NEWSSTAND PRICE \$6.50

Who's That Girl?



Madonna, of course! With second-quarter superstar releases continuing to roll, Madonna's first studio album since 1994's *Bedtime Stories* hits the streets March 3. The first single off *Ray Of Light* is

"Frozen," and it is most-added this week at CHR/Pop and Hot AC.



FEBRUARY 20, 1998

Publisher-To-Publisher

With 33 months before the next Presidential election, maverick publisher and flat-tax advocate **Steve Forbes** already looks to be a front-runner for the Republican nomination. This week, he keynotes **R&R's** Talk Radio Seminar '98 and speaks to our own maverick publisher, Erica Farber, on Page 124.



BMG

www.twangthis.com

BLACK IN THE SADDLE AGAIN

"NOTHIN' BUT THE TAILLIGHTS"- Current smash at radio "Something That We Do" - #1 • "Still Holding On" - Top 10 Nothin' But The Taillights - RIAA certified GOLD

TELEVISION APPEARANCES

CBS Movie airing in May Still Holding On: The Jack Favor Story starring Clint Black and Lisa Hartman

COMING UP: Resie O'Donnell - March 2 · David Letterman - April 6 Larry Sanders Show starring Gary Shandling - appearance on grand finale GRAMMY[®] Nomination for Best Male Vocal Performance for "Something That We Do" GRAMMY[®] Nomination for Best Country Vocal Collaboration for "Still Holding On," his duet with Martina McBride

SEEN ON: The Oprah Winfrey Show The Tonight Show with Jay Leno Politically Incorrect AMA Nomination for Favorite Country Male Performer CMT "Something That We Do" #1 Most Played Video

CLINT BLACK 98 AC DELCO TOUR Nothin' But The Taillights Tour '98 - Now through October + Over 100 Concert Dates

ON THE TRAIL TO YOUR TOWN SOON

MTV'S BEST NEW ARTIST **ROLLING STONE'S FEMALE PERFORMER** OF THE YEAR. AND BEST SINGLE OF THE YEAR Nominated for **3 Grammy Awards BEST NEW ARTIST**, **BEST ROCK SONG** ("Criminal"), **BEST FEMALE ROCK** PERFORMANCE Performing on The Grammy's on February 25th.

From the double platinum plus debut album

PRODUCED BY ANDREW SLATER. MANAGEMENT: HK



WORK



Concurrent with R&R's third annual Talk Radio Seminar is our first News/Talk special issue. This 10-page special section includes these items:

- · Exclusive interviews with Talk's creme de la creme: Rush Limbaugh and Dr. Laura
- Viewpoints from ABC's John McConnell and Jacor's **Randy Michaels**
- · John Parikhal on talk talent and the future
- Valerie Geller with primo prep tips · Mickey Luckoff describes how he's shepherded two great Talk radio stations

Begins Page 33

HOW MUCH IS TOO MUCH **AUDIENCE INFORMATION?**

Is the olut of radio audience data making things better or worse for radio? Katz Radio's Gerry Boehme says the ability to slice and dice audience estimates has forced the industry to the brink of diminishing returns on the sales front. Page 18

IN THE NEWS

- Rich Homberg adds GM duties at WXYT/Detroit
- Mike Rittberg becomes VP/Rock Promo at Warner Bros.
- John Grady now SVP/Sales, Mktg. & Promo for Mercury/Nashville
- Jacqueline Saturn appointed VP/ Alternative Promo at Epic Page 3





ARBITRON FORMAT SHARES

N/T Claims Nat'l Lead In **Fall '97 Ratings Derby**

BY RON RODRIGUES R&R EDITOR-IN-CHIEF

America's thirst for news and information on the radio hasn't been quenched. In a national tally of Arbitron diaries, News/ Talk and Sports stations accounted for a 15.2 share of listening last fall, compared to 14.5 in summer '97. That puts the format **ARBITRON/See Page 16**

		And	STINUN/SEE	Tayen
Fall '97 Na	tiona	Forma	at Tren	ds
	Wi '97	Sp '97	Su '97	Fa '97
News/Talk/Sports	15.1	13.9	14.5	15.2
AC	14.1	14.5	14.5	14.1
(AC)	8.9	9.2	9.2	9.3
(Hot AC)	5.2	5.3	5.3	4.8
CHR	10.1	10.1	10.7	10.6
(CHR/Pop)	5.0	5.1	5.6	5.4
(CHR/Rhythmic)	5.1	5.0	5.1	5.2
Country	10.7	10.5	10.5	10.4
Oldies, Classic Rock	10.6	10.6	10.5	10.3
Urban	9.4	9.4	9.4	9.4
(Urban)	5.2	5.3	5.2	5.3
(Urban AC; Urban/O)	4.2	4.1	4.2	4.1
Spanish-language	6.4	6.4	6.2	6.2
Rock	4.5	5.2	5.1	5.2
Alternative	4.0	4.2	4.2	4.0
Nostalgia/MOR	3.7	3.6	3.5	3.6
NAC/Smooth Jazz	3.2	3.2	3.2	3.2
Classical	2.1	2.0	1.8	1.9
Adult Alternative	1.3	1.3	1.2	1.2
Remaining formats	4.8	5.2	4.8	4.8
91998 Arbitron Company				

FEBRUARY 20, 1998

Sales Trend: Bigger Markets Saw Biggest Rev. Gains In '97

The 10% revenue increase earned by the radio industry in 1997 saw wide variations among the market sizes, with the largest markets generally earning the biggest revenue gains. Here's the breakout:

Market Rank	Local	Nat'l	Overall
1-15	9.6%	17%	11.4%
16-30	9.1%	19.2%	11.3%
31-50	8.8%	7.4%	8.5%
51-75	7.9%	13.3%	8.9%
76-100	6.9%	6.7%	6.9%
101-125	5.8%	4.9%	5.7%
126+	1.4%	4.7%	1.6%
All markets	8%	15%	10%

Source: Miller, Kaplan, Arase & Co.

