is about format. Neither of the stations is in the position of protecting the franchise — we're both out to win."

### A Good Sport

While our Seattle radio profile this week has focused on the market's News/Talk competitors, our story on the city's spoken-word-formatted stations would not be



## News/Talk: Just The FAQs!

### Frequently asked questions about this column

Having been in this editor's chair for the past 10 months, I've found there are a number of "FAQs" (frequently asked questions), such as how to contact me with questions or comments, how to get your station photos and news releases included in R&R, how to report breaking news, etc. With that in mind, here is a quick reference guide you may want to cut out and save so you'll always have it handy when you need it.

*How can I contact you directly, Al?*

Have a question, a comment on a column, or want to respond with a letter to the editor? I can be reached in my office any weekday between 8:30am-5:30pm PT at (619) 486-7559. You also may fax information 24 hours a day to (619) 486-7232. And for those with access to e-mail, I can be reached in cyberspace at [alpeterson@aol.com](mailto:alpeterson@aol.com).

*What if I have breaking news, and it's outside of regular business hours?*

You should contact R&R's news desk at (310) 788-1699, or fax your information 24 hours a day to (310) 203-9763. If you are on the East Coast, you may also contact R&R's Washington, DC bureau at (202) 463-0500 during regular business hours.

*How can I get a photo of my station's promotional events or great pictures with special guests published on R&R's News/Talk pages?*

Simply mail your photos, color or black-and-white, to "News/Talk Photos," Radio & Records, 10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067-4004. We suggest you mail photos overnight in order for them to arrive in a timely fashion. Please remember that photos are used on a space-available basis and cannot be returned to you whether they are published or not. Also, please identify all persons in the photo (left to right), your station and city, and the date, name, and place of the event shown.

*Are there any special things you look for in photos that a station sends to you?*

Clear shots, close-ups, and good composition. By that I mean people, places, or things that are easily identified, with interesting content. For example, if you are sending a photo saying there were thousands of participants at a large event you've held, but the photo shows three or four people standing around in your station's remote booth with the call letters vaguely visible in the background, it's probably not going to make the cut. It can be funny, outrageous, or serious, but, above all, it should be interesting to look at!

*How can I add or link my News/Talk station's website address to R&R's listings?*

The easiest way to do it is to contact me directly at any of the numbers listed above, and I'll handle it for you from there.

complete without mentioning Acklerley's Sports Talker, KJR-AM 950. "Sporting" a top 10 showing among adults 18-34 in the Spring Arbitron, KJR is yet another reason why fans of Talk radio have a lot to cheer about in Seattle. Enjoy your listening!

### TALK BACK TO R&R!

If you have questions or comments that you'd like to add, call Al Peterson at (619) 486-7559, fax (619) 486-7232, or e-mail [alpeterson@aol.com](mailto:alpeterson@aol.com).

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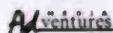
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## RADIO RECORDS STREET TALK®

### Have We Heard The Final Bell?

Premiere Radio Networks' late-night radio king **Art Bell** unexpectedly announced his resignation at the end of his syndicated *Coast To Coast* show early Tuesday morning (10/13). Bell told his audience, "You may recall, about a year ago, I told you that there was an event — a threatening, terrible event that occurred to my family which I could not tell you about. Because of that event, and a succession of other events, what you are listening to right now is my final broadcast on the air." Bell said he will release additional information that would clarify his sudden sign-off when the appropriate time comes. He left with these words: "So, for now and the foreseeable future, that's it. That is the end of this man's broadcast career. So, thank you, and goodbye."

But is it really the end? Premiere VP/Talk Programming Greg Noack told ST, "All of us at Premiere were surprised by Art's announcement. We will continue to be supportive of Art and his personal situation. We hope he will be back on the air soon, and we believe there is a good chance that will happen." In fact, ST's heard rumors that Premiere Pres./COO Craig Kitchin personally hopped a flight to Bell's home studio in Pahrump, NV to have a private tête-à-tête with him. The network is airing "best of" shows until the situation is resolved. Bell's "retirement" would also spell the end of his Sunday night *Dreamscape* show.

#### Don & Mike Suit Settled

The invasion of privacy suit was filed after the syndicated duo aired a conversation between two Sacramento-area sisters. After the "Jané Doe" who filed suit believed she was no longer on the air, she talked to her sister about her sexual practices ... to a national audience. To settle the suit, affiliate KHTK/Sacramento will issue an on-air apology, and both the plaintiff and a Sacramento women's organization will receive an undisclosed financial settlement. The settlement is final, and the suit is now considered closed. KHTK management did not return ST's calls.

Jacor's LMA of L.A.-area simulcast **KACD-FM & KBCD-FM** took effect Monday (10/12) at noon. The station dropped its "Groove" Dance format for a temporary simulcast of Jacor's KIIS. Expect a new format — **ST** hears rumblings of Adult Alternative — to debut next week.

Later that day, Chancellor's **KXPK/ Denver** dropped Adult Alternative for a mainstream Alternative format, ditching some adult titles like Chris Isaak and adding harder rock artists like Marilyn Manson. Programming is still being handled by SBR's Scott Strong, and the station is currently running jockless.

And since things happen in threes ... Tuesday evening, Clear Channel signed on start-up **WQSH/Louisville** as a Pop/Alternative under PD **Karen Rite**, formerly APD/MD at **WMXB/Richmond**. 'QSH is debuting with 10,000 commercial-free songs in a row.

#### Buzz, Sari-Out Of The Loop

WLUP/Chicago lost two personalities this week: After almost a year flying solo as the Loop's morning man, 18-year station vet **Buzz Kilman** left, reportedly to rejoin longtime partner Jonathon Brandmeler. A deal to reunite Kilman and Brandmeler, whose show airs on both **WCKG/Chicago** and **KLTX/L.A.**, could come as early as this week. Kilman is replaced by afternoon driver **Steve Downes** (formerly of **KLOS/L.A.** and the syndicated *Rockline*). Meanwhile, nighttimer **Sari Zalesin** jumps to

Continued on Page 62

#### Rumors

- Will former WKTU/NY Research Director Anthony Iannini launch a new CHR/Pop in Ocean City, MD in the very near future?
- WDRV/Pittsburgh PD **Chris Shebel** exits the Hot AC. Is he about to land another PD gig in a top 15 market?
- Will former KROX/Austin MD "L.A." **Lloyd Hocutt** resurface as PD at crosstown Capstar Alternative **KFMK**?

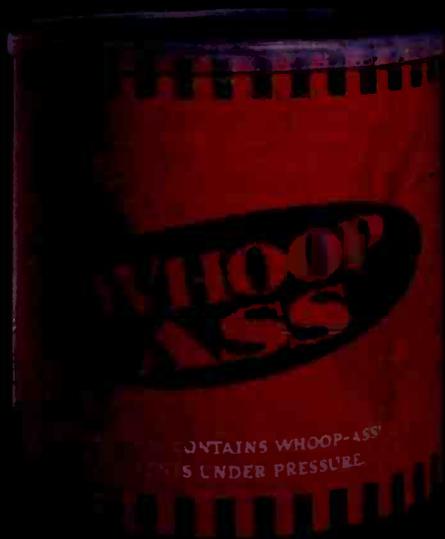
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## STREET TALK®

Continued from Page 60

crosstown Classic Rocker WXCD for weekend/swing duties.

In other Windy City action, ABC debuted **ESPN Radio 1000** on the former WMVP/Chicago Monday morning (10/12). The morning show is a two-city affair: Lou Canellis will be in a Chicago studio, with co-hosts Tony Bruno and Bob Golic joining him from ESPN HQ in Bristol, CT. The station's other local show reteams Harry Teinowitz and Spike Manton, both joining from crosstown WCKG.

Catholic Radio Network planned to close today (10/16) on its \$57 million purchase of 10 radio stations from CBC. CRN has not yet announced the format(s) it plans to air on its new acquisitions.

To increase awareness of breast cancer, **Debbie Rich** — wife of KMXZ (Mix 94.9)/Tucson PD/morning co-host Bobby Rich — had her first mammogram performed live on her husband's show last Monday (10/12).

### Rogers Ready To Blow This Joint?

WQAM-AM/Miami talk host **Neil Rogers** may be ready to pull the plug on his local TV show, *Neil At Night*. The program, a Stern-like look into Rogers' midday show, has been running weeknights at 10:30pm on WAMI-TV. But Rogers is furious over what he feels is censorship — WAMI refuses to run any shows in which Rogers displays a postcard he brought back from Amsterdam. The offensive image? A pair of lips clamped down on seven

### Rumbles, Pt. 1

- KBAY-FM & KEZR-FM/San Jose GM **David Burke** will leave at the end of the month to take a sales management post at KHOW/Denver.
- Former WSNE/Providence PD **Scott Keith** is named PD at Hot AC KALZ/Fresno.
- KPWR (Power 106)/L.A. elevates Music Coordinator **Emmanuel "E-Man" Coquia** to MD.
- Rhythmic Oldies replaces AC on WJDX/Jackson, MS.
- KRSQ-FM/Billings, MT APD/MD **Scott Jordan** rises to PD.
- Consultant **Dave Lange** is set to take a position with Capstar's programming team. He will continue to be based in the Midwest.
- KALC/Denver afternoon driver **Bo Reynolds** rejoins KZLA/L.A. for mornings.
- Alternative **WNFZ/Knoxville** adds the syndicated *Mancow's Morning Madhouse*.
- **WFI-AM/Columbus, OH** replaces Don Imus in mornings with Bloomberg Radio's business news programming.
- Alternative **WHTG/Monmouth-Ocean, NJ** PD **Rich Robinson** exits; **Mike Sauter** is interim PD.
- **WPOC/Baltimore MD** **Todd Berry** has been promoted to APD.
- **WVYB/Daytona Beach** PD **Calvin Hicks** exits and is replaced by afternoon driver **Fargo**.
- The calls at Clear Channel's new CHR/Pop in West Palm Beach officially switch from WXFG to **WLDI**.
- **Scrap Jackson** joins **WWXM/Myrtle Beach, SC** as OM. Former **WDYA/Fargo, ND** MD/nighttimer **Kosmo** joins as MD/nighttimer, replacing **Marty Callahan**.

marijuana butts. While WAMI's **Matti Leshem** told the *Miami Herald* the station "would never censor this guy," Rogers accuses the station of "rendering most of my stuff unintelligible and unfunny."

A plane being used for Metro Traffic reports crashed in Bowie, MD Tuesday morning (10/13), killing the pilot and severely

Continued on Page 64



**FLAT AS A VANCEAKE** — When it comes to its station vans, **KIOZ/San Diego** is an equal-opportunity abuser. After running their vehicle ragged in traffic, they decided to dispose of it by running it into the ground ... literally! The station hoisted it a thousand feet into the air, then dropped it onto a grid of 105 squares, each assigned to a listener who qualified on-air. The listener whose square became the van's burial ground won a new '98 Firebird.



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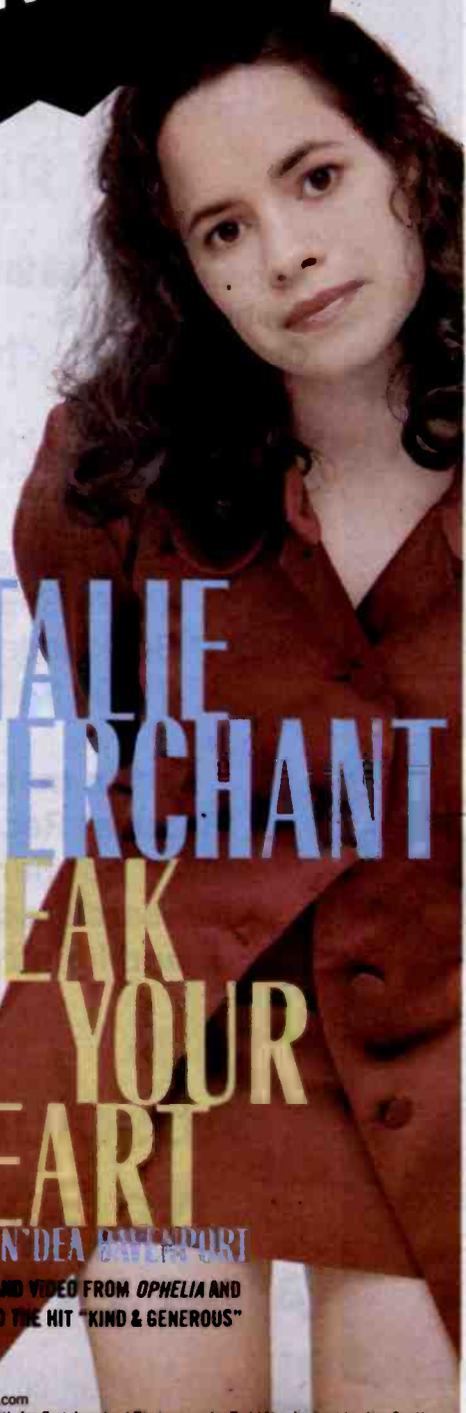
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## Records

- 550 Music Sr. VP/Artist Development **Vince Bannon** adds similar duties at Epic Records.
- Former Curb/Universal VP/Promotion **Garrie McDowell** has segued to the VP/Promotion job for sister label MCG/Curb. McDowell shares promotion responsibilities with present MCG/Curb VP Jeff Hackett.
- **Fox Music** elevates **Robert Kraft** to VP.
- Former Interscope alternative promo queen **Lynn McDonnell** joins Time Bomb Records, starting November 2.
- Elektra Entertainment Group elevates **John Stewart** to Director/National Alternative Promotion, but he'll go by his actual name, **John Biondolillo**. He succeeds **Peter Rosenbloom**, who segues to Arista Records.

Continued from Page 62

injuring traffic reporter **Rob Edgar**. Edgar, who was supplying traffic to WMZQ/Washington, was listed in critical condition on Tuesday.

### The Secret Of Their Success!

What keeps listeners tuned in to WDVE-FM/Pittsburgh each morning? Could it be the chemistry between co-hosts **Scott Paulsen & Jim Krenn**? Their charisma? Their sense of humor? News and traffic reports? Not! It's the *National Enquirer*! The pair comes clean in the tabloid's Oct. 20 edition, telling the paper, "The first thing we look for each week is the *Enquirer* ... it has the outstanding ability to gather and write stories that appeal to all of us." In fact,



**PROMO OF THE WEEK** — Sells like teen spirit: To herald the arrival of teen artist **Britney Spears**, *Jive* sent programmers an inflatable backpack containing a few items that young ladies Britney's age just can't live without: a compact, scented lip gloss, and a cassette sampler of Britney's self-titled debut.

RADIO RECORDS



**1**

- **Phil Quartararo** named Warner Bros. President.
- **Eric Neumann** appointed Capstar Sr. VP.
- **Marc McCoy** becomes KFBK & KSTE/Sacramento VP/GM.
- **John Cook** returns to KHKS/Dallas as OM.
- **Bruce Gilbert** grabs the KTCK/Dallas PD chair.

**5**

- **Westwood One** acquires **Unistar**; **Infinity Broadcasting** buys a portion of WW1, with **Mei Karmazin** accepting CEO duties.
- **Carl Hirsch** launches **OmniAmerica** with a Columbus duopoly (WHOK & WRVF) and purchases WMJW/Cleveland for \$14 million.
- **Jon Robbins** rolls to WLLZ/Detroit as PD.
- **Jerry Bobo** tapped as VP/Sales of KRLD/Dallas.
- **Ken Johnson** named PD/morning man of WILD/Boston.

**10**

- **Tony Kidd** recruited as PD of WBMX/Chicago.
- **Dean Tyler** promoted to OM of WPEN & WMGK/Philadelphia.
- **Mark Klose** upped to PD of KSD/St. Louis.
- In New York, **66 WNBC** becomes **WFAN**.

**15**

- **Marty Greenberg** named President of Duffy Broadcasting.
- **Bob Garrett** tapped as KHTR/St. Louis PD.
- **Don Geronimo** joins WBBM-FM/Chicago for nights.
- **Wild Rumor o' the Week: WPLJ/New York** to change calls to WABC-FM?

**20**

- **Stanley Spero** scores VP/Programming of Sports for Golden West Broadcasting.
- **Richard Bartell** becomes GM of KMJC/San Diego.
- **Charlie Cook** chosen PD of WGBS/Miami.
- **Ron Rodrigues** joins KMPC/Los Angeles as Music Coordinator.
- Greater Media buys **KHTZ/Los Angeles** for \$4 million.

**25**

- **Neil Bogart** resigns as President of Buddah Records.
- **Grateful Dead** inaugurate own label.

Paulsen — in a shocking revelation — blows the lid off radio's dirty little secret: "What people don't realize is that the *Enquirer* is standard fare in probably every radio station in the United States."

If you have StreetTalk, call the R&R News Desk at (310) 788-1699 or e-mail [jaxstrod@ronline.com](mailto:jaxstrod@ronline.com)

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R&R Alternative **6** - **5**  
 Modern Rock Monitor 8\* - 5\*  
 Virtually Alternative  
 #1 Most Requested

Appearing on  
 Conan O'Brien  
 Friday October 16

**CAKE**

*Never There*

Top 10 or better:

- |      |      |
|------|------|
| KROQ | Q101 |
| Y107 | KDGE |
| 89X  | WXDG |
| WHFS | KNDD |
| WBCN | WFNX |
| 91X  | WXDX |
| WENZ | KNRK |
| KWOD | KXRK |
| WMRQ | WKDF |
| WRXQ | KFMA |
| KTEG | WARQ |
| WRXR | KLZR |
| KJEE | WBTZ |



Active Rotation

The debut single and video from the album  
*Prolonging the Magic*

Produced by John McCrea. Arranged by CAKE, Ben Lorus, Tyler Pope, Chuck Prophet, Jim Campilongo, Greg Brown and Joe Enoos. Mixed by Mark Goodham except "Never There" and "where would I Be?" mixed by Kirt Shearer and Craig Long.  
 Management by Bonnie Simmons, Oakland, CA  
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 Distributed by Polygram Group Distribution.  
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# newsboys



## Entertaining Angels

the new song from the album **step up to the microphone**

Early Add  
at  
KHMx / Houston

produced by Peter Furler



STAR SONG



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# newsboys



STEVE WONSIEWICZ

## Pop/Alternative Revisited

□ The format's evolution provides promo bonanza for record companies

Pop/Alternative is back on my radar screen for a couple of reasons. The first is that a load of releases — some brand-new, some now just getting crossed over — from alternative-based artists have either just found their way or have set up camp on the Hot AC Top 30 chart. The second is that I am intrigued by the inroads a small, relatively new independent label is making with an act at the format.

My first column about the growing number of Pop/Alternative stations first appeared in R&R on May 31, 1996. That date was significant because it was around the time a trio of pioneering Pop/Alts — KYSR/Los Angeles, KFMB-FM/San Diego, and KALC/Denver — were celebrating their one-year anniversaries in the format.

Much has changed since that time. Lilith Fair wrapped up its second — and biggest — year, scads of new Pop/Alt stations have appeared on the dial, and existing Pop/Alternatives have rejiggered their playlists. All of this has changed the texture of the chart. At the end of September, Aerosmith stands out in the Hot AC top 10 as the only act that hasn't at some time been labeled "alternative." Compare this to the end of the first quarter of this year, when Savage Garden, Celine Dion, Billie Myers, and Eric Clapton were among the artists who had top 10 Hot AC songs. That's about the same as it was at the time of my May 1996 column, when Dion, Mariah Carey, and the Tony Rich Project were top 10 stars.

□ Since Pop/Alt is narrower as to what it can play, they have to go deeper on the artists because the universe of artists is smaller.

—Danny Buch

Given the changes, I talked with a handful of label execs to see what the consensus was about Pop/Alternative these days. How are promo chiefs viewing the critical mass of stations when it comes to crossing artists, rolling out new releases from superstars or baby acts, or relaunching the careers of veteran acts?

In my earlier write-up, the labels talked about how programmers were just beginning to jump on older-demo appealing, alt-based records. On the flip side, programmers spoke



Dave Loncao

about being in a growth phase and building came and declared that the sonic limits were acts like the Dave Matthews Band. One promo vet who's bullish on the future outlook for Pop/Alternatives is RCA Records VP/Promotion & Field Development **Dave Loncao**, whose label has benefited big-time from the format's voracious appetite for adult alternative music, including even roots rock-based acts like Bruce Hornsby. In fact, RCA has been able to capitalize on Pop/Alt's need for balance when it comes to working Hornsby's new single.

"Just about every station on the Hot AC panel plays Bruce Hornsby, and that's been true for over a decade. Rock stations used to play his music, but over the past five or six years he slowly became less of a factor, except at heritage stations like KSHE/St. Louis. But we've never had a Hornsby record during the new format. And in setting up 'Great Divide' at a number of formats and looking at stations we considered to be drivers on this, we found an awful lot of people at the format who were excited about the record."

### Pop/Alt Flexes Music Muscle

Loncao admits Hornsby's new effort is more accessible for mainstream radio than previous releases. However, the format is still making its presence felt with the song. "His last couple of records seemed more to be vehicles to showcase his incredible musicianship and songwriting skills. This record has a bunch of songs that are much more tailor-made for radio than in the past. The new single is just a tremendous slice of Americana.



Danny Buch

"The new Pop/Alternatives are bolder, and they're commandeering more music. They're not as strict as they were in the past, and they're playing stuff I initially wouldn't have expected them to play."

Atlantic Records Sr. VP/Promotion **Danny Buch** shares many of Loncao's views. In addition to re-establishing veteran acts, Buch adds to Pop/Alt's cachet its ability to sustain the careers of rising stars. That's because the format has matured in one all-important way: ratings. Given past history, the new Pop/Alt sign-ons have a great chance of ratings success.

"If you look at some of these markets, Pop/Alternatives are among the top stations. Stations like KYSR are very entrenched and have been playing these artists for a while. Getting airplay on these stations helps you sustain and perpetuate the careers of artists like Hootie & The Blowfish. It's going

□ One thing that's interesting to see is that the retail industry is now treating Pop/Alternative as a known commodity. If you can get a record on enough stations and in high enough rotation, they'll take notice.

—Stephen Prendergast

to help us when the new Jewel record comes out."

Buch also gives the format a thumbs up for helping keep records alive. "Look at how they've been supporting Edwin McCain." While one obvious Pop/Alt benefit is its ability to serve as a bridge to cross-over airplay at CHR, there's another key factor that's emerged over the past couple of years: Proponents say that, because the format is more narrowly defined, stations end up supporting second, third, or even fourth singles to a larger degree than CHR.

"Pop/Alternative is a niche format," continues Buch, "whereas Top 40 has such a huge musical gene pool. Since it is narrower as to what it can play, they have to go

□

The new Pop/Alternatives are bolder, and they're commandeering more music. They're not as strict as they were in the past, and they're playing stuff I initially wouldn't have expected them to play.

—Dave Loncao

deeper on the artists because the universe of artists is smaller."

Buch sites deregulation as the prime mover behind more Pop/Alts signing on in recent years. "Having two or three station groups dominating a market encouraged the proliferation of a number of these stations, because there was no need for three mainstream Hot ACs or Rock stations slugging it out."

### Indies & The Retail Angle

While the majors have certainly had a field day at the format, small labels are now beginning to make inroads.



Stephen Prendergast

One of those is Los Angeles-based Squint Entertainment, a new outfit owned by Gaylord Entertainment.

Comments VP **Stephen Prendergast**. "One thing that's interesting to see is that the retail industry is now treating Pop/Alternative as a known commodity. If you can get a record on enough stations and in high enough rotation, they'll take notice. While stations in the format may not be new, the format is relatively new to retail, so they're just getting to know what it means to their buying audience. They don't necessarily have end-cap positions with these stations like they do with a heritage rocker.

"We just got on Musicland's national developing artist program for November with our band Sixpence None The Richer. That was based on what they saw happening at the stations that are playing the single 'Kiss Me.' They came right out and said, 'Now we see the spins and that it's an alternative record that leans female.'"

A year ago that probably wouldn't have happened, says Prendergast. "It really wasn't until Lilith took hold and people could see that it wasn't a fluke, that there was a real listening audience that bought records."

Prendergast agrees with Buch that Pop/Alternative can play a pivotal role in keeping an artist's music alive. He should know. The label worked Alternative and Adult Alternative on the single and picked up a smattering of stations earlier in the year. Most have now



Peter Napoliello

backed off the cut. Pop/Alt is giving the record a new lease on life.

For indies like Squint that don't have the promo clout of the majors, Pop/Alternative is a godsend. Indies can play the bridge game and ready a song for CHR, but they can also use Pop/Alt results to revisit Alternative and Adult Alternative thanks to the awareness and familiarity created by those stations. Not surprisingly, Squint plans to reservice Sixpence at Alternative and AA.

Another bonus for the small guy: There are very few track acts

□ The format is more prone to branding its stations to artists. That not only gives you more impressions, but the DJs get more involved with what the artist is doing.

—Peter Napoliello

getting airplay at the format. "Most of the acts are real; they're definitely players who can perform."

The proliferation of Pop/Alternatives, notes A&M Records Sr. VP/Promotion **Peter Napoliello**, is a boon to the label's sales efforts. "If you can go from Alternative to Top 40 and Pop/Alternative, you can get to those active buyers quicker, which in turn helps you build sales and audience awareness in the market because of multiple impressions."

Lastly, as Pop/Alt continues to mature, Napoliello is encouraged by its growing ability to brand and image artists. "The format is more prone to branding its stations to artists. That not only gives you more impressions, but the DJs get more involved with what the artist is doing. They'll do things like talk about why they like certain songs. It's almost like the old FM radio in that regard."

Nevertheless, Napoliello says the format can't rest on its laurels. "They're in a good place, and all the arrows are pointing in the right direction. But they have to continue to prove themselves and make the audience aware of their importance. They could easily go away, because it's tough to compete with the powerhouse Top 40s and Alternatives that are constantly on the street."

# RR LAUNCHING PAD

## Spears Hooks CHR With '... Baby One More Time'

Add Britney Spears to Jive Records' roster of teen pop acts crashing through at radio. The singer's debut single, "... Baby One More Time," landed an impressive 73 adds its first week at CHR/Pop, good enough to make it the No. 1 Most Added record at the format. Among the stations lining up to support the track are KIIS/Los An-

ges, KZQZ/San Francisco, KHKS/Dallas, WXKS/Boston, WWZZ/Washington, WHYI/Miami, WFLZ/Tampa, WZJM/Cleveland, WKFS/Cincinnati, KMXV/Kansas City, KSLZ/St. Louis, and KHTS/San Diego. Also reporting the song are CHR/Rhythmics WDRQ/Detroit, KLUC/Las Vegas, and WBTT/Dayton.

After a trip to Sweden to work with Martin, Fenster also partnered Spears with Eric Foster White, who contributed a handful of songs. As for setup, Jive took Spears

in mind from the beginning, and fortunately he got it too. We wanted the right people to make a great pop record with an R&B lean to it, and that's what they've done."

records. "That was key," says Satter. "She has a fresh pop record that has some attitude and edge to it, and it really fits in with what radio needs right now."

At dance-leaning CHRs like KZQZ/San Francisco, the single fits like a glove, says PD Mark Adams. "The bulk of our playlist is made up of acts like Robyn, Real McCoy, and 'N Sync, and Britney fits perfectly in that vein. There's not a lot of music similar to her record, and that's even better. It's a great song with a great hook that fills our needs very nicely. The first week we put it on, it immediately was top five requests."

Adams says the meet-and-greet also went a long way in reinforcing their belief in the song. "She came by about two or three weeks before the release, so we had a chance to meet her and find out what she's all about. It solidified in our minds our feeling that it was going to happen."

More-mainstream CHRs like KHFI/Austin are also having success with the single. PD/MD Leslie Basenberg notes, "It's a great straight-ahead pop song, and she has a great voice. It's also up-tempo, and that helps a lot as well. But it's also nice to have a record we can call our own. It's been a while since we've had songs like this from a female artist."

While the airplay continues to unfold, Spears embarks on a national tour on November 11 in Orlando, opening for 'N Sync. That tour goes into 1999.

Spears' self-titled album hits retail on January 12. The single will be in stores on October 23.



Britney Spears

After a trip to Sweden to work with Martin, Fenster also partnered Spears with Eric Foster White, who contributed a handful of songs. As for setup, Jive took Spears

on an extensive meet-and-greet. The singer's resume of the Disney Channel, advertising work, and off-Broadway performances went a long way in winning over programmers. Jive Sr. VP/Promotion Jack Satter recalls, "The stations fell in love with her. She's very personable and won over a lot of people."

What also benefited Jive is that "... Baby One More Time" was released at a time when there was a dearth of up-tempo female-vocal records. "That was key," says Satter. "She has a fresh pop record that has some attitude and edge to it, and it really fits in with what radio needs right now."

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**THE ISLANDERS ARE ALRIGHT** — Island Records execs and Local H celebrate after the alternative rock act's sold-out performance at the Bowery Ballroom in New York. The group is currently enjoying *Alternative, Active Rock*, and *Rock* airplay with the song "All The Kids Are Right," the lead-off single from its third album, *Pack Up The Cats*. Pictured (l-r) are Island VP/A&R Joe Bosso, Local H managers Peter Freedman and Steve Smith, Local H members Scott Lucas and Joe Daniels, and Island Chairman Davitt Sigerson and GM Pat Monaco.

## MUSIC NEWS & VIEWS

### Jewel's *Spirit* Rises 11/17

Atlantic Records has set November 17 as the in-store date for Jewel's highly anticipated album *Spirit*, the follow-up to her multiplatinum disc *Pieces Of You*. Jewel wrote every song except the lead-off single, "Hands," which was co-written with producer Patrick Leonard. Recorded at Groove Masters and Oceanway Studios in Los Angeles, the album includes performances by Jude Cole, Ednaswap bassist Paul Bushnell, and Red Hot Chili Peppers bassist Flea, who appears on the song "Barcelona." "Hands" has already been serviced to radio.



Jewel

### Child Lands Universal Label Deal

Universal Records has inked a marketing and distribution deal with the new label formed by celebrated hit-maker Desmond Child and his longtime manager Winston Simone. Called *Deston Entertainment*, the label will release its first music in early 1999 with a debut album by Jason Raize, who's currently the lead actor in the Broadway musical *The Lion King*. Child has penned such hits as "Where Your Road Leads" (Trisha Yearwood/Garth Brooks), "Livin' On A Prayer" (Bon Jovi), "Kiss The Rain" (Billie Myers), "How Can We Be Lovers" (Michael Bolton), and "Dude Looks Like A Lady" (Aerosmith).

### Pearl Jams Live By Year End

Nothing's official, but word is that Pearl Jam's first live album could be released by November 24. The new disc reportedly will feature about 15 tracks of mostly greatest hits recorded during its most recent tour in support of the album *Yield*. Word first surfaced of a live recording on Sony/Germany's website.

Jonathan Richman, whose career received a nice jump-start thanks to his work as the troubadour in the blockbuster comedy *There's Something About Mary*, is about to release a new album and embark on a national tour. The new disc, *I'm So Confused*, was produced by Cars' frontman Ric Ocasek and will be released in mid-October. The former Modern Lovers frontman kicks off his tour on October 22 in Boulder, CO.

Odds 'n' sods: Oasis' website reports that Noel Gallagher is "currently working on several new tracks in a studio outside London." The site says that it is "unknown when the results of these sessions will be released" ... Look for David Bowie to begin preliminary work on his next album shortly ... Rock act Pushmonkey has landed an appearance in an episode of the Fox TV series *Melrose Place* that will air the first week of December. The band will perform the song "Handslide" from its forthcoming self-titled debut *Arista* album ... The original members of *Bad Company* will include new material for a planned boxed set to be released in early 1999.

Concert update: Look for Hole to embark on a national tour early next year in support of its new album, *Celebrity Skin* ... Shawn Mullins has landed the opening slot on Chris Isaak's national tour, which kicks off on November 3 in Minneapolis, ... The Deftones set out on their "House Of Fur" tour on November 4 in Los Angeles. Supporting is Pitchshifter ... Aerosmith will offer its October 17 concert in Holmdel, NJ live over the Internet. Jack Douglas, who produced the band's new live album, will mix the audio feed. Producers Live On Line will direct the webcast, which will feature cameras on all bandmembers.

# R&R TOP 20

OCTOBER 16, 1998

LW	TW	ARTIST/TITLE (LABEL)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	1	<b>BARENAKED LADIES</b> One Week (Reprise)	1764	1764	38/0
2	2	<b>ALANIS MORISSETTE</b> Thank U (Maverick/Reprise)	1533	1418	40/0
3	3	<b>EAGLE-EYE CHERRY</b> Save Tonight (Work)	1482	1439	38/0
4	4	<b>GOO GOO DOLLS</b> Iris (Warner Sunset/Reprise)	1478	1563	34/0
5	5	<b>SHERYL CROW</b> My Favorite Mistake (A&M)	1442	1452	41/0
6	6	<b>HOOTIE &amp; THE BLOWFISH</b> I Will Wait (Atlantic)	1365	1440	38/0
7	7	<b>SHAWN MULLINS</b> Lullaby (Columbia)	1247	1175	39/0
8	8	<b>SEMISONIC</b> Closing Time (MCA)	1156	1133	30/0
9	9	<b>BRIAN SETZER ORCHESTRA</b> Jump Jive An' Wail (Interscope)	1152	1268	37/0
10	10	<b>MATCHBOX 20</b> Real World (Lava/Atlantic)	1100	1212	31/0
11	11	<b>EVERYTHING</b> Hooch (Blackbird/Sire)	1055	1122	31/1
12	12	<b>THIRD EYE BLIND</b> Jumper (Elektra/EEG)	1047	1032	36/0
13	13	<b>GOO GOO DOLLS</b> Slide (Warner Bros.)	856	775	34/2
14	14	<b>NATALIE IMBRUGLIA</b> Wishing I Was There (RCA)	834	920	23/0
15	15	<b>AEROSMITH</b> I Don't Want To Miss A Thing (Columbia)	823	881	20/0
16	16	<b>NATALIE MERCHANT</b> Kind & Generous (Elektra/EEG)	793	915	25/0
17	17	<b>FASTBALL</b> The Way (Hollywood)	779	816	24/0
18	18	<b>JEWEL</b> Hands (Atlantic)	716	—	37/36
19	19	<b>FASTBALL</b> Fire Escape (Hollywood)	693	547	32/2
20	20	<b>DAVE MATTHEWS BAND</b> Stay (Wasting Time) (RCA)	638	748	17/0

This chart reflects airplay from October 5-11. Songs ranked by total plays. Contributing stations combine from the Custom Chart function on R&R ONLINE. © 1998, R&R Inc.

# PERSPECTIVE

BY

Jeff McHugh



As a Pop/Alternative PD, the absolute favorite part of my job is our weekly two-hour music meetings. Call me crazy, but I can't wait to get into that Monday 8am meeting.

We thoroughly cover basics like callout, sales requests, information from networking with other stations, and charts. The fun part, however, is experiencing the passion people have for the music.

Morning show members sometimes come downstairs during breaks to weigh in with their opinions. There are times you can hear our Promotion Director yelling from down the hall that she hates...or likes...a certain song. I pay attention to the comments from our hip twenty- and thirtysomething salespeople as they pass by.

After pouring over the data, I ask people like MD Doug McKnight how they personally feel about new songs under consideration. Words like "kick-ass" get my attention.

If we add a song that turns out to be a stiff, we take the CD out of the studio and tack it to the ceiling in my office. It's a visual reminder that allows us to playfully ridicule those who originally championed the song. I pay attention if my associates feel strongly enough about a song to say that it "won't end up on the ceiling."

Passion is the key to programming Pop/Alternative. If you're not having fun programming, it's time to probably admit that you're not hearing it.

Jeff McHugh, PD, 107.3, Albany, NY. Formerly, New York, Greensboro.

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



## New & Active

**EVE** Inside Out (RCA)  
Total Plays: 619, Total Stations: 28, Adds: 1

**U2** Sweetest Thing (Island)  
Total Plays: 475, Total Stations: 29, Adds: 5

**MATCHBOX 20** Back 2 Good (Lava/Atlantic)  
Total Plays: 359, Total Stations: 17, Adds: 1

**SIXPENCE NONE THE RICHER** Kiss Me (Squint)  
Total Plays: 357, Total Stations: 18, Adds: 2

**SARAH MCLACHLAN** Angel (Warner Sunset/Reprise/Arista)  
Total Plays: 283, Total Stations: 17, Adds: 4

**R.E.M.** Daysleeper (Warner Bros.)  
Total Plays: 260, Total Stations: 21, Adds: 11

**BRUCE HORNSBY** Great Divide (RCA)  
Total Plays: 203, Total Stations: 13, Adds: 0

**EVERCLEAR** Father Of Mine (Capitol)  
Total Plays: 188, Total Stations: 15, Adds: 6

**DAVE MATTHEWS BAND** Crush (RCA)  
Total Plays: 180, Total Stations: 15, Adds: 5

**NEW RADICALS** You Get What You Give (MCA)  
Total Plays: 174, Total Stations: 7, Adds: 1

Songs ranked by total plays

## Contributing Stations

KPEK/Albuquerque, NM (HAC)  
KANDL/Austin, TX (HAC)  
KLLY/Salt Lake City, UT (HAC)  
WQSM/Boston, MA (HAC)  
WLCE/Buffalo, NY (HAC)  
WLNK/Charlotte, NC (HAC)  
WTRD/Chicago, IL (HAC)  
WXEG/Detroit, MI (HAC)  
KALC/Denver, CO (HAC)  
WPLT/Detroit, MI (HAC)  
KYSR/Fresno, CA (HAC)  
WRIS/Greensboro, NC (HAC)  
WZLZ/Greensboro, NC (HAC)  
KQZM/Kansas City, MO (HAC)  
KXKB/Las Vegas, NV (HAC)

KYSR/Los Angeles, CA (HAC)  
WPNT/Milwaukee, WI (HAC)  
KOSO/Milwaukee, WI (HAC)  
KCDU/Montevideo, MN (HAC)  
WYTE/Norfolk, VA (HAC)  
KYIS/Oklahoma City, OK (HAC)  
WSHE/Orlando, FL (HAC)  
WPLY/Philadelphia, PA (HAC)  
WIXON/Philadelphia, PA (HAC)  
KZON/Phoenix, AZ (HAC)  
KZZP/Phoenix, AZ (HAC)  
WDRY/Pittsburgh, PA (HAC)  
KBBT/Portland, OR (HAC)  
WDCB/Raleigh, NC (HAC)  
WZNE/Rochester, NY (HAC)

KZZD/Sacramento, CA (HAC)  
WVRV/St. Louis, MO (HAC)  
KENZ/Salt Lake City, UT (HAC)  
KFMG/San Diego, CA (HAC)  
KRLZ/Santa Barbara, CA (HAC)  
KMHZ/Santa Rosa, CA (HAC)  
WHPT/Tampa, FL (HAC)  
WSSR/Tampa, FL (HAC)  
KZPT/Tucson, AZ (HAC)  
WMBL/West Palm Beach, FL (HAC)  
WXLQ/Worcester, MA (HAC)

42 Total Stations

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

# SIXPENCE NONE THE RICHER

New At:

WVRV/St. Louis WSHE/Orlando WLLC/Charleston  
WKSE/Buffalo WQSM/Fayetteville KLCA/Reno  
WOMP/Wheeling and more

Pop/Alternative #5 New & Active **31**

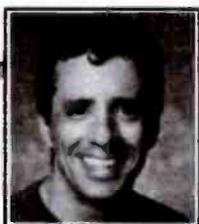
357 Spins (+26)

Hot AC #6 New & Active

KLLC (45x) WPNT (44x) WPLT (23x) KENZ (32x)  
KCDU (25x) WLCE (25x) WKZL (21x)

Radio remix by Ben Grosse www.squinterland.com





TONY NOVIA

## 21st Century America

■ **Interrep study offers radio the opportunity to stay ahead of the curve**

By Michelle Skettino and Maria Pirner

Interrep's latest study, "America In The 21st Century," provides radio programmers and marketers alike many insights into how the United States will look and feel in the next 25-50 years. Although no one has a crystal ball, one can draw some implications as to how ethnic composition changes might impact radio. At the very least, it can give us a sense of the environment we all might be living and working in during the next several decades.

There are currently 270 million people living in the 50 states. Within the next half-century, that's expected to grow approximately 40% to just about 400 million people. While some may not be surprised

to learn that 80% of all adults live in metropolitan areas, it may shock you that almost 20% of the entire population lives within America's top 10 metros. That means one out of every five persons lives in Los Angeles, New York, Chicago, Philadelphia, Detroit, Boston, Houston, Atlanta, Dallas, or Washington, DC. Because of that fact, the top metros are getting more crowded. Thus, a



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tries to reach an entire metro area, the stations in the central cities do not fully reach the customers in those increasingly distant suburban areas.

More people will be on the road in the future, taking their children to school, running errands at the grocery store, going to the movies, dining out — just the basics of living. These tasks all afford a greater opportunity to listen to the radio, since the car is the primary location in today's society where people are listening.

### Sun Belt, West Coast Favored Places To Live

Growth in the 21st century points to Dixie and the Pacific. Since 1980, the South has grown 32%, while the West has increased 24%. The U.S. average growth since 1980 has only been 15%. California, Texas, and Florida will have the greatest net population gain in the next 50 years. California already has the largest population, but it's going to gain an *additional* 17 million people by 2025. That's like having the entire state of New York pack up and move to the Golden State. Most of this growth will be due to immigration and higher reproductive rates among certain ethnic groups.

Florida is also on track to unseat New York in total population and is expected to become third-ranked in 22 years. Since 1990, though, Nevada and Alaska have had the highest growth rates. The loss in population will not be nearly as high as the growth in population in the cities that are growing. How will these population shifts affect radio? Obviously, advertising dollars should follow the population flow. Increased dollars should start moving slowly to markets such as San Francisco, Seattle, San Diego, Atlanta, Houston, and Jacksonville.

Currently, three of every 10 Americans was born in another country — the highest rate we've seen since 100 years ago, when a huge wave of European immigrants arrived at New York's Battery Park for the first time. The fastest-growing ethnic groups a century later: Asians and Hispanics. The percentage of both of these groups is expected to more than double over the next few decades. This will, no doubt, have a great effect on the non-Hispanic Anglo population.

In the next 50 years, the ethnic composition of our country will be 52% non-Hispanic white, 8% Asian, 25% Hispanic, and about 14% African American. The implications for radio are fairly obvious. There will be a continued rise in Hispanic programming — not only Spanish-language formats such as Regional Mexican and Tropical, but also English-language programming that targets Hispanics (as seen in many markets with rhythmic Oldies and rhythmic AC for-



mats). Those formats will be aimed specifically at second- and third-generation Hispanics living in the U.S.

### Baby Boomers Strike Again

We've all been hearing about them — or us — forever. The baby boomers. Who are they? Today, boomers are those between 34 and 52 years of age who have been solely responsible for driving up America's median age in recent years. The median age in the U.S. is now 35. At this point, almost one in every three people in this country is a baby boomer. Just think what that's going to mean in terms of marketing to the musical tastes they will carry with them as they age.

An interesting and perhaps scary point is the fact that, in the next 50 years, we will have twice as many people over what we now consider to be retirement age. We will also have an echo effect from the baby boomers: Because all the baby boomers have been reproducing, there's a baby boomlet that is now between the ages of 4 and 10.

What does this mean in terms of programming? The audience is getting older, but they're not aging as fast as we think they are. Just 20 years from now, life expectancies are going to be up to 83 and 88

## Vallie-Richards' 12 Immutable Laws For Debuting Your Station

- Start with a vision, not with a format.
- Conceptualize. This includes the tangibles like the positioning statement, the product itself, etc., but also the stationality and overall essence.
- Have all players, particularly the decision-makers, on the same page, buying into and sharing the vision.
- Determine both on-air and off-air marketing strategy. Know the most unique message you have is being new.
- Know your audience target demo, gender, lifestyle, values.
- Build the product with discipline to high quality and a clear message.
- Understand you are an introductory product. Be new. Sound new. Delay being encumbered by the parameters necessary for a heritage station.
- Rotate the music with the priority being not democratic rotations, but to create clear and positive first impressions. The perfect rotations come later.
- Stay focused to the concept. The music should be tight (only the creme de la creme), and the talent and the production elements targeted.
- Be distinctive.
- Have real experts to guide you. Don't try this at home or alone.
- Have fun. Win

Supplied by Vallie-Richards Consulting, Inc

years, respectively, for males and females.

How will this impact advertising dollars? We expect ad dollars to follow the demography. This is the increase we've seen in recent years, from 1944-1996. A dip occurred in 1997, but this will probably pop back up. Even in 1996, only 7% of the radio ad dollars went to demos starting at 35 and going older.

The message here is that the advertising industry is generally slow to catch up to changes in the marketplace. Their marketers are quick to target their products to the changing demography, but they're slow to retarget their advertising. The majority of advertising dollars are still going for that broad 25-54 demo. Depending on your stations and who your target is, programmers should target more finely than that. But, for revenue's sake, 25-54 has been it for the last 20 years, and it's hardly changing. The message from a population standpoint, a changing demographic standpoint, and the way the revenue stream goes, is to keep focusing on those baby boomers. That's where the audience is, and that's where the money is.

### School And Work

In education, the conclusions are that one in every five Americans has at least a college degree. They have graduated college and have possibly gone on to graduate school. About the same number do not have a high school degree, while the rest of us either graduated high school or have some college experience. It's a very diverse educational profile, but it will change.

Occupation-wise, about two-thirds of our population is in the work force. They are mostly in white-collar occupations, professional, managerial, clerical, or sales positions. That accounts for about 60% of the work force. Women make up almost 50% of the work force, and that figure will continue to climb.

What's happening in the work environment? Major corporations

are increasingly offering their employees things like flex time. In a survey of over 1000 large companies, 72% of them are offering flex time to their employees, 64% are having people work part-time, and more than one-third are doing job-sharing. Another trend that's on a fast upward track now: compressed work schedules — being responsible for the same amount of work, but in fewer hours. Twenty-two percent are working at home, another area where a big increase has been seen. The at-home work force is the

**There will most likely be a shift in radio drive-times. Already, we have midday listening outdistancing afternoon drive in the top 10 metros.**

result of technology and the ease of availability of technology.

What are we going to see in radio listening patterns? There will most likely be a shift in radio drive times. Already, we have midday listening outdistancing afternoon drive in the top 10 metros. We're also going to see a real change in household composition, because fewer and fewer children will be living with two parents. In fact, from 1970-1995, we're already down to 70% of children living with two parents. That means that 30% of children in the country are living with only one parent. In the next seven years, it's expected that 50% of the population is going to be single.

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**In the next 50 years, we will have twice as many people over what we now consider to be retirement age. We will also have an echo effect from the baby boomers: Because all the baby boomers have been reproducing, there's a baby boomlet that is now between the ages of 4 and 10.**

continued spread to suburban areas in these markets should and will affect radio, thanks to longer commute times and added driving.

A rise in suburban radio stations that tailor their sales departments to meet local business needs will no doubt occur. One may also find that, on national buys where a station

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## EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES OCTOBER 16, 1998

CALLOUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the airplay week of September 21-27.

### CALLOUT AMERICA® Hot Scores

By KEVIN MCCABE

With the final quarter of 1998 in full gear, it won't be too long before R&R begins the annual process of calculating the year-end figures for Callout America. We can already disclose that "My Heart Will Go On" by Celine Dion (550 Music) will be on top as the year's biggest callout song, but you can also expect to see "Are You That Somebody" by Aaliyah (Atlantic) in the upper regions of the final Callout America chart. "Somebody" has ranked either No. 1 or 2 since its summer debut and this week as it reaches nearly 71% familiar it holds the top slot with a 3.96 total score.

"Daydreamin'" by Tatyana Ali (MJJ/Work) jumps 3.66-3.73 in total score and ranks No. 3 among women 25-34 — an impressive increase in that important demo. The former top five Rhythmic hit is showing all the right signs for strong pop appeal.

The recent pop and AC crossover success for a handful of today's hottest female Country performers has received well-deserved press in the nation's biggest and most influential newspapers. Articles appearing in *USA Today* and the *Los Angeles Times* quoted executives from radio and record labels that really pointed to the strength of the music in its new found universes. The bottom line is that its great for the Nashville community as well as the pop and AC formats. R&R is pleased that Callout America was right there in helping to identify the early pop success of hits by Curb's LeAnn Rimes and Mercury/Nashville's Shania Twain. This week the trend continues as Twain's second crossover hit "From This Moment On" ranks No. 6 overall with a 3.76. Sitting right below it is "This Kiss" by Faith Hill (Warner Bros.) — both were former No. 1 hits on R&R's Country chart.

### CHR/POP

TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)

TOTAL FAMILIARITY  
TOTALS BURN

### DEMOGRAPHICS

### REGIONS

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				DEMOGRAPHICS			REGIONS						
	TW	LW	2W	3W	TOTAL 12-17	WOMEN 18-24	WOMEN 25-34	EAST	SOUTH	MID-WEST	WEST			
AALIYAH Are You That Somebody? (Atlantic)	3.96	3.98	4.09	3.95	70.0	19.3	3.96	4.32	3.73	3.57	4.19	3.92	4.01	3.68
AEROSMITH I Don't Want To Miss A Thing (Columbia)	3.90	3.84	3.86	3.87	91.5	30.0	3.90	3.97	3.93	3.78	3.78	3.88	3.98	3.96
BARENAKED LADIES One Week (Reprise)	3.60	3.76	3.78	3.80	78.7	23.4	3.80	4.02	3.71	3.60	3.99	3.82	3.69	3.61
NICOLE Make It Hot (Gold Mind/EastWest/EEG)	3.79	3.82	3.86	3.84	38.6	7.0	3.79	3.88	3.66	3.54	3.75	3.98	4.05	3.31
EVE 6 Inside Out (RCA)	3.76	3.88	3.88	3.99	52.9	9.2	3.76	3.94	3.89	3.19	3.73	4.05	3.89	3.56
SHANIA TWAIN From This Moment On (Mercury)	3.76	3.92	3.56	3.68	45.4	8.2	3.76	3.49	3.95	3.80	3.66	3.65	4.08	3.62
FAITH HILL This Kiss (Warner Bros.)	3.75	3.77	3.82	3.69	73.7	17.4	3.75	3.82	3.83	3.63	3.71	3.96	3.70	3.61
WILL SMITH Just The Two Of Us (Columbia)	3.75	3.79	3.60	3.78	90.3	32.9	3.75	4.02	3.76	3.44	3.85	3.79	3.63	3.73
TATYANA ALI Daydreamin' (MJJ/Work)	3.73	3.66	—	—	49.8	11.6	3.73	3.70	3.74	3.76	3.83	4.04	3.38	3.66
MATCHBOX 20 Real World (Lava/Atlantic)	3.68	3.63	3.59	3.62	82.6	31.2	3.68	3.68	3.65	3.71	3.52	3.79	3.71	3.69
BACKSTREET BOYS I'll Never Break Your Heart (Jive)	3.67	3.73	3.67	3.64	85.0	27.5	3.67	3.90	3.48	3.59	3.67	3.78	3.52	3.75
EAGLE-EYE CHERRY Save Tonight (Work)	3.67	3.68	3.75	3.73	56.0	9.7	3.67	3.98	3.68	3.24	3.72	3.53	3.67	3.77
THIRD EYE BLIND Jumper (Elektra/EEG)	3.66	3.74	3.83	3.89	57.5	11.4	3.66	3.66	3.78	3.49	3.89	3.52	3.66	3.56
USHER My Way (LaFace/Arista)	3.63	3.57	3.69	3.69	65.5	22.2	3.63	3.78	3.56	3.39	3.66	3.69	3.63	3.55
BRANDY & MONICA The Boy Is Mine (Atlantic)	3.59	3.65	3.72	3.69	80.2	36.2	3.59	3.83	3.53	3.29	3.58	3.69	3.44	3.68
BRIAN SETZER ORCHESTRA Jump Jive An' Wail (Interscope)	3.56	3.37	3.43	3.56	73.9	21.5	3.56	3.64	3.43	3.61	3.68	3.56	3.66	3.35
MADONNA The Power Of Good-Bye (Maverick/WB)	3.53	3.38	—	—	50.0	10.4	3.53	3.49	3.66	3.43	3.68	3.36	3.61	3.48
ALL SAINTS Never Ever (London/Island)	3.52	3.74	3.65	3.51	72.5	18.1	3.52	3.63	3.44	3.46	3.41	3.65	3.59	3.40
FIVE When The Lights Go Out (Arista)	3.47	3.51	3.42	3.52	71.7	25.6	3.47	3.76	3.13	3.45	3.60	3.65	3.09	3.52
MONIFAH Touch It (Uptown/Universal)	3.45	3.55	3.54	—	31.9	9.9	3.45	3.49	3.74	2.97	3.35	3.44	3.47	3.51
JANET Go Deep (Virgin)	3.43	3.21	3.41	3.44	71.0	27.1	3.43	3.57	3.23	3.45	3.36	3.63	3.27	3.43
SHERYL CROW My Favorite Mistake (A&M)	3.43	3.40	3.16	3.31	49.8	12.6	3.43	3.60	3.42	3.28	3.40	3.49	3.33	3.50
'N SYNC Tearin' Up My Heart (RCA)	3.42	3.55	3.43	3.60	79.7	33.6	3.42	3.73	3.03	3.42	3.52	3.52	3.23	3.39
INOJ Time After Time (So So Def/Columbia)	3.41	3.47	3.47	3.44	68.4	19.1	3.41	3.75	3.32	2.96	3.41	3.35	3.32	3.56
JENNIFER PAIGE Crush (Edel America/Hollywood)	3.40	3.38	3.40	3.42	79.7	29.2	3.40	3.57	3.27	3.33	3.41	3.39	3.40	3.41
EVERYTHING Hooch (Blackbird/Sire)	3.39	3.29	3.31	3.46	47.3	16.9	3.39	3.36	3.49	3.28	3.53	3.00	3.56	3.50
HOOTIE & THE BLOWFISH I Will Wait (Atlantic)	3.34	3.31	3.15	3.15	50.2	14.3	3.34	3.33	3.18	3.49	3.29	3.19	3.33	3.51
ALANIS MORISSETTE Thank U (Maverick/Reprise)	3.26	—	—	—	55.6	14.5	3.26	3.22	3.31	3.25	3.29	3.40	3.84	3.31
PEN DAWN I Had No Right (Gee Street/V2)	3.26	3.16	—	—	28.3	8.3	3.26	3.36	3.29	3.18	3.13	3.18	3.20	3.43
NATALIE IMBRUGLIA Wishing I Was There (RCA)	3.19	3.21	3.08	3.31	69.6	25.8	3.19	3.26	3.08	3.22	3.25	3.31	3.20	3.63

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: Baltimore, Boston, Long Island, New York, Philadelphia, Pittsburgh, Providence, Washington, DC. SOUTH: Atlanta, Charlotte, Dallas, Houston, Miami, New Orleans, Norfolk, Orlando, Tampa. MIDWEST: Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis, St. Louis. WEST: Los Angeles, Portland, Salt Lake City, San Diego, San Francisco, Seattle. Songs are removed from Callout America after 20 weeks of testing. © 1998, R&R Inc.

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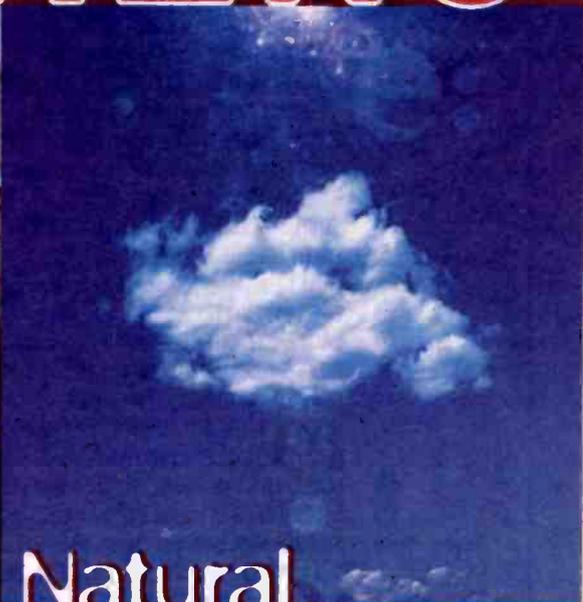
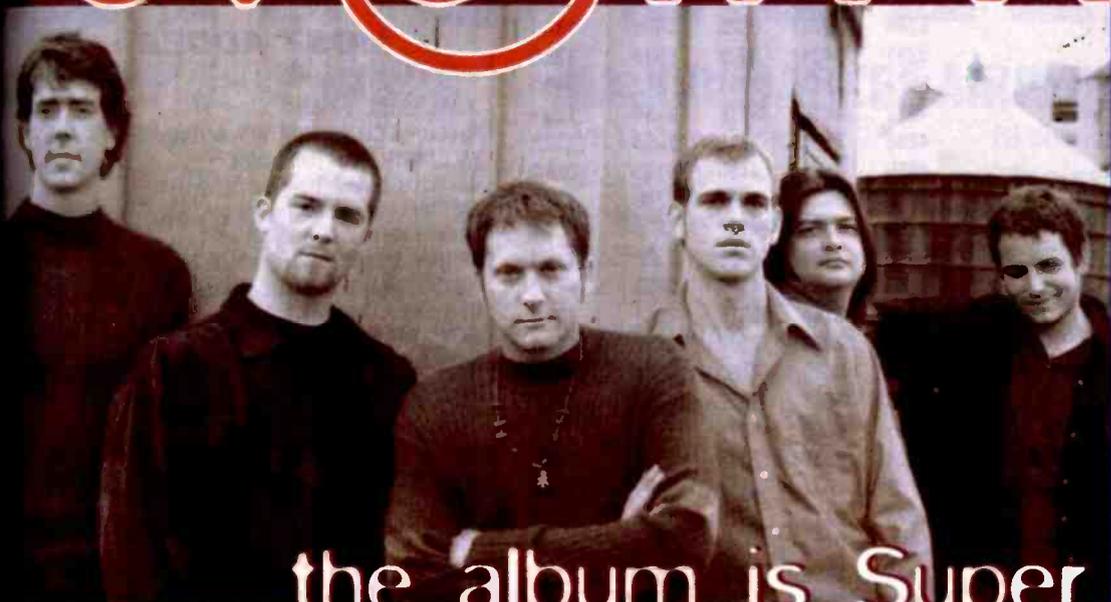
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WAPE 59x 561 TOTAL SPINS  
WDCG 48x 632 TOTAL SPINS  
WKRQ 76x 304 TOTAL SPINS  
WKSZ 40x 395 TOTAL SPINS  
WHOT 47x 199 TOTAL SPINS  
KRUF 56x 402 TOTAL SPINS  
WXXX 46x

WZNY 55x 425 TOTAL SPINS  
WNKS 53x 255 TOTAL SPINS  
WABB 59x 457 TOTAL SPINS  
WXLK 49x 360 TOTAL SPINS  
WIXX 40x 210 TOTAL SPINS  
WVKS 48x 310 TOTAL SPINS  
WYOY 52x 573 TOTAL SPINS  
KBKS 41x 288 TOTAL SPINS  
WNNK 31x

#### HOT AC "HOOCH" STORY:

WDRV 34x 440 TOTAL SPINS  
WBAM 49x 576 TOTAL SPINS  
WMXB 45x 373 TOTAL SPINS  
KSTZ 46x 305 TOTAL SPINS  
KPEK 48x 534 TOTAL SPINS  
KZZP 46x 529 TOTAL SPINS  
KBBT 67x 526 TOTAL SPINS  
WBMX 22x  
WRQX 22x  
WPTE 33x  
WTMX 29x  
KYIS 27x

WLNK 45x 312 TOTAL SPINS  
WSHE 28x 416 TOTAL SPINS  
WVAF 46x 132 TOTAL SPINS  
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KLLY 37x 343 TOTAL SPINS  
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3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	2	1	1	<b>BARENAKED LADIES</b> One Week (Reprise)	7830	7745	7449	7004	151/0
4	4	3	2	JENNIFER PAIGE Crush (Edel America/Hollywood)	6296	6575	6849	6757	139/1
5	5	4	3	BACKSTREET BOYS I'll Never Break Your Heart (Jive)	6291	6466	6359	5936	134/0
2	3	5	4	GOO GOO DOLLS Iris (Warner Sunset/Reprise)	6271	6396	6886	7091	132/0
1	1	2	5	AEROSMITH I Don't Want To Miss A Thing (Columbia)	6195	6632	7587	7994	135/0
7	6	6	6	ALL SAINTS Never Ever (London/Island)	5768	5973	5823	5498	136/1
6	7	7	7	'N SYNC Tearin' Up My Heart (RCA)	5261	5424	5672	5686	128/0
—	22	10	8	ALANIS MORISSETTE Thank U (Maverick/Reprise)	5072	4213	2881	342	148/1
16	12	8	9	AALIYAH Are You That Somebody? (Atlantic)	4840	4436	3976	3499	126/2
23	19	15	10	THIRD EYE BLIND Jumper (Elektra/EEG)	4243	3691	3319	2953	138/1
8	8	9	11	MATCHBOX 20 Real World (Lava/Atlantic)	4085	4431	4750	5138	110/0
19	15	13	12	SHERYL CROW My Favorite Mistake (A&M)	4036	3821	3633	3286	131/1
10	9	12	13	EDWIN MCCAIN I'll Be (Lava/Atlantic)	3958	4023	4142	4238	104/0
17	16	14	14	FAITH HILL This Kiss (Warner Bros.)	3918	3709	3568	3325	116/1
14	11	11	15	JANET Go Deep (Virgin)	3853	4065	4004	3705	121/1
22	20	—	16	EVERYTHING Hooch (Blackbird/Sire)	3408	3160	3076	2954	121/1
27	25	—	17	EAGLE-EYE CHERRY Save Tonight (Work)	3311	2894	2501	2257	115/1
11	14	18	18	NEXT Too Close (Arista)	3161	3475	3765	3872	86/0
9	10	16	19	SEMISONIC Closing Time (MCA)	3138	3661	4052	4353	95/0
12	13	17	20	HOOTIE & THE BLOWFISH I Will Wait (Atlantic)	3065	3606	3875	3782	99/0
24	23	20	21	BRIAN SETZER ORCHESTRA Jump Jive An' Wail (Interscope)	2924	2939	2805	2596	109/5
28	27	25	22	MADONNA The Power Of Good-Bye (Maverick/WB)	2762	2541	2337	1960	118/2
34	32	26	23	98 DEGREES Because Of You (Motown)	2675	2316	1929	1635	108/9
41	36	31	24	SHAWN MULLINS Lullaby (Columbia)	2660	2132	1538	878	119/10
15	17	22	25	WILL SMITH Just The Two Of Us (Columbia)	2533	2865	3450	3694	72/0
35	34	29	26	EVE 6 Inside Out (RCA)	2516	2185	1795	1580	106/1
33	31	27	27	MONICA The First Night (Arista)	2432	2238	2002	1651	109/5
30	29	30	28	PM DAWN I Had No Right (Gee Street/V2)	2205	2136	2085	1875	116/4
18	21	23	29	INOJ Time After Time (So So Def/Columbia)	2155	2727	3076	3309	71/0
13	18	24	30	BRANDY & MONICA The Boy Is Mine (Atlantic)	2095	2688	3352	3774	73/0
<b>BREAKER</b>			31	<b>BRITNEY SPEARS</b> ...Baby One More Time (Jive)	2093	1225	290	—	122/17
37	35	34	32	SHANIA TWAIN From This Moment On (Mercury)	1951	1795	1565	1429	109/2
—	47	37	33	GOO GOO DOLLS Slide (Warner Bros.)	1911	1401	815	436	113/10
21	28	32	34	FIVE When The Lights Go Out (Arista)	1699	1975	2335	3069	62/0
40	39	38	35	MONIFAH Touch It (Uptown/Universal)	1465	1302	1128	947	83/12
<b>DEBUT</b>			36	JEWEL Hands (Atlantic)	1425	—	—	—	128/127
—	—	40	37	MATCHBOX 20 Back 2 Good (Lava/Atlantic)	1345	1127	635	57	79/3
32	33	35	38	JOHN MELLENCAMP Your Life Is Now (Columbia)	1338	1725	1916	1747	72/0
26	30	33	39	USHER My Way (LaFace/Arista)	1324	1908	2080	2365	52/1
44	43	42	40	NICOLE Make It Hot (Gold Mind/EastWest/EEG)	1114	1024	909	782	62/5
42	42	43	41	TATYANA ALI Daydreamin' (MJJ/Work)	1101	1021	926	820	48/1
47	46	47	42	SHAGGY I/JANET Luv Me, Luv Me (Flyte Tyme/MCA)	1032	961	846	757	52/1
36	40	44	43	PRAS MICHEL I/ODB & MYA Ghetto Supastar... (Interscope)	953	1017	1101	1462	37/0
43	45	48	44	SWEETBOX Everything's Gonna Be Alright (RCA)	890	928	853	811	54/1
20	24	36	45	NATALIE IMBRUGLIA Wishing I Was There (RCA)	863	1530	2616	3265	31/0
38	41	46	46	VOICES OF THEORY Say It (H.O.L.A./Red Ant)	841	1000	1018	1208	27/0
<b>DEBUT</b>			47	NEXT I Still Love You (Arista)	826	788	698	527	66/2
—	48	50	48	IDINA MENZEL Minuet (Hollywood)	806	798	789	589	64/1
—	—	—	49	REPUBLICA Ready To Go (RCA)	783	776	690	394	50/0
<b>DEBUT</b>			50	U2 Sweetest Thing (Island)	776	454	10	—	66/14

This chart reflects airplay from October 5-11. Songs ranked by total plays. Highlighted songs indicate Breaker.

153 CHR/Pop reporters. 152 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R&R Inc.

## BREAKERS

### BRITNEY SPEARS

...Baby One More Time (Jive)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
2093/868	122/17	31

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
JEWEL Hands (Atlantic)	127
R. KELLY & CELINE DION I'm Your Angel (Jive)	52
WILL SMITH Miami (Columbia)	33
R.E.M. Daysleeper (Warner Bros.)	26
FASTBALL Fire Escape (Hollywood)	23
BRANDY Have You Ever? (Atlantic)	22
BRITNEY SPEARS ...Baby One More Time (Jive)	17
FIVE It's The Things You Do (Arista)	16
U2 Sweetest Thing (Island)	14
EVERCLEAR Father Of Mine (Capitol)	13
NATALIE MERCHANT Break Your Heart (Elektra/EEG)	13

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JEWEL Hands (Atlantic)	+1425
BRITNEY SPEARS ...Baby One More Time (Jive)	+868
ALANIS MORISSETTE Thank U (Maverick/Reprise)	+859
BRANDY Have You Ever? (Atlantic)	+661
THIRD EYE BLIND Jumper (Elektra/EEG)	+552
SHAWN MULLINS Lullaby (Columbia)	+528
GOO GOO DOLLS Slide (Warner Bros.)	+510
FASTBALL Fire Escape (Hollywood)	+431
EAGLE-EYE CHERRY Save Tonight (Work)	+417
AALIYAH Are You That Somebody? (Atlantic)	+404

## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
NATALIE IMBRUGLIA Torn (RCA)	31/0
K-CI & JOJO All My Life (MCA)	31/0
SHANIA TWAIN You're Still The One (Mercury)	31/0
MATCHBOX 20 3am (Lava/Atlantic)	31/0
BRIAN MCKNIGHT Anytime (Motown)	31/0
SAVAGE GARDEN Truly Madly Deeply (Columbia)	31/0
WILL SMITH Gettin' Jiggy Wit It (Columbia)	31/0
SUGAR RAY Fly (Lava/Atlantic)	31/0
SMASH MOUTH Walkin' On The Sun (Interscope)	31/0
MARCY PLAYGROUND Sex And Candy (Capitol)	31/0

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.

WHEN YOU'RE DONE WITH THE SOFA, THE HALL,  
AND THE KITCHEN TABLE, THERE'S ONLY ONE PLACE TO GO ...

**"OUTSIDE"**

**GEORGE MICHAEL**

THESE MAJORS COULDN'T WAIT:

KIIS KRBE WROX KCHZ

UPCOMING TV APPEARANCES INCLUDE:

THE TONIGHT SHOW WITH JAY LENO 11/10  
THE ROSIE O'DONNELL SHOW 11/13

Produced by Jon Douglas & George Michael Management: Andy Stephens Management Ltd. www.aegean.net



# MONIFAH

## TOP 5 - PHONES

KHTT/Tulsa	#1
KFFM/Yakima	#1
WKPK/Traverse	#1
WYCR/York	#1
WVSR/Charleston	#1
WKTU/New York	Top 5
KIIS/Los Angeles	Top 5
KHKS/Dallas	Top 5
WJMN/Boston	Top 5
KYLD/San Francisco	Top 5
KKRZ/Portland	Top 5
WZJM/Cleveland	Top 5
KSFM/Sacramento	Top 5
WROX/Norfolk	Top 5
KRQ/Tucson	Top 5
KISV/Bakersfield	Top 5
KKSS/Albuquerque	Top 5
KYLZ/Albuquerque	Top 5
WJJS/Roanoke	Top 5
KDON/Monterey	Top 5
WAOA/Melbourne	Top 5
WFLY/Albany	Top 5
KJYO/Oklahoma City	Top 5
KRUF/Shreveport	Top 5
WMRV/Binghamton	Top 5
KKXX/Bakersfield	Top 5
WHHH/Indianapolis	Top 5
WJMH/Orlando	Top 5
WWXX/Providence	Top 5
WSNX/Grand Rapids	Top 5
KISX/Tyler	Top 5
KKMG/Col. Springs	Top 5
WOCQ/Ocean City	Top 5
WLSS/Baton Rouge	Top 5
KFRX/Lincoln	Top 5

## MAJOR MARKET AIRPLAY

WKTU/New York	16 spins
KIIS/Los Angeles	27 spins
KPWR/Los Angeles	55 spins
WBBM/Chicago	22 spins
KYLD/San Francisco	72 spins
KHKS/Dallas	19 spins
WDRQ/Detroit	28 spins
KBXX/Houston	28 spins
WJMN/Boston	59 spins
WPOW/Miami	10 spins
KDWB/Minneapolis	18 spins
KHTS/San Diego	57 spins
Z90/San Diego	36 spins
KKFR/Phoenix	64 spins
KSLZ/St. Louis	16 spins
WFLZ/Tampa	15 spins
KQKS/Denver	64 spins
WZJM/Cleveland	48 spins
KKRZ/Portland	23 spins
KMXV/Kansas City	15 spins
KSFM/Sacramento	70 spins
KGGL/Riverside	11 spins
WWKX/Providence	60 spins
KTFM/San Antonio	28 spins
WNVZ/Norfolk	58 spins
WNKS/Charlotte	12 spins
WHHH/Indianapolis	50 spins
KUMX/New Orleans	21 spins
WKSS/Hartford	16 spins
KLUC/Las Vegas	21 spins
WQZQ/Nashville	10 spins
WPXY/Rochester	13 spins
KHFI/Austin	26 spins
WDJX/Louisville	20 spins
KJYO/Oklahoma City	19 spins

## TOP 10 - CALLOUT

KYLD/San Francisco	Top 5
KQKS/Denver	Top 5
KDWB/Minneapolis	Top 5
KKRZ/Portland	Top 5
WZJM/Cleveland	Top 5
WJMN/Boston	Top 5
KSFM/Sacramento	Top 5
KKSS/Albuquerque	Top 5
KHKS/Dallas	Top 10
KHTT/Tulsa	Top 10

## TOP 10 - SALES

Los Angeles	#4	3,600
Chicago	#8	1,708
Boston	#3	1,697
Detroit	#2	1,340
Cleveland	#10	637
Denver	#5	389
Sacramento	#4	704
San Diego	#6	448
Grand Rapids	#2	471
Norfolk	#8	232
Providence	#5	488
Albuquerque	#3	243
Tulsa	#9	79
Fresno	#5	306
Tucson	#5	147
Youngstown	#3	185
Madison	#9	107
Las Vegas	#5	256
Colorado Spgs	#4	169

R&R CHR/RHYTHMIC: **5**

R&R CHR/POP: **35**

BDS RHYTHMIC TOP 40: **2**

BDS TOP 40 MAINSTREAM: **39**

BDS CROSSOVER: **8**

# "Touch It"



In a word...SMASH!



## NEW &amp; ACTIVE

**BRANDY** Have You Ever? (Atlantic)

Total Plays: 724, Total Stations: 73, Adds: 22

**FASTBALL** Fire Escape (Hollywood)

Total Plays: 721, Total Stations: 71, Adds: 23

**ACE OF BASE** Whenever You're Near Me (Arista)

Total Plays: 705, Total Stations: 51, Adds: 3

**BRYAN ADAMS** On A Day Like Today (A&M)

Total Plays: 626, Total Stations: 51, Adds: 7

**DIVINE** Lately (Pendulum/Red Ant)

Total Plays: 559, Total Stations: 42, Adds: 12

**STEVIE NICKS** If You Ever Did Believe (Reprise)

Total Plays: 559, Total Stations: 42, Adds: 1

**LAURYN HILL** Doo Wop (That Thing) (Ruffhouse/Columbia)

Total Plays: 511, Total Stations: 26, Adds: 8

**PHANTOM PLANET** So I Fall Again (Geffen)

Total Plays: 510, Total Stations: 43, Adds: 4

**R. KELLY & CELINE DION** I'm Your Angel (Jive)

Total Plays: 395, Total Stations: 52, Adds: 52

**MICHELLE LEWIS** Nowhere And Everywhere (Giant/WB)

Total Plays: 386, Total Stations: 39, Adds: 4

**CLEOPATRA** Life Ain't Easy (Maverick/WB)

Total Plays: 383, Total Stations: 41, Adds: 4

**LEANN RIMES** Feels Like Home (MCA/Curb)

Total Plays: 355, Total Stations: 27, Adds: 0

**WILL SMITH** Miami (Columbia)

Total Plays: 346, Total Stations: 46, Adds: 33

**SARAH MC LACHLAN** Angel (Warner Sunset/Reprise/Arista)

Total Plays: 337, Total Stations: 27, Adds: 7

**FIVE** It's The Things You Do (Arista)

Total Plays: 300, Total Stations: 39, Adds: 16

**NATALIE MERCHANT** Break Your Heart (Elektra/EEG)

Total Plays: 299, Total Stations: 44, Adds: 13

**EVERCLEAR** Father Of Mine (Capitol)

Total Plays: 288, Total Stations: 37, Adds: 13

**KEITH SWEAT & BIRDOP DOGG** Come And Get... (Elektra/EEG)

Total Plays: 264, Total Stations: 30, Adds: 5

**EDNASWAP** Back On The Sun (Island)

Total Plays: 240, Total Stations: 27, Adds: 1

Songs ranked by total plays



**HIGH FIVE-Z** — "When The Lights Go Out" everybody knows Five's in the house. During the KRBE/Houston Power of Houston performance, PD John Peake (c) and morning show diva Maria Todd (kneeling) snap this pic with Arista group Five.