Love Is On The Air

'Hot Talk' gets hotter as sex/relationship programs sweep the nation ... and the ratings

By Patrice Wittrig r&r washington bureau

In 1980, a 52-year-old German woman was getting down to brass tacks about the birds and the bees. While some gasped at Dr. Ruth Westheimer's brazenness, others listened attentively with eyebrows raised. The founder of sex talk? Perhaps. On Sexu-



spawned the new generation of "Hot Talk." Love, sex, and relationship shows are springing up, catching on fast, and capturing the top evening slots

across the country. We're not talking about song dedications or pillow-talk here. You won't hear a lovesick teenager sending a Frankie Valli tune to her equally lovesick beau, though

Dr. Judv

you might find some teenagers who have gotten sick from love and want to know what to do. For example, a 16-year-oldsounding "Oscar" calls Loveneered the idea of talking about

LOVE/See Page 12

Hauenstein Named JRN President/GM

📕 Mgt. team realigned

As a result of the "rapid growth" experienced by the com-



"Eric has made a significant contribution to the suc-

Hauenstein Hauenstein cess of the Jones Radio Network," Jones International Networks President Greg Liptak said. "The aggressive growth strategy, which he implemented, has resulted in doubling our number of affiliates

JONES/See Page 32



Z100's Low Blow In Nagano: A Perfect 6.0!

After lowering the bar on ethics, sportsmanship, and Nancy Kerrigan's knee four years ago, Tonya Harding has become somewhat of a comic punching bag ... literally! Following a Ukrainian team's routine in the pairs figure skating event at the Olympics, CHR/Pop KKRZ (Z100)/Portland's morning team took a deep breath and tossed a Tonya blow-up doll onto the ice. Here, Igor Marchenco (I) and Evgenia Filonenko (c) await their marks with their coach. No comment from the skaters on whether 'Tonva' helped or hurt their artistic impression scores

NEWSSTAND PRICE \$6.50

The industry's most comprehensive radio transactions listings: Page 6

ally Speaking, a weekly show that first aired 18 years ago, Westheimer's clinical approach and relaxing sense of humor broke down that initial sex-taboo barrier, and she pio-

sex without snickering.

That combination of phero-





Grady Now Sr. VP At Mercury/Nashville

Mercury/Nashville Sr. VP/Sales John Grady has been elevated to

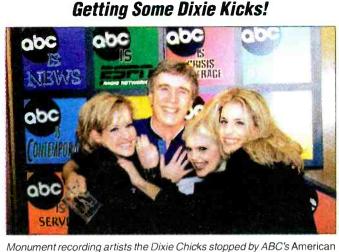


VP/Sales. Sr. Marketing & Promotion. Before moving to Mercury/Nashville to become National Director/Sales, Grady worked in sales for Capitol and in promotion for Arista and MCA. 'John has been

Grady

an integral part of the success of this company since he joined the Mercury/Nashville organization five years ago," President Luke Lewis said. "The expansion of his official duties to oversee sales, marketing, and promotion is a logical step. His background in radio promotion and his experience with sales and marketing make him eminently qualified to take over the reins of those departments, enabling him to coordinate the efforts of everyone involved for maximum benefit to the company.'

In other Mercury/Nashville news: Manager/Media Relations Lisa Wahnish rises to Director/Media Relations; Director/Administration Claudia Mize becomes Sr. Director/Administration; and Director/ Video Retta Harvey is upped to Sr. Director/Video



Country Countdown studios recently. The three lovely ladies (I-r, Marti Seidel, Natalie Maines, and Emily Erwin) dropped off a copy of their debut CD, Wide Open Spaces, and smothered host Bob Kingsley (second from left) with hugs and fuzzy feelings on their way out.

WB Welcomes Rittberg As VP/Rock Promo

Mike Rittberg has been named VP/Rock Promotion at Warner Bros. Records. He most recently held a similar post at A&M Records.

"Mike's track record and experience in this vital arena speak for themsaid Sr. VP/Proselves." motion Stu Cohen. "As a key player in our overall promotional strategy, Mike also brings a fresh perspec-



& Marketing

tive and a tremendous vitality to the position." Rittberg's four years at A&M also included a three-year stint as Sr. Director/Rock Promotion. With a background in radio and retail, Rittberg began his career in promotion at Metal Blade Records; in his four years there, he ultimately rose to VP/Promotion

told R&R, "Rich brings a skillful

approach and unique ability to the

marketing and creative opportuni-

ties for CBS' two AM stations in

Detroit. He's developed an impres-

sive track record at WWJ for suc-

cess and clearly brings the creden-

tials suited to head CBS' News/Talk

Homberg, who joined WWJ in

1996, had previously been Presi-

dent/GM of Shadow Broadcast Ser-

vices' New York bureau. Prior to

that, he spent nine years with West-

inghouse in research, advertising,

and sales management at stations in

New York, Pittsburgh, and Phoenix.

CBS/Detroit," Homberg added.

"The chance to lead the effort at

HOMBERG/See Page 32

these stations is a tremendous op-

"It's an exciting time to be part of

stations in Detroit.'

NEWS & FEATURES

FEBRUARY 20, 1998

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PAGE THREE

FORMATS & CHARTS

Pop/Alternative	48	Hot AC Chart	0.0
		HULAG GHALL	- 88
CHR Callout America	49	NAC/Smooth Jazz	92
CHR	50	NAC/Smooth Jazz Tracks Char	rt 94
CHR/Pop Chart	52	NAC/Smooth Jazz Albums Cha	art 95
CHR/Rhythmic Chart	58	Rock	97
Hip-Hop Chart	59	Active Rock Chart	98
Urban	62	Rock Chart	101
Urban Chart	65	Alternative	104
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Country Chart	76	Adult Alternative	113
Country Action	77	Adult Alternative Albums	113
Adult Contemporary	84	Adult Alternative Tracks	114

Epic Elevates Saturn To VP/Alt. Promo

The Back Pages 122

Epic Records has upped Jacqueline Saturn to VP/ Alternative Radio Promotion. Based in New York, she reports to Sr. VP/Promotion John Boulos.

tor/Alternative Promotion since 1996. She joined Epic in 1992 as an assistant in the promotion department, and in 1994 was named

motion; she ascended to Associate

year later. Prior to joining Epic, Saturn was Sales Manager for Savage Records, where she worked closely with BMG Distribution.

"Jacqueline's drive and enthusiasm, together with her extensive knowledge of the Alternative format, have made her a key player on our promotion team," Boulos said. "I'm very happy to

announce this well-deserved promotion.

WWJ's Homberg Adds Saturn has been Sr. Direc-**GM Duties At WXYT**

1

WWJ-AM/Detroit VP/GM Rich Homberg has added GM duties at CBS Talk sister WXYT-AM. Manager/Alternative Pro-CBS Radio President Dan Mason

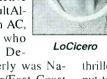
Director/Alternative Promotion one

Red Ant Lifts LoCicero To VP/Pop Promo

Saturn

Red Ant Entertainment has upped Margaret LoCicero to VP/Pop Promotion. Based in Los Angeles, she reports to Exec. VP/Urban Music & Promotion Ruben Rodriguez and President/ CEO Randy Phillips and will oversee Rock, Active Rock, Alternative, AdultAlternative, Hot/Modern AC, and AC. LoCicero, who joined the label in De-

cember 1996, formerly was National Field Director/East Coast



potential. I know her experience and relationships in the marketplace, along with her strong focus, will help propel the careers of our artists."

really excited about the music on Red Ant and the promise of our diverse roster of artists. I'm also

thrilled that we have been able to

put together such a killer staff that

LoCICERO/See Page 32

HOW TO REACH US RADIO & RECORDS INC. / 10100 SANTA MONICA BLVD., 5TH FLOOR, LOS ANGELES, CA 90067							WEB SITE: www.rronline.com	
	Phone	Fax	E-mail		Phone	Fax	E-mail	
CIRCULATION:	310-788-1625	310-203-8727	moreinfo@rronline.com	OPPORTUNITIES/MARKETPLACE:	310-788-1621	310-203-8727	kmumaw@rronline.com	
NEWS DESK:	310-788-1699	310-203-9763	newsroom@rronline.com	EDITORIAL, OTHER DEPTS:	310-553-4330	310-203-9763	mailroom@rronline.com	
R&R ONLINE SERVICES:	310-788-1675	310-553-4056	jill@rronline.com	WASHINGTON, DC BUREAU:	202-463-0500	202-463-0432	rrdc@rronline.com	
ADVERTISING/SALES:	310-553-4330	310-203-8450	hmowry@rronline.com	NASHVILLE BUREAU:	615-244-8822	615-248-6655	Ihelton@rronline.com	

R&R inaugurated the AC chart in its February 22, 1974 issue. The first No. 1 song on the "Pop/Adult" survey (as the format was called back then) was John Denver's "Sunshine On My Shoulders"

LOOKING BACK

That week saw WOIC/Columbia, SC become the Carolinas' first all-Black AM station: Chuck Buell resigned as PD of KDWB/Minneapolis for afternoon drive at KFRC/San Francisco; WLS/Chicago tightened its playlist to 25 records; and Rick Devlin joined WPLJ/New York as Sales Manager.



Rick Devlin

Sticking With Radio For 25 Years **Communication** Graphics Inc

AGESTHATLAST

Regional. Rodriguez said, "Margaret is pas-

sionate and determined to help Red Ant reach its full LoCicero noted, "I'm

RADIO BUSINESS

Do FCC Staffers Have Too Much Time On Their Hands?

BY MATT SPANGLER R&R WASHINGTON BUREAU

Federal agencies: They are not monolithic institutions in which faceless employees are utterly earnest about work and completely subdued into accepting authority. In fact, at the FCC, it appears that some of the employees have a bit too much free rein and time on their hands.

A report by the commission's Office of the Inspector General (OIG) released to Senate Commerce Committee Chairman John McCain (R-AZ) last month revealed some startling abuses at the agency:

• One former FCC employee has been sentenced in Howard County, MD and is being prosecuted in Baltimore County, MD for using an FCC computer to download child pornography last summer.

Tower Duo To Merge In \$235 Million Deal

Hicks, Muse, Tate & Furst's OmniAmerica Inc. --- owner and operator of broadcast towers and wireless communications sites - has agreed to merge with Specialty Teleconstructors, a tower design and construction provider. The combined enterprise value has been determined at approximately \$235 million.

In a stock transaction valued at \$230 million (based on Specialty Teleconstructors' closing stock price of \$17.375 on February 13), the merger includes a tax-free stock exchange, wherein OmniAmerica

will receive 5.26 million newly issued shares of Specialty Teleconstructors and Specialty Teleconstructors will receive all of OmniAmeri-

TOWER/See Page 8

Radio Steams Ahead In Q4

BS Corp.'s revenue tripled. Gross revenue for Clear Channel Communications Inc. was up 101%. Net revenue for Jacor Communications Inc. grew 68%. It was just another fourth-quarter for radio, and its backers on Wall Street are still smiling.

Radio industry revenue was strong in the first two weeks of December, then dropped off during Christmas, said Credit Suisse First Boston analyst Harry DeMott. Then it picked up dramatically in the first week of the new year, and it's been chugging along ever since.

DeMott said that fourth-guarter results show a reduction in margin growth over previous years, which was made up for in revenue expansion. Revenue was up around 10% in the fourth quarter, according to Morgan Stanley analyst Frank **TOWER/See Page 8**

• The Mass Media Bureau (MMB) was cited for running a Super Bowl '97 gambling pool during work hours. The matter has been referred to MMB Chief Roy Stewart for administrative action against those participating in the pool and their supervisors, who took part as well. According to Inspector General Walker Feaster, disciplinary action can range from a verbal reprimand to dismissal. The OIG has also recommended that FCC ethics officials educate employees about gambling laws and regulations. Stewart could not be reached for comment on what penalties the employees would face.

 Last August, two former FCC subcontractors pleaded guilty to mail fraud and subscribing to a false tax return. Leon Clements, who was head of Trade Winds, the former subcontractor in charge of information systems purchasing for the commission. set up a shell company, Network Works, which he then picked to design and implement the computer systems used for FCC spectrum auctions. Network Works then overbilled the FCC for \$60,000, which Clements agreed to repay as part of his plea bargain. He was sentenced last week in the U.S. District Court in Washington, DC to 20 months in prison. The woman he set up Network Works in the name of, Virginia Stephens, awaits sentencing.

The report, which is released semiannually by the OIG, is the "culmination of a year to a year and a half's efforts," up through September 1997, according to Feaster. Hence, all of these infractions occurred during former Chairman Reed Hundt's regime. Liz Rose, a spokeswoman for current Chairman Bill Kennard, said that Kennard is aware of the report and determined to run an efficient organization.

Feaster said that there were more infractions than usual in this report and that the mail fraud case, in particular, was exceptional.