**\$30,000 DOLLAR HOLE IN ONE** — The 2nd annual Bill Richards/T.J. Martell Golf Classic was held recently in Arizona. An estimated \$30,000 was raised to benefit the T.J. Martell Foundation for Cancer, Leukemia, and AIDS research. Ready for tee-off are Tri-State's Lenny Lyons, KDWB/Minneapolis PD Rob Morris, and Consultant Bill Richards.

## NEW RELEASES

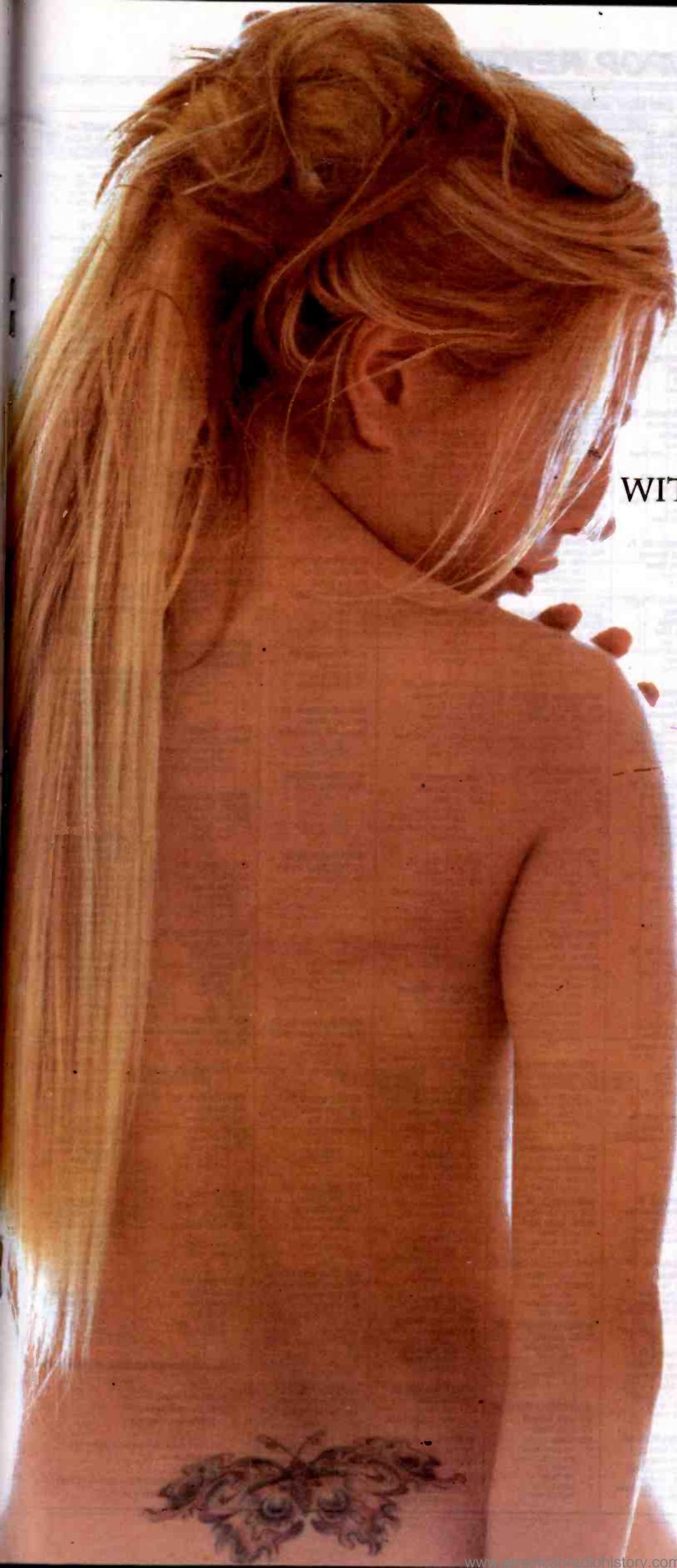
ADDS OCTOBER 20

**CAKE** Never There (Capricorn/Mercury)**LAURYN HILL** Doo Wop... (Ruffhouse/Columbia)**LENNY KRAVITZ** Fly Away (Virgin)**LOVATUX** First Kiss (Robbins Ent.)**MYA f/SILKK THE SHOCKER** Movin' On (University/Interscope)**NEWSBOYS** Entertaining Angels (Virgin)**SON OF EVE** Sun Don't Shine (DVB/A&M)

**GOT STRENGTH ... WHERE'S JACKIE?** — After her recent performance in Los Angeles, Atlantic artist Tori Amos (second from left) took a moment to pose with some admirers, including (l-r) Amy Sparks, R&R CHR Asst. Editor Robert Pau, Atlantic West Coast VP/Operations Bob Clark, promo man Albert Darkajy, and Atlantic Senior Dir./Pop Promo Pamela Jouan.

YOUR PICTURE  
HERE

R&R wants your best snapshots  
(color or black & white).  
Please include the names and titles  
of all pictured and send them to:  
**R&R c/o Tony Novia:**  
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# TAYLOR DAYNE'S BACK!

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WKSS	KBFM
KHTT	WXIS
WKSL	KLAZ
WSTW	WWMX

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NEPTUNE

RIVER  
NORTH  
RECORDS



website: [taylordayne.com](http://taylordayne.com)

Stations and their adds listed alphabetically by market

Table listing radio stations across various markets (e.g., Albany, NY; Charleston, SC; Evansville, IN; Honolulu, HI; Little Rock, AR; Nashville, TN; Portland, OR; San Francisco, CA; Tupelo, MS) with their respective Program Directors and current adds.

153 Total Reporters
153 Current Reporters
152 Current Playlists
Did Not Report, Playlist Frozen (1):
KPTV/Phoenix, AZ
Note: WXPQ/West Palm Beach, FL has changed call letters to WLDI.

# CHR/POP PLAYLISTS

October 16, 1998 R&R • 79

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

MARKET #1	
WHIT/New York (212) 239-2300 Poleman/Bryant	
PLAYS	ARTIST/TITLE
3W 2W 1W TW	
32 40 76 78	AALIYAH/Are You That...
44 40 75 77	JENNIFER PAGE/Crush
36 36 41 75	EDWIN MCCARTHY Be
73 76 77 74	AEROSMITH/Don't Want To...
71 73 74 74	GOO GOO DOLLS/Slide
28 43 34 37	'N SYNC/Learn Up My Heart
34 34 34	NATALIE IMBRUGLIA/Tom
35 34 37	SHANIA TWAIN/You're Still The One
19 23 25 30	INDU/Time After Time
34 34 35 39	BRANDY & MONICA/The Boy Is Mine
- 31 28	ALANIS MORISSETTE/Thank U
34 27 39 26	BACKSTREET BOYS/I Never Break...
27 29 31 26	BARENAGED LADIES/One Week
10 20 26	MADONNA/The Power O.L.
74 24 25	SEMSOON/Coasting Time
35 34 37	SHAGGY FURBER/Luv Me, Luv Me
73 73 23	NEXT/Too Close
25 22 23	'88 DEGREES/Because Of You
8 10 14	SHANIA TWAIN/From This Moment On
10 17 26 21	SWEETBOX/Everything's...
15 13 16 20	SHAWN MULLINS/Lullaby
- 1 19	LAURYN HILL/Doo Wop (That Thing)
11 15 17 12	FRAS MICHEL FOOB...Ghetto Supastar
18 9 11 16	SHERYL CROWLEY/Favorite Mistake
- 1 15	EAGLE-EYE CHERRY/Save Tonight
14 13 19 14	MONICA/The First Night
15 16 16 13	BIG PUNISHER FUDES/Not A Player
- 1 13	BRANDY/Have You Ever?
- 1 12	GOO GOO DOLLS/Slide
22 23 11 10	MATCHBOX 20/Real World
24 24 7 8	ALANIS MORISSETTE/Thank U
- 1 15	SHERYL CROWLEY/Favorite Mistake
- 1 2	BRYAN ADAMS/On A Day Like Today
- 1 1	R KELLY & C DIDDY/My Angel
- 1 1	JEWEL/Hands
- 1 1	NICOLE/Make It Hot

MARKET #2	
KISS/Los Angeles (818) 845-1027 Kleyer/Austin	
PLAYS	ARTIST/TITLE
3W 2W 1W TW	
74 74 77 71	GOO GOO DOLLS/Slide
62 30 49 61	LAURYN HILL/Can't Take My...
63 52 54 56	BACKSTREET BOYS/I Never Break...
43 55 34 55	WILL SMITH/Just The Two Of Us
23 25 28 55	EDWIN MCCARTHY Be
36 33 51 54	'N SYNC/Learn Up My Heart
72 76 51 54	AEROSMITH/Don't Want To...
35 33 54 57	SHAGGY FURBER/Luv Me, Luv Me
73 73 71 51	SHAGGY FURBER/Luv Me, Luv Me
41 40 47 41	JENNIFER PAGE/Crush
49 55 42 41	'N SYNC/Learn Up My Heart
10 32 29 41	ALANIS MORISSETTE/Thank U
34 39 40 40	BARENAGED LADIES/One Week
69 55 36 39	RODDEAN/A Dream
36 47 47 36	AALIYAH/Are You That...
37 37 37 31	INDU/Time After Time
35 35 30 31	BRANDY & MONICA/The Boy Is Mine
34 35 32 26	FIVE/When The Lights...
13 15 19 22	SHAWN MULLINS/Lullaby
10 18 25 20	MORFAN/Touch It
- 9 19	'88 DEGREES/Because Of You
29 19 18 12	WILL SMITH/Just The Two Of Us
9 16 18 11	SHERYL CROWLEY/Favorite Mistake
- 8 13 16	ALANIS MORISSETTE/Thank U
27 41 47 10	ALL SAINTS/Never Ever
13 15 16 10	EVE/Grainde Out
10 12 14 14	HOOTIE A WHI WUP
15 15 15 13	THIRD EYE BLIND/Jumper
16 21 14 22	BRIAN SETZER ORCH/Jump Jive An' Wal
10 16 18 12	WILL SMITH/Just The Two Of Us
- 1 10	BRITNEY SPEARS...Baby One More...
19 16 22 10	PM DAWNI/No Right
6 10 12 10	SHANIA TWAIN/From This Moment On
10 12 16 10	MADONNA/The Power O.L.
10 10 9 9	SWEETBOX/Everything's...
- 4 8 7	GEORGE MICHAEL/Outside
- 4 8 7	NICOLE/Make It Hot
- 7	BRYAN ADAMS/On A Day Like Today

MARKET #3	
K202/San Francisco (415) 957-0957 Adams/Lara	
PLAYS	ARTIST/TITLE
3W 2W 1W TW	
44 45 52 73	'N SYNC/Learn Up My Heart
- 73	BRANDY & MONICA/The Boy Is Mine
30 43 69 72	'88 DEGREES/Because Of You
24 60 58 68	MONICA/The First Night
51 69 50 63	AALIYAH/Are You That...
24 45 67 53	BARENAGED LADIES/One Week
43 41 47 50	INDU/Time After Time
- 29 33 49	BRITNEY SPEARS...Baby One More...
40 29 33 49	BRANDY & MONICA/The Boy Is Mine
65 70 66 40	GOO GOO DOLLS/Slide
54 58 48 48	JENNIFER PAGE/Crush
45 65 49 47	LAURYN HILL/Can't Take My...
50 40 42 47	TATYANA ALI/Daydream
51 43 64 42	ALL SAINTS/Never Ever
46 47 50 42	JANET/Go Deep
64 68 46 41	BACKSTREET BOYS/I Never Break...
- 40 41	SHAGGY FURBER/Luv Me, Luv Me
- 10 29 34	WILL SMITH/Just The Two Of Us
- 29	STARBUCKS/The Music Sounds...
- 29	FIVE/When The Lights...
4 34 31 26	MADONNA/The Power O.L.
6 14 21 24	NICOLE/Make It Hot
- 13 25 21	ACE OF BASES/Whenever You...
50 47 40 29	VOICES OF THE THEORY/Say It
17 20 18 10	NATALIE IMBRUGLIA/Tom
- 17 31 17	ALANIS MORISSETTE/Thank U
- 16 17	MADONNA/Frozen
- 15 15	R KELLY & C DIDDY/My Angel
42 16 12 13	NEXT/Too Close
40 18 10 13	MORFAN/Touch It
26 18 10 10	SWEETBOX/Everything's...
- 9	LAURYN HILL/Doo Wop (That Thing)
- 8	BRANDY/Have You Ever?
15 14 9 8	'N SYNC/Learn Up My Heart
66 41 50 8	WILL SMITH/Just The Two Of Us
66 42 45 8	AEROSMITH/Don't Want To...
- 8	PM DAWNI/No Right

MARKET #4	
102/Philadelphia (610) 667-8100 Towers	
PLAYS	ARTIST/TITLE
3W 2W 1W TW	
36 40 61 59	K-CI & JOJUAN/My Life
33 41 55 59	WILL SMITH/Just The Two Of Us
65 65 61 54	AEROSMITH/Don't Want To...
36 60 56 46	BRANDY & MONICA/The Boy Is Mine
60 65 45 42	'N SYNC/Learn Up My Heart
14 25 19 42	BARENAGED LADIES/One Week
49 57 14 39	SHANIA TWAIN/You're Still The One
63 55 38 31	GOO GOO DOLLS/Slide
58 27 25 38	JANET/Go Deep
34 31 35 37	NEXT/Too Close
31 30 36 35	AALIYAH/Are You That...
14 24 20 31	FRAS MICHEL FOOB...Ghetto Supastar
37 45 30 30	BACKSTREET BOYS/I Never Break...
42 47 40 30	JENNIFER PAGE/Crush
33 36 35 39	ALL SAINTS/Never Ever
29 29 26 31	BRANDY & MONICA/The Boy Is Mine
21 19 20 29	GREEN DAY/Time Of Your Life...
- 18 20	SHERYL CROWLEY/Favorite Mistake
- 5 20	BRANDY/Have You Ever?
22 21 17 19	PM DAWNI/No Right
19 16 22 18	CELEBRE DION/To Love You More
- 18 11	R KELLY & C DIDDY/My Angel
16 16 16 15	FRAS MICHEL FOOB...Ghetto Supastar
19 20 15 12	FIVE/When The Lights...
- 15 12 12	LEON I Can't Help You
- 12 12	ALANIS MORISSETTE/Thank U
10 16 16 11	CLEOPATRA/Life Ain't Easy
- 12 10	MORFAN/Touch It
- 10 10	'88 DEGREES/Because Of You
10 15 15 10	WILL SMITH/Just The Two Of Us
- 10 10	BRYAN ADAMS/On A Day Like Today
- 10 10	DYDNE/Lullaby

MARKET #5	
106.1 KISS FM (714) 691-3400 Cook/Lambert/Reynolds	
PLAYS	ARTIST/TITLE
3W 2W 1W TW	
70 70 70 73	GOO GOO DOLLS/Slide
22 17 32 69	AALIYAH/Are You That...
68 71 69 67	AEROSMITH/Don't Want To...
58 64 64 60	JENNIFER PAGE/Crush
42 48 50 54	VOICES OF THE THEORY/Say It
41 39 49 50	SWEETBOX/Everything's...
73 58 56 49	BACKSTREET BOYS/I Never Break...
39 45 51 48	FIVE/When The Lights...
44 44 46 47	NEXT/Too Close
26 18 24 46	TATYANA ALI/Daydream
47 43 47 45	ALL SAINTS/Never Ever
66 68 67 44	USHER/My Way
- 47 45	ALANIS MORISSETTE/Thank U
43 41 48 42	'N SYNC/Learn Up My Heart
48 36 41 41	WILL SMITH/Just The Two Of Us
49 42 41 48	BRANDY & MONICA/The Boy Is Mine
21 23 25 30	BEASTIE BOYS/Interglactic
30 29 30 28	FRAS MICHEL FOOB...Ghetto Supastar
20 19 18 21	MORFAN/Touch It
16 8 15 20	MONICA/The First Night
- 18	BRANDY/Have You Ever?
8 14 14 17	CLEOPATRA/Life Ain't Easy
9 12 12 13	NICOLE/Make It Hot
- 7 12	BRITNEY SPEARS...Baby One More...
11 7 7 11	BABYFACE/You Were There
7 7 7 7	DIRTY MENZ/Manure
7 7 7 7	LEARN RAPS/Feet Like Tommy
- 7 7	BRYAN ADAMS/On A Day Like Today
- 7	BARENAGED LADIES/One Week
- 7	JEWEL/Hands
- 7	R KELLY & C DIDDY/My Angel
- 7	FASTBALL/Life Escape

MARKET #6	
WVZZ/Washington (202) 522-1041 O'Brien/Ross	
PLAYS	ARTIST/TITLE
3W 2W 1W TW	
27 27 43 69	'88 DEGREES/Because Of You
53 53 56 56	GOO GOO DOLLS/Slide
45 47 55 56	VOICES OF THE THEORY/Say It
40 54 54 56	BACKSTREET BOYS/I Never Break...
34 44 54 54	BARENAGED LADIES/One Week
23 31 44 53	SHAGGY FURBER/Luv Me, Luv Me
47 47 35 46	AALIYAH/Are You That...
- 29 43	JENNIFER PAGE/Crush
43 37 41 42	EVERYTHING/Hooch
28 37 40 41	MADONNA/The Power O.L.
36 26 26 35	PM DAWNI/No Right
24 28 34	MATCHBOX 20/Real World
24 28 34	ALANIS MORISSETTE/Thank U
42 41 31	JANET/Go Deep
13 18 20	TATYANA ALI/Daydream
- 14 19	BRITNEY SPEARS...Baby One More...
37 37 39 29	NEXT/Too Close
37 33 36 27	'N SYNC/Learn Up My Heart
7 16 28 26	FATH HILL/This Kiss
21 21 24	REPUBLIC/Ready To Go
17 23 24	MONICA/The First Night
39 36 32	WILL SMITH/Just The Two Of Us
- 28	R KELLY & C DIDDY/My Angel
15 14 13 12	NATALIE IMBRUGLIA/Tom
- 8 10	THIRD EYE BLIND/Jumper
11 13 12 10	DESTINY'S CHILD/No, No, No
- 8 10	NICOLE/Make It Hot
10 20 23 16	USHER/My Way
17 15 16 13	FASTBALL/Life Escape
13 13 13	MATCHBOX 20/Real World
22 22 21	BEASTIE BOYS/Interglactic
- 13 11	WILL SMITH/Just The Two Of Us
12 12 11 12	FIVE/When The Lights...
32 19 22 12	INDU/Time After Time
- 11	JEWEL/Hands
9 11 11 9	BABYFACE/You Were There
- 3 7	ACE OF BASES/Whenever You...
- 3 7	TAYLOR DAVIS/Interglactic
5 3 2 7	NATALIE IMBRUGLIA/Wishing I Was There
- 5 2	NEXT/Too Close

MARKET #7	
104 KRBE (713) 266-1000 Peake/Michaels	
PLAYS	ARTIST/TITLE
3W 2W 1W TW	
66 65 65 68	GOO GOO DOLLS/Slide
62 64 67 66	ALL SAINTS/Never Ever
31 56 59 59	EDWIN MCCARTHY Be
41 51 59 55	AALIYAH/Are You That...
45 51 53 51	JENNIFER PAGE/Crush
37 44 50 58	ALANIS MORISSETTE/Thank U
63 56 49 49	NEXT/Too Close
65 47 41 47	MATCHBOX 20/Real World
23 38 49 45	BRIAN SETZER ORCH/Anytime
24 31 39 45	THIRD EYE BLIND/Jumper
- 45 43	SEMSOON/Coasting Time
40 54 49 40	SARAH MCLACHLAN/Angel
64 49 33 46	AEROSMITH/Don't Want To...
25 37 30 12	BACKSTREET BOYS/I Never Break...
- 36	JEWEL/Hands
40 28 24 32	BARENAGED LADIES/One Week
26 27 31 20	MADONNA/The Power O.L.
27 30 32 27	BRIAN SETZER ORCH/Jump Jive An' Wal
8 14 24 22	MONICA/The First Night
26 27 33 22	FRAS MICHEL FOOB...Ghetto Supastar
15 14 21 21	ANGEL/Just The Two Of Us
6 13 16 10	EVERYTHING/Hooch
- 1 10	ACE OF BASES/Whenever You...
16 22 20 18	FATH HILL/This Kiss
- 10	EVERCLEAR/Father Of Mine
17 14 19 16	EBBA FORSBERG/No, No, No
24 16 17 15	SHANIA TWAIN/From This Moment On
- 13 14	SARAH MCLACHLAN/Angel
- 14	MORFAN/Touch It
- 14	BRANDY/Have You Ever?
- 9	EAGLE-EYE CHERRY/Save Tonight
- 8	LAURYN HILL/Doo Wop (That Thing)
- 8	GEORGE MICHAEL/Outside

MARKET #8	
Kiss 101fm (781) 396-1430 Rey/David	
PLAYS	ARTIST/TITLE
3W 2W 1W TW	
62 61 63 61	BARENAGED LADIES/One Week
42 49 48 58	FATH HILL/This Kiss
57 58 60 66	AEROSMITH/Don't Want To...
35 39 40 48	JENNIFER PAGE/Crush
61 60 55 41	EAGLE-EYE CHERRY/Save Tonight
36 36 36	BRIAN SETZER ORCH/Jump Jive An' Wal
27 38 45 35	NATALIE IMBRUGLIA/Wishing I Was There
29 29 37 34	HOOTIE A WHI WUP
58 59 56 33	GOO GOO DOLLS/Slide
- 39 30	ALANIS MORISSETTE/Thank U
43 37 34 28	SEMSOON/Coasting Time
26 21 26 25	SHERYL CROWLEY/Favorite Mistake
26 26 26 26	THIRD EYE BLIND/Jumper
21 18 23 24	SHAWN MULLINS/Lullaby
14 13 22 23	SHANIA TWAIN/From This Moment On
20 14 15 23	HARVEY DANGER/Fragoza Sita
- 14 19	BRITNEY SPEARS...Baby One More...
24 22 23 10	DAVE MATTHEWS/BAND/Crush
- 10	GOO GOO DOLLS/Slide
10 10 14	MATCHBOX 20/Back 2 Good
16 13 17 14	MADONNA/The Power O.L.
- 13 16	R KELLY & C DIDDY/My Angel
10 12 12 12	STEVE NICKS/You Ever Did...
- 11 10	BRYAN ADAMS/On A Day Like Today
- 5 7	SARAH MCLACHLAN/Angel
8 9 11 6	JANET/Go Deep
13 13 10	JOHN MELLER/Camp Your Life Is Now
- 10	THIRD EYE BLIND/Jumper
- 10	FASTBALL/Life Escape
- 10	R.E.M./Days/Passes

MARKET #9	
100 THE STATION (904) 463-9299 Roberts/Choi/Poyner	
PLAYS	ARTIST/TITLE
3W 2W 1W TW	
59 52 60 61	AEROSMITH/Don't Want To...
39 41 59 61	'N SYNC/Learn Up My Heart
58 56 58 59	GOO GOO DOLLS/Slide
33 30 34 47	MADONNA/The Power O.L.
58 56 49 47	WILL SMITH/Just The Two Of Us
48 45 58 47	FASTBALL/Life Escape
28 28 28 48	SHAGGY FURBER/Luv Me, Luv Me
52 46 35 36	JENNIFER PAGE/Crush
34 29 33 36	ALL SAINTS/Never Ever
39 34 35 34	DANA KIRK/Find My Way Back
35 26 29 34	BACKSTREET BOYS/I Never Break...
31 31 34 34	MATCHBOX 20/Real World
12 13 17 22	NATALIE IMBRUGLIA/Wishing I Was There
20 27 33	ALANIS MORISSETTE/Thank U
60 41 33 32	EDWIN MCCARTHY Be
23 23 22 29	BARENAGED LADIES/One Week
31 27 28 27	SEMSOON/Coasting Time
14 12 23 25	'88 DEGREES/Because Of You
19 17 18 24	SHERYL CROWLEY/Favorite Mistake
37 31 38 22	FIVE/When The Lights...
12 13 17 22	NICOLE/Make It Hot
18 18 21 21	PM DAWNI/No Right
15 18 21 19	SHANIA TWAIN/From This Moment On
17 14 18 15	JANET/Go Deep
13 15 11 15	FATH HILL/This Kiss
- 9 15	BRIAN SETZER ORCH/Jump Jive An' Wal
17 16 15 14	54 ALL-STARS/Studio 54
12 14 14 18	THIRD EYE BLIND/Jumper
11 12 13 13	FRAS MICHEL FOOB...Ghetto Supastar
- 13	JEWEL/Hands
- 10 13 13	EVERYTHING/Hooch
29 30 19 13	PURE SUGAR/Oddities
7 9 9 13	EAGLE-EYE CHERRY/Save Tonight
11 13 15 12	SWEETBOX/Everything's...
13 11 11 12	SHANIA TWAIN/You're Still The One
- 10	STARBUCKS/The Music Sounds...
- 10	FASTBALL/Life Escape
15 14 9 9	AALIYAH/Are You That...
- 9	MORFAN/Touch It

MARKET #10	
STAR 94 ATLANTA (404) 261-2970 Bowen/Ammons	
PLAYS	ARTIST/TITLE
3W 2W 1W TW	
62 63 63 62	MATCHBOX 20/Real World
57 62 64 62	SEMSOON/Coasting Time
34 38 40 61	HOOTIE A WHI WUP
60 63 63 60	FASTBALL/Life Escape
62 62 62	EDWIN MCCARTHY Be
59 58 59 56	GOO GOO DOLLS/Slide
10 37 39	ALANIS MORISSETTE/Thank U
34 36 36 38	THIRD EYE BLIND/Jumper
27 31 33 38	SHERYL CROWLEY/Favorite Mistake
33 37 37 37	FATH HILL/This Kiss
29 41 41 37	BRIAN SETZER ORCH/Jump Jive An' Wal
34 37 37	NATALIE IMBRUGLIA/Wishing I Was There
34 37 36	BARENAGED LADIES/One Week
31 35 35 36	EAGLE-EYE CHERRY/Save Tonight
58 35 35 36	AEROSMITH/Don't Want To...
29 33 34	SHAWN MULLINS/Lullaby
34 36 36 33	THIRD EYE BLIND/Jumper
33 34 34 31	ALANIS MORISSETTE/Unstoppable
- 28	JEWEL/Hands
27 30 31 26	JOHN MELLER/Camp Your Life Is Now
21 21 25 25	EVE/Grainde Out
21 20 24 22	MARLENE BERCHAM/Kind & Generous
- 27 22	U2/Summer/Thing
21 23 25 21	EVERYTHING/Hooch
10 19 20 20	JENNIFER PAGE/Crush
21 25 29 20	STEVE NICKS/You Ever Did...
16 15 20 17	GOO GOO DOLLS/Slide
35 59 61 16	MATCHBOX 20/Real World
11 15 16 13	SHANIA TWAIN/From This Moment On
- 16	EVERCLEAR/F

# CHR/POP PLAYLISTS

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

**102.7**  
TODAY'S HIT MUSIC

**WKVY/Baltimore**  
(410) 828-7722  
Pasha/Dee

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
63	26	27	63		BARENKED LADIES/One Week
23	33	28	82		THIRD EYE BLIND/Jumper
64	36	35	82		'N SYNC/Lean Up My Heart
63	37	27	82		BACKSTREET BOYS/11 Never Break...
64	64	62	82		NEXT/Too Close
62	62	62	81		JENNIFER PAGE/Crush
32	62	62	47		LARRYN HILL/Can't Take My...
31	34	61	41		FIFTH HILL/The Kiss
26	40	37	30		BIJOU/Time After Time
29	26	17	36		36 DEGREES/Because Of You
29	34	34	33		SHERRY CROWLEY/Save Tonight
26	62	62	32		USHER/My Way
30	26	24	31		PM DAWNI/No Right
25	37	30	31		FASTBALL/The Way
62	62	30	38		GOD GOO DOLLS/Slits
31	38	21	29		JANET/Go Deep
-	-	28	28		PHANTOM PLANET/Go I Fall Again
19	27	16	28		ORNA MENZEL/Aliment
33	29	63	28		NATALIE MERCHANT/What You Want
34	29	27	27		FIVE/When The Lights
63	64	64	82		AALYNA/You That...
32	23	24	25		BRANDY & MONICA/The Boy Is Mine
31	62	40	24		ALL SAINTS/Never Ever
19	29	18	24		LOUIE I Can't Have You
19	23	21	21		CLEOPATRA/Le Ain't Easy
-	-	18	18		FASTBALL/Fin Escape
37	62	62	32		AEROSMITH/Don't Want To...
-	-	5	10		SHANNA TWAIN/From This Moment On
-	-	13	10		REPUBLIC/Answer To Go
32	32	32	12		MORICCA/The First Night
-	-	16	16		ALANIS MORISSETTE/Thank U
23	15	10	11		SHAGGY FURRIE/Lux Me, Lux Me
-	-	23	12		TAYANA AL/Dreamer
-	-	12	11		BRITNEY SPEARS/Baby One More...
-	-	19	16		SHERRY CROWLEY/Favorite Mistake
-	-	9	7		TAYLOR DAYNE/Always Available
-	-	-	-		BRANDY/Have You Ever?
-	-	-	-		BRITNEY SPEARS/Baby One More...

**93.4**  
today's hit music

**WFLZ/Pittsburgh**  
(412) 320-9400  
Edgar

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
55	59	56	55		AEROSMITH/Don't Want To...
40	50	46	53		EDWIN MCCAIN/It Be
48	53	53	51		GOD GOO DOLLS/Slits
37	37	51	46		MATCHBOX 20/Real World
43	43	43	44		BARENKED LADIES/One Week
53	48	52	44		K-CI & JOJIBI My Life
39	37	38	40		SEMISONG/Closing Time
19	27	26	35		JENNIFER PAGE/Crush
29	33	32	34		BACKSTREET BOYS/11 Never Break...
37	38	30	34		NATALIE MERCHANT/What You Want
27	33	34	33		JANET/Go Deep
-	-	27	36		ALANIS MORISSETTE/Thank U
-	-	27	36		EAGLE-EYE CHERRY/Save Tonight
27	27	28	28		SHERRY CROWLEY/Favorite Mistake
19	25	27	28		GOD GOO DOLLS/Slits
-	-	-	24		JEWEL/Hands
22	20	22	23		MOOTIE, I Will Wait
15	26	28	23		PM DAWNI/No Right
25	20	22	22		FIFTH HILL/The Kiss
20	29	22	22		BRIAN SETZER ORC/Jump Jus Air W/
19	17	17	20		EVERYTHING/Hooch
20	22	23	25		BRANDY & MONICA/The Boy Is Mine
20	19	18	18		WILL SMITH/Just The Two Of Us
18	17	16	18		THIRD EYE BLIND/Jumper
34	21	21	17		BEASTIE BOYS/Intergalactic
16	20	18	16		'N SYNC/Lean Up My Heart
15	14	14	14		SHERRY CROWLEY/Save Tonight
15	14	14	14		NEXT/Too Close
-	-	13	14		SHANNA TWAIN/From This Moment On
-	-	15	13		EVE 6/Slide Out
-	-	13	11		ALL SAINTS/Never Ever
-	-	13	11		SHANNA TWAIN/From This Moment On

**93.7 FLZ**

**WFLZ/Tampa**  
(813) 639-9393  
Harris/Domino

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
63	70	75	73		JENNIFER PAGE/Crush
8	23	39	78		ALANIS MORISSETTE/Thank U
73	67	71	69		NEXT/Too Close
65	62	63	60		BARENKED LADIES/One Week
72	72	68	55		ALL SAINTS/Never Ever
33	54	40	34		AALYNA/You That...
35	41	46	42		'N SYNC/Lean Up My Heart
45	39	44	41		BIJOU/Time After Time
46	42	49	39		FIVE/When The Lights
24	21	26	38		EDWIN MCCAIN/It Be
47	44	42	38		JANET/Go Deep
35	31	32	37		USHER/My Way
40	38	40	34		WILL SMITH/Just The Two Of Us
68	54	42	32		WILL SMITH/Just The Two Of Us
41	34	40	31		BACKSTREET BOYS/11 Never Break...
29	40	40	31		DYNNIE/Lately
-	-	16	38		BRITNEY SPEARS/Baby One More...
35	32	33	38		SEMISONG/Closing Time
39	34	38	38		GOD GOO DOLLS/Slits
-	-	9	29		WILL SMITH/Just The Two Of Us
18	29	24	27		MATCHBOX 20/Real World
-	-	27	27		JEWEL/Hands
18	33	31	27		CLEOPATRA/Le Ain't Easy
47	43	38	28		AEROSMITH/Don't Want To...
24	24	23	24		BEASTIE BOYS/Intergalactic
9	13	16	21		MONICA/The First Night
7	25	25	21		BIG PUNISHER/FUDGE/Slit Not A Player
27	31	28	28		MADONNA/The Power Of Love
19	19	20	20		MOOTIE, I Will Wait
45	39	33	30		BRANDY & MONICA/The Boy Is Mine
20	26	24	20		SHAGGY FURRIE/Lux Me, Lux Me
24	21	22	17		THIRD EYE BLIND/Jumper
20	21	17	17		SHERRY CROWLEY/Favorite Mistake
7	10	10	10		MORICCA/The First Night
17	17	13	14		BIG PUNISHER/FUDGE/Slit Not A Player
-	-	14	14		LARRYN HILL/Can't Take My Heart
-	-	9	13		GOD GOO DOLLS/Slits
42	42	29	12		PM DAWNI/No Right
5	8	12	12		NICKELBACK/Hit
14	14	12	11		PRAS MICHEL FOOB...Ghetto Supastar...

**92.3**

**WJZZ/Cleveland**  
(216) 621-9300  
Eubanks/Jackson

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
49	64	62	62		AALYNA/You That...
57	62	59	62		NEXT/Too Close
57	60	61	58		SHAGGY FURRIE/Lux Me, Lux Me
56	60	60	55		BRANDY & MONICA/The Boy Is Mine
37	33	53	53		NICKELBACK/Hit
51	55	47	48		ALL SAINTS/Never Ever
26	32	29	46		MONICA/The First Night
38	28	53	46		VOICES OF THE THIRTY/8
54	56	58	45		PRAS MICHEL FOOB...Ghetto Supastar...
40	51	48	44		'N SYNC/Lean Up My Heart
31	32	45	43		MORICCA/The First Night
40	45	44	38		FIVE/When The Lights
23	30	38	38		BARENKED LADIES/One Week
8	27	28	38		TAYANA AL/Dreamer
37	38	25	25		BIJOU/Time After Time
35	36	37	35		BACKSTREET BOYS/11 Never Break...
33	34	36	32		USHER/My Way
-	-	23	29		MADONNA/The Power Of Love
36	44	47	29		JENNIFER PAGE/Crush
23	30	30	38		BIG PUNISHER/FUDGE/Slit Not A Player
16	14	21	25		BRANDY FURRIE/Lux Me, Lux Me
-	-	18	25		BRITNEY SPEARS/Baby One More...
46	59	25	24		AEROSMITH/Don't Want To...
20	24	23	23		COLOR ME BADD/Remember When
25	22	24	22		PM DAWNI/No Right
23	24	24	22		BIJOU/Time After Time
18	20	22	23		BIG PUNISHER/FUDGE/Slit Not A Player
22	18	10	22		BEASTIE BOYS/Intergalactic
47	39	26	21		WILL SMITH/Just The Two Of Us
16	27	28	28		SWEETIE/Everything's Gonna Be Alright
-	-	9	29		KEITH SWEAT/FIND/Some And Get With Me
-	-	17	10		LOUIE I Can't Have You
-	-	13	18		NEXT/Too Close
67	70	70	70		BIG PUNISHER/FUDGE/Slit Not A Player
10	17	10	11		BIG PUNISHER/FUDGE/Slit Not A Player
-	-	9	10		ACE OF BASE/Whenever You're...
-	-	18	18		FIVE/When The Lights
31	28	12	10		JANET/Go Deep
-	-	5	8		SHANNA TWAIN/From This Moment On
-	-	-	-		WILL SMITH/Just The Two Of Us

**100**

**KJZZ/Portland, OR**  
(503) 226-6100  
Austin

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
32	33	60	74		AALYNA/You That...
71	68	71	67		ALL SAINTS/Never Ever
70	74	74	66		JANET/Go Deep
60	50	52	58		BARENKED LADIES/One Week
66	72	69	59		EDWIN MCCAIN/It Be
26	32	32	49		FIVE/When The Lights
46	33	30	48		USHER/My Way
61	50	53	46		NEXT/Too Close
48	51	49	44		'N SYNC/Lean Up My Heart
-	-	43	43		JEWEL/Hands
38	45	42	39		LARRYN HILL/Can't Take My Heart
48	47	46	35		JENNIFER PAGE/Crush
19	22	26	28		BIJOU/Time After Time
60	50	52	58		BARENKED LADIES/One Week
66	72	69	59		EDWIN MCCAIN/It Be
26	32	32	49		FIVE/When The Lights
46	33	30	48		USHER/My Way
61	50	53	46		NEXT/Too Close
48	51	49	44		'N SYNC/Lean Up My Heart
-	-	43	43		JEWEL/Hands
38	45	42	39		LARRYN HILL/Can't Take My Heart
48	47	46	35		JENNIFER PAGE/Crush
19	22	26	28		BIJOU/Time After Time
60	50	52	58		BARENKED LADIES/One Week
66	72	69	59		EDWIN MCCAIN/It Be
26	32	32	49		FIVE/When The Lights
46	33	30	48		USHER/My Way
61	50	53	46		NEXT/Too Close
48	51	49	44		'N SYNC/Lean Up My Heart
-	-	43	43		JEWEL/Hands
38	45	42	39		LARRYN HILL/Can't Take My Heart
48	47	46	35		JENNIFER PAGE/Crush
19	22	26	28		BIJOU/Time After Time
60	50	52	58		BARENKED LADIES/One Week
66	72	69	59		EDWIN MCCAIN/It Be
26	32	32	49		FIVE/When The Lights
46	33	30	48		USHER/My Way
61	50	53	46		NEXT/Too Close
48	51	49	44		'N SYNC/Lean Up My Heart
-	-	43	43		JEWEL/Hands
38	45	42	39		LARRYN HILL/Can't Take My Heart
48	47	46	35		JENNIFER PAGE/Crush
19	22	26	28		BIJOU/Time After Time
60	50	52	58		BARENKED LADIES/One Week
66	72	69	59		EDWIN MCCAIN/It Be
26	32	32	49		FIVE/When The Lights
46	33	30	48		USHER/My Way
61	50	53	46		NEXT/Too Close
48	51	49	44		'N SYNC/Lean Up My Heart
-	-	43	43		JEWEL/Hands
38	45	42	39		LARRYN HILL/Can't Take My Heart
48	47	46	35		JENNIFER PAGE/Crush
19	22	26	28		BIJOU/Time After Time
60	50	52	58		BARENKED LADIES/One Week
66	72	69	59		EDWIN MCCAIN/It Be
26	32	32	49		FIVE/When The Lights
46	33	30	48		USHER/My Way
61	50	53	46		NEXT/Too Close
48	51	49	44		'N SYNC/Lean Up My Heart
-	-	43	43		JEWEL/Hands
38	45	42	39		LARRYN HILL/Can't Take My Heart
48	47	46	35		JENNIFER PAGE/Crush
19	22	26	28		BIJOU/Time After Time
60	50	52	58		BARENKED LADIES/One Week
66	72	69	59		EDWIN MCCAIN/It Be
26	32	32	49		FIVE/When The Lights
46	33	30	48		USHER/My Way
61	50	53	46		NEXT/Too Close
48	51	49	44		'N SYNC/Lean Up My Heart
-	-	43	43		JEWEL/Hands
38	45	42	39		LARRYN HILL/Can't Take My Heart
48	47	46	35		JENNIFER PAGE/Crush
19	22	26	28		BIJOU/Time After Time
60	50	52	58		BARENKED LADIES/One Week
66	72	69	59		EDWIN MCCAIN/It Be
26	32	32	49		FIVE/When The Lights
46	33	30	48		USHER/My Way
61	50	53	46		NEXT/Too Close
48	51	49	44		'N SYNC/Lean Up My Heart
-	-	43	43		JEWEL/Hands
38	45	42	39		LARRYN HILL/Can't Take My Heart
48	47	46	35		JENNIFER PAGE/Crush
19	22	26	28		BIJOU/Time After Time
60	50	52	58		BARENKED LADIES/One Week
66	72	69	5		



OCTOBER 16, 1998

3W	2W	LW	TW	ARTIST/TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	<b>AALIYAH</b> Are You That Somebody? (Atlantic) 2487 2640 2984 2941 49/0					
7	4	4	2	<b>LAURYN HILL</b> Doo Wop (That Thing) (Ruffhouse/Columbia) 2310 2098 1917 1708 43/0					
2	2	3	3	<b>MONICA</b> The First Night (Arista) 2214 2278 2436 2291 49/0					
3	3	2	4	<b>MYA I/SILKK THE SHOCKER</b> Movin' On (University/Interscope) 2213 2306 2284 2164 45/1					
8	5	5	5	<b>MONIFAH</b> Touch It (Uptown/Universal) 2167 2008 1883 1620 44/0					
9	7	6	6	<b>XSCAPE</b> My Little Secret (So So Def/Columbia) 1946 1881 1588 1455 44/0					
15	11	8	7	<b>DIVINE</b> Lately (Pendulum/Red Ant) 1746 1487 1339 1146 45/2					
17	13	10	8	<b>DRU HILL I/REDMAN</b> How Deep... (Def Jam/RAL/Mercury/Island) 1626 1355 1194 1098 46/0					
10	10	7	9	<b>TQ</b> Westside (ClockWork/Epic) 1597 1516 1429 1296 37/0					
4	9	11	10	<b>NICOLE I/MOCHA</b> I Can't See (Gold Mind/EastWest/EEG) 1269 1343 1562 1761 31/1					
21	19	14	11	<b>NEXT I</b> Still Love You (Arista) 1195 1080 949 985 40/3					
6	8	12	12	<b>LAURYN HILL</b> Can't Take My Eyes Off You (Ruffhouse/Columbia) 1147 1330 1569 1709 32/0					
5	6	9	13	<b>TATYANA ALI</b> Daydreamin' (MJJ/Work) 1072 1417 1596 1716 30/0					
20	18	15	14	<b>KEITH SWEAT I/SNOOP DOGG</b> Come And Get With... (Elektra/EEG) 1048 1055 986 1028 39/1					
13	14	16	15	<b>NEXT</b> Too Close (Arista) 1039 1025 1134 1199 28/0					
12	12	13	16	<b>GINUWINE</b> Same Ol' G (Atlantic) 1030 1136 1233 1256 30/1					
16	17	17	17	<b>USHER</b> My Way (LaFace/Arista) 862 912 1028 1109 22/0					
23	21	18	18	<b>BACKSTREET BOYS</b> I'll Never Break Your Heart (Jive) 852 852 864 895 25/0					
38	26	24	19	<b>TAMIA</b> So Into You (Qwest/WB) 816 736 700 535 27/1					
—	40	23	20	<b>FAITH EVANS</b> Love Like This (Bad Boy/Arista) 810 741 447 140 32/3					
11	15	21	21	<b>BRANDY &amp; MONICA</b> The Boy Is Mine (Atlantic) 733 787 1068 1259 22/0					
28	28	25	22	<b>J. DUPRI &amp; M. CAREY</b> Sweetheart (So So Def/Columbia) 727 732 659 680 29/0					
18	22	20	23	<b>BIG PUNISHER I/JOE</b> Still Not A Player (Loud) 727 802 857 1065 22/0					
25	24	26	24	<b>'N SYNC</b> Tearin' Up My Heart (RCA) 655 688 746 795 18/0					
33	25	27	25	<b>JENNIFER PAIGE</b> Crush (Edel America/Hollywood) 619 648 708 642 15/1					
24	23	22	26	<b>R. KELLY</b> Half On A Baby (Jive) 618 754 835 837 26/0					
<b>BREAKER</b>	27	27	27	<b>BRANDY</b> Have You Ever? (Atlantic) 614 232 47 28 36/7					
22	27	33	28	<b>PRAS MICHEL I/ODB &amp; MYA</b> Ghetto Supastar... (Interscope) 614 535 682 922 21/0					
30	29	28	29	<b>JERMAINE DUPRI I/JAY-Z</b> Money Ain't... (So So Def/Columbia) 611 636 645 665 22/1					
39	36	32	30	<b>SWEETBOX</b> Everything's Gonna Be Alright (RCA) 589 597 535 485 23/1					
35	33	29	31	<b>SNOOP DOGG</b> Still A G Thang (No Limit/Priority) 579 628 605 589 21/0					
14	16	19	32	<b>INOJ</b> Time After Time (So So Def/Columbia) 561 822 1029 1197 17/0					
<b>BREAKER</b>	33	33	33	<b>NICOLE I/MOCHA</b> I Can't See (Gold Mind/EastWest/EEG) 559 495 389 157 28/2					
<b>BREAKER</b>	34	34	34	<b>NASTYBOY KLICK</b> Lost In Love (Upstairs) 558 475 386 314 11/0					
32	35	31	35	<b>MO THUGS FAMILY</b> All Good (Relativity) 549 599 578 648 16/0					
<b>BREAKER</b>	35	35	35	<b>JAY-Z I/AMIL AND JA</b> Can I Get A... (Def Jam/RAL/Mercury) 545 390 217 71 23/4					
—	49	37	37	<b>2PAC</b> Unconditional Love (Death Row/Breakaway) 535 506 360 217 17/0					
31	32	35	38	<b>JANET</b> Go Deep (Virgin) 498 517 622 655 12/0					
40	41	42	39	<b>DMX I/FAITH EVANS</b> How's It Goin' Down? (Def Jam/Mercury) 494 468 446 435 14/0					
43	39	36	40	<b>AEROSMITH</b> I Don't Want To Miss A Thing (Columbia) 488 513 455 425 9/0					
49	43	43	41	<b>VOICES OF THEORY</b> Wherever You Go (H.O.L.A./Red Ant) 462 465 419 268 22/1					
46	—	44	42	<b>KURUPT</b> We Can Freak It (Out) (Antra/A&M) 449 418 343 319 15/2					
26	30	34	43	<b>JON B.</b> They Don't Know (Yab Yum/550 Music) 423 532 641 715 14/0					
34	34	38	44	<b>MASE I/PUFF DADDY</b> Lookin' At Me (Bad Boy/Arista) 393 506 583 622 13/0					
<b>DEBUT</b>	45	45	45	<b>REEL TIGHT</b> Wanna Ride (G-Funk/Restless) 381 290 129 10 24/0					
—	50	47	46	<b>PRAS</b> Blue Angels (Ruffhouse/Columbia) 381 388 347 208 24/0					
29	31	41	47	<b>WILL SMITH</b> Just The Two Of Us (Columbia) 375 470 638 675 16/0					
42	38	45	48	<b>BIZZY BONE</b> Thugz Cry (Relativity) 368 416 458 432 14/0					
36	44	48	49	<b>KELLY PRICE</b> Friend Of Mine (T-Neck/Island) 333 348 397 586 9/0					
<b>DEBUT</b>	50	50	50	<b>JAY-Z</b> Hard Knock Life (Roc-A-Fella/Def Jam/Mercury) 327 168 36 10 12/5					

This chart reflects airplay from October 5-11. Songs ranked by total plays. Highlighted songs indicate Breaker.

52 CHR/Rhythmic reporters. 49 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R&R Inc.

## BREAKERS

<b>BRANDY</b> Have You Ever? (Atlantic) TOTAL PLAYS/INCREASE: 614/382 TOTAL STATIONS/ADDS: 36/7 CHART: 2
<b>NICOLE I/MOCHA</b> I Can't See (Gold Mind/EastWest/EEG) TOTAL PLAYS/INCREASE: 559/64 TOTAL STATIONS/ADDS: 28/2 CHART: 3
<b>NASTYBOY KLICK</b> Lost In Love (Upstairs) TOTAL PLAYS/INCREASE: 558/83 TOTAL STATIONS/ADDS: 11/0 CHART: 4
<b>JAY-Z I/AMIL AND JA</b> Can I Get A... (Def Jam/RAL/Mercury) TOTAL PLAYS/INCREASE: 545/155 TOTAL STATIONS/ADDS: 23/4 CHART: 5

## MOST ADDED

ARTIST/TITLE LABEL(S)	TOTAL PLAYS
<b>WILL SMITH</b> Miami (Columbia) 16	
<b>BRIAN MCKNIGHT</b> Hold Me (Motown) 14	
<b>R. KELLY &amp; CELINE DION</b> I'm Your Angel (Jive) 11	
<b>JANET</b> Every Time (Virgin) 8	
<b>BRANDY</b> Have You Ever? (Atlantic) 7	
<b>A+ Enjoy Yourself</b> (Kedar/Universal) 6	
<b>MARY J. BLIGE</b> Beautiful (Flyte Tyme/MCA) 5	
<b>JAY-Z</b> Hard Knock Life (Roc-A-Fella/Def Jam/Mercury) 5	
<b>TOTAL I/MISSY ELLIOTT</b> Trippin' (Bad Boy/Arista) 5	
<b>112 I/MASE</b> Love Me (Bad Boy/Arista) 4	
<b>DRU HILL</b> These Are The Times (Island) 4	
<b>JAY-Z I/AMIL AND JA</b> Can I Get... (Def Jam/RAL/Mercury) 4	
<b>WILLIE MAX I/RAPHAEL SAADIO</b> Can't Get Enough (Motown) 4	

## MOST INCREASED PLAYS

ARTIST/TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>BRANDY</b> Have You Ever? (Atlantic) +382	
<b>DRU HILL I/REDMAN</b> How... (Def Jam/RAL/Mercury/Island) +271	
<b>DIVINE</b> Lately (Pendulum/Red Ant) +250	
<b>LAURYN HILL</b> Doo Wop (That...) (Ruffhouse/Columbia) +212	
<b>JANET</b> Every Time (Virgin) +191	
<b>JAY-Z</b> Hard Knock Life (Roc-A-Fella/Def Jam/Mercury) +158	
<b>MONIFAH</b> Touch It (Uptown/Universal) +158	
<b>JAY-Z I/AMIL AND JA</b> Can I Get... (Def Jam/RAL/Mercury) +155	
<b>R. KELLY &amp; CELINE DION</b> I'm Your Angel (Jive) +121	
<b>A+ Enjoy Yourself</b> (Kedar/Universal) +115	
<b>NEXT I</b> Still Love You (Arista) +115	

## HOTTEST RECURRENTS

ARTIST/TITLE LABEL(S)	TOTAL PLAYS
<b>K-CI &amp; JOJO</b> All My Life (MCA)	
<b>BRIAN MCKNIGHT</b> Anytime (Motown)	
<b>USHER</b> You Make Me Wanna... (LaFace/Arista)	
<b>DESTINY'S CHILD</b> No, No, No (Grass Roots/Columbia)	
<b>WILL SMITH</b> Gettin' Jiggy Wit It (Columbia)	
<b>USHER</b> Nice & Slow (LaFace/Arista)	
<b>MASE</b> Feels So Good (Bad Boy/Arista)	
<b>NOTORIOUS B.I.G.</b> Mo Money Mo Problems (Bad Boy/Arista)	
<b>SAVAGE GARDEN</b> Truly Madly Deeply (Columbia)	
<b>MARIAH CAREY</b> My All (Columbia)	

Breakers: Songs registering 500 plays or more for the first time. Bulet 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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## R&R HIP-HOP TOP 20

W/TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	LAST WEEK	TOTAL STATIONS
1	<b>Lauryn Hill</b> Doo Wop... (Ruffhouse/Columbia)	5990	5632	131/0
2	<b>Jeanine Dupri &amp; Mariah Carey</b> Sweetheart (So So Def/Columbia)	2527	2433	104/0
3	<b>Dink FFAITH Evans</b> How's it Goin' Down? (Def Jam/Mercury)	2196	2178	75/0
4	<b>Jay-Z F/Amil And Ja</b> Can I Get A... (Def Jam/RAL/Mercury)	1798	1223	102/8
5	<b>Bizzy Bone</b> Thugz Cry (Relativity)	1693	1707	76/0
6	<b>Link</b> I Really Wanna Sex Your Body (Relativity)	1412	1234	78/1
7	<b>Mack 10 F/Ronald Levert</b> Money's Just... (Hoo-Bangin'/Priority)	1233	863	91/4
11	<b>WC F/Jon B.</b> Better Days (Payday/FFRR/London)	1184	1038	77/3
15	<b>Big Punisher</b> You Came Up (Loud)	1037	900	63/4
16	<b>Snoop Dogg</b> Still A G Thang (No Limit/Priority)	917	1657	44/2
20	<b>Noreaga</b> Superthug (Penalty/Tommy Boy)	911	613	68/7
12	<b>Big Punisher F/Joie</b> Still Not A Player (Loud)	897	940	31/0
13	<b>Fat Joe F/Puff Daddy</b> Don Cartagena (Mystic/Big Beat/Atlantic)	892	974	54/1
10	<b>Jermanne Dupri F/Jay-Z</b> Money Ain't... (So So Def/Columbia)	892	1056	39/2
14	<b>A Tribe Called Quest</b> Find A Way (Jive)	886	911	61/0
7	<b>Kuruft</b> We Can Freak It (Out) (Antra/A&M)	850	1271	40/2
20	<b>Ras Kass F/D.R. Dre &amp; Mack 10</b> Ghetto... (Patchwerk/Priority)	819	771	80/1
18	<b>Pras Blue</b> Angels (Ruffhouse/Columbia)	732	755	62/1
4	<b>Shaquille O'Neal F/Peter Gunz</b> The Way It's... (T.W.is.M./A&M)	720	1912	43/0
20	<b>E-40 F/Too Short &amp; K-Ci &amp; JoJo</b> From The... (Sick Wid It/Jive)	684	488	64/5

This chart reflects airplay from October 5-11. Songs ranked by total plays. 52 CHR/Rhythmic reporters and 90 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. © 1998, R&R Inc.

## NEW & ACTIVE

### 112 FNAME Love Me (Bad Boy/Arista)

Total Plays: 325, Total Stations: 20, Adds: 4

### WILLE NICK F/FRANZEL SANDO Can't Get Enough (Motown)

Total Plays: 319, Total Stations: 24, Adds: 4

### WC F/JOE B. Better Days (Payday/FFRR/London)

Total Plays: 312, Total Stations: 13, Adds: 0

### LINK I Really Wanna Sex Your Body (Relativity)

Total Plays: 306, Total Stations: 18, Adds: 0

### GOO GOO DOLLS Iris (Warner Sunset/Reprise)

Total Plays: 302, Total Stations: 5, Adds: 0

### MACX 10 F/RONALD LEVERT Money's... (Hoo-Bangin'/Priority)

Total Plays: 280, Total Stations: 17, Adds: 0

### ANDREA MARTIN Let Me Return The Favor (Arista)

Total Plays: 275, Total Stations: 23, Adds: 1

### KIRK FRANKLIN Lean On Me (GospoCentric)

Total Plays: 272, Total Stations: 19, Adds: 1

### PRESSHA Splackaville (Tony Mercedes/LaFace/Arista)

Total Plays: 254, Total Stations: 6, Adds: 0

### JANET Every Time (Virgin)

Total Plays: 253, Total Stations: 24, Adds: 8

### STARBUST The Music Sounds Better... (Virgin)

Total Plays: 245, Total Stations: 16, Adds: 3

### KHADEJA F/PRODUCED Here We Go (Franchise/Loud)

Total Plays: 207, Total Stations: 7, Adds: 0

### MARY J. BLIGE Beautiful (Fyte Tyme/MCA)

Total Plays: 190, Total Stations: 16, Adds: 5

### Enjoy Yourself (Kedar/Universal)

Total Plays: 181, Total Stations: 18, Adds: 6

### NOREAGA Superthug (Penalty/Tommy Boy)

Total Plays: 177, Total Stations: 10, Adds: 1

### WILL SMITH Miami (Columbia)

Total Plays: 161, Total Stations: 20, Adds: 16

### DRU HILL These Are The Times (Island)

Total Plays: 155, Total Stations: 6, Adds: 4

### PM DAWN I Had No Right (Gee Street/V2)

Total Plays: 149, Total Stations: 8, Adds: 2

### BRITNEY SPEARS ...Baby One More Time (Jive)

Total Plays: 142, Total Stations: 9, Adds: 2

### 99 DEGREES Because Of You (Motown)

Total Plays: 139, Total Stations: 7, Adds: 0

### Songs ranked by total plays



**2 COOL FOR SHADES** — The KMEI/San Francisco backstage "Jam Central" was alive with excitement when Columbia artist Mariah Carey and So So Def/Columbia artist Jermaine Dupri (c) came to visit. After an amazing performance of their duet single "Sweetheart," the dynamic duo posed with (l-r) KMEI personality Rosary and PD Joe Arbagey and Columbia Sr. VP Jerry Blair and Columbia National Dir./Crossover Promo Queen Lisa Ellis.

## NEW RELEASES

### ADDS OCTOBER 20

<b>RICKY BELL</b>	<b>When Will I See You... (So So Def/Columbia)</b>
<b>CASE f/JOE</b>	<b>Faded Pictures (Def Jam/RAL/Mercury)</b>
<b>SHAE JONES</b>	<b>Talk Show Shhh... (Universal)</b>
<b>KURUPT</b>	<b>Gimmewhuttagot (Antra/A&amp;M)</b>
<b>MASTER P</b>	<b>Kenny's Dead (American/Columbia)</b>
<b>DEBELAH MORGAN</b>	<b>Yesterday (Motown)</b>

## CHR/RHYTHMIC REPORTERS

Stations and their adds listed alphabetically by market

<b>KYLZ/Albuquerque, NM</b> DB/PO: B.L.C. Scripps PD: Robb Royce 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WBBM/Chicago, IL</b> PD: Ted Cowart 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KTAA/Fresno, CA</b> PD/MD: Pam Moran 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KLUC/Las Vegas, NV</b> PD: Cat Thomas MD: Marisa Steier 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KD/Q/Oakland-Midland, TX (cont)</b> 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KWNV/Reno, NV</b> PD: DHR Shipp 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KTFM/San Antonio, TX</b> PD: Kim Trewey MD: Steve Chavez 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KOHT/Tucson, AZ</b> PD: Pete Jacobs AP/MD: Fred Rice 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"
<b>KQBT/Austin, TX</b> PD: Ed Seaman 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KCFM/Corpus Christi, TX</b> PD: Ed Seaman 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KPWR/Las Vegas, CA</b> 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KXON/Monterey, CA</b> PD: Spencer B. Stevens MD: Picozzi 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KKJZ/Phoenix, AZ</b> PD: Bruce B. Jones AP: Krzyzaki Steve 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KGGI/Riverside, CA</b> PD: Diane Lutz AP/MD: Jesse Jaran 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>XHTZ/San Diego, CA</b> MD: Dale Salvo 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WDWZ/Tulsa, NY</b> AP/MD: Larry Carpenter 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"
<b>KISW/Bakersfield, CA</b> PD: Holly Sims 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WBT/Dallas, OH</b> AP/MD: Aage Kimbrell 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KJZZ/Phoenix, AZ</b> PD: Bruce B. Jones AP: Krzyzaki Steve 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KXON/Monterey, CA</b> PD: Spencer B. Stevens MD: Picozzi 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WMAX/Rochester, NY</b> PD: Fred Anderson AP/MD: Patricia Costanzo 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KMEL/San Francisco, CA</b> PD: Jerry Aronoff MD: Glenn Berry 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KYLD/San Francisco, CA</b> PD: Michael Martin AP/MD: Jazzy Jim Archer 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WGPC/Washington, DC</b> AP/MD: J.P. Thomas 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"
<b>KKXX/Bakersfield, CA</b> PD: Greg Marshall 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KKKS/Denver, CO</b> PD: Cat Collins MD: Jennifer Willis 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KJZZ/Phoenix, AZ</b> PD: Bruce B. Jones AP: Krzyzaki Steve 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KXON/Monterey, CA</b> PD: Spencer B. Stevens MD: Picozzi 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WMBX/Sacramento, CA</b> PD/MD: Braden "Evo" Jamille 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KYLD/San Francisco, CA</b> PD: Michael Martin AP/MD: Jazzy Jim Archer 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KWVV/San Luis Obispo</b> 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KDGS/Wichita, KS</b> PD: Steve Dornell AP: Ricardo Cherry MD: A.J. Jones 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"
<b>WERD/Baltimore, MD</b> MD/PO: Tom Calabrese MD: Dwayne Sims 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WDRQ/Detroit, MI</b> PD: James Jam MD: Victor Star 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KJZZ/Phoenix, AZ</b> PD: Bruce B. Jones AP: Krzyzaki Steve 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KXON/Monterey, CA</b> PD: Spencer B. Stevens MD: Picozzi 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WMOX/Sacramento, CA</b> PD/MD: Braden "Evo" Jamille 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KYLD/San Francisco, CA</b> PD: Michael Martin AP/MD: Jazzy Jim Archer 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KWVV/San Luis Obispo</b> 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KDGS/Wichita, KS</b> PD: Steve Dornell AP: Ricardo Cherry MD: A.J. Jones 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"
<b>WJLJ/Birmingham, AL</b> PD: Mickey Parker 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KPRV/El Paso, TX</b> PD: John Candelario MD: Victor Star 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KJZZ/Phoenix, AZ</b> PD: Bruce B. Jones AP: Krzyzaki Steve 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KXON/Monterey, CA</b> PD: Spencer B. Stevens MD: Picozzi 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WMOX/Sacramento, CA</b> PD/MD: Braden "Evo" Jamille 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KYLD/San Francisco, CA</b> PD: Michael Martin AP/MD: Jazzy Jim Archer 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KWVV/San Luis Obispo</b> 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KDGS/Wichita, KS</b> PD: Steve Dornell AP: Ricardo Cherry MD: A.J. Jones 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"
<b>WJZZ/Boston, MA</b> PD: Debbie Ann McCarthy AP/MD: Jason Breen 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KBOB/Fresno, CA</b> PD: Steve Hall MD: Tracy Longoria 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KJZZ/Phoenix, AZ</b> PD: Bruce B. Jones AP: Krzyzaki Steve 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KXON/Monterey, CA</b> PD: Spencer B. Stevens MD: Picozzi 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WMOX/Sacramento, CA</b> PD/MD: Braden "Evo" Jamille 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KYLD/San Francisco, CA</b> PD: Michael Martin AP/MD: Jazzy Jim Archer 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KWVV/San Luis Obispo</b> 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KDGS/Wichita, KS</b> PD: Steve Dornell AP: Ricardo Cherry MD: A.J. Jones 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"
<b>WJZZ/Boston, MA</b> PD: Debbie Ann McCarthy AP/MD: Jason Breen 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KBOB/Fresno, CA</b> PD: Steve Hall MD: Tracy Longoria 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KJZZ/Phoenix, AZ</b> PD: Bruce B. Jones AP: Krzyzaki Steve 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KXON/Monterey, CA</b> PD: Spencer B. Stevens MD: Picozzi 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>WMOX/Sacramento, CA</b> PD/MD: Braden "Evo" Jamille 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KYLD/San Francisco, CA</b> PD: Michael Martin AP/MD: Jazzy Jim Archer 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KWVV/San Luis Obispo</b> 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"	<b>KDGS/Wichita, KS</b> PD: Steve Dornell AP: Ricardo Cherry MD: A.J. Jones 1: "I'M A GONNA BE A STAR" 2: "I'M A GONNA BE A STAR" 3: "I'M A GONNA BE A STAR"

52 Total Reporters  
52 Current Reporters  
49 Current Playlists

Reported Frozen Playlist (1):  
KXCS/Albuquerque, NM

Old Not Report, Playlist  
Frozen (2):  
KXCS/Albuquerque, NM  
WLLD/Tampa, FL

# CHR/RHYTHMIC PLAYLISTS

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

**KTU 103.5** MARKET #1  
WHTM/New York  
(201) 420-3700  
Blue/Shane

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
73	71	74	56		DEBORAH COX/Things Just Ain't
67	69	66	54		RODDELL FOGLE/Come On My Way
72	74	74	54		HANNAH/You Only Have To
29	40	41	38		JENNIFER PACE/Crush
40	42	41	33		K-CI & JOLIAN/My Life
39	43	33	33		ALYNIA/Have You That
31	23	27	32		BRIAN MCDONNIGHT/How Deep Is Your
47	42	43	38		BACKSTREET BOYS/It's Never Been
44	45	41	38		W SYNC/Tease/Up My Heart
54	54	65	39		NEITZ/Sil Love You
43	40	41	29		LA BOUTIQUE/You Won't Forget Me
36	39	40	25		STARS ON SW/You Could Read...
46	50	46	22		ROCK/Un A Dream
22	21	20	19		CYNTHIA/ I Had The Chance
35	29	24	17		MADONNA/The Power Of
35	39	36	17		TEMPERER/It's Never Been
20	17	5	18		AMBER/One Of A Kind/Your Angel
20	17	5	18		AMBER/One Of A Kind/Your Angel
15	16	15	11		MONIFAH/Have You Ever?
33	29	28	10		BIOTIME/After Time
55	28	24	14		BIG PUNISHER/Fluorescent Not A Player
22	19	15	14		WILL SMITH/Just The Two Of Us
31	25	18	14		BRANDY/ALL STARS/Of The Music...
17	17	14	13		RAZOR & GUANO/Don't Take My
5	16	15	11		MONIFAH/Have You Ever?
20	26	24	10		SWEET/Everything's
17	14	18	10		STARBUCKS/The Music Sounds...
18	17	17	10		DEBELAH MORGAN/Yesterday
8	7	8	8		MORICA/The First Night
16	15	15	8		DEBORAH COX/Nobody's Supposed...
7	5	5	5		COLLEGE/Love Of A Lifetime
5	5	5	5		DIVINE/Lately
48	39	5	5		BRANDY & MONICA/The Boy Is Mine
6	5	5	5		JUDY TORRES/Back In Your Arms...
5	5	5	5		ACE OF BASE/Whenever You Call...

**HOT 97.3** MARKET #2  
WQHT/New York  
(212) 229-9797  
Cloderty

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
42	42	42	42		LARRY HILL/Doo Wop (That Thing)
39	41	42	42		MORICA/The First Night
42	40	42	42		QUEEN & WYCLEF JEAN/Another One Bites
42	42	42	42		NORISAGA/SuperBop
31	33	41	41		JAY-Z FAMIL AND JACAN I Got A...
42	41	42	41		ALYNIA/Have You That
10	21	35	40		JAY-Z/Just Killa
11	15	38	38		R KELLY/Hill/My Home Alone
28	28	34	38		KELLY ROWLAND/Up My Heart
41	41	40	37		LARRY HILL/Doo Wop (That Thing)
21	22	29	35		DRU HILL/FREEDMAN/How Deep Is Your
11	13	33	33		LARRY HILL/Doo Wop (That Thing)
32	34	37	30		MYA/FUSK/Move On
42	37	29	30		BECK/Where's The Love
23	22	23	28		R KELLY/Hill On A Baby
35	25	29	28		112/FMASE/Love Me
29	24	30	28		OUTKAST/Sweetest Thing In Bar-8
29	24	30	28		NORISAGA/SuperBop From TV
26	27	28	28		MEMPHIS BLEEK/JAY-Z/My Angriest
15	22	23	24		XSCAPE/My Little Secret
30	29	29	24		IMADE/JA FRODOCT/How We Go
39	32	23	21		FATH EVANS/Love Like This
17	26	31	28		LARRY HILL/Used To Love Him
21	23	23	20		LARRY HILL/Used To Love Him
21	23	23	20		GRUINNE/Same Of G
14	15	20	18		LARRY HILL/Can't Take My
10	19	20	18		BLACK ROBE/Dare You
10	19	20	18		BOUNTY KILLA/Deadly Zone
16	18	17	18		DRU HILL/These Are The Times
16	18	17	18		JANET/Every Time
16	18	17	18		HELEN SHELBAH/Don't Mean That
19	16	15	15		REI JOE/FRUFF DADDY/When I'm
19	21	20	15		NEITZ/Sil Love You
12	13	13	13		BIG PUNISHER/You Came Up
12	15	15	13		A TRIBE CALLED QUEST/Free A Way
12	15	15	13		TOTAL/MISSY ELLIOTT/Trapper

**POWER 106.1 FM** MARKET #3  
KOPV/Los Angeles  
(818) 953-4200  
Smith/E-Man

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
48	55	69	65		LARRY HILL/Doo Wop (That Thing)
64	66	63	64		KURUP/We Can't Stop It
55	59	63	64		QUEEN & WYCLEF JEAN/Another One Bites
45	53	55	61		MONIFAH/Touch It
59	51	49	55		SNOOP DOGG/Sil A G Thing
39	40	44	40		NEITZ/Sil Love You
40	42	40	44		DRU HILL/FREEDMAN/How Deep Is Your
28	36	37	38		MYA/FUSK/Move On
48	53	52	55		MD THUGS FAMILY/Good
35	32	34	34		JD & MARIAH CAREY/Sweetheart
15	15	23	33		JAY-Z/Just Killa
23	32	31	31		MORICA/The First Night
17	25	25	28		TO/Westside
17	25	25	28		WC FLOJI B./After Days
29	21	20	20		MAZE FRUFF DADDY/When At Me
27	20	17	25		CYPRESS HILL/Dx Greenhouse
27	20	17	25		LARRY HILL/Used To Love Him
19	8	25	21		XSCAPE/My Little Secret
16	22	21	21		MACK 10/FG LEVER/Alone's Just A...
16	22	21	21		112/FMASE/Love Me
26	26	26	26		FATH EVANS/Love Like This
38	42	41	41		XZIBIT/What U See...
35	23	19	18		ALYNIA/Have You That
24	22	12	12		LARRY HILL/Can't Take My
16	12	11	11		SHOQUILLE O'NEAL/...The Way It'll...
5	5	5	5		PRAS/Blue Angels

**B96 CHICAGO** MARKET #4  
WBBM/Chicago  
(312) 944-6000  
Cavanah/Bradley

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
79	80	77	81		NICOLE/Male It Hot
45	50	77	80		GOO GOO DOLLS/In
61	73	50	75		BRIAN MCDONNIGHT/The Only One For Me
82	83	80	72		ALYNIA/Have You That
44	80	77	80		R KELLY & C. DION/My Your Angel
83	65	72	82		AEROSMITH/Don't Want To
32	38	46	52		BIG PUNISHER/Fluorescent Not A Player
49	29	25	25		W SYNC/Tease/Up My Heart
45	74	45	58		ALL SARTHER/Every
10	30	29	42		MYA/FUSK/Move On
10	30	29	42		W SYNC/Tease/Up My Heart
44	77	70	70		WU/Time After Time
28	42	44	39		BRANDY/FMASE/Top Of The World
39	29	29	37		BACKSTREET BOYS/It's Never Been
32	43	44	34		SWEET/Everything's
48	49	44	58		TATYANA ALI/Dreamin'
3	3	3	3		MONIFAH/Touch It
17	19	31	30		JENNIFER PACE/Crush
18	17	17	10		JD & MARIAH CAREY/Sweetheart
19	19	36	22		GRUINNE/Same Of G
3	15	13	13		PRAS/Blue Angels
13	4	4	4		STARBUCKS/The Music Sounds...
4	4	4	4		WU/Time After Time
5	25	4	4		BRANDY/Have You Ever?
5	25	4	4		ALANIS MORISSETTE/Thank U
5	25	4	4		FIVE/...The Things

**KMEL JAMS** MARKET #5  
KQEL/San Francisco  
(415) 538-1061  
Arbajoy/Aure

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
62	62	66	65		LARRY HILL/Doo Wop (That Thing)
29	42	59	62		DRU HILL/FREEDMAN/How Deep Is Your
23	44	59	62		JAY-Z FAMIL AND JACAN I Got A...
32	13	52	58		JAY FLEWY/Whatcha Gonna Do
60	57	59	53		MYA/FUSK/Move On
58	50	51	51		ALYNIA/Have You That
57	50	56	51		MORICA/The First Night
37	39	45	45		SILUX THE SHOCKER/Am I My Fault
15	31	41	46		NEITZ/Sil Love You
38	47	41	38		MAZE FRUFF DADDY/When At Me
59	54	40	36		GRUINNE/Same Of G
60	44	41	35		JENNIFER PACE/Crush
10	34	34	34		TO/Westside
40	41	40	34		DAMANA/So Into You
19	26	35	31		XSCAPE/My Little Secret
17	35	35	30		JD & MARIAH CAREY/Sweetheart
15	31	41	36		BRIAN MCDONNIGHT/The Only One For Me
14	29	25	25		DMX/FATH EVANS/How's It Goin' Down?
24	19	22	24		NICOLE/Male It Hot
16	20	22	22		SNOOP DOGG/Sil A G Thing
9	13	10	10		DIVINE/Lately
16	19	19	16		JD & MARIAH CAREY/Sweetheart
6	11	13	13		KERRY LATTER/When I'm
11	16	16	16		SPORTY THEVZ/Chopsticks (You...)
18	17	16	13		NORISAGA/SuperBop
9	11	7	8		JAY-Z/Just Killa
9	11	7	8		A TRIBE CALLED QUEST/Free A Way
5	8	5	8		MARY J. BLIGE/Beaujolais
7	5	8	5		NICOLE/Male It Hot
6	5	8	5		BRANDY/FMASE/Top Of The World
9	6	5	8		JON B.I Do (Whatcha...)
5	5	5	5		BRANDY/Have You Ever?
5	5	5	5		JANET/Every Time
5	5	5	5		WC FLOJI B./After Days
5	5	5	5		DEBORAH COX/Nobody's Supposed...

**WILD 94.9** MARKET #4  
KYL/Denver  
(303) 733-9949  
Marino/Archer

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
22	46	69	75		MONIFAH/Touch It
42	43	60	71		DRU HILL/FREEDMAN/How Deep Is Your...
14	30	70	70		TAMIA/So Into You
55	60	70	60		LARRY HILL/Doo Wop (That Thing)
16	46	64	64		JAY-Z FAMIL AND JACAN I Got A...
41	55	67	58		NASTYBOY KUDU/lost In Love
67	62	67	67		MD THUGS FAMILY/Good
67	62	67	67		ALYNIA/Have You That
46	49	65	66		MORICA/The First Night
65	68	67	64		MYA/FUSK/Move On
8	33	42	42		STARBUCKS/The Music Sounds...
29	23	42	42		XSCAPE/My Little Secret
64	67	47	34		NICOLE/Male It Hot
37	42	38	33		BIZZY BONE/Thug Cry
52	58	38	33		TO/Westside
54	66	44	38		GRUINNE/Same Of G
12	6	7	11		E-40/FRODO SHORT/From The Ground Up
12	6	7	11		DIVINE/Lately
22	21	24	23		SILUX THE SHOCKER/Am I My Fault
5	5	23	22		112/FMASE/Love Me
11	16	16	16		FATH EVANS/Love Like This
11	16	16	16		WILLIE MAX/...Can't Get Enough
7	11	13	13		NORISAGA/SuperBop
7	11	13	13		NEITZ/Sil Love You
7	11	13	13		ICE CUBE/AM SHORT/Pustier Weight
7	11	13	13		JD & MARIAH CAREY/Sweetheart
5	5	5	5		BRANDY/Have You Ever?
25	15	15	15		BACKSTREET BOYS/It's Never Been
6	7	7	7		PRAS/Blue Angels
6	7	7	7		MACK 10/FG LEVER/Alone's Just A...
6	7	7	7		SNOOP DOGG/Sil A G Thing
5	5	5	5		VOICES OF THEORY/Whenever You Go
5	5	5	5		Aw/Enjoy Yourself
5	5	5	5		ZPAC/Unconditional Love
5	5	5	5		REEL TIGHT/Wanna Ride
5	5	5	5		JANET/Every Time
5	5	5	5		LIKKA/Ready Warm
5	5	5	5		KETH SWEAT/FMASE/Top Of The World

**WDRQ 93.1 FM** MARKET #2  
WDRQ/Detroit  
(248) 354-9300  
Teal/Jam

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
66	67	66	68		NEITZ/Sil Love You
62	68	66	68		USHER/My Way
25	27	33	33		PRAS MICHEL FOOB...Ghetto Superstar
65	67	66	68		JANET/Go Deep
28	31	39	38		SHAGGY/RUMBLE/Up My Love Me
33	32	44	44		ALYNIA/Have You That
64	68	65	65		JENNIFER PACE/Crush
28	28	31	30		LARRY HILL/Doo Wop (That Thing)
32	28	30	35		MONIFAH/Touch It
32	34	36	38		SWEET/Everything's
66	67	68	68		W SYNC/Tease/Up My Heart
29	31	33	33		MORICA/The First Night
32	32	34	34		VOICES OF THEORY/It's
29	28	27	24		DRU HILL/FREEDMAN/How Deep Is Your...
25	31	34	34		MADONNA/The Power Of
21	21	25	24		TAMIA/So Into You
33	33	33	33		BRIAN MCDONNIGHT/Anytime
65	67	68	68		SHE MOVES/In Your Love
35	34	34	33		FIVE/When The Lights...
22	22	22	22		LOPI/...I Can't Take My
66	67	66	66		MD THUGS FAMILY/Good
33	31	31	30		BACKSTREET BOYS/It's Never Been
26	27	27	27		BRITNEY SPEARS/...Baby One More...
22	21	23	23		BRANDY/Have You Ever?
22	21	23	23		ICE CUBE/AM SHORT/Pustier Weight
22	21	23	23		STARBUCKS/The Music Sounds...
20	21	22	22		KETH SWEAT/FMASE/Top Of The World
29	28	27	24		





WALT LOVE

# Citadel's Newest Power Player

■ Peter Moncrieffe, ex-owner of Citywide, changes his approach to the business

More and more, we're seeing minority owners sell their properties. One of the most recent was Peter Moncrieffe, ex-owner of Citywide Broadcasting, who sold his nine radio stations to Citadel for \$34 million. He continues to oversee the entire cluster as GM, a wise move on Citadel's part. Moncrieffe agreed to talk to R&R about his new role and how he plans to continue as a player in this industry and within Citadel.

## How It Was And How It Is

Moncrieffe bought his first station in February 1983. It was KQXL-FM, which was licensed to New Roads, LA, just outside of Baton Rouge. After that he began to acquire other stations in Baton Rouge, including heritage WXOK-AM. Eventually he grew his company, Citywide Broadcasting, to a total of nine facilities in two markets. Then, he says, "We decided to sell to Citadel, which is Larry Wilson's group."



Peter Moncrieffe

Was Citadel making overtures to Moncrieffe that they wanted his group? "No," Moncrieffe replies, "but we had been getting some inquiries and offers from different groups. One was Clear Channel. We had offers from them and some other groups, and that kind of got us in the frame of mind of selling. We turned down the offer from Clear Channel, who really wanted Baton Rouge because of its close proximity to New Orleans, where they have quite a few radio stations. Then

came an offer from Citadel, and it was quite attractive. My other partners and I looked at it and thought about it and decided we would get out of the ownership part of the business and sell."

Moncrieffe says this gave him the best of both worlds. "I sold the company, I have my cash, and I can invest that cash — I may invest a large portion of it into Citadel — and I can continue doing what I really enjoy doing, which is operating radio stations." His new title is Station Manager, which means, he says, "I'm going to be the GM of all of these properties here in Baton Rouge and in Lafayette."

Those properties are Urban AC KQXL-FM, Urban WEMX-FM, Gospel and Urban Oldies WXOK-AM, Country WKJN-FM, and Sports/Talk WIBR-AM in Baton

■

**People are very important. Only people can reach out and touch other people. You can't do that with a satellite program. You can't do that with some of the new digital programming equipment.**

Rouge; and Urban AC KNEK-FM, Urban KRRQ-FM, Gospel/Oldies KFXZ-FM, and Oldies KNEK-AM in Lafayette.

How are these stations going to be run under the new ownership? "The way they always have!" Moncrieffe replies. "We plan no change to any of the formats, and we'll continue to operate the way we've always operated. The Country station we have is probably our weakest link, and we look toward having some big bucks behind us to help promote it and get it up and going like we want. But, basically, all of the stations will continue to operate the way they've always operated, and that's a good thing."

## The People Quotient

How does he feel the partnership is going thus far? "To be honest," he says, "I feel good about it, and that's a direct reflection on the company we're partnering up with. I like to use the term *partnering* with Citadel, because I like their philosophy, which is a lot like mine. They don't believe in a lot of automation. Instead, they believe in people and reaching out

■

**If you can't continue to grow your company as a stand-alone facility, you should begin to look at partnering up with a major company where you can be part of something bigger and better.**

and touching the community. It's not like some of the other large operators, where all of the programming is done, for example, out of Austin and then satellited to each of the different markets. Citadel has a totally different philosophy. They believe that each market should stand on its own as an individual entity.

"People are very important. Only people can reach out and touch other people. You can't do that with a satellite program. You can't do that with some of the new digital programming equipment. It's just programming. People is how radio was built and tied into the community. That's the old way of doing radio, and I think a number of companies have begun to realize that this is what we have to go back to if we really want to continue to grow radio. The way to do it is through community involvement. So, back to your first question of how I feel about all of this. I feel good, because the company I chose to align myself with shares my philosophy."

Citadel, in the past, hasn't been known for its interest or involvement in Urban radio. Obviously, though, they've made some commitment in this arena by purchasing Citywide's holdings. Is Citadel going to give Moncrieffe the opportunity to expand in this area on their behalf in other parts of the country? "All I can tell you is, yes, Larry Wilson and I have had that conversation. He said that he's looking to me to expand the Urban division, or to more or less create an Urban division and expand it through new acquisitions while making the company grow. That's what I plan to do. I plan to give Citadel 100%, just like I did for myself. I have a three-year deal, an employment contract, but that's not to say that it won't be extended. We had to start somewhere, and we just started with a three-year deal."

## Things To Come

Moncrieffe had this advice for minority broadcasters: "If you can't continue to grow your company as a stand-alone facility, you should begin to look at partnering up with a major company where you can be part of something bigger and better. You don't necessarily have to own the whole pie. You know, a piece of a larger pie can be better than owning the whole pie."

Like all entrepreneurs, Moncrieffe has the "find your niche and go for it" spirit, but, in his opinion, are there still opportunities for a person whose dream it is to own their own radio station or stations in today's broadcasting world? "I think the opportunities are very limited. In some of the very small markets, where there might only be two, three, or four stations, there are probably some opportunities for people who want to live that dream. There is still some opportunity for a one- or two-man operation in a small town. I

think it will be a while before the larger companies look to buy in those markets."

As our industry continues to consolidate, some industry professionals are beginning to say things like, "At some point the big guys are going to get in trouble and have to sell off some things to survive with all the debt they've acquired." Does Moncrieffe have any thoughts on this? "I don't have a crystal ball, and I don't know what's going to happen in the future. If something like what you've described were to happen and the opportunity were to present itself, I say to any entrepreneur, 'Be ready to take full advantage of it.' Things change all the time. You have to accept these changes, whatever they are, and be ready for them when they come along. Remember that with changes come new opportunities, and that may be the opportunity for one to get into the radio ownership game again. Who knows?"

## A New Frontier

What does Moncrieffe consider to be the new frontier in the broadcasting industry? "For myself, it's continuing in the business with Citadel and helping to make it ... I'm not going to say one of the largest, but I will say one of the most profitable broadcast companies in America."

What opportunities does he see for minorities and women ... if any? "As I said earlier, we have to get involved in some of the larger companies if we can't grow our own companies. Get involved and be a part of it and become a shareholder and buy more stock. Then, continue to grow that stock and work it from that direction as opposed to individual ownership. Now, there are going to be some companies out there that are going to continue to grow. Companies like Radio One, which seems to be doing extremely well, are going to continue to grow and be around and really be true competitors in the industry. It's not there for everyone though, so you need to recognize where your strength is and try and capitalize on it."

■

**I sold the company, I have my cash, and I can invest that cash — I may invest a large portion of it into Citadel — and I can continue doing what really enjoy doing, which is operating radio stations.**

## UC DATABANK

### Black Buying Power On The Rise

Black buying power will rise from \$308 billion in 1990 to \$533 billion in 1999, predicts a study by the Selig Center for Economic Growth at the University of Georgia. The rise in black buying power outdistances the gain in overall U.S. buying power and will grow over twice as fast as inflation.

The Selig Center researchers cite improved employment opportunities (for the U.S. population in general), more blacks starting or owning businesses, and better education as key factors in the growth of black buying power. In the past 10 years, the rate of high school completion among blacks has risen to equal that of whites.

The Selig Center report also cites statistics from the most recent (1995) Consumer Expenditure Survey by the U.S. Bureau of Labor Statistics, which finds that black households spend more on apparel and telecommunications services than average U.S. households, even though average income levels in black households are lower than the national average.

### Black Percentage Of Total Buying Power (By State)

State	1990	1999	Change
Alabama	14.2%	15.4%	1.2%
Delaware	10.4%	12.4%	2.0%
Washington, DC	41.7%	39.1%	-2.6%
Georgia	15.8%	17.9%	2.1%
Louisiana	16.5%	18.6%	2.1%
Maryland	17.4%	20.4%	3.0%
Mississippi	19.1%	20.8%	1.7%
New York	10.6%	11.8%	1.2%
North Carolina	13.6%	14.3%	1.3%
South Carolina	17.1%	18.1%	1.0%
Tennessee	9.7%	10.5%	0.8%
Virginia	11.3%	12.8%	1.5%

SOURCE: "African-American Buying Power By Place Of Residence: 1990-'99," Selig Center for Economic Growth, Dr. Jeffrey Humphreys, Director of Economic Forecasting, Terry College of Business, University of Georgia, Athens, GA., 30602; phone: (706) 542-4085. This study is available online at selig.uga.edu. Reprinted from Minority Markets ALERT, October 1998.

PREPARE FOR YOUR NEXT TASTE OF BASS...

# RICKY BELL

(OF NEW EDITION  
AND BELL BIV DEVOE)

WHEN WILL I SEE YOU SMILE AGAIN?



- The next smash from "SO SO DEF BASS ALL-STARS VOL. III"
- Impacting radio Tuesday, October 20.
- Producer: Carl Mo for Carl Mo Collaborations, Inc.



3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	2	2	1	<b>L</b> LAURYN HILL Doo Wop (That Thing) (Ruffhouse/Columbia) 3689 3734 3659 3563 88/0					
4	1	1	2	R. KELLY Half On A Baby (Jive) 3420 3782 3804 3390 86/0					
6	6	3	3	NEXT I Still Love You (Arista) 3029 2938 2832 2715 82/0					
13	10	5	4	DRE HILL (FREDMAN) How Deep Is Your... (Def Jam/RAL/Mercury/Island) 2890 2630 2347 2022 84/0					
9	7	4	5	KEITH SWEAT /SNOOP DOGG Come And Get With Me (Elektra/EEG) 2779 2663 2588 2331 83/0					
16	12	7	6	DIVINE Lately (Pendulum/Red Ant) 2767 2510 2123 1835 87/3					
10	9	6	7	MONIFAH Touch It (Uptown/Universal) 2577 2568 2367 2244 78/1					
14	13	8	8	JON B. I Do (Whatcha Say Boo) (Yab Yum/550 Music) 2445 2392 2115 1936 83/0					
—	31	13	9	FAITH EVANS Love Like This (Bad Boy/Arista) 2435 1932 1293 543 87/0					
40	26	16	10	MARY J. BLIGE Beautiful (Flyte Tyme/MCA) 2281 1812 1430 1008 84/1					
23	18	12	11	AARON HALL All The Places (I Will...) (MCA) 2149 1951 1668 1510 77/0					
28	22	14	12	DEBORAH COX Nobody's Supposed To Be Here (Arista) 2131 1849 1578 1455 79/3					
—	33	20	13	KIRK FRANKLIN Lean On Me (GospoCentric) 1933 1695 1208 658 79/1					
34	28	18	14	JERMAINE DUPRI & MARIAH CAREY Sweetheart (So So Def/Columbia) 1800 1701 1387 1254 75/0					
32	25	23	15	USHER One Day You'll Be Mine (LaFace/Arista) 1746 1636 1433 1292 77/1					
20	17	17	16	DMX /FAITH EVANS How's It Goin' Down? (Def Jam/Mercury) 1702 1710 1675 1618 61/0					
42	30	25	17	112 /MASE Love Me (Bad Boy/Arista) 1664 1581 1323 994 80/2					
2	4	11	18	XSCAPE My Little Secret (So So Def/Columbia) 1610 2296 3119 3474 52/0					
18	19	19	19	TRIN-I-TEE 5:7 God's Grace (B-Rite/Interscope) 1604 1696 1653 1640 57/0					
33	29	26	20	KENNY LATTIMORE Days Like This (Columbia) 1568 1521 1374 1288 67/1					
43	37	28	21	NICOLE /MOCHA I Can't See (Gold Mind/EastWest/EEG) 1522 1371 1158 971 75/0					
3	3	9	22	GINUWINE Same Ol' G (Atlantic) 1478 2372 3150 3338 45/0					
—	—	33	23	BRIAN MCKNIGHT Hold Me (Motown) 1462 1223 770 236 77/1					
11	14	22	24	MONICA The First Night (Arista) 1414 1659 1973 2146 43/0					
39	35	29	25	TQ Westside (ClockWork/Epic) 1412 1292 1175 1032 61/0					
7	11	21	26	MYA /SILKK THE SHOCKER Movin' On (University/Interscope) 1352 1660 2145 2584 44/0					
46	39	31	27	MAXWELL Matrimony: Maybe You (Columbia) 1339 1288 1128 912 73/1					
38	36	30	28	BIZZY BONE Thugz Cry (Relativity) 1325 1291 1174 1055 62/0					
—	—	38	29	TOTAL /MISSY ELLIOTT Trippin' (Bad Boy/Arista) 1323 1046 338 — 77/0					
41	40	32	30	NICOLE RENEE Strawberry (Atlantic) 1281 1268 1069 997 57/0					
<b>BREAKER</b>	48	36	31	JAY-Z /AMIL AND JA Can I Get A... (Def Jam/RAL/Mercury) 1253 833 312 36 79/4					
—	48	36	32	LUTHER VANDROSS I Know (LV/Virgin) 1204 1093 844 663 71/3					
5	5	10	33	TAMIA So Into You (Qwest/WB) 1195 2359 2842 2898 46/0					
21	24	34	34	AALIYAH Are You That Somebody? (Atlantic) 1187 1215 1471 1586 38/0					
44	43	37	35	ANDREA MARTIN Let Me Return The Favor (Arista) 1112 1072 960 913 61/2					
<b>BREAKER</b>	—	—	36	LINK I Really Wanna Sex Your Body (Relativity) 1106 983 867 735 60/1					
—	—	40	37	CHICO DEBARGE Virgin (Kedar/Universal) 1053 1002 770 601 67/2					
<b>BREAKER</b>	46	—	38	JEROME Too Old For Me (Bad Boy/Arista) 1048 686 655 598 57/5					
36	32	35	39	KELLY PRICE Friend Of Mine (T-Neck/Island) 1047 1125 1218 1236 32/0					
<b>BREAKER</b>	40	—	40	WILLIE MAX /RAPHAEL SAADIQ Can't Get Enough (Motown) 1039 906 737 522 69/3					
<b>BREAKER</b>	41	—	41	BRANDY Have You Ever? (Atlantic) 1024 353 — — 78/6					
<b>BREAKER</b>	42	—	42	DESTINY'S CHILD /TIMBALAND Get On The Bus (EastWest/EEG) 1002 852 569 156 62/0					
<b>DEBUT</b>	43	—	43	MACK 10 /GERALD LEVERT Money's Just... (Hoo-Bangin'/Priority) 953 654 246 9 74/4					
<b>DEBUT</b>	44	—	44	BIG PUNISHER You Came Up (Loud) 888 710 586 388 68/4					
<b>DEBUT</b>	45	—	45	WC /JON B. Better Days (Payday/FFRR/London) 872 749 610 369 64/3					
49	49	42	46	FAT JOE /PUFF DADDY Don Cartagena (Mystic/Big Beat/Atlantic) 867 947 842 786 52/1					
30	27	27	47	DEBELAH MORGAN Yesterday (Motown) 854 1400 1402 1363 37/0					
48	50	49	48	A TRIBE CALLED QUEST Find A Way (Jive) 809 831 826 807 55/0					
8	8	15	49	TYRESE Nobody Else (RCA) 796 1837 2484 2492 33/0					
<b>DEBUT</b>	50	—	50	RAS KASS /DR. DRE & MACK 10 Ghetto Fabulous (Patchwerk/Priority) 760 705 631 478 56/1					

This chart reflects airplay from October 5-11. Songs ranked by total plays. Highlighted songs indicate Breaker. 89 Urban reporters. 87 current playlists. Songs that are down in plays for three consecutive weeks and below No. 25 are moved to recurrent. © 1998, R&R Inc.

## NEW & ACTIVE

**NOREAGA** Superthug (Penalty/Tommy Boy)  
Total Plays: 734, Total Stations: 58, Adds: 6

**VOICES OF THEORY** Wherever You Go (H.O.L.A./Red Ant)  
Total Plays: 726, Total Stations: 58, Adds: 3

**LEVI LITTLE** Somebody To Love (White Label)  
Total Plays: 696, Total Stations: 40, Adds: 1

**SHAE JONES** Talk Show Shhhh! (Universal)  
Total Plays: 643, Total Stations: 58, Adds: 7

**E-40 /TOO SHORT & K-CI & JOJO** From The Ground Up (Sick Wid' It/Jive)  
Total Plays: 593, Total Stations: 53, Adds: 3

**DANESHA STARR** As Long As I Live (Micon/Interscope)  
Total Plays: 550, Total Stations: 58, Adds: 5

**FLIPMOOE SQUAD** Cha Cha Cha (Violator/Elektra/EEG)  
Total Plays: 496, Total Stations: 56, Adds: 3

**MASTER P /SILKK, MIA X...** Major Players (No Limit/Priority)  
Total Plays: 484, Total Stations: 52, Adds: 5

**DEF SQUAD** The Game (Def Jam/Mercury)  
Total Plays: 463, Total Stations: 46, Adds: 2

**BLACK ROB** I Dare You (Immortal/Epic)  
Total Plays: 448, Total Stations: 41, Adds: 1

**REEL TIGHT** Wanna Ride (G-Funk/Restless)  
Total Plays: 432, Total Stations: 39, Adds: 4

**III FRUM THA SOUL** Black Superman (RCA)  
Total Plays: 424, Total Stations: 55, Adds: 5

**JUVENILE** Ha (Cash Money/Universal)  
Total Plays: 405, Total Stations: 37, Adds: 2

**JAYO FELONY** Nitty Gritty (Def Jam/RAL/Mercury)  
Total Plays: 404, Total Stations: 42, Adds: 0

**JANET** The Velvet Rope (Virgin)  
Total Plays: 382, Total Stations: 73, Adds: 69

Songs ranked by total plays.

## BREAKERS

<b>JAY-Z /AMIL AND JA</b> Can I Get A... (Def Jam/RAL/Mercury) TOTAL PLAYS/INCREASE: 1253/420 TOTAL STATIONS/ADDS: 79/4 CHART: 2
<b>LINK</b> I Really Wanna Sex Your Body (Relativity) TOTAL PLAYS/INCREASE: 1106/123 TOTAL STATIONS/ADDS: 60/1 CHART: 15
<b>JEROME</b> Too Old For Me (Bad Boy/Arista) TOTAL PLAYS/INCREASE: 1048/382 TOTAL STATIONS/ADDS: 57/5 CHART: 31
<b>WILLIE MAX /RAPHAEL SAADIQ</b> Can't Get Enough (Motown) TOTAL PLAYS/INCREASE: 1039/133 TOTAL STATIONS/ADDS: 69/3 CHART: 35
<b>BRANDY</b> Have You Ever? (Atlantic) TOTAL PLAYS/INCREASE: 1024/671 TOTAL STATIONS/ADDS: 78/6 CHART: 31
<b>DESTINY'S CHILD /TIMBALAND</b> Get On The Bus (EastWest/EEG) TOTAL PLAYS/INCREASE: 1002/150 TOTAL STATIONS/ADDS: 62/0 CHART: 32

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
CASE /JOE Faded Pictures (Def Jam/RAL/Mercury)	71
JANET The Velvet Rope (Virgin)	69
GERALD LEVERT Taking Everything (EastWest/EEG)	68
OUTKAST Rosa Parks (LaFace/Arista)	51
MIA X Whatcha Wanna Do? (No Limit/Priority)	50
WILL SMITH Miami (Columbia)	45
IMAJIN No Doubt (Jive)	39
CRUCIAL CONFLICT Scummy (Pallas/Universal)	35
ENTOURAGE When (Un-D-Nyable)	23
NO THUGS FAMILY Ghetto Cowboy (Relativity)	22
MONIE Get At Me (Intersound)	22

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BRANDY Have You Ever? (Atlantic)	+671
FAITH EVANS Love Like This (Bad Boy/Arista)	+503
JAY-Z /AMIL AND JA Can I... (Def Jam/RAL/Mercury)	+420
MARY J. BLIGE Beautiful (Flyte Tyme/MCA)	+389
JANET The Velvet Rope (Virgin)	+364
JEROME Too Old For Me (Bad Boy/Arista)	+362
CASE /JOE Faded Pictures (Def Jam/RAL/Mercury)	+329
MASTER P /SILKK, MIA X... Major... (No Limit/Priority)	+315
MACK 10 /GERALD LEVERT Money's... (Hoo-Bangin'/Priority)	+299
A+ Enjoy Yourself (Kedar/Universal)	+285

## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
GERALD LEVERT Thinkin' Bout It (EastWest/EEG)
SHAQUILLE O'NEAL /PETER GUNZ The Way... (T.W.isM./A&M)
PRESSHA Splackaville (Tony Mercedes/LaFace/Arista)
BRANDY /MASE Top Of The World (Atlantic)
NICOLE Make It Hot (Gold Mind/EastWest/EEG)
JON B. They Don't Know (Yab Yum/550 Music)
SHAGGY /JANET Luv Me, Luv Me (Flyte Tyme/MCA)
KURUPT We Can Freak It (Out) (Antra/A&M)
JAGGED EDGE Gotta Be (So So Def/Columbia)
SOLO Touch Me (Perspective/A&M)

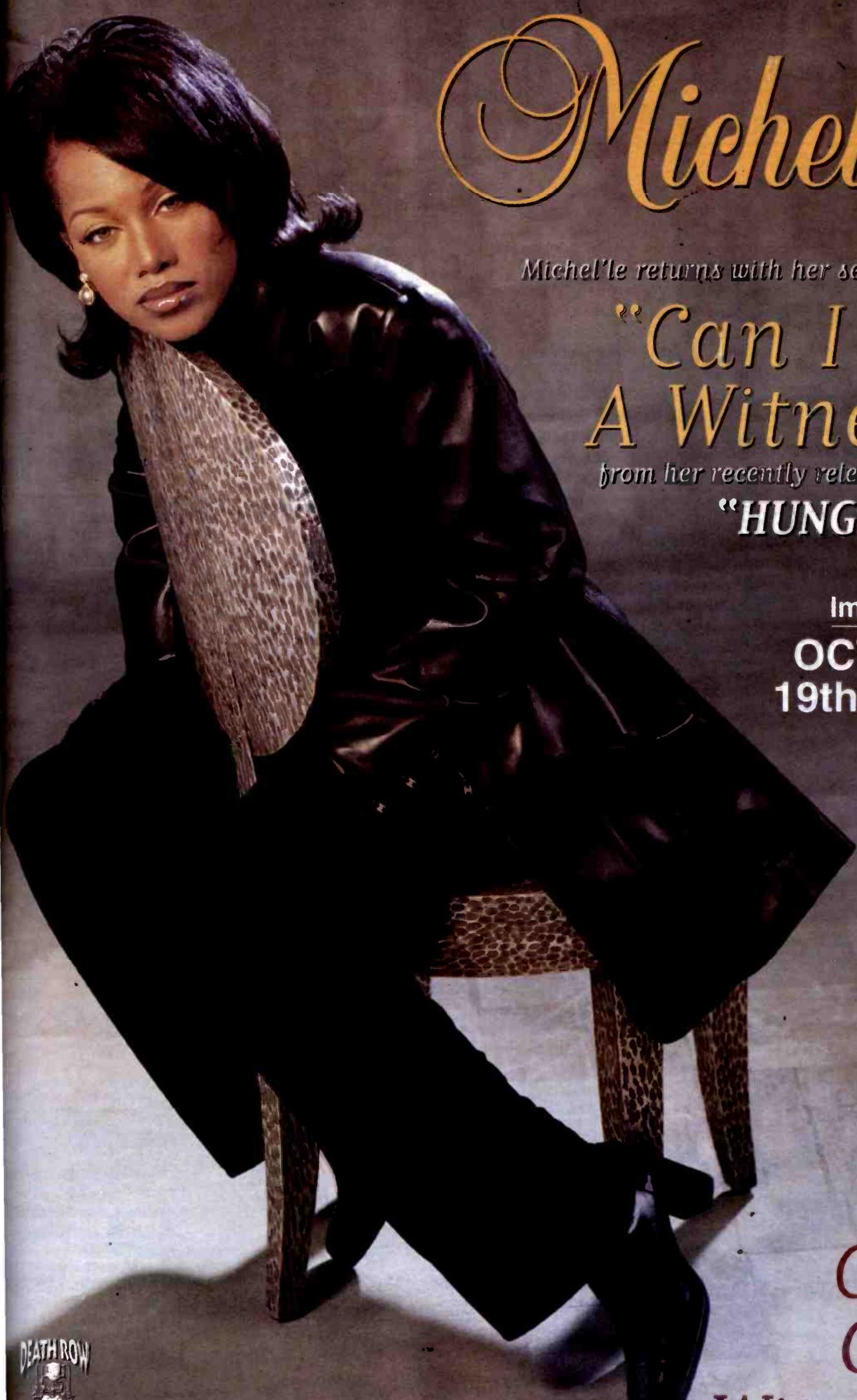
Breakers: Songs registering 1000 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

# "Curse On You" Sleepy's Theme featuring Keisha Jackson

Early Believers:

KPRS WPLZ WSOJ WUSL WKKV WJMI WKXI WWDW WZFX KIPR  
KOKY WTMP KMJJ WQQK WTMG WPAL WJFX WBCE WJN WJMG  
WACR WKGN WESE WJZD KZWA WJKX KRVV KTBT KVJM

Thanks from "The Gang At Bang"



# Michel'le

Michel'le returns with her second single

## "Can I Get A Witness"

from her recently released album

**"HUNG JURY"**

Impact Date:

**OCTOBER  
19th & 20th**

Can I  
Get A  
Witness?



Executive Producer: Suge Knight

# ARTIST BREAKDOWN

ARTIST **DIVINE**  
 LABEL **PENDULUM/RED ANT**

Have you ever felt the breeze hit your heart, like the wind was blowin' it apart? That's the first line of Divine's single, "Lately," which, *lately*, has been demanding much attention around the country. R&R's Urban mainstream chart lists this female trio at No. 7 with a bullet, the Urban AC chart lists them at No. 18 with a bullet, and their single is being played on 107 of our 130 stations.

Divine's debut single has the ladies singing about what I call "the interim" — the confusing, awkward period after the painful ending of a relationship, but before a potentially promising new one develops. Apparently, the heartache experienced is controlling these ladies'



Artist Breakdown highlights artists with strong chart momentum.

lives, hence the chorus, "Lately, I've been watching you, been thinking 'bout you, baby, and everything you do, just sittin' away, watching the days go by." (Their vegetative state is rather obvious.) It's sad to break up with someone and become so apathetic, but Divine make indifference sound pretty good.

The music is good, the lyrics are nice, but when all the ingredients are blended together, the song comes alive. The ladies possess great harmony, which they demonstrate on this song. "Wish that I could weather any storm, but I guess it was a heartbreak from the norm." (It's the flu, it's stress, no it's a *super* heartbreak!) Suffering from a severe case of my-world-ended-when-you-left-me-itis, the ladies sing, "Baby, I'm on my knees, praying God help me please, bring my baby back, right back to me." (I pray for an end to world hunger and to lose 20 more lbs.)

Though it seems nowadays that everybody and their mama are singing about the same topic — love — I really like Divine's harmony and the catchy chorus. This trio has the ability to be around for a long time. I can't wait to hear the next single, and I'm hoping the ladies really let loose, because there's some hidden talent within those young voices. Peace.

— Tanya O'Quinn  
 Urban Asst. Editor

# IN MY OPINION

with **Brant Johnson**

Shae Jones  
 "Talk Show Shhh!"  
 Universal

PD/MD — WQHH/Lansing, MI

I work mornings, so I don't have the wonderful opportunity to watch the Jerry Springer Show. I hear it's entertaining. Well, watch out Jerry Springer, Jenny Jones, Ricki Lake, and all the other reigning kings and queens of "ghetto" talk shows, because here comes Shae Jones.

Shae Jones is blowing up with her debut single, "Talk Show Shhh!" Jerry, Jenny, and Ricki need an hour to blow up the spot, but all Jones needs is 3 1/2 minutes. Add a funky beat, and it's on! If you haven't heard of it, call your Universal rep now. "No, that's not my shade of lipstick or my scratch marks on your back, is it her that you want to be with, you got me involved in some talk show shhh!"

Yeah, it sounds like it might be ghetto. Who cares — it's hot! My phones are blowing up. Remember Changing Faces' "G.H.E.T.T.O.U.T." or Mary J. Blige's "Not 'Gon Cry"? I don't know what it is, but "ghetto-ness" sells.

This single, produced by Montell Jordan, is a hit. "Talk Show Shhh!" is working well with our female listeners both teen and adult. Phones are hot and getting hotter.

# ADVANCE NOTICE

Giving you fair warning. These are the singles that are going for adds on Monday 10/19 and Tuesday 10/20

WALTER BEASLEY Do You Wanna Dance (Starachiel)

RICKY BELL When Will I See You Smile Again? (So So Def/Columbia)

DMX NAS & METHOD MAN Grand Finale (Dee Jam/RAL/Mercury)

R. KELLY & KEITH MURRAY Home Alone (Jive)

MICHEL'LE Can I Get A Witness? (Death Row/Priority)

JESSE POWELL You (Silos/MCA)

SPORTY THIEVZ Cheapskate (Roc-A-Blok/Ruffhouse/Columbia)

# DIVINE "Lately"

The soulful timeless multi-format hit single & video from the forthcoming album *Fairy Tales* in stores 10/27

simply...talented simply...beautiful  
 simply...A HIT!

R&R  
 6 URBAN +257 plays  
 7 RHYTHMIC +259 plays

Billboard Monitor  
 9\* Urban Mainstream  
 7\* Rhythmic  
 7\* Crossover

THANK YOU  
 RADIO AND RETAIL  
 FOR GOLD IN JUST 6 WEEKS  
 AND RAPIDLY GROWING  
 TOWARDS PLATINUM!

Catch Divine's stellar performance on the *Jenny Jones Show* October 20th!  
*Motown Live* TBA  
*Hard Copy* TBA  
*Soul Train* TBA  
*BET Sound Stage* TBA



Tonia Kia Nikki





THE FIRST SINGLE FROM

# willie max

**BREAKER**  
**40**  
**URBAN CHART**

## CAN'T GET ENOUGH

**FEATURING RAPHAEL SAADIQ**

Added this week at:

**WNEZ (Hartford)**  
**WBLX (Mobile)**  
**KKBY (Seattle)**

Breaking out at these stations:

**KKBT WBLS WUSL WILD WBLK WKYS WOWI WPLZ WCDX**  
**WZFX WPAL WFXA WIBB WHRK WCGI KPRS WKKV WZAK**  
**WJLB WQHH KKDA KIIZ KDKS WACR KIPR**

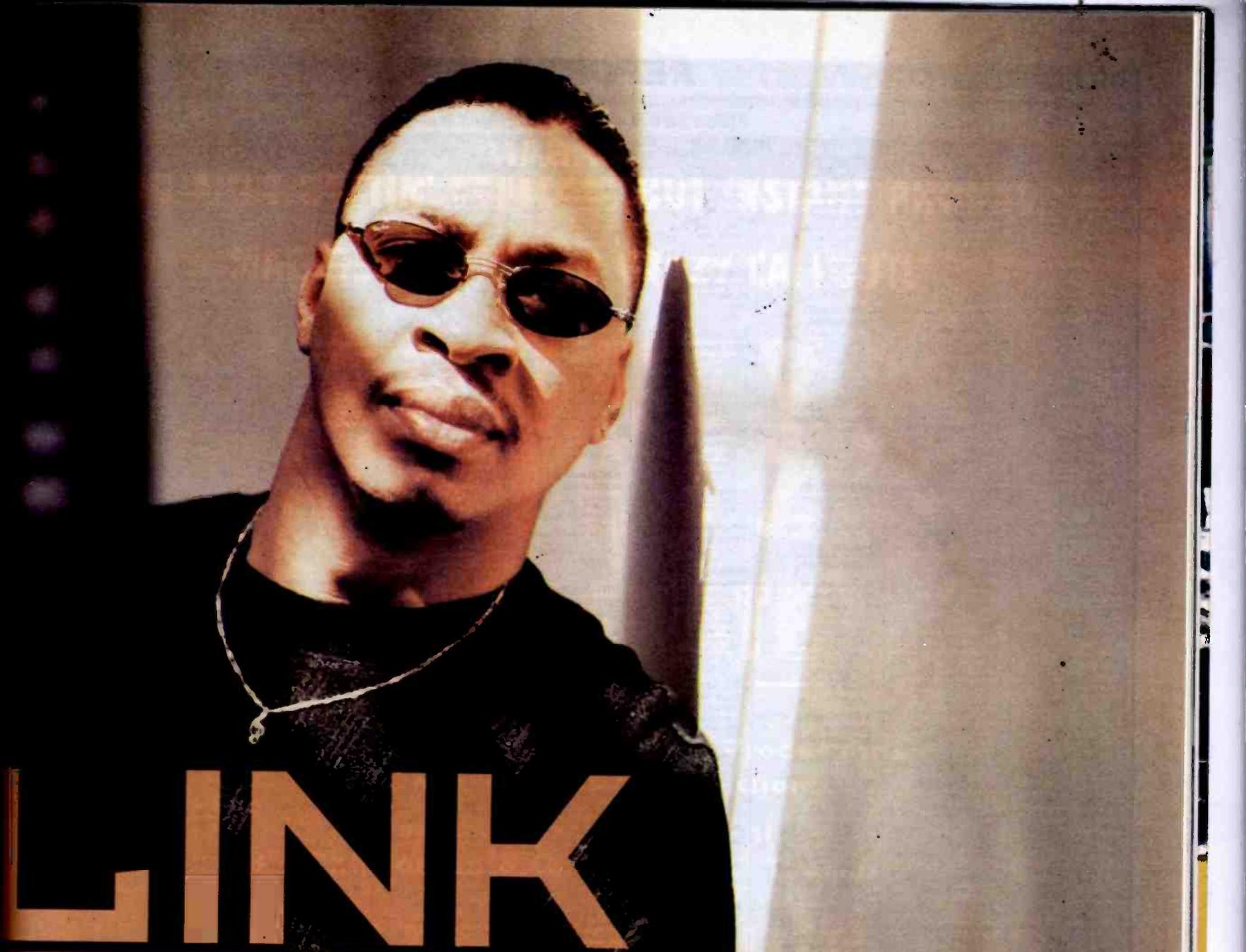
*from the mind of Raphael Saadiq*



**POOKIE**







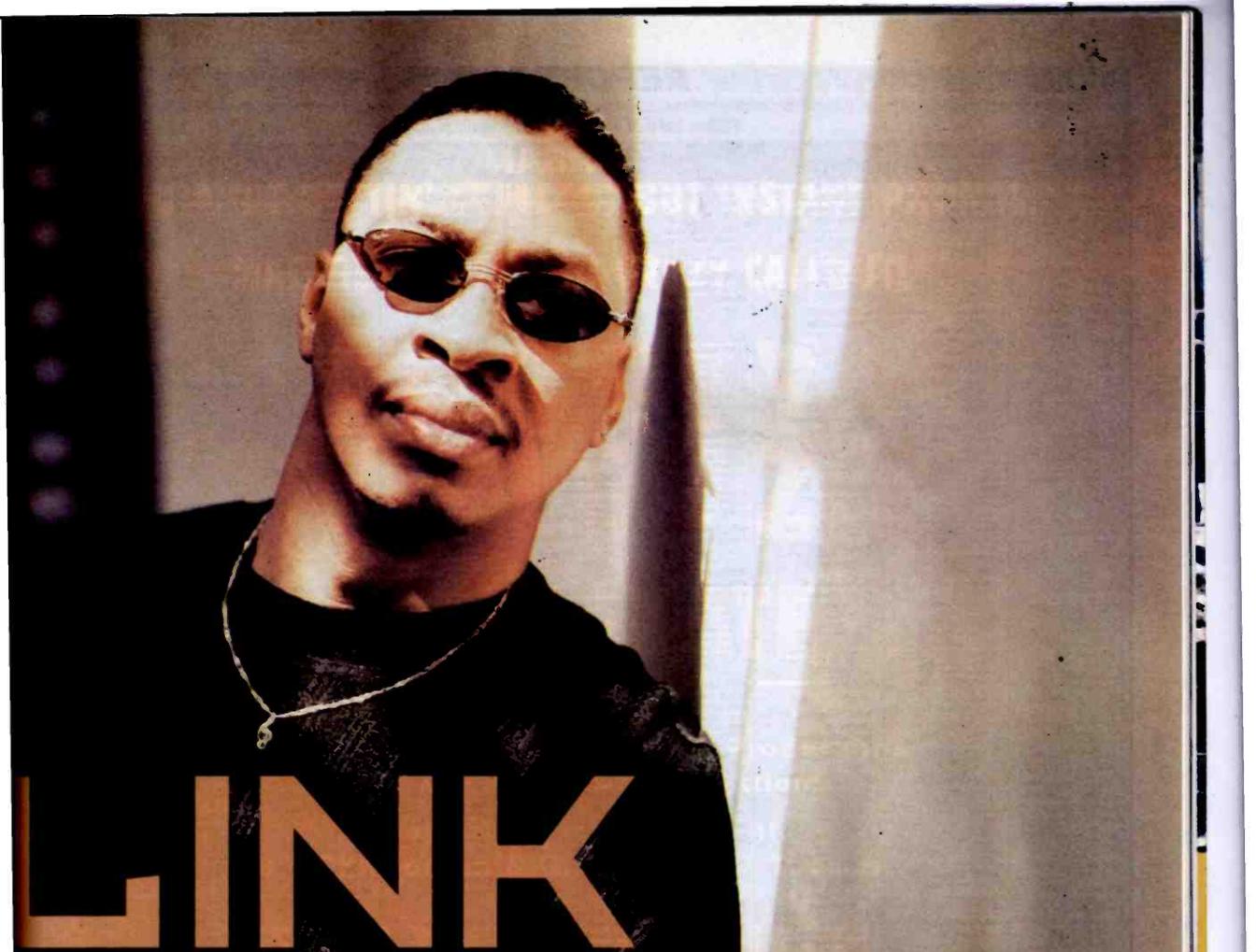
# LINK

FROM THE MULTI-PLATINUM PRODUCTION  
HOUSE, MILLENIUM 2000, WHO BROUGHT YOU  
"MY BODY," "THINKING BOUT IT," AND  
"WHATCHA GONE DO?," THE FOLLOW UP SMASH  
FROM THE DEBUT ALBUM **SEX DOWN...**  
"I REALLY WANNA SEX YOUR BODY"

BREAKER **41** - **36** URBAN CHART

ALREADY PLAYING ON  
60 URBAN STATIONS INCLUDING:

WUSL	KKDA	WJLB	KKBY	WAMO	WTMP	WIZF
KPRTS	WNOV	WKKV	WCKX	WOWI	WQUE	WNEZ
WHRK	WGZB	KVSP	WPLZ	WSOJ	KJMM	



# LINK

FROM THE MULTI-PLATINUM PRODUCTION HOUSE, MILLENIUM 2000, WHO BROUGHT YOU "MY BODY," "THINKING BOUT IT," AND "WHATCHA GONE DO?," THE FOLLOW UP SMASH FROM THE DEBUT ALBUM **SEX DOWN...** "I REALLY WANNA SEX YOUR BODY"

**BREAKER 41 - 36 URBAN CHART**

ALREADY PLAYING ON 60 URBAN STATIONS INCLUDING:

- |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|
| WUSL | KKDA | WJLB | KKBY | WAMO | WTMP | WIZF |
| KPRS | WNOV | WKKV | WCKX | WOWI | WQUE | WNEZ |
| WHRK | WGZB | KVSP | WPLZ | WSOJ | KJMM |      |



# REPORTERS

Stations and their adds listed alphabetically by market

## URBAN

**KBCB/Alexandria, LA**  
 GM: Rochelle Vance  
 PD: Tommy Givens  
 MD: R.J. Pelt  
 AM/10: "Doo"  
 JAMET "Vibe"  
 WILL SMITH "Miami"  
 GERALD LEVERT "Ising"  
 OUTRAGE "Rosa"  
 CASE FUDE "Faded"  
 MO'NIE "Gar"  
 ENTourage "When"  
 MO THUGS FAMILY "Ghetto"  
 KERRY SMITH "Thurs"  
 SBI CLIC "Doo"

**WWVZ/Charleston, SC**  
 PD: Terry Ross  
 MD: Alyssa Stewart  
 5 CASE FUDE "Faded"  
 JAMET "Vibe"  
 MA X "Whatcha"  
 MAJUN "Doo"  
 MAJUN "Doo"  
 GERALD LEVERT "Ising"  
 WILL SMITH "Miami"  
 OUTRAGE "Rosa"  
 MASTER P "Miami"  
 REEL TIGHT "When"  
 JAMET "Vibe"

**WROU/Dayton, OH**  
 PD: Marisa Simmons  
 MD: Barry Action  
 12 MARY J. BLIGE "Beautiful"  
 9 JAY-Z "Hard Love"  
 11 FROM THA SOUL "Superman"  
 112 FANGE "Love"  
 BRIAN MCGHEE "Hot"  
 BRANDY "Ever"  
 GERALD LEVERT "Ising"  
 SHAKE JONES "Gar"  
 JAMET "Vibe"

**WJMJ/Greenville, SC**  
 PD: Marvin Hamilton  
 MD: Kelly Berry  
 DAMESHA STARR "Luv"  
 GERALD LEVERT "Ising"

**WQHH/Lansing, MI**  
 PD: Brad Johnson  
 15 CASE FUDE "Faded"  
 10 JAMET "Vibe"  
 10 OUTRAGE "Rosa"  
 7 WILL SMITH "Miami"  
 7 GERALD LEVERT "Ising"  
 5 MA X "Whatcha"  
 5 CRUCIAL CONFLICT "Scummy"  
 5 GHETTO TOWN "Gar"  
 5 MAJUN "Doo"  
 5 GLENN JONES "Rat"  
 5 TREY B "Scummy"

**WHRK/Memphis, TN**  
 PD: Bobby O'Jay  
 MD: Eddie Robinson  
 21 JAMET "Vibe"  
 11 KERRY SMITH "Thurs"  
 6 RAS KASSABUR "Doo"  
 5 JEROME "Gar"  
 5 WILL SMITH "Miami"  
 MAJUN "Doo"  
 KEITH MURRAY FALL "Incredible"  
 11 FROM THA SOUL "Superman"  
 11 MA X "Whatcha"  
 11 MO THUGS FAMILY "Ghetto"  
 11 MO'NIE "Gar"  
 11 OUTRAGE "Rosa"  
 11 MAJUN "Doo"

**WJZZ/Montgomery, AL**  
 PD: D-Rock  
 25 MASTER P "Miami"  
 20 OUTRAGE "Rosa"  
 10 MORGAN "Superstar"  
 5 MASTER P "Miami"

**WPLZ/Richmond, VA**  
 PD: Phil Daniel  
 10 CASE FUDE "Faded"  
 5 WILL SMITH "Miami"  
 5 JAMET "Vibe"  
 5 FROM THA SOUL "Superman"  
 5 GERALD LEVERT "Ising"  
 5 WILL SMITH "Miami"  
 5 CASE FUDE "Faded"  
 5 MA X "Whatcha"

**WHIA/Atlanta, GA**  
 GM: Don Allen  
 PD: Sean Taylor  
 27 OUTRAGE "Rosa"  
 15 DAD "Doo"  
 17 RUDY G. "Baby"  
 JAMET "Vibe"  
 KEITH MURRAY FALL "Incredible"  
 CASE FUDE "Faded"

**WPFC/Charlotte, NC**  
 PD: Anne Cannon  
 MD: Steve Smith  
 18 CASE FUDE "Faded"  
 12 OUTRAGE "Rosa"  
 6 GERALD LEVERT "Ising"  
 5 MAC 7 "Star"  
 5 RENE "When"  
 5 JAMET "Vibe"  
 5 WILL SMITH "Miami"

**WZLJ/Detroit, MI**  
 GM: James Alexander  
 MD: Liana Patten  
 13 OUTRAGE "Rosa"  
 11 NOREAGA "Superstar"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"

**WNEZ/Hartford, CT**  
 PD: Mark Davis  
 15 MA X "Whatcha"  
 15 CASE FUDE "Faded"  
 15 KEITH MURRAY FALL "Incredible"  
 14 GERALD LEVERT "Ising"  
 14 WILLIE MA X "Cart"  
 14 WILL SMITH "Miami"  
 14 JAMET "Vibe"  
 CASE FUDE "Faded"  
 KERRY SMITH "Thurs"  
 MAJUN "Doo"

**WNCX/Laurel, MS**  
 PD: Tyrone Davis  
 9 QU-QU "Doo"  
 5 JAMET "Vibe"  
 5 OUTRAGE "Rosa"  
 5 GHETTO TOWN "Gar"  
 5 GERALD LEVERT "Ising"  
 14 WILLIE MA X "Cart"  
 14 WILL SMITH "Miami"  
 14 JAMET "Vibe"  
 CASE FUDE "Faded"  
 KERRY SMITH "Thurs"  
 MAJUN "Doo"

**WEDR/Miami, FL**  
 GM: James Thomas  
 PD: Cedric Hollywood  
 WILL SMITH "Miami"  
 MAJUN "Doo"  
 KEITH MURRAY FALL "Incredible"  
 11 FROM THA SOUL "Superman"  
 11 MA X "Whatcha"  
 11 MO THUGS FAMILY "Ghetto"  
 11 MO'NIE "Gar"  
 11 OUTRAGE "Rosa"  
 11 MAJUN "Doo"

**WOOK/Nashville, TN**  
 GM: Don Jones  
 MD: Don Jones  
 5 SLEEPY'S THEME "Cart"  
 CASE FUDE "Faded"  
 CASE FUDE "Faded"  
 CHOC D'ORANGE "Vibe"  
 MO'NIE "Gar"

**WTLZ/Saginaw, MI**  
 PD: Norm Crenshaw  
 MD: Tony Lamplay  
 8 JAMET "Vibe"  
 5 GERALD LEVERT "Ising"  
 5 MA X "Whatcha"  
 5 JAMET "Vibe"

**WYCE/Atlanta, GA**  
 PD: Tony Brown  
 MD: Joseph Chazak  
 5 DAME "Luv"  
 5 GERALD LEVERT "Ising"  
 5 JAMET "Vibe"

**WJTT/Chattanooga, TN**  
 PD: Keith Lindner  
 MD: Magic  
 15 JAMET "Vibe"  
 5 GLENN JONES "Rat"  
 5 WILLIE MA X "Cart"  
 5 MAJUN "Doo"  
 5 MC FUDGE B "Baby"  
 5 CRUCIAL CONFLICT "Scummy"  
 5 MO THUGS FAMILY "Ghetto"  
 5 GERALD LEVERT "Ising"  
 5 CASE FUDE "Faded"

**WDTJ/Detroit, MI**  
 GM: James Alexander  
 MD: Liana Patten  
 13 OUTRAGE "Rosa"  
 11 NOREAGA "Superstar"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"

**WEUP/Huntsville, AL**  
 PD: Steve Harvey  
 JAMET "Vibe"  
 GERALD LEVERT "Ising"  
 ENTourage "When"  
 CASE FUDE "Faded"  
 MAJUN "Doo"  
 KERRY SMITH "Thurs"  
 MO'NIE "Gar"

**WJMG/Laurel, MS**  
 PD: LaDonna Jones  
 5 CASE FUDE "Faded"  
 5 MAJUN "Doo"  
 5 GERALD LEVERT "Ising"  
 5 JAMET "Vibe"  
 5 CRUCIAL CONFLICT "Scummy"  
 5 MA X "Whatcha"  
 5 MO THUGS FAMILY "Ghetto"

**WKYC/Wheeling, WV**  
 PD: Mike Bell  
 MD: Dallas Bell  
 5 VESTA "Somebody"  
 5 JEROME "Gar"  
 5 PRAS "Angel"  
 5 MA X "Whatcha"  
 5 JAMET "Vibe"  
 5 WILL SMITH "Miami"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WQOL/New Orleans, LA**  
 PD: Carol Stevens  
 5 JAMET "Vibe"  
 JAMET "Vibe"  
 MAJUN "Doo"  
 JEROME "Gar"  
 CRUCIAL CONFLICT "Scummy"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MA X "Whatcha"  
 5 JAMET "Vibe"

**WFXA/Augusta, GA**  
 PD: Tom Smith  
 MD: Richard Taylor  
 MD: Charles Taylor  
 17 CASE FUDE "Faded"  
 5 MAJUN "Doo"  
 5 BLACK ROX "Doo"  
 5 MAJUN "Doo"  
 5 WILL SMITH "Miami"  
 5 GERALD LEVERT "Ising"

**WJTT/Chattanooga, TN**  
 PD: Keith Lindner  
 MD: Magic  
 15 JAMET "Vibe"  
 5 GLENN JONES "Rat"  
 5 WILLIE MA X "Cart"  
 5 MAJUN "Doo"  
 5 MC FUDGE B "Baby"  
 5 CRUCIAL CONFLICT "Scummy"  
 5 MO THUGS FAMILY "Ghetto"  
 5 GERALD LEVERT "Ising"  
 5 CASE FUDE "Faded"

**WJZZ/Fayetteville, NC**  
 PD: Todd S. Thomas  
 MD: Todd S. Thomas  
 23 DAD "Doo"  
 15 CASE FUDE "Faded"  
 11 OUTRAGE "Rosa"  
 10 MACK 1016 LEVERT "Money"  
 10 DAD DAVIS "Doo"  
 7 MEMPHIS BLEND "Z"  
 7 KELLY PRICE "Scary"  
 7 NOREAGA "Superstar"  
 7 MA X "Whatcha"  
 6 JAMET "Vibe"  
 6 ANDREA MARTIN "Thurs"  
 5 JAY-Z "Hard Love"  
 5 GERALD LEVERT "Ising"  
 5 CRUCIAL CONFLICT "Scummy"

**WJMJ/Jackson, MS**  
 PD: Stan Brown  
 10 MASTER P "Miami"  
 5 NOREAGA "Superstar"  
 5 GERALD LEVERT "Ising"  
 5 OUTRAGE "Rosa"  
 5 MA X "Whatcha"

**WTKL/Lexington, KY**  
 PD: DJ Galt  
 No Adds

**WLJA/Lima, OH**  
 PD: Donald Brown  
 20 JAMET "Vibe"  
 20 GERALD LEVERT "Ising"  
 15 MA X "Whatcha"  
 10 MO THUGS FAMILY "Ghetto"  
 10 GHETTO TOWN "Gar"  
 10 R. KELLY & C. DION "Angel"  
 10 KERRY SMITH "Thurs"  
 10 OUTRAGE "Rosa"  
 10 CRUCIAL CONFLICT "Scummy"  
 10 CASE FUDE "Faded"  
 10 WILL SMITH "Miami"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WENR/Birmingham, AL**  
 PD: Jeff Tyson  
 APD: Chris Talley  
 20 OUTRAGE "Rosa"  
 10 BIG PUSHER "Cart"  
 5 CASE FUDE "Faded"  
 5 CHOC D'ORANGE "Vibe"  
 5 KEITH MURRAY FALL "Incredible"  
 5 JAMET "Vibe"

**WZAN/Cleveland, OH**  
 PD: Bobby Pann  
 MD: Leonard Stephens  
 10 GERALD LEVERT "Ising"  
 10 JAMET "Vibe"  
 10 CRUCIAL CONFLICT "Scummy"  
 10 WILL SMITH "Miami"  
 10 MA X "Whatcha"  
 10 MAJUN "Doo"  
 10 KEITH MURRAY FALL "Incredible"

**WZZM/Flint, MI**  
 PD: Chris Reynolds  
 11 CASE FUDE "Faded"  
 7 OUTRAGE "Rosa"  
 6 GERALD LEVERT "Ising"  
 6 GERALD LEVERT "Ising"  
 6 CRUCIAL CONFLICT "Scummy"  
 6 JAMET "Vibe"  
 6 MO THUGS FAMILY "Ghetto"

**WJZZ/Fayetteville, NC**  
 PD: Todd S. Thomas  
 MD: Todd S. Thomas  
 23 DAD "Doo"  
 15 CASE FUDE "Faded"  
 11 OUTRAGE "Rosa"  
 10 MACK 1016 LEVERT "Money"  
 10 DAD DAVIS "Doo"  
 7 MEMPHIS BLEND "Z"  
 7 KELLY PRICE "Scary"  
 7 NOREAGA "Superstar"  
 7 MA X "Whatcha"  
 6 JAMET "Vibe"  
 6 ANDREA MARTIN "Thurs"  
 5 JAY-Z "Hard Love"  
 5 GERALD LEVERT "Ising"  
 5 CRUCIAL CONFLICT "Scummy"

**WTKL/Lexington, KY**  
 PD: DJ Galt  
 No Adds

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WBLK/Buffalo, NY**  
 PD: Skip Dittus  
 14 DEF SQUAD "Doo"  
 11 HAJE FRUFF DADDY "Doo"  
 11 GERALD LEVERT "Ising"  
 11 JAMET "Vibe"  
 11 KEITH MURRAY FALL "Incredible"  
 11 JAMET "Vibe"

**WCKX/Columbus, OH**  
 PD: Paul Strong  
 MD: Warren Stevens  
 5 WASHINGTON & MOORE "Love"  
 5 TAMI DAVIS "Story"  
 5 DAMESHA STARR "Luv"  
 5 R. KELLY & C. DION "Angel"  
 5 R. KELLY & C. DION "Angel"  
 5 R. KELLY & C. DION "Angel"

**WJZZ/Fayetteville, NC**  
 PD: Todd S. Thomas  
 MD: Todd S. Thomas  
 23 DAD "Doo"  
 15 CASE FUDE "Faded"  
 11 OUTRAGE "Rosa"  
 10 MACK 1016 LEVERT "Money"  
 10 DAD DAVIS "Doo"  
 7 MEMPHIS BLEND "Z"  
 7 KELLY PRICE "Scary"  
 7 NOREAGA "Superstar"  
 7 MA X "Whatcha"  
 6 JAMET "Vibe"  
 6 ANDREA MARTIN "Thurs"  
 5 JAY-Z "Hard Love"  
 5 GERALD LEVERT "Ising"  
 5 CRUCIAL CONFLICT "Scummy"

**WTKL/Lexington, KY**  
 PD: DJ Galt  
 No Adds

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
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 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

## URBAN AC

**WALR/Atlanta, GA**  
 PD: Jim Kennedy  
 APD: Mitch Faulkner  
 KERRY SMITH "Thurs"  
 HEBBY LATTIMORE "Days"

**WPLA-AM/Charleston, SC (cont)**  
 MD: Tony Law  
 8 R. KELLY & C. DION "Angel"  
 5 GERALD LEVERT "Ising"  
 5 KERRY SMITH "Thurs"  
 5 NOREAGA "Superstar"  
 5 JAMET "Vibe"  
 5 MA X "Whatcha"  
 5 GERALD LEVERT "Ising"  
 5 GERALD LEVERT "Ising"

**WFLM/Fl. Pierce, FL**  
 MD: J. J. Steele  
 20 WAST "Doo"  
 10 MA X "Whatcha"  
 10 CASE FUDE "Faded"  
 10 WILL SMITH "Miami"  
 10 GERALD LEVERT "Ising"  
 10 MO THUGS FAMILY "Ghetto"  
 10 ENTourage "When"  
 10 CRUCIAL CONFLICT "Scummy"  
 10 MAJUN "Doo"  
 10 KEITH MURRAY FALL "Incredible"  
 10 OUTRAGE "Rosa"  
 10 TREY B "Scummy"  
 10 GHETTO TOWN "Gar"  
 10 JAMET "Vibe"

**WTKL/Lexington, KY**  
 PD: DJ Galt  
 No Adds

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
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 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

**WVON/Atlanta, GA**  
 PD: Sam Holton  
 MD: Sam Holton  
 5 JAMET "Vibe"  
 5 ENTourage "When"  
 5 MO THUGS FAMILY "Ghetto"  
 5 CASE FUDE "Faded"  
 5 GERALD LEVERT "Ising"  
 5 MAJUN "Doo"  
 5 OUTRAGE "Rosa"  
 5 ENTourage "When"  
 5 CASE FUDE "Faded"  
 5 DEF SQUAD "Doo"

YOU AIN'T GETTIN' **NADA** BUT INSTANT PHONES,  
MAD REQUESTS AND CRAZY CALLOUT!

# SPORTY THIEVZ CHEAPSKATE

Produced by Ski for Roc-A-Blok Productions  
& King Kirk for Crown Productions.

Management: Shot Callas Ent.,  
Big Phil Jordan & Chris "Hitman" Thomas

FROM THEIR DEBUT ALBUM  
"STREET CINEMA"

[www.rocablok.com](http://www.rocablok.com)  
[www.ruffhouse.com](http://www.ruffhouse.com)  
[www.sonymusic.com](http://www.sonymusic.com)



RUFFHOUSE

COLUMBIA

"Columbia" and "Ruffhouse" Reg. U.S. Pat.  
& Tm. Off. Marca Registrada / C 1998  
Ruffhouse Records LP

# SPORTY THIEVZ



KING KIRK

MARLON BRANDO

BIG DUBEZ

# CHEAPSKATE

(YOU AIN'T GETTIN' NADA)

OCTOBER 16, 1998

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	<b>TEMPTATIONS</b> Stay (Motown)	873	935	966	1075	35/1
3	2	2	2	<b>PEABO BRYSON</b> My Heart Belongs To You (Windham Hill)	799	874	851	779	34/1
13	9	6	3	<b>DEBORAH COX</b> Nobody's Supposed To Be Here (Arista)	732	607	528	469	36/3
2	3	3	4	<b>GERALD LEVERT</b> Thinkin' Bout It (EastWest/EEG)	670	726	802	892	28/0
8	5	4	5	<b>VESTA</b> Somebody For Me (I.E./Motown)	616	640	611	562	34/1
21	14	7	6	<b>LUTHER VANDROSS</b> I Know (LV/Virgin)	577	597	467	390	35/1
10	10	9	7	<b>R. KELLY</b> Half On A Baby (Jive)	572	542	527	480	27/0
—	22	13	8	<b>KIRK FRANKLIN</b> Lean On Me (GospoCentric)	562	489	364	242	31/3
4	4	5	9	<b>TAMIA</b> So Into You (Qwest/WB)	528	621	644	631	27/1
17	12	11	10	<b>TRIN-I-TEE 5:7</b> God's Grace (B-Rite/Interscope)	519	500	485	442	25/1
9	7	8	11	<b>KENNY LATTIMORE</b> Days Like This (Columbia)	516	591	545	514	28/1
19	15	12	12	<b>REGINA BELLE</b> I've Had Enough (MCA)	511	491	458	427	32/3
27	24	17	13	<b>MAXWELL</b> Matrimony: Maybe You (Columbia)	489	448	350	289	27/0
5	6	14	14	<b>KELLY PRICE</b> Friend Of Mine (T-Neck/Island)	471	484	598	620	23/0
7	11	10	15	<b>BRIAN MCKNIGHT</b> The Only One For Me (Motown)	470	511	510	592	22/0
26	20	18	16	<b>DIVINE</b> Lately (Pendulum/Red Ant)	444	414	389	306	22/1
30	27	22	17	<b>WILL DOWNING &amp; GERALD ALBRIGHT</b> Stop... (Verve/Motown)	423	377	324	279	32/3
23	23	20	18	<b>GLENN JONES</b> Let It Rain (SAR/WB)	422	394	352	347	28/3
6	8	16	19	<b>BOYZ II MEN</b> Doin' Just Fine (Motown)	399	468	532	602	22/0
12	13	15	20	<b>JON B.</b> They Don't Know (Yab Yum/550 Music)	388	482	485	477	20/0
—	29	23	21	<b>AARON HALL</b> All The Places (I Will...) (MCA)	373	369	315	276	26/1
<b>BREAKER</b>	22	22	22	<b>MARY J. BLIGE</b> Beautiful (Flyte Tyme/MCA)	367	308	247	164	24/2
22	26	25	23	<b>KEITH SWEAT / SNOOP DOGG</b> Come And Get With... (Elektra/EEG)	337	355	334	352	18/1
18	16	24	24	<b>ARETHA FRANKLIN</b> In Case You Forgot (Arista)	307	359	426	428	19/0
28	30	29	25	<b>FOURPLAY / EL OEBARGE</b> Sexual Healing (Wamer Bros.)	300	304	271	286	18/0
<b>DEBUT</b>	26	26	26	<b>LAURYN HILL</b> Can't Take My Eyes Off You (Ruffhouse/Columbia)	290	270	215	173	17/0
<b>DEBUT</b>	27	27	27	<b>BRIAN MCKNIGHT</b> Hold Me (Motown)	281	221	110	10	15/0
<b>DEBUT</b>	28	28	28	<b>4KAST I</b> Tried (RCA)	278	227	204	188	19/1
<b>DEBUT</b>	29	29	29	<b>JON B.</b> I Do (Whatcha Say Boo) (Yab Yum/550 Music)	270	225	215	209	15/2
—	—	30	30	<b>JK Ain't It Good</b> To Know (Verve/Motown)	244	280	239	241	16/0

This chart reflects airplay from October 5-11. Songs ranked by total plays. Highlighted songs indicate Breaker. 40 Urban AC reporters. 39 current playlists. Songs that are down in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1998, R&R Inc.

## NEW & ACTIVE

**VOICES OF THEORY** Wherever You Go (H.O.L.A./Red Ant)  
Total Plays: 180, Total Stations: 16, Adds: 1

**NAJEE** Sapphire (Verve Forecast)  
Total Plays: 168, Total Stations: 18, Adds: 0

**BRANDY** Have You Ever? (Atlantic)  
Total Plays: 162, Total Stations: 17, Adds: 1

**LEVI LITTLE** Somebody To Love (White Lable)  
Total Plays: 124, Total Stations: 11, Adds: 3

**FAITH EVANS** Love Like This (Bad Boy/Arista)  
Total Plays: 121, Total Stations: 7, Adds: 0

**CHAKA KHAN** Spoon (NPG)  
Total Plays: 114, Total Stations: 16, Adds: 8

**KYLE EASTWOOD** Why Can't We Live Together (Columbia)  
Total Plays: 113, Total Stations: 14, Adds: 1

**DEBELAH MORGAN** Yesterday (Motown)  
Total Plays: 109, Total Stations: 4, Adds: 0

**REEL TIGHT** Wanna Ride (G-Funk/Restless)  
Total Plays: 106, Total Stations: 13, Adds: 2

**DANESHA STARR** As Long As I Live (Micon/Interscope)  
Total Plays: 97, Total Stations: 9, Adds: 1

Songs ranked by total plays

## BREAKERS

**MARY J. BLIGE**  
Beautiful (Flyte Tyme/MCA)

TOTAL PLAYS/INCREASE: 367/59  
TOTAL STATIONS/ADDS: 24/2

## MOST ADDED

ARTIST TITLE LABEL(S)  
**GERALD LEVERT** Taking Everything (EastWest/EEG)  
**R. KELLY & CELINE DION** I'm Your Angel (Jive)  
**CHAKA KHAN** Spoon (NPG)  
**RENE** When U Want Me 2 (Rufftown)  
**KENNY SMITH** If There's No You (Trinity)  
**JANET** The Velvet Rope (Virgin)  
**M. JOHNSON/A. WILLIAMS** Morning... (N2K Encoded Music)

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)  
**DEBORAH COX** Nobody's Supposed To Be Here (Arista) +  
**KYLE EASTWOOD** Why Can't We Live Together (Columbia)  
**BRANDY** Have You Ever? (Atlantic)  
**CHAKA KHAN** Spoon (NPG)  
**KIRK FRANKLIN** Lean On Me (GospoCentric)  
**BRIAN MCKNIGHT** Hold Me (Motown)  
**MARY J. BLIGE** Beautiful (Flyte Tyme/MCA)  
**4KAST I** Tried (RCA)  
**VOICES OF THEORY** Wherever You Go (H.O.L.A./Red Ant)  
**NAJEE** Sapphire (Verve Forecast)

## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)  
**SOLO** Touch Me (Perspective/A&M)  
**LUTHER VANDROSS** Nights In Harlem (LV/Virgin)  
**PHYLLIS HYMAN** Funny How Love... (Philadelphia Internat)  
**KEITH WASHINGTON/CHANTÉ MOORE** I Love You (Silas/A)  
**MAXWELL** Luxury: Cococure (Columbia)  
**PHIL PERRY** Mind Blowah (Peak/Private/Windham Hi)  
**ARETHA FRANKLIN** A Rose Is Still A Rose (Arista)  
**BRIAN MCKNIGHT** Anytime (Motown)  
**SPARKLE** Time To Move On (Rock Land/Interscope)  
**EN VOGUE** No Fool No More (EastWest/EEG)

Note: WIKS/Greenville, NC did not report for two consecutive wks. Their playlist was not used in this week's data. All plays were verified and where appropriate — bullets were awarded. Chart positions, however, were not changed.

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

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LON HELTON

## Country Ratings Comparisons: Region, Dayparts & Sex

■ A continued format analysis of the latest Arbitron survey

Last week's Country column featured an analysis of the Spring '98 Arbitron results, examining how the format fared in shares and Time Spent Listening among the various age cells.

We conclude Arbitron's analysis, which is based on R&R's official format designations, with a look at how the formats did in each of the eight R&R regions by daypart and with men and women shares and TSL.

### Format Shares By Region

Using R&R's reporter regions, Arbitron broke out listening into eight different regions for the last five books. (The first sets of figures are Country's 12+ shares from winter '97-winter '98.)

- New England: 6.2, 4.4, 7.1, 6.6, 6.1, 5.6. Country's rank falls from sixth to eighth among all formats. News/Talk-Sports remains No. 1, moving 18.8-19.0. Oldies/Classic Rock remains second, flat at 14.7. AC is third, moving 11.4-10.1. The biggest winners in this region were CHR/Rhythmic (5.8-6.5) and Hot AC (5.6-6.3).

- Mid-Atlantic: 4.6, 5.0, 4.8, 4.5, 5.1, 4.8. Country falls from eighth to ninth. News/Talk-Sports is No. 1, though off 18.1-18.0. Oldies/Classic Rock edges into second, bumping AC from second to third, moving 10.0-10.2. AC falls 11.6-10.1. The region's top gainer was Hot AC with a 4.2-5.4 increase.

- East N. Central: 11.0, 10.4, 10.4, 10.2, 9.1, 9.4. Country stays in fourth place with a .3 increase. News/Talk-Sports is first with a 16.5-16.7 increase. Oldies/Classic Rock stays second, moving 11.6-11.8. AC ranks third, though it's off 10.3-10.1. The biggest winners, both with gains of .5 shares, were CHR/Rhythmic (2.7-3.2) and Ur-

ban (8.7-9.2). Losses were minimal among the formats that were down.

- West N. Central: 17.7, 16.1, 16.4, 17.0, 15.5, 16.5. Country's No. 1 here — and getting stronger — in what is Country's strongest region. It is followed by News/Talk-Sports (14.2-14.8), and Oldies/Classic Rock, which dips 10.5-10.4. Adult Alternative experienced the biggest gains, up 2.5-5.9, while Active Rock/Rock took the biggest hit in this region, sliding 11.0-7.5.

- South Atlantic: 13.2, 12.6, 12.4, 12.0, 11.8, 12.1. Country climbs from second to first, trading places with News/Talk-Sports, which was off 12.2-11.8. Despite losing a half share, AC remains third, off 9.8-9.3. Hot AC (4.8-5.3) and Oldies/Classic Rock (8.5-9.0) shared billing as the biggest gainers. No major losers here.

- South Central: 17.9, 17.6, 17.5, 17.9, 16.5, 15.7. Country is on top here, too, despite falling 16.5-15.7. Oldies/Classic Rock is second, moving 9.2-10.0. News/Talk-Sports is third, 10.1-9.4.

- Mountain: 15.6, 14.7, 15.2, 14.3, 13.8, 14.5. Country's No. 1, followed by News/Talk-Sports at 13.0-14.0 and Oldies/Classic Rock at 12.4-12.5. AC was off a share, 11.8-10.8.

- Pacific: 6.8, 7.6, 7.4, 7.3, 6.8, 6.5. Country stays steady in sixth place. News/Talk-Sports leads the region, though off a hair at 14.9-14.8. Spanish continues to make gains, up 12.6-13.2 and widening its hold on second place. AC is third, off 10.9-10.4. Spanish was the biggest gainer; AC was down the most here.

### Format Shares, TSL By Sex

Country's "gender gap" widened in spring '98 as the format edged more female. What had for years been almost a 50-50 split is now 43% female and 52% male (18+). (Teens, at 4%, are listed separately. No notation on what the other 1% is.)

Shares among men 18+ continued to slide — 10.3, 10.2, 10.2, 10.0, 9.5, 9.3 — while shares among women 18+ stabilized — 11.5, 11.3, 11.3, 11.4, 10.8, 10.8. The difference in results further skewed the divergence between the sexes, which, up until this sweep, had remained relatively constant. The divergence: 1.2, 1.1, 1.1, 1.4, 1.3, 1.5.

Overall, TSL among men 18+ and women 18+ was flat, with the six-book trend for men showing 23:30, 23:30, 23:15, 23:00, 23:15, 23:15, and the six-book trend for women showing 21:15, 22:15, 22:15, 21:45, 22:00, 22:00.

Country TSL continued its roller-coaster ride, which for men 18+ had declined four books before the spring '98 uptick of 9:01-9:11. Country TSL for women was flat at 8:42. Six-book trends: men 18+ — 9:09, 9:29, 9:20, 9:14, 9:01, 9:11; women 18+ — 8:39, 8:43, 8:37, 8:44, 8:42, 8:42. The ranks: men — 5, 3, 3, 3, 4, 3; women — 6, 5, 5, 5, 6, 4.

### How Do Your Dayparts Compare?

To gauge how your station is doing compared to the national averages, here's a look at the 12+ shares by dayparts. Again, all shares are for the last six books, winter '97-spring '98.

- 6-10am: 10.8, 10.5, 10.6, 10.5, 9.9, 9.7. Country mornings rank third, behind News/Talk-Sports, with 17.9-17.6, and Oldies/Classic Rock, which moved 9.9-10.2. AC is fourth, down 9.4-8.9.

- 10am-3pm: 10.9, 10.8, 10.7, 10.8, 10.2, 10.1. Country ranked third in middays a year ago, but has been fourth the last five books. Only four formats post double digits. News/Talk-Sports leads again, although it dropped 15.7-15.0. AC is second, even though it fell 12.5-11.6. Oldies/Classic Rock ranks third for the third consecutive book with a 10.5-10.9 increase.

- 3-7pm: 10.8, 10.7, 10.7, 10.5, 9.9, 9.9. Country tied for third with AC, which fell 10.6-9.9. On top is News/Talk-Sports with a 13.9-13.6 move, followed by Oldies/Classic

### MY TURN

## Defining The Format's Real Hits

After reading the article "Play The Hits, Sell The Songs" (9/18/98), I felt compelled to respond. I wholeheartedly agree that Country programmers should "play the hits more often."