Bloomberg

Cumulus Withdraws \$65 Million Bloomington Bid

BUSINESS BRIEFS

he details had been negotiated and a definitive agreement drafted for Cumulus to buy Bloomington's 17 small- and medium-market stations in a cash transaction. However, a Cumulus representative told R&R the company pulled out after Bloomington's board was "unwilling to make a decision or deal exclusively with us."

Premiere Net Closes On Dance Mix Syndicator

Premiere, a wholly owned subsidiary of Jacor Communications, has completed its purchase of Hot Mix Radio Network Inc. for \$3.9 million. Jacor, which produces seven nationally syndicated "dance mix" programs, also paid an additional \$800,000 for the "Invasion" production library, used by over 100 stations. Hot Mix President, Andrew Starr, will become Vice President of Premiere

NAB/CEMA Committee To Recommence DAB Testing

t a meeting last week of the National Radio Systems Committee, which A ta meeting last week of the NAB and the Consumer Electronics Manufacturers Association, its DAB Subcommittee decided to resume testing of in-band, on-channel (IBOC) DAB systems this year. The subcommittee suspended testing activities in September 1996 because, according to NAB Sr. Engineer David Layer, there weren't any IBOC systems that "looked like viable candidates for a DAB standard." San Jose-based Digital Radio Express, which hopes to submit its own IBOC system to the FCC by the end of the year, will propose a test plan to the NRSC in the next month. Meanwhile, Layer also told R&R that NRSC will not determine a standard for high-speed FM subcarriers (HSSC), which would enable radio stations to provide a variety of information, including news, traffic, business, and sports, on their subcarriers.

No Suitor For Triathlon Yet

riathlon Broadcasting Co. President Norman Feuer told R&R last week that "there is nothing to report yet" about its retention of Goldman, Sachs & Co. last fall to explore a possible sale of the company or other deals. He said, "It's a work in progress." At the time one analyst told R&R that Triathlon could command \$150 to \$200 million in a merger.

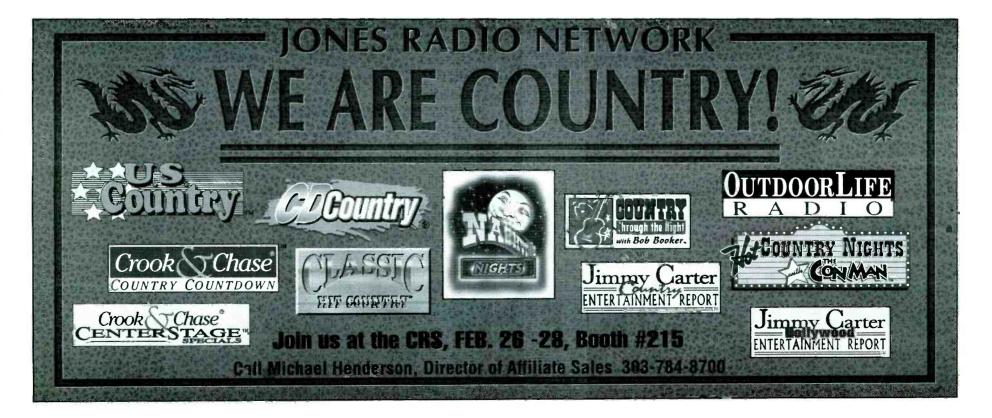
Investors Have New Options With Heftel

eftel Broadcasting Corp. has issued a new series of options that began trading on the Chicago Board Options Exchange last week. The **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		
	4/1/97	2/6/98	2/13/98	4/1	2/13	
Radio Index	100.37	210.19	209.48	+108.71%	-0.34%	
Dow Industrials	6611.05	8189.49	8370.1	+26.61%	+2.21%	
S&P 500	759.64	1012.46	1020.09	+34.29%	+0.75%	



"Look! Everybody in this music test lives right near this hotel!"

It's true. In auditorium music tests, you can't really sample the full metro as you should, because you can't get people to come very far to some hotel in the dark of night. Usually they come from a 5 to 8 mile radius of the test site. Now that's fine if we're talking Casper, Wyoming...just about everybody in Casper lives within a five mile radius. But how about in larger markets...like <u>yours</u>?

Auditorium tests are really a test of the music tastes of the people living in the site neighborhood, not the music tastes of your whole market. But you need to rate well in your whole market-especially your historical "hot zips"-to rate well in Arbitron.

In our INTERACTIVE music tests, the sample is drawn from all over the metro and it is drawn completely at random...the way it should be. You can even focus in on the music tastes of those in your hot zips, sampled completely at random. And with the Arbitron game you're playing, that can be a real ratings plus. Try hot zip random sampling with an auditorium test. No way. Only with Music Technologies' INTERACTIVE music tests.

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RADIO BUSINESS



TRANSACTIONS

One-On-One Spins Off Two To Radio Unica

Calibre picks up nine in Northwest Michigan for \$7 million

Deal Of The Week

WCMQ-AM & WNMA-AM/ Miami

PRICE: \$9 million TERMS: Asset sale for cash BUYER: Radio Unica Corp., headed by President Joaquin Blaya. Phone: (305) 442-6793 SELLER: One-On-One Sports Radio, headed by President Chris Brennan. Phone: (847) 509-1661 FREQUENCY: 1700 kHz; 1210 kHz POWER: 10kw day/1kw night; 25kw day/2.5 watts night FORMAT: Tropical; Spanish News/ Talk

Alabama

WQRX-AM/Valley Head (Chattanooga, TN) PRICE:\$110,000 TERMS: Asset sale for a promissory note at 7.5% interest BUYER: Scenic Communications Inc., headed by President Evan

Stone. Phone: (205) 635-6284 SELLER: Smith Communications Inc., headed by President Joyce Smith Hamilton. Phone: (205) 845-0870 FREQUENCY: 870 kHz POWER: 10kw FORMAT: Country

Colorado

KIIX-AM/Wellington & KTCL-FM/Ft. Collins (Denver-Boulder) PRICE:\$500,000 TERMS: Stock sale for cash

TERMS: Stock sale for cash BUYER: Jacor Communications Inc., headed by President Randy Michaels, is acquiring all of the stock of Tsunami Communications Inc. Phone: (606) 655-2267

SELLER: Anthony Galluzzo. Phone: (303) 278-4615 FREQUENCY: 600 kHz; 93.3 MHz POWER: 5kw day/500 watts night; 100kw at 1129 feet FORMAT: Nostalgia; Alternative

Florida

WDBF-AM/Delray Beach (West Palm Beach)

PRICE: \$1.1 million TERMS: Stock sale for cash BUYER: Mitchell Rubenstein and Laurie Silver SELLER: Quality Broadcasting Corp., headed by President Vic Knight FREQUENCY: 1420 kHz POWER: 5kw FORMAT: Nostalgia

BROKER: Blackburn & Co.