However, what are the hits? Consultant Bill Hennes proposes that the "Hits" are the "Currents." As I see it, the "Currents" are unfamiliar, unproven songs that we are hoping to familiarize and develop into "Hits." The true "Hits" are the "Recurrents."

Do music research and compare the popularity scores and familiarity scores of the "Currents" to the "Recurrents." The "Hits" — the songs with the highest familiarity and popularity — are the "Recurrents." The "Currents" are unfamiliar and in development. When listeners say they want to hear their favorite songs more often, they are really talking about "Recurrents." The "Currents" are not their favorite songs. Let's not confuse "Currents" with "Hits." They are not one and the same. The "Currents" that work will become the "Hits."



DARRIN SMITH

63

**The 'Currents' are not listeners' favorite songs. Let's not confuse 'Currents' with 'Hits.' They are not one and the same. The 'Currents' that work will become the 'Hits.'**

64

I say spin the "Currents" enough to familiarize them, and then make the assessment: Is it a "Hit" or a "Miss"? Drop the "Miss" and make the "Hit" a "Recurrent." Yes, give listeners their favorite songs more often: Increase the spins on your "Recurrents."

This edition of "My Turn" comes from Y107/New York PD Darrin Smith. He can be reached at (914) 592-1071

The views expressed in a letter to the editor are those of the writer only. The writer is solely responsible for the content. R&R reserves the right to edit letters.



**PAINTING THE HOUSE BROWN** — When WSIX/Nashville morning man Gerry House took a rare day off, Intersound recording artist T. Graham Brown got up early to co-host the morning show with House's producer, Devlin O'Day. The show featured two special guests, one a little bit country, the other a little bit rock 'n' roll. Pictured are (l-r) Marie Osmond, Brown, Donny Osmond, and O'Day.

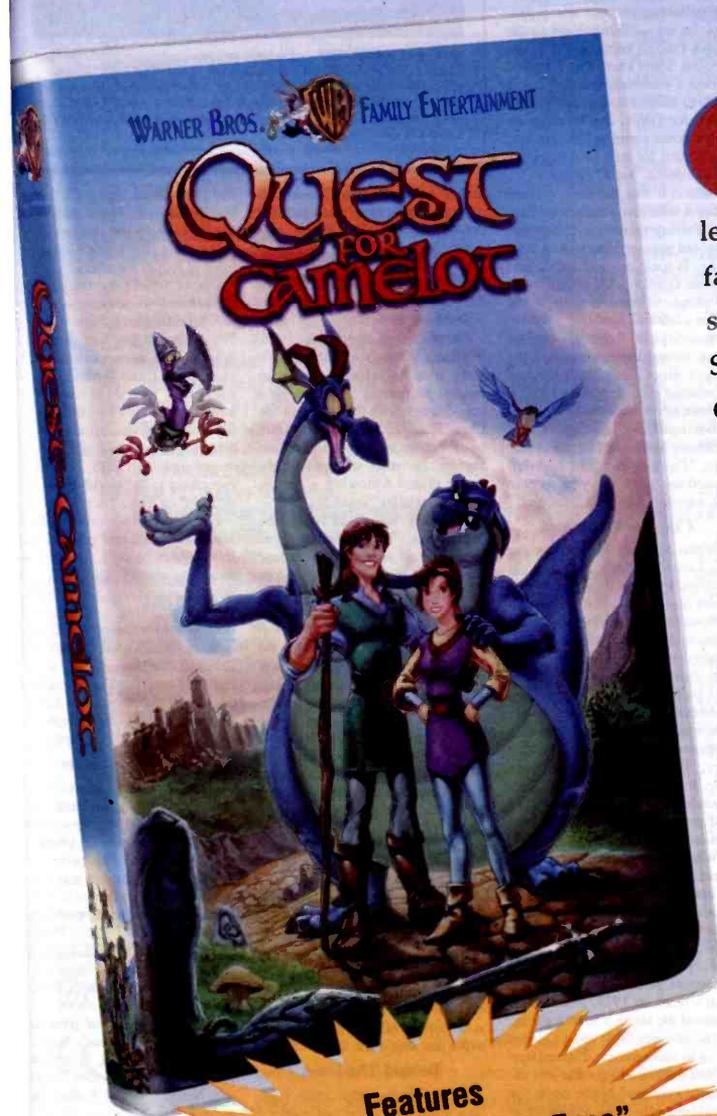


**CHARITABLE ATTITUDE** — Following a recent performance to benefit the Milwaukee Children's Abuse Prevention Center, Lyrinc Street recording artist Lari White stopped by to visit her friends at WMIL/Milwaukee. Pictured are (l-r) PD Kerry Wolfe, White, MD Mitch Morgan, and Lyrinc Street Director/Midwest Regional Promotion Renee Leymon.

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# Talking To A Busy Hillbilly

■ Marty Stuart discusses album projects and his role as a country collector

"We tend to do things in 10-year cycles, as far as I can see," Marty Stuart says, assessing country music's current climate. "Here we are at the end of another decade — and it's been a dangd good decade."

"The thing that always keeps my faith up in country music is that the cycle always comes back around. In my opinion, we're like a bunch of hillbillies who hit the Ed McMahon lottery about five or six years ago. We got a bigger trailer, a bigger car, and we got Saturday-night rich there for a while. But, eventually, you can only spend so much money, enjoy so much fame, and get so comfortable. Then, one day, you wake up and go, 'I've got to get back to church.'"

Laughing, Stuart continues his humorous explanation, adding, "It's like a weekend in New Orleans: When you're in the middle of Mardi Gras, everything looks wonderful. But when you come home, you realize, 'I did eat those 15 pigeon eggs that night!' You have to pay the fiddler."

Next month, Stuart starts recording his new MCA album, *The Pilgrim*. He says, "I didn't see any reason to make a record last year. I know when my timing's in and when my point of view's out. I realize that the best thing I can do is go back inside and figure out the next few years, rather than trying to keep up with the pack."

That doesn't mean that Stuart hasn't been busy. In addition to his tour schedule, he wrote and produced the all-star track "Same Old Train" for the recently released *Tribute To Tradition* album. He produced a brand-new Warner Bros. album for his wife, Grand Ole Opry star Connie Smith. Last month, photographs he's taken of country legends were featured with the work of former *Life* magazine staffer Ed Clark in a photographic exhibit in Nashville. And recordings, photographs, and handwritten lyrics from Stuart's vast collection of

## COUNTRY FLASHBACK

### 1 YEAR AGO

• No. 1: "Everywhere" — Tim McGraw

### 5 YEARS AGO

• No. 1: "No Time To Kill" — Clint Black

### 10 YEARS AGO

• No. 1: "Summer Wind" — Desert Rose Band

### 15 YEARS AGO

• No. 1: "Lady Down On Love" — Alabama (second week)

### 20 YEARS AGO

• No. 1: "Heartbreaker" — Dolly Parton (second week)

### 25 YEARS AGO

• No. 1: "Ridin' My Thumb To Mexico" — Johnny Rodriguez

country memorabilia surfaced on the 10-CD boxed set *The Complete Hank Williams*.

Stuart discussed the projects in a recent interview with R&R.

### All-Star Tribute

The *Tribute To Tradition* album closes with "Same Old Train," which features Joe Diffie, Alison Krauss, Randy Travis, Patty Loveless, Clint Black, Merle Haggard, Emmylou Harris, Earl Scruggs, Ricky Skaggs, Pam Tillis, Travis Tritt, and Dwight Yoakam. Stuart says, "The only thing I knew going in was that I had to get Merle Haggard — because I stole the title off of him! I told somebody at Sony,

"This record ain't comin' home until Haggard sings on it. I had to go to Dallas to get him, to California to get Dwight. I got some Advantage miles off of it, but it was a statement that was worth making, I think."

Explaining the recording process, he says, "When I got to the studio, I didn't know how it would turn out. I just knew that I wanted to hear a mountain sound. I didn't want to think about singing, so I called Joe Diffie, and he came by to lay down some vocals. He was just perfect for it. It was supposed to be a demo, but when I heard it, I realized it was the master. From there, it was just a matter of casting. Putting names on paper was easy, but getting them was another thing. It took me and [manager] Bonnie Garner a lot of calling to get people to come in to do it, but it was a labor of love."

In addition to the artists' cooperation, record labels supported the project, since Sony/Nashville had announced plans to make a \$50,000 advance against *Tribute To Tradition* album royalties to benefit the Country Music Retirement Center. Stuart says, "The fact that Sony had designated the funds, everybody got in line with that. The stars lined up."

### Country Collector

When Mercury began planning *The Complete Hank Williams*, executives realized that Stuart possesses one of the largest private collections of country music memorabilia, including unreleased tapes, original lyric sheets, photographs, and musical instruments. Stuart says he never planned to become a historian and collector when he began stockpiling country music magazines at the age of 12. Stuart says, "Before I ever got to Nashville, it started with *Country Song Roundup*. That's basically the thing that got me kicked out of school and up here."

When Stuart joined bluegrass pioneer Lester Flatt's band in the '70s, he cleared \$30 a week after expenses and saving a preset amount of money, one of Flatt's rules for the teenager. Stuart continued buying country records and books, and the "museum piece" came following Flatt's death in 1979, when Stuart acquired the singer's Martin guitar.

"In the early '80s, when I started trying to make records, I started buying old rhinestone suits that [the late Hollywood tailor] Nudie made that everyone else was ashamed to wear," Stuart says. "It was just an old lick that I reused. The collection started snowballing, and I really don't know when the craziness started, but all of a sudden I didn't have to ask anybody for items. They found me. Then it got completely nuts."

Stuart's collection, which is now stored in five warehouses, may eventually be displayed in a special



**SHARING 'TRADITION'** — Joe Diffie, left, joins songwriter/producer Marty Stuart in the studio for the first session of "Same Old Train." The song, which closes the recently released *Tribute To Tradition* album, also features guest vocals by Alison Krauss, Randy Travis, Patty Loveless, Clint Black, Merle Haggard, Emmylou Harris, Earl Scruggs, Ricky Skaggs, Pam Tillis, Travis Tritt, and Dwight Yoakam.

area of the new Country Music Hall of Fame building planned for downtown Nashville. Stuart isn't sure exactly how much the collection is worth. Although he admits that he's received a "solid offer" of \$2.5 million for the items, he'll probably never sell.

He purchased most of his Hank Williams items from the singer's sister, Irene, who had expressed an interest in meeting Stuart during a conversation with the owner of the Great Escape, a used record and book dealer in Nashville. Stuart first met her when they got together for dinner following a performance at Dallas' Texas Stadium.

Recalling the initial encounter, Stuart says, "I could tell she was sizing me up all the time, because she'd been burned so many times by people. I never talked about Hank very much at all at dinner. All of a sudden, I'm holding the words to these incredible songs and the letters he wrote home to his mama. I knew there was some responsibility of me being there. It wasn't to go exploit Hank Williams, but to protect and honor her brother. I sort of had the rules set up for me."

Before purchasing the items, Stuart contacted Hank Williams Jr.'s office and learned that the younger Williams has a policy of not buying anything that belonged to his father. Stuart says, "If the vibe isn't right around a piece — or if there's squabbling going on within the family — I don't want it anyway. I don't feel like any of this stuff I've collected belongs to me. I feel like that, for some reason, I've been chosen as a caretaker. It belongs to the world, so it's your responsibility to find a way to make that happen."

### Behind The Lens

As for photography, Stuart says, "It's always been the last hobby I could claim. It was the only thing I did that really wasn't work. I caught onto it because my mom was like the queen of shutterbugs. There's always been a camera around, like a guitar. When I went to work for Lester, the guys would sit around the bus and say, 'If I'd only had a camera when I worked that show with Hank or Elvis....' So I bought a little Instamatic camera

and just started taking pictures of people I loved. Those people are like family to me. I always approached it like I was taking pictures of family members."

One of Stuart's favorite photos is a black-and-white shot he took of the late singer/guitarist Merle Travis near a gasoline pump. He says, "Those days, to me, are like vignettes. Even when we lose somebody like that, when I get lonesome for him, I go back to that day and relive that afternoon with him. Right before I got my first record deal with CBS, he told me everything in the world *not* to do. I still feed on that advice."

For the photographic exhibit, Stuart provided one print of each shot, which he sold, donating the money to charity. Two book publishers have already contacted him about compiling a coffee-table book of his photographs and recollections. Stuart says, "If this does turn into a permanent exhibit at the Hall of Fame, we should probably do a book that showcases the collection of guitars, manuscripts, documents, art, and photographs."

### Album Projects

Stuart is excited about the response to wife Connie Smith's new self-titled album, her first major-label release in several years. He says, "We made that record two years ago, and I knew it was a modern classic that was going to live for a long time. [Warner-Reprise-Nashville President] Jim Ed Norman was so gracious about it. I told him, 'I don't think we'll compete with radio acts at this moment.' He said, 'Don't even worry about it. Go make a great record of what Connie likes.' I said, 'That's hard-core country,' and he said, 'That's what we need.' All of a sudden, *USA Today*, *Newsweek*, and *Rolling Stone* are hitting on it, because it's a fresh drink of water."

Regarding his upcoming album, Stuart calls it "a rompin', stompin', ramblin' journey through the backdoor of 20th century country music that's guaranteed to come out on the front porch of the 21st century." Pausing, he laughs, "Now make out of that what you will. I've got it about 70% complete in my head."

— Calvin Gilbert



**HISTORIC MOMENT** — Hank Williams Sr.'s two children visited the Country Music Hall of Fame recently to witness the unveiling of an eight-foot bronze sculpture of their late father. Montana artist Bill Rains premiered his latest work during a party celebrating what would have been the singer's 75th birthday and the release of the 10-CD boxed set *The Complete Hank Williams*. It was also the first time that Williams' two children had ever met face-to-face. Pictured are (l-r) Hank Williams Jr., Rains, and Jett Williams.

Wk	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	PLAY RANK	TOTAL PLAYS	Wk	PLAYS	TOTAL POINTS	Wk	POINTS
5	5	2	1	<b>LONESTAR</b> Everything's Changed (BNA)	206/0	1	7122	+245	33325	+1311		
7	7	5	2	<b>REBA MCENTIRE</b> Forever Love (MCA)	206/0	3	6965	+350	32743	+1797		
10	9	6	3	<b>ALABAMA</b> How Do You Fall In Love (RCA)	207/0	2	6974	+397	32718	+1746		
2	2	1	4	<b>MARK WILLS</b> Don't Laugh At Me (Mercury)	207/0	5	6812	-622	32558	-2629		
6	6	4	5	<b>SHANIA TWAIN</b> Honey, I'm Home (Mercury)	205/1	4	6837	+79	31764	+222		
8	8	7	6	<b>GARTH BROOKS</b> You Move Me (Capitol)	207/0	6	6763	+257	31567	+1157		
16	12	8	7	<b>DIXIE CHICKS</b> Wide Open Spaces (Monument)	205/2	7	6457	+807	30114	+3579		
13	11	10	8	<b>TRACY BYRD</b> I Wanna Feel That Way Again (MCA)	204/1	8	5905	+402	27260	+1749		
12	10	9	9	<b>LEANN RIMES</b> Nothin' New Under The Moon (MCG/Curb)	199/0	9	5698	+178	26374	+576		
15	13	11	10	<b>LEE ANN WOMACK</b> A Little Past Little Rock (Decca)	206/1	10	5632	+378	26313	+1847		
1	1	3	11	<b>TIM MCGRAW</b> Where The Green Grass Grows (Curb)	177/0	11	5340	-1206	26277	-5316		
16	16	14	12	<b>TY HERNDON</b> It Must Be Love (Epic)	202/3	12	4886	+262	22834	+1242		
23	20	16	13	<b>GEORGE STRAIT</b> We Really Shouldn't Be... (MCA)	199/4	14	4755	+305	22321	+1390		
17	17	15	14	<b>COLLIN RAYE</b> Someone You Used To Know (Epic)	200/2	13	4800	+219	22301	+1016		
24	19	17	15	<b>FAITH HILL</b> Let Me Let Go (Warner Bros.)	203/1	15	4627	+247	21583	+1177		
19	18	18	16	<b>TRISHA YEARWOOD &amp; GARTH BROOKS</b> Where... (MCA)	202/4	16	4510	+137	21027	+700		
29	23	19	17	<b>BROOKS &amp; DUNN</b> Husbands And Wives (Arista)	202/9	17	4471	+359	20954	+1803		
21	21	20	18	<b>TERRI CLARK</b> You're Easy On The Eyes (Mercury)	197/2	18	4339	+209	19850	+1005		
20	22	21	19	<b>WADE HAYES</b> How Do You Sleep At Night (DKC/Columbia)	190/0	19	3978	+116	18146	+519		
31	27	23	20	<b>DEANA CARTER</b> Absence Of The Heart (Capitol)	199/4	21	3703	+458	17131	+2165		
25	24	22	21	<b>KENNY CHESNEY</b> I Will Stand (BNA)	185/3	20	3733	+212	16726	+1216		
3	3	12	22	<b>ALAN JACKSON</b> I'll Go On Loving You (Arista)	143/0	24	3339	-1733	16167	-7483		
4	4	13	23	<b>DIAMOND RIO</b> You're Gone (Arista)	137/0	25	3053	-1514	15834	-6579		
28	26	25	24	<b>CLAY WALKER</b> You're Beginning To Get To Me (Giant)	184/11	22	3503	+363	15733	+1874		
26	25	24	25	<b>AARON TIPPIN</b> For You I Will (Lyric Street)	183/6	23	3469	+265	15460	+1239		
30	28	26	26	<b>BLACKHAWK</b> There You Have It (Arista)	171/6	26	3033	+224	13875	+1022		
37	31	27	27	<b>MARTINA MCBRIDE</b> Wrong Again (RCA)	177/11	27	2994	+505	13702	+2219		
35	30	29	28	<b>TOBY KEITH</b> Getcha Some (Mercury)	159/7	29	2675	+171	11696	+779		
33	29	28	29	<b>TRAVIS TRITT</b> If I Lost You (Warner Bros.)	169/5	30	2599	+96	11637	+456		
45	35	30	30	<b>RANDY TRAVIS</b> Spirit Of A Boy... (DreamWorks)	170/17	32	2319	+304	10741	+1463		
<b>DEBUT</b>			31	<b>ALAN JACKSON</b> Right On The Money (Arista)	113/110	37	1895	+1854	9182	+8936		
49	39	33	32	<b>JOHN MICHAEL MONTGOMERY</b> Hold On To Me (Atlantic)	144/18	35	2047	+314	8785	+1407		
38	33	32	33	<b>PAM TILLIS</b> Every Time (Arista)	134/5	36	1959	+170	8420	+696		
<b>BREAKER</b>			34	<b>VINCE GILL</b> Kindly Keep It Country (MCA)	131/14	38	1885	+305	8308	+1470		
39	34	31	35	<b>WARREN BROTHERS</b> Guilty (BNA)	141/4	39	1858	+89	8117	+268		
41	37	35	36	<b>DERYL DODD</b> A Bitter End (Columbia)	134/10	40	1559	+133	7208	+718		
50	42	37	37	<b>MICHAEL PETERSON</b> By The Book (Reprise)	113/13	43	1356	+251	6005	+1197		
		38	38	<b>SARA EVANS</b> No Place That Far (RCA)	112/22	44	1332	+317	5961	+1248		
40	38	36	39	<b>JOE DIFFIE</b> Poor Me (Epic)	112/4	42	1370	+96	5780	+407		
		42	40	<b>JO DEE MESSINA</b> Stand Beside Me (Curb)	103/32	46	1193	+416	5278	+1786		
48	44	40	41	<b>MARK CHESNUTT</b> Wherever You Are (Decca)	93/9	48	992	+108	4224	+484		
43	41	41	42	<b>TRINI TRIGGS</b> Straight Tequila (MCG/Curb)	90/9	49	953	+103	4117	+412		
	50	43	43	<b>LARI WHITE</b> Take Me (Lyric Street)	75/10	55	763	+116	3422	+525		
	49	44	44	<b>DAVID KERSH</b> Something To Think About (Curb)	75/9	54	766	+143	3324	+537		
		47	45	<b>CLINT DANIELS</b> When I Grow Up (Arista)	70/14	58	652	+151	2975	+613		
		46	46	<b>SAMMY KERSHAW</b> One Day Left To Live (Mercury)	73/16	57	699	+115	2908	+496		
44	45	45	47	<b>MONTY HOLMES</b> Alone (Bang II)	58/1	56	705	+27	2839	+107		
		49	48	<b>MARK NESLER</b> Slow Down (Asylum/EEG)	66/6	59	606	+50	2438	+188		
<b>DEBUT</b>			49	<b>STEVE WARINER</b> Every Little Whisper (Capitol)	54/31	62	538	+304	2402	+1345		
		50	50	<b>PATTY LOVELESS</b> Like Water Into Wine (Epic)	51/6	60	584	+79	2349	+301		

This chart reflects airplay from October 12-18. Songs ranked by total points. Highlighted songs indicate Breaker.

207 Country reporters. 194 current playlists. Songs that are down in points for three consecutive weeks and below No. 1 are moved to recurrent. © 1998, R&R Inc.

### BREAKERS.

#### VINCE GILL

Kindly Keep It Country (MCA)

63% of our reporters on it (131 stations)

14 Adds • Holds At 34

### MOST ADDED.

ARTIST TITLE LABEL(S)	TOTAL ADDS
ALAN JACKSON Right On The Money (Arista)	110
JO DEE MESSINA Stand Beside Me (Curb)	32
STEVE WARINER Every Little Whisper (Capitol)	31
SARA EVANS No Place That Far (RCA)	22
JOHN MICHAEL MONTGOMERY Hold On To Me (Atlantic)	18
RANDY TRAVIS Spirit Of A Boy... (DreamWorks)	17
SAMMY KERSHAW One Day Left To Live (Mercury)	16
DIAMOND RIO Unbelievable (Arista)	15
BRADY SEALS Whole Lotta Hurt (Warner Bros.)	15
CLINT DANIELS When I Grow Up (Arista)	14
VINCE GILL Kindly Keep It Country (MCA)	14

### MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ALAN JACKSON Right On The Money (Arista)	+1854
DIXIE CHICKS Wide Open Spaces (Monument)	+807
MARTINA MCBRIDE Wrong Again (RCA)	+505
DEANA CARTER Absence Of The Heart (Capitol)	+458
JO DEE MESSINA Stand Beside Me (Curb)	+416
TRACY BYRD I Wanna Feel That Way Again (MCA)	+402
ALABAMA How Do You Fall In Love (RCA)	+397
LEE ANN WOMACK A Little Past Little Rock (Decca)	+378
CLAY WALKER You're Beginning To Get To Me (Giant)	+363
BROOKS & DUNN Husbands And Wives (Arista)	+359

### MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
ALAN JACKSON Right On The Money (Arista)	+8936
DIXIE CHICKS Wide Open Spaces (Monument)	+3579
MARTINA MCBRIDE Wrong Again (RCA)	+2219
DEANA CARTER Absence Of The Heart (Capitol)	+2165
CLAY WALKER You're Beginning To Get To Me (Giant)	+1874
LEE ANN WOMACK A Little Past Little Rock (Decca)	+1847
BROOKS & DUNN Husbands And Wives (Arista)	+1803
REBA MCENTIRE Forever Love (MCA)	+1797
JO DEE MESSINA Stand Beside Me (Curb)	+1786
TRACY BYRD I Wanna Feel That Way Again (MCA)	+1749

### HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
WILKINSONS 26 Cents (Giant)
BROOKS & DUNN How Long Gone (Arista)
GEORGE STRAIT True (MCA)
JO DEE MESSINA I'm Alright (Curb)
JOHN MICHAEL MONTGOMERY Cover You In Kisses (Atlantic)
FAITH HILL w/TIM MCGRAW Just To Hear... (Warner Bros.)
DIXIE CHICKS There's Your Trouble (Monument)
TRISHA YEARWOOD There Goes My Baby (MCA)
COLLIN RAYE I Can Still Feel You (Epic)
VINCE GILL If You Ever Have Forever In... (MCA)

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.



During this holiday season of joy and sharing, the Air Force and artist Martina McBride have a special gift for you and your listeners.

It's a free hour-long program featuring Martina singing songs of the season from her CD *White Christmas* and contemporary selections from her CD *Evolution*.

We think you'll enjoy this holiday collection and personal interview with Martina.

If you are a licensed station and you'd like to receive your own copy of

*The Gift V*, give us a call at (210) 652-3937.



# The New Album Gallery

In Stores: October 20, 1998



## Chad Brock

### Chad Brock (Warner Bros.)

Chad Brock made waves with his debut single, "Evangeline," and "Ordinary Life" — the second single from Brock's self-titled debut album — goes for adds October 26. The Ocala, FL native wrote three of the 10 songs on the album, but he says he was careful to make sure that all of the material was a perfect match before he recorded them. He explains, "There are great songs I passed on that may end up being No. 1 hits for other artists, but they just weren't me. I'm constantly looking for songs that suit me, songs that reflect who I am. I want to be known as a great

song guy. I really love the way Conway Twitty, for instance, was known for choosing captivating and appropriate song material." It's hard for a country singer to go wrong when they view Twitty's material as the standard. "Emotion is what draws me into the music," Brock says. "Am I going to laugh? Am I going to cry? How does this song make me feel emotionally? The song has to make you feel something. That's the way I chose the tunes for this album." In addition to picking great songs, Brock also made an excellent choice in producers Norro Wilson and Buddy Cannon, whose track record includes work with Sammy Kershaw, Mindy McCready, Kenny Chesney, and George Jones.



## Deana Carter

### Everything's Gonna Be Alright (Capitol)

Boy, things have changed a lot for Deana Carter. It wasn't that long ago that a Capitol publicist was trying to introduce the unknown singer to any media person who was wandering around at Fan Fair. Those changes began two years with the release of "Strawberry Wine" and the album *Did I Shave My Legs For This?* The rest, as they say, is history — a history that includes more hits from the quadruple-platinum debut album. Carter says, "After we made the first record, I thought, 'Man, I hope people get this.' But,

really, I spilled my heart into that record, trying to be as honest as I could. I guess I wasn't sure how people would respond to it. Then I thought to myself, 'If you have to be something you're not, then why do it at all?'"

Carter co-produced *Everything's Gonna Be Alright* with Chris Farren, who handled production duties on her debut album. Carter explains, "We re-created the same priorities we had on the first album and stayed very song-driven. That's the most important thing. I'm excited because the stories come from the same place. They're about the kind of life experiences we share in common." Matraca Berg, who wrote "Strawberry Wine," contributes two songs — "Dickson Country" and "Ruby Brown" (both co-written with Tim Kregel). The collection also includes a cover of Melanie's pop hit "Brand New Key" and "The Train Song," which features members of Lynyrd Skynyrd. The album's title track was written by Carter's father, session guitarist Fred Carter Jr., and was recorded in 1971 by the gospel group the Rambos.



## Toby Keith

### Greatest Hits, Volume 1 (Mercury)

Toby Keith's current single, "Getcha Some," and "If A Man Answers" are the two new tracks featured on his first greatest-hits compilation. Included in the 14 tracks are those songs that built his career, which began with the 1993 single "Should've Been A Cowboy." Keith has a knack for recording memorable songs, and his vocal skills make the great tunes even better. Tracks include "Dream Walkin'," "A Little Less Talk And A Lot More Action," "We Were In Love," "You Ain't Much Fun," "Who's That Man,"

"Wish I Didn't Know Now," "Big Ol' Truck," "Me Too," and "He Ain't Worth Missing." The compilation also features "I'm So Happy I Can't Stop Crying" (performed with Sung) and one of Keith's undisputed career songs, "Does That Blue Moon Ever Shine On You."



## Danni Leigh

### 29 Nights (Decca)

With her cowboy hat, Danni Leigh has been described as "a female Dwight Yoakam," and her music has the definite influence of the West Coast country sound popularized by Yoakam and his mentor, Buck Owens. However, Leigh was born and raised far from Bakersfield — in Strasburg, VA, to be exact. That's just a short distance from Winchester, VA, where Patsy Cline grew up. Recalling her early experiences of singing at Winchester's Patsy Cline Day celebration, Leigh says, "As I grew up and started developing my own character, the strange thing

was that a lot of the men and women who knew Patsy from up home compared me to her. Not vocally, because there's only one Patsy Cline, but because of my personality. I pretty much speak my mind. She was like that. She was rebellious, a little rebel woman. Growing up, I was too."

Part of that attitude is obvious on Leigh's debut album, which was produced by Warner Chapell Publishing exec Michael Knox and Decca A&R exec Mark Wright. Leigh says, "I'm really proud of the album we did, because we went in with one thing in mind, and that was to make a good country album, the country I grew up on. It's not like I want it to sound 'vintage,' if that's what they call it. But the term 'too country' never, ever even crosses my mind." Leigh introduced the album with the debut single, "If the Jukebox Took Teardrops."

## GOING TO ADDS

October 19, 1998

### Linda Davis "I'm Yours"

**DreamWorks:** "I'm Yours," the title track from Linda Davis' upcoming album, is her first single since being officially added to the DreamWorks/Nashville artist roster. Reflecting on the song written by Phillip Coleman and Carolyn Dawn Johnson, Davis says, "This is one that I really love. It's so unique. It's well-written, it's lively, and I really love the energy of it."

### Diamond Rio "Unbelievable"

**Arista:** The title track of Diamond Rio's current Arista album was co-written by Al Anderson and former Boy Howdy member Jeffrey Steele. Diamond Rio's Dana Williams recalls, "This was the last song we picked for the album. Mike Clute, our producer, went house-to-house — from the South Pole to the North Pole of Nashville — to play it for each one of us. He left my house at 2am, and he was still really pumped about the song. And, one more time, he was right on track."

### Kinleys "Somebody's Out There Watchin'"

**Epic:** With everyone asking for positive lyrics, this one is made to order. The Kinleys' harmonies are appropriately celestial on this track from the soundtrack album for the popular CBS-TV series *Touched By An Angel*. Robin Lerner, Franne Golde, and Steve Booker wrote it, and the track was produced by Tony Haselden and Russ Zavitsou, who also produced the Kinleys' debut album.

### Tracy Lawrence "I'll Never Pass This Way Again"

**Atlantic:** It's a gorgeous song originally written by composer Frank Wildhorn and lyricist Jack Murphy for the upcoming Broadway musical *The Civil War*. Tracy Lawrence turns in one of the most emotional performances of his career on this first single from Atlantic's upcoming all-star album *The Civil War: The Nashville Sessions*.

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## NEW & ACTIVE

**JENNY SIMPSON** Ticket Out Of Kansas (*Mercury*)  
 Total Stations: 60, Total Points: 1979, Total Adds: 10,  
 Including: KBEQ 18, KVOO 8, KXKT 7, WWGR 7, KSKS 6,  
 WIRK 6, KAJA 5, WCTO 5, WGKX 5, WKKT 5  
 Plays Include: KBUL 17 (17), KASH 15 (5), KJUG 15 (15),  
 WRNS 15 (15), WEZL 12 (5), WFMB 12 (12), WKDQ 12  
 (12), WWJO 11 (7), KUZZ 10 (10), KZLA 10 (5), WAMZ  
 10 (10), WAXX 10 (10), WNKT 10 (5), WOVK 10 (10),  
 WTCM 10 (10)

**T. GRAHAM BROWN** Wine Into Water (*Intersound*)  
 Total Stations: 35, Total Points: 1846, Total Adds: 3,  
 Including: WRBQ 8, WKNN 6, WWYZ 5  
 Plays Include: WCTQ 25 (25), WDJR 25 (25), WBCT 23  
 (23), KJUG 22 (15), WUSY 20 (20), KVOO 17 (8), WOVK  
 17 (17), WYYD 16 (16), WDEN 15 (15), WSM 15 (15),  
 WSOC 15 (5), WTQR 15 (15), KXDD 14 (14), WFMB 14  
 (14), WGTR 14 (7), WTCR 13 (13), WTCM 12 (12), WYAY  
 12 (12), WAMZ 10 (10), WAXX 10 (10), WDAF 10 (10),  
 WHSL 10 (5), WKCN 10 (10), WSIX 10 (10)

**BRADY SEALS** Whole Lotta Hurt (*Warner Bros.*)  
 Total Stations: 21, Total Points: 997, Total Adds: 15,  
 Including: WBBN 20, WRNS 19, WAMZ 10, WAXX 10,  
 WOVK 10, WSSL 7, WWGR 7, WWJO 7, WTCR 6, KTTS 5,  
 WBBS 5, WHSL 5, WKKT 5, WRKZ 5, WWYZ 5  
 Plays Include: WUBE 22 (7), KEYE 18 (10), WYGY 16 (16),  
 WPUR 11 (11), KIOK 7 (7), WDEN 5 (5)

**SPRINGER!** Don't Try To Find Me (*Giant*)  
 Total Stations: 19, Total Points: 875, Total Adds: 5,  
 Including: WNOE 10, KVOO 8, WWJO 7, KFDI 5, WKKT 5  
 Plays Include: KPLX 50 (30), KJUG 15 (15), WRNS 15  
 (15), WAXX 10 (10), WOVK 10 (10), KIZN 7 (7), KJJK 7  
 (7), KNFR 7 (7), WTCR 6 (6), KTTS 5 (5), WBBS 5 (5),  
 WDEN 5 (5), WSOC 5 (5), WWYZ 5 (5)

**DIAMOND RIO** Unbelievable (*Arista*)  
 Total Stations: 16, Total Points: 834, Total Adds: 15,  
 Including: KRKY 25, WPUR 18, KLLL 17, WBEE 15, WKKX  
 14, KEYE 10, KHKI 10, KZKX 10, WCTO 10, WOVK 10,  
 KWJ 7, WQXK 7, WESC 5, WKKT 5, WWYZ 5  
 Plays Include: KHAK 9 (9)

**ALLISON MOORER** Alabama Song (*MCA*)  
 Total Stations: 25, Total Points: 715, Total Adds: 12,  
 Including: WAIB 14, WKDQ 12, KVOO 8, KJJY 7, KSOP 7,  
 WGTR 7, WWGR 7, WCKT 6, WTCR 6, WBCT 5, WWYZ 5,  
 WXXQ 5  
 Plays Include: WRNS 15 (15), WWZD 12 (12), WAXX 10  
 (10), WOVK 10 (10), KNFR 7 (7), WMSI 7 (7), KFDI 5 (5),  
 KTTS 5 (5), WDEN 5 (5), WGH 5 (5), WRKZ 5 (5), WSOC  
 5 (5), WUSQ 5 (5)

**CHRIS LEDOUX** Bang A Drum (*Capitol*)  
 Total Stations: 13, Total Points: 512, Total Adds: 0,  
 Including: KWJ 27 (20), KUPL 15 (15), KKAT 11 (11),  
 WOVK 10 (10), KHAY 9 (9), KGNU 9 (9), KSOP 7 (7), WOW  
 6 (6), KRKY 5 (5), KTTS 5 (5), KZSN 5 (5), WBYT 5 (5),  
 WDEN 5 (5)

**WYNONNA** Woman To Woman (*Asylum/EEG*)  
 Total Stations: 10, Total Points: 389, Total Adds: 0,  
 Including: WESC 18 (18), WYYD 12 (12), WDAF 10 (10),  
 KHEY 7 (7), WDJR 7 (7), WSSL 7 (7), WBEE 6 (6), KFDI 5  
 (5), KYCY 5 (5), WHSL 5 (5)

**DON WILLIAMS** Cracker Jack Diamond (*Giant*)  
 Total Stations: 10, Total Points: 293, Total Adds: 0,  
 Including: WHOK 14 (10), KGNU 10 (10), WOVK 10 (10),  
 KVOO 8 (8), KSOP 7 (7), WTCR 6 (6), KFDI 5 (5), KTTS 5  
 (5), WDEN 5 (5), WSOC 5 (5)

### Songs Ranked By Total Points

## NATIONAL RADIO FORMATS

### ABC RADIO NETWORKS

#### Coast-To-Coast

**Mark Edwards • (972) 991-9200**

**Adds:**  
 ALAN JACKSON Right On The Money  
 PAM TILLIS Everytime  
 STEVE WARINER Every Little Whisper

**Hottest:**  
 CLAY WALKER You're Beginning To Get To Me  
 LEE ANN WOMACK A Little Past Little Rock  
 DIXIE CHICKS Wide Open Spaces

#### Real Country

**Dave Nicholson • (602) 966-6236**

**Adds:**  
 MARK CHESNUTT Wherever You Are  
 ALAN JACKSON Right On The Money

**Hottest:**  
 MARK WILLIS Don't Laugh At Me  
 LEE ANN WOMACK A Little Past Little Rock  
 KENNY CHESNEY I Will Stand  
 BROOKS & DUNN Husbands And Wives  
 GEORGE STRAIT We Really Shouldn't Be Doing This

### ALTERNATIVE PROGRAMMING

**Steve Knoll • (800) 231-2818**

**Gary Knoll**

**Adds:**  
 SARA EVANS No Place That Far  
 VINCE GILL Kindly Keep It Country  
 JO DEE MESSINA Stand Beside Me  
 JOHN MICHAEL MONTGOMERY Hold On To Me  
 PAM TILLIS Every Time

**Hottest:**  
 BROOKS & DUNN Husbands And Wives  
 GEORGE STRAIT We Really Shouldn't Be Doing This

### BROADCAST PROGRAMMING

**Walter Powers • (800) 426-9082**

**Super Country/Pure Country**  
**Ken Moultrie**

**Adds:**  
 MARK CHESNUTT Wherever You Are  
 WADE HAYES How Do You Sleep At Night  
 MICHAEL PETERSON By The Book  
 RANDY TRAVIS Spirit Of A Boy, Wisdom Of A Man

**Hottest:**  
 ALAN JACKSON I'll Go On Loving You  
 GARTH BROOKS You Move Me  
 DIAMOND RIO You're Gone  
 DIXIE CHICKS Wide Open Spaces  
 MARK WILLIS Don't Laugh At Me

#### Digital Country

**L.J. Smith**

**Adds:**  
 BLACKHAWK There You Have It  
 JOHN MICHAEL MONTGOMERY Hold On To Me

**Hottest:**  
 MARK WILLIS Don't Laugh At Me  
 SHANIA TWAIN Honey, I'm Home  
 TIM MCGRAW Where The Green Grass Grows  
 LONESTAR Everything's Changed  
 REBA MCENTIRE Forever Love

#### New Country

**L.J. Smith**

**Adds:**  
 BLACKHAWK There You Have It  
 SARA EVANS No Place That Far  
 VINCE GILL Kindly Keep It Country  
 AARON TIPPIN For You I Will  
 TRAVIS TRITT If I Lost You

**Hottest:**  
 TIM MCGRAW Where The Green Grass Grows  
 GARTH BROOKS You Move Me  
 SHANIA TWAIN Honey, I'm Home  
 MARK WILLIS Don't Laugh At Me  
 LONESTAR Everything's Changed

### JONES RADIO NETWORK

**Jim Murphy • (303) 784-8700**

**U.S. Country**

**Penny Mitchell**

**Adds:**  
 SARA EVANS No Place That Far  
 ALAN JACKSON Right On The Money  
 STEVE WARINER Every Little Whisper

### JONES RADIO NETWORK CONTINUED

#### Hottest:

ALABAMA How Do You Fall In Love  
 GARTH BROOKS You Move Me  
 LONESTAR Everything's Changed  
 LEANN RIMES Notthin' New Under The Moon  
 LEE ANN WOMACK A Little Past Little Rock

#### CD Country

**John Hendricks**

**Adds:**  
 CHAD BROCK Ordinary Life  
 LINDA DAVIS I'm Yours  
 DIAMOND RIO Unbelievable  
 ALAN JACKSON Right On The Money  
 KINLEYS Somebody's Out There Watching  
 SPRINGER! Don't Try To Find Me

**Hottest:**  
 TRISHA YEARWOOD & GARTH BROOKS Where Your Road Leads  
 LEE ANN WOMACK A Little Past Little Rock  
 LONESTAR Everything's Changed  
 TY HERNDON It Must Be Love  
 DIXIE CHICKS Wide Open Spaces

### RADIO ONE COUNTRY PLAYLIST

**Jim Barbee • (970) 949-3339**

**Adds:**  
 VINCE GILL Kindly Keep It Country  
 ALAN JACKSON Right On The Money  
 SAMMY KERSHAW One Day Left To Live  
 MICHAEL PETERSON By The Book  
 LARI WHITE Take Me

**Hottest:**  
 MARK WILLIS Don't Laugh At Me  
 ALABAMA How Do You Fall In Love  
 TY HERNDON It Must Be Love  
 JOE DUFFIE Poor Me  
 BLACKHAWK There You Have It

### WESTWOOD ONE RADIO NETWORKS

**Charlie Cook • (805) 294-9000**

**Tracy Thompson**

**Mainstream Country**

**David Felker**

**Adds:**  
 ALAN JACKSON Right On The Money  
 PAM TILLIS Every Time

**Hottest:**  
 REBA MCENTIRE Forever Love  
 SHANIA TWAIN Honey, I'm Home  
 ALABAMA How Do You Fall In Love  
 GARTH BROOKS You Move Me  
 LONESTAR Everything's Changed

#### Hot Country

**David Felker**

**Adds:**  
 DERYL DODD A Bitter End  
 ALAN JACKSON Right On The Money  
 JO DEE MESSINA Stand Beside Me  
 MICHAEL PETERSON By The Book

**Hottest:**  
 MARK WILLIS Don't Laugh At Me  
 LONESTAR Everything's Changed  
 ALABAMA How Do You Fall In Love  
 GARTH BROOKS You Move Me  
 SHANIA TWAIN Honey, I'm Home

## COUNTRY VIDEO



### ADDS

No Adds

### ELITE

DIAMOND RIO You're Gone  
 LEE ANN WOMACK A Little Past Little Rock  
 DIXIE CHICKS Wide Open Spaces  
 SHANIA TWAIN Honey, I'm Home  
 MARK WILLIS Don't Laugh At Me

## TNN

60.2 million households  
 Traci Todd,  
 Manager/Video Programming

### ADDS

DEANA CARTER Absence Of The Heart (Capitol)

### TOP 10

ALABAMA How Do You Fall In Love (RCA)  
 DEANA CARTER Absence Of The Heart (Capitol)  
 BILLY DEAN Real Man (Capitol)  
 ALAN JACKSON I'll Go On Loving You (Arista)  
 REBA MCENTIRE Forever Love (MCA)  
 T.G. SHEPPARD Like A Coupe De Ville (Outwest)  
 AARON TIPPIN For You I Will (Lyric Street)  
 DOLLY PARTON Honky Tonk Songs (Decca)  
 LEE ANN WOMACK A Little Past Little Rock (Decca)  
 WYNONNA Woman To Woman (Asylum/EEG)  
 Information current as of October 12.

## CMT

COUNTRY MUSIC TELEVISION  
 42 million households  
 Chris Parr, Director/Programming  
 Paul Hastaba, VP/GM

### ADDS

SHANNON BROWN I Won't Lie (Arista)  
 LINDA DAVIS I'm Yours (DreamWorks)  
 JO DEE MESSINA Stand Beside Me (Curb)  
 ALLISON MOORER Alabama Song (MCA)

### TOP 10

DIAMOND RIO You're Gone (Arista)  
 ALAN JACKSON I'll Go On Loving You (Arista)  
 MARK WILLIS Don't Laugh At Me (Mercury)  
 WILKINSONS 266 (Giant)  
 LONESTAR Everything's Changed (BMA)  
 REBA MCENTIRE Forever Love (MCA)  
 SHANIA TWAIN Honey, I'm Home (Mercury)  
 TRACY BYRD I Wanna Feel That Way Again (MCA)  
 ALABAMA How Do You Fall In Love (RCA)  
 DIXIE CHICKS Wide Open Spaces (Monument)

### HEAVY

ALABAMA How Do You Fall In Love (RCA)  
 TRACY BYRD I Wanna Feel That Way Again (MCA)  
 TERRI CLARK You're Easy On The Eyes (Mercury)  
 DIXIE CHICKS Wide Open Spaces (Monument)  
 ALAN JACKSON I'll Go On Loving You (Arista)  
 LONESTAR Everything's Changed (BMA)  
 REBA MCENTIRE Forever Love (MCA)  
 SHANIA TWAIN Honey, I'm Home (Mercury)  
 WILKINSONS 266 (Giant)  
 MARK WILLIS Don't Laugh At Me (Mercury)  
 LEE ANN WOMACK A Little Past Little Rock (Decca)  
 TRISHA YEARWOOD & GARTH BROOKS Where Your Road... (MCA)

### HOT SHOTS

SHANNON BROWN I Won't Lie (Arista)  
 DEANA CARTER Absence Of The Heart (Capitol)  
 CLINT DANIELS When I Grow Up (Arista)  
 DIAMOND RIO Unbelievable (Arista)  
 SAMMY KERSHAW One Day Left To Live (Mercury)  
 CHRIS KNIGHT It Ain't Easy Being Me (Decca)  
 ALLISON MOORER Alabama Song (MCA)  
 MARK NESLER Slow Down (Asylum)  
 RANDY TRAVIS Spirit Of A Boy, Wisdom... (DreamWorks)  
 LARI WHITE Take Me (Lyric Street)  
 WYNONNA Woman To Woman (Asylum/EEG)  
 DWIGHT YOAKAM These Arms (Parade)

Heavy rotation songs receive 28 plays per week. HotShots receive 21 plays per week.

Information current as of October 14.

# COUNTRY PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE

**AM/National**  
(818) 377-5300  
Santiago

**PLAYS**

PL	TR	LB	TW	ARTIST/TITLE
12	12	12	12	TIM MCGRAW/Where The Green...
12	12	12	12	MARK WILLIS/Don't Laugh At Me
12	12	12	12	SHANNA TWAIN/Honey, I'm Home
12	12	12	12	LEANN RIMES/Another New Under...
12	12	12	12	LORESTAR/Everything's Changed
7	12	12	12	ALABAMA/How Do You Feel...
7	12	12	12	TRACY BRYDI/Wanna Feel That...
7	8	8	8	REBA MCBRIDE/Forever Love
7	8	8	8	COLLIE HAYES/Someone You Used...
7	8	8	8	BROOKS & DUNN/Husbands And Wives
7	8	8	8	LEE ANN WOMACK/Little Past...
7	8	8	8	DOE CHICKS/Wide Open Spaces
7	8	8	8	TY HERNDON/Must Be Love
7	8	8	8	YEARWOOD & BROOKS/Where Your Road...
7	8	8	8	FAITH HILL/Let Me Let Go
7	8	8	8	GEORGE STRATA/We Really...
7	8	8	8	DEANA CARTER/Absence Of The Heart
7	8	8	8	BROOKS & DUNN/Husbands And Wives
7	8	8	8	TERRI CLARK/You're Easy On...
5	8	8	8	DEANA CARTER/Absence Of The Heart
5	8	8	8	MARTINA MCBRIDE/Wrong Again
5	8	8	8	KENNY CHESNEY/When I Stand
5	5	5	5	ARON TIPPIN/For You I Will
5	5	5	5	CLAY WALKER/You're Beginning...
5	5	5	5	WARREN BROTHERS/Guilty
5	5	5	5	PAUL TILLIS/Every Time
5	5	5	5	TRAVIS TRITTA/I Lost You
5	5	5	5	JOHN B. MONTGOMERY/Head On To Me
5	5	5	5	RANDY TRAVIS/Spirit Of A Boy...
5	5	5	5	JENNY SIMPSON/Ticket Out Of Kansas
5	5	5	5	MICHAEL PETERSON/By The Book

**MARKET #1**  
**WVXY/Now York**  
(914) 592-1071  
Smith/Roth

**PLAYS**

PL	TR	LB	TW	ARTIST/TITLE
38	38	49	49	FAITH HILL/Let This Kiss...
30	38	49	49	TIM MCGRAW/Where The Green...
30	38	49	49	ALAN JACKSON'S Go On Lovin'...
21	30	49	49	JO DEE MESSINA/It's Alright
30	38	38	38	SHANNA TWAIN/Honey, I'm Home
30	38	38	38	GARTH BROOKS/You Move Me
30	38	38	38	WILKINSONS/26 Cents
21	30	38	38	MARK WILLIS/Don't Laugh At Me
21	30	38	38	REBA MCBRIDE/Forever Love
21	30	38	38	GEORGE STRATA/We Really...
21	27	27	27	YEARWOOD & BROOKS/Where Your Road...
21	27	27	27	ALABAMA/How Do You Feel...
14	21	27	27	LORESTAR/Everything's Changed
14	21	27	27	COLLIE HAYES/Someone You Used...
14	21	27	27	FAITH HILL/Let Me Let Go
14	16	16	16	DEANA CARTER/Absence Of The Heart
14	16	16	16	TRACY BRYDI/Wanna Feel That...
14	16	16	16	LEE ANN WOMACK/Little Past...
14	16	16	16	DOE CHICKS/Wide Open Spaces
14	16	16	16	TRAVIS TRITTA/I Lost You
14	16	16	16	KENNY CHESNEY/When I Stand
14	16	16	16	VINCE GILL/Kindly Keep It...
14	16	16	16	TERRI CLARK/You're Easy On...
14	16	16	16	TY HERNDON/Must Be Love
14	16	16	16	BROOKS & DUNN/Husbands And Wives
14	16	16	16	RANDY TRAVIS/Spirit Of A Boy...
14	16	16	16	MARTINA MCBRIDE/Wrong Again
14	16	16	16	MICHAEL PETERSON/By The Book

**MARKET #1**  
**KZLA/Los Angeles**  
(323) 882-8000  
Fink/McCormack

**PLAYS**

PL	TR	LB	TW	ARTIST/TITLE
42	45	23	45	DIAMOND RIO/You're Gone
42	45	23	45	DOE CHICKS/Wide Open Spaces
42	23	45	45	TIM MCGRAW/Where The Green...
30	33	33	33	GARTH BROOKS/You Move Me
19	33	33	33	TY HERNDON/Must Be Love
23	23	33	33	LORESTAR/Everything's Changed
23	23	33	33	REBA MCBRIDE/Forever Love
19	18	33	33	LEANN RIMES/Another New Under...
12	10	10	10	BLACKHAWK/There You Have It
12	10	10	10	DEANA CARTER/Absence Of The Heart
5	10	10	10	KENNY CHESNEY/When I Stand
30	18	18	18	TERRI CLARK/You're Easy On...
12	18	18	18	WADE HAYES/How Do You Feel...
30	18	18	18	FAITH HILL/Let Me Let Go
19	10	18	18	MARTINA MCBRIDE/Wrong Again
23	18	18	18	TRAVIS TRITTA/I Lost You
19	18	18	18	LEE ANN WOMACK/Little Past...
19	18	18	18	YEARWOOD & BROOKS/Where Your Road...
12	10	18	18	ALABAMA/How Do You Feel...
12	10	18	18	BROOKS & DUNN/Husbands And Wives
12	10	18	18	WARREN BROTHERS/Guilty
19	10	18	18	TRACY BRYDI/Wanna Feel That...
12	18	18	18	LEANN RIMES/Another New Under...
12	18	18	18	COLLIE HAYES/Someone You Used...
12	18	18	18	TY HERNDON/Must Be Love
20	20	20	20	TRACY BRYDI/Wanna Feel That...
20	20	20	20	DOE CHICKS/Wide Open Spaces
20	20	20	20	LEE ANN WOMACK/Little Past...
20	20	20	20	TRAVIS TRITTA/I Lost You
20	20	20	20	CLAY WALKER/You're Beginning...
20	20	20	20	WARREN BROTHERS/Guilty
14	14	14	14	PAUL TILLIS/Every Time
14	14	14	14	TRAVIS TRITTA/I Lost You
14	14	14	14	CLAY WALKER/You're Beginning...
14	14	14	14	WARREN BROTHERS/Guilty
14	14	14	14	KENNY CHESNEY/When I Stand

**MARKET #1**  
**WUSL/Chicago**  
(312) 649-0099  
Sledge/Biondo

**PLAYS**

PL	TR	LB	TW	ARTIST/TITLE
70	36	36	36	GARTH BROOKS/You Move Me
70	36	36	36	LORESTAR/Everything's Changed
36	36	36	36	SHANNA TWAIN/Honey, I'm Home
36	36	36	36	ALAN JACKSON'S Go On Lovin'...
36	36	36	36	DIAMOND RIO/You're Gone
36	36	36	36	TIM MCGRAW/Where The Green...
36	36	36	36	MARK WILLIS/Don't Laugh At Me
36	36	36	36	REBA MCBRIDE/Forever Love
20	36	36	36	RANDY TRAVIS/Spirit Of A Boy...
14	14	20	20	DEANA CARTER/Absence Of The Heart
14	20	20	20	FAITH HILL/Let Me Let Go
14	20	20	20	WADE HAYES/How Do You Feel...
20	20	20	20	YEARWOOD & BROOKS/Where Your Road...
20	20	20	20	BROOKS & DUNN/Husbands And Wives
20	20	20	20	GEORGE STRATA/We Really...
20	20	20	20	MARTINA MCBRIDE/Wrong Again
20	20	20	20	TERRI CLARK/You're Easy On...
20	20	20	20	COLLIE HAYES/Someone You Used...
20	20	20	20	TY HERNDON/Must Be Love
20	20	20	20	TRACY BRYDI/Wanna Feel That...
20	20	20	20	DOE CHICKS/Wide Open Spaces
20	20	20	20	LEE ANN WOMACK/Little Past...
20	20	20	20	TRAVIS TRITTA/I Lost You
20	20	20	20	CLAY WALKER/You're Beginning...
20	20	20	20	WARREN BROTHERS/Guilty
14	14	14	14	PAUL TILLIS/Every Time
14	14	14	14	TRAVIS TRITTA/I Lost You
14	14	14	14	CLAY WALKER/You're Beginning...
14	14	14	14	WARREN BROTHERS/Guilty
14	14	14	14	KENNY CHESNEY/When I Stand

**MARKET #1**  
**KVCY/San Francisco**  
(415) 391-9330  
Jordan/Jordan

**PLAYS**

PL	TR	LB	TW	ARTIST/TITLE
40	40	40	40	ALABAMA/How Do You Feel...
30	40	40	40	GARTH BROOKS/You Move Me
30	40	40	40	TY HERNDON/Must Be Love
40	40	40	40	LORESTAR/Everything's Changed
40	40	40	40	REBA MCBRIDE/Forever Love
40	40	40	40	TIM MCGRAW/Where The Green...
40	40	40	40	COLLIE HAYES/Someone You Used...
40	40	40	40	DIAMOND RIO/You're Gone
30	40	40	40	SHANNA TWAIN/Honey, I'm Home
30	40	40	40	TRACY BRYDI/Wanna Feel That...
30	30	30	30	KENNY CHESNEY/When I Stand
30	30	30	30	DOE CHICKS/Wide Open Spaces
15	30	30	30	TERRI CLARK/You're Easy On...
5	15	30	30	BROOKS & DUNN/Husbands And Wives
30	30	30	30	WADE HAYES/How Do You Feel...
30	30	30	30	FAITH HILL/Let Me Let Go
30	30	30	30	YEARWOOD & BROOKS/Where Your Road...
30	30	30	30	BROOKS & DUNN/Husbands And Wives
30	30	30	30	GEORGE STRATA/We Really...
30	30	30	30	MARTINA MCBRIDE/Wrong Again
30	30	30	30	TERRI CLARK/You're Easy On...
30	30	30	30	COLLIE HAYES/Someone You Used...
30	30	30	30	TY HERNDON/Must Be Love
30	30	30	30	TRACY BRYDI/Wanna Feel That...
30	30	30	30	DOE CHICKS/Wide Open Spaces
30	30	30	30	LEE ANN WOMACK/Little Past...
30	30	30	30	TRAVIS TRITTA/I Lost You
30	30	30	30	CLAY WALKER/You're Beginning...
30	30	30	30	WARREN BROTHERS/Guilty
15	15	15	15	PAUL TILLIS/Every Time
15	15	15	15	TRAVIS TRITTA/I Lost You
15	15	15	15	CLAY WALKER/You're Beginning...
15	15	15	15	WARREN BROTHERS/Guilty
15	15	15	15	DEANA CARTER/Absence Of The Heart
15	15	15	15	JOE DUFFIE/Poor Me
15	15	15	15	DERYL DODDA/Bitter End
15	15	15	15	TOBY KEITH/Getcha Some
15	15	15	15	MARTINA MCBRIDE/Wrong Again
15	15	15	15	BLACKHAWK/There You Have It
15	15	15	15	YEARWOOD & BROOKS/Where Your Road...
15	15	15	15	MARK WILLIS/Don't Laugh At Me
15	15	15	15	LORESTAR/Everything's Changed
15	15	15	15	REBA MCBRIDE/Forever Love
15	15	15	15	ALABAMA/How Do You Feel...
15	15	15	15	BROOKS & DUNN/Husbands And Wives
15	15	15	15	LEANN RIMES/Another New Under...
15	15	15	15	TIM MCGRAW/Where The Green...
15	15	15	15	DEANA CARTER/Absence Of The Heart
15	15	15	15	FAITH HILL/Let Me Let Go
15	15	15	15	COLLIE HAYES/Someone You Used...
15	15	15	15	LAR WHITE/Tag Me
15	15	15	15	GEORGE STRATA/We Really...
15	15	15	15	WARREN BROTHERS/Guilty
15	15	15	15	SHANNA TWAIN/Honey, I'm Home
15	15	15	15	TRACY BRYDI/Wanna Feel That...
15	15	15	15	TY HERNDON/Must Be Love
15	15	15	15	FAITH HILL/Let Me Let Go
15	15	15	15	COLLIE HAYES/Someone You Used...
15	15	15	15	APR WHITE/Tag Me
15	15	15	15	GEORGE STRATA/We Really...
15	15	15	15	BROOKS & DUNN/Husbands And Wives
15	15	15	15	KENNY CHESNEY/When I Stand
15	15	15	15	TRAVIS TRITTA/I Lost You
15	15	15	15	SAMMY KERSHAW/One Day Left To Live
15	15	15	15	DEANA CARTER/Absence Of The Heart
15	15	15	15	YEARWOOD & BROOKS/Where Your Road...
15	15	15	15	MARTINA MCBRIDE/Wrong Again
15	15	15	15	CLAY WALKER/You're Beginning...

**MARKET #1**  
**Country 92.5 WXTU**  
(610) 667-9000  
Johnson

**PLAYS**

PL	TR	LB	TW	ARTIST/TITLE
36	36	36	36	TY HERNDON/Must Be Love
36	36	36	36	BROOKS & DUNN/Husbands And Wives
22	22	22	22	REBA MCBRIDE/Forever Love
36	36	36	36	JOE DUFFIE/Poor Me
36	36	36	36	GEORGE STRATA/We Really...
22	22	22	22	ALABAMA/How Do You Feel...
36	36	36	36	CLAY WALKER/You're Beginning...
22	22	22	22	MARK WILLIS/Don't Laugh At Me
22	22	22	22	DIAMOND RIO/You're Gone
22	22	22	22	TIM MCGRAW/Where The Green...
22	22	22	22	WARREN BROTHERS/Guilty
22	22	22	22	TRACY BRYDI/Wanna Feel That...
22	22	22	22	DOE CHICKS/Wide Open Spaces
22	22	22	22	TY HERNDON/Must Be Love
22	22	22	22	FAITH HILL/Let Me Let Go
22	22	22	22	LORESTAR/Everything's Changed
22	22	22	22	COLLIE HAYES/Someone You Used...
22	22	22	22	LEANN RIMES/Another New Under...
22	22	22	22	GEORGE STRATA/We Really...
22	22	22	22	LEE ANN WOMACK/Little Past...
22	22	22	22	YEARWOOD & BROOKS/Where Your Road...
22	22	22	22	BROOKS & DUNN/Husbands And Wives
22	22	22	22	VINCE GILL/Kindly Keep It...
22	22	22	22	ALAN JACKSON/Right On The Money

**MARKET #1**  
**99.5 the wolf**  
(214) 526-2400  
Phillips

**PLAYS**

PL	TR	LB	TW	ARTIST/TITLE
50	50	50	50	DERYL DODDA/Bitter End
30	50	50	50	LEE ANN WOMACK/Little Past...
30	50	50	50	SPRINGER/Don't Try To Find Me
30	50	50	50	BROOKS & DUNN/Husbands And Wives
30	50	50	50	TY HERNDON/Must Be Love
30	50	50	50	ALABAMA/How Do You Feel...
30	50	50	50	CLAY WALKER/You're Beginning...
30	50	50	50	GEORGE STRATA/We Really...
30	50	50	50	DOE CHICKS/Wide Open Spaces
30	50	50	50	PAUL TILLIS/Every Time
30	50	50	50	ALAN JACKSON/Right On The Money
15	30	30	30	MARK WILLIS/Don't Laugh At Me
15	30	30	30	TY HERNDON/Must Be Love
30	30	30	30	GARTH BROOKS/You Move Me
30	30	30	30	CLAY WALKER/You're Beginning...
30	30	30	30	LEANN RIMES/Another New Under...
30	30	30	30	WILKINSONS/26 Cents
30	30	30	30	YEARWOOD & BROOKS/Where Your Road...
30	30	30	30	MARK CHESNUTT/Whenever You Are
30	30	30	30	TERRI CLARK/You're Easy On...
30	30	30	30	



# COUNTRY PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE

**KUPD 98.7**  
MARKET # 20  
KUPD/Portland, OR  
(503) 223-0300  
Rofler/Taylor

PLAYS	#	W	L	T	ARTIST/TITLE
36	36	36	36	36	TERRI CLARK/You're Easy On
36	36	36	36	36	GARTH BROOKS/You Move Me
36	36	36	36	36	TRACY BRYDI/Wanna Feel That
36	36	36	36	36	NEAL MCCOY/Love Happens Like
25	25	25	25	25	WADE HAYES/How Do You Sleep
25	25	25	25	25	SHANIA TWAIN/Honey, I'm Home
36	36	36	36	36	MARK WILLS/Don't Laugh At Me
36	36	36	36	36	LONESTAR/Everything's Changed
15	15	15	15	15	BLACKHAWK/There You Have It
15	15	15	15	15	GEORGE STRAIT/We Really
15	15	15	15	15	CLAY WALKER/You're Beginning
15	15	15	15	15	MARTINA MCBRIDE/Wrong Again
25	25	25	25	25	YEARWOOD & BROOKS/Where Your Road
15	15	15	15	15	DOE CHICKS/Wide Open Spaces
7	15	15	15	15	BROOKS & DUNN/Husbands And Wives
15	15	15	15	15	TOBY KETHY/Gacha Some
15	15	15	15	15	REBA MCKENTRE/Forever Love
25	25	25	25	25	LEE ANN WOMACK/Little Past
7	7	7	7	7	ALAN JACKSON/Right On The Money
7	7	7	7	7	AARON TIPPIN/For You I Will
15	15	15	15	15	STEVE WARREN/Every Little Whisper
15	15	15	15	15	JOHN M. MONTGOMERY/Head On To Me
15	15	15	15	15	CHRIS LECOU/Bring A Drum
15	15	15	15	15	RANDY TRAVIS/Sort Of A Boy
25	25	25	25	25	LEARN RIMES/Another New Under
15	15	15	15	15	ALAN JACKSON/Right On The Money
15	15	15	15	15	FATH HILL/Let Me Let Go
7	7	7	7	7	ALABAMA/How Do You Fall
15	15	15	15	15	PAM TILLS/Every Time
7	7	7	7	7	SARA EVANS/No Place That Far
7	7	7	7	7	LARI WHITE/She Me
7	7	7	7	7	DERLY DODDA/Biter End
7	7	7	7	7	JO DEE MESSINA/Stand Beside Me
7	7	7	7	7	KERRY CHESNEY/It's Stand
7	7	7	7	7	WARREN BROTHERS/Gully
7	7	7	7	7	DEANA CARTER/Absence Of The Heart

**KWLV 98.7**  
MARKET # 20  
KWLV/Portland, OR  
(503) 228-4393  
Mitchell/Montgomery

PLAYS	#	W	L	T	ARTIST/TITLE
37	37	37	37	37	WILKINSONS/26 Cents
37	37	37	37	37	MARK WILLS/Don't Laugh At Me
27	27	27	27	27	REBA MCKENTRE/Forever Love
37	37	37	37	37	SHANIA TWAIN/Honey, I'm Home
37	37	37	37	37	ALAN JACKSON/Right On The Money
27	27	27	27	27	GEORGE STRAIT/We Really
37	37	37	37	37	TIM MCGRAW/Where The Green
37	37	37	37	37	DOE CHICKS/Wide Open Spaces
27	27	27	27	27	GARTH BROOKS/You Move Me
37	37	37	37	37	DIAMOND RIO/You're Gone
27	27	27	27	27	LEE ANN WOMACK/Little Past
17	17	17	17	17	CHRIS LECOU/Bring A Drum
27	27	27	27	27	TOBY KETHY/Gacha Some
27	27	27	27	27	LONESTAR/Everything's Changed
27	27	27	27	27	ALABAMA/How Do You Fall
37	37	37	37	37	BROOKS & DUNN/How Long Gone
17	17	17	17	17	BROOKS & DUNN/Husbands And Wives
27	27	27	27	27	TRACY BRYDI/Wanna Feel That
17	17	17	17	17	LEARN RIMES/Another New Under
27	27	27	27	27	COLLIN RAYE/Someone You Used
27	27	27	27	27	LONESTAR/Everything's Changed
27	27	27	27	27	TERRI CLARK/You're Easy On
17	17	17	17	17	PAM TILLS/Every Time
17	17	17	17	17	AARON TIPPIN/For You I Will
17	17	17	17	17	JOHN M. MONTGOMERY/Head On To Me
17	17	17	17	17	WADE HAYES/How Do You Sleep
17	17	17	17	17	CLAY WALKER/You're Beginning
17	17	17	17	17	LEARN RIMES/Another New Under
17	17	17	17	17	ALAN JACKSON/Right On The Money
17	17	17	17	17	JO DEE MESSINA/Stand Beside Me
27	27	27	27	27	BLACKHAWK/There You Have It
17	17	17	17	17	CLINT DANIELS/When I Grow Up
17	17	17	17	17	YEARWOOD & BROOKS/Where Your Road
17	17	17	17	17	MARTINA MCBRIDE/Wrong Again
17	17	17	17	17	CLAY WALKER/You're Beginning
17	17	17	17	17	DERLY DODDA/Biter End
17	17	17	17	17	DEANA CARTER/Absence Of The Heart
17	17	17	17	17	ALAN JACKSON/Another Good Reason
17	17	17	17	17	WARREN BROTHERS/Gully
27	27	27	27	27	RODNEY CROWELL/At The Line
27	27	27	27	27	TY HERNDORN/Must Be Love

**WJDE 105.5**  
MARKET # 20  
WJDE/Cincinnati  
(513) 721-1050  
Glosson/Hamilton

PLAYS	#	W	L	T	ARTIST/TITLE
12	35	35	35	35	CHAD BROCK/Evangeline
22	22	22	22	22	ALABAMA/How Do You Fall
35	35	35	35	35	TIM MCGRAW/Where The Green
22	22	22	22	22	REBA MCKENTRE/Forever Love
35	35	35	35	35	SHANIA TWAIN/Honey, I'm Home
35	35	35	35	35	MARK WILLS/Don't Laugh At Me
22	22	22	22	22	DOE CHICKS/Wide Open Spaces
22	22	22	22	22	GARTH BROOKS/You Move Me
22	22	22	22	22	LEARN RIMES/Another New Under
22	22	22	22	22	GEORGE STRAIT/We Really
12	12	12	12	12	JOE DEE/Power Me
7	7	7	7	7	BRADY SEALS/Somebody's Lotta Hurt
22	22	22	22	22	CLAY WALKER/You're Beginning
22	22	22	22	22	LEE ANN WOMACK/Little Past
22	22	22	22	22	SARA EVANS/No Place That Far
22	12	12	12	12	YEARWOOD & BROOKS/Where Your Road
12	12	12	12	12	FATH HILL/Let Me Let Go
12	12	12	12	12	BROOKS & DUNN/Husbands And Wives
12	12	12	12	12	LONESTAR/Everything's Changed
12	12	12	12	12	BLACKHAWK/There You Have It
7	7	7	7	7	TRACY BRYDI/Wanna Feel That
15	15	15	15	15	TY HERNDORN/Must Be Love
15	15	15	15	15	AARON TIPPIN/For You I Will
12	12	12	12	12	CLINT DANIELS/When I Grow Up
12	12	12	12	12	JOE DEE/Power Me
12	12	12	12	12	ALAN JACKSON/Right On The Money
12	12	12	12	12	TOBY KETHY/Gacha Some
7	7	7	7	7	COLLIN RAYE/Someone You Used
12	12	12	12	12	TERRI CLARK/You're Easy On
12	12	12	12	12	BILLY RAY CYRUS/Busy Man
7	7	7	7	7	DAWN LEIGH/The Jubilee

**WYQY 99.5 FM**  
MARKET # 20  
WYQY/Cincinnati  
(513) 721-1050  
Marshall/Rider/Gierard

PLAYS	#	W	L	T	ARTIST/TITLE
26	26	26	26	26	GEORGE STRAIT/We Really
26	26	26	26	26	ALABAMA/How Do You Fall
26	26	26	26	26	FATH HILL/Let Me Let Go
26	26	26	26	26	DOE CHICKS/Wide Open Spaces
26	26	26	26	26	GARTH BROOKS/You Move Me
47	47	47	47	47	LONESTAR/Everything's Changed
47	47	47	47	47	SHANIA TWAIN/Honey, I'm Home
16	16	16	16	16	TERRI CLARK/You're Easy On
16	16	16	16	16	CLAY WALKER/You're Beginning
16	16	16	16	16	BLACKHAWK/There You Have It
26	26	26	26	26	TIM MCGRAW/Where The Green
16	16	16	16	16	YEARWOOD & BROOKS/Where Your Road
16	16	16	16	16	JOE DEE MESSINA/Stand Beside Me
26	26	26	26	26	MICHAEL PETERSOV/In The Book
26	26	26	26	26	TOBY KETHY/Gacha Some
26	26	26	26	26	BROOKS & DUNN/Husbands And Wives
26	26	26	26	26	REBA MCKENTRE/Forever Love
26	26	26	26	26	LEARN RIMES/Another New Under
26	26	26	26	26	WARREN BROTHERS/Gully
26	26	26	26	26	ALAN JACKSON/Right On The Money
16	16	16	16	16	PAM TILLS/Every Time
16	16	16	16	16	MARTINA MCBRIDE/Wrong Again
16	16	16	16	16	SARA EVANS/No Place That Far
16	16	16	16	16	JOHN M. MONTGOMERY/Head On To Me
16	16	16	16	16	WILKINSONS/26 Cents
16	16	16	16	16	CLINT DANIELS/When I Grow Up
16	16	16	16	16	TY HERNDORN/Must Be Love
16	16	16	16	16	BRADY SEALS/Somebody's Lotta Hurt
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16	16	16	16	16	MARTINA MCBRIDE/Wrong Again
16	16	16	16	16	SARA EVANS/No Place That Far
16	16	16	16	16	JOHN M. MONTGOMERY/Head On To Me
16	16	16	16	16	WILKINSONS/26 Cents
16	16	16	16	16	CLINT DANIELS/When I Grow Up
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16	16	16	16	16	BRADY SEALS/Somebody's Lotta Hurt
16	16	16	16	16	ALAN JACKSON/Right On The Money
16	16	16	16	16	PAM TILLS/Every Time
16	16	16	16	16	MARTINA MCBRIDE/Wrong Again
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16	16	16	16	16	JOHN M. MONTGOMERY/Head On To Me
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16	16	16	16	16	BRADY SEALS/Somebody's Lotta Hurt
16	16	16	16	16	ALAN JACKSON/Right On The Money
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16	16	16	16	16	MARTINA MCBRIDE/Wrong Again
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16	16	16	16	16	ALAN JACKSON/Right On The Money
16	16	16	16	16	PAM TILLS/Every Time
16	16	16	16	16	MARTINA MCBRIDE/Wrong Again
16	16	16	16	16	SARA EVANS/No Place That Far
16	16	16	16	16	JOHN M. MONTGOMERY/Head On To Me
16	16	16	16	16	WILKINSONS/26 Cents
16	16	16	16	16	

**A**

**ALABAMA** How Do You Fall In Love (RCA 65518)  
 Prod: Don Cook, Alabama Wr: Randy Owen, Teddy Gentry, Greg Fowler Pub: Maypop Music (A Division of Wildcountry, Inc.) Mgr: Dale Morris & Associates

**B**

**BLACKHAWK** There You Have It (Arista 3134)  
 Prod: Mark Bright, Tim Dubois Wr: Steve Bogard, Rick Giles Pub: Warner-Tamela Publishing Corp., Rancho Belita Music/Careers-BMG Music Publishing, Inc., Sontamer Music (BMI) Mgr: Mike Robertson Management

**SUZY BOGDUSS** Nobody Love, Nobody Gets Hurt (Capitol 12362)  
 Prod: Doug Crider, Suzy Bogdus Wr: Bobbie Cryner Pub: King Lizard Music (BMI) Mgr: Left Bank Management

**GARTH BROOKS** You Move Me (Capitol 12366)  
 Prod: Allen Reynolds Wr: Gordon Kennedy, Pierce Pettis Pub: PolyGram International Publishing Inc. (ASCAP)/Piercettipettis (ASCAP) Mgr: GB Management

**BROOKS & DUNN** Husbands And Wives (Arista 3143)  
 Prod: Don Cook, Kaz Brooks, Ronnie Dunn Wr: Robby Miller Pub: Sony/ATV Songs LLC dba Tree Publishing Co. (BMI) Mgr: Telsey/Spalding

**TRACY BYRD** I Wanna Feel That Way Again (MCA 70016)  
 Prod: Tony Brown Wr: Jeff Stevens, Steve Bogard, Danni Leigh Pub: Jeff Stevens Music/Warner-Tamela Publishing Corp./Rancho Belita Music (BMI)/WB Music Corp. (ASCAP) Pub: Ritter/Carter Management

**C**

**DEANA CARTER** Absence Of The Heart (Capitol 12364)  
 Prod: Chris Farnen, Deana Carter Wr: Deana Carter, Chris Farnen, Chuck Jones Pub: EMI Princeton Street Music (adm. by EMI April Music) (ASCAP)/Full Kiss Music Co. (ASCAP)/The Fairway Music (ASCAP)/Hamstein Cumberland Music (BMI)/Hardsell-Hits (BMI) Mgr: The Left Bank Organization

**KENNY CHESNEY** I Will Stand (BNA 65519)  
 Prod: Buddy Cannon, Norro Wilson Wr: Mark Gempino, Casey Beathard Pub: Scarlett's Star/Sil Woring For The Man Music, Inc. (ASCAP)/Suite Two O Five Music (a division of Fantasy Societal Productions, Inc./First And Soul Music (all rights administered by Suite Two O Five Music (BMI) Mgrs: Dale Morris & Associates

**MARK CHESNUTT** Wherever You Are (Decca 72066)  
 Prod: Mark Wright Wr: Roger Springer, Tony Martin, Reese Wilson Pub: EMI April Music, Inc. (ASCAP)/Hamstein Cumberland Music/Baby Mae Music/Give Reese A Chance Music (BMI) Mgr: BDM Management

**D**

**CLINT DANIELS** When I Grow Up (Arista 3137)  
 Prod: Penny Pendergrass, Jim Scherer Wr: Tony Martin, Cal Sweatt Pub: Hamstein Cumberland Music/Baby Mae Music/Heart Music Group (BMI) Mgr: Chip Peay

**DIAMOND RIO** Unbelievable (Arista)  
 Prod: Michael D. Cline, Diamond Rio Wr: Al Anderson, Jeffrey Steele Pub: Mighty Nice Music, Al Anderson/Longitude Music Co., My Little's Work Music (BMI) Mgr: Ten Tan Management (Barry Coburn)

**JOE DIFFIE** Poor Me (Epic 41370)  
 Prod: Don Cook, Lonnie Wilson Wr: Bob DiPiero, Al Anderson Pub: Little Big Town Music (BMI) American Made Music (BMI) Al Andersons (BMI) Mighty Nice Music (BMI) Mgr: 3rd Rock Management

**DIXIE CHICKS** Wide Open Spaces (Monument 78810)  
 Prod: Paul Worley, Blake Chancey Wr: Susan Gibson Pub: Pie-Eyed Music (BMI), a division of Groove Entertainment Inc. Mgr: Senator Management (Simon Reinshaus)

**E**

**SARA EVANS** No Place That Far (RCA 65583)  
 Prod: Norro Wilson, Buddy Cannon Wr: Sara Evans, Tom Shapiro, Tony Martin Pub: Sony/ATV Songs LLC, Wengongga Music, Hamstein Cumberland Music Mgr: Brenner Management, Inc.

**G**

**VINCE GILL** Kindly Keep It Country (MCA 72072)  
 Prod: Tony Brown Wr: Vince Gill Pub: Vinyr Music Music (BMI) Mgr: Fitzgerald/Harley Company

**H**

**TY HERNDON** It Must Be Love (Epic 78983)  
 Prod: Doug Johnson Wr: Craig Blackwell, Jack Sundrud Pub: Almo Music Corp. (ASCAP)/Craig Blackwell (ASCAP)/Magnasonic Music Publishing (BMI)/Red Owl Music (BMI) Mgr: Diane Miller Entertainment

**FAITH HILL** Let Me Let Go (Columbia 41434)  
 Prod: Dann Huff, Faith Hill Wr: Steve Diamond, Dennis Morgan Pub: Diamond Mine Music/ASCAP/Little Shop Morgansongs/lor Morgan Music Group, Inc./JMI Mgr: Borman Entertainment

**H**

**MONTY HOLMES** Alone (Bang II)  
 Prod: Paul Davis, Ed Seay Wr: Barry Gibb, Robin Gibb, Maurice Gibb Pub: Gibb Brothers Music adm. by Career-BMG Music Publishing (BMI) Mgr: Brian Jackson

**K**

**TOBY KEITH** Getcha Some (Mercury 220)  
 Prod: James Stroud, Toby Keith Wr: Toby Keith, Chuck Cannon Pub: Songs Of PolyGram Int'l./Toneco Tunes/Wacissa River Music, Inc. Admin. by MRBI (BMI) Mgr: TKO Artist Management

**DAVID KERSH** Something To Think About (Curb 77905)  
 Prod: Pat McMakin Wr: Tony Martin, Tim Nichols Pub: EMI Blackwood Music/Ty Land Music (BMI)/Hamstein Cumberland Music (BMI)/Baby Mae Music (BMI) Mgr: Mark Hybner

**SAMMY KERSHAW** One Day Left To Live (Mercury 221)  
 Prod: Keith Seegal Wr: Dean Dillon, Randy Bourneaux, John Northrup Pub: Acuff-Rose Music, Inc./That's A Sinch Music/Mike Carb Music (BMI) CPN Music (ASCAP) Mgr: Go Tell Music

**L**

**CHRIS LEDOUX** Bang A Drum (Capitol 7087)  
 Prod: Troy Bruce Wr: Jon Bon Jovi Pub: Polygram International Publishing, Inc. (ASCAP) Bon Jovi Publishing Co. (ASCAP) Mgr: TKO Artist Management

**DANNY LEIGH** If The Jukebox Took Teardrops (Decca 72067)  
 Prod: Michael Knox, Mark Wright Wr: Michael Henderson, Mark Irwin Pub: Colgems-EMI Music Inc./Michael Henderson Music/EMI April Music Inc. (ASCAP) Mgr: Ron Cotton

**LONESTAR** Everything's Changed (BNA 65513)  
 Prod: Don Cook, Wally Wilton Wr: Heith McDonald, Paul Nelson, Larry Boone Pub: Five Cowboy Songs/Sony/ATV LLC dba Tree Publishing Co./Tentive Music (BMI)/Sony/ATV Tunes LLC dba Cross Keys Publishing Co. (ASCAP)/Sony/ATV Tunes LLC adm. Sony/ATV Music Publishing & Music Mgr: Carter Career Management

**PATTY LOVELESS** Like Water Into Wine (Epic 41540)  
 Prod: Emory Gordy Jr. Wr: Gretchen Peters Pub: Sony/ATV Tunes LLC dba Cross Keys Publishing Co. (ASCAP)/Purple Crayon Music (ASCAP) Mgr: Fitzgerald/Harley Co.

**M**

**MARTINA MCBRIDE** Wrong Again (RCA 65528)  
 Prod: Martina McBride, Paul Worley Wr: Tommy Lee James, Cynthia Weil Pub: Sil Woring For The Man Music, Inc./Dyed Music Limited (BMI) Mgr: Bruce Allen Management

**LILA MCCANN** To Get Me To You (Capitol 12895)  
 Prod: Don Was Wr: Diane Warren Pub: Heesongs (ASCAP) Mgr: Walker Management (Kasey Walker)

**REBA MCBENTIRE** Forever Love (MCA)  
 Prod: David Malloy, Heith McEntire Wr: Liz Hanger, Deanna Bryant, Sunny Fluse Pub: Starstruck Writers Group, Inc./Glen Hill Music (ASCAP)/Starstruck Angel Music, Inc./Missoula Music (BMI) Mgr: Starstruck Entertainment

**JO DEE MESSINA** Stand Beside Me (Curb 1479)  
 Prod: Byron Gallimore, Tim McLawr Wr: Stephen Allen Davis Pub: Hamstein Cumberland Music (BMI) Mgr: Reljevo Management International

**ALLISON MOORER** Alabama Song (Mercury 72077)  
 Prod: Kenny Gersberg Wr: Allison Moore, Doyce Pinner Pub: Windswept Pacific Songs/Louise Reed Songs/Full Full Music (BMI) Mgr: TKO Management

**N**

**MARK NESLER** Slow Down (Asylum/EEG 1188)  
 Prod: Jerry Crutchfield, Kyle Lehning Wr: Mark Nesler, Tony Martin Pub: Gitterfish Music, Inc./Bunz Boy Music/Hamstein Cumberland Music/Baby Mae Music (BMI) Mgr: Jerry Crutchfield

**R**

**COLLIN RAYE** Someone You Used To Know (Epic 41368)  
 Prod: Collin Raye, Paul Worley, Billy Joe Walker Jr. Wr: Rory Lee, Tim Johnson Pub: Heilane Howard Music, Inc. (ASCAP)/Big Giant Music (BMI) adm. by Warner-Tamela Publishing Co. (BMI) Mgr: Scott Dean Management

**LEANN RIMES** Nothin' New Under The Moon (MCG/Curb 1467)  
 Prod: Wilbur C. Rimes Wr: Rick Bowles, Tom Shapiro, Josh Leo Pub: Hamstein Cumberland Music (BMI)/Tom Shapiro Music (BMI)/Maypop Music (a division of Wildcountry, Inc./Miles Curb Music (BMI)/Warner-Tamela Publishing Corp./Hollywood Music (BMI) Mgr: Wilbur Rimes

**S**

**BRADY SEALS** Whole Lotta Hurt (Warner Bros. 9503)  
 Prod: Rodney Crowell, Brady Seals Wr: Brady Seals, Jamie O'Hara Pub: Cypres Outfit Music, ASCAP/Sony/ATV Songs LLC dba Tree Publishing Co./Magic Knees BMI Mgr: Gold Mountain Entertainment (Burt Steen)

**KEVIN SHARP** I'She Only Know (143/Asylum/EEG 1145)  
 Prod: Chris Farnen Wr: Chris Farnen, Gordon Chambers Pub: Full Keel Music/In The Fairway Music/Hizo South/October 12th Music (ASCAP) Mgr: Sound & Serenity Management

**S**

**JENNY SIMPSON** Ticket Out Of Kansas (Mercury 222)  
 Prod: Garth Funda, Ray Methvin Wr: The Silbers Pub: Tom Collins Music Corp. (BMI)

**SPRINGER!** Don't Try To Find Me (Giant 9485)  
 Prod: John Hobbs, Ed Seay Wr: Tony Martin, Lisa Graham Pub: Hamstein Cumberland Music/Baby Mae Music/Anna Lisa Graham Songs (BMI) Mgr:

**SHANE STOCKTON** Gonna Have To Fall (Decca 72060)  
 Prod: Mark Wright Wr: Shane Stockton Pub: We Don't Rent Pops Music/Warner-Tamela Music Publishing Corp. (BMI) Mgr: Susan Burns Management

**DOUG STONE** Gone Out Of My Mind (Columbia 78827)  
 Prod: Jerry Kennedy, John Guess Wr: Gene Dobbins, Michael Huffman, Bob Morrison Pub: Key Of B Music (ASCAP)/Somerset Place Else Music (ASCAP)/Love This Tom Music (ASCAP)/Green Room Music (ASCAP)

**GEORGE STRAIT** We Really Shouldn't Be Doing This (MCA 72071)  
 Prod: Tony Brown, George Strait Wr: Jim Lauderdale Pub: Mighty Nice Music/Laudersongs (BMI) Adm. by Bluewater Music Corp. Mgr: Erv Woolsey

**T**

**PAM TILLIS** Every Time (Arista 3129)  
 Prod: Jay Walker Jr., Pam Tillis Wr: Tommy Lee James, Jennifer Kimball Pub: Sil Woring For The Music, Inc./EMI Blackwood Music, Inc./Garden Angel Music Mgr: Mike Robertson Management

**RICK TREVINO** Only Lonely Me (Columbia 68038)  
 Prod: Don Cook Wr: Larry Boone, Rick Bowles Pub: Sony/ATV Songs LLC dba Cross Keys Publishing Co. (ASCAP)/Starstruck Angel Music, Inc. (BMI)/Dead Soul Perfect Music Mgr: Dan Goodman Management

**TRINI TRIGGS** Straight Tequila (MCG/Curb 1462)  
 Prod: Chuck Howard, Anthony Smith Wr: Don Stafford, Jack Hargrove Pub: Top Brass Music (ASCAP)/Penny Arnie Music (BMI) A Division of House of Panny Productions, Inc. dba Copperhead Music Group Mgr: Herbert Graham (Graham Brothers Entertainment)

**TRAVIS TRITT** If I Lost You (Warner Bros. 9456)  
 Prod: Billy Joe Walker Jr., Travis Tritt Wr: Travis Tritt, Stewart Harris Pub: Post Oak Publishing (BMI)/Eato Music ASCAP Mgr: Falcon Goodman Management

**SHANIA TWAIN** Honey I'm Home (Mercury 192)  
 Prod: Robert John "Muff" Lange Wr: Shania Twain, Robert John "Muff" Lange Pub: Songs Of PolyGram Int'l., Inc./Loon Echo Inc. (BMI) Zomba Enterprises Inc. (ASCAP) Mgr: Jon Landau Management

**W**

**CLAY WALKER** You're Beginning To Get To Me (Giant 9405)  
 Prod: James Stroud, Clay Walker Wr: Tom Shapiro, Aaron Sinker Pub: Hamstein Cumberland Music/Tom Shapiro Music/Bird Sparrow Music/O-Tee Music (BMI) Mgr: Erv Woolsey

**STEVE WARINER** Every Little Whisper (Capitol 7087)  
 Prod: Steve Wariner Wr: Billy Kirsch, Steve Wariner Pub: Hamstein Cumberland Music (BMI)/Globe Music (BMI)/Steve Wariner Music, Inc. (BMI) Mgr: Renaissance Management (Clark Beason)

**WARREN BROTHERS** Guilty (BNA 65551)  
 Prod: Chris Farnen Wr: Brad Warren, Brett Warren, Dave Berg Pub: Sony/ATV Songs LLC dba Tree Publishing Co. (BMI)/Starstruck Angel Music, Inc. (BMI) Mgr: Ken Levitan

**LARI WHITE** Take Me (Lyric Street 10844)  
 Prod: Dann Huff Wr: Stephany Smith, Bob DiPiero Pub: EMI Blackwood Music Int'l. Singles Only Music (BMI), Little Big Town Music/American Made Music (BMI) Mgr: Carter Career Management

**DON WILLIAMS** Cracker Jack Diamond (Giant)  
 Prod: Don Williams, Doug Johnson Wr: Neil Thrasher, Ronny Soalle Pub: Rio Bravo Music, Inc./Sons of Polygram International, Inc./Virgin-Timber Music (BMI) Mgr: Gus Lutz

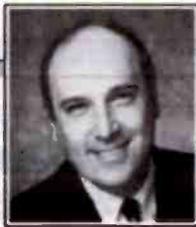
**LEE ANN WOMACK** A Little Past Little Rock (Decca 72068)  
 Prod: Mark Wright Wr: Jess Brown, Tony Lane, Brett Jones Pub: Almo Music Corp./Tom Creek Music, Inc./Jess Brown Music/Famous Music Corporation (ASCAP) Mgr: Erv Woolsey Agency

**WYONNA** Woman To Woman (Asylum 1185)  
 Prod: Wynonna, George Richey Wr: Billy Sherrill Pub: EMI Algee Music Corp. (BMI) Mgr: Larry Shickland

**Y**

**TRISHA YEARWOOD** Where Your Road Leads (MCA 70023)  
 Prod: Allen Reynolds Wr: Victoria Shaw, Desmond Child Pub: BMG Songs, Inc./Moro House Music/EMI April Music, Inc./Disembole Music (ASCAP) Mgr: Ken Krager

**DWIGHT YOAKAM** Things Change (Reprise 9256)  
 Prod: Pete Anderson Wr: Dwight Yoakam Pub: Coal Dust West Music (adm. by Warner-Tamela Publishing Corp.) (BMI) Mgr: Borman Entertainment



MIKE KINOSHIAN

## Daylight Remains The Best Daypart

■ Middays are no problem for stations in Milwaukee and West Palm Beach

More often than not, mainstream or Soft ACs not doing well in middays among women 25-54 will be in dire straits. That daypart and demo, however, posed no problem this spring for the stations featured here this week.

### Midday Brew Crew

Where else but Milwaukee would you expect to find a 10am-3pm women 25-54 AC trifecta? That's exactly what happened this spring in one of America's greatest AC markets, as — in order — WLTQ (Lite 97), Hot AC WKTI, and Hot AC WMYX (Mix) accounted for that daypart/demo's top three spots!

Putting things in perfect focus, Lite 97 PD Stan Atkinson simply remarks, "The most important demo for me is women 25-54, and midday is the most important daypart."

Atkinson arrived in late January from Soft AC WOOD-FM/Grand Rapids and was well aware of WKTI's strong market history. "WKTI's parent company owns the *Milwaukee Journal* and a local TV station [WTMJ]. Their marketing ability is something no other local FM station can even touch. They have the biggest promotional budget of any radio station I've ever seen. It's incredible what kind of marketing power they have.

"WMYX sounds very good and is wedged between WKTI and us. [Pop/Alternative WPNT] The Point also sounds good and is very focused. Their only problem, unfortunately, is a signal limitation."

With a mission to have Lite 97 as Milwaukee's at-work station, Atkinson says he makes sure to "stroke listeners and play the right songs. We always have to think what our 38-

year-old female is doing. It's up to us to take stress out of their busy day and emphasize how we seem to make their workday go by faster.

"We talk to people in offices and in cars and with mothers who might be working at home or taking care of their kids. It's important to visualize what your target female is doing at a particular time."

While Lite 97 doesn't do any special midday programming or music dayparting, Atkinson comments, "I don't think it's wrong for other Soft ACs to do that stuff. It just depends on the station and market. If other stations are already doing it, maybe there's no reason for you to. We're pretty consistent at selling the station's image."

He's more concerned about music flow and texture. "You wouldn't want to play four consecutive slow ballads, or Bryan Adams and Rod Stewart back to back. Even with a Soft AC, you have to work in tempo records. Variety isn't playing a 1500 song library, it's making sure you play the right records back to back and that the songs sound different."

Separating country has become a recent challenge for him. "Half my power currents are by country artists. The only ones that sound country, however, are Garth Brooks ["To Make You Feel My Love"] and Faith Hill ["This Kiss"]. I don't think our audience

views LeAnn Rimes and Shania Twain as country."

### No Day At The Beach

West Palm Beach is the scene for another intense struggle for at-work listening. ACs WEAT-FM (Sunny 104.3) and WRMF have consistently dominated. Among women 25-54 during middays this spring, a mere 0.2 separates front-runner Sunny from its longtime rival.

The listener-involvement feature "At-Work Music Director" has become a Sunny midday staple over the past few years. "People are invited to send us three song titles via fax or letter. We select one winner each weekday and play their songs," explains WEAT-FM OM/PD Les Howard Jacoby. The Gary Berkowitz-consulted station plays the trio of listener-picked tunes weekdays at noon. "At-work listening for this particular station is of primary importance. In order for us to succeed, we have to win in-office listening."

"Sunny's middays run as cleanly as possible, with the exception of "At-Work Music Director" and sporadic "Song Of The Day" contests. "We've done Song Of The Day the last several years, and those songs will play sometime within the eight-hour (9am-5pm) workday."

Until recently, WRMF split middays into two airshifts, 9-11am and 11am-3pm. But, as Jacoby points out, "They've changed it to 10am-3pm. Our midday period is 9am-2pm. We have a big, full-blown personality morning show, but at 9am it's time to go into a music-intensive mode for in-office listening."

Certainly not limited to middays, the WEAT-FM/WRMF battle extends throughout the week. The two finished one/two, respectively, this spring among women 25-54 and women 35-64. "WEAT-FM has been very blessed, because the companies that have owned us over the years have given us the marketing and research dollars we've needed," Jacoby says.

"Sunny and WRMF are very good radio stations, and there's tremendous competition between us. We're both well-marketed and well-researched. Musically, we feel we're doing exactly what our audience wants. Our target is women 35-54, and we do extremely well there."

Among women 18-34, the format posted a one (Pop/Alternative WMBX, "Mix 102.3")-two (WRMF)-three (WEAT-FM) finish. Not to be forgotten, Beautiful Music-turned-Soft AC WRLX finished fourth women 35-64. "It's more competitive here now than ever before," explains Jacoby. "I respect [Mix PD] Kevin Callahan a lot, and his station does a very good job, but the pie will be cut in increasingly smaller pieces because so many people are going after, essentially, the same demographic."

## We're Still The One During Middays

Having gone through all 267 Spring Arbitron books, I can report that AC is firmly entrenched as the leading midday women 25-54 format.

The following data points out that the likelihood of an AC occupying the No. 1 spot during that daypart among that attractive demo increases in larger markets.

In markets 1-25, for example, ACs this spring accounted for an incredible 84% of stations that were No. 1 middays among women 25-54. This time last year, AC was also far and away the leader in 72% of cases.

### Top 25 Markets

Format	Spring 1998	Spring 1997
Adult Contemporary	84%	72%
CHR	4%	8%
Pop/Alternative	4%	0%
'70s Hits	4%	0%
Spanish (all)	4%	4%
Country	0%	4%
Hot AC	0%	4%
Oldies	0%	4%
Urban Contemporary	0%	4%

### Markets 1-50

Format	Spring 1998	Spring 1997
Adult Contemporary	68%	63%
Country	8%	12%
Hot AC	8%	13%
CHR	6%	6%
News/Talk	2%	0%
Pop/Alternative	2%	0%
'70s Hits	2%	0%
Spanish (all)	2%	2%
Urban AC	2%	0%
Oldies	0%	2%
Urban Contemporary	0%	2%

### Markets 1-100

Format	Spring 1998	Spring 1997
Adult Contemporary	59%	59%
Country	17%	16%
CHR	9%	8%
Hot AC	9%	10%
Spanish (all)	2%	1%
News/Talk	1%	0%
Pop/Alternative	1%	0%
'70s Hits	1%	0%
Urban AC	1%	0%
Adult Alternative	0%	1%
Classic Rock	0%	1%
Oldies	0%	3%
Urban Contemporary	0%	1%

### Markets 101-267

Format	Spring 1998	Spring 1997
Adult Contemporary	41%	36%
Country	29%	37%
CHR	13%	9%
Hot AC	7%	8%
Oldies	5%	2%
'70s Hits	2%	0%
Urban AC	1%	0%
Urban	0.5%	0%
Rock	0.5%	0%
Spanish (all)	0.5%	1%
Urban Contemporary	0.5%	4%
Beautiful/Easy Listening	0%	0.5%
Classic Rock	0%	1%
NAC/Smooth Jazz	0%	0.5%
News/Talk	0%	1%

### All Markets Combined

Format	Spring 1998	Spring 1997
Adult Contemporary	48%	45%
Country	24%	29%
CHR	12%	9%
Hot AC	8%	9%
Oldies	3%	3%
'70s Hits	1%	0%
Urban AC	1%	0%
Others	3%	5%

• AC is the across-the-board victor, but it enjoys its strongest success in larger markets. Smaller markets, meanwhile, are Country's strength.  
• Country has twice as many No. 1s as third-place CHR, and AC, in turn, doubles the number of front-runners as runner-up Country.

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Wk	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	1	1	1	<b>BACKSTREET BOYS</b> I'll Never Break Your Heart ( <i>Jive</i> )	2651	2630	2508	2497	111/1
1	2	2	2	<b>CELINE DION</b> To Love You More ( <i>550 Music</i> )	2353	2491	2449	2579	104/0
5	3	3	3	<b>FAITH HILL</b> This Kiss ( <i>Warner Bros.</i> )	2096	1997	1864	1730	98/2
9	8	4	4	<b>SHANIA TWAIN</b> From This Moment On ( <i>Mercury</i> )	1919	1717	1543	1298	105/5
4	5	5	5	<b>SHANIA TWAIN</b> You're Still The One ( <i>Mercury</i> )	1600	1683	1753	1842	89/0
8	9	8	6	<b>ANNE COCHRAN AND JIM BRICKMAN</b> After All... ( <i>Windham Hill</i> )	1575	1504	1450	1402	89/2
6	6	6	7	<b>GARTH BROOKS</b> To Make You Feel My Love ( <i>Capitol</i> )	1497	1640	1696	1714	86/1
12	11	10	8	<b>JOHN TESH /DALIA</b> Mother I Miss You ( <i>GTSP/Mercury</i> )	1496	1384	1311	1150	97/4
3	4	7	9	<b>ROD STEWART</b> Ooh La La ( <i>Warner Bros.</i> )	1390	1633	1845	1980	76/0
7	7	9	10	<b>NATALIE IMBRUGLIA</b> Torn ( <i>RCA</i> )	1330	1438	1561	1685	75/0
10	10	11	11	<b>SAVAGE GARDEN</b> Truly Madly Deeply ( <i>Columbia</i> )	1284	1212	1323	1283	78/0
—	22	17	12	<b>PHIL COLLINS</b> True Colors ( <i>Atlantic</i> )	1242	914	600	192	95/5
16	14	12	13	<b>DAKOTA MOON</b> Another Day Goes By ( <i>Elektra/EEG</i> )	1127	1040	943	902	77/3
17	15	14	14	<b>GEORGE BENSON</b> Standing Together ( <i>GRP</i> )	1025	1004	934	859	84/2
18	—	16	15	<b>AEROSMITH</b> I Don't Want To Miss A Thing ( <i>Columbia</i> )	966	951	884	817	46/2
<b>BREAKER</b>	—	—	16	<b>EDWIN MCCAIN</b> I'll Be ( <i>Lava/Atlantic</i> )	932	805	722	629	58/2
11	12	13	17	<b>ERIC CLAPTON</b> My Father's Eyes ( <i>Duck/Reprise</i> )	928	1037	1093	1226	59/0
13	13	15	18	<b>SARAH MCLACHLAN</b> Adia ( <i>Arista</i> )	855	995	1045	1142	59/0
22	21	20	19	<b>LEANN RIMES</b> Feels Like Home ( <i>MCG/Curb</i> )	813	723	665	564	77/5
20	20	18	20	<b>JOHN MELLENCAMP</b> Your Life Is Now ( <i>Columbia</i> )	810	822	681	599	61/3
27	24	21	21	<b>BETTE MIDLER</b> My One True Friend ( <i>Warner Bros.</i> )	808	700	562	387	78/6
26	25	24	22	<b>LIGHTHOUSE FAMILY</b> High ( <i>Island</i> )	606	516	458	413	55/2
—	—	25	23	<b>MADONNA</b> The Power Of Good-Bye ( <i>Maverick/WB</i> )	430	348	216	110	44/10
23	23	22	24	<b>AMY GRANT</b> I Will Be Your Friend ( <i>A&amp;M</i> )	421	583	596	542	34/0
—	—	27	25	<b>LIONEL RICHIE</b> I Hear Your Voice ( <i>Mercury</i> )	401	324	149	56	57/15
<b>DEBUT</b>	—	—	26	<b>R. KELLY &amp; CELINE DION</b> I'm Your Angel ( <i>Jive</i> )	368	2	—	—	77/76
29	28	26	27	<b>HOOTIE &amp; THE BLOWFISH</b> I Will Wait ( <i>Atlantic</i> )	366	346	320	256	22/0
14	17	23	28	<b>LIONEL RICHIE</b> Time ( <i>Mercury</i> )	362	540	814	1121	30/0
—	30	28	29	<b>AMERICA</b> From A Moving Train ( <i>Oxygen</i> )	359	293	247	174	36/5
—	—	30	30	<b>MAX CARL AND BIG DANCE</b> One More River ( <i>Mission</i> )	209	175	135	156	23/3

This chart reflects airplay from October 5-11. Songs ranked by total plays. Highlighted songs indicate Breaker 115 AC reporters. 112 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1998, R&R Inc.

## NEW & ACTIVE

### RICKY JONES If I Was The One (*Cherry/Universal*)

Total Stations: 21, Adds: 0, Plays: 128, WWLI 10 (5), WLIF 5 (5), WKWK 5 (5), WGSY 7 (7), WTCB 4 (2), WLRO 3 (4), WTVR 5 (5), WDEF 8 (8), WTFM 10 (9), WLQT 5 (5), WFMK 10 (10), WGLM 4 (4), WLTO 4 (3), WSWT 7 (7), WRWC 8 (8), WLTE 8 (7), KELO 6 (2), KOSI 4 (4), KJSN 2 (2), KWAV 5 (5), KISC 8 (8).

### ACE OF BASE Whenever You're Near Me (*Arista*)

Total Stations: 19, Adds: 3, Plays: 127, including WWLI 10 (5), WSRS 4, WLIF 17 (15), WHUD 6 (6), WARM 8, WTCB 4 (8), WDEF 4 (4), WDEF 14 (12), KVLY 7, WFMK 10 (10), WGLM 7 (5), WSWT 6 (3), WRWC 8 (8), KDAT 5, KWAV 5 (5), KKOW 12.

### BONNIE RAITT Blue For No Reason (*Capitol*)

Total Stations: 16, Adds: 0, Plays: 118, WWLI 10 (10), WKWK 5 (5), WGSY 7 (7), WDEF 5 (5), WAHR 5, WJXB 10 (10), KVIL 7 (7), KMGL 4 (3), WFMK 10 (10), WGLM 4 (4), WMGN 16, WSWT 8 (3), WRWC 8 (8), KELO 6 (7), KGBX 8 (5), KWAV 5 (5).

### MARILYN SCOTT The Last Day (*Warner Bros.*)

Total Stations: 26, Adds: 10, Plays: 117, including WRCH 5 (3), WWLI 5, WLIF 5 (5), WBEB 8 (3), WTCB 2, WTVR 3, WDEF 3 (4), KVLY 4, WLIT 9 (3), WDOK 6, WTPM 4, WFMK 10, WGLM 5 (1), WLTO 3, WSWT 7, WLTE 5, KELO 12 (3), KJSN 3, KWAV 8 (8), KISC 10.

### BABYFACE You Were There (*Epic*)

Total Stations: 14, Adds: 0, Plays: 108, WLZW 6 (7), WMGS 5 (4), WTVR 5 (3), WOOF 6 (6), WAHR 5 (5), WVEZ 5 (5), WRVR 9 (8), WDOK 12 (9), WLQT 4 (4), WRWC 12 (12), WRVF 22 (25), KLTA 5 (5), WLTE 10 (10), KJSN 2 (2).

### SARAH MCLACHLAN Angel (*Warner Sunset/Reprise/Arista*)

Total Stations: 15, Adds: 4, Plays: 96, including WKWK 5, WTCB 4, WDEF 4 (4), WOOF 1, WAHR 5, WVEZ 5 (5), WRVR 16 (16), WLWG 15 (15), WFMK 10 (10), WMGN 16 (11), KELO 12 (9), KWAV 3 (3).

### BRENDA DOUMANI w/PHILIP INGRAM If You Believe (*DMG*)

Total Stations: 11, Adds: 0, Plays: 87, WLIF 8 (5), WKWK 5 (5), WMJY 18 (18), WAJI 5 (5), WFMK 20 (20), WGLM 5 (5), WRWC 8 (8), WLTE 6 (5), KOSI 4, KSSK 5 (3), KWAV 3 (3).

### DAVID CASSIDY No Bridge I Wouldn't Cross (*Slammajamma*)

Total Stations: 16, Adds: 1, Plays: 79, WWLI 5 (5), WKWK 5 (5), WDEF 3 (3), KVLY 4 (3), WLIT 7 (6), WAJI 5 (5), WFMK 10 (10), WGLM 2 (2), WLTO 4 (4), WRWC 8 (8), WQLR 4, WLTE 7 (5), KELO 1, KJSN 3 (3), KWAV 3 (3), KISC 8 (7).

### PEABO BRYSON My Heart Belongs To You (*Windham Hill*)

Total Stations: 14, Adds: 2, Plays: 74, including WLZW 6, WKWK 5, WMJY 18 (18), WDEF 4 (4), WAJI 5 (5), WFMK 10, WGLM 3 (2), WLTO 3, WQLR 4, KEFM 4 (5), KSOE 4, KJSN 5, KWAV 3 (5).

### KENNY LATTIMORE w/HEATHER HEADLEY Love Will Find A Way (*Columbia*)

Total Stations: 12, Adds: 3, Plays: 56, including WRCH 5 (2), WLIF 5 (5), WLRO 2, WMJY 12, WDOK 6, WAJI 5 (5), WFMK 10 (10), WSWT 2 (2), KUDL 6, KWAV 3 (3).

### JEWEL Hands (*Atlantic*)

Total Stations: 11, Adds: 11, Plays: 37, including WKYE 5, WMGS 11, WOOF 2, WQLR 12, KYMG 7.

Songs ranked by total plays. Station call letters followed by number of plays.

## BREAKERS

### EDWIN MCCAIN

#### I'll Be (*Lava/Atlantic*)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
932/127	58/2	16

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
R. KELLY & CELINE DION I'm Your Angel ( <i>Jive</i> )	76
LIONEL RICHIE I Hear Your Voice ( <i>Mercury</i> )	15
JEWEL Hands ( <i>Atlantic</i> )	11
MADONNA The Power Of Good-Bye ( <i>Maverick/WB</i> )	10
MARILYN SCOTT The Last Day ( <i>Warner Bros.</i> )	10
BRANDY Have You Ever? ( <i>Atlantic</i> )	7
BETTE MIDLER My One True Friend ( <i>Warner Bros.</i> )	6
AMERICA From A Moving Train ( <i>Oxygen</i> )	5
PHIL COLLINS True Colors ( <i>Atlantic</i> )	5
LEANN RIMES Feels Like Home ( <i>MCG/Curb</i> )	5
SHANIA TWAIN From This Moment On ( <i>Mercury</i> )	5

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
R. KELLY & CELINE DION I'm Your Angel ( <i>Jive</i> )	+366
PHIL COLLINS True Colors ( <i>Atlantic</i> )	+328
SHANIA TWAIN From This Moment On ( <i>Mercury</i> )	+202
EDWIN MCCAIN I'll Be ( <i>Lava/Atlantic</i> )	+127
JOHN TESH /DALIA Mother I Miss You ( <i>GTSP/Mercury</i> )	+112
BETTE MIDLER My One True Friend ( <i>Warner Bros.</i> )	+108
FAITH HILL This Kiss ( <i>Warner Bros.</i> )	+99
LIGHTHOUSE FAMILY High ( <i>Island</i> )	+90
LEANN RIMES Feels Like Home ( <i>MCG/Curb</i> )	+90
DAKOTA MOON Another Day Goes By ( <i>Elektra/EEG</i> )	+87
MARILYN SCOTT The Last Day ( <i>Warner Bros.</i> )	+87

## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
LEANN RIMES Looking Through Your Eyes ( <i>Curb/Atlantic</i> )
BACKSTREET BOYS As Long As You Love Me ( <i>Jive</i> )
JOHN TESH /JAMES INGRAM Give Me Forever (1 Do) ( <i>GTSP/Mercury</i> )
CELINE DION My Heart Will Go On ( <i>550 Music</i> )
ELTON JOHN Something About The Way You ... ( <i>Rocket/Island</i> )
PAULA COLE I Don't Want To Wait ( <i>Imago/WB</i> )
LEANN RIMES How Do I Live? ( <i>Curb</i> )
SAVAGE GARDEN To The Moon And Back ( <i>Columbia</i> )
GLORIA ESTEFAN Heaven's What I Feel ( <i>Epic</i> )
ELTON JOHN Recover Your Soul ( <i>Rocket/Island</i> )

Breakers: Songs registering 875 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.



# Still The One!

Spring 1998 - KUDL-FM - 7:00pm-12m - Women 25-54 - 14.0 Share

"...the music on the show is perfect  
...it just fits..."

*Delilah*

— Mike Payne, General Manager, KUDL-FM Kansas City

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October 19th**

**rod stewart**

# "Superstar"

The follow-up to the top 5  
single "Ooh La La"  
from his latest, greatest new album:

**when we were the new boys**

MTV's "Just a Minute" Artist of the Month  
Produced by Rod Stewart. Co-Produced by Kevin Savigar.  
Management: Arnold Shapiro and Anne Chellis  
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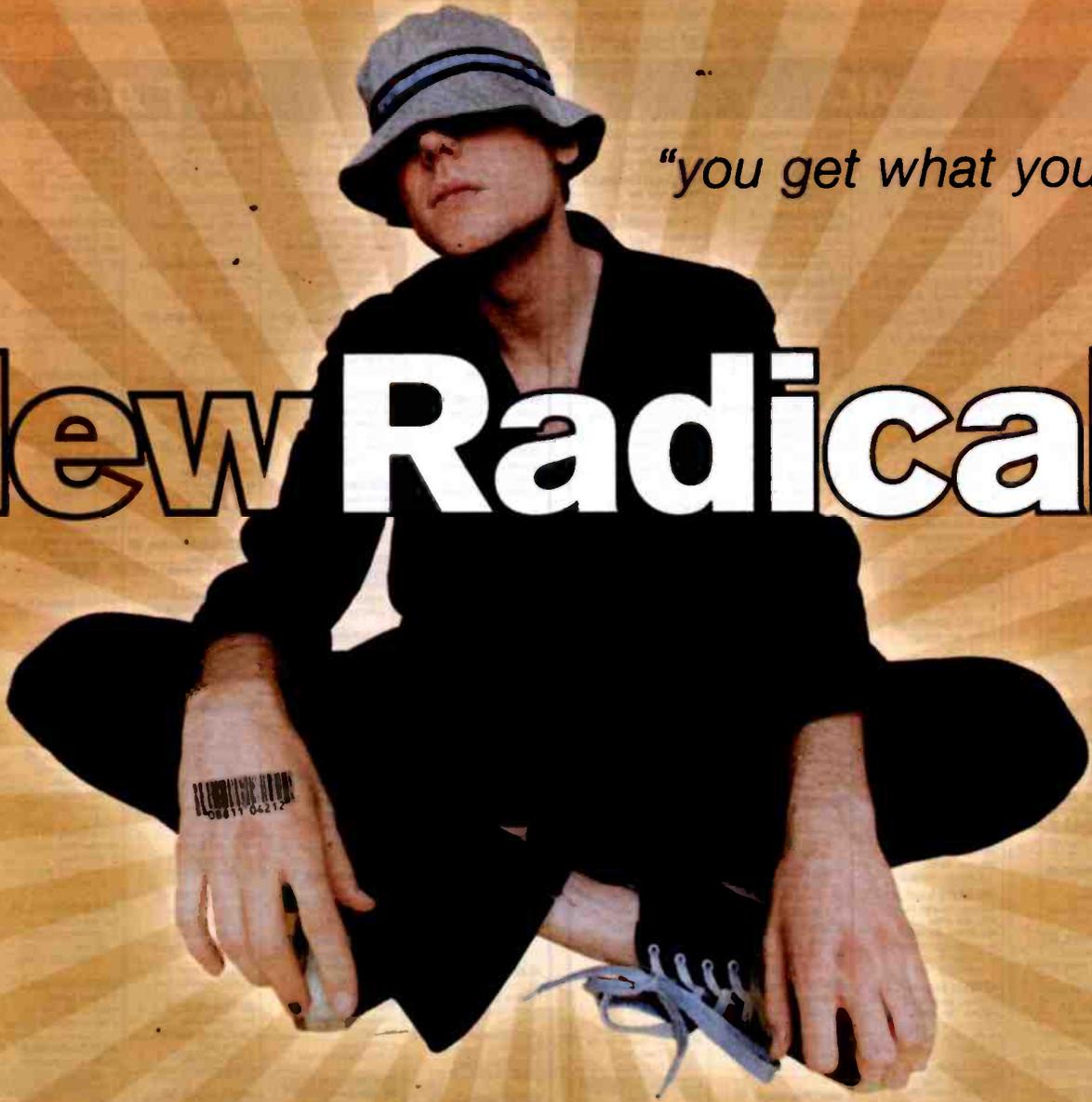
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"you get what you give"

# New Radicals



**Dave Beasing-Jacobs Media**

"This could be your secret weapon for the competition... so beat them to it."

**Barry James-WTMX Chicago**

"That's probably one of the best pieces of music I've heard in the past 3 or 4 years. It's fresh, different and it just feels like our station. Within the past two weeks it has become a signature record for our radio station."

**Jamie Kartak-WTMX Chicago**

"Sammy Sosa couldn't have had a better home run in Chicago."

**Jeff Scott-WBIX New York**

"From the first 15 seconds, I was blown away! Gregg Alexander has created a record that is at once cutting edge and yet has the "hit record" structure required for mass-appeal success. Combining diverse musical styles with a message that will appeal to many different demos, "You Get What You Give" will be a multi-format home run. Awesome!"

**Frank Brinsley WBIX New York**

"I can't remember being this excited about a new artist since I've been in the business. It's an add out of the box."

**Michael Steele-Star 100 San Diego**

"Radical dude. Are the Winter swells here yet? What a smash!"

**Julie Stoeckel-KLLC San Francisco**

"I haven't been as excited about a record in a long time. Call me and I'll give you an earfull!"

**Shark-WSHE Orlando**

"This freakin' record is amazing on many different levels. This song jumps off the radio and gives the world a big hello. I really dig this song."

**Justin Case-WPNT Milwaukee**

"After one listen in the office the next listen was on the air, enough said!"

**Paul Kreigler-KOZN Kansas City**

"Could be a career artist."

**Kip Taylor-WDCG Raleigh Durham**

"Not only does our audience seem to dig it but all the PD's in the other formats are asking about it!"

**Tony Matteo-KTNP Omaha**

"What do you get when you cross Ben Folds Five with Semisonic? I have no idea but this New Radicals song is great."



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# HOT AC PLAYLISTS

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

**Big 105.5** MARKET: NYC  
WJZL/New York (212) 704-1051 Scott/West/Brinsky

PLAYS	PL	LB	TR	ARTIST/TITLE
39	40	40	40	GOD GOOD DOLLS/5th
40	40	40	40	FASTBALL/The Way
40	40	40	40	NATALIE IMBRUGLIA/Torn
26	28	24	30	GREEN DAY/Time Of Your Life
14	24	28	30	ALANIS MORISSETTE/Thank U
21	25	27	29	EDWIN MCCARTNEY/Be
40	29	27	31	JENNIFER PAGE/Crush
26	26	26	26	NATALIE MERCHAND/Kind & Generous
24	22	25	29	SHERYL CROWLEY/Favorite Mistake
14	25	29	30	BRYAN ADAMS/On A Day Like Today
22	22	22	22	MATCHBOX 20/Real World
26	26	26	26	SEMSONIC/Closing Time
7	7	7	7	THIRD EYE BLIND/Jumper
14	14	14	14	SHARON MULLINS/Lady
24	14	14	14	HOOTIE A WHOLE LOT
66	46	23	23	SMASH MOUTH/Can't Get Enough
7	7	7	7	NATALIE MERCHAND/Break Your Heart
7	7	7	7	JEWEL/Hands
7	7	7	7	GOD GOOD DOLLS/5th

**95.5 WPL** MARKET: NYC  
WPL/New York (212) 613-8900 Cuddy/Shannon/Mazzaro

PLAYS	PL	LB	TR	ARTIST/TITLE
43	42	40	40	GOD GOOD DOLLS/5th
51	51	49	49	GREEN DAY/Time Of Your Life
46	46	46	46	EDWIN MCCARTNEY/Be
47	46	46	46	MATCHBOX 20/Real World
52	47	44	44	FASTBALL/The Way
30	37	43	43	GREEN DAY/Time Of Your Life
41	42	42	42	MATCHBOX 20/Real World
30	40	42	42	BARENAKED LADIES/One Week
50	49	47	47	AEROSMITH/Don't Want To
30	33	34	34	SHERYL CROWLEY/Favorite Mistake
20	33	37	37	EDWIN MCCARTNEY/Be
37	36	37	37	JENNIFER PAGE/Crush
36	37	34	38	SEMSONIC/Closing Time
24	35	34	34	ALANIS MORISSETTE/Thank U
25	28	26	29	SHARON MULLINS/Lady
28	27	27	27	HOOTIE A WHOLE LOT
32	30	27	27	JOHN MELLENCAMP/Your Life Is Now
16	15	15	15	THIRD EYE BLIND/Jumper
12	8	8	8	THIRD EYE BLIND/Jumper
25	27	18	18	NATALIE IMBRUGLIA/Torn
26	27	18	18	JEWEL/Hands
75	33	29	18	BRYAN SETZER ORCHESTRATION/Just An Act Of Will
35	34	35	14	SARAH McLACHLAN/Angel
13	9	9	9	ALANIS MORISSETTE/Uninvited
13	9	9	9	NATALIE MERCHAND/Break Your Heart
13	9	9	9	EAGLE-EYE CHERRY/Save Tonight

**STAR 102.9** MARKET: LA  
KISW/Los Angeles (818) 955-7000 Perotti/Ebbott

PLAYS	PL	LB	TR	ARTIST/TITLE
43	42	40	40	MATCHBOX 20/Real World
56	47	56	56	SEMSONIC/Closing Time
41	43	50	50	BARENAKED LADIES/One Week
57	59	64	64	GOD GOOD DOLLS/5th
36	39	33	33	EDWIN MCCARTNEY/Be
56	56	56	56	GREEN DAY/Time Of Your Life
41	42	42	42	BRYAN SETZER ORCHESTRATION/Just An Act Of Will
38	40	42	42	EAGLE-EYE CHERRY/Save Tonight
43	40	41	41	SMASH MOUTH/Can't Get Enough
38	40	41	41	ALANIS MORISSETTE/Thank U
40	40	40	40	SHERYL CROWLEY/Favorite Mistake
42	38	38	38	SHARON MULLINS/Lady
40	39	41	38	FASTBALL/The Way
54	56	37	37	NATALIE MERCHAND/Kind & Generous
38	41	38	38	HOOTIE A WHOLE LOT
39	37	37	37	JOHN MELLENCAMP/Your Life Is Now
17	26	26	26	THIRD EYE BLIND/Jumper
25	24	23	24	FIVE FINGERSE/Oh
20	24	24	24	EVERCLEAR/When You Say So
11	12	12	12	SARAH McLACHLAN/Angel
11	10	10	10	MATCHBOX 20/Real World

**101.9 THE MIX** MARKET: CHICAGO  
WTTW/Chicago (312) 946-1019 James/Karlas

PLAYS	PL	LB	TR	ARTIST/TITLE
50	50	52	52	SHERYL CROWLEY/Favorite Mistake
43	43	43	43	EAGLE-EYE CHERRY/Save Tonight
44	44	44	44	GOD GOOD DOLLS/5th
44	44	44	44	BARENAKED LADIES/One Week
38	44	42	42	EDWIN MCCARTNEY/Be
38	44	42	42	BRYAN SETZER ORCHESTRATION/Just An Act Of Will
32	42	43	43	SMASH MOUTH/Can't Get Enough
44	44	43	43	NATALIE IMBRUGLIA/Torn
41	41	42	42	SHARON MULLINS/Lady
15	30	30	30	NEW RADICALS/You Got What You...
30	42	42	42	ALANIS MORISSETTE/Thank U
33	32	31	31	HOOTIE A WHOLE LOT
42	42	30	31	JOHN MELLENCAMP/Your Life Is Now
21	21	21	21	HEATHER NOVAK/Uninvited
15	15	15	15	JEWEL/Hands
15	15	15	15	EVERYTHING/Hooh
23	24	24	24	BARENAKED LADIES/One Week
21	21	20	21	CHRIS ISAAC/Planes
21	21	20	21	MICHELLE LEWIS/Nowhere And...
17	17	17	17	EVERCLEAR/When You Say So
17	17	17	17	DAVE MATTHEWS BAND/Sober (Working Title)
14	14	14	14	DUNCAN SHEKELTON/Your Temptation
50	50	50	50	AEROSMITH/Don't Want To
18	18	18	18	FASTBALL/The Way
17	17	17	17	JARVIS OF CLAW/Five Candles
7	7	7	7	GOD GOOD DOLLS/5th
7	7	7	7	LIZ PHOENIX/Power Brisk

**Alice @ 97.3** MARKET: SAN FRANCISCO  
KILC/San Francisco (415) 765-4097 Kaplan/Stoclet

PLAYS	PL	LB	TR	ARTIST/TITLE
43	44	43	43	EVERCLEAR/When You Say So
44	44	44	44	TRANS-SIBERIAN RAILWAY
44	44	44	44	FOO FIGHTERS/Wasting Away
44	44	44	44	DAVE MATTHEWS BAND/Sober (Working Title)
33	44	43	43	BARENAKED LADIES/One Week
21	26	26	26	PROPELLERHEADS/History Hopscotch
20	14	14	14	ALANIS MORISSETTE/Thank U
31	32	31	31	HARVEY DANAGER/Upgrade Site
37	44	34	34	MATCHBOX 20/Real World
30	32	31	31	ANGEL/When You Say So
21	22	21	21	EVERCLEAR/When You Say So
45	44	44	44	GOD GOOD DOLLS/5th
30	28	28	28	EDWIN MCCARTNEY/Be
29	28	28	28	SEMSONIC/Closing Time
21	29	29	29	FOXA APPLE/Power Is A Promise
26	15	15	15	EVERYTHING/Hooh
19	11	11	11	HOOTIE A WHOLE LOT
23	20	20	20	MASSIVE ATTACK/Mezzanine
20	20	20	20	GREEN DAY/Time Of Your Life
16	16	16	16	STRETCH PORTER/Goodbye
19	21	21	21	MICHELLE LEWIS/Nowhere And...
32	20	21	21	EVERYTHING/Hooh
25	27	27	27	EAGLE-EYE CHERRY/Save Tonight
19	24	21	21	EVE 6/Great Big
21	16	16	16	SMASH MOUTH/Can't Get Enough
15	13	13	13	NATALIE MERCHAND/Break Your Heart
19	21	19	19	SHARON MULLINS/Lady
16	23	14	14	SHARON MULLINS/Lady
22	23	17	17	SHERYL CROWLEY/Favorite Mistake

**Max 95.7fm** MARKET: PHILADELPHIA  
WYUN/Philadelphia (215) 482-6000 Tsa/Casbellini

PLAYS	PL	LB	TR	ARTIST/TITLE
56	65	64	65	EAGLE-EYE CHERRY/Save Tonight
63	64	65	65	NATALIE IMBRUGLIA/Washing I Was There
64	63	67	67	DAVE MATTHEWS BAND/Sober (Working Title)
36	35	37	37	SHERYL CROWLEY/Favorite Mistake
36	37	39	39	THIRD EYE BLIND/Jumper
40	43	46	46	FUEL/Smash
40	46	46	46	BARENAKED LADIES/One Week
40	46	46	46	ALANIS MORISSETTE/Thank U
37	36	36	36	GOD GOOD DOLLS/5th
36	37	37	37	HOOTIE A WHOLE LOT
66	46	23	23	SMASH MOUTH/Can't Get Enough
21	19	19	19	MATCHBOX 20/Real World
21	23	24	24	SHARON MULLINS/Lady
11	10	10	10	JEWEL/Hands
17	10	10	10	DAVE MATTHEWS BAND/Crush
16	15	15	15	NATALIE MERCHAND/Kind & Generous
21	26	24	24	SHARON MULLINS/Lady
25	25	25	25	R.E.M./Days
17	22	22	22	SISTER HAZEL/Happy
19	18	18	18	SEMSONIC/Closing Time
32	19	19	19	BLACK LAB/Time Ago
37	32	32	32	SHARON MULLINS/Lady
19	22	21	21	NATALIE IMBRUGLIA/Torn
18	22	20	20	BILLY MYRSTAS/The Rain
20	20	20	20	TOBACCO/Up Your Eyes
19	21	20	20	EVERCLEAR/When You Say So
22	21	21	21	EDWIN MCCARTNEY/Be
17	18	18	18	GREEN DAY/Time Of Your Life
18	14	14	14	PARTY GIRL/One Big Love
10	10	10	10	LO/Sober Thing

**STAR 102.9** MARKET: PHILADELPHIA  
WYUN/Philadelphia (610) 668-0150 Johnson/Ashtley

PLAYS	PL	LB	TR	ARTIST/TITLE
20	35	35	35	AEROSMITH/Don't Want To
28	33	33	33	BACKSTREET BOYS/Nowhere
34	34	34	34	NATALIE MERCHAND/Kind & Generous
67	62	62	62	GOD GOOD DOLLS/5th
75	29	29	29	JENNIFER PAGE/Crush
24	24	24	24	MATCHBOX 20/Real World
27	27	23	23	JAMIE T/Together Again
24	23	22	22	GREEN DAY/Time Of Your Life
17	19	20	20	BRYAN SETZER ORCHESTRATION/Just An Act Of Will
20	22	22	22	EDWIN MCCARTNEY/Be
22	22	21	21	HOOTIE A WHOLE LOT
24	24	24	24	SARAH McLACHLAN/Angel
13	17	17	17	FATH HILL/This Kiss
11	16	16	16	BARENAKED LADIES/One Week
11	16	16	16	SHERYL CROWLEY/Favorite Mistake
15	14	14	14	BACKSTREET BOYS/Long As You...
18	14	14	14	SHARON MULLINS/Lady
10	10	10	10	BRYAN ADAMS/On A Day Like Today
31	27	24	24	FASTBALL/The Way
33	14	14	14	CELEBRITY/To Love You More
15	12	11	11	NATALIE IMBRUGLIA/Torn
12	12	12	12	SHARON MULLINS/Lady
11	11	9	9	SARAGE GARDEN/Truly Madly Deeply
10	10	9	9	FLEETWOOD MAC/Lambada
10	10	9	9	MATTHEWS 20/Real World
10	10	9	9	ELTON JOHN/Something About...
8	8	8	8	SUGAR RAY/G
9	8	8	8	SMASH MOUTH/When You Say So

**MIX 102.9** MARKET: DALLAS  
KDDP/Dallas (972) 991-1029 Stear/Thomas

PLAYS	PL	LB	TR	ARTIST/TITLE
20	35	35	35	NATALIE IMBRUGLIA/Torn
64	64	67	67	GOD GOOD DOLLS/5th
38	40	47	47	SEMSONIC/Closing Time
64	62	61	61	MATCHBOX 20/Real World
67	63	63	63	ALANIS MORISSETTE/Thank U
61	57	57	57	SHARON MULLINS/Lady
63	63	64	64	MATCHBOX 20/Real World
28	38	38	38	BRYAN SETZER ORCHESTRATION/Just An Act Of Will
51	55	55	55	FASTBALL/The Way
24	29	24	24	BARENAKED LADIES/One Week
27	28	33	33	SHARON MULLINS/Lady
24	24	24	24	SHARON MULLINS/Lady
24	23	17	17	FLEETWOOD MAC/Lambada
42	36	10	10	JENNIFER PAGE/Crush
25	24	13	13	HOOTIE A WHOLE LOT
3	11	11	11	MICHELLE LEWIS/Nowhere And...
5	11	12	12	GOD GOOD DOLLS/5th
5	11	9	9	THIRD EYE BLIND/Jumper
2	2	4	4	MATCHBOX 20/Real World

**Q95.5** MARKET: DALLAS  
WYUN/Dallas (214) 967-3150 O'Brien/London

PLAYS	PL	LB	TR	ARTIST/TITLE
27	26	47	47	AEROSMITH/Don't Want To
55	55	55	55	GOD GOOD DOLLS/5th
55	55	55	55	MATCHBOX 20/Real World
58	55	55	55	EDWIN MCCARTNEY/Be
50	57	57	57	FASTBALL/The Way
10	15	15	15	BARENAKED LADIES/One Week
10	15	15	15	SHARON MULLINS/Lady
18	24	24	24	BRYAN SETZER ORCHESTRATION/Just An Act Of Will
58	56	30	30	GREEN DAY/Time Of Your Life
14	26	37	37	ALANIS MORISSETTE/Thank U
37	25	24	24	HOOTIE A WHOLE LOT
26	26	26	26	FATH HILL/This Kiss
27	24	26	26	NATALIE MERCHAND/Kind & Generous
13	22	16	16	JENNIFER PAGE/Crush
23	22	19	19	SARAH McLACHLAN/Angel
14	17	13	13	SHARON MULLINS/Lady
10	13	10	10	BRYAN ADAMS/On A Day Like Today
12	15	15	15	EVERYTHING/Hooh
8	15	15	15	EAGLE-EYE CHERRY/Save Tonight
8	13	10	10	THIRD EYE BLIND/Jumper
10	13	10	10	CORONA/Beer Lovin' Man
10	13	10	10	JEWEL/Hands
10	13	10	10	BACKSTREET BOYS/Nowhere

**MIX 102.9 FM** MARKET: HOUSTON  
WYUN/Houston (281) 686-3100 Kestel/Parker

PLAYS	PL	LB	TR	ARTIST/TITLE
32	18	30	30	GOD GOOD DOLLS/5th
34	37	37	37	NATALIE IMBRUGLIA/Torn
34	37	37	37	FASTBALL/The Way
31	33	34	34	SEMSONIC/Closing Time
24	24	25	25	BARENAKED LADIES/One Week
26	31	31	31	SHARON MULLINS/Lady
33	29	28	28	GREEN DAY/Time Of Your Life
19	24	26	26	FATH HILL/This Kiss
21	20	26	26	LO/Sober Thing
21	20	26	26	MATCHBOX 20/Real World
22	22	22	22	SHERYL CROWLEY/Favorite Mistake
22	22	22	22	SISTER HAZEL/Happy
18	19	21	21	SARAGE GARDEN/Truly Madly Deeply
22	22	16	16	HOOTIE A WHOLE LOT



CAROL ARCHER

## Music Execs Gather For Fourth Label Summit

In tone and content, a quantum leap in maturity and clarity has occurred

Senior record industry figures gather each October in Los Angeles for R&R's NAC/Smooth Jazz Label Summit. Their focus in the first three years of the meeting was the challenge of breaking records. Indeed, that remains their major concern today. But the discussion this year struck a different note — not exactly resigned, but thoughtful and dead-serious — as the execs searched for solutions to obstacles in the radio landscape that impede sales success and the development of artist awareness.

Despite the defection of 10 reporters from the format in the past 12 months, those attending the summit understand that successful radio stations in any format must have the requisite resources — marketing and research, as well as programming personnel, air talent, and savvy sales staffs — to win, and that those stations that have fallen by the wayside usually haven't made a sufficient commitment. I take a somewhat Darwinian view: Those stations adapted for survival will survive (and there are numerous examples in market after market that demonstrate that, when it fires on all cylinders, NAC is a big winner). Those that aren't adapted for survival, won't.

Still, the loss of more progressive outlets from the format is felt as a blow by many who say it's never been harder to get a record played. What's more, despite NAC radio's success in terms of vastly larger audiences — frequently top five or better in demo — airplay today generates less record sales than ever.

### How's Business?

Ironically, the primary cause of declining record sales, the executives insist, is a major factor in the radio format's mainstream success: Smoothness — and, by extension, the music testing that ensures it — creates an innocuous, "insipid" aural background that keeps listeners soothed and undisturbed for high TSL but is not compelling enough to inspire listeners to buy CDs. Too little of the music NAC radio plays "cuts through," they say.

"It's tighter and tighter at radio, and the opportunities for breaking new artists are fewer and fewer," one exec observed. "The rest of the year it's just bad, but now that we're in the fall book, it's ridiculous. And other than at a small handful of stations, the symbiotic relationship between us and radio of a few years ago is just gone."

"There's no longer a synergy between radio, records, and retail," another exec with longtime experience contributed. "It was that relationship on which this format was built. It's nice that radio is making money, but whether it's smooth jazz or straight-ahead [jazz], our business is declining. There are few exceptions — such as Boney James and Down To The Bone — to that rule now. NAC radio is going to turn into 'Lite-FM.'"

An executive with extensive history in record marketing observed that sales research conducted over the past decade demonstrates that most consumers will buy the record of an established artist after hearing three different tracks from an album and that it takes hearing three to four tracks to motivate them to buy a new artist. When one considers the reality that NAC radio seldom plays a second track from a record — and goes deeper than two tracks far less frequently — the challenge of breaking artists can be seen in a blindingly bright light.

Another exec pointed out that some NAC artists are increasingly conflicted in their goals. "Creatively, they're not doing what they want

to do because they are afraid radio won't play it. Even though they don't want to keep making the same record, they're frustrated because they don't feel free to be innovative."

### Formatically Correct

"Unfortunately, that's one of the worst things that's happened in our format," another exec added in agreement. "The most dreadful moments I've experienced in the past

**It's frustrating to artist development when stations want you to bring your artist in to play for free at a cost of thousands to the label, yet they're never going to play the artist's track enough — if at all! — for the audience to connect with the song.**

year have been in the studio, when, once the solo is done, the artist starts talking about BA! What we're all discovering is that radio, which is an important factor to have aboard, is not always dependable. It's a very fluid thing. Sometimes we win, sometimes we don't ... and it's not always about how good our record is.

"Here's what's even more alarming to me: When the format skewed 35-49 or 35-54, that made sense. Now that it's pushed out to 64, that's good for programmers, because there are upper-demo listeners who are easy to get, but it sure doesn't work for us. No, we've

**There's no longer a synergy between radio, records, and retail. It's nice that radio is making money, but whether it's smooth jazz or straight-ahead [jazz], our business is declining. NAC radio is going to turn into 'Lite-FM.'**

got to create our own opportunities. We need to look at other formats and see what succeeds. The hottest things out there are hip-hop and rap, and there are lessons to be learned about how they target their audience. We've got to get more creative, even if it means borrowing and stealing ideas where we can, because radio's going to drive the train all the way home."

R&R Director Charts/Formats Kevin McCabe interjected that the hip-hop market takes 11% of recorded music revenues, but its success is fueled by *only five radio stations*. He encouraged NAC to scrutinize hip-hop's creative marketing concepts for clues to success that may transcend format.

Inevitably, the discussion turned to Broadcast Architecture. "More and more over the past year, if they don't move on a title within the first six weeks of its release, they're not going to come in," one exec said.

"You can hear from half of their stations that they're giving your record good notices in discussions with Princeton, and still nothing happens," observed another exec. "The window of opportunity [to get airplay] has closed a lot in the past year."

"And it's so discouraging that some of their major-market music directors are not motivated to listen to new music," another exec added.

"Radio plays the music, but it's up to us to market and sell it by getting our artists out on tour to support the airplay," added a promotion person.

### Guerrilla Marketing

Examples of "guerrilla marketing" followed, as the group wrestled with the notion of lessening their dependence on radio in bringing

music to the audience. Several said that utilizing noncommercial radio stations, even to the point of giving them the "presents" on artists no longer accepted by NAC, is proving effective. Revisiting grass-roots tactics such as these from the format's early days, albeit recast with a contemporary spin, was advanced as one way around the obstacle of dwindling playlist slots.

"Look at the Gipsy Kings, who sell out three nights at The Greek Theater in L.A. and the same in San Francisco with no airplay," an artist manager interjected. "If you've got a great act, you can figure a way to get them in front of their audience."

"With radio today, it's all about their bottom line," a promotion executive observed. "It's frustrating to artist development when stations want you to bring your artist in to play for free at a cost of thousands to the label, yet they're never going to play the artist's track enough — if at all! — for the audience to connect with the song."

A label's artist-relations executive with a history primarily in formats other than NAC added, "If it's any consolation, these problems are not specific to your format. We, as an industry, have gotten so compartmentalized that using grass-roots tactics can help. Find the niches and specialty programs — or that station in Des Moines with a women's program — and make it work for you. Look at Loreena McKennitt, who sold 500,000 units with no commercial airplay! Today, she's got a platinum record because of the word of mouth that came from public radio."

*Editor's note: A second column devoted to the NAC/Smooth Jazz Label Summit will appear next week.*



CONSTELLATION OF STARS GREET A SUPERNOVA — The format troops turned out in force for the album release party in New York celebrating Virgin artist Luther Vandross' I Know. Vandross (c) is seen with (l-r) Broadcast Architecture's Lorraine Bergman, WJZ/Philadelphia Mktg. Coordinator Joe Proke, WJZ PD Anne Gress, Helen Alvarez, WQCD/NY MD Rick LaBoy, and BA's Roslyn Joseph.

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3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
5	3	2	1	<b>1</b> GEORGE BENSON Fly By Night (GRP)	990	930	889	835	48/0
2	1	1	2	SOUL BALLET Blu Girl (Countdown/Unity)	921	951	956	1009	44/0
8	5	5	3	<b>3</b> BONEY JAMES Innocence (Warner Bros.)	902	839	786	658	45/0
1	2	3	4	MARC ANTOINE Sunland (GRP)	775	886	927	1013	41/0
8	6	6	5	<b>5</b> LUTHER VANDROSS I Know (LV/Virgin)	692	688	726	719	45/0
3	4	4	6	JIM BRICKMAN /DAVE KOZ Partners In Crime (Windham Hill)	672	843	874	917	36/0
10	10	9	7	<b>7</b> CHUCK LOEB Beneath The Light (Shanachie)	654	560	554	580	41/0
13	9	8	8	<b>8</b> RICK BRAUN Hollywood & Vine (Atlantic)	628	585	578	511	47/1
11	8	7	9	<b>9</b> BRIAN BROMBERG Hero (Zebra)	617	599	611	571	45/0
17	13	11	10	<b>10</b> KEIKO MATSUI Forever, Forever (Countdown/Unity)	556	486	486	438	40/0
—	19	13	11	<b>11</b> PETER WHITE /WASHINGTON, JR. Midnight In... (Columbia)	525	435	374	170	46/1
26	18	15	12	<b>12</b> ERIC MARIENTHAL Here In My Heart (I.E./Verve)	442	413	394	288	42/1
4	7	10	13	LEE RITENOUR Ooh-Yeah (I.E./Verve)	432	536	701	907	35/0
16	15	14	14	<b>14</b> BRIAN MCKNIGHT Anytime (Motown)	417	414	450	447	30/1
12	12	12	15	KENNY G Baby G (Arista)	389	486	492	546	28/1
15	16	17	16	JOE MCBRIDE Midnight In Madrid (Heads Up)	372	404	426	485	34/0
23	22	19	17	<b>17</b> BRYAN SAVAGE Soul Temptation (Higher Octave)	351	350	336	329	30/2
—	30	22	18	<b>18</b> WALTER BEASLEY I Feel You (Shanachie)	335	304	270	225	34/2
7	11	16	19	STEVE COLE When I Think Of You (Bluemoon/Atlantic)	331	413	543	717	31/0
<b>DEBUT</b>			20	<b>20</b> WARREN HILL Turn Out The Lights (Discovery)	326	190	37	7	38/4
29	27	25	21	<b>21</b> GRANT GEISSMAN Did I Save? (Higher Octave)	323	285	286	258	32/2
24	24	21	22	GABRIELA ANDERS Fire Of Love (Warner Bros.)	307	307	327	326	23/0
22	25	26	23	ED HAMILTON Fly Like An Eagle (Shanachie)	258	270	312	347	24/0
19	20	20	24	RONAN HARDIMAN Love Song (Phillips)	255	317	359	389	22/1
9	14	18	25	FOURPLAY Still The One (Warner Bros.)	252	355	476	597	24/0
—	—	30	26	<b>26</b> C. CHAQUICO & R. FREEMAN Riders Of ... (Peak/Windham Hill Jazz)	249	226	222	174	27/3
28	28	28	27	<b>27</b> FATTBURGER Spice (Shanachie)	239	236	277	267	21/0
<b>DEBUT</b>			28	<b>28</b> GREGG KARUKAS Cruisin' Your House At... (I.E./Verve)	224	141	138	40	21/1
20	23	24	29	CHRIS STANDRING Cool Shades (Instinct)	222	288	334	382	23/0
14	17	23	30	DOWN TO THE BONE Staten Island Groove (Nu Groove)	215	290	408	503	18/0

This chart reflects airplay from September 30-October 6. Songs ranked by total plays. Highlighted songs indicate Breaker.  
49 NAC reporters. 48 current playlists. © 1998, R&R Inc.

## BREAKERS.

No Songs Qualified For Breaker Status This Week

## MOST ADDED.

ARTIST TITLE LABEL(S)	ADDS
DAVE KOZ I'll Be There (Blue Note)	15
BOBBY CALDWELL Good To Me (Sin-Drome)	8
PHIL COLLINS True Colors (Atlantic)	8
NAJEE Room To Breathe (Verve Forecast)	8
RAMSEY LEWIS Love Serenade (GRP)	5
FOURPLAY Vest Pocket (Warner Bros.)	4
WARREN HILL Turn Out The Lights (Discovery)	4
JK Off The Hook (Verve)	4
PATTI AUSTIN Don't Go Away (Concord Vista)	3
CHAQUICO & FREEMAN Riders... (Peak/Windham Hill Jazz)	3
RICHARD ELLIOT Here And Now (Metro Blue/Blue Note)	3
HEADS UP SUPER BAND Sweet Street (Heads Up)	3

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
WARREN HILL Turn Out The Lights (Discovery)	+136
PHIL COLLINS True Colors (Atlantic)	+117
CHUCK LOEB Beneath The Light (Shanachie)	+94
P. WHITE (G. WASHINGTON, JR. Midnight In... (Columbia)	+90
DAVE KOZ I'll Be There (Blue Note)	+85
GREGG KARUKAS Cruisin' Your House At... (I.E./Verve)	+83
KEIKO MATSUI Forever, Forever (Countdown/Unity)	+70
BONEY JAMES Innocence (Warner Bros.)	+63
GEORGE BENSON Fly By Night (GRP)	+60
PATTI AUSTIN Don't Go Away (Concord Vista)	+49

Breakers: Songs registering 400 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

**JK Off The Hook (Verve)**  
Total Plays: 212, Total Stations: 24, Adds: 4

**JEFF LORBER Watching The Sun Set (Zebra)**  
Total Plays: 212, Total Stations: 21, Adds: 0

**RAMSEY LEWIS Love Serenade (GRP)**  
Total Plays: 208, Total Stations: 24, Adds: 5

**CRAIG CHAQUICO Holding Back The Years (Higher Octave)**  
Total Plays: 198, Total Stations: 17, Adds: 1

**RICKY JONES Still In Love (Cherry/Universal)**  
Total Plays: 187, Total Stations: 13, Adds: 1

**PHIL COLLINS True Colors (Atlantic)**  
Total Plays: 183, Total Stations: 21, Adds: 8

**RICHARD ELLIOT Here And Now (Metro Blue/Blue Note)**  
Total Plays: 176, Total Stations: 21, Adds: 3

**VESTA Somebody For Me (I.E./Verve)**  
Total Plays: 170, Total Stations: 12, Adds: 1

**BRIAN CULBERTSON Straight To The Heart (Bluemoon/Atlantic)**  
Total Plays: 160, Total Stations: 19, Adds: 1

**PATTI AUSTIN Don't Go Away (Concord Vista)**  
Total Plays: 130, Total Stations: 14, Adds: 3

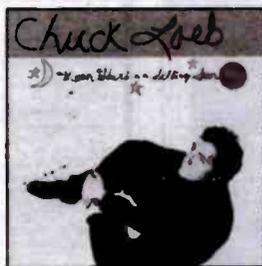
**CHAKA KHAN You & I Are One (Zebra)**  
Total Plays: 118, Total Stations: 10, Adds: 2

Songs ranked by total plays

## NAC radio makes Shanachie artists shine...

### Chuck Loeb ~ Beneath the Light

Track: **7**  
Album: **5**  
Plays: **654**

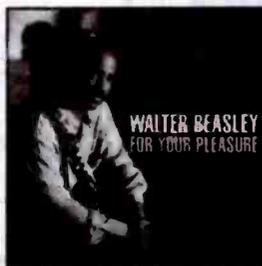


### Kim Waters ~ Easy Goin'

The follow up single to his #1 *Nightfall*  
Adds: October 29th

### Walter Beasley ~ I Feel You

Track: **18**  
Album: **20**  
Plays: **335**



Contact: Claudia Navarro (310) 390-8636



..where nac is our middle name

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	± PLAYS	EMPHASIS TRACKS (PLAYS)	
1	1	1	1	1 <b>GEORGE BENSON</b> Standing Together (GRP)	1103	+25	"Fly" (990)	"Standing" (111)
3	2	2	2	2 <b>SOUL BALLET</b> Trip The Night Fantastic (Countdown/Unity)	921	-30	"Blu" (921)	
7	5	5	5	3 <b>BONEY JAMES</b> Sweet Thing (Warner Bros.)	907	+45	"Innocence" (902)	"Rain" (5)
2	3	3	4	4 <b>MARC ANTOINE</b> Madrid (GRP)	797	-105	"Sunland" (775)	"Saravana" (13)
10	3	8	8	5 <b>CHUCK LOEB</b> The Moon, The Stars... (Shanachie)	699	+109	"Beneath" (654)	"Just" (28)
5	4	4	6	6 <b>JIM BRICKMAN</b> Visions Of Love (Windham Hill)	695	-170	"Partners" (672)	"Heart" (23)
6	7	6	6	7 <b>LUTHER VANDROSS</b> I Know (LV/Virgin)	692	+4	"Know" (692)	
11	8	7	8	8 <b>BRIAN BROMBERG</b> You Know That Feeling (Zebra)	650	-7	"Hero" (617)	"September" (23)
14	10	9	9	9 <b>RICK BRAUN</b> Full Stride (Atlantic)	628	+43	"Hollywood" (628)	
16	13	11	10	10 <b>KEIRO MATSUI</b> Full Moon And The Shrine (Countdown/Unity)	595	+77	"Forever" (556)	"Sunrise" (32)
20	13	13	13	11 <b>PETER WHITE</b> Perfect Moment (Columbia)	525	+90	"Midnight" (525)	
26	16	14	13	12 <b>ERIC MARIENTHAL</b> Walk Tall (I.E./Verve)	459	+37	"Heart" (442)	"Mercy" (9)
4	6	10	13	13 <b>LEE RITENOUR</b> This Is Love (I.E./Verve)	439	-124	"Ooh-Yeah" (432)	"Papa" (7)
17	15	17	15	14 <b>BRIAN MCKNIGHT</b> Anytime (Motown)	417	+3	"Anytime" (417)	
15	17	15	15	15 <b>JOE MCBRIDE</b> Double Take (Heads Up)	390	-32	"Madrid" (372)	"Greenville" (9)
13	14	12	16	16 <b>KENNY G</b> Greatest Hits (Arista)	389	-97	"Baby" (389)	
22	19	19	17	17 <b>BRYAN SAVAGE</b> Soul Temptation (Higher Octave)	380	-3	"Temptation" (351)	"Kaleidoscope" (29)
9	11	16	16	18 <b>FOURPLAY 4</b> (Warner Bros.)	352	-62	"Still" (252)	"Vest" (100)
9	12	18	18	19 <b>STEVE COLE</b> Stay Awhile (Bluemoon/Atlantic)	346	-67	"Think" (331)	"Night" (15)
28	22	22	20	20 <b>WALTER BEASLEY</b> For Your Pleasure (Shanachie)	345	+31	"Feel" (335)	"Dance" (10)
DEBUT	27	27	22	21 <b>WARREN HILL</b> Life Thru Rose Colored Glasses (Discovery)	326	+136	"Turn" (326)	
28	27	27	22	22 <b>GRANT GEISSMAN</b> In With The Out Crowd (Higher Octave)	323	+38	"Save?" (323)	
24	25	24	23	23 <b>GABRIELA ANDERS</b> Wanting (Warner Bros.)	307	0	"Fire" (307)	
12	16	20	24	24 <b>DOWN TO THE BONE</b> From Manhattan To Staten (Nu Groove)	276	-70	"Staten" (215)	"Brooklyn" (51)
21	22	21	25	25 <b>RONAN HARDIMAN</b> Solas (Phillips)	267	-57	"Love" (255)	"Angel" (12)
30	—	—	26	26 <b>GREGG KARUKAS</b> Blue Touch (I.E./Verve)	266	+68	"Cruisin" (224)	"Blue" (23)
23	24	25	27	27 <b>ED HAMILTON</b> Groovology (Shanachie)	258	-33	"Fly" (258)	
DEBUT	23	23	28	28 <b>C. CHAQUICO &amp; R. FREEMAN</b> From... (Peak/Windham Hill Jazz)	256	+22	"Riders" (249)	"Samba" (7)
28	23	23	29	29 <b>CHRIS STANDRING</b> Velvet (Instinct)	252	-59	"Shades" (222)	"Steven" (23)
—	—	—	30	30 <b>RAMSEY LEWIS</b> Dance Of The Soul (GRP)	250	+57	"Serenade" (208)	"Fragile" (31)

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
VARIOUS ARTISTS Blue Note Salutes Motown (Blue Note)	15
BOBBY CALDWELL Timeline The Anthology Pt. 1 (Sin-Drome)	8
PHIL COLLINS Hits (Atlantic)	8
NAJEE Morning Tenderness (Verve Forecast)	8
RAMSEY LEWIS Dance Of The Soul (GRP)	5
WARREN HILL Life Thru Rose Colored Glasses (Discovery)	4
JK What's The Word (Verve)	4
PATTI AUSTIN In And Out Of Love (Concord Vista)	3
CHAQUICO & FREEMAN From... (Peak/Windham Hill Jazz)	3
HEADS UP SUPER BAND Heads Up Super Band (Heads Up)	3
WALTER BEASLEY For Your Pleasure (Shanachie)	2
RICHARD ELLIOT Jumpin' Off (Metro Blue/Blue Note)	2
GRANT GEISSMAN In With The Out Crowd (Higher Octave)	2
JANET The Velvet Rope (Virgin)	2
WAYMAN TISDALE Decisions (Atlantic)	2
VARIOUS ARTISTS A Song A Day (Zebra)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
WARREN HILL Life Thru Rose Colored Glasses (Discovery)	+136
PHIL COLLINS Hits (Atlantic)	+117
CHUCK LOEB The Moon, The Stars... (Shanachie)	+109
PETER WHITE Perfect Moment (Columbia)	+90
VARIOUS ARTISTS Blue Note Salutes Motown (Blue Note)	+85
KEIRO MATSUI Full Moon And The Shrine (Countdown/Unity)	+77
GREGG KARUKAS Blue Touch (I.E./Verve)	+68
RAMSEY LEWIS Dance Of The Soul (GRP)	+57
PATTI AUSTIN In And Out Of Love (Concord Vista)	+49
BONEY JAMES Sweet Thing (Warner Bros.)	+45
RICK BRAUN Full Stride (Atlantic)	+43
NAJEE Morning Tenderness (Verve Forecast)	+42
GRANT GEISSMAN In With The Out Crowd (Higher Octave)	+38
JK What's The Word (Verve)	+37
ERIC MARIENTHAL Walk Tall (I.E./Verve)	+37

This chart reflects airplay from September 30-October 6. Albums ranked by total plays, with plays from all cuts from an album combined. 49 NAC reporters. 48 current playlists. © 1998, R&R Inc.