WAVQ-FM/Inglis (Gainesville-Ocala)

PRICE: \$1.2 million TERMS: Asset sale for \$1 million cash and a \$200,000 promissory note BUYER: Seven Rivers Broadcast Ministries Inc., headed by President Jim Witherow. Phone: (352) 746-6200

SELLER: WAVQ-FM Inc., headed by Chairman/CEO Carl Marcocci. Phone: (813) 442-4027 FREQUENCY: 104.3 MHz POWER: 6kw at 328 feet FORMAT: B/EZ

WAJL-AM/Pine Castle (Orlando)

PRICE: \$1.2 million TERMS: Asset sale for cash BUYER: Lapcom Communications Corp., headed by President Steve Lapa SELLER: Daystar Ministries Inc., headed by President Jason Linkous FREQUENCY: 1190 kHz POWER: 5kw FORMAT: Religious BROKER: Blackburn & Co.

• WAVC-FM, WGFN-FM & WJZJ-FM/Traverse City, MI

• WADC-AM & WHCM-FM/Parkersburg, WV \$1,775,000

• WVIV-FM/Pearl (Jackson), MS \$850,000 • KZTY-AM/Winchester (LasVegas), NV \$125,000

• KULM-FM/Columbus,TX \$250,000 • KNTB-AM/Lakewood,WA \$257,500

• WGBW-FM/Green Bay, WI \$175,000

Michigan

Calibre Communications acquisitions PRICE:\$7 million

TERMS: Asset sale for cash BUYER: Calibre Communications LLC SELLER: Del and Mary Reynolds. Phone: (616) 627-2341

WCKC-FM/Cadillac

FREQUENCY: 107.1 MHz POWER: 2.75kw at 482 feet FORMAT: Classic Rock

WCBY-AM & WGFM-FM/ Cheboygan

FREQUENCY: 1240 kHz; 105.1 MHz

POWER: 1kw; 100kw at 610 feet FORMAT: Nostalgia; Classic Rock

WLJZ-FM/Mackinaw City FREQUENCY: 94.5 MHz POWER: 18.5kw at 380 feet FORMAT: Jazz

WIDG-AM & WMKC-FM/ St. Ignace

FREQUENCY: 940 kHz; 102.9 MHz POWER: 5kw; 100kw at 1102 feet FORMAT: Oldies; Country

WAVC-FM, WGFN-FM & WJZJ-FM/Traverse City

FREQUENCY: 93.9 MHz; 98.1 MHz; 95.5 MHz POWER: 50kw at 433 feet; 4.9kw at 742 feet; 50kw at 742 feet FORMAT: WAVC is dark; Classic Rock; NAC/Smooth Jazz

Mississippi

WVIV-FM/Pearl (Jackson) PRICE: \$850,000

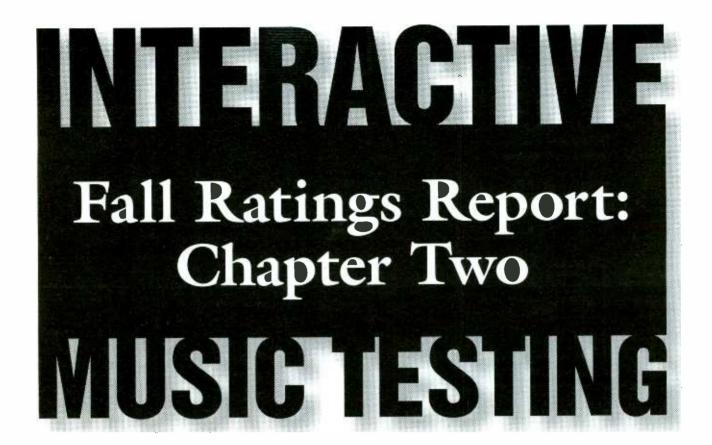
Continued on Page 8

It's John Renshaw for the wackiest, wildest, freakiest Sports talk in the nation.

Tune on to Renshaw 10am - 2pm Eastern for **off-the-wall** entertainment, heard only on the One-On-One Sports Radio Network.



canradiohistory com



This year, at Music Technologies, we expect to do more library music testing than any other research company in America. Why?

It's simple...Interactive is the new "Gold Standard" in music testing and it gets great ratings, even for the tough to win points in highly competitive battles. Just look at the numbers...

> Classic Hits KHYT Tucson: 7.0 to 8.3 Fall 96 to Fall 97, 25-49 Persons

A.C. WBEB Philadelphia: 10.9 (No. 1) 25-54 Women

Country WIVK Knoxville: 18.8 to 21.2 (No. 1) Fall 96 to Fall 97, 25-54 Persons

A.C. WMAG Greensboro: 11.1 (No.1) 25-54 Women

Rock WJRR Orlando: 8.3 (No. 2) 18-49 Men

Classic Rock WSTZ Jackson: 5.2 to 7.3 Fall 96 to Fall 97, 25-54 Persons

All figures quoted are from Arbitron, Fall 97 (unless otherwise stated) and are Monday-Sunday 6am-Mid.

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RADIO BUSINESS

EARNINGS

Jacor Sticks Break Records; WW1 Has 16 Record Qs;

J acor Communications Inc. (Nasdaq JCOR) reported record fourth-quarter and 1997 results last week. Net revenue increased 68% in the fourth quarter of 1997 to \$161.6 million, compared to the same period in 1996. Broadcast cash flow grew 53% in the fourth quarter, to \$56.4 million. On a same-station basis, net revenue was up 21% in the fourth quarter. while broadcast cash flow climbed 21%. For the full year 1997, net revenue was \$530.6 million, compared to \$223.8 million in 1996. Broadcast cash flow grew from \$72.7 million in 1996 to \$173.8 million last year. Same-station net revenue climbed 11% in 1997, and broadcast cash flow increased 20%