## NAC NOTES By Carol Archer

**George Benson (GRP)** sweeps top honors on both charts: The track "Fly By Night" proves an irresistible follow-up to his smash vocal, "Standing Together," and propels the album of the same name to No. 1 for the second time.

With "Innocence," **Boney James** has created chart history again by achieving top five status on a fourth consecutive track — it goes to 3\* this week — from his record *Sweet Thing* (Warner Bros.).

**Warren Hill's** "Turn Out The Lights" (Discovery) makes an impressive debut at 20\* and is Most Increased with +136 plays. Programmer confidence is running very high on this track; the record *Life Thru*

*Rose-Colored Glasses* debuts at 21\*.

Top Most Added is **Dave Koz's** cover of "I'll Be There" (Blue Note) with 15 stations, including WJZZ/Philadelphia and KSSJ/Sacramento, coming aboard this week.

Three outstanding tracks are tied for second-Most Added. Demonstrating an increase of 117 plays this week, **Phil Collins' "True Colors"** (Atlantic) has captured 44% of the panel's attention already. Production sheen courtesy of Babyface, coupled with Collins' stirring performance of a now-classic tune, guarantees this one's success.

**Bobby Caldwell's "Good To Me"** (Sin-Drome) from his *Timeline* project and **Najee's "Room To**

*Breathe"* (Verve Forecast) each earned eight adds this week. Caldwell can claim KMGQ/Santa Barbara, CA — the second-highest rated NAC/SJ radio station in the country — among his early supporters, while Najee gets a nod from ratings giant WJZZ/Tallahassee, FL, among others.

Remember how Maxwell's "Ascension" won the top Lost Hit of 1995 award when NAC programmers were polled on the subject? Well, **Kirk Whalum** has just covered it (Warner Bros). Research shows that listeners generally disdain ghost vocals, but they haven't heard Whalum's breathtaking reading yet. Please try to keep an open ear.

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Stations and their adds by track listed alphabetically by market

<p><b>WHRL/Albany, NY</b>  <b>DM/PO: Brant Curtiss</b>                  CHAKA KHAN "You"                  BOBBY CALDWELL "Good"                  NAJEE "Room"                  CHAQUICO &amp; FREEMAN "Riders"</p>	<p><b>WNWV/Cleveland, OH</b>  <b>PD/MD: Bernie Kimble</b>                  RICHARD ELLIOT "Here"                  PATTI AUSTIN "Don't"                  STEVE COLE "Night"                  JANET "Every"</p>	<p><b>WLVE/Miami, FL</b>  <b>PD: Bret Michael</b>  <b>MD: Marc Taylor</b>                  No Adds</p>	<p><b>WLOQ/Orlando, FL</b>  <b>PD: Bill Wise</b>                  KENNY G "Baby"</p>	<p><b>KBZN/Salt Lake City, UT</b>  <b>PD: Rob Riesen</b>                  RAMSEY LEWIS "Serenade"                  NAJEE "Room"                  BOBBY CALDWELL "Good"                  JK "Hook"</p>	<p><b>WJZT/Tallahassee, FL</b>  <b>PD: Denny Alexander</b>                  VESTA "Somebody"                  CRAIG CHAQUICO "Holding"                  WARREN HILL "Turn"                  DAVE KOZ "There"                  NAJEE "Room"                  FOURPLAY "Vest"                  MICHAEL "PATCHES"... "Fields"</p>
<p><b>KNKX/Anchorage, AK</b>  <b>GM/PO: Dean Williams</b>  <b>MD: John Clarke</b>                  JEFF JARVIS "One"                  DAN SIEGEL "Morning"                  DUNCAN MILLAR "Gyroscope"                  POSITIVE ID "Maybe"                  RICHARD ELLIOT "Tell"                  SHAKATAK "Azure"                  CITY BEAT "City"                  KAREN MCSWEEN "Real"                  PAMELA WILLIAMS "Saxy-ness"                  WIND MACHINE "Ocean"</p>	<p><b>WZJZ/Columbus, OH</b>  <b>PD/MD: Bill Harman</b>                  JK "Hook"                  PATTI AUSTIN "Don't"</p>	<p><b>WJZ/Milwaukee, WI</b>  <b>PD: Chris Mersau</b>                  No Adds</p>	<p><b>WJPL/Peoria, IL</b>  <b>PD: Rick Hirschmann</b>                  DAVE KOZ "There"                  BRIAN MCKNIGHT "Anytime"</p>	<p><b>KCJZ/San Antonio, TX</b>  <b>PD: Norm Miller</b>                  PHIL COLLINS "True"</p>	<p><b>WSJT/Tampa, FL</b>  <b>PD/MD: Ross Black</b>                  JK "Hook"                  BRYAN SAVAGE "Temptation"                  NAJEE "Room"                  WAYMAN TISDALE "Breakfast"                  DAVE KOZ "There"</p>
<p><b>WJZF/Atlanta, GA</b>  <b>PD/MD: Mark Edwards</b>                  BRYAN SAVAGE "Temptation"</p>	<p><b>KOAI/Dallas, TX</b>  <b>PD: Michael Fischer</b>                  DAKOTA MOON "Promise"                  SHAKATAK "Azure"                  STEVE COLE "Night"</p>	<p><b>KSRB/Mission Viejo, CA</b>  <b>OM: Terry Wedel</b>  <b>MD: Judy Davita</b>                  BOBBY CALDWELL "Good"                  LISA LAUREN "Midlife"</p>	<p><b>WJJZ/Philadelphia, PA</b>  <b>PD: Ann Gress</b>  <b>MD: Michael Tezzi</b>                  WARREN HILL "Turn"                  DAVE KOZ "There"</p>	<p><b>KFM/San Diego, CA</b>  <b>PD: Mike Vasquez</b>  <b>APD/MD: Kelly Cole</b>                  No Adds</p>	<p><b>KOAZ/Tucson, AZ</b>  <b>PD: Erik Fox</b>                  ROMAN HARDIMAN "Love"</p>
<p><b>WJZZ/Charlotte, NC</b>  <b>PD/MD: Gerald Ballard</b>                  DAVE KOZ "There"                  BOBBY CALDWELL "Good"                  HEADS UP SUPER BAND "Street"                  NAJEE "Room"</p>	<p><b>KHH/Denver, CO</b>  <b>PD: Becky Taylor</b>  <b>APD/MD: Cheri Marquart</b>                  PHIL COLLINS "True"                  DAVE KOZ "There"</p>	<p><b>KRVR/Modesto, CA</b>  <b>PD: Jim Bryan</b>  <b>MD: Doug Wolff</b>                  TIM BOWMAN "Free"                  BOBBY CALDWELL "Good"                  FOURPLAY "Vest"                  DAVE KOZ "There"                  LISA LAUREN "Midlife"                  NAJEE "Room"</p>	<p><b>KYOT/Phoenix, AZ</b>  <b>PD: Nick Francis</b>  <b>APD/MD: Greg Morgan</b>                  No Adds</p>	<p><b>KKSF/San Francisco, CA</b>  <b>PD: Paul Goldstein</b>  <b>APD: Roger Coryell</b>  <b>MD: Blake Lawrence</b>                  No Adds</p>	<p><b>KOJZ/San Luis Obispo, CA</b>  <b>PD: Andy Morris</b>  <b>MD: David Atwood</b>                  GRANT GEISSMAN "Save?"                  DAVE KOZ "There"                  RAMSEY LEWIS "Serenade"</p>
<p><b>WJZZ/Atlanta, GA</b>  <b>PD/MD: Mark Edwards</b>                  BRYAN SAVAGE "Temptation"</p>	<p><b>WVNV/Detroit, MI</b>  <b>PD: Tom Stecker</b>  <b>MD: Sandy Kovach</b>                  WARREN HILL "Turn"</p>	<p><b>KXDC/Monterey, CA</b>  <b>PD/MD: Scott O'Brien</b>                  PHIL COLLINS "True"                  WAYMAN TISDALE "Breakfast"                  FOURPLAY "Vest"                  RICHARD ELLIOT "Here"</p>	<p><b>WJJI/Pittsburgh, PA</b>  <b>PD: Carl Anderson</b>  <b>MD: Herschel</b>                  HEADS UP SUPER BAND "Street"                  DAVE KOZ "There"</p>	<p><b>KMGQ/Santa Barbara, CA</b>  <b>OM/PO: Mark Elliott</b>  <b>APD/MD: Steve Bauer</b>                  BOBBY CALDWELL "Good"</p>	<p><b>WJZW/Washington, DC</b>  <b>PD: Kenny Kling</b>                  PHIL COLLINS "True"                  DAVE KOZ "There"</p>
<p><b>WSJZ/Boston, MA</b>  <b>PD/MD: Shirley Maldonado</b>                  No Adds</p>	<p><b>KEZL/Fresno, CA</b>  <b>PD: Angie Hands</b>                  PHIL COLLINS "True"                  RAMSEY LEWIS "Serenade"</p>	<p><b>WQCD/New York, NY</b>  <b>PD: John Mullen</b>  <b>MD: Rick Laboy</b>                  RICK BRAUN "Hollywood"                  ERIC MARIENTHAL "Heart"</p>	<p><b>KKJZ/Portland, OR</b>  <b>PD: Paul Warren</b>  <b>MD: Hal Murray</b>                  NAJEE "Room"                  DAVE KOZ "There"                  EVERETTE HARP "Better"</p>	<p><b>KJZY/Santa Rosa, CA</b>  <b>PD: Gordon Zlot</b>  <b>MD: Rob Singleton</b>                  No Adds</p>	<p><b>KWSJ/Wichita, KS</b>  <b>PD: Nancy Johnson</b>  <b>MD: Dallas Scott</b>                  JK "Hook"                  NAJEE "Room"                  BOBBY CALDWELL "Good"</p>
<p><b>WCCJ/Charlotte, NC</b>  <b>PD/MD: Gerald Ballard</b>                  DAVE KOZ "There"                  BOBBY CALDWELL "Good"                  HEADS UP SUPER BAND "Street"                  NAJEE "Room"</p>	<p><b>WFSJ/Jacksonville, FL</b>  <b>PD: Hank Dale</b>  <b>APD/MD: Craig Williams</b>                  PHIL COLLINS "True"                  DAVE KOZ "There"</p>	<p><b>WJCD/Norfolk, VA</b>  <b>OM/PO: Maxine Todd</b>  <b>MD: Larry Hollowell</b>                  No Adds</p>	<p><b>KSSJ/Sacramento, CA</b>  <b>Station Mgr.: Steve Williams</b>  <b>APD/MD: Ken Jones</b>                  JANET "Every"                  DAVE KOZ "There"</p>	<p><b>KWJZ/Seattle, WA</b>  <b>PD/MD: Carol Handley</b>                  BRIAN CULBERTSON "Straight"                  RICKY JONES "Shit"                  PHIL COLLINS "True"                  RICHARD ELLIOT "Here"                  PATTI AUSTIN "Don't"</p>	<p><b>JRN (Jones) National</b>  <b>PD: Steve Hibbard</b>  <b>MD: Greg Allen</b>                  FOURPLAY "Vest"                  WALTER BEASLEY "Feel"                  KIM WATERS "Midnight"</p>
<p><b>WNWA/Chicago, IL</b>  <b>PD: Bob Kaake</b>  <b>APD/MD: Steve Stiles</b>                  WARREN HILL "Turn"</p>	<p><b>KCIY/Kansas City, MO</b>  <b>PD: Tom Land</b>  <b>MD: Michelle Chase</b>                  No Adds</p>	<p><b>KTNT/Oklahoma City, OK</b>  <b>PD: Steve English</b>  <b>MD: Stephanie Stewart</b>                  CHAKA KHAN "You"                  CHAQUICO &amp; FREEMAN "Riders"                  JOE MCBRIDE "Greenville"                  PETER WHITE... "Midnight"                  BOBBY CALDWELL "Good"</p>	<p><b>KCLC/St. Charles, MO</b>  <b>PD: Rich Reigert</b>  <b>MD: Chris Kirtz</b>                  TUCK &amp; PATTI "All"                  JAMIE BONK "Motel"                  DIANNE WARWICK "Walk"                  SOUL BALLET "Romantic"                  KEIKO MATSUI "Bonfire"</p>	<p><b>WHCO/Syracuse, NY</b>  <b>PD: Butch Charles</b>  <b>APD/MD: Kenny Dees</b>                  HEADS UP SUPER BAND "Street"                  GREGG KARLUKAS "Cruise"                  RAMSEY LEWIS "Serenade"                  CHAQUICO &amp; FREEMAN "Riders"</p>	<p>49 Total Reporters                  48 Current Reporters                  48 Current Playlists                  Did Not Report For Four                  Consecutive Weeks; Data                  Not Used (1):                  WGUF/FL Myers, FL</p>
<p><b>WVAE/Cincinnati, OH</b>  <b>OM: T.J. Holland</b>  <b>APD/MD: Steve Wiersman</b>                  PHIL COLLINS "True"                  WALTER BEASLEY "Feel"                  DAVE KOZ "There"</p>	<p><b>KTWW/Los Angeles, CA</b>  <b>PD: Chris Brodie</b>  <b>APD/MD: Ralph Stewart</b>                  No Adds</p>	<p><b>KTNT/Oklahoma City, OK</b>  <b>PD: Steve English</b>  <b>MD: Stephanie Stewart</b>                  CHAKA KHAN "You"                  CHAQUICO &amp; FREEMAN "Riders"                  JOE MCBRIDE "Greenville"                  PETER WHITE... "Midnight"                  BOBBY CALDWELL "Good"</p>	<p><b>KCLC/St. Charles, MO</b>  <b>PD: Rich Reigert</b>  <b>MD: Chris Kirtz</b>                  TUCK &amp; PATTI "All"                  JAMIE BONK "Motel"                  DIANNE WARWICK "Walk"                  SOUL BALLET "Romantic"                  KEIKO MATSUI "Bonfire"</p>	<p><b>WHCO/Syracuse, NY</b>  <b>PD: Butch Charles</b>  <b>APD/MD: Kenny Dees</b>                  HEADS UP SUPER BAND "Street"                  GREGG KARLUKAS "Cruise"                  RAMSEY LEWIS "Serenade"                  CHAQUICO &amp; FREEMAN "Riders"</p>	<p>49 Total Reporters                  48 Current Reporters                  48 Current Playlists                  Did Not Report For Four                  Consecutive Weeks; Data                  Not Used (1):                  WGUF/FL Myers, FL</p>

WIL WKLX WLZR WMZQ WPGC WRUF WRVA WSNE WTPJ WWDB WWWW CHOM KNIX WCSX WGST WHCN WTPA KTFM KBOS WSSL KSFO WISH KLLT CIMX KLTU WOVE KZLA WZTR KWJJ KWJZ

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CYNDEE MAXWELL

## Wall Street's Short-Term Goals Vs. Radio's Long-Term Health

□ DeMers pleads for radio to avoid guppy strategy and formalize efforts to develop, retain, and attract talent

*In his client newsletter, consultant Alex DeMers beseeches radio ownership to consider the long-term health of the industry when judging whether to remove live talent from the airwaves. He also suggests the need for a "Corporate Director of Talent Development" in order to further develop the talent pool. DeMers begins by pointing out that radio can learn from other businesses that have already traveled the consolidated road.*



Alex DeMers

Many business sectors have already learned the hard lessons of consolidation. Radio is behind the merger curve, primarily due to prior legislative restraints, when compared to other media such as newspapers and movie studios. Having other, larger, industries take this road ahead of us gives radio the unique opportunity to learn from others' mistakes and, perhaps, not feel the need to repeat their failures.

As odd as this may sound, we believe that radio can learn an important lesson from the lumber industry. For years, loggers clear-cut their way to record profits. It took far too long for them to realize a simple fact — if you want to be in business years from now, you've got to plant trees.

The key to being successful is to make decisions that will generate the best results over the long term. Now that companies new to the quarter-by-quarter world of public ownership dominate radio, some are having difficulty taking the long view. Developing long-term plans that will not unnecessarily impede short-term returns is a difficult challenge.

### Drums Of Wall Street

With the rush of change, many of the people in the trenches, particularly on the programming side, have begun to wonder about their role in Radio 2000. Considering the increased utilization of satellite-delivered programming, Virtual Radio networks, automation systems, and wide-area-network technology

*The views expressed on this page are those of the writer only. The writer is solely responsible for the content. R&R reserves the right to edit submissions.*

such as Capstar's Star System, it is understandable that on-air personalities would become somewhat concerned about their future in the industry.

After all, when they scan the trade press or interact with others in the business, what do they hear? They hear the drums of Wall Street! Bigger companies paying more for radio stations need to turn bigger profits for demanding stockholders. That message has gotten through loud and clear.

As consultants, we're always involved in developing plans to more effectively utilize all kinds of assets — especially the human ones. More recently, that means we're often in meetings where the conversation turns to knocking down ex-

□□ **We should not become so shortsighted as to neglect the critical need to provide a starting point for future talent at the local level.**

penses by eliminating live on-air positions.

The discussion follows this line of thinking: "You have a low PUR (Persons Using Radio) overnight. There is no meaningful ratings impact, since we live in Arbitron's 6am-midnight world. Therefore (and most importantly), eliminating a live host in this position means that a negative impact on revenue is very unlikely." The upside is simple — no salary and no benefits to pay — one less mouth to feed.

It can be difficult to argue the value of maintaining a live overnight presence in all but the largest of markets. However, recent events show this same logic is now affect-

ing other dayparts. Once you make what appears to be a painless first cut, the temptation to keep cutting is great.

There are situations in which operators can use regional talent to handle specific dayparts for several stations effectively. Certain national

□□ **The long-term challenge is ensuring that radio not resort to the guppy strategy and devour its young.**

and regional morning shows have proven to be winners as well. It is possible to positively affect the bottom line and still be entertaining. But what is the long-term price?

### Don't Devour Your Young

We believe that it is critical for stations to maintain the unique strength of local origination as the medium evolves. The long-term challenge is ensuring that radio not resort to the guppy strategy and devour its young. As an industry, we cannot afford to eliminate opportunities for fresh talent to gain on-air experience and grow into entertaining communicators.

The talent issue is one that is critical for our industry and one that requires a clear understanding of the role that unique, creative individuals play in our business. Ultimately, radio's intimate nature requires that we make a one-to-one connection with each listener. That is best done by compelling, interesting, and entertaining humans. We agree that whether these people are beaming in from New York or sitting down in a local studio is far less important than the fact that they are communicating with listeners. However, we should not become so shortsighted as to neglect the critical need to provide a starting point for future talent at the local level.

It is possible that eliminating the use of live talent in marginal dayparts may ultimately become a problem. How many successful air personalities pursuing careers in large markets across the country right now did not start either in



**TEE TIME WITH TEDDIES** — While the PGA held their boring golf tournament in Florida, Rock 105.3 had Dee Snider, Howard Stern's Wack Pack, and Playboy centerfolds putting in pajamas for the second annual PJ Open. Avoiding the water hazards are (l-r) KIOZ's Dangerous Dick, model Kelly Haren, PD Tim Dukes, Crack Head Bob, model Lisa Dergen, Fred the Elephant Boy, Melrose Larry Green, MD Shannon Leder, and air talent Craig Just Craig.

overnights or by pulling weekend shifts? If the only job opportunities are in "prime time," then operators will either have to overfish an ever-diminishing pool of superior talent or start to expose "not ready for prime time" players in important dayparts.

Each of these solutions is expensive in its own way. The smaller the talent pool, the higher the price for great players — just ask any professional sports team. The other option, putting mediocre talent in the spotlight, reduces the value of the entire product.

It is encouraging that a number of radio's most forward-thinking executives are positioning themselves as champions of radio talent. Chancellor's Jimmy de Castro, Randy Michaels of Jacor, and Mel Karmazin at CBS have all made public pronouncements regarding the unique strength that strong on-air performers bring to their particular companies. The question is, as a practical matter, if we reduce the opportunities for talent in terms of sheer numbers, where do we find the new stars for our medium?

### Scouting For Fresh Grist

Several traditional sources of talent may now become more important than ever. For example, the college radio ranks have always provided fresh grist for the radio mill, but commercial stations have not always taken advantage of the talent in their own backyard. Developing a strong ongoing relationship with local campus broadcasters should be looked into more aggressively. To make this work, it has to become a two-way street. The only way young talent will be exposed to the demands of the "real world" is if the pros take an honest interest in educating them. College-level talent and broadcast school graduates will never have a

legitimate opportunity to succeed without encouragement from the larger broadcasting firms.

Perhaps it is time for companies to devote additional resources to the development of human resources. Designating a Corporate Director of Talent Development seems prudent at this point in radio's life cycle. The job description for this individual would encompass scouting future talent acquisitions, coordinating coaching efforts at the local level, and evaluating air personalities at various properties.

The very largest radio firms could also take a page from the world of sports and develop a "farm team" system. Just like baseball, air staffers would move up from the "Triple A" station in Tacoma for a chance to play in the big leagues. The concept would involve scouting talent on a national basis and contracting these individuals to a

□□ **The smaller the talent pool, the higher the price for great players — just ask any professional sports team. The other option, putting mediocre talent in the spotlight, reduces the value of the entire product.**

long-term agreement with the company. The brightest prospects would then be given an opportunity to work with one of the firm's stations in a smaller market, and their development would be tracked either on the corporate level or by managers from the firm's larger-market operations.

In the short term, it may cost a little more in time and money to effectively manage today's human resources. However, formalizing the effort to develop, retain, and attract talent could pay big dividends long term.

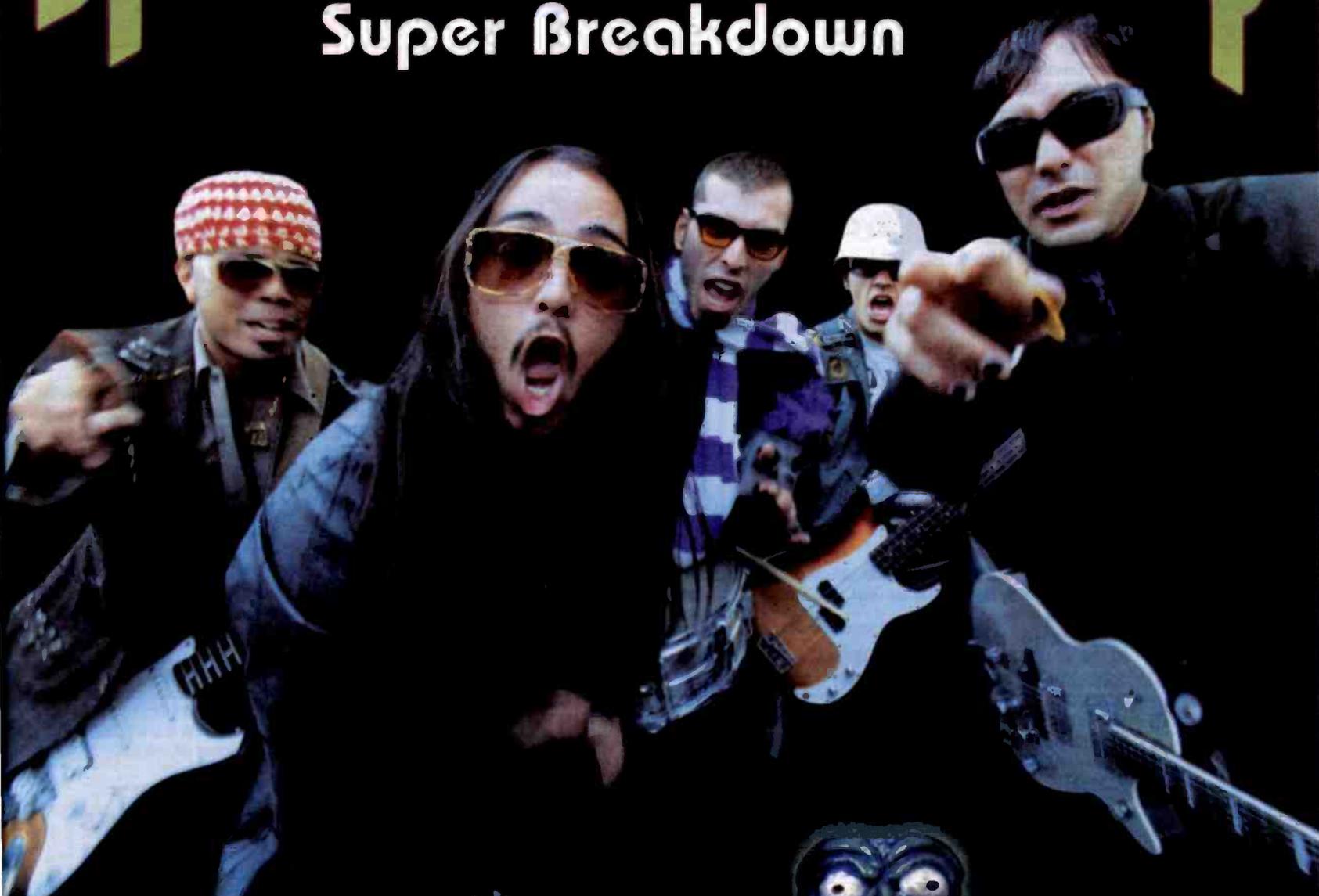
### TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at (310) 788-1668 or e-mail: max@rronline.com

# Sprung monkey

## Super Breakdown



from the album



*mr. sunny face*

**MOST ADDED ACTIVE ROCK!**

**KIOZ-San Diego, KRXQ-Sacramento, WJRR-Orlando  
EXTREME- St. Louis, KTUX, WZMT, WJXQ, WCPR, WRBR,  
WJJO & KRZQ, WJSE, WQBK, KHLR, WPBZ, WNFZ**



3W	2W	1W	TW	ARTIST/TITLE/LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	<b>CREED</b> What's This Life For ( <i>Wind-up</i> )	1757	1736	1722	1701	76/0
5	3	2	2	<b>KISS</b> Psycho Circus ( <i>Mercury</i> )	1591	1612	1593	1414	83/1
12	7	6	3	<b>GOO GOO DOLLS</b> Slide ( <i>Warner Bros.</i> )	1280	1200	977	825	76/1
3	4	4	4	<b>DAYS OF THE NEW</b> The Down Town ( <i>Outpost/Geffen</i> )	1262	1387	1546	1625	62/0
1	2	3	5	<b>KENNY WAYNE SHEPHERD</b> Somehow... ( <i>Revolution/Reprise</i> )	1254	1488	1649	1719	64/0
7	6	7	6	<b>JOHN MELLENCAMP</b> Your Life Is Now ( <i>Columbia</i> )	1225	1149	1135	1025	57/1
11	9	8	7	<b>EVE 6</b> Inside Out ( <i>RCA</i> )	1134	1085	940	856	63/1
4	5	5	8	<b>AEROSMITH</b> What Kind Of Love Are You On ( <i>Columbia</i> )	1129	1294	1415	1420	60/0
19	12	9	9	<b>JONNY LANG</b> Still Rainin' ( <i>A&amp;M</i> )	1105	1034	833	638	70/3
22	13	12	10	<b>LENNY KRAVITZ</b> Fly Away ( <i>Virgin</i> )	1051	889	756	615	73/7
13	10	11	11	<b>SCREAMIN' CHEETAH WHEELIES</b> Boogie.. ( <i>Capricorn/Mercury</i> )	900	902	854	783	64/2
23	15	13	12	<b>HOLE</b> Celebrity Skin ( <i>DGC/Geffen</i> )	894	806	721	597	62/0
8	8	10	13	<b>MONSTER MAGNET</b> Space Lord ( <i>A&amp;M</i> )	865	939	957	950	52/0
<b>BREAKER</b>			14	<b>BLACK SABBATH</b> Psycho Man ( <i>Epic</i> )	724	291	—	—	73/12
25	22	18	15	<b>SEMISONIC</b> Singing In My Sleep ( <i>MCA</i> )	652	597	590	514	52/0
16	14	15	16	<b>ROD STEWART</b> Rocks ( <i>Warner Bros.</i> )	633	697	756	716	44/0
6	11	14	17	<b>CANDLEBOX</b> It's Alright ( <i>Maverick/WB</i> )	625	762	844	1064	39/0
<b>BREAKER</b>			18	<b>U2</b> Sweetest Thing ( <i>Island</i> )	615	483	133	—	44/2
17	18	17	19	<b>METALLICA</b> Better Than You ( <i>Elektra/EEG</i> )	562	662	703	684	42/0
26	25	22	20	<b>FASTBALL</b> Fire Escape ( <i>Hollywood</i> )	560	505	498	412	46/1
14	16	16	21	<b>BROTHER CANE</b> Machete ( <i>Virgin</i> )	560	680	719	720	41/0
34	26	21	22	<b>JACKYL</b> We're An American Band ( <i>Geffen</i> )	543	520	423	311	46/2
<b>BREAKER</b>			23	<b>R.E.M.</b> Daysleeper ( <i>Warner Bros.</i> )	539	138	—	—	51/6
<b>BREAKER</b>			24	<b>MOTLEY CRUE</b> Bitter Pill ( <i>Motley/Beyond</i> )	534	445	299	159	53/4
30	27	23	25	<b>ROB ZOMBIE</b> Dragula ( <i>Geffen</i> )	519	501	427	383	46/1
41	33	27	26	<b>FLYS</b> Got You (Where I Want You) ( <i>Trauma/Delicious Vinyl</i> )	476	458	328	249	41/4
15	20	20	27	<b>AEROSMITH</b> I Don't Want To Miss A Thing ( <i>Columbia</i> )	454	542	632	718	38/0
32	29	30	28	<b>LOCAL H</b> All The Kids Are Right ( <i>Island</i> )	429	417	386	355	40/1
35	31	33	29	<b>MOON DOG MANE</b> Turn It Up ( <i>Eureka</i> )	389	369	340	296	39/4
—	—	37	30	<b>CANDLEBOX</b> 10,000 Horses ( <i>Maverick/WB</i> )	368	296	91	30	47/12
36	34	35	31	<b>FINGER ELEVEN</b> Quicksand ( <i>Wind-up</i> )	360	327	309	278	40/2
28	30	32	32	<b>HOOTIE &amp; THE BLOWFISH</b> I Will Wait ( <i>Atlantic</i> )	347	375	372	406	22/0
42	40	36	33	<b>MARILYN MANSON</b> The Dope Show ( <i>Nothing/Interscope</i> )	326	302	256	231	28/2
10	19	26	34	<b>DISHWALLA</b> Once In A While ( <i>A&amp;M</i> )	315	461	680	859	21/0
40	37	38	35	<b>SECOND COMING</b> Soft ( <i>Capitol</i> )	306	295	264	255	33/2
9	17	29	36	<b>SEVEN MARY THREE</b> Over Your Shoulder ( <i>Mammoth/Atlantic</i> )	301	425	712	925	17/0
<b>DEBUT</b>			37	<b>OFFSPRING</b> Pretty Fly (For A White Guy) ( <i>Columbia</i> )	288	94	—	—	30/7
20	26	34	38	<b>PEARL JAM</b> In Hiding ( <i>Epic</i> )	284	366	445	634	28/0
—	—	46	39	<b>FUEL</b> Bittersweet ( <i>550 Music</i> )	264	205	128	121	29/1
46	47	43	40	<b>STABBING WESTWARD</b> Sometimes It Hurts ( <i>Columbia</i> )	262	240	194	199	31/2
—	—	41	41	<b>MATCHBOX 20</b> Back 2 Good ( <i>Lava/Atlantic</i> )	254	245	157	—	22/1
45	42	42	42	<b>PEARL JAM</b> Do The Evolution ( <i>Epic</i> )	232	241	226	213	22/1
50	50	—	43	<b>ECONOLINE CRUSH</b> Surefire (Never Enough) ( <i>Restless</i> )	217	183	167	162	30/1
44	43	44	44	<b>LYNYRD SKYNYRD</b> Berneice ( <i>CMC</i> )	210	230	225	219	15/0
29	36	40	45	<b>JIMMY PAGE/ROBERT PLANT</b> Shining In The Light ( <i>Atlantic</i> )	204	267	274	389	18/0
43	45	49	46	<b>FASTBALL</b> The Way ( <i>Hollywood</i> )	196	194	216	228	19/0
47	48	48	47	<b>KORN</b> Got The Life ( <i>Immortal/Epic</i> )	187	194	185	195	21/2
<b>DEBUT</b>			48	<b>ANOUK</b> Nobody's Wife ( <i>Columbia</i> )	184	156	84	20	26/4
<b>DEBUT</b>			49	<b>INDIGENOUS</b> Now That You're Gone ( <i>Pachyderm</i> )	174	143	119	100	17/2
<b>DEBUT</b>			50	<b>PUSHMONKEY</b> Handslide ( <i>Arista</i> )	167	140	116	42	15/0

This chart reflects airplay from October 5-11. Songs ranked by total plays. Highlighted songs indicate Breaker. 84 Rock reporters. 80 Current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R&R Inc.

## NEW & ACTIVE

**TRAIN** Free (*Aware*)  
Total Plays: 157, Total Stations: 18, Adds: 4

**BARENAKED LADIES** One Week (*Reprise*)  
Total Plays: 155, Total Stations: 9, Adds: 0

**COWBOY MOUTH** Whatcha Gonna Do? (*MCA*)  
Total Plays: 148, Total Stations: 19, Adds: 2

**WAST** Touched (*Elektra/EEG*)  
Total Plays: 125, Total Stations: 16, Adds: 0

**ORGY** Stitches (*Elementree/Reprise*)  
Total Plays: 124, Total Stations: 15, Adds: 0

**FEEDER** Descend (*Echo/Elektra/EEG*)  
Total Plays: 122, Total Stations: 19, Adds: 2

**FLIGHT 16** If All The World Hated Me (*550 Music*)  
Total Plays: 120, Total Stations: 19, Adds: 1

**SHERYL CROW** My Favorite Mistake (*A&M*)  
Total Plays: 114, Total Stations: 7, Adds: 0

**MONSTER MAGNET** Powertrip (*A&M*)  
Total Plays: 88, Total Stations: 11, Adds: 1

**GOOSMACK** Whatever (*Republic/Universal*)  
Total Plays: 81, Total Stations: 15, Adds: 5

Songs ranked by total plays

## BREAKERS.

**BLACK SABBATH**  
Psycho Man (*Epic*)  
TOTAL PLAYS/INCREASE: 724/433  
TOTAL STATIONS/ADDS: 73/12  
CHART: 14

**U2**  
Sweetest Thing (*Island*)  
TOTAL PLAYS/INCREASE: 615/132  
TOTAL STATIONS/ADDS: 44/2  
CHART: 18

**R.E.M.**  
Daysleeper (*Warner Bros.*)  
TOTAL PLAYS/INCREASE: 539/401  
TOTAL STATIONS/ADDS: 51/6  
CHART: 23

**MOTLEY CRUE**  
Bitter Pill (*Motley/Beyond*)  
TOTAL PLAYS/INCREASE: 534/89  
TOTAL STATIONS/ADDS: 53/4  
CHART: 24

## MOST ADDED

ARTIST/TITLE/LABEL(S)	ADDS
<b>BLACK SABBATH</b> Psycho Man ( <i>Epic</i> )	12
<b>CANDLEBOX</b> 10,000 Horses ( <i>Maverick/WB</i> )	12
<b>LENNY KRAVITZ</b> Fly Away ( <i>Virgin</i> )	7
<b>OFFSPRING</b> Pretty Fly (For A White Guy) ( <i>Columbia</i> )	7
<b>PETER WOLF</b> Turnin' Pages ( <i>Mercury</i> )	7
<b>R.E.M.</b> Daysleeper ( <i>Warner Bros.</i> )	6
<b>GODSMACK</b> Whatever ( <i>Republic/Universal</i> )	5
<b>ANOUK</b> Nobody's Wife ( <i>Columbia</i> )	4
<b>FLYS</b> Got You (Where I Want You) ( <i>Trauma/Delicious Vinyl</i> )	4
<b>MOON DOG MANE</b> Turn It Up ( <i>Eureka</i> )	4
<b>MOTLEY CRUE</b> Bitter Pill ( <i>Motley/Beyond</i> )	4
<b>TRAIN</b> Free ( <i>Aware</i> )	4

## MOST INCREASED PLAYS

ARTIST/TITLE/LABEL(S)	TOTAL PLAY INCREASE
<b>BLACK SABBATH</b> Psycho Man ( <i>Epic</i> )	+433
<b>R.E.M.</b> Daysleeper ( <i>Warner Bros.</i> )	+401
<b>OFFSPRING</b> Pretty Fly (For A White Guy) ( <i>Columbia</i> )	+194
<b>LENNY KRAVITZ</b> Fly Away ( <i>Virgin</i> )	+162
<b>U2</b> Sweetest Thing ( <i>Island</i> )	+132
<b>MOTLEY CRUE</b> Bitter Pill ( <i>Motley/Beyond</i> )	+89
<b>HOLE</b> Celebrity Skin ( <i>DGC/Geffen</i> )	+88
<b>GOO GOO DOLLS</b> Slide ( <i>Warner Bros.</i> )	+80
<b>JOHN MELLENCAMP</b> Your Life Is Now ( <i>Columbia</i> )	+76
<b>CANDLEBOX</b> 10,000 Horses ( <i>Maverick/WB</i> )	+72

## HOTTEST RECURRENTS

**FUEL** Shimmer (*550 Music*)

**GOO GOO DOLLS** Iris (*Warner Sunset/Reprise*)

**KENNY WAYNE SHEPHERD** Blue On Black (*Revolution/Reprise*)

**CREED** My Own Prison (*Wind-up*)

**SEMISONIC** Closing Time (*MCA*)

**MATCHBOX 20** Real World (*Lava/Atlantic*)

**MARCY PLAYGROUND** Sex And Candy (*Capitol*)

**DAYS OF THE NEW** Touch, Peel, And Stand (*Outpost/Geffen*)

**CREED** Torn (*Wind-up*)

**BROTHER CANE** I Lie In The Bed I Make (*Virgin*)

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.

# MOON DOG MANE

R&R Rock Chart

33-29

On Tour Now  
10/19 New Orleans  
10/20 Orlando  
10/21 Ft. Lauderdale  
10/23 Atlanta  
10/24 Myrtle Beach

“Turn It Up!”

New at:  
KYYS WWCT  
WAQX WKHY  
WROV

Monitor 38\*-33\*  
Album Network 53\*-49\*  
FMQB 50\*-44\*

This band is a must see live!



# ROCK PLAYLISTS

October 16, 1998 R&R • 125

FIND COMPLETE PLAYLISTS FOR ALL ROCK REPORTERS ON R&R ONLINE

**102.7 FM WJNEW**  
MARKET #10  
WJNEW/New York  
(212) 499-1027  
Walt/Kari

PLAYS	TRK	ARTIST/TITLE	
20	24	26	KENNY WAYNE SHEPHERD/Somewhere
24	24	26	DAYS OF THE NEW/The Down Town
25	23	26	JOHN MELLENCAMP/Your Life Is Now
16	23	26	GOO GOO DOLLS/Side
24	25	23	SHAWN MULLINS/Life
13	18	17	U2/Sweetest Thing
13	17	16	LENNY KRAMITZ/Fly Away
20	16	15	TRAGICALLY HIP/Poets
16	14	15	KAREN KADES/One Week
11	14	15	R.E.M./Dayslayer
15	14	15	SHERYL CROW/My Favorite Mistake
13	15	14	JOHNNY LANG/Sail Ramer
13	8	11	DAVE MATTHEWS BAND/Crush
10	12	10	HOLE/Celebrity Skin
10	12	10	CREED/What's This Life For
11	5	7	EVE 6/Inside Out
12	9	2	BRIAN SETZER ORCH./The Dirty Boogie
11	5	-	KISS/Psycho Circus

**KLOS 95.5**  
MARKET #9  
KLOS/Los Angeles  
(310) 840-4836  
Wide

PLAYS	TRK	ARTIST/TITLE	
15	15	10	BIG HEAD TODD.../Boom Boom
12	10	10	GOO GOO DOLLS/Side
12	10	10	JOHNNY LANG/Sail Ramer
20	20	17	PAGE/PLATINUM/In The Light
16	17	17	AEROSMITH/Don't Want To...
11	12	15	JOHN MELLENCAMP/Your Life Is Now
12	10	13	BRIAN SETZER ORCH./The Cats On A Roll...
10	12	12	U2/Sweetest Thing
11	10	11	DISPERAL/Lance In A White
6	8	7	BRUCE HORNBY/Grand Divorce
13	10	11	MOOTIE.../A Wha Wait
10	11	11	R.E.M./Dayslayer
7	7	9	STORYVILLE/Born Without You
8	3	6	ROD STEWART/Don't Let Me Be This Way
6	8	7	ANDROS/You're Not Alone
4	7	7	FABTUL/Fire Escape
7	8	4	ROD STEWART/Weeks
6	7	6	CPK/Morrison
4	5	6	SCOTT THOMAS BAND/Black Valentine
15	17	17	BRIAN WASH SHEPHERD/Blue On Black
9	8	5	CRACKER/The Good Life
6	6	6	SCOTT THOMAS BAND/Over Coming Home
15	21	16	4 BUDHOX 20Back 2 Good
15	17	17	BUDDY GYLLER LANG/Midnight Train
1	2	3	ROD STEWART/Cigarettes & Alcohol
1	2	3	JOHN FOGERTY/Promotion
2	1	2	PORCUPINE TREE/Waiting Phase I
2	2	2	DAVE MATTHEWS BAND/Stay (Living Time)
1	1	1	ERIC CLAPTON/Father's Eyes

**WMMR 93.9**  
MARKET #8  
WMMR/Philadelphia  
(610) 771-9933  
Bonadonna/Zipeto

PLAYS	TRK	ARTIST/TITLE	
14	11	24	GOO GOO DOLLS/Side
14	24	27	JOHN MELLENCAMP/Your Life Is Now
27	27	26	LENNY KRAMITZ/Fly Away
23	27	24	DISPERAL/Lance In A White
27	25	24	BROTHER CAME/Backache
20	20	20	U2/Sweetest Thing
8	15	16	BARE JIL/You Biss Me On
8	16	15	JACKY/Who's An American...
10	12	15	JOHNNY LANG/Sail Ramer
13	12	14	SEMSONG/Singing In My Sleep
14	16	14	CRACKER/The Good Life
10	11	11	R.E.M./Dayslayer
10	11	11	HOLE/Celebrity Skin
9	10	11	KISS/Psycho Circus
9	10	9	PETER WOLF/Furn Pages
6	6	6	BLACK SABBATH/Psycho Man
6	6	6	R.E.M./Dayslayer
6	2	1	PEARL JAM/Do The Evolution
6	2	1	ANDROS/Body's Wife

**KISW**  
MARKET #7  
KISW/Seattle  
(206) 285-7825  
Ryan/Faulkner

PLAYS	TRK	ARTIST/TITLE	
10	24	27	BLACK SABBATH/Psycho Man
10	24	27	KISS/Psycho Circus
28	29	27	CREED/What's This Life For
28	25	27	MONSTER MAGNET/Space Lord
15	17	15	LENNY KRAMITZ/Fly Away
4	13	17	GOO GOO DOLLS/Side
16	15	17	BROTHER CAME/Backache
14	17	17	CARLEBOX/10,000 Horses
14	17	17	METALLICA/Better Than You
8	16	14	ROD ZOMBIE/Drugs
9	9	10	SECOND COMING/Sort
6	7	9	LOCAL HAW The Kids All...
5	9	9	JERRY CANTRELL/Diary
7	7	9	SCREAMIN' CHEETAH.../Boogie King
9	10	9	TOUL/Summer
6	8	8	EVE 6/Inside Out
6	8	8	PEARL JAM/Hard To Imagine
6	8	8	MARILYN MANSON/The Dope Show
6	8	8	QUEENS OF.../Only

**93 PURE ROCK**  
MARKET #14  
KXRR/Minneapolis  
(612) 545-5681  
Linder/Sitney

PLAYS	TRK	ARTIST/TITLE	
20	29	30	ROD ZOMBIE/Drugs
24	27	29	KISS/Psycho Circus
25	29	30	METALLICA/Better Than You
22	28	26	MOTLEY CRUE/Smile Pail
19	21	22	STABBING WESTWARD/Save Yourself
18	21	22	MARILYN MANSON/The Dope Show
12	16	15	SECOND COMING/Sort
17	16	15	BROTHER CAME/Backache
6	8	9	WRESTED SISTER/Where Are Hard...
20	17	14	MONSTER MAGNET/Space Lord
18	19	14	KORIG/Get The Life
12	15	11	CREED/My Dan Prison
6	8	9	RAMMSTEIN/Oh Hast
9	10	11	MIGADETH/Trust
12	10	11	MIGADETH/Trust
9	13	10	SEVENOUST/Black
6	8	10	FINGER ELEVEN/Quackand
6	8	11	ORG/Snatches
4	6	7	MONSTER MAGNET/Powertrip
4	6	7	STABBING WESTWARD/Sometimes It Hurts
6	5	7	JACKY/Who's An American...
5	6	7	ECONOLINE CRUSH/Surefire (Rever...)
5	6	7	FLAN FACTORY/Resurrection
6	5	7	GODSMACK/Whatever
6	5	7	VAST/Touchad
7	6	6	ARTHUR/Outside Out
11	7	6	CREED/Torn
9	8	8	LIMP BIZKIT/Faith

**ROCK 100.3**  
MARKET #10  
WRDC/Minneapolis  
(612) 330-0100  
MacLesh/Phibotti

PLAYS	TRK	ARTIST/TITLE	
15	8	12	STABBING WESTWARD/Save Yourself
15	16	15	ROD ZOMBIE/Drugs
11	16	20	KISS/Psycho Circus
8	16	15	MIGADETH/Secret Place
8	16	12	HOLE/Celebrity Skin
10	9	11	METALLICA/Better Than You
10	9	11	JERRY CANTRELL/My Song
7	9	10	SEVENOUST/Black
17	17	10	CREED/What's This Life For
17	10	0	RAMMSTEIN/Oh Hast
9	9	10	BROTHER CAME/Backache
9	7	10	MARILYN MANSON/The Dope Show
6	6	9	SCREAMIN' CHEETAH.../Boogie King
17	10	0	AEROSMITH/What Kind Of Love...
16	11	0	FEEDER/Descend
8	13	4	BLACK SABBATH/Psycho Man
6	13	4	METALLICA/Feel
5	6	7	MONSTER MAGNET/Powertrip
5	6	7	MOON DOG MARE/Turn It Up
5	6	7	FUEL/Bittersweet
5	6	7	TOMMY SHAW/In This Right
5	6	7	STUTTERING JOHN/Everybody's
8	9	9	STABBING WESTWARD/Sometimes It Hurts
7	7	8	KENNY WAYNE SHEPHERD/Blue On Black
7	7	8	VAST/Touchad
7	4	5	SECOND COMING/Sort
7	4	5	ECONOLINE CRUSH/Surefire (Rever...)
7	4	5	KORIG/Get The Life
7	4	5	CREED/What's This Life For
7	4	5	GODSMACK/Whatever

**WBAB**  
MARKET #10  
WBAB/Lang Island  
(516) 587-1023  
Buchmann/Welton

PLAYS	TRK	ARTIST/TITLE	
33	34	34	BARE KADES/One Week
32	33	33	AEROSMITH/Don't Want To...
27	27	32	JOHN MELLENCAMP/Your Life Is Now
28	28	28	DAYS OF THE NEW/The Down Town
26	26	28	GOO GOO DOLLS/Side
21	20	22	SHERYL CROW/My Favorite Mistake
20	20	20	JOHNNY LANG/Sail Ramer
19	17	19	LENNY KRAMITZ/Fly Away
17	14	10	KISS/Psycho Circus
16	10	10	ALANIS MORISSETTE/Thank U
16	10	10	WRESTED SISTER/Where Are Hard...
17	17	17	U2/Sweetest Thing
16	17	17	R.E.M./Dayslayer
18	18	18	STEVE NICKS/You Ever Did...
18	18	18	GOO GOO DOLLS/Side
16	15	16	HOLE/Celebrity Skin
14	14	19	CREED/What's This Life For
14	14	14	AEROSMITH/What Kind Of Love...
13	14	13	PHISH/Birds Of A Feather
21	19	12	MOOTIE.../A Wha Wait
17	19	11	MATCHBOX 20/Back 2 Good
19	19	11	EVE 6/Inside Out
16	12	10	ROD STEWART/Rocks
16	12	10	SCREAMIN' CHEETAH.../Boogie King
7	7	7	MOON DOG MARE/Turn It Up
7	7	7	MARY CUTRER/Hello I Want You Back
7	7	7	ANDROS/Body's Wife
19	15	13	BLACK SABBATH/Psycho Man
19	15	13	FUEL/Summer

**101**  
MARKET #10  
KDKB/Phoenix  
(602) 897-9300  
Maravon/Elie

PLAYS	TRK	ARTIST/TITLE	
19	31	32	JOHNNY LANG/Sail Ramer
33	32	33	KISS/Psycho Circus
17	25	32	JOHN MELLENCAMP/Your Life Is Now
31	32	31	AEROSMITH/What Kind Of Love...
17	16	16	GOO GOO DOLLS/Side
17	16	16	SHERYL CROW/My Favorite Mistake
18	16	16	U2/Sweetest Thing
18	16	16	SCREAMIN' CHEETAH.../Boogie King
16	18	17	EVERCLEAR/Father Of Mine
16	18	17	KENNY WAYNE SHEPHERD/Somewhere
16	18	17	WRESTED SISTER/Where Are Hard...
16	17	17	U2/Sweetest Thing
16	17	17	R.E.M./Dayslayer
18	18	18	STEVE NICKS/You Ever Did...
18	18	18	GOO GOO DOLLS/Side
16	15	16	HOLE/Celebrity Skin
14	14	19	CREED/What's This Life For
14	14	14	AEROSMITH/What Kind Of Love...
13	14	13	PHISH/Birds Of A Feather
21	19	12	MOOTIE.../A Wha Wait
17	19	11	MATCHBOX 20/Back 2 Good
19	19	11	EVE 6/Inside Out
16	12	10	ROD STEWART/Rocks
16	12	10	SCREAMIN' CHEETAH.../Boogie King
7	7	7	MOON DOG MARE/Turn It Up
7	7	7	MARY CUTRER/Hello I Want You Back
7	7	7	ANDROS/Body's Wife
14	11	2	MARILYN MANSON/The Dope Show
16	11	2	SHERYL CROW/My Favorite Mistake

**WVE**  
MARKET #10  
WVE/Pittsburgh  
(412) 937-1441  
Hart

PLAYS	TRK	ARTIST/TITLE	
19	17	20	ROD STEWART/Rocks
18	17	20	KISS/Psycho Circus
14	13	18	JOHNNY LANG/Sail Ramer
17	18	17	KENNY WAYNE SHEPHERD/Somewhere
15	17	17	JOHN MELLENCAMP/Your Life Is Now
14	16	17	GOO GOO DOLLS/Side
13	15	17	FASTBALL/Fire Escape
14	12	15	LYRROD SKY/You're Not Alone
17	18	17	KENNY WAYNE SHEPHERD/Somewhere
11	14	13	KISS/Psycho Circus
8	9	13	HOLE/Celebrity Skin
8	10	8	BROTHER CAME/Backache
9	7	9	SCREAMIN' CHEETAH.../Boogie King
9	7	9	R.E.M./Dayslayer
9	7	9	SEMSONG/Singing In My Sleep
9	7	9	CARAMEL/Mother Nature's...
9	7	9	ALROSMITH/What Kind Of Love...
6	6	7	BLACK SABBATH/Psycho Man
6	6	7	MATCHBOX 20/Back 2 Good
6	6	7	ECONOLINE CRUSH/Surefire (Rever...)
3	2	6	PUSH/Without A Doubt

**WEBAC**  
MARKET #10  
WEBAC/Manchester  
(513) 621-9326  
Walter/Jamie

PLAYS	TRK	ARTIST/TITLE	
32	32	32	CREED/What's This Life For
16	16	25	HARVEY DANGER/Ragdoll Sitta
23	34	34	KENNY WAYNE SHEPHERD/Blue On Black
23	34	34	DAYS OF THE NEW/The Down Town
22	34	34	CREED/My Dan Prison
22	34	34	CREED/Torn
18	15	18	MONSTER MAGNET/Space Lord
16	17	17	JERRY CANTRELL/Get You In
16	17	17	FLY/Get You (Where...)
16	17	17	HOLE/Celebrity Skin
16	17	17	LENNY KRAMITZ/Fly Away
15	16	18	GOO GOO DOLLS/Side
16	17	16	OFFSPRING/Prerty Fly (Rever...)
6	3	13	KENNY WAYNE SHEPHERD/Somewhere
15	16	16	EAGLE-EYE CHERRY/Save Tonight
21	16	17	MARCY PLAYGROUND/Ser And Candy
19	17	17	FASTBALL/Fire Escape
18	17	14	KISS/Psycho Circus
4	5	6	EVERCLEAR/Father Of Mine
5	6	7	SEMSONG/Singing In My Sleep
6	5	6	LOCAL HAW The Kids All...
6	5	6	CARLEBOX/10,000 Horses
6	5	6	PHISH/Birds Of A Feather
17	6	7	THIRD EYE BLIND/Summertime
7	6	7	METALLICA/Better Than You
5	6	8	GODSMACK/Whatever
3	5	6	AEROSMITH/What Kind Of Love...
4	5	6	FINGER ELEVEN/Quackand
7	4	5	ECONOLINE CRUSH/Surefire (Rever...)

**KCAL 96.7**  
MARKET #10  
KCAL/Riverside  
(909) 793-3554  
Hoffman/Matthews

PLAYS	TRK	ARTIST/TITLE	
45	46	46	KISS/Psycho Circus
45	46	46	CREED/What's This Life For
45	46	46	BLACK SABBATH/Psycho Man
21	44	44	OFFSPRING/Prerty Fly (Rever...)
45	46	46	METALLICA/Better Than You
45	46	46	AEROSMITH/Don't Want To...
44	27	19	MONSTER MAGNET/Space Lord
46	29	28	BROTHER CAME/Backache
20	19	20	DLR RAINBOW/In The Hill
17	18	19	JOE SATRIAN/Train Of Angels
12	18	17	MONSTER MAGNET/Powertrip
15	16	15	AEROSMITH/What Kind Of Love...
18	18	18	RAMMSTEIN/Oh Hast
12	18	18	GOO GOO DOLLS/Side
12	18	18	ROD ZOMBIE/Drugs
14	16	6	GOO GOO DOLLS/Side
8	8	8	JACKY/Who's An American...
8	8	8	GREEN DAY/Back In Black
5	8	7	MARILYN MANSON/The Dope Show
5	8	7	KORIG/Get The Life

**94 HVY**  
MARKET #10  
WHYJ/Providence  
(401) 438-6110  
Bevilacqua/Schifino

PLAYS	TRK	ARTIST/TITLE	
26	27	29	CREED/What's This Life For
26	27	29	AEROSMITH/Don't Want To...
14	14	25	EVE 6/Inside Out
26	27	29	KENNY WAYNE SHEPHERD/Somewhere
27	26	24	DAYS OF THE NEW/The Down Town
17	17	18	KISS/Psycho Circus
13	14	16	LENNY KRAMITZ/Fly Away
11	11	16	BLACK SABBATH/Psycho Man
12	13	14	SCREAMIN' CHEETAH.../Boogie King
15	15	14	JOHN MELLENCAMP/Your Life Is Now
3	14	13	GOO GOO DOLLS/Side
12	12	12	MONSTER MAGNET/Space Lord
11	13	12	FASTBALL/Fire Escape
11	13	12	BARE KADES/One Week
11	13	10	ROD ZOMBIE/Drugs
8	8	9	GODSMACK/Whatever
8	8	9	U2/Sweetest Thing
8	11	9	MARILYN MANSON/The Dope Show
8	11	9	ANDROS/Body's Wife
6	6	7	JOHNNY LANG/Sail Ramer
6	11	8	HOLE/Celebrity Skin
5	6</		

# REPORTERS

Stations and their adds listed alphabetically by market

## ROCK

<b>WONE/Akron, OH</b> PM/D: J.D. Kunes LENNY KRAMITZ '74 BLACK SABBATH 'Psycho'	<b>WVRK/Columbus, GA</b> PM/D: Brian Waters MATCHBOX 20 'Real' SEVENWAYS 'Bliss' GOODSMACK 'Whisper'	<b>KFRQ/McAllen, TX</b> PM/D: Shilo Stevens OFFSPRING 'Philly' TRAIN 'Fool' CAMEL 'Whisper' RAMMSTEIN 'Schnauzer' ADDICT 'Nobody'	<b>WB8B/Raleigh, NC</b> PM/D: Andy Mayer CAMEL 'Whisper' BLACK SABBATH 'Psycho'
<b>WPYX/Albany, NY</b> PM/D: John Cooper No Adds	<b>WTUE/Dayton, OH</b> PM/D: Christopher Gerson AP/D: John Beaudou No Adds	<b>KZZE/Medford, OR</b> PM/D: Bill Meyer MID: Jennifer White 16 JOHN MELLER CAMP 'Lil' 11 'Phish 'Bird' 10 MOTLEY CRUE 'Bliss' 8 INDEPENDENT 'Guns' 5 STABBING WESTWARD 'Sometimes'	<b>KRRX/Redding, CA</b> Co-PM/D: Casey Frestand Co-PM/Prog. Dir.: Cindy Buser RYS 'G' SECOND COMING 'Self'
<b>KZRR/Albuquerque, NM</b> PM/D: Frank Jason PM: Phil Williams MID: Rob Brothers JACOBY 'Bird' GOODSMACK 'Whisper'	<b>KQDS/Duluth, MN</b> PM/D: Rick Church AP/D: Bill Jones OFFSPRING 'Philly' PETER WOLF 'Lamin' FEEDER 'Decadent'	<b>KOCR/Minneapolis, MN</b> PM/D: Dave Hamilton PM: Wade Linder MID: Josh Barney RAMMSTEIN 'Schnauzer'	<b>WRXL/Richmond, VA</b> PM/D: Brian Bliss AP/D: Pat Mayba GREEN DAY 'Bici' MATCHBOX 20 'Baci'
<b>WZZO/Allentown, PA</b> PM/D: Robin Lee MID: Keith Moyer FRIGER ELEVEN 'Outcast'	<b>KLAQ/E Paso, TX</b> PM/D: "Blag" Mike Ramsey MID: "Big" Al Jones No Adds	<b>WRQC/Minneapolis, MN</b> PM/D: Andy Bloom PM: Laurin MacLennan AP/D: Jay Phelps 1 MOTLEY CRUE 'Bliss' MIDU 'Nobody'	<b>KCAL/Riverside, CA</b> PM/D: Steve Hoffman MID: Matthew No Adds
<b>KWHL/Anchorage, AK</b> PM/D: Dan Thomas MID: Kathy Mitchell FLIGHT 16 'World'	<b>WRKT/Erie, PA</b> VP/Programming: Ron Kline MID: Sammy Stone PETER WOLF 'Lamin'	<b>WRQV/Roanoke, VA</b> PM/D: Buzz Casey MID: Bryan Shaw JANUS STARR 'Lil' LENNY KRAMITZ '74 GOODSMACK 'Whisper' MOON DOG MARE 'Turn' CRACKER 'World'	<b>WROV/Roanoke, VA</b> PM/D: Keith Edwards BLACK SABBATH 'Psycho' LENNY KRAMITZ '74
<b>WAPL/Alexandria, WI</b> PM/D: Randy Neenan PETER WOLF 'Lamin'	<b>WZZR/Fl. Pierce, FL</b> PM/D: Phil Dufurson MID: Woody Maxwell 16 REPTER WINE SHEPHERD 'Broken' RYS 'G' GOODSMACK 'Whisper'	<b>KMSY/Monterey-Salinas, CA</b> PM/D: Chris White MID: Rich Durbin STORYVILLE 'People' CAMEL 'Whisper'	<b>WRRX/Rockford, IL</b> PM/D: Keith Edwards BLACK SABBATH 'Psycho' LENNY KRAMITZ '74
<b>WZXL/Atlantic City, NJ</b> PM/D: Bruce Raymond MID: Kathy Caro 12 MARVIN MANSON 'Dop' 11 BLACK SABBATH 'Psycho' OFFSPRING 'Philly' MOTLEY CRUE 'Bliss' NEW RADICALS 'G' 12 'Sweetest'	<b>WXXE/Ft. Wayne, IN</b> PM/D: Doc West 12 'Sweetest'	<b>WVCG/Morgantown, WV</b> PM/D: Jeff Miller AP/D: Jim Harrison No Adds	<b>WKQZ/Saginaw, MI</b> PM/D: Jack Lawson OFFSPRING 'Philly' JANUS STARR 'Lil'
<b>WKGB/Singhamton, NY</b> PM/D: Jim Free MID: Tim Boland RYS 'G' 12 'Sweetest' SEVENWAYS THREE 'Mystery' STORYVILLE 'People'	<b>WNDO/Gainesville, FL</b> PM/D: Trevor Scott MID: David Riley LENNY KRAMITZ '74 STORYVILLE 'People'	<b>WDHA/Morrisstown, NJ</b> Dir/Prog. Dir.: Larry Black AP/D: Yorie Carr No Adds	<b>KBER/Salt Lake City, UT</b> PM/D: Bruce Jones AP/D: Helen Peters No Adds
<b>WRQK/Canton, OH</b> PM/D: Chuck Stevens Asst. PM: Todd Ostrom GOODSMACK 'Whisper' JOHNNY LANG 'Ramin'	<b>WQCN/Hagerstown, MD</b> PM/D: David Miller MID: Bill Kaufman LENNY KRAMITZ '74	<b>WPLR/New Haven, CT</b> PM/D: John Griffin MID: Paul Landry BLACK SABBATH 'Psycho'	<b>KZQZ/San Luis Obispo, CA</b> PM/D: Mark Wilson AP/D: Rick Andrews No Adds
<b>WRQK/Canton, OH</b> PM/D: Chuck Stevens Asst. PM: Todd Ostrom GOODSMACK 'Whisper' JOHNNY LANG 'Ramin'	<b>WSTJ/Jackson, MS</b> PM/D: Thane Patterson AP/D: Kevin Keith BLACK SABBATH 'Psycho' MOTLEY CRUE 'Bliss' CAMEL 'Whisper'	<b>WCKW/New Orleans, LA</b> PM/D: Ted Edwards RUSTBALL 'F' TRAIN 'Fool' GOOD DOG DOLLS 'Star'	<b>KOFX/Santa Rosa, CA</b> PM/D: Dan Gardner MID: Karen Michaels CAMEL 'Whisper' BLACK SABBATH 'Psycho'
<b>WPXC/Cape Cod, MA</b> PM/D: Suzanne Tenar MID: Brian Kelly R.E.M. 'Daytaper' PETER WOLF 'Lamin'	<b>WRZK/Johnson City-Kingsport, TN</b> PM/D: Mark E. McConney OFFSPRING 'Philly' BLACK SABBATH 'Psycho'	<b>WNEW/New York, NY</b> PM/D: Garry Wall MID: Andrew Kan KISS 'Psycho'	<b>WYNF/Sarasota, FL</b> PM/D: Brian Booth AP/D: Ron Michaels MID: Cathy Taylor No Adds
<b>KRNA/Cedar Rapids, IA</b> PM/D: Joe Hugen No Adds	<b>WRKR/Kalamazoo, MI</b> PM/D: Chris Ferris AP/D: Chris Winters LENNY KRAMITZ '74 CHRIS STARR 'Bliss'	<b>WKLT/NW Michigan</b> PM/D: Tom Ray MID: 'Nobody' CAMEL 'Whisper'	<b>KISW/Seattle, WA</b> PM/D: Clark Ryan AP/D: Cathy Faulkner MARVIN MANSON 'Dop' QUEENS OF 'Only'
<b>WYBB/Charleston, SC</b> PM/D: Charlie Kendall MID: John Woodwell INDEPENDENT 'Guns' BLACK SABBATH 'Psycho' CAMEL 'Whisper' TOMMY STARR 'Ramin'	<b>WGHY/Lafayette, IN</b> PM/D: Mike Morgan MID: Carl Lewis MOON DOG MARE 'Turn'	<b>KATZ/Oklahoma City, OK</b> PM/D: Chris Baker MID: John Ford LENNY KRAMITZ '74	<b>KRWV/Sioux Falls, SD</b> PM/D: John Ford MID: Kevin Woods No Adds
<b>WKLC/Charleston, WV</b> PM/D: Mike Rappaport MID: Dave Murdoch 8 R.E.M. 'Daytaper' 8 BLACK SABBATH 'Psycho' STABBING WESTWARD 'Sometimes' PETER WOLF 'Lamin'	<b>KOMP/Las Vegas, NV</b> PM/D: Mike Culotta MID: Big Marty No Adds	<b>KRRO/Sioux Falls, SD</b> PM/D: John Ford MID: Kevin Woods No Adds	<b>KOVS/Springfield, MO</b> PM/D: Steve Patrick AP/D: Steve Waters TRAIN 'Fool' LOCAL 'H' SECOND COMING 'Self'
<b>WVWV/Charlottesville, VA</b> PM/D: Rick Daniels MID: Kym McKay No Adds	<b>WKQX/Lexington, KY</b> PM/D: Tony Tibert MID: Hardsilly CAMEL 'Whisper' GREEN DAY 'Bici'	<b>WAOX/Syracuse, NY</b> PM/D: John McCree AP/D: Dave Fraine R.E.M. 'Daytaper' MOON DOG MARE 'Turn'	<b>KILQ/Colorado Springs, CO</b> PM/D: Dan Wilson 8 R.E.M. 'Daytaper' 3 OASIS 'Acquiesce' 2 JANUS STARR 'Lil'
<b>KFMF/Chico, CA</b> PM/D: Marty Griffin AP/D: Lisa Kelly PETER WOLF 'Lamin' KORN 'Lil'	<b>KMJK/Little Rock, AR</b> PM/D: Tom Wood MID: Jimmy Edwards No Adds	<b>WZQZ/Terre Haute, IN</b> PM/D: Jim Stone AP/D: Debbie Hunter PETER WOLF 'Lamin'	<b>WAZU/Columbus, OH</b> PM/D: Charley Lala MID: Joe Show OFFSPRING 'Philly' RUEL 'Bliss'
<b>WVBN/Cincinnati, OH</b> PM/D: Scott Reinhardt MID: Michael Water MID: Rick Jamba FEEDER 'Decadent' EVERLAST 'Lil'	<b>WBAB/Long Island, NY</b> VP/Prog. Dir.: Bob Buchmann Dir.: Eric Wetstein EAGLE EYE CHERRY 'Star' RUSH 'Spirit' PHIL COLLINS 'Garden'	<b>WVOT/Toledo, OH</b> PM/D: Darren Arriens AP/D: Don Davis MID: Susan Galt OFFSPRING 'Philly' JOHNNY LANG 'Ramin'	<b>WBZJ/Columbus, OH</b> PM/D: Neil Fish AP/D: Ron Hunter CAMEL 'Whisper'
<b>84 Total Reporters 84 Current Reporters 80 Current Playlists</b>	<b>KLOS/Los Angeles, CA</b> PM/D: Rita Wade PHISH 'Birds'	<b>WVCT/Peoria, IL</b> PM/D: Joe Collins R.E.M. 'Daytaper' MONSTER MAGNET 'Powering' PEARL JAM 'Eucalyp' COMBOY MOUTH 'Whisper' MIDU 'Nobody' MOON DOG MARE 'Turn'	<b>KNCN/Corpus Christi, TX</b> PM/D: Kelly Chavez MID: Al Jones 1 VAST 'Touch'
<b>Reported Frozen Playlist (2): WRKI/Danbury, CT KKEG/Fayetteville, AR</b>	<b>WTFX/Louisville, KY</b> PM/D: Michael Lee MID: Keith O'Leary EGGHEAD CRUSH 'Sweeten' COLD 'G' NICELUS 'Star'	<b>WMMR/Philadelphia, PA</b> PM/D: Joe Benvenuto MID: Ken Zappa MIDU 'Nobody'	<b>KEGL/Dallas, TX</b> PM/D: Greg Stevens AP/D: Cindy Scull STABBING WESTWARD 'Sometimes' SEVENWAYS 'Bliss' JACOBY 'Bird' LIMP BICHT 'Fool'
<b>Did Not Report, Playlist Frozen (2): KMCD/Tulsa, OK WNCD/Youngstown, OH</b>	<b>WOBZ/Macon, GA</b> PM/D: Vance Sheppard FRIGER ELEVEN 'Outcast' CAMEL 'Whisper'	<b>WVMM/Phoenix, AZ</b> PM/D: Tracy Leo 10 RUEL 'Bliss' 3 COMBOY MOUTH 'Whisper' 3 R.E.M. 'Daytaper'	<b>KBPI/Denver, CO</b> PM/D: Bob Richards MID: Willie E. Hung LIMP BICHT 'Fool' ONE MINUTE SILENCE 'Wash'
<b>No Longer A Reporter (2): WKLS/Atlanta, GA KTAL/Shreveport, LA</b>	<b>WVVE/Pittsburgh, PA</b> PM/D: Ernest Hart No Adds	<b>WRQR/Wilmington, NC</b> PM/D: Christine Martine EVE 6 'Fool' AEROSMITH 'Dude' AEROSMITH 'Same'	<b>KAZR/Des Moines, IA</b> PM/D: Sean Elliott MID: Paul Coburn COLD 'G'

## ACTIVE ROCK

<b>KEYJ/Abilene, TX</b> PM/D: Randy Jones MID: Dave Michaels OASIS 'Acquiesce' RAMMSTEIN 'Schnauzer' LIMP BICHT 'Fool' SEVENWAYS 'Bliss' GOODS 'Avatar'	<b>WRIF/Detroit, MI</b> PM/D: Doug Fedas AP/D: Troy Hanson 16 JERRY CANTRELL 'Song' 13 DARS OF THE NEW 'Dop' 11 MEGADETH 'Star' PUSH MONKEY 'Headbust'	<b>KIBZ/Lincoln, NE</b> PM/D: Tim Sheridan AP/D: John Terry No Adds	<b>KDOT/Reno, NV</b> PM/D: Rob Williams AP/D: Kevin Smith 21 BLACK SABBATH 'Psycho' 8 GOODSMACK 'Whisper' 8 RAMMSTEIN 'Schnauzer' 5 KID ROCK 'Bulldog'
<b>KZRX/Amarillo, TX</b> PM/D: Eric Slayter MID: J. Curry JACOBY 'Bird'	<b>WGBF/Evanville, IN</b> PM/D: Turner Watson MID: Turner Watson OFFSPRING 'Philly' JOHNNY LANG 'Ramin' MOON DOG MARE 'Turn' JANUS STARR 'Lil'	<b>WRCH/Norfolk Island, NY</b> PM/D: Chaz MID: A.J. Manno GOOD DOG DOLLS 'Star' GREEN DAY 'Bici' GOODSMACK 'Whisper' OFFSPRING 'Philly'	<b>KRXQ/Sacramento, CA</b> PM/D: Carlos Johnson AP/D: Pat Martin MID: Kyle Brooks 5 ZEPHYRUS 'Bliss' 4 NICELUS 'Star' 2 LIMP BICHT 'Fool'
<b>WIOB/Ann Arbor, MI</b> PM/D: Mark Thompson MID: Chris Amma RYS 'G' VAST 'Touch' MONSTER MAGNET 'Powering'	<b>KQWB/Fargo, ND</b> PM/D: Guy Dark OASIS 'Acquiesce' RAMMSTEIN 'Schnauzer' FRIGER ELEVEN 'Outcast'	<b>KFMX/Lubbock, TX</b> PM/D: Wes Noesner PLACED 'Morning' TRAIN 'Fool' OASIS 'Acquiesce'	<b>WHMH/St. Cloud, MN</b> PM/D: Scott Klein R.E.M. 'Daytaper' RAMMSTEIN 'Schnauzer' OASIS 'Acquiesce' SEVENWAYS THREE 'Mystery' COLD 'G' PHISH 'Birds' BRET MICHAELS 'Wby'
<b>KLBJ/Austin, TX</b> PM/D: Jeff Carroll MID: Lorie Lamm 1 R.E.M. 'Daytaper' STORYVILLE 'People' JACOBY 'Bird'	<b>WRCO/Fayetteville, NC</b> PM/D: Greg Patrick OASIS 'Acquiesce' R.E.M. 'Daytaper'	<b>WJJO/Madison, WI</b> PM/D: Glen Gardner AP/D: Peter Patton MOTLEY CRUE 'Bliss' RAMMSTEIN 'Schnauzer'	<b>WTRM/SL. Louis, MO</b> PM/D: Tommy Matern AP/D: Rob Walker RAMMSTEIN 'Schnauzer' SPRING MONKEY 'Breakdown'
<b>KRAB/Bakersfield, CA</b> PM/D: Chris Squires MID: Danny Spinas 20 ONE 'New' 12 OFFSPRING 'Philly' 16 12 'Sweetest'	<b>WVBN/Film, WI</b> PM/D: Brian Beddow MID: Chris Walker MONSTER MAGNET 'Powering'	<b>WGR/Manchester, NH</b> PM/D: Todd Thomas MID: Scott Lauriat 14 MOTLEY CRUE 'Bliss' LIMP BICHT 'Fool' FEEDER 'Decadent' PHISH 'Birds'	<b>WZBH/Salisbury, MD</b> PM/D: John Allen AP/D: Shawn Murphy MID: Paul McKel JACOBY 'Birds' GREEN DAY 'Bici' COMBOY MOUTH 'Whisper' SEVENWAYS 'Bliss'
<b>WYV/Baltimore, MD</b> PM/D: Rick Strauss AP/D: Rob Hechtman 11 KORN 'Lil'	<b>WBYR/Ft. Wayne, IN</b> PM/D: Rossie McVay FEEDER 'Decadent' PLACED 'Morning' MOON DOG MARE 'Turn' FRIGER ELEVEN 'Outcast'	<b>WMTA/Miami, FL</b> PM/D: Gregg Steele MID: Kimsa 32 STABBING WESTWARD 'Sometimes' 5 WABALLICE 'G' 1 SPRING MONKEY 'Breakdown'	<b>KISS/San Antonio, TX</b> PM/D: Kevin Vargas MID: C.J. Cruz MONSTER 'Singin' SEVENWAYS 'Bliss'
<b>WCPA/Bixby, MS</b> PM/D: Kenny Vest AP/D: Wayne Williams AP/D: Best Fox 18 OASIS 'Acquiesce' PLACED 'Morning' RAMMSTEIN 'Schnauzer' PHISH 'Birds' 18 MACK LONE FOUNTAIN 'This' SPRING MONKEY 'Breakdown'	<b>WRUF/Gainesville, FL</b> PM/D: Matt Adams 15 R.E.M. 'Daytaper' 12 OFFSPRING 'Philly' 8 SEVENWAYS THREE 'Mystery' BLACK SABBATH 'Psycho' PETER WOLF 'Lamin' FEEDER 'Decadent' GOODSMACK 'Whisper' OASIS 'Acquiesce'	<b>WZLR/Milwaukee, WI</b> PM/D: Kevin Hastings MID: Marilyn Iles COLD 'G' FEAR FACTORY 'Resurrect'	<b>KQOZ/San Diego, CA</b> PM/D: Tim Dukes MID: Sharon Loder 1 SPRING MONKEY 'Breakdown'
<b>WAAF/Boston, MA</b> PM/D: Dave Douglas AP/D: Ron Vanoy MID: John Osterling SOAK 'D' BLACK SABBATH 'Psycho'	<b>WVLA/Grand Rapids, MI</b> PM/D: Tony Gales MID: Mark Paine CAMEL 'Whisper' SEVENWAYS 'Bliss'	<b>WRAT/Murkuth-Ocean, NJ</b> PM/D: Carl Crabb AP/D: Robyn Lane 12 'Sweetest' CAMEL 'Whisper' R.E.M. 'Daytaper' JOHNNY LANG 'Ramin'	<b>KJJO/San Jose, CA</b> PM/D: Alan Kennedy MID: Loretta Pina BLACK SABBATH 'Psycho' ROB ZOMBE 'Drugs'
<b>WZNF/Champaign, IL</b> PM/D: Strug AP/D: Stacy Corner 1 RAMMSTEIN 'Schnauzer' 1 FEEDER 'Decadent' 1 CAMEL 'Whisper'	<b>WVRA/Harrisburg, PA</b> PM/D: Claudia DeLorenzo MID: Nison NICELUS 'Star' JANUS STARR 'Lil'	<b>WRAT/Murkuth-Ocean, NJ</b> PM/D: Carl Crabb AP/D: Robyn Lane 12 'Sweetest' CAMEL 'Whisper' R.E.M. 'Daytaper' JOHNNY LANG 'Ramin'	<b>KTUX/Shreveport, LA</b> PM/D: Carl Crabb AP/D: Bobby Cook R.E.M. 'Daytaper' 12 'Sweetest' RAMMSTEIN 'Schnauzer' SPRING MONKEY 'Breakdown'
<b>WVRA/Harrisburg, PA</b> PM/D: Claudia DeLorenzo MID: Nison NICELUS 'Star' JANUS STARR 'Lil'	<b>WVRC/Chicago, IL</b> PM/D: Dave Richards AP/D: Jo Robinson RAMMSTEIN 'Schnauzer' QUEENS OF 'Only' LIMP BICHT 'Fool'	<b>WVRA/Harrisburg, PA</b> PM/D: Claudia DeLorenzo MID: Nison NICELUS 'Star' JANUS STARR 'Lil'	<b>WRBR/South Bend, IN</b> PM/D: Joe Turner 11 MONSTER MAGNET 'Powering' 5 CAMEL 'Whisper' SPRING MONKEY 'Breakdown' PLACED 'Morning' JOHNNY LANG 'Ramin'
<b>WVRC/Chicago, IL</b> PM/D: Dave Richards AP/D: Jo Robinson RAMMSTEIN 'Schnauzer' QUEENS OF 'Only' LIMP BICHT 'Fool'	<b>WVRA/Harrisburg, PA</b> PM/D: Claudia DeLorenzo MID: Nison NICELUS 'Star' JANUS STARR 'Lil'	<b>WVRC/Chicago, IL</b> PM/D: Dave Richards AP/D: Jo Robinson RAMMSTEIN 'Schnauzer' QUEENS OF 'Only' LIMP BICHT 'Fool'	<b>KNJY/Spokane, WA</b> PM/D: Casey Chappin MID: Steve Hawk 7 RAMMSTEIN 'Schnauzer'
<b>KROR/Chico, CA</b> PM/D: Dan Wilson 8 R.E.M. 'Daytaper' 3 OASIS 'Acquiesce' 2 JANUS STARR 'Lil'	<b>WVRA/Harrisburg, PA</b> PM/D: Claudia DeLorenzo MID: Nison NICELUS 'Star' JANUS STARR 'Lil'	<b>WVRC/Chicago, IL</b> PM/D: Dave Richards AP/D: Jo Robinson RAMMSTEIN 'Schnauzer' QUEENS OF 'Only' LIMP BICHT 'Fool'	<b>WVRA/Harrisburg, PA</b> PM/D: Claudia DeLorenzo MID: Nison NICELUS 'Star' JANUS STARR 'Lil'
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# ACTIVE ROCK TOP 50

OCTOBER 16, 1998

Wk	TW	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
8	5	2	1	<b>LENNY KRAVITZ</b> Fly Away (Virgin)	2070	1922	1668	1472	79/1
7	4	4	2	<b>HOLE</b> Celebrity Skin (DGC/Geffen)	1925	1847	1705	1540	78/0
1	1	1	3	<b>CREED</b> What's This Life For (Wind-up)	1918	1978	2093	2208	72/0
8	3	5	4	<b>KISS</b> Psycho Circus (Mercury)	1842	1827	1738	1640	72/0
2	2	3	5	<b>EVE</b> 6 Inside Out (RCA)	1766	1877	1808	1702	67/0
8	8	8	6	<b>ROB ZOMBIE</b> Dragula (Geffen)	1656	1598	1509	1418	78/1
11	10	10	7	<b>MARILYN MANSON</b> The Dope Show (Nothing/Interscope)	1381	1381	1290	1223	76/0
3	6	7	8	<b>METALLICA</b> Better Than You (Elektra/EEG)	1343	1483	1596	1691	61/0
9	9	9	9	<b>MONSTER MAGNET</b> Space Lord (A&M)	1325	1426	1451	1651	68/0
4	7	8	10	<b>DAYS OF THE NEW</b> The Down Town (Outpost/Geffen)	1260	1438	1555	1670	61/0
13	12	11	11	<b>LOCAL H</b> All The Kids Are Right (Island)	1252	1219	1162	1078	67/0
15	15	12	12	<b>FLYS</b> Got You (Where I Want You) (Trauma/Delicious Vinyl)	1235	1134	994	914	69/3
23	17	13	13	<b>GOO GOO DOLLS</b> Slide (Warner Bros.)	1189	1128	958	784	62/2
16	14	14	14	<b>STABBING WESTWARD</b> Sometimes It Hurts (Columbia)	1150	1107	1070	987	72/2
<b>BREAKER</b>	15	16	15	<b>BLACK SABBATH</b> Psycho Man (Epic)	1120	552	—	—	73/6
	16	16	16	<b>SECOND COMING</b> Soft (Capitol)	1052	1012	956	848	73/2
<b>BREAKER</b>	17	17	17	<b>OFFSPRING</b> Pretty Fly (For A White Guy) (Columbia)	1037	478	—	—	73/8
	16	15	18	<b>KORN</b> Got The Life (Immortal/Epic)	1024	1014	968	939	71/1
24	20	18	19	<b>SCREAMIN' CHEETAH WHEELIES</b> Boogie... (Capricorn/Mercury)	917	898	822	771	52/1
<b>BREAKER</b>	20	20	20	<b>CANDLEBOX</b> 10,000 Horses (Maverick/WB)	832	581	239	123	64/7
30	27	23	21	<b>ECONOLINE CRUSH</b> Surefire (Never Enough) (Restless)	825	741	668	578	70/0
27	24	20	22	<b>SEMISONIC</b> Singing In My Sleep (MCA)	818	807	730	669	49/3
33	26	21	23	<b>FUEL</b> Bittersweet (550 Music)	761	769	671	549	58/3
10	11	19	24	<b>AEROSMITH</b> What Kind Of Love Are You On (Columbia)	745	883	1167	1385	38/0
26	23	24	25	<b>FINGER ELEVEN</b> Quicksand (Wind-up)	739	721	742	685	63/0
28	25	25	26	<b>FASTBALL</b> Fire Escape (Hollywood)	665	713	689	650	39/0
<b>BREAKER</b>	27	27	27	<b>MOTLEY CRUE</b> Bitter Pill (Motley/Beyond)	659	581	399	87	46/3
<b>BREAKER</b>	28	28	28	<b>GODSMACK</b> Whatever (Republic/Universal)	651	533	446	324	62/5
39	32	27	29	<b>COWBOY MOUTH</b> Whatcha Gonna Do? (MCA)	650	605	539	451	43/1
12	13	17	30	<b>BROTHER CAME</b> Machete (Virgin)	623	905	1099	1135	35/0
37	30	30	31	<b>PEARL JAM</b> Do The Evolution (Epic)	571	578	547	497	42/0
38	33	32	32	<b>VAST</b> Touched (Elektra/EEG)	562	539	517	460	54/2
15	22	26	33	<b>KENNY WAYNE SHEPHERD</b> Somehow... (Revolution/Reprise)	538	645	793	988	24/0
—	47	39	34	<b>MONSTER MAGNET</b> Powertrip (A&M)	515	437	313	161	47/5
36	31	33	35	<b>ORGY</b> Stitches (Elementree/Reprise)	503	539	545	501	45/0
41	35	36	37	<b>JACKYL</b> We're An American Band (Geffen)	487	492	449	336	39/5
14	21	35	37	<b>JERRY CANTRELL</b> My Song (Columbia)	441	529	811	1028	33/1
—	—	45	38	<b>U2</b> Sweetest Thing (Island)	424	352	113	—	29/3
—	46	43	39	<b>PUSHMONKEY</b> Handslide (Arista)	411	383	317	278	37/2
42	38	40	40	<b>FLIGHT 16</b> If All The World Hated Me (550 Music)	405	422	413	373	38/0
43	43	44	41	<b>KID ROCK</b> I Am The Bulldog (Lava/Atlantic)	358	360	344	364	37/2
29	34	41	42	<b>RAMMSTEIN</b> Du Hast (Slash/London/Island)	347	420	494	624	34/0
<b>DEBUT</b>	43	43	43	<b>FEEDER</b> Descend (Echo/Elektra/EEG)	287	252	212	125	37/6
<b>DEBUT</b>	44	44	44	<b>LIMP BIZKIT</b> Faith (Flip/Interscope)	280	203	166	33	39/8
43	48	46	45	<b>FEAR FACTORY</b> Resurrection (Roadrunner)	275	302	295	291	30/1
<b>DEBUT</b>	46	46	46	<b>SEVENDUST</b> Bitch (TVT)	265	208	39	—	32/5
<b>DEBUT</b>	47	47	47	<b>GRAVITY KILLS</b> Alive (TVT)	259	263	241	182	24/0
25	28	37	48	<b>SMASHING PUMPKINS</b> Perfect (Virgin)	258	488	650	751	16/0
<b>DEBUT</b>	49	49	49	<b>JONNY LANG</b> Still Raining' (A&M)	256	240	212	160	23/7
40	44	47	50	<b>HARVEY DANGER</b> Flapole Sitta (Slash/London/Island)	255	293	339	461	17/0

This chart reflects airplay from October 5-11. Songs ranked by total plays. Highlighted songs indicate Breaker. 80 Active Rock reporters. 80 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R&R Inc.

## NEW & ACTIVE

**ANDUK** Nobody's Wife (Columbia)  
Total Plays: 228, Total Stations: 22, Adds: 0

**SOAK** Do It (Sire)  
Total Plays: 218, Total Stations: 30, Adds: 4

**R.E.M.** Daysleeper (Warner Bros.)  
Total Plays: 205, Total Stations: 23, Adds: 8

**CANE** Never Thers (Capricorn/Mercury)  
Total Plays: 168, Total Stations: 13, Adds: 2

**HATCHBOX 29** Back 2 Good (Lava/Atlantic)  
Total Plays: 167, Total Stations: 11, Adds: 0

**INCUBUS** New Skin (Immortal/Epic)  
Total Plays: 128, Total Stations: 14, Adds: 2

**ONE MINUTE SILENCE** A Waste Of Things To Come (Big G/1/2)  
Total Plays: 122, Total Stations: 15, Adds: 1

**FIREWATER** Dropping Like Flies (Cherry/Universal)  
Total Plays: 122, Total Stations: 15, Adds: 2

**JANUS STANK** Every Little Thing Counts (Earache/Trauma)  
Total Plays: 107, Total Stations: 16, Adds: 4

**CARAMEL** Mother Nature's Mistakes (41/Geffen)  
Total Plays: 107, Total Stations: 14, Adds: 0

Songs ranked by total plays

## BREAKERS

**BLACK SABBATH** Psycho Man (Epic)  
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS  
1120/568 73/6 CHART 15

**OFFSPRING** Pretty Fly (For A White Guy) (Columbia)  
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS  
1037/559 73/8 CHART 17

**CANDLEBOX** 10,000 Horses (Maverick/WB)  
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS  
832/251 64/7 CHART 20

**MOTLEY CRUE** Bitter Pill (Motley/Beyond)  
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS  
659/78 46/3 CHART 21

**GODSMACK** Whatever (Republic/Universal)  
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS  
651/118 62/5 CHART 22

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
RAMMSTEIN Sehnsucht (Slash/London/Island)	14
OASIS Acquiesce (Epic)	11
LIMP BIZKIT Faith (Flip/Interscope)	8
OFFSPRING Pretty Fly (For A White Guy) (Columbia)	8
R.E.M. Daysleeper (Warner Bros.)	8
SPRUNG MONKEY Super Breakdown (Surfgod/Hollywood)	8
CANDLEBOX 10,000 Horses (Maverick/WB)	7
JONNY LANG Still Raining' (A&M)	7
BLACK SABBATH Psycho Man (Epic)	6
FEEDER Descend (Echo/Elektra/EEG)	6

## Second Coming

### "Soft"

## R&R Active Rock

# 16

New Adds: WXRA, KMOD, KXUS, WKQZ, KRRX

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BLACK SABBATH Psycho Man (Epic)	+588
OFFSPRING Pretty Fly (For A White Guy) (Columbia)	+559
CANDLEBOX 10,000 Horses (Maverick/WB)	+251
LENNY KRAVITZ Fly Away (Virgin)	+148
GODSMACK Whatever (Republic/Universal)	+118
R.E.M. Daysleeper (Warner Bros.)	+117
FLYS Got You (Where I Want...) (Trauma/Delicious Vinyl)	+101
ECONOLINE CRUSH Surefire (Never Enough) (Restless)	+84
HOLE Celebrity Skin (DGC/Geffen)	+78
MONSTER MAGNET Powertrip (A&M)	+78
MOTLEY CRUE Bitter Pill (Motley/Beyond)	+78

Breakers: Songs registering 600 plays or more for the first time. Statline: Ranked by number of 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 increase in total plays. Weighted chart appears on R&R ONLINE.

**econoline crush surefire**

On 160...  
R&R...  
R&R...  
R&R...  
44...  
21...  
BDS Active Rock...  
BDS Mainst...  
33...  
Restless

# ACTIVE ROCK PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ACTIVE ROCK REPORTERS ON R&R ONLINE

**MARKET #1**  
**WVCC/Chicago**  
(312) 861-8100  
Richards/Robinson

**ROCK 103.5**

PLAYS	ARTIST/TITLE
34 32 31 33	MEGADETHA Secret Place
30 33 32 33	MONSTER MAGNET/Space Lord
16 20 29 32	LOCAL HAWK The Kidz Am...
7 33 31 31	BLACK SABBATH/Psycho Man
32 29 30	CREED/What's This Life For
15 19 28 28	ROB ZOMBIE/Dracula
- 21 16	OFFSPRING/Pretty Fly (Pt. 1)
12 16 14	STABBING WESTWARD/Sometimes It Hurts
5 15 14 14	CANDLEBOX/10,000 Horses
7 15 13 12	HOLE/Celebrity Skin
- 12 9 12	JERRY CANTRELL/Daisy
0 15 12 12	KISS/Psycho Circus
0 7 9 11	MARILYN MANSON/The Dope Show
18 14 3 18	CANDLEBOX/10,000 Horses
- 7 9	FLYSGot You (Where...)
0 8 0 8	FINGER ELEVEN/Quicksand
5 6 6 6	MONSTER MAGNET/Powertrip
- 1 5 7	SEVENUST/Black
7 6 6 6	ECODOLINE CRUSH/Surefire (Rever...)
10 13 12 7	KORNGot The Life
1 5 6 6	SOA/Do It
- 1 5 6	SCREAMIN' CHEETAH...Boogie King
1 1 6 6	GOODSMACK/Whatever
24 33 34	ECODOLINE CRUSH/Surefire (Rever...)
1 5 6 6	SECOND COMING/SO
0 6 6 5	PUSHMOBILE/Handside
0 6 6 6	FEAR FACTORY/Resurrection
0 7 7 8	ORGY/Stitches
7 7 5 5	VAST/Touché
- 4	MOTLEY CRUE/Straw Hat

**MARKET #1**  
**WYSP/Philadelphia**  
(215) 675-8460  
Sabean/Musky

**94 WYSP**  
THE ROCK STATION

PLAYS	ARTIST/TITLE
34 30 35 33	CREED/What's This Life For
34 32 29 32	METALLICA/Whore Than You
18 31 32	LEBBY KRUMITZ/Fly Away
30 30 29 30	MONSTER MAGNET/Space Lord
21 20 22 21	BROTHER CAME/Matche
20 20 22 21	MARILYN MANSON/The Dope Show
21 20 22 21	HOLE/Celebrity Skin
18 21 22 21	MEGADETHA Secret Place
20 20 20 20	KISS/Psycho Circus
- 14 18	STABBING WESTWARD/Sometimes It Hurts
17 16 18 17	ROB ZOMBIE/Dracula
20 16 14 18	KERRY WAYNE SHEPHERD/Somewhere
- 5 10	BLACK SABBATH/Psycho Man
- 13 14	PEARL JAM/Do The Evolution
15 16 10 14	KORNGot The Life
12 13 9 12	FINGER ELEVEN/Quicksand
- 6 12	OFFSPRING/Pretty Fly (Pt. 1)
10 12 10 11	SECOND COMING/SO
11 12 9 11	STABBING WESTWARD/Sometimes It Hurts
- 10 11 11	MOTLEY CRUE/Straw Hat
- 7 11	MONSTER MAGNET/Powertrip
10 10 11 10	KID ROCK/Am The Bulldog
- 8 10	LIMP BIZKIT/Fat
0 10 7 7	MEGADETHA Secret Place
- 8 10 7 7	JERRY CANTRELL/Daisy

**MARKET #1**  
**KEGL/Dallas**  
(972) 869-9700  
Stevens/Scull

**97.1 EAGLE ROCKS**

PLAYS	ARTIST/TITLE
34 17 22 33	FUEL/Shimmer
34 34 29 32	TOOL/Fury Sa & 2
12 22 20	LEBBY KRUMITZ/Fly Away
12 15 20	MONSTER MAGNET/Secret Place
18 16 21 24	KERRY WAYNE SHEPHERD/Somewhere
33 32 32 32	METALLICA/Better Than You
21 21 25 21	KISS/Psycho Circus
20 29 32 1	ROB ZOMBIE/Dracula
18 14 23 18	ECODOLINE CRUSH/Surefire (Rever...)
- 14 10	BLACK SABBATH/Psycho Man
14 16 9 10	MARILYN MANSON/The Dope Show
11 13 20 10	HOLE/Celebrity Skin
34 18 15 17	DAWS OF THE NEW/The Down Town
18 14 23 18	FLYSGot You (Where...)
8 13 10 16	MOTLEY CRUE/Straw Hat
34 36 34 10	CREED/Tera
15 18 10 15	KORNGot The Life
10 14 10 11	CREED/What's This Life For
18 10 13 13	CHRIS CORNELL/The Evolution
- 12 12	ECODOLINE CRUSH/Surefire (Rever...)
16 18 14 12	STABBING WESTWARD/Sometimes It Hurts
19 17 13 11	MONSTER MAGNET/Space Lord
- 14 14	GOODSMACK/Whatever
18 10 13 13	MEGADETHA Secret Place
11 10 7 7	SECOND COMING/SO
- 6 9	FINGER ELEVEN/Quicksand
9 10 10 10	SEVENUST/Black
16 19 16 0	RAMMSTEIN/Do Hand
0 8 6 6	METALLICA/Whore Than You
- 7 0	KID ROCK/Am The Bulldog

**MARKET #1**  
**WKNR/Detroit**  
(248) 423-3300  
Steen

**97.1 Extreme Radio**

PLAYS	ARTIST/TITLE
41 40 41 42	KORNGot The Life
38 41 42 41	HOLE/Celebrity Skin
36 42 39 41	MARILYN MANSON/The Dope Show
- 38 40	OFFSPRING/Pretty Fly (Pt. 1)
24 33 39 40	ROB ZOMBIE/Dracula
37 41 41 41	LEBBY KRUMITZ/Fly Away
27 26 23 31	SEVENUST/Black
26 25 26 26	STABBING WESTWARD/Sometimes It Hurts
15 12 33 27	MONSTER MAGNET/Powertrip
26 26 25 28	SECOND COMING/SO
25 26 27 25	FUEL/Bittersweet
25 23 23 24	METALLICA/Better Than You
25 23 25 24	TOOL/Fatality
70 12 23 24	ONCE/Where
10 20 23 23	RAGE AGAINST...Axe Shatter
34 30 21 23	BEASTIE BOYS/Intoxicated
18 19 18 20	VAST/Touché
- 8 26	PEARL JAM/Do The Evolution
70 72 72 19	GRANTY KILL/Anarchy
- 8 15 17	GOODSMACK/Whatever
- 7 16	KID ROCK/Am The Bulldog
17 11 13 15	LIMP BIZKIT/SO
3 10 15	STABBING WESTWARD/Sometimes It Hurts
15 12 33 27	MONSTER MAGNET/Powertrip
- 12 33	CARDIAC/Never Trust
- 10 11	SCREAMIN' CHEETAH...Boogie King
- 6 10	DEFONES/Arise The Dead
3 7 6 5	LIMP BIZKIT/Fat
5 3 7 4	KORNGot The Life

**MARKET #1**  
**WVIF/Detroit**  
(248) 547-0101  
Podell/Hanson

**101 WRIF**

PLAYS	ARTIST/TITLE
34 31 30 32	CREED/What's This Life For
25 34 24	MONSTER MAGNET/Space Lord
26 29 25	BLACK SABBATH/Psycho Man
22 24 20	LEBBY KRUMITZ/Fly Away
- 24 22	HOLE/Celebrity Skin
18 24 19 22	BROTHER CAME/Matche
21 20 21	KERRY WAYNE SHEPHERD/Somewhere
22 20 17	AEROSMITH/Walk This Way
19 18 15 17	METALLICA/Better Than You
- 16 16	JERRY CANTRELL/Daisy
17 13 17 14	ROB ZOMBIE/Dracula
20 10 10	DAWS OF THE NEW/The Down Town
- 10 10	PETER DINKLAGE/Paper
11 12 15 12	LOCAL HAWK The Kidz Am...
15 13 13	MARILYN MANSON/The Dope Show
12 12 12 11	SECOND COMING/SO
MEGADETHA Secret Place	
10 13 18 11	KORNGot The Life
- 3 10	KISS/You Wanted The Best
6 5 10 10	FUEL/Bittersweet
- 3 10	OFFSPRING/Pretty Fly (Pt. 1)
7 10 17	ECODOLINE CRUSH/Surefire (Rever...)
- 10 10	PETER DINKLAGE/Paper
- 3 10	TWISTED SISTERS/Hot As Hard...
11 8 10 0	SCREAMIN' CHEETAH...Boogie King
- 17 16	MOTLEY CRUE/Straw Hat
0 13 12 8	MONSTER MAGNET/Powertrip
0 8 8 7	GOODSMACK/Whatever
0 8 8 7	ORGY/Stitches

**MARKET #1**  
**WVWC/Washington**  
(301) 587-7100  
Neumann/Rizer

**DC 101**

PLAYS	ARTIST/TITLE
13 25 32 30	LEBBY KRUMITZ/Fly Away
37 36 38 37	DAWS OF THE NEW/The Down Town
33 33 33 37	FLYSGot You (Where...)
34 35 36 34	DAVE MATTHEWS BAND/Sunday Morning
11 11 32	HARVEY DANING/Inappropriate Sista
35 37 35 5	EVE 6/Inside Out
34 34 34 35	FUEL/Shimmer
34 31 30 38	FOO FIGHTERS/Walking After You
24 33 34	DISMAYEL/Once In A While
5 13 14 24	GOOD GOD DOLLS/Side
- 8 13 24	EAGLE-EYE CHERRY/Save Tonight
- 13 11 10	DC TALK/My Friend (So Long)
- 9 14	ALAMIS MOUSSSET/Threat U
13 17 11	SEVENUST/Singing In My Sleep
14 16 14	PASTBALL/Fire Escape
- 8 14	PUSHMOBILE/Handside
14 13 13 13	CRACKER/In The Good Life
0 11 14 13	HOLE/Celebrity Skin
8 12 12	OFFSPRING/Pretty Fly (Pt. 1)
13 12 12 12	LOCAL HAWK The Kidz Am...
15 14 12 12	COWBOY MOUTH/Whitika Gonna Do?
- 4 12 12	R.E.M./Oxygenn
0 8 0 8	STABBING WESTWARD/Sometimes It Hurts
7 6 4 0	BEASTIE BOYS/Remote Control
- 8 8	DAVE MATTHEWS BAND/Crush

**MARKET #1**  
**WVAF/Detroit**  
(313) 236-1073  
Douglas/Volenti  
Osterlind

**WVAF**  
107.3 FM

PLAYS	ARTIST/TITLE
34 37 37 30	GOODSMACK/Whatever
30 33 34 30	LEBBY KRUMITZ/Fly Away
30 32 34 34	FLYSGot You (Where...)
32 31 33	HOLE/Celebrity Skin
31 29 30 33	ROB ZOMBIE/Dracula
19 21 33 32	MONSTER MAGNET/Space Lord
28 34 32 31	EVE 6/Inside Out
27 30 31 29	KORNGot The Life
29 31 32 29	TOOL/Fatality
12 16 28 28	FUEL/Bittersweet
13 22 23	FLIGHT 19/In The World
23 25 25 22	KID ROCK/Am The Bulldog
- 23 25 25	FEEDER/Descend
14 15 19	SCREAMIN' CHEETAH...Boogie King
24 10 22 16	MARILYN MANSON/The Dope Show
- 17	OFFSPRING/Pretty Fly (Pt. 1)
- 32 16	BEASTIE BOYS/Intoxicated
11 12 14 14	FEAR FACTORY/Resurrection
12 14 14	LIMP BIZKIT/Fat
9 11 14 14	INCUBUS/New Skin
15 15 13 14	ANTHRAX/Inside Out
7 9 14 14	RAMMSTEIN/Do Hand
- 8 14 12	CARDIAC/Mother Nature...
8 9 12 12	KISS/Psycho Circus
8 9 12 12	REVENEL/Black And Blue
- 4 9 10	GOOD GOD DOLLS/Side
- 3 12 0	SEVENUST/Black
3 11 0 8	MOTLEY CRUE/Straw Hat
6 8 0 7	ORGY/Stitches

**MARKET #1**  
**WZTA/Waahi**  
(305) 654-9494  
Steele/Kimba

**ZETA**  
the rock station

PLAYS	ARTIST/TITLE
20 24 33 25	EVE 6/Inside Out
35 29 34 30	FLYSGot You (Where...)
31 31 33 32	LEBBY KRUMITZ/Fly Away
18 10 13 13	STABBING WESTWARD/Sometimes It Hurts
33 26 29 30	HOLE/Celebrity Skin
18 25 27	ROB ZOMBIE/Dracula
10 20 22 24	MARILYN MANSON/The Dope Show
32 26 24	BROTHER CAME/Matche
21 20 21 22	FUEL/Bittersweet
- 15 22	OFFSPRING/Pretty Fly (Pt. 1)
- 7 22	BLACK SABBATH/Psycho Man
17 10 20 10	VAST/Touché
8 13 10 10	CANDLEBOX/10,000 Horses
10 18 10 10	KISS/Psycho Circus
22 15 17	CHRIS CORNELL/The Evolution
10 21 17	JAMES STARKER/Young Lills...
12 9 11 16	KORNGot The Life
30 20 16	SIMONSING/Singing In My Sleep
- 4 10 16	ALAMIS MOUSSSET/Threat U
10 8 10 16	LOCAL HAWK The Kidz Am...
8 0 8 16	FINGER ELEVEN/Quicksand
7 10 16 12	BEASTIE BOYS/Intoxicated
6 7 12 12	ECODOLINE CRUSH/Surefire (Rever...)
12 9 8 12	COWBOY MOUTH/Whitika Gonna Do?
10 10 10 10	SECOND COMING/SO
8 10 10 10	MOTLEY CRUE/Straw Hat
8 6 11 10	FLIGHT 19/In The World
- 8 0 8	RAMMSTEIN/Do Hand
12 12 11 0	PEARL JAM/Do The Evolution

**MARKET #1**  
**WVOC/San Diego**  
(619) 565-6006  
Dukes/Leder

**ROCK 105.3**  
SAN DIEGO'S ROCK STATION

PLAYS	ARTIST/TITLE
15 16 15 10	SPRUNG MOBBEY/Whore
12 14 15 10	CREED/What's This Life For
16 13 15 19	LUCYS FUR COAT/Allego
15 19 11 0	HARVEY DANING/Inappropriate Sista
13 18 16 17	HOLE/Celebrity Skin
17 13 16 16	ROB ZOMBIE/Dracula
16 8 12 16	HUNGER/Fire
17 15 17 16	KISS/Psycho Circus
15 14 16 15	JOE SARRAGNA/Toys Of Angers
20 18 10 12	METALLICA/Whore Than You
8 7 13 12	DAWS OF THE NEW/The Down Town
- 7 12	OFFSPRING/Pretty Fly (Pt. 1)
15 16 13 12	CREED/What's This Life For
15 19 11 0	HARVEY DANING/Inappropriate Sista
13 15 13 15	KERRY WAYNE SHEPHERD/Somewhere
10 13 14 24	MARILYN MANSON/The Dope Show
13 15 14 14	RAMMSTEIN/Do Hand
4 8 11 14	TOOL/Fury Sa & 2
15 14 16 15	JOE SARRAGNA/Toys Of Angers
7 4 0 13	METALLICA/Better Than You
20 18 10 12	METALLICA/Whore Than You
8 7 13 12	DAWS OF THE NEW/The Down Town
- 7 12	OFFSPRING/Pretty Fly (Pt. 1)
13 9 12 9	MEGADETHA Secret Place
15 16 17 16	MONSTER MAGNET/Space Lord
8 6 10 10	DRAIN S/E/A Dull Mind
4 10 0 0	INCUBUS/New Skin
20 18 10 0	TOOL/Anemna
10 10 0 0	ECODOLINE CRUSH/Surefire (Rever...)
16 11 5 0	LEBBY KRUMITZ/Fly Away

**MARKET #1**  
**WVON/Long Island**  
(516) 451-1039  
Chaz/Manno

**WVON**

PLAYS	ARTIST/TITLE
21 37 41 41	KERRY WAYNE SHEPHERD/Somewhere
31 36 38 30	CREED/What's This Life For
32 36 40 30	DAWS OF THE NEW/The Down Town
25 30 30 30	KISS/Psycho Circus
18 25 30 30	HOLE/Celebrity Skin
8 12 25 30	FLYSGot You (Where...)
23 23 25 25	MONSTER MAGNET/Space Lord
23 23 25 25	SCREAMIN' CHEETAH...Boogie King
11 12 15 21	LOCAL HAWK The Kidz Am...
14 19 21 21	LEBBY KRUMITZ/Fly Away
30 24 24 28	FUEL/Shimmer
10 10 10 10	ROB ZOMBIE/Dracula
10 10 10 10	OFFSPRING/Pretty Fly (Pt. 1)
- 7 10	PEARL JAM/Do The Evolution
10 15 15 15	PEARL JAM/Do The Evolution
- 7 14	SECOND COMING/SO
14 14 14 14	MARILYN MANSON/The Dope Show
7 13 12 12	SOA/Do It
8 12 12 12	ORGY/Stitches
13 11 11 12	METALLICA/Better Than You
20 13 12 12	FEEDER/High
7 10 12 12	STABBING WESTWARD/Sometimes It Hurts
- 7 11 11	JACKYLL/We're An American
- 7 11 11	FINGER ELEVEN/Quicksand
7 8 10 10	SEVENUST/Singing In My Sleep
- 7 0 0	TWISTED SISTERS/Hot As Hard...
7 7 7 7	FLIGHT 19/In The World
- 7 7 7	MOTLEY CRUE/Straw Hat
- 7 7 7	COWBOY MOUTH/Whitika Gonna Do?
- 7 7	BLACK SABBATH/Psycho Man

**MARKET #1**  
**WVUP/Phoenix**  
(602) 345-5921  
Jeffries

**98 KUPD**  
PHOENIX'S ROCK STATION

PLAYS	ARTIST/TITLE
29 27 28 20	ROB ZOMBIE/Dracula
- 20 20	BLACK SABBATH/Psycho Man
27 25 26	METALLICA/Better Than You
0 26 23	MEGADETHA Secret Place
20 23 23	MONSTER MAGNET/Space Lord
16 22 22	STABBING WESTWARD/Sometimes It Hurts
24 21 22 22	BROTHER CAME/Matche
10 14 20 21	CANDLEBOX/10,000 Horses
14 17 21 21	SECOND COMING/SO
23 25 26	MARILYN MANSON/The Dope Show
23 21 22	LOCAL HAWK The Kidz Am...
22 14 10	HOLE/Celebrity Skin
22 9 6 17	KISS/Psycho Circus
- 12 14	GRANTY KILL/Silence
- 10 25	PUSHMOBILE/Handside
14 14 14	FEEDER/Descend
12 15 14	FLYSGot You (Where...)
- 6 13 14	PUSHMOBILE/Handside
12 10 13 14	FEAR FACTORY/Resurrection
13 14 15 15	LOCAL HAWK The Kidz Am...
- 16 15	MONSTER MAGNET/Powertrip
14 14 12	VAST/Touché
12 15 12	JACKYLL/We're An American
13 10 11 11	RAMMSTEIN/Do Hand
14 15 12 10	ORGY/Stitches

**MARKET #1**  
**WVWL/Louis**  
(314) 621-0400  
Matters

**WVWL**

PLAYS	ARTIST/TITLE
39 37 37 30	RAGE AGAINST...Axe Shatter
25 27 36 30	EVE 6/Inside Out
27 20 26 30	FLYSGot You (Where...)
26 24 29 30	TOOL/Fatality
31 26 26	MARILYN MANSON/The Dope Show
22 22 30 20	HOLE/Celebrity Skin
27 25 27 27	GRANTY KILL/Silence
20 29 27 27	KORNGot The Life
30 26 25 26	ROB ZOMBIE/Dracula
23 23 24 24	LOCAL HAWK The Kidz Am...
22 21 21 20	BROTHER CAME/Matche
23 22 23 25	METALLICA/Better Than You
- 22 25	SEVENUST/Black
26 25 25 25	FINGER ELEVEN/Quicksand
- 10 25	PUSHMOBILE/Handside
22 28 24	STABBING WESTWARD/Sometimes It Hurts
11 14 12 23	LEBBY KRUMITZ/Fly Away
7 23 23 22	ECODOLINE CRUSH/Surefire (Rever...)
0 11 22 22	INCUBUS/New Skin
22 22 22 22	CANDLEBOX/10,000 Horses
22 22	

# ALTERNATIVE REPORTERS

October 16, 1998 R&R • 129

Stations and their adds listed alphabetically by market

<p><b>WGBX/Albany, NY</b>  <b>PD/MO:</b> Keshi McNameara  <b>APD:</b> Jeff Callan  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>ITEG/Albuquerque, NM</b>  <b>PD:</b> Skip Isley  <b>AP/MO:</b> Julie Forman  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WNWX/Atlanta, GA</b>  <b>OM:</b> Brian Phillips  <b>PD:</b> Leslie Fram  <b>MD:</b> Sean Donohy  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WJSE/Atlantic City, NJ</b>  <b>PD/MO:</b> Blake Laurel  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WRXK/Augusta, GA</b>  <b>OM:</b> Jim Mahaney  <b>AP/MO:</b> Derek Madden  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KROX/Austin, TX</b>  <b>PD:</b> Sara Trester  <b>AP/MO:</b> Lloyd Hooten  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WRAX/Birmingham, AL</b>  <b>PD:</b> Dave Rossi  <b>APD:</b> Hurricane Shane  <b>MD:</b> Stacy Boe  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KQXR/Boise, ID</b>  <b>PD:</b> Janet Jackson  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WBCN/Boston, MA</b>  <b>VP/Programming:</b> Dedipus  <b>AP/MO:</b> Steven Strick  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WFNX/Boston, MA</b>  <b>PD:</b> Cruze  <b>MD:</b> Louie Gail  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>DLR/Bryan-College Station, TX</b>  <b>PD:</b> Mark McKenzie  <b>APD:</b> Don Keller  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WEDG/Buffalo, NY</b>  <b>PD/MO:</b> Rich Wolf  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WBT/Burlington, VT</b>  <b>PD:</b> Stephanie Hincley  <b>MD:</b> Steve Papp  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WPGU/Champaign, IL</b>  <b>PD:</b> Pete Schiavone  <b>APD:</b> Emily West  <b>MD:</b> Ben Selton  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WVFF/Charleston, SC</b>  <b>PD:</b> Rob Crossman  <b>MD:</b> Anna Boudreau  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WENO/Charlotte, NC</b>  <b>PD:</b> Jack Daniels  <b>MD:</b> Rick Browner  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WDCZ/Chicago, IL</b>  <b>MD:</b> Alex Laha  <b>AP/MO:</b> Mary Boudreau  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p>	<p><b>WOXC/Cincinnati, OH</b>  <b>PD:</b> Keni Valmassa  <b>MD:</b> Steve Fyfe  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WENZ/Cleveland, OH</b>  <b>PD:</b> Dan Brider  <b>MD:</b> #1 Sue  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KFMC/Columbia, MO</b>  <b>PD/MO:</b> Paul Maloney  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WARQ/Columbia, SC</b>  <b>PD/MO:</b> Susan Groves  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WWCD/Columbus, OH</b>  <b>PD:</b> Andy Davis  <b>MD:</b> Jack DeVoss  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WZAZ/Columbus, OH</b>  <b>PD:</b> Matthew Harris  <b>APD:</b> Ben Williams  <b>MD:</b> Mark Pennington  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KRAD/Corpus Christi, TX</b>  <b>PD:</b> Cary Smith  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KDGE/Dallas, TX</b>  <b>PD:</b> Duane Doherty  <b>MD:</b> Alan E Smith  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WKEG/Dayton, OH</b>  <b>PD:</b> Jeff Stevens  <b>AP/MO:</b> Allen Raatz  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WKRQ/Daytona Beach, FL</b>  <b>PD:</b> Tali Moore  <b>APD:</b> Frank Scott  <b>MD:</b> Rosy Acree  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KTCL/Denver, CO</b>  <b>PD/MO:</b> Mike O'Connell  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>CIMX/Detroit, MI</b>  <b>PD:</b> Murray Brookshaw  <b>APD:</b> Vince Conner  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WPLT/Detroit, MI</b>  <b>PD:</b> Carol Michaels  <b>MD:</b> Ann Della  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WXDG/Detroit, MI</b>  <b>PD:</b> Amy Doyle  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KNRQ/Eugene, OR</b>  <b>PD:</b> Stu Allen  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KBRB/Fayetteville, AR</b>  <b>PD/MO:</b> Kyle Gibson  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WZZF/Florence, SC</b>  <b>PD/MO:</b> Joe Abby  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p>	<p><b>WJBY/FL Myers, FL</b>  <b>PD:</b> Lee Daniels  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WEJE/FL Wayne, IN</b>  <b>PD/MO:</b> Wesel  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KFRW/Fresno, CA</b>  <b>PD:</b> Bruce Wayne  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WGRO/Grand Rapids, MI</b>  <b>PD:</b> Margot Smith  <b>MD:</b> Tim Bronson  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WXNR/Greenville, NC</b>  <b>OM:</b> Jeff Sanders  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WWRQ/Hartford, CT</b>  <b>PD:</b> Jay Bear Jones  <b>AP/MO:</b> Dave Hill  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KTBX/Houston, TX</b>  <b>PD:</b> Jim Trapp  <b>APD:</b> Steve Robinson  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WRXZ/Indianapolis, IN</b>  <b>PD:</b> Scott Jameson  <b>MD:</b> Michael Young  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WPLA/Jacksonville, FL</b>  <b>PD:</b> Rick Schmidt  <b>MD:</b> Crissy  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KNRX/Kansas City, MO</b>  <b>PD:</b> Sean Smyth  <b>APD:</b> Dave Hens  <b>MD:</b> James Justice  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WVWZ/Knoxville, TN</b>  <b>PD/MO:</b> Shane Cat  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WGBO/Lafayette, IN</b>  <b>PD/MO:</b> Steve Clark  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KFTE/Lafayette, LA</b>  <b>PD:</b> Hans "Fast Eddie" Nelson  <b>AP/MO:</b> Rob Summers  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WWDX/Lansing, MI</b>  <b>PD:</b> Chris Brunt  <b>AP/MO:</b> Jesse Adly  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KXTE/Las Vegas, NV</b>  <b>PD:</b> Dave Wellington  <b>AP/MO:</b> Chris Riley  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WXXZ/Lexington, KY</b>  <b>PD:</b> Tony Douth  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WLJA/Lomp Island, NY</b>  <b>PD:</b> Gary Cox  <b>APD:</b> Walter Sae  <b>MD:</b> Andre Ferra  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p>	<p><b>KROQ/Los Angeles, CA</b>  <b>VP/Prog.:</b> Kevin Weatherly  <b>APD:</b> Gene Sandblom  <b>MD:</b> Lisa Worden  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WLRS/Louisville, KY</b>  <b>PD:</b> Dennis Dillon  <b>MD:</b> Gina Juliano  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WMAD/Madison, WI</b>  <b>PD:</b> Pat Fawley  <b>MD:</b> Amy Hudson  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WRXQ/Memphis, TN</b>  <b>PD:</b> Tony Williams  <b>MD:</b> John Michael  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KZNX/Minneapolis, MN</b>  <b>OM:</b> Dave Hamilton  <b>PD:</b> John Lassman  <b>MD:</b> Marc Allen  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WHTG/Monmouth-Ocean, NJ</b>  <b>Interim PD:</b> Mike Sauter  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WKDF/Nashville, TN</b>  <b>PD:</b> Kidd Floyd  <b>MD:</b> Sheri Seabro  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WRRV/Newburgh, NY</b>  <b>PD:</b> Greg O'Brien  <b>MD:</b> Andrew Bars  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KNKO/New Orleans, LA</b>  <b>OM:</b> Dave Stewart  <b>APD:</b> Ned Ryan  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WXRK/New York, NY</b>  <b>PD:</b> Steve Kingston  <b>MD:</b> Mike Papp  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KQRX/Odessa, TX</b>  <b>GM/PO:</b> Dave Cardwell  <b>MD:</b> Cary Rodman  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WIXO/Peoria, IL</b>  <b>PD:</b> Jay Hunt  <b>MD:</b> Russ "Red" Schack  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WPLY/Philadelphia, PA</b>  <b>PD:</b> Jim McGuire  <b>APD:</b> Doug Kubinski  <b>MD:</b> Preston Blum  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KEDJ/Phoenix, AZ</b>  <b>PD:</b> Shelle Hart  <b>AP/MO:</b> Chris Patek  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KZOM/Phoenix, AZ</b>  <b>PD:</b> Paul Peterson  <b>APD:</b> Laura Smith  <b>MD:</b> Kevin Hanson  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p>	<p><b>WXDX/Pittsburgh, PA</b>  <b>PD:</b> John Moschitta  <b>APD:</b> Brandon Davis  <b>MD:</b> Leah Diana  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WCYU/Portland, ME</b>  <b>PD:</b> Herb Ivy  <b>MD:</b> Brian James  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KNRK/Portland, OR</b>  <b>PD:</b> Mark Hamilton  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WDSY/Poughkeepsie, NY</b>  <b>APD:</b> Jimmy Buff  <b>MD:</b> Dave Doud  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WBRU/Providence, RI</b>  <b>PD:</b> Tim Schiavelli  <b>MD:</b> Seth Rivier  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WXEX/Providence, RI</b>  <b>PD:</b> Brent Peterson  <b>APD:</b> John Akers  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KRZO/Reno, NV</b>  <b>PD:</b> Rob "Blaze" Brooks  <b>APD:</b> Smith's Marty  <b>MD:</b> Heather Pierce  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KCIX/Riverside, CA</b>  <b>OM/PO:</b> Dwight Arnold  <b>APD:</b> John DeSantis  <b>MD:</b> Lisa Lee  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WNYE/Rochester, NY</b>  <b>PD/MO:</b> Erik Anderson  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KWOO/Sacramento, CA</b>  <b>PD:</b> Ron Rance  <b>APD:</b> Bomber Barbara  <b>MD:</b> Carla "Raz" Rasvayk  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KPNT/St. Louis, MO</b>  <b>OM/PO:</b> Allan Fae  <b>APD:</b> Marty Linck  <b>MD:</b> Traci Wilde  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WOSC/Salisbury-Ocean City, MD</b>  <b>OM:</b> Jim Hays  <b>MD:</b> Paula Sanger  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KXRX/Salt Lake City, UT</b>  <b>VP/Prog. &amp; Prog.:</b> Mike Summers  <b>MD:</b> Sean Zetser  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>XTRA/San Diego, CA</b>  <b>PD:</b> Bryan Schack  <b>MD:</b> Chris Mackay  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KITS/San Francisco, CA</b>  <b>OM:</b> Ron Rosen  <b>PD:</b> Jay Taylor  <b>MD:</b> Aaron Acosta  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p>	<p><b>KJEE/Santa Barbara, CA</b>  <b>GM/PO:</b> Eddie Gutierrez  <b>APD:</b> John Schaefer  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KNKO/Seattle, WA</b>  <b>PD:</b> Phil Manning  <b>MD:</b> Kim Monroe  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WHMP/Springfield, MA</b>  <b>PD:</b> Adam Wright  <b>MD:</b> Nick Dangler  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KTOZ/Springfield, MO</b>  <b>PD:</b> Melody Lee  <b>AP/MO:</b> Shel Scott  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WGMR/State College, PA</b>  <b>PD/MO:</b> Mike Evans  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WKRL/Syracuse, NY</b>  <b>OM:</b> Bill Griswold  <b>PD:</b> Steve Corlett  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WXRJ/Tallahassee, FL</b>  <b>PD:</b> Scott Pettibone  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KLZZ/Tapeka, KS</b>  <b>PD:</b> Roger The Dodger  <b>MD:</b> Bob O'Brien  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KFMA/Tucson, AZ</b>  <b>PD:</b> Chuck Ross  <b>MD:</b> Tommy Sanders  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>KMYZ/Tulsa, OK</b>  <b>PD:</b> Lynn Barlow  <b>MD:</b> Ray Seggers  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WHFS/Washington, DC</b>  <b>PD:</b> Robert Benjamin  <b>APD:</b> Bob Waugh  <b>MD:</b> Pat Ferris  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p> <p><b>WPBZ/West Palm Beach, FL</b>  <b>PD:</b> John O'Connell  <b>MD:</b> Dan O'Brien  <small>12: 10:30 AM "Country"          1: 10:30 AM "Country"          2: 10:30 AM "Country"</small></p>
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96 Total Reporters  
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JIM KERR

# Ready To Join Optimists Club?

■ Researcher says Alternative is climbing back from the 'trough period' of '97

Not only are the Arbitrends back up for the format, but there is a sense of hope about things that previously brought nothing but frustration: competition, talent, and — perhaps more than anything else — the music. But is this optimism about the music justified? To find out if the numbers match the perception, I talked with Coleman Research VP **Chris Ackerman** about what he is seeing on the front lines of the format's music research.



Chris Ackerman

**R&R:** *I really sense an optimism about the music out right now. Is that justified by the music scores you are seeing?*

**CA:** It obviously varies market to market. In general,

it's not back to the peak of the '93-'95 grunge period, but it is certainly back from the trough period that it was in for most of 1997. The interesting thing is that, depending on the configuration of the station, it is as much an ongoing and somewhat revived passion for that gold grunge music that is driving it as the currents. I don't want to say that the newer product isn't testing better, because it appears that it is, but it is almost like the whole Alternative library — '80s flashbacks excluded — is doing better.

**R&R:** *Why is that happening now?*

**CA:** I think that, at least for the auditorium tests we have experi-

ence with, our Alternative stations were generally at a fork in the road in the middle of 1997: Do I lean rock or do I lean pop? Do I lean male or do I lean female? And those that leaned and picked a position and pursued a path have ended up attracting a more cohesive audience, an audience with more common tastes. I think that, more so than anything else, is positively influencing the test scores.

**R&R:** *That's interesting. So stations became more musically consistent internally, and that strengthened the resulting music scores?*

**CA:** Yes. Here's what I think happened: In '93, '94, and '95, there was this thing called grunge, which was an unbelievable unifying force for both males and females. It defined the format and brought people to Alternative radio. Then, in 1997, the category got so big that it divided, and it divided along pop and rock lines. In most cases, that division is gender-driven and, in some cases, demographic-driven.

While we were going through that division phase, it was very hard for Alternative stations to decide which end was up. "All of

a sudden, my grunge is burned, and the scores are crashing. I can't get any rock to test. The Beck record only lasted for 90 days, and, god almighty, there are all of these Pop/Alternatives washing through. Who am I and what am I to do?" was kind of the perception. As we emerged out of the peak of the grunge music era, I think the core audience of Alternative stations had so many competing factions in it that it dumbed down test scores. The rock guys reacted negatively to the pop, and

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**The fear that I always have is that Alternative can sometimes get a mile wide and an inch deep, which opens it up to having someone flank it on either side.**

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the pop women reacted negatively to the rock, especially some of the extreme elements that were starting to happen.

Only as stations have started to come through that period — and settled on an audience and gotten more cohesive — have the test scores also become more cohesive and become restored in strength. Don't get me wrong, some of it is certainly that music has rebounded and there seems to be better music out, but I do think that it has more to do with the cohesiveness of music tastes within our cores.

**R&R:** *So the "grunge is dead" mantra isn't quite accurate?*

**CA:** No. Look at it this way: Most good mainstream Alternative stations are built like a three-legged stool. One of those very prominent legs is that early to mid-'90s grunge. One of the other legs would be the rock music that is kind of exclusive to the Alternative format, like Smashing Pumpkins, Beck, and Sublime. The last leg of the stool would be pop/alternative music. So what's happening is that good mainstream Alternative stations are using pop/alternative music in a spice and accent role rather than having it front and center, unless, of course, they are leaning in that direction.

**R&R:** *Would it be correct to*



**THE ESSENCE OF "MADHOUSE"** — In a perfect example of truth in advertising, the above gathering took part during Q101/Chicago's morning show, Mancow's Morning Madhouse: (l-r) Howard Jones, Andrew Dice Clay, "Stone Cold" Steve Austin, Mancow.

*state that the grunge element wasn't as sturdy a year or two ago as it is today?*

**CA:** Yes. I don't know whether it had to do with modality or the darkness of the music. Also, there is this old notion that time dampens all intensity and tempo. It needed to be rested. It got some rest, and now it seems like it is coming back. In addition, let's face it, the audience for mainstream Alternative stations is more cohesive, because the pop women have all left.

**R&R:** *Could the recent ratings surge be due to the music rebounding while the Pop/Alternative stations are being more conservative and leaving much of the resurgent music to Alternative stations?*

**CA:** Well, let's face it, Pop radio will always scoop up artists like Goo Goo Dolls, Third Eye Blind, Eagle-Eye Cherry, Semisonic, or Fastball. They are going to pick off titles that they feel are sonically correct for them. What is a little different for Alternative is that we have some great material on the extreme side — Rage, Tool, and Nine Inch Nails are really resonating — while with Beastie Boys and Hole, we have better music that we are able to have exclusively than we have had in a while.

I do agree with part of what you said. What we have now, which we didn't have before, is popular non-pop music. It certainly isn't like the summer of '97, where the Hot AC and Alternative charts were laden with the same songs and every time Alternative tried to break something through that was sonically different, it just didn't work. Who knows why that happens? But it happens. It does seem like the format has come through that trough, and now it does have more appealing exclusive music than it had a year ago.

**R&R:** *Although it is possible that someone new will come along and co-opt it again.*

**CA:** That's always a concern, and the lesson is that Alternative has to be careful not to fall prey to the Pop/Alternative phenomenon that affected it in '97. It's tough, because one of the hallmarks of the format has always been having an out-of-left-field

sonic element. Right now we have swing. Where does that come from? Yet it is an important signature item for the format. The fear that I always have is that Alternative can sometimes get a mile wide and an inch deep, which opens it up to having someone flank it on either side. The format got flanked big-time by Hot AC when they embraced pop/alternative. I worry about the extreme element. Is Active Rock going to co-opt extreme in the same way that it co-opted some of the grunge elements?

**R&R:** *That very well may be the theme for 1999.*

**CA:** So do we get to the summer of '99 and find that we're in the same damn boat that we were in during the summer of '97, only this time on the rock side? That's the fear I have. I get concerned that Alternative stations are getting so broad sonically that they get themselves into this problem. The other problem is when tastes

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**What we have now, which we didn't have before, is popular non-pop music.**

☞

shift overtly one way or another. A lot of us went down this grunge path because it was just so overpowering — no matter if you were rock-leaning or in the middle of the road, you went there. But once you go down a path like that, how do you get centered again? My feeling is that you should probably pick a lean from the get-go and stay true to it — in feast or famine.

**TALK BACK TO R&R!**

Do you have questions, comments, or feedback regarding this column or other issues?

Call me at (310) 788-1888 or e-mail: jimkerr@realtime.com

**THE FLUS**

"Got You (Where I Want You)"

R&R Alternative 14 - 8!

On: WXRK LIVE105 KTBZ  
KROQ CIMX WFNX  
Q101 WHFS 99X

TRAMA

# Fiona Apple

## ACROSS THE UNIVERSE

Couldn't Wait:

KLLC WHTG KTOZ WEQX WARQ WXEG  
KJEE WOXY WLIR WJSE WMAD



The single and video from the soundtrack to the film PLEASANTVILLE. Impacting October 13.

Video directed by Paul Thomas Anderson. Song produced by Jon Brion. Management: HK. Soundtrack in stores 10/13. Film opens 10/23.

WORK

SONY MUSIC  
SOUNDTRAX

OCTOBER 16, 1998

BW	ZW	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	ZW	BW	
2	1	1	1	<b>1</b> HOLE Celebrity Skin (DGC/Geffen)	2984	2949	2805	2680	92/0
9	5	3	2	<b>2</b> GOO GOO DOLLS Slide (Warner Bros.)	2891	2583	2351	2183	93/0
1	2	2	3	EVE 6 Inside Out (RCA)	2513	2648	2714	2875	81/0
15	11	5	4	<b>4</b> LENNY KRAVITZ Fly Away (Virgin)	2466	2327	2053	1804	89/1
18	16	6	5	<b>5</b> CAKE Never There (Capricorn/Mercury)	2368	2169	1881	1523	91/0
6	3	4	6	EVERCLEAR Father Of Mine (Capitol)	2283	2469	2492	2424	77/0
11	10	10	7	EAGLE-EYE CHERRY Save Tonight (Work)	2118	2090	2091	2063	72/0
13	15	14	8	<b>8</b> FLYS Got You (Where I Want You) (Trauma/Delicious Vinyl)	2009	1933	1914	1908	84/2
8	9	8	9	THIRD EYE BLIND Jumper (Elektra/EEG)	1941	2098	2197	2207	67/0
12	12	11	10	SEMI-SONIC Singing In My Sleep (MCA)	1933	2053	2044	1945	85/0
—	19	18	11	<b>11</b> ALANIS MORISSETTE Thank U (Maverick/Reprise)	1908	1821	1442	138	76/0
7	7	12	12	BEASTIE BOYS Intergalactic (Grand Royal/Capitol)	1839	1982	2218	2293	68/0
16	17	17	13	SHAWN MULLINS Lullaby (Columbia)	1825	1844	1720	1665	77/2
—	—	29	14	<b>14</b> OFFSPRING Pretty Fly (For A White Guy) (Columbia)	1751	1826	52	—	81/4
14	13	13	15	FASTBALL Fire Escape (Hollywood)	1700	1937	1949	1900	72/1
5	6	9	16	GARBAGE I Think I'm Paranoid (Almo Sounds/Interscope)	1684	2097	2289	2484	62/0
10	14	16	17	CREED What's This Life For (Wind-up)	1648	1850	1928	2067	60/0
23	22	20	18	<b>18</b> SOUL COUGHING Circles (Slash/WB)	1646	1471	1312	1189	87/4
19	18	19	19	LOCAL H All The Kids Are Right (Island)	1536	1623	1506	1505	76/1
3	4	7	20	BARENAKED LADIES One Week (Reprise)	1507	2163	2407	2807	58/0
—	44	22	21	<b>21</b> U2 Sweetest Thing (Island)	1465	1205	435	—	82/3
21	20	21	22	MARILYN MANSON The Dope Show (Nothing/Interscope)	1461	1442	1436	1333	75/0
4	8	15	23	SMASHING PUMPKINS Perfect (Virgin)	1380	1867	2206	2552	56/0
30	25	26	24	FUEL Bittersweet (550 Music)	1323	1149	1064	899	73/0
<b>BREAKER</b>	<b>25</b>			<b>R.E.M. Daysleeper (Warner Bros.)</b>	1309	658	—	—	85/4
26	26	27	26	KORN Got The Life (Immortal/Epic)	1149	1092	1058	1011	72/1
25	27	28	27	SHERYL CROW My Favorite Mistake (A&M)	953	1070	991	1017	44/0
<b>DEBUT</b>	<b>28</b>			<b>BECK Tropicalia (DGC/Geffen)</b>	929	224	—	—	65/10
20	23	25	29	BRIAN SETZER ORCHESTRA Jump Jive An' Wail (Interscope)	905	1153	1308	1390	44/0
49	39	34	30	EVERLAST What It's Like (Tommy Boy)	844	639	541	406	56/16
—	48	39	31	GREEN DAY Nice Guys Finish Last (Reprise)	741	608	365	44	56/8
35	34	32	32	COWBOY MOUTH Whatcha Gonna Do? (MCA)	685	657	643	595	45/2
44	41	41	33	ROB ZOMBIE Dragula (Geffen)	637	574	501	454	47/2
39	37	38	34	STABBING WESTWARD Sometimes It Hurts (Columbia)	637	616	579	521	44/1
38	35	33	35	PEARL JAM Do The Evolution (Epic)	609	643	622	582	48/2
—	—	47	36	<b>NEW RADICALS You Get What You Give (MCA)</b>	606	423	70	—	54/12
34	36	37	37	DEPECHE MODE Only When I Lose Myself (Mute/Reprise)	576	617	601	603	43/0
31	31	30	38	PJ HARVEY A Perfect Day Elise (Island)	523	693	769	795	42/0
32	32	40	39	MONSTER MAGNET Space Lord (A&M)	519	604	723	785	30/0
45	40	42	40	ATHENAUM Flat Tire (The Truth) (Atlantic)	517	529	525	450	39/0
<b>DEBUT</b>	<b>41</b>			<b>DAVE MATTHEWS BAND Crush (RCA)</b>	508	142	48	14	47/12
—	50	45	42	ECONOLINE CRUSH Surefire (Never Enough) (Restless)	480	423	347	273	35/1
<b>DEBUT</b>	<b>43</b>			<b>PLACEBO Pure Morning (Hut/Virgin)</b>	461	303	176	108	46/16
<b>DEBUT</b>	<b>44</b>			<b>REEL BIG FISH The Set Up (You Need This) (Mojo/Universal)</b>	450	316	26	—	37/2
—	—	50	45	EELS Last Stop: This Town (DreamWorks/Geffen)	446	402	346	244	33/1
27	28	36	46	BETTER THAN EZRA One More Murder (Elektra/EEG)	415	628	859	973	22/0
29	30	35	47	DAYS OF THE NEW The Down Town (Outpost/Geffen)	407	631	787	982	21/0
41	43	44	48	SONIC CHROME Honey Please (Capitol)	377	460	446	460	27/1
<b>DEBUT</b>	<b>49</b>			<b>AFGHAN WHIGS Somethin' Hot (Columbia)</b>	368	345	224	64	31/4
<b>DEBUT</b>	<b>50</b>			<b>FINGER ELEVEN Quicksand (Wind-up)</b>	365	366	328	282	27/1

This chart reflects airplay from October 5-11. Songs ranked by total plays. Highlighted songs indicate Breaker. 95 Alternative reporters. 93 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R&R Inc.

## NEW & ACTIVE

**FEEDER** Descend (Echo/Elektra/EEG)  
Total Plays: 336, Total Stations: 33, Adds: 3

**MARCY PLAYGROUND** Sherry Fraser (Capitol)  
Total Plays: 318, Total Stations: 25, Adds: 2

**CARDIGANS** My Favourite Game (Stockholm/Mercury)  
Total Plays: 291, Total Stations: 24, Adds: 9

**ZEBRAHEAD** Get Back (Columbia)  
Total Plays: 265, Total Stations: 26, Adds: 4

**PUSHMONKEY** Handslide (Arista)  
Total Plays: 235, Total Stations: 19, Adds: 0

**SOCIAL DISTORTION** Story Of My Life (Time Bomb)  
Total Plays: 224, Total Stations: 19, Adds: 1

**JEWEL** Hands (Atlantic)  
Total Plays: 221, Total Stations: 18, Adds: 17

**LOVE AND ROCKETS** Holy Fool (Red Ant)  
Total Plays: 219, Total Stations: 17, Adds: 0

**CANDY SIDES** Feed It (Vie/Vie)  
Total Plays: 219, Total Stations: 20, Adds: 1

**MATCHBOX 20** Back 2 Good (Lava/Atlantic)  
Total Plays: 216, Total Stations: 12, Adds: 1

**DAISS** Acquiesce (Epic)  
Total Plays: 215, Total Stations: 47, Adds: 43

Songs ranked by total plays

## BREAKERS

<b>R.E.M.</b>		CHART
Daysleeper (Warner Bros.)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	25
1309/651	85/4	

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
OASIS Acquiesce (Epic)	43
GARBAGE Special (Almo Sounds/Interscope)	39
JEWEL Hands (Atlantic)	17
EVERLAST What It's Like (Tommy Boy)	16
PLACEBO Pure Morning (Hut/Virgin)	16
HARVEY DANGER Private Helicopter (Slash/London/Island)	12
DAVE MATTHEWS BAND Crush (RCA)	12
NEW RADICALS You Get What You Give (MCA)	12
BECK Tropicalia (DGC/Geffen)	10
BIG BAD VOODOO... Mr. Mr. (Coolsville/Interscope)	10
REMY ZERO Prophecy (DGC/Geffen)	10
SEVEN MARY THREE Each Little Mystery (Mammoth/Atlantic)	10

# PJ HARVEY

## "A Perfect Day Elise"

Rave reviews everywhere  
Scanned over 25,000 records first week!

Seattle 1,429 pieces, ranked #15.  
L.A. 3,275 pieces, ranked #17 U.S. tour starts next week  
San Francisco 1,862 pieces, ranked #18  
Chicago 1,421 pieces, ranked #35  
San Diego 317 pieces, ranked #36  
New York 2,864 pieces, ranked #37

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
OFFSPRING Pretty Fly (For A White Guy) (Columbia)	+725
BECK Tropicalia (DGC/Geffen)	+705
R.E.M. Daysleeper (Warner Bros.)	+651
DAVE MATTHEWS BAND Crush (RCA)	+366
GOO GOO DOLLS Slide (Warner Bros.)	+308
U2 Sweetest Thing (Island)	+260
JEWEL Hands (Atlantic)	+221
EVERLAST What It's Like (Tommy Boy)	+205
CAKE Never There (Capricorn/Mercury)	+199
OASIS Acquiesce (Epic)	+190

## HOTTEST RECURRENTS

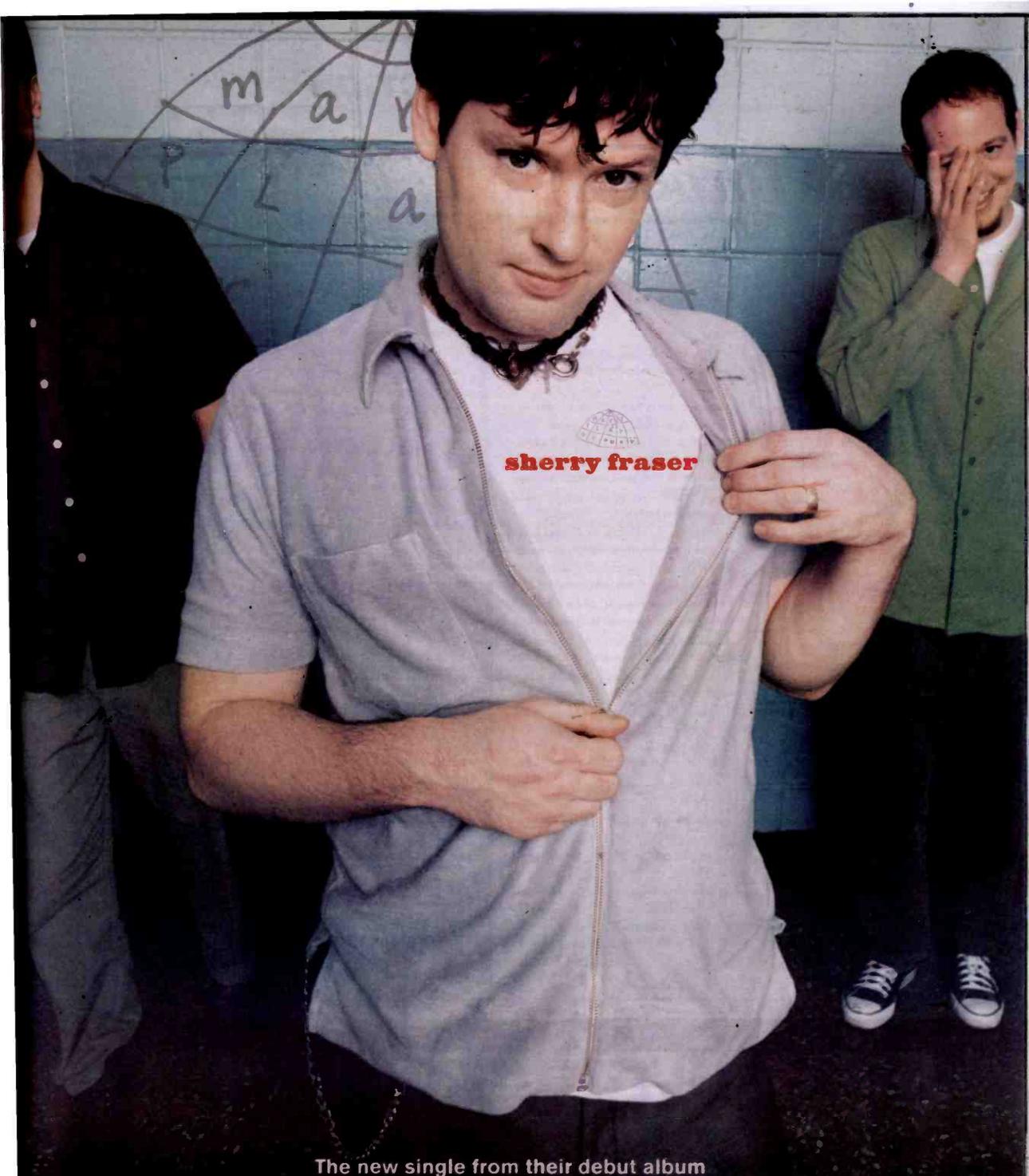
ARTIST TITLE LABEL(S)
FUEL Shimmer (550 Music)
HARVEY DANGER Flagpole Sitta (Slash/London/Island)
GOO GOO DOLLS Ins (Warner Sunset/Reprise)
CREED My Own Prison (Wind-up)
FOO FIGHTERS Everlong (Roswell/Capitol)
GREEN DAY Time Of Your Life (Good Riddance) (Reprise)
DAYS OF THE NEW Touch, Peel, And Stand (Outpost/Geffen)
SEMI-SONIC Closing Time (MCA)
EVERCLEAR I Will Buy You A New Life (Capitol)
MARCY PLAYGROUND Sex And Candy (Capitol)

Breakers: Songs registering 1000 plays or more for the first time. Buffalo 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 increase in total plays. Weighted chart appears on R&R ONLINE.

**econoline crush "surefire"**

New **WRXR** Alternative Active Rock 48 42  
**WBCN** Fire At Monitor Active Rock 25  
**WVVE** **WRXQ** **WPLA** **WRAX** **KMYZ** **WKRO**

Restless



The new single from their debut album

# Marcy Playground

**New This Week: Leading The Way:**

**KNRK WJSE 91X WMRQ WBRU KTEG KMYZ WKRL  
 CIMX KKND KWOD KZNZ KRZQ WDST KBRS** and many more!

**Album Certified PLATINUM!**

Produced by John Wozniak • Management: Blake & Bradford [www.marcyplayground.com](http://www.marcyplayground.com)

On Tour Now  
 With Sonichrome

it of  
[Hollywood and Vine.com](http://HollywoodandVine.com)  
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## Break Through

### Artist

#### NEW RADICALS

TRACK: "YOU GET WHAT YOU GIVE"

LP: *MAYBE YOU'VE BEEN BRAINWASHED TOO*

PRODUCER: GREGG ALEXANDER

LABEL: MCA

**e**ssentials: New Radicals singer/songwriter/producer Gregg Alexander was born to rebel. Born to a working-class father and Jehovah's Witness mother in the highbrow Detroit suburb of Grosse Point, he found himself snubbed by the social order at a very early age. Furthermore, he was the biggest kid in his class, a mixed blessing that distinguished him even more from his peers, but ensured that nobody dared make fun of him to his face. The unchallenged Alexander thus became the "class revolutionary," a role he eventually channeled into music when he saved up his money for a

guitar at age 12.

By high school, he was proficient enough to rearrange chord structures from Who songs into original compositions. Alexander then formed a band with his brother, stole money from his church donation box (bad karma!), obtained a four-track and a fake ID, and began educating himself at downtown Detroit punk clubs.