Westwood One Inc. (Nasdaq: WONE) reported record Q4 and annual results last week. For the fourth quarter of 1997, net revenues were up 55%, from \$44,983,000 in the same period in 1996 to \$69,839,000. Operating cash flow increased 31% in the fourth quarter, from \$10,807,000 in 1996 to \$14,139,000 last year. For the full year 1997, net revenues gained 40%, up from \$171,784,000 in 1996 to \$240,790,000. Operating cash flow grew 24% last year, from \$39,537,000 in 1996 to \$48,936,000. BT Alex.Brown analyst Drew Marcus reiterated a "strong buy" rating for the company following the announcement of the results.

evenues for Chancellor Media Revenues for characteristic and the second s to \$248.8 million in the fourth guarter of 1997, a 180.4% increase over the same period in '96, and aftertax cash flow was up 52.1% to \$43.3 million. However, the company still posted a net loss of \$31.7 million (27 cents per share) for the quarter, due primarily to expenses relating to Chancellor's acquisition of Viacom's radio stations and the Evergreen Media Corp./Chancellor Broadcasting Co. merger. For the full year 1997, pro forma revenues for Chancellor's 99 stations rose 15.5% to \$849.8 million. Actual '97 after-tax cash flow was up 83.6% to \$126.7 million. Despite the loss, Wall Street is still high on the stock. Credit Suisse First Boston analyst Harry DeMott reiterated a "strong buy" rating for the issue and set a 12-month price target of \$60 per share. Salomon Smith Barney analyst Paul

Sweeney reiterated a "buy" rating on the stock and set a 12-month price target of \$53 per share.

ox Radio Inc. (NYSE: CXR) Greported net revenues for the fourth quarter of 1997 of \$60.9 million, nearly doubling the fourth quarter total for 1996 of \$33.6 million. Broadcast cash flow rose to \$21.3 million, compared to \$11.4 million for 1996. On a same-station basis, net revenues rose to \$38.4 million, and broadcast cash flow climbed to \$15.3 million over 1996's totals of \$33 and \$11 million, respectively. President/CEO Robert Neil credited the company's success to "integrating the New City stations" into its portfolio.

Revenues for electronic distribution service provider DG Systems Inc. (Nasdaq: DGIT) were up 159% in the fourth quarter of 1997, from \$4 million in the same period in 1996 to \$10.4 million. For the full year 1997, revenues grew 177%, from \$10.5 million to \$29.2 million. DG President/CEO Henry Donaldson said the company's digital broadcast deliveries continue to increase significantly.

Bloomberg

Continued from Page 4

options are trading on the January expiration cycle, with introductory expirations in March, April, July, and October. Strike prices have been set at \$40, \$45, and \$50. Heftel stock closed at \$50.875 Wednesday (2/11).

BUSINESS BRIEFS

SFX To Pay Dividend

S FX Broadcasting Inc. said last week it will pay a regular quarterly dividend of \$0.8125 to holders of its series D cumulative convertible exchangeable preferred stock of record as of February 13. Company spokesman Tim Klahs told **R&R** that, at press time, SFX's fourth-quarter results were expected yesterday. SFX spin-off SFX Entertainment also closed last week on its privately placed \$350 million 9.125% senior subordinated notes due 2008 offering.

FCC Reduces KNON Indecency Fine

E arlier this month, the FCC reduced the fine levied upon noncommercial KNON-FM/Dallas for a July 12, 1992 broadcast from \$12,500 to \$2000. The station aired the song "I Want To Be A Homosexual" ("You're so full of shit. Why don't you admit you don't have the balls to be a queer," go some of the lyrics) during its afternoon broadcast of its *Lambda Weekly* public affairs program. The commission says due to KNON's "prompt response" to the complaint (the show's producer left two weeks after the incident) and its "limited" financial resources, the reduction was warranted.

Phoenix Media Takes Leisurely Acquisition Pace

Ron Irwin, CEO of the Burbank, CA-based media, advertising, and consulting firm Phoenix Media Group Ltd., told **R&R** this week that his company wants to be a radio player in small and medium markets whose primary industry is tourism and resorts, such as South Florida and Palm Springs, CA. He recently retained the services of the Spokane-based engineering consulting firm D.C. Engineering to do just that. He also said the company hopes to make three buys in '98. Last week, Phoenix entered into a letter of intent to purchase KSWD/Seward, AK for an undisclosed sum.

TRANSACTIONS Continued from Page 6

TERMS: Asset sale for cash BUYER: Proteus Investments Inc., headed by Chairman Michael McRee. It owns WTYX-FM/Jackson, MS. SELLER: Rainey Day Broadcasting Co. FREQUENCY: 93.9 MHz POWER: 6kw at 285 feet FORMAT: Nostalgia

Nevada

KZTY-AM/Winchester (Las Vegas) PRICE: \$125,000 TERMS: Asset sale for \$25,000 cash and a \$100,000 promissory note BUYER: KSBN Radio Inc., headed by President Alan Gottlieb. Phone: (509) 838-4000 SELLER: Robert Adelman. Phone: (619) 371-1700 FREQUENCY: 620 kHz POWER: 500 watts day/450 watts

night **FORMAT:** This station is dark.

Texas

KULM-FM/Columbus

PRICE: \$250,000 TERMS: Asset sale for cash BUYER: Texrock Radio Inc., headed by President Dain Schult. It owns 18 other stations in Texas. Phone: (512) 257-2280 SELLER: Arlan Enterprises Inc., headed by President Harold Young. Phone: (409) 732-8133

Washington

KNTB-AM/Lakewood PRICE: \$257,500 TERMS: Asset sale for cash BUYER: FTP Corp., headed by

President Bart Seidler. Phone: (800) 974-2278 SELLER: Washington Broadcast Management Co. Inc., headed by President Frank Olson

West Virginia

WADC-AM & WHCM-FM/ Parkersburg

PRICE: \$1,775,000 TERMS: Asset sale for cash BUYER: PBBC Inc., a wholly owned subsidairy of Burbach Broadcasting Co., headed by President Nicho-Ias Galli. It owns WKYG-AM, WXIL-FM & WXKX-FM/Parkersburg, WV. Phone: (412) 263-6725 SELLER: Dailey Corp., headed by President Calvin Dailey Jr. FREQUENCY: 1050 kHz; 99.1 MHz POWER: 5kw day/144 watts night; 11.4kw at 485 feet FORMAT: Nostalgia; Country BROKER: Ray H. Rosenblum

WGBW-FM/Green Bay

Wisconsin

PRICE:\$175,000 TERMS: Asset sale for cash BUYER: Evangel Ministries Inc., headed by President Roy Jacobsen. Phone: (414) 749-9456 SELLER: Board Of Regents Of The University Of Wisconsin System, headed by Director Robert Kuykendall. Phone: (608) 263-2208

Q4

Continued from Page 4 Bodenchak, and for the first time he observed a convergence of that growth rate and that of radio's major players, like Clear Channel, Jacor, and Chancellor Media Corp., who reported growth rates of around 12%.

"Now that these large companies are becoming the market, there's less of a gap," Bodenchak told **R&R**. "What this means is that the industry as a whole will be growing faster, because you essentially brought under professional umbrellas a larger percentage of the radio assets."

DeMott said that another trend witnessed in the fourth quarter was more radio companies paying down debt.

The Heat Is On

Not surprisingly, analysts remain bullish on radio's prospects for this year. "There's nothing on the horizon that tells me '98 is going to be any less spectacular than '97," First Union Capital Markets VP Bishop Cheen told **R&R**.

Bodenchak predicted a slowdown in consolidation in '98 for at least the Top 50 markets, where the top three or four operators control an average of 80% of the revenues. He conceded, however, that there would be more consolidation on a national basis.

Tower

Continued from Page 4 ca's capital stock. Additionally, an option agreement has been signed that, if exercised, would cause an additional 1.49 million shares of Specialty Teleconstructors' to be issued. Once the merger is complete, Cheen called for a "normalization" of same-station cash flow growth and same-station revenue growth, to around 12%-15% and 5%-8%, respectively. "I don't believe you'll see same-store cash flow grow 25% on same-store revenues growing 12% forever," he said. He said that radio companies will continue to sell at 16-20-times cash flow, until same-station cash flow and revenue growth "cools off."

This meltdown could occur in one of three scenarios, according to Cheen: one, a shift in the economy, which he dismissed because of the strength of the retail sector; two, a shift in ad spending away from radio to television or print media; or three, what he called "the consolidation curve."

"As these companies close and take the keys to more of these stations," he predicted, "the phenomenal upside of delivering more reach in a particular market will have cooled off, and you will find a leveling."

Bodenchak said that ad spending on radio seems "very positive forward into 1998."

Man Your ... Stations!

In order to avoid a meltdown, analysts agree radio groups must focus on same-station performance. "The most critical hurdle for these big radio companies is how many can they

OmniAmerica would be the largest stockholder in the new enterprise, holding about 40% of the ownership interest — 46% if the option is exercised.

The company will keep the name OmniAmerica Inc. and will remain a publicly traded company. Carl Hirsch will continue as effectively manage," said Cheen.

Bodenchak said that same-station performance "becomes particularly important as consolidation slows and the impact of consolidation on a company's financials becomes less material." Acquisitions mean less to the bottom line of a Clear Channel than when it was a small cap company, he pointed out. It is more important to grow existing assets.

DeMott agreed that same-station performance is "the truest way of measuring how you're operating."

So, do the high numbers for Q4 mean the group heads are giving their salespeople a break? Not a chance. "A lot of these guys are budgeting for numbers that are up dramatically from last year, and last year was certainly no slouch of a year," said De-Mott. He said that many companies are budgeting for 10%-11% revenue gains in '98, which is comparable to '97 figures. What's made the difference in many cases is that now groups are budgeting for market clusters, instead of individual stations.

DeMott said that, based on the pace of growth, the sales projections are "perfectly reasonable." Thanks to consolidation, groups can now promise advertisers better demos, more reach, and more frequency than other media like newspapers. And the Clear Channels of the world, who have TV and outdoor as well, can cross-sell to advertisers.

President/CEO of the merged company, while Specialty Teleconstructors Chairman/President/CEO Michael Budagher will become COO/Vice Chairman. Jack Furst will serve as the company's nonexecutive Chairman. The deal is expected to close by the end of the third quarter.

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NEWSBREAKERS

Shannon Adds PD **Duties At Q106/SD**

Todd Shannon has added PD duties at Jacor's CHR/Pop KKLQ-FM (O106)/San Diego. He already programs co-owned CHR/Rhythmic KHTS-FM (Channel 93.3) and Soft AC KJOY (K-JOY).

"As we looked around for someone who had some time on their hands, Todd's name came up, as he was only programming two stations at that time," Mike Glickenhaus, VP/ GM of Jacor/San Diego's FM stations, jokingly told R&R. "Actually, it was a natural choice to have the guy who started KHTS from scratch — and took it to the No. 2 cuming station in the market in a year - to run with the KKLQ ball and oversee both our CHRs.'

Shannon remarked, "I am thankful for the opportunity that [VP/Programming, West Coast] Jack Evans and Jacor have given me. KHTS is a project we have worked very hard on for the past 17 months. I was thrilled at the chance of fixing the

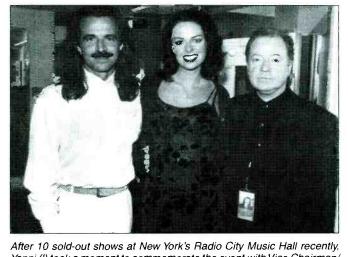
SHANNON/See Page 32

'XOK/St. Louis Says **Hello To PD Byes**

Steve Byes has been upped to PD of Urban AC KXOK-FM/St. Louis. He succeeds Mike Love, who left the station late last month.

GM Michael Frischling told R&R, "We decided we needed to bring in a new PD or give someone on our staff the opportunity to become PD. After analyzing the market and our staff, we felt Steve fit the position well, so we promoted him from Production Director. It's always a good situation to reward hard work and dedication by promoting from within. The staff's respect of Byes assures consistency through this transition.

Byes has been with KXOK for six years and will continue to hold the station's afternoon airshift. He told R&R, "I'm excited. It's a challenge, and I'm ready to take the first step toward turning the station around." This is the 19-year industry vet's first programming job.



Yanni Sold Out!

Yanni (I) took a moment to commemorate the event with Vice Chairman Virgin Records America & Music Group Worldwide Nancy Berry (c) and manager Danny O'Donovan.

Sommers Set As PD At WOCT/Baltimore

Former WSTW/Wilmington PD Mike Sommers has been named PD for American Radio Systems' Oldies WOCT-FM/ Baltimore. Sommers' appointment is the latest in ARS/Baltimore's recent restructuring of its day-to-day programming duties.