When the time seemed ripe, he talked his mom into a trip to Los Angeles. There, he unabashedly stormed the Sunset Strip, randomly bursting into offices and jumping on desks to serenade executives. Not surprisingly, the chutzpah earned him a record deal pretty quickly, but the deal fell through when the label in question was sold a month later (see, told you — bad karma!). Alexander took time off to cross the country 12 times and assemble a new band, the New Radicals. The karmic debt must be all paid off, judging by the current success of first single, "You Get What You Give."

**Artist POV:** With idealism like this, Clinton should get Alexander on the jury: "Music is the most immediate medium mankind has. We need to use it for something useful instead of just making money for the Man. Making closed minds, sexism, corporate greed, separation of the races, homophobia, and fat-people-phobia things of the past."

—Rich Michalowski  
Asst. Alternative Editor



Pat Ferrise, MD  
WHFS/Washington, DC

Beck has really come through with his *Mutations*



album. The Rialto single "Untouchable" is really cool, and the whole Remy Zero record, which is called *Villa Elaine*, is really good through and through. I haven't heard the album, but I really like the single from the Asian Dub Foundation called "Buzzin'." Tin Star is a record coming out on V2 at the end of the year. The single is called "Head." I like it a lot, and it sounds like it could be a hit. David Gedge, who also used to be in the Wedding Present, just put out a solo record. It's not a super radio record, but I like it a lot. It's called *Sinerama*. ■ Of the stuff we're playing, everything you would expect is doing well. Everlast, Offspring, Cake, Hole, and Soul Coughing are doing really well.

Pat Ferrise  
**ON THE RECORD**

Radio and record execs are both pulling their hair out with the amount of brand-new material being released by established bands, combined with follow-up singles from already established albums. In terms of new artists, radio has no room and record companies have precious few opportunities. This week, the top of the add list again looks familiar, with new releases by **Oasis**, **Garbage**, and **Jewel** perched in the top five. In fact, there are only four first singles from baby bands in the top 15: **Placebo**, **Everlast**, **Remy Zero**, and **New Radicals**, all of which have a great buzz. Check out the nice word-of-mouth story building on **Dovetail Joint** off of **Q101**.

**Chicago** airplay. Early adds on the **Barenaked Ladies** new single, "It's All Been Done," are a nice indication that this band continues to have a home at Alternative radio. **RECORD OF THE WEEK:** Remy Zero "Prophecy."

**ON THE RADIO**  
With Jim Kerr

unbelievable

truth

"HIGHER THAN REASON"

#### ON TOUR WITH TORI AMOS

10/13	JACKSONVILLE, FL	11/1	MOUNT PLEASANT, MI	11/20	STORRS, CT
10/14	SPARTANBURG, SC	11/3	EAU CLAIRE, WI	11/21	STATE COLLEGE, PA
10/15	BLACKSBURG, VA	11/4	MADISON, WI	11/23	BETHLEHEM, PA
10/17	BALTIMORE, MD	11/6	PITTSBURGH, PA	11/24	NEWARK, DE
10/18	RALEIGH, NC	11/7	INDIANA, PA	11/25	NEWARK, NJ
10/20	COLUMBIA, SC	11/8	ITHACA, NY	11/28	AKRON, OH
10/21	NASHVILLE, TN	11/10	BINGHAMPTON, NY	11/29	COLUMBUS, OH
10/23	NORFOLK, VA	11/12	ROCHESTER, NY	11/30	INDIANAPOLIS, IN
10/25	PROVIDENCE, RI	11/13	POUGHKEEPSIE, NY	12/2	GRAND RAPIDS, MI
10/27	DAYTON, OH	11/15	AMHERST, MA	12/3	EAST LANSING, MI
10/28	LOUISVILLE, KY	11/16	BURLINGTON, VT		
10/29	EVANSTON, IL	11/17	LOWELL, MA		
10/31	W. LAFAYETTE, IN	11/19	DURHAM, NH		

Virgin RECORDS

# *the Candyskins*



## Finding Space...

WXDG	Y107	KNRK	WLIR	WPLA
KWOD	WWCD	KJEE	WXSR	WRAX
WEQX	WHMP	WRRV	WJSE	WDST
KQRX	WSFM	WBZF	WGMR	WHTG +more

R&R New & Active

As featured in the upcoming Adam Sandler movie "The Waterboy"

## THE FIRST SINGLE

FROM THE ALBUM "DEATH OF A MINOR TV CELEBRITY"





# HARVEY DANGER

## "Private Helicopter"

The new single from the gold album

Where have all the merrymakers gone?

Most Added First Week Including:

WBCN  
KNDD  
KEDJ  
KNRK  
KWOD  
WWCD  
KKNB  
WHTG  
KTEG  
WKRL  
WXZZ  
KRAD  
WJSE  
WDST  
WBTZ  
KHLR  
KFMZ  
KACV  
KDRE



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the arena rock recording company

Produced by John Goodman and Harvey Danger

Management: AAM

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE

**MARKET #10**  
**WOL/Pittsburgh**  
(412) 937-1441  
Moschitta/Diana

**PLAYS**

PL	TR	LB	TR	ARTIST/TITLE
37	35	35	38	BEASTIE BOYS/Intergalactic
37	37	37	37	EVERCLEAR/Father Of Mine
37	37	37	37	STABBING WESTWARD/Sometimes It Hurts
25	23	25	30	FLYSGot You (Willam...)
24	25	35	35	HOLE/Cathedral Sky
37	37	35	35	CREED/What's This Life For
36	38	35	35	EVERCLEAR/Save Tonight
-	-	-	-	OFFSPRING/Pravly Fly (Feat...)
24	24	25	25	LOCAL H/W The Kids Are...
24	24	26	26	CONWAY MOUTH/Whatcha Gonna Do?
20	24	25	25	SHAWN MULLINS/Liberty
12	11	23	23	CAKE/Rever There
13	11	23	23	PEARL JAM/Do The Evolution
25	24	24	24	MARILYN MANSON/The Dope Show
22	23	22	22	FASTBALL/Fire Escape
17	24	22	22	LEBBY KRANTZ/Fly Away
15	10	19	19	GOO GOO DOLLS/Side
20	19	18	18	KORNGot The Life
23	17	17	17	THIRD EYE BLIND/Jumper
10	14	13	13	FINGER ELEVEN/Quicksand
12	12	14	14	SHAWN MULLINS/Liberty
12	12	14	14	URGE/Closer
9	8	12	12	SEMSOIC/Singing In My Sleep
12	11	13	13	SOUL COUGHING/Circles
-	-	-	-	GREEN DAY/Rice Guys Patrol
-	-	-	-	SHAWN MULLINS/Liberty
-	-	-	-	REEL BIG FISH/The Set Up (Vib...)
-	-	-	-	R.E.M./Dayslayer
8	8	18	18	GRAVITY KILLS/Save
-	-	-	-	BECK/Tropica

**MARKET #10**  
**WOL/Pittsburgh**  
(412) 937-1441  
Moschitta/Diana

**PLAYS**

PL	TR	LB	TR	ARTIST/TITLE
23	30	30	30	GARBAGE/Think I'm Paranoid
33	38	38	38	HOLE/Cathedral Sky
35	31	36	37	CREED/What's This Life For
22	21	25	30	EAGLE-EYE CHERRY/Save Tonight
36	33	38	38	EVERCLEAR/Save Tonight
35	33	34	34	GOO GOO DOLLS/Side
32	26	34	34	BEASTIE BOYS/Intergalactic
23	23	23	23	LEBBY KRANTZ/Fly Away
18	17	24	24	CAKE/Rever There
24	24	24	24	SOUL COUGHING/Circles
21	24	19	19	FUEL/Blissstreet
25	21	23	23	EVERCLEAR/Save Tonight
-	-	-	-	OFFSPRING/Pravly Fly (Feat...)
-	-	-	-	DAVE MATTHEWS BAND/Crush
15	14	13	13	MONSTER MAGNET/Space Lord
-	-	-	-	U2/Sweat Thing
32	18	18	18	SHERRY CROWLEY/Favorite Mistake
-	-	-	-	R.E.M./Dayslayer
15	16	18	18	MARILYN MANSON/The Dope Show
9	21	23	23	ALANIS MORISSETTE/Thank U
11	18	18	18	EVERLAST/What It's Like
19	16	18	18	KORNGot The Life
24	20	15	15	LOCAL H/W The Kids Are...
-	-	-	-	REEL BIG FISH/The Set Up (Vib...)
17	18	16	16	STABBING WESTWARD/Sometimes It Hurts
17	12	12	12	FLYSGot You (Willam...)
22	18	12	12	SEMSOIC/Singing In My Sleep
-	-	-	-	R.E.M./Dayslayer
12	14	12	12	GRVITY KILLS/Save
17	14	6	6	DRY/Sisters

**MARKET #10**  
**KTEL/Denver**  
(303) 623-9330  
O'Connor

**PLAYS**

PL	TR	LB	TR	ARTIST/TITLE
46	47	46	35	SMASHING PUMPKINS/Perfect
30	44	46	34	LEBBY KRANTZ/Fly Away
31	28	30	30	FASTBALL/Fire Escape
45	44	44	34	SHAWN MULLINS/Liberty
21	22	44	33	CRYSTAL METHOD/Busy Child
16	18	22	20	SHERRY CROWLEY/Favorite Mistake
27	29	44	32	GOO GOO DOLLS/Side
-	-	-	-	EVERCLEAR/Save Tonight
34	34	29	24	FABRYQ/Slam The Rocker...
35	37	34	24	SOUL COUGHING/Circles
-	-	-	-	BECK/Tropica
-	-	-	-	LOCAL H/W The Kids Are...
25	24	30	22	EVERCLEAR/Save Tonight
27	29	26	21	FLYSGot You (Willam...)
33	28	24	21	GARBAGE/Think I'm Paranoid
-	-	-	-	U2/Sweat Thing
24	29	29	28	CAKE/Rever There
-	-	-	-	R.E.M./Dayslayer
42	44	26	15	SEMSOIC/Singing In My Sleep
-	-	-	-	ALANIS MORISSETTE/Thank U
18	19	14	14	TORI AMOS/Speak
-	-	-	-	GARBAGE/Think I'm Paranoid
46	43	40	14	EAGLE-EYE CHERRY/Save Tonight
20	18	13	13	EVERCLEAR/Save Tonight
45	45	19	11	MARCY PLAYGROUND/Saint Joe O.L.
54	13	15	12	BEASTIE BOYS/Intergalactic
14	19	12	12	MARILYN MANSON/The Dope Show
10	11	9	7	BIG BAD VOODOO DADDY/You & Me
10	11	9	7	BRIAN SETZER ORCH./Jump Jive Air 'til
10	11	9	7	SOURRIP BUT ZIPPERS/Suits Are Picking

**MARKET #10**  
**107.9 WEND**  
CLEVELAND'S MODERN ROCK

**MARKET #10**  
**WENZ/Cleveland**  
(216) 861-0100  
Binder/Son

**PLAYS**

PL	TR	LB	TR	ARTIST/TITLE
41	42	30	34	ALANIS MORISSETTE/Thank U
37	40	34	34	THIRD EYE BLIND/Jumper
30	44	34	34	BEASTIE BOYS/Intergalactic
36	42	34	34	GOO GOO DOLLS/Side
14	20	32	32	GARBAGE/Think I'm Paranoid
33	41	30	31	EVERCLEAR/Father Of Mine
34	44	31	31	EAGLE-EYE CHERRY/Save Tonight
34	40	20	20	SMASHING PUMPKINS/Perfect
12	18	19	19	SEMSOIC/Singing In My Sleep
-	-	-	-	OFFSPRING/Pravly Fly (Feat...)
12	20	20	20	REEL BIG FISH/The Set Up (Vib...)
12	20	20	20	SOUL COUGHING/Circles
13	23	20	20	CAKE/Rever There
13	26	18	18	FASTBALL/Fire Escape
14	18	10	10	LOCAL H/W The Kids Are...
-	-	-	-	DAVE MATTHEWS BAND/Crush
14	21	20	18	HOLE/Cathedral Sky
13	19	21	18	SHERRY CROWLEY/Favorite Mistake
-	-	-	-	NEW RADICALS/You Get What You...
15	22	18	14	SHAWN MULLINS/Liberty
13	16	16	16	FUEL/Blissstreet
-	-	-	-	U2/Sweat Thing
9	7	19	11	KORNGot The Life
9	15	11	11	SOMEWHERE/Heavy Phase
-	-	-	-	CONWAY MOUTH/Whatcha Gonna Do?
12	15	18	18	SHAWN MULLINS/Liberty
12	15	18	18	BARBAREK LADIES/One Week
-	-	-	-	MARILYN MANSON/The Dope Show
-	-	-	-	MICULUS/Save Skin
7	14	15	15	STABBING WESTWARD/Sometimes It Hurts
8	15	6	6	BLUE LABEL/What A Bad Day

The FISH are gettin' bigger every week!

"The Set Up (You Need This)"

ALTERNATIVE DEBUT

44

MOJO

**MARKET #10**  
**97X WOL/Cleveland**  
(513) 523-4114  
Vamasse/Pytle

**PLAYS**

PL	TR	LB	TR	ARTIST/TITLE
15	22	21	21	LOCAL H/W The Kids Are...
-	-	-	-	BOB MOULD/Moving Truck
-	-	-	-	U2/Sweat Thing
-	-	-	-	AMAZING ROYAL CROMWELL/Lucky
19	22	20	20	TRIPPING DAVEY/Score Boom
24	20	19	19	ELLIOTT SMITH/Straw Hat
17	24	20	20	CONWAY MOUTH/Whatcha Gonna Do?
-	-	-	-	CARDIGANS/My Favorite Game
21	21	20	20	CAKE/Rever There
-	-	-	-	R.E.M./Dayslayer
24	24	19	19	JOHN CASALDI/Embargo (Part 1)
-	-	-	-	BECK/Tropica
-	-	-	-	MURMURS/Smash
24	22	24	24	SOUL COUGHING/Circles
20	22	18	18	AGHAN WHIGGS/Sometimes It Hurts
20	22	18	18	RICHARD BUONICCONTI/Good
20	22	18	18	SOMEWHERE/Heavy Phase
24	22	18	18	DADA/CALIFORNIA GOLD
-	-	-	-	MMMB/Amusements
15	14	14	14	FEEL/Blissstreet
15	14	14	14	REEL BIG FISH/The Set Up (Vib...)
14	13	14	14	POSSUM DYNOS/Sunshine Day
-	-	-	-	SUBWAY DIRT/Rock - Guitars And Video
9	10	12	12	SEMSOIC/Singing In My Sleep
15	14	13	13	DEPECHE MODE/Only When I L...
15	14	13	13	SHAWN MULLINS/Liberty
16	15	12	12	HIREWATER/Dropping Like Flies
16	15	12	12	GIRLS AGAINST BOYS/Rain
13	13	13	13	MORCHEEBA/Part Of The Process
13	13	13	13	BARBAREK LADIES/One Week

**MARKET #10**  
**107X WOL/Cleveland**  
(513) 523-4114  
Vamasse/Pytle

**MARKET #10**  
**107X WOL/Cleveland**  
(513) 523-4114  
Vamasse/Pytle

**PLAYS**

PL	TR	LB	TR	ARTIST/TITLE
35	39	32	35	SMASHING PUMPKINS/Perfect
33	39	34	34	CREED/What's This Life For
23	15	23	33	MONSTER MAGNET/Space Lord
31	26	29	32	HOLE/Cathedral Sky
35	32	31	32	BARBAREK LADIES/One Week
24	18	25	25	EVERLAST/What It's Like
24	34	31	31	MARILYN MANSON/The Dope Show
21	31	31	31	BEASTIE BOYS/Intergalactic
-	-	-	-	OFFSPRING/Pravly Fly (Feat...)
25	18	30	30	FASTBALL/Fire Escape
26	26	26	26	LOCAL H/W The Kids Are...
33	28	25	25	LEBBY KRANTZ/Fly Away
30	23	28	28	GOO GOO DOLLS/Side
21	16	23	23	KORNGot The Life
35	24	28	28	EVERCLEAR/Save Tonight
24	18	25	25	EVERLAST/What It's Like
29	24	24	24	ROB ZOMBE/Dracula
11	13	24	24	CAKE/Rever There
15	19	17	17	FUEL/Blissstreet
-	-	-	-	BECK/Tropica
-	-	-	-	REEL BIG FISH/The Set Up (Vib...)
20	16	18	18	SOUL COUGHING/Circles
9	11	17	17	STABBING WESTWARD/Sometimes It Hurts
29	29	21	21	GARBAGE/Think I'm Paranoid
14	12	10	10	PEARL JAM/Do The Evolution
14	12	10	10	LOCAL H/W The Kids Are...
-	-	-	-	U2/Sweat Thing
21	13	14	14	RAMMSTEIN/De Hant
6	5	10	14	ELLSA/Last Stop This Town
-	-	-	-	GREEN DAY/Rice Guys Patrol

**MARKET #10**  
**KWOL/Sacramento**  
(916) 448-5000  
Bunce

**MARKET #10**  
**KWOL/Sacramento**  
(916) 448-5000  
Bunce

**PLAYS**

PL	TR	LB	TR	ARTIST/TITLE
50	53	53	53	LEBBY KRANTZ/Fly Away
31	32	53	53	CAKE/Rever There
30	32	53	53	HOLE/Cathedral Sky
52	53	53	53	FLYSGot You (Willam...)
52	53	53	53	REEL BIG FISH/The Set Up (Vib...)
52	53	53	53	ALANIS MORISSETTE/Thank U
52	53	53	53	MOPPIE/In Our Vein Or
51	53	53	53	SEMSOIC/Singing In My Sleep
50	32	31	31	GARBAGE/Think I'm Paranoid
1	18	21	21	REEL BIG FISH/The Set Up (Vib...)
24	32	31	31	SOUL COUGHING/Circles
52	53	53	53	FEEDER/High
-	-	-	-	OFFSPRING/Pravly Fly (Feat...)
-	-	-	-	U2/Sweat Thing
28	30	31	31	GOO GOO DOLLS/Side
29	30	31	31	SHAWN MULLINS/Liberty
22	28	27	27	MARILYN MANSON/The Dope Show
-	-	-	-	CARDIGANS/My Favorite Game
14	20	21	21	ELLSA/Last Stop This Town
6	22	24	24	PLACEBO/Pure Morning
11	17	14	14	GREEN DAY/Rice Guys Patrol
14	22	19	19	LESS THAN JAKE/History Of A...
9	11	17	17	STABBING WESTWARD/Sometimes It Hurts
19	12	18	18	FUEL/Blissstreet
10	18	18	18	KORNGot The Life
11	17	14	14	LOCAL H/W The Kids Are...
18	15	14	14	MARCY PLAYGROUND/Sherry Fesser
-	-	-	-	DASHI/Acquiesce
16	12	10	12	DEPECHE MODE/Only When I L...
8	10	11	11	ZEPHYRUS/Just The Ripper

**MARKET #10**  
**KCRV/Riverside**  
(909) 384-1039  
Arnold/Ave

**MARKET #10**  
**KCRV/Riverside**  
(909) 384-1039  
Arnold/Ave

**PLAYS**

PL	TR	LB	TR	ARTIST/TITLE
21	27	23	23	OFFSPRING/Pravly Fly (Feat...)
8	21	30	30	FLYSGot You (Willam...)
9	17	13	13	DISHWALL/Once In A While
29	24	24	24	THIRD EYE BLIND/Jumper
19	25	24	24	FUEL/Blissstreet
5	11	26	26	BARBAREK LADIES/One Week
34	29	32	32	EVERCLEAR/Father Of Mine
20	14	21	21	GOLDFINGER/20 Cent Goodbye
-	-	-	-	HOLE/Cathedral Sky
12	15	23	23	KAMMIS/In The Heat
29	37	23	23	CREED/What's This Life For
16	23	20	20	SOCIAL DISTORTIONS/Story Of My Life
30	32	18	18	SMASHING PUMPKINS/Perfect
15	13	17	17	FASTBALL/Fire Escape
-	-	-	-	GREEN DAY/Rice Guys Patrol
27	18	13	13	SOMEWHERE/Heavy Phase
10	14	14	14	LEAH ANDROFF/Sunny Day
10	13	14	14	LOVE AND ROCKETS/Shiny Foot
10	12	14	14	ATHEM/Blissstreet
8	10	12	12	CRACKER/In The Good Life
37	26	28	28	ROYAL CROWN/Revolution
-	-	-	-	PUSHMOBILE/Newsday
24	16	13	12	BRIAN SETZER ORCH./Jump Jive Air 'til
8	10	7	7	MORRHESSE/Just The Ripper

**MARKET #10**  
**95.5 WBRU**  
WARRI/Providence  
(401) 272-9550  
Schlaevlin/Resler

**MARKET #10**  
**95.5 WBRU**  
WARRI/Providence  
(401) 272-9550  
Schlaevlin/Resler

**PLAYS**

PL	TR	LB	TR	ARTIST/TITLE
21	27	23	23	OFFSPRING/Pravly Fly (Feat...)
33	36	32	34	EVERCLEAR/Save Tonight
32	35	34	34	BE



OCTOBER 16, 1998

## BREAKERS

R.E.M.

Daysleeper (Warner Bros.)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
517/299	36/0	6

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
JEWEL Hands (Atlantic)	30
B.B. KING Bad Case Of Love (MCA)	17
FIONA APPLE Across The Universe (Work)	6
BECK Tropicalia (DGC/Geffen)	6
PHISH Birds Of A Feather (Elektra/EEG)	5
NEW RADICALS You Get What You Give (MCA)	4
SOUL COUGHING Circles (Slash/WB)	4
JOHN LEE HOOKER Boogie Chillen (Point Blank/Virgin)	3
SCOTT THOMAS BAND Sad Girl (Elektra/EEG)	3
STORYVILLE Two People (Atlantic)	3

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
R.E.M. Daysleeper (Warner Bros.)	+299
JEWEL Hands (Atlantic)	+196
U2 Sweetest Thing (Island)	+76
BECK Tropicalia (DGC/Geffen)	+69
GOO GOO DOLLS Slide (Warner Bros.)	+54
PHISH Birds Of A Feather (Elektra/EEG)	+51
NEW RADICALS You Get What You Give (MCA)	+45
LUCINDA WILLIAMS Can't Let Go (Mercury)	+41
NEIL FINN She Will Have Her Way (Work)	+36
COWBOY JUNKIES New Dawn Coming (Geffen)	+32

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.

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	1	1	1	<b>SHERYL CROW</b> My Favorite Mistake (A&M)	800	863	821	781	37/0
4	3	2	2	<b>SHAWN MULLINS</b> Lullaby (Columbia)	763	773	757	659	34/0
1	2	3	3	<b>CHRIS ISAAK</b> Please (Reprise)	743	771	815	815	37/0
3	4	4	4	<b>EAGLE-EYE CHERRY</b> Save Tonight (Work)	617	722	724	731	29/0
6	5	5	5	<b>JOHN MELLENCAMP</b> Your Life Is Now (Columbia)	539	592	572	576	33/0
<b>BREAKER</b>	6			<b>R.E.M.</b> Daysleeper (Warner Bros.)	517	218	—	—	36/0
13	8	7	7	<b>BRUCE HORNSBY</b> Great Divide (RCA)	507	482	437	320	33/0
—	12	8	8	<b>ALANIS MORISSETTE</b> Thank U (Maverick/Reprise)	495	471	365	4	29/0
—	—	12	9	<b>U2</b> Sweetest Thing (Island)	487	411	131	—	35/1
7	7	6	10	<b>HOOTIE &amp; THE BLOWFISH</b> I Will Wait (Atlantic)	483	495	508	516	26/0
18	15	11	11	<b>DAVE MATTHEWS BAND</b> Crush (RCA)	449	424	335	265	33/2
10	9	10	12	<b>LYLE LOVETT</b> Bears (Curb/MCA)	423	426	403	387	28/0
27	16	15	13	<b>GOO GOO DOLLS</b> Slide (Warner Bros.)	408	354	298	182	25/0
11	10	13	14	<b>FASTBALL</b> Fire Escape (Hollywood)	393	395	392	377	27/1
5	6	9	15	<b>BRIAN SETZER ORCHESTRA</b> Jump Jive An' Wail (Interscope)	341	448	553	599	20/0
14	19	17	16	<b>SINEAD LOHAN</b> No Mermaid (Grapevine/Interscope)	319	311	270	282	24/0
12	13	14	17	<b>KEB' MO'</b> I Was Wrong (550 Music)	318	354	353	376	26/0
8	11	16	18	<b>BARENAKED LADIES</b> One Week (Reprise)	298	348	373	477	18/0
22	20	19	19	<b>THIRD EYE BLIND</b> Jumper (Elektra/EEG)	251	275	263	217	12/0
—	23	23	20	<b>JONNY LANG</b> Still Rainin' (A&M)	239	246	216	166	21/0
20	21	20	21	<b>SUSAN TEDESCHI</b> It Hurt So Bad (Tone Cool)	234	269	240	234	19/0
19	18	22	22	<b>NATALIE MERCHANT</b> Break Your Heart (Elektra/EEG)	225	254	273	253	23/0
16	17	21	23	<b>TRAGICALLY HIP</b> Poets (Sire)	225	258	280	272	22/0
28	24	24	24	<b>SEMISONIC</b> Singing In My Sleep (MCA)	219	234	212	182	16/0
—	29	28	25	<b>CAKE</b> Never There (Capricorn/Mercury)	207	179	174	111	17/1
—	27	27	26	<b>SON VOLT</b> Driving The View (Warner Bros.)	205	191	176	134	21/0
<b>DEBUT</b>	28			<b>JEWEL</b> Hands (Atlantic)	196	—	—	—	30/30
9	14	18	28	<b>SMASHING PUMPKINS</b> Perfect (Virgin)	187	278	342	389	14/0
<b>DEBUT</b>	29			<b>NEW RADICALS</b> You Get What You Give (MCA)	186	141	43	5	22/4
28	25	26	30	<b>BONNIE RAITT</b> Blue For No Reason (Capitol)	183	206	195	181	18/1

This chart reflects airplay from October 5-11. Songs ranked by total plays. Highlighted songs indicate Breaker. 39 Adult Alternative reporters. 39 current playlists. © 1998, R&R Inc.

## NEW & ACTIVE

**LUCINDA WILLIAMS** Can't Let Go (Mercury)  
Total Plays: 169, Total Stations: 20, Adds: 2

**PHISH** Birds Of A Feather (Elektra/EEG)  
Total Plays: 144, Total Stations: 20, Adds: 5

**BARENAKED LADIES** It's All Been Done (Reprise)  
Total Plays: 137, Total Stations: 15, Adds: 2

**ELLIOTT SMITH** Waltz #2 (XO) (DreamWorks)  
Total Plays: 131, Total Stations: 16, Adds: 1

**WES CUNNINGHAM** So It Goes (Warner Bros.)  
Total Plays: 131, Total Stations: 15, Adds: 1

**LENNY KRAVITZ** Fly Away (Virgin)  
Total Plays: 121, Total Stations: 10, Adds: 1

**WILLIAM TOPLEY** Sycamore Street (Mercury)  
Total Plays: 112, Total Stations: 14, Adds: 1

**PATTY GRIFFIN** Change (A&M)  
Total Plays: 112, Total Stations: 14, Adds: 1

**NEIL FINN** She Will Have Her Way (Work)  
Total Plays: 109, Total Stations: 15, Adds: 1

**JUDE** I'm Sorry (Maverick/Reprise)  
Total Plays: 93, Total Stations: 11, Adds: 0

Songs ranked by total plays

# sinéad lohan

no mermaid  
Swimming Away At:

**R&R** **WXRT** **WBOS** **KGSR**  
**16** **KMTT** **WXRV** **WMMM**  
**KTCZ** **CIDR** **WDOD**  
**WXPB** **WNCS** & more

5 week sales pattern:  
1,199 - 1,277 - 1,408 - 1,535 - 1,641 pieces

OVER 2,400 PIECES SOLD  
IN BOSTON!

ON TOUR NOW!

Grapevine



"you & me & the  
bottle makes 3  
tonight (baby)"

Spinning at:

**KBCO** **WRLT** **KENZ**  
**KXPK** **KAEP** **WCLZ**  
**KBAC** **KTHX** **WXRV (add)**

OVER 600,000 SCANNED!

ON TOUR THIS FALL



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STRANGER MANAGEMENT  
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# ADAM COHEN

FROM THE DEBUT ALBUM

# TELL ME EVERYTHING

"SONGS THAT BRING PASSION  
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'ADAM COHEN' IS AN UNUSUALLY  
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- THE NEW YORK TIMES

"FORGET ABOUT ADAM  
COHEN'S LINEAGE, THERE'S  
REAL BLOOD AND BEAUTY  
ON THESE TRACKS."  
-ROLLING STONE



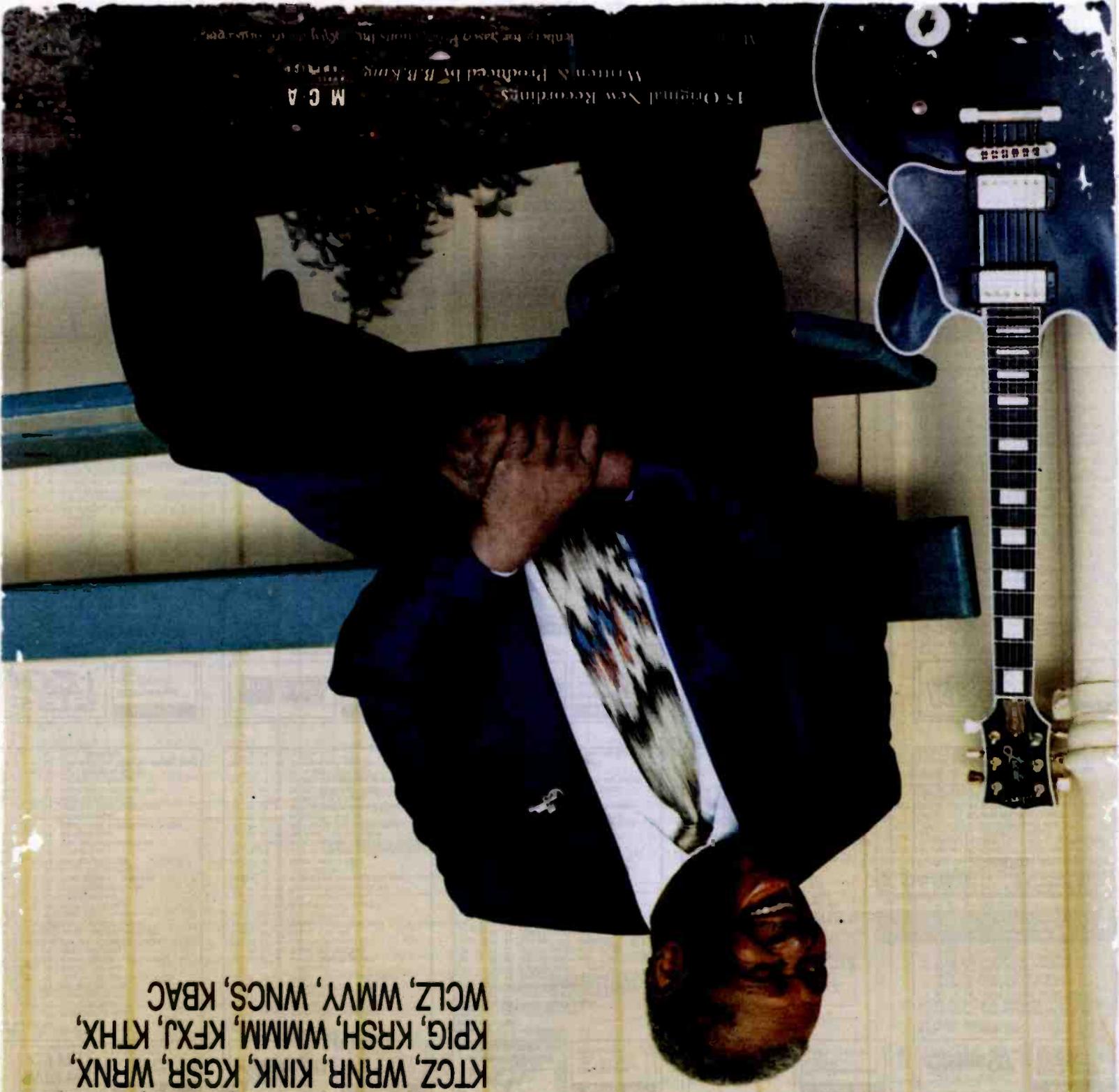
*Blues On The Bayou*  
**b.b.king**

The New Single

**"Bad Case Of Love"**

**Why is B.B. so happy?**

**WXRT, KFOG, WXPB, WDET, KMTT,  
KTCZ, WRNR, KINK, KGSR, WRNX,  
KPIG, KRSH, WMMM, KFXJ, KTHX,  
WCLZ, WMVY, WNCS, KBAC**



15 Original New Recordings

Written & Produced by B.B. King

MCA





# OPPORTUNITIES

**OPENINGS**

**Zone**  
100.5 THE  
Sacramento, CA 95815

Today's Music Alternative, 100.5 The Zone, is looking for an entertainer to take over the Capital City at night! Send the best of what you think adults want to hear from an entertainer. No phone calls please. Mail your tape and resume to: Carmy Ferrer, 280 Commerce Circle, Sacramento, CA 95815

CBS Radio is an Equal Opportunity Employer. Women and minorities are encouraged to apply.



**Zone**  
100.5 THE  
Sacramento, CA 95815

Today's Music Alternative, 100.5 The Zone, is looking for a key player! You must be computer literate, able to manage your department and make our major advertisers feel as important as they truly are to our company. Manage this and the PROMOTION DIRECTOR position is yours! No phone calls please. Mail your resume with some examples of recent work to: Carmy Ferrer, 280 Commerce Circle, Sacramento, CA 95815

CBS Radio is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**SALES ASSISTANT**

Van Wagner Outdoor seeks organized, computer proficient individual to provide administrative support for sales presentations and marketing. Ideal candidate will be detail oriented and a team player. Great working environment. We offer a competitive salary and complete benefits package. Please send resume, cover letter and salary history to: Randi Fellich, Van Wagner Outdoor, 11829 Ventura Blvd., Studio City, CA 91604. (No phone calls please) EOE

**OPENINGS**

**Wanted! Internet Sales Rep!**

Leading Media company seeks candidate with internet savvy, sales skills, and existing account list. Position demands someone who knows the nuances of web sales and development. Rush resume to: Radio & Records, 10100 Santa Monica Blvd., #672, 5th Floor, Los Angeles, CA 90067. EOE



If you're tired of looking at the same bulls#t ads and working for people who's most creative line in a classed field is "no phone calls please", send me a tape. We're the bay area's newest station looking for a morning person/show and an afternoon person/APD with Selector skills and deep knowledge of modern music. If you're interested, get a tape to: Phil Mybooks, Dir. Of Recruitment, Employee Relations and Tape Recycling, Jacor Communications — San Francisco/San Jose, 1420 Koll Cir., Suite A, San Jose, CA 95112. p.s. No Phone Calls Please.

**CHR - Power 100.5, in Palm Springs, CA 92262. EOE**

Springs is looking for hot after-noon drive talent/music director. Can you talk to women? Are you a team player with a good attitude and willing to work hard to be number one? Do you have music and production skills? Then you need to rush your T&R to Mike Keane @ 2100 Tahquitz Canyon, Palm Springs, CA 92262. EOE

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**OPENINGS**



**JOB OPENING  
KFOG RADIO, SAN FRANCISCO  
AIR TALENT**

Hungry? KFOG's first full-time opening in some four years! We need a 7-midnight air talent. Successful candidate is a team player, brings energy, runs a perfect board, and can handle phones. Most importantly, you must know how to bring a creative idea to life. Morning drive experience and digital editing skills are a big plus. Must be willing to tolerate 280 days of beautiful weather and work in an immaculate new facility. Deadline for application is 10/31/98. Absolutely no phone calls. T&R to: Paul Marzalek, KFOG Radio, 55 Hawthorne Street, 10th Fl., San Francisco, CA 94105.

**POSITIONS SOUGHT**

Midwestern Radio Show with Psychic Annie, productions, love magic. Call to schedule! ANNIE: (301) 924-8636. (10/16)

Jacksonville/Dalyton area AT seeking fulltime comback job JOHN LUCAS (904) 797-7304. JL-Bird@webtv.net (10/16)

**INTERVIEW ME, THE AIRFARE IS FREE\***

I'm at NAB Seattle eager to meet for coffee to talk mornings and programming. Success and results are my goals. Call Steve Marshall at the Hilton 206-624-0500, or FL. 954-527-5620.

\* Airfare offer not valid after NAB :)

**POSITIONS SOUGHT**

**TWO MORNING GUYS WHO FOUGHT STERN TO A 3 YEAR DRAW, WERE FMQB'S BEST MORNING ACT 3 TIMES, MIGHT BE INTERESTED IN MAJOR MARKET AM OR PM DRIVE. CAN ISDN TO SEVERAL MARKETS. 1-888-636-4745**

Producer/programmer/copywriter: Multi-format pro Show pp. research, interviews, voiceover, English/Spanish bilingual. Latin music expert. CRAIG: (714) 279-9412 (10/16)

On the sidelines for the last year (medical) I want back in 21 years experience, seeking Eastern medium/major AD Oides/Country MARK: (302) 994-3834 (10/16)

Joe McMillan WROR, Oides 103 WNUX, WHDH search (508) 759-6257 (10/16)

Young, medium market CHR AT with two plus years experience seeks to slam at night! BRYAN: (717) 674-8957 (10/16)

A witty and humorous love doctor who understands women is the only one you can put opposite Dr. Laura. DOC TOR LOVE: (800) 404-2644, www.doclove.com (10/16)

Will sacrifice first born for night gig. Young gun with six years experience for hire. Many formats KEVIN: (781) 647-1471 (10/16)

Get me out of Las Vegas! Seeking an on-air and/or PD spot at small market station. DAVID BAXTER: (702) 258-6787 (10/16)

Female AT/producer. Hungry, great experience. Fun. Seeking to click with night partner. BRITTON PAYNE: (310) 455-3920, bpdok@aol.com (10/16)

Supersize morning AT with seven years experience ready to conquer the world! Have me, will travel CHRIS: (208) 475-1646 (10/16)

I am passionate about radio. I'm seeking to use my talent, creativity and experience with established syndication company. STEVE: (925) 943-1029 (10/16)

PD News or Sport/Talk, major market and network experience. Knowledgeable, a proven, motivated winner. JACQ (818) 694-5225, www.intelstar2000.com (10/16)

Experienced, versatile, reliable team player seeks CHN H&C, or Hot Country. SCOTT CLEVELAND: (716) 565-0644, AJE195C@prodigy.com (10/16)

Morning show with out-of-the-box ideas and stunts. Track record and references. Great production skills. HAL: 9800 ABRAMS: (209) 433-8425 (10/16)

Former MOP/AT seeks full-time gig. 32K in Northern CA. orlando. Call GERALD: (870) 613-1558 (10/16)

AT with production skills seeks position in So Cal desert area. ROB: (760) 360-3768, or view TAR: members.aol.com/entranced (10/16)

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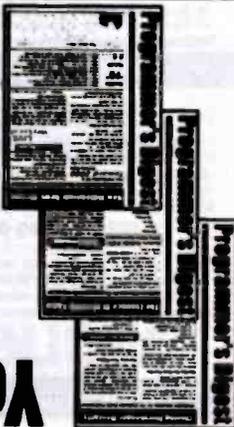
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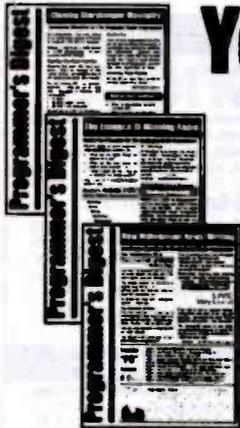
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## CHR/POP

LW	TW	Artist	Track	Label
1	1	BARENAKED LADIES	One Week (Reprise)	
3	2	JENNIFER PAIGE	Crush (Edel America/Hollywood)	
4	3	BACKSTREET BOYS	I'll Never Break Your Heart (Jive)	
5	4	GOO GOO DOLLS	Iris (Warner Sunset/Reprise)	
2	5	AEROSMITH	I Don't Want To Miss A Thing (Columbia)	
6	6	ALL SAINTS	Never Ever (London/Island)	
7	7	'N SYNC	Tearin' Up My Heart (RCA)	
10	8	ALANIS MORISSETTE	Thank U (Maverick/Reprise)	
8	9	AALIYAH	Are You That Somebody? (Atlantic)	
15	10	THIRD EYE BLIND	Jumper (Elektra/EEG)	
9	11	MATCHBOX 20	Real World (Lava/Atlantic)	
13	12	SHERYL CROW	My Favorite Mistake (A&M)	
12	13	EDWIN MCCAIN	I'll Be (Lava/Atlantic)	
14	14	FAITH HILL	This Kiss (Warner Bros.)	
11	15	JANET	Go Deep (Virgin)	
19	16	EVERYTHING	Hooch (Blackbird/Sire)	
21	17	EAGLE-EYE CHERRY	Save Tonight (Work)	
18	18	NEXT	Too Close (Arista)	
16	19	SEMISONIC	Closing Time (MCA)	
17	20	HOOTIE & THE BLOWFISH	I Will Wait (Atlantic)	
20	21	BRIAN SETZER ORCHESTRA	Jump Jive An' Wail (Interscope)	
25	22	MADONNA	The Power Of Good-Bye (Maverick/WB)	
26	23	99 DEGREES	Because Of You (Motown)	
31	24	SHAWN MULLINS	Lullaby (Columbia)	
22	25	WILL SMITH	Just The Two Of Us (Columbia)	
29	26	EVE 6	Inside Out (RCA)	
27	27	MONICA	The First Night (Arista)	
30	28	PM DAWN	I Had No Right (Gee Street/V2)	
23	29	NOJ	Time After Time (So So Def/Columbia)	
24	30	BRANDY & MONICA	The Boy Is Mine (Atlantic)	

39 **BRITNEY SPEARS** ...Baby One More Time (Jive)

CHR begins on Page 78.

## HOT AC

LW	TW	Artist	Track	Label
1	1	GOO GOO DOLLS	Iris (Warner Sunset/Reprise)	
2	2	AEROSMITH	I Don't Want To Miss A Thing (Columbia)	
3	3	HOOTIE & THE BLOWFISH	I Will Wait (Atlantic)	
4	4	BARENAKED LADIES	One Week (Reprise)	
6	5	SHERYL CROW	My Favorite Mistake (A&M)	
5	6	MATCHBOX 20	Real World (Lava/Atlantic)	
7	7	ALANIS MORISSETTE	Thank U (Maverick/Reprise)	
8	8	SEMISONIC	Closing Time (MCA)	
9	9	FASTBALL	The Way (Hollywood)	
10	10	EDWIN MCCAIN	I'll Be (Lava/Atlantic)	
16	11	EAGLE-EYE CHERRY	Save Tonight (Work)	
13	12	EVERYTHING	Hooch (Blackbird/Sire)	
11	13	BRIAN SETZER ORCHESTRA	Jump Jive An' Wail (Interscope)	
17	14	JENNIFER PAIGE	Crush (Edel America/Hollywood)	
14	15	NATALIE IMBRUGLIA	Tom (RCA)	
15	16	NATALIE MERCHANT	Kind & Generous (Elektra/EEG)	
18	17	FAITH HILL	This Kiss (Warner Bros.)	
19	18	THIRD EYE BLIND	Jumper (Elektra/EEG)	
12	19	NATALIE IMBRUGLIA	Wishing I Was There (RCA)	
20	20	SHAWN MULLINS	Lullaby (Columbia)	
21	21	GREEN DAY	Time Of Your Life (Good...) (Reprise)	
—	22	JEWEL	Hands (Atlantic)	
22	23	JOHN MELLENCAMP	Your Life Is Now (Columbia)	
26	24	GOO GOO DOLLS	Slide (Warner Bros.)	
24	25	ANGGUN	Snow On The Sahara (Epic)	
27	26	SHAMIA TWAIN	From This Moment On (Mercury)	
25	27	BACKSTREET BOYS	I'll Never Break Your Heart (Jive)	
30	28	FASTBALL	Fire Escape (Hollywood)	
29	29	EVE 6	Inside Out (RCA)	
—	30	U2	Sweetest Thing (Island)	

No Songs Qualified For Breaker Status This Week.

AC begins on Page 108.

## CHR/RHYTHMIC

LW	TW	Artist	Track	Label
1	1	AALIYAH	Are You That Somebody? (Atlantic)	
4	2	LAURYN HILL	Doo Wop (That Thing) (Ruffhouse/Columbia)	
3	3	MONICA	The First Night (Arista)	
2	4	MIYA I/SALIK	THE SHOCKER Movin' On (University/Interscope)	
5	5	MONIFAH	Touch It (Uptown/Universal)	
6	6	XSCAPE	My Little Secret (So So Def/Columbia)	
8	7	DIVINE	Lately (Pendulum/Red Ant)	
10	8	DRU HILL	WEDMAN How Deep Is... (Def Jam/RAL/Mercury/Island)	
7	9	TQ	Westside (ClockWork/Epic)	
11	10	NICOLE	Make It Hot (Gold Mind/EastWest/EEG)	
14	11	NEXT	I Still Love You (Arista)	
12	12	LAURYN HILL	Can't Take My Eyes Off You (Ruffhouse/Columbia)	
9	13	TATYANA ALI	Daydreamin' (MJJ/Work)	
15	14	KEITH SWEAT	WENDOP DOGG Come And Get With Me (Elektra/EEG)	
16	15	NEXT	Too Close (Arista)	
13	16	GINUWINE	Same Ol' G (Atlantic)	
17	17	USHER	My Way (LaFace/Arista)	
18	18	BACKSTREET BOYS	I'll Never Break Your Heart (Jive)	
24	19	TAMMA	So Into You (Qwest/WB)	
23	20	FAITH EVANS	Love Like This (Bad Boy/Arista)	
21	21	BRANDY & MONICA	The Boy Is Mine (Atlantic)	
25	22	J. DUPRI & M. CAREY	Sweetheart (So So Def/Columbia)	
20	23	BIG PUNISHER	WUDE Still Not A Player (Loud)	
26	24	'N SYNC	Tearin' Up My Heart (RCA)	
27	25	JENNIFER PAIGE	Crush (Edel America/Hollywood)	
22	26	R. KELLY	Half On A Baby (Jive)	
—	27	BRANDY	Have You Ever? (Atlantic)	
33	28	FRAS MICHEL	VOOB & MIYA Ghetto Supastar... (Interscope)	
28	29	JERMAINE DUPRI	(JAY-Z Money Ain't... (So So Def/Columbia)	
32	30	SWEETBOX	Everything's Gonna Be Alright (RCA)	

39 **NICOLE** I/MOCHA I Can't See (Gold Mind/EastWest/EEG)  
 40 **NASTYBOY** KLICK Lost In Love (Upstairs)  
 46 **JAY-Z** I/AMIL AND JA Can I Get A... (Def Jam/RAL/Mercury)

CHR begins on Page 78.

## AC

LW	TW	Artist	Track	Label
1	1	BACKSTREET BOYS	I'll Never Break Your Heart (Jive)	
2	2	CELINE DION	To Love You More (550 Music)	
3	3	FAITH HILL	This Kiss (Warner Bros.)	
4	4	SHAMIA TWAIN	From This Moment On (Mercury)	
5	5	SHAMIA TWAIN	You're Still The One (Mercury)	
8	6	ANNE COCHRAN AND JIM BRICKMAN	After All... (Windham Hill)	
6	7	GARTH BROOKS	To Make You Feel My Love (Capitol)	
10	8	JOHN TESH	U/DALIA Mother I Miss You (GTSP/Mercury)	
7	9	ROD STEWART	Ooh La La (Warner Bros.)	
9	10	NATALIE IMBRUGLIA	Tom (RCA)	
11	11	SAVAGE GARDEN	Truly Madly Deeply (Columbia)	
17	12	PHIL COLLINS	True Colors (Atlantic)	
12	13	DAKOTA MOON	Another Day Goes By (Elektra/EEG)	
14	14	GEORGE BENSON	Standing Together (GRP)	
16	15	AEROSMITH	I Don't Want To Miss A Thing (Columbia)	
19	16	EDWIN MCCAIN	I'll Be (Lava/Atlantic)	
13	17	ERIC CLAPTON	My Father's Eyes (Duck/Reprise)	
15	18	SARAH McLACHLAN	Adia (Arista)	
20	19	LEANN RIMES	Feels Like Home (MCG/Curb)	
18	20	JOHN MELLENCAMP	Your Life Is Now (Columbia)	
21	21	BETTE MIDLER	My One True Friend (Warner Bros.)	
24	22	LIGHTHOUSE FAMILY	High (Island)	
25	23	MADONNA	The Power Of Good-Bye (Maverick/WB)	
22	24	AMY GRANT	I Will Be Your Friend (A&M)	
25	25	LIONEL RICHIE	I Hear Your Voice (Mercury)	
—	26	R. KELLY & CELINE DION	I'm Your Angel (Jive)	
26	27	HOOTIE & THE BLOWFISH	I Will Wait (Atlantic)	
23	28	LIONEL RICHIE	Time (Mercury)	
28	29	AMERICA	From A Moving Train (Dwyer)	
30	30	MAX CARL AND BIG DANCE	One More River (Mission)	

AC begins on Page 108.

## URBAN

LW	TW	Artist	Track	Label
2	1	LAURYN HILL	Doo Wop... (Ruffhouse/Columbia)	
1	2	R. KELLY	Half On A Baby (Jive)	
3	3	NEXT	I Still Love You (Arista)	
5	4	DRU HILL	WEDMAN How Deep Is... (Def Jam/RAL/Mercury/Island)	
4	5	KEITH SWEAT	WENDOP DOGG Come And Get With Me (Elektra/EEG)	
7	6	DIVINE	Lately (Pendulum/Red Ant)	
6	7	MONIFAH	Touch It (Uptown/Universal)	
8	8	JOH B.	I Do (Whatcha Say Boo) (Yab Yum/550 Music)	
13	9	FAITH EVANS	Love Like This (Bad Boy/Arista)	
16	10	MARY J. BLIGE	Beautiful (Ft. Tyne/MCA)	
12	11	AARON HALL	All The Places (I Will...) (MCA)	
14	12	DEBORAH COX	Nobody's Supposed To Be Here (Arista)	
20	13	KIRK FRANKLIN	Lean On Me (GospoCentric)	
18	14	J. DUPRI & M. CAREY	Sweetheart (So So Def/Columbia)	
23	15	USHER	One Day You'll Be Mine (LaFace/Arista)	
17	16	DMX	I/FAITH EVANS How's It Goin' Down? (Def Jam/Mercury)	
25	17	112	W/ASE Love Me (Bad Boy/Arista)	
11	18	XSCAPE	My Little Secret (So So Def/Columbia)	
19	19	TWIN+TEE	S:7 God's Grace (B-Rite/Interscope)	
26	20	KENNY LATTIMORE	Days Like This (Columbia)	
28	21	NICOLE	I/MOCHA I Can't See (Gold Mind/EastWest/EEG)	
9	22	GINUWINE	Same Ol' G (Atlantic)	
33	23	BRIAN MCKNIGHT	Hold Me (Motown)	
22	24	MONICA	The First Night (Arista)	
29	25	TQ	Westside (ClockWork/Epic)	
21	26	MIYA I/SALIK	THE SHOCKER Movin' On (University/Interscope)	
31	27	MAXWELL	Matrimony: Maybe You (Columbia)	
30	28	BIZZY BONE	Thugz Cry (Relativity)	
38	29	TOTAL	W/ASSY ELLIOTT Trippin' (Bad Boy/Arista)	
32	30	NICOLE	RENEE Strawberry (Atlantic)	

For complete list of Urban Breakers see page 88.

URBAN begins on Page 88.

## ROCK

LW	TW	Artist	Track	Label
1	1	CREED	What's This Life For (Wind-up)	
2	2	R3H	Psycho Circus (Mercury)	
6	3	GOO GOO DOLLS	Slide (Warner Bros.)	
4	4	DAYS OF THE NEW	The Down Town (Outpost/Geffen)	
3	5	KENNY WAYNE SHEPHERD	Somehow... (Revolution/Reprise)	
7	6	JOHN MELLENCAMP	Your Life Is Now (Columbia)	
8	7	EVE 6	Inside Out (RCA)	
5	8	AEROSMITH	What Kind Of Love Are You On (Columbia)	
9	9	JOHNNY LANG	Still Rainin' (A&M)	
12	10	LENNY KRAVITZ	Fly Away (Virgin)	
11	11	SCREAMIN' CHEETAH WHEELIES	Boogie... (Capricorn/Mercury)	
13	12	HOLE	Celebrity Skin (DGC/Geffen)	
10	13	MONSTER MAGNET	Space Lord (A&M)	
39	14	BLACK SABBATH	Psycho Man (Epic)	
18	15	SEMISONIC	Singing In My Sleep (MCA)	
15	16	ROD STEWART	Rocks (Warner Bros.)	
14	17	CANDLEBOX	It's Alright (Maverick/WB)	
25	18	U2	Sweetest Thing (Island)	
17	19	METALLICA	Better Than You (Elektra/EEG)	
22	20	FASTBALL	Fire Escape (Hollywood)	
16	21	BROTHER CAME	Machete (Virgin)	
21	22	JACKYL	We're An American Band (Geffen)	
—	23	R.E.M.	Daysleeper (Warner Bros.)	
28	24	MOTLEY CRUE	Bitter Pill (Motley/Beyond)	
23	25	ROB ZOMBIE	Dragula (Geffen)	
27	26	FLYB	Got You (Where I Want You) (Trauma/Delicious Vinyl)	
20	27	AEROSMITH	I Don't Want To Miss A Thing (Columbia)	
30	28	LOCAL H	All The Kids Are Right (Island)	
33	29	MOON DOG	MAINE Turn It Up (Eureka)	
37	30	CANDLEBOX	10,000 Horses (Maverick/WB)	

ROCK begins on Page 122.

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# THE BACK PAGES.

NATIONAL AIRPLAY OVERVIEW OCTOBER 16, 1998

breakers in blue

## URBAN AC

LW	TW	Artist	Album
1	1	TEMPTATIONS	Stay (Motown)
2	2	PEABO BRYSON	My Heart Belongs To You (Windham Hill)
6	3	DEBORAH COX	Nobody's Supposed To Be Here (Arista)
3	4	GERALD LEVERT	Thinkin' Bout It (EastWest/EEG)
4	5	VESTA	Somebody For Me (I.E./Motown)
7	6	LUTHER VANDROSS	I Know (LV/Virgin)
9	7	R. KELLY	Half On A Baby (Jive)
13	8	KIRK FRANKLIN	Lean On Me (GospoCentric)
5	9	TAMIA	So Into You (Dwest/WB)
11	10	TRIN-I-TEE 5:7	God's Grace (B-Rite/Interscope)
8	11	KENNY LATTIMORE	Days Like This (Columbia)
12	12	REGINA BELLE	I've Had Enough (MCA)
17	13	MAXWELL	Matrimony: Maybe You (Columbia)
14	14	KELLY PRICE	Friend Of Mine (T-Neck/Island)
10	15	BRIAN MCKNIGHT	The Only One For Me (Motown)
18	16	DIVINE	Lately (Pendulum/Red Ant)
22	17	WILL DOWNING & GERALD ALBRIGHT	Stop... (Verve/Motown)
20	18	GLENN JONES	Let It Rain (SAR/WB)
16	19	BOYZ II MEN	Don't Just Fine (Motown)
15	20	JON B.	They Don't Know (Yab Yum/550 Music)
23	21	AARON HALL	All The Places (I Will...) (MCA)
28	22	MARY J. BLIGE	Beautiful (A&M)
25	23	KEITH SWEAT	VANDROP DOGG Come And Get With Me (Elektra/EEG)
24	24	ARETHA FRANKLIN	In Case You Forgot (Arista)
29	25	FOURPLAY	VEL DEBARGE Sexual Healing (Warner Bros.)
—	—	LAURYN HILL	Can't Take My Eyes Off You (Ruffhouse/Columbia)
—	—	BRIAN MCKNIGHT	Hold Me (Motown)
—	—	AKAST	I Tried (RCA)
—	—	JON B.	I Do (Whatcha Say Boo) (Yab Yum/550 Music)
30	30	JK	Ain't It Good To Know (Verve/Motown)

URBAN begins on Page 88.

## ACTIVE ROCK

LW	TW	Artist	Album
2	1	LENNY KRAVITZ	Fly Away (Virgin)
4	2	HOLE	Celebrity Skin (DGC/Geffen)
1	3	CREED	What's This Life For (Wind-up)
5	4	KISS	Psycho Circus (Mercury)
3	5	EVE 6	Inside Out (RCA)
6	6	ROS ZOMBIE	Dragula (Geffen)
10	7	MARILYN MANSON	The Dope Show (Nothing/Interscope)
7	8	METALLICA	Better Than You (Elektra/EEG)
9	9	MONSTER MAGNET	Space Lord (A&M)
8	10	DAYS OF THE NEW	The Down Town (Outpost/Geffen)
11	11	LOCAL H	All The Kids Are Right (Island)
12	12	FLYB	Got You (Where I Want You) (Trauma/Delicious Vinyl)
13	13	GOO GOO DOLLS	Slide (Warner Bros.)
14	14	STABBING WESTWARD	Sometimes It Hurts (Columbia)
31	15	BLACK SABBATH	Psycho Man (Epic)
16	16	SECOND COMING	Soft (Capitol)
38	17	OFFSPRING	Pretty Fly (For A White Guy) (Columbia)
15	18	KORN	Got The Life (Immortal/Epic)
18	19	SCREAMIN' CHEETAH WHEELIES	Boogie... (Capricorn/Mercury)
20	20	CANDLEBOX	10,000 Horses (Maverick/WB)
23	21	ECOWOLINE CRUSH	Surefire (Never Enough) (Restless)
20	22	SEMSOMIC	Singing In My Sleep (MCA)
21	23	FUEL	Bittersweet (550 Music)
19	24	AEROSMITH	What Kind Of Love Are You On (Columbia)
24	25	FINGER ELEVEN	Quicksand (Wind-up)
25	26	FASTBALL	Fire Escape (Hollywood)
29	27	MOTLEY CRUE	Bitter Pill (Motley/Beyond)
34	28	GOODSMACK	Whatever (Republic/Universal)
27	29	COWBOY MOUTH	Whatcha Gonna Do? (MCA)
17	30	BROTHER CAME	Machete (Virgin)

ROCK begins on Page 122.

## COUNTRY

LW	TW	Artist	Album
2	1	LONESTAR	Everything's Changed (BNA)
5	2	REBA MCENTIRE	Forever Love (MCA)
6	3	ALABAMA	How Do You Fall In Love (RCA)
1	4	MARK WILLS	Don't Laugh At Me (Mercury)
4	5	SHANIA TWAIN	Honey, I'm Home (Mercury)
7	6	GARTH BROOKS	You Move Me (Capitol)
8	7	DOXE CHICKS	Wide Open Spaces (Monument)
10	8	TRACY BYRD	I Wanna Feel That Way Again (MCA)
9	9	LEANN RIMES	Nothin' New Under The Moon (MCG/Curb)
11	10	LEE ANN WOMACK	A Little Past Little Rock (Decca)
3	11	TIM MCGRAW	Where The Green Grass Grows (Curb)
14	12	TY HERNDON	It Must Be Love (Epic)
16	13	GEORGE STRAIT	We Really Shouldn't Be... (MCA)
15	14	COLLIN RAYE	Someone You Used To Know (Epic)
17	15	FAITH HILL	Let Me Let Go (Warner Bros.)
18	16	TRISHA YEARWOOD & GARTH BROOKS	Where Your... (MCA)
19	17	BROOKS & DUNN	Husbands And Wives (Arista)
20	18	TERRI CLARK	You're Easy On The Eyes (Mercury)
21	19	WADE HAYES	How Do You Sleep At Night (DKC/Columbia)
23	20	DEANA CARTER	Absence Of The Heart (Capitol)
22	21	KENNY CHESNEY	I Will Stand (BNA)
12	22	ALAN JACKSON	I'll Go On Loving You (Arista)
13	23	DIAMOND RIO	You're Gone (Arista)
25	24	CLAY WALKER	You're Beginning To Get To Me (Giant)
24	25	AARON TIPPIN	For You I Will (Lyric Street)
26	26	BLACKHAWK	There You Have It (Arista)
27	27	MARTINA MCBRIDE	Wrong Again (RCA)
29	28	TOBY KEITH	Getcha Some (Mercury)
28	29	TRAVIS TRITT	If I Lost You (Warner Bros.)
30	30	RANDY TRAVIS	Spirit Of A Boy... (DreamWorks)

34 VINCE GILL Kindly Keep It Country (MCA)

COUNTRY begins on Page 87.

## ALTERNATIVE

LW	TW	Artist	Album
1	1	HOLE	Celebrity Skin (DGC/Geffen)
3	2	GOO GOO DOLLS	Slide (Warner Bros.)
2	3	EVE 6	Inside Out (RCA)
5	4	LENNY KRAVITZ	Fly Away (Virgin)
6	5	CAKE	Never There (Capricorn/Mercury)
4	6	EVENCLEAR	Father Of Mine (Capitol)
10	7	EAGLE-EYE CHERRY	Save Tonight (Work)
14	8	FLYB	Got You (Where I Want You) (Trauma/Delicious Vinyl)
8	9	THIRD EYE BLIND	Juniper (Elektra/EEG)
11	10	SEMSOMIC	Singing In My Sleep (MCA)
18	11	ALANIS MORISSETTE	Thank U (Maverick/Reprise)
12	12	BEASTIE BOYS	Intergalactic (Grand Royal/Capitol)
17	13	SHAWN MULLINS	Lullaby (Columbia)
29	14	OFFSPRING	Pretty Fly (For A White Guy) (Columbia)
13	15	FASTBALL	Fire Escape (Hollywood)
9	16	GARBAGE	I Think I'm Paranoid (Almo Sounds/Interscope)
16	17	CREED	What's This Life For (Wind-up)
20	18	SOUL COUGHING	Circles (Slash/WB)
19	19	LOCAL H	All The Kids Are Right (Island)
7	20	BARENAKED LADIES	One Week (Reprise)
22	21	UZ	Sweetest Thing (Island)
21	22	MARILYN MANSON	The Dope Show (Nothing/Interscope)
15	23	SMASHING PUMPKINS	Perfect (Virgin)
26	24	FUEL	Bittersweet (550 Music)
31	25	R.E.M.	Daysleeper (Warner Bros.)
27	26	KORN	Got The Life (Immortal/Epic)
28	27	SHERYL CROW	My Favorite Mistake (A&M)
—	28	BECK	Tropica (DGC/Geffen)
25	29	BRIAN SETZER ORCHESTRA	Jump Jive An' Wail (Interscope)
34	30	EVERLAST	What It's Like (Tommy Boy)

ALTERNATIVE begins on Page 148.

## NAC/SMOOTH JAZZ

LW	TW	Artist	Album
2	1	GEORGE BENSON	Fly By Night (GRP)
1	2	SOUL BALLET	Blu Girl (Countdown/Unity)
5	3	BONEY JAMES	Innocence (Warner Bros.)
3	4	MARC ANTONIO	Sunland (GRP)
6	5	LUTHER VANDROSS	I Know (LV/Virgin)
4	6	JIM BRICKMAN / DAVE KIDZ	Partners In Crime (Windham Hill)
9	7	CHUCK LOEB	Beneath The Light (Shanachie)
8	8	RICK BRAUN	Hollywood & Vine (Atlantic)
7	9	BRIAN BROMBERG	Hero (Zebra)
11	10	KENKO MATSUI	Forever, Forever (Countdown/Unity)
13	11	PETER WHITE	(WASHINGTON, JR. Midnight In... (Columbia)
15	12	ERIC MARIENTHAL	Here In My Heart (I.E./Nerve)
10	13	LEE RITENOUR	Ooh-Yeah (I.E./Nerve)
14	14	BRIAN MCKNIGHT	Anytime (Motown)
12	15	KENNY G	Baby G (Arista)
17	16	JOE MCBRIDE	Midnight In Madrid (Heads Up)
19	17	BRYAN SAVAGE	Soul Temptation (Higher Octave)
22	18	WALTER BEASLEY	I Feel You (Shanachie)
16	19	STEVE COLE	When I Think Of You (Bluemoon/Atlantic)
—	—	WARREN HILL	Turn Out The Lights (Discovery)
25	20	GRANT GEISSMAN	Did I Save? (Higher Octave)
21	21	GABRIELA ANDERS	Fire Of Love (Warner Bros.)
26	22	ED HAMILTON	Fly Like An Eagle (Shanachie)
20	23	RONAN HARDIMAN	Love Song (Phillips)
18	24	FOURPLAY	Still The One (Warner Bros.)
30	25	C. CHAUUNCO & R. FREEMAN	Riders Of... (Peak/Windham Hill Jazz)
28	26	FATBURGER	Spice (Shanachie)
—	27	GREGG KANUKAS	Cruisin' Your House At... (I.E./Nerve)
24	28	CHRIS STANDRING	Cool Shades (Instinct)
23	29	DOWN TO THE BONE	Staten Island Groove (Nu Groove)

NAC begins on Page 117.

## ADULT ALTERNATIVE

LW	TW	Artist	Album
1	1	SHERYL CROW	My Favorite Mistake (A&M)
2	2	SHAWN MULLINS	Lullaby (Columbia)
3	3	CHRIS BAAK	Please (Reprise)
4	4	EAGLE-EYE CHERRY	Save Tonight (Work)
5	5	JOHN MELLENCAMP	Your Life Is Now (Columbia)
25	6	R.E.M.	Daysleeper (Warner Bros.)
7	7	BRUCE NORRISBY	Great Divide (RCA)
8	8	ALANIS MORISSETTE	Thank U (Maverick/Reprise)
12	9	UZ	Sweetest Thing (Island)
6	10	HOOTIE & THE BLOWFISH	I Will Wait (Atlantic)
11	11	DAVE MATTHEWS BAND	Crush (RCA)
10	12	LYLE LOVETT	Bears (Curb/MCA)
15	13	GOO GOO DOLLS	Slide (Warner Bros.)
13	14	FASTBALL	Fire Escape (Hollywood)
9	15	BRIAN SETZER ORCHESTRA	Jump Jive An' Wail (Interscope)
17	16	SINEAD LOHAN	No Mermaid (Grapevine/Interscope)
14	17	KEB' MO'	I Was Wrong (550 Music)
16	18	BARENAKED LADIES	One Week (Reprise)
19	19	THIRD EYE BLIND	Juniper (Elektra/EEG)
23	20	JOHNNY LANG	Still Rainin' (A&M)
20	21	SUSAN TEDESCHI	It Hurt So Bad (Tone Cool)
22	22	NATALIE MERCHANT	Break Your Heart (Elektra/EEG)
21	23	TRAGICALLY HIP	Poets (Sire)
24	24	SEMSOMIC	Singing In My Sleep (MCA)
28	25	CAKE	Never There (Capricorn/Mercury)
27	26	SON VOLT	Driving The View (Warner Bros.)
—	27	JEWEL	Hands (Atlantic)
18	28	SMASHING PUMPKINS	Perfect (Virgin)
—	29	NEW RADICALS	You Get What You Give (MCA)
26	30	BONNIE RAITT	Blue For No Reason (Capitol)

ADULT ALTERNATIVE begins on Page 116.

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impacts october 26



# Publisher's Profile

By Erica Farber



## JOHN DAVID

Exec. VP/Radio, National Association of Broadcasters

**T**his week Seattle is the host city for the NAB Radio Show. Addressing the challenges facing the industry and helping us learn how to take advantage of new opportunities, this is the NAB's largest annual gathering designed solely for radio executives.

Inside the NAB, radio's eyes and ears belong to John David. As Exec. VP/Radio, David is responsible for soliciting feedback from both the NAB board of directors and broadcasters across the country about issues they want the NAB to address and communicating that information through the NAB system.

With a background in radio ownership, David first joined the NAB in the government relations department. He got a sense of the goals of the association and spent a great deal of time with members of Congress. He then communicated to broadcasters what was going on on the Hill.

**Mission of the NAB:** "The NAB is here for the purpose of representing broadcasters before Congress, the Federal Communications Commission, and, many times, the courts, on broadcaster issues. It's a lobbying organization representing broadcasters, both radio and television, and the major radio and television networks."

**Radio issues on the Hill:** "There is a very short time left in this congressional session, and radio has done very well in the 105th Congress. Most of the issues, I'm happy to say, are on the television side of what we're doing. Our agenda has been about campaign reform and trying to keep Congress from passing a law that says you're going to pay 50% of the lowest unit rate to buy political time and put that in morning and afternoon drive. So far, we have been successful, and that's a dead issue this year. Those things are ongoing, and we'll have people concerned about that again next year."

"We're involved with supporting candidates who hopefully will be friendly to us in the 106th Congress. I have a very short list of radio issues in Congress. Sometimes our members come to Washington and say, 'How come you don't have anything about radio for me to talk about over on the Hill?' My response is, 'Think about that for just a second.' Radio got a lot in the Telecommunications Act. Radio had one idea of sticking to one issue and going for total deregulation, where television was split on what it wanted. Radio stuck together and remained one voice, and we were able to get more. It was not a radio bill. It was mainly about cable, telephone companies, and television."

**FCC issues:** "There are some issues at the FCC that are very high on the minds of radio broadcasters. One is micro-radio. We're also very concerned about spectrum integrity. We're very hopeful that in-band on-channel will be a reality one of these days. Part of that spectrum will require no new spectrum, but we want to make sure there are no increased interference levels when IBOC is introduced. The FCC has been cracking down on pirate radio, and, quite frankly, we started encouraging the FCC to do it. It was, first of all, causing some interference with air-traffic navigation, and I think if you're not concerned about a pirate radio station when you're flying, you should be. The pirates talk about the right to free speech, however I've seen many rate cards come into our office from pirate stations, so I don't think it's all about free speech. I think it's about people wanting to get on a radio station like many of us did when we were younger."

**How radio should communicate with the NAB:** "One of the things I encourage most is communication with the board of directors, the 35 people across the country who make up our decision-making process. The people on our board, led by Bill McElveen, Bill Poole, and Dick Ferguson, are elected by the industry to guide the NAB and its policy. We welcome any kind of communication — letters, phone calls, and e-mails."

**Services the NAB provides:** "We consider ourselves a full-service organization. We provide a great deal of services, including insurance packages and telephone savings. We have a legal department that answers general questions about the rules and regulations of the FCC. We have a science and technology department that appreciates interacting with broadcasters on what technologies are on the horizon. The research department is also available to our membership. About the only thing we don't get involved with directly is sales. We're under an agreement with the RAB for them to provide sales and marketing sessions at our conventions."

**Planning the Radio Show:** "Our staff looks all year to find people who are really interested in being part of the Radio Show. We seek out people who do a good job on sessions, and you can kind of sense when people have a real interest in wanting to be involved. We also try to select people who committee members have suggested to us. We're in the process right now of doing about 50 conference calls with people around the country who are on the committees."

**Positioning the Radio Show:** "I don't know if I could come down to one or two words, but I guess the words *radio* and *experience* might work. The program is somewhat broad in the fact that we're reaching for programming, management, and salespeople all in one convention. We've increased our engineering track a little bit this year. There's a lot of activity that goes on around this convention that is not planned by us. It has become a business center wherever the convention goes. From networking, to learning, to just having a great deal of fun, this is what it's become. The amount of interest we get from the entire business is very rewarding and appreciated."

**Site selection:** "There are minimum factors that we must have. We have to have a minimum number of what we call first-class hospitality suites, because there are not many people in our business who want to entertain in

second-class hotels. We need a minimum number of rooms, exhibit-hall space, and we'd like for the city to be a good experience. Through this whole process of going to Seattle, the thing that has come back to me is, 'I've never been to Seattle, and this gives me a wonderful excuse to go.' Our attendance is tracking very good, ahead of last year in New Orleans, and New Orleans is one of the favorite cities of our attendees. I think that people are going to experience not only the Radio Show, but also Seattle. We will be taking up the entire Convention Center, and the positive thing is that everything we're doing is within about a four-block walk."

**Something about the NAB that would surprise our readers:** "Our conventions are not paid for by the registration. They're supported by our exhibitors, who are our partners in providing conventions."

**Career highlight:** "I am enjoying very much what I am doing right now. I've always been sort of a political hack. I feel like I have one foot in politics and one big foot in broadcasting, and I'm getting to serve a business that's been very good to me."

**Career disappointment:** "One is I'm disappointed that I didn't pursue law school when I got out of college. I think it would have been helpful to me in a business career. The other is I'll probably always wonder how good a disc jockey I could have been if I had stuck with it. I just saw too many people driving U-Haul trailers and decided I would settle down and go into ownership."

**Most influential individual:** "Two individuals, my mother and dad. They're two people who have set what my life has been about."

**Radio format preference:** "Country."

**Favorite song:** "Don't Be Cruel" by Elvis Presley. That's the first record I ever bought when I was a kid, and every time it's played, I think it's the greatest song."

**Favorite TV show:** "Andy Griffith reruns, because I can watch with my 5-year-old son. There's always a little bit of a message, and I'm sure the content is watchable."

**Favorite movie:** "Forrest Gump, Slingblade, and Scent Of A Woman. I guess I like the characters better than the story."

**Favorite book:** "Marketing and customer-service books like *The Nordstrom Way*."

**Hobbies:** "Riding bikes, and I love to go to dude ranches and dress up like a cowboy."

**Favorite restaurant:** "Sam and Harry's in Washington, DC."

**Beverage of choice:** "Cranberry juice."

**Stock recommendation:** "Not until the market goes back up."

**One thing he would change about the business today:** "I would like to see employees of radio stations make money that's competitive with the other businesses that seem to attract people away from us. This is a fun business, and our wages have been a little lower than what they should be over the years. If we could just pay more to people who work for us."

**Future personal goals:** "I enjoy the NAB very much, and I enjoy my interaction with broadcasters. I don't have any long-range plans for someplace I would prefer to be at this point. This is something new every day. It has not become a boring place to be involved with yet, and I don't expect it to, because with 535 people over on Capitol Hill, I don't think it could."

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