In addition to his PD duties, Sommers is also serv-

ing as WOCT's new afternoon drive personality. The Michigan native's career includes stints at and WLAN/Lancaster, PA

WPNT-FM/Chicago and other stations in Minneapolis. Detroit. Norfolk, and Louisville. At Hot AC WWMX/

Baltimore, MD/afternoon driver Greg Carpenter has taken on additional duties as Asst. PD. Before joining WWMX in 1993, Carpenter was on the air at

WPLY/Philadelphia, WCAO & WXYV/Baltimore,

Binder Reaches 'The End' As WENZ's PD

Sommers

In the wake of PD Sean Robertson's exit, Clear Channel's Alternative WENZ (The End)/Cleveland has appointed Dan Binder PD. Binder was previously OM/PD of WTMM-AM, WQBK-FM & WXCR-FM/Albany; he took WQBK to the nation's highest ratings in the Alternative format.

According to WENZ VP/GM Walt Tiburski, "Dan brings a firsthand knowledge of the Alternative format and an intensity that will help WENZ continue to move forward and grow in the future."

In addition to his work at the Albany trio. Binder worked as Network Affiliate/Music Director for Jarad Broadcasting's WDRE Network and OM for WYSR-FM/ Albany.

In related news, WENZ afternoon drive host Rick "Rocco" Bennett is promoted to Asst. PD.

EXECUTIVE ACTION

Outeda Appointed President Of PBS Records

P BS Records, the joint venture between the Public Broadcasting System and Warner Bros. Records, has tapped Tony Outeda as its first President. A veteran artist manager who has represented groups such as Foghat and Laura Nyro, the Los Angeles-based Outeda spent the past 18 months as a consultant to PBS where he was a key member of the team that put together the venture.

Outeda said, "The potential for PBS Records is phenomenal. With such strong media resources as PBS, and Warner Bros, Records, PBS Records will have a wealth of talented artists and a variety of creative projects to choose from. I am excited to lead this new music initiative.

Warner Bros. Records Vice Chairman Ervin S. Duggan noted, "My colleagues at Warner Bros. Records and I are pleased to have such a talented and knowledgeable individual come on board this project. PBS Records will extend the value of performance and documentary programs broadcast on PBS, and Tony has the background and intuition to ensure the success of the label."

Island Elevates Yee To VP/Artist Development

sland Records has promoted KarenYee to VP/Artist Development. Based in New York, Yee most recently was Sr. Director/Artist Development.

Yee joined the company in 1989 in the A&R department. She quickly segued to artist development and has supervised tours for artists such as the Cranberries, PJ Harvey, Tricky, Pulp, and Tracy Bonham. She has also worked extensively with U2 and Melissa Etheridge.

"Karen has been a key member of the Island team for a very long time," Island Sr. VP/GM Pat Monaco said. "Over the years, she has played a crucial role in



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Yee the evolution of a great number of our artists in the

U.S. I am happy to recognize her hard work and years of dedication with this promotion

MCA Ups Rashid To Nat'l Dir./Promo, R&B

MCA Records continues to bolster its Urban department, this week promoting Azim Rashid to National Director/Promotion, R&B Music. Rashid, who also will serve as Northeast Regional Director, is based in New York and reports to VP/Promotion, R&B Music Benny Pough.

"Azim is truly the best of the next generation of record executives," Pough said. "He's proven time and time again that hard work, dedication, and persistence are the

main ingredients to success."



has named Jeremy Hammond as VP & Marketing

Director. Based in Los Angeles, he reports to Sr. VP/Sales & Marketing Jayne Simon. Prior to join-

MCA/See Page 32

Promo Vet McKenna Now WWKX/Prov. PD

RCA Records Sr. Director/ Crossover Promotion Jerry McKenna has been appointed PD at WWKX (Hot 106)/Providence, replacing Joe Dawson. "With Jerry's



long history of McKenna success in the

Boston market, we have complete confidence in him to bring WWKX and our radio group to the top of the Providence market," Back Bay Broadcasters President/COO John Maguire told R&R. "Jerry brings to

Wilson Returns To SLC As KOSY-FM PD

Paul Wilson has been named PD/afternoons for Trumper Communications' newly acquired KOSY-FM/Salt Lake City. He succeeds Scotty Mac. who exits. The station flipped from satellite-delivered Country to Soft AC and dropped the KBKK-FM calls during the first week of January, as a result of a property swap that gave Jacor Communications KISN-AM.

'This opportunity was 90% of what I really wanted." Wilson told R&R. "It was a good market, a good company, and very close to everything I ever wanted. Frankly, I'm thrilled to be back in Salt Lake, having been out of the market for 10 years."

KOSY's core artists include Barbra Streisand, the Carpenters, Neil Diamond, and Barry Manilow. While KOSY will compete directly against crosstown KSFI-FM, Wilson said, "We're a little softer and a little older, which fits well in our Trumper sector - HotAC KISN-FM, Adult Alternative KUMT-FM, and [Nostalgia] KSNU-FM. It's the way Soft AC was done 10 years ago. KSFI is a great station. But it has become brighter and more current-intensive. They're more mainstream AC than Soft AC, but there's room for both."

Wilson served as PD of Country KQFC-FM/Boise, ID for nine years. When asked why he decided to program a Soft AC station, Wilson said, "I went from Top 40 to Country nine years ago, so this is no different." He's also been PD of former CHR KSIF/Idaho Falls, ID and programmed KJQN/ Salt Lake City between 1984-88.

Citadel/Salt Lake Resets Programmers

Citadel/Salt Lake City has made a number of changes in the programming department, promoting from within the cluster and from within the company to realign a number



Hill

of posts. KATM/

Modesto PD Ed Hill transfers to SLC as OM of Citadel's Hot AC KBEE-FM and Country KUBL-FM. Hill will also be KUBL's PD and succeeds Roger Allen, who is leaving the station after a year for



an as-vet-unannounced new gig. · Rock KBER-FM and Adult Alternative KENZ-FM PD Bruce Jones has been elevated to OM for the pair. Steve Kelly had been the OM for all of the comapany's SLC sta-

tions. He will now either join an-

other Citadel outlet or enter consult-

ing. Jones became KENZ's PD two

and a half years ago.

Rashid

WESTWOOD ONE IN AN AND AND AND 38 "THE QUALITY OF THE LIVE BROADCAST WAS 67 SUPERB" -DAN BALLA, PD KKRW-FM, HOUSTON TX S BRIDGESTOBABYLON 10UR 91-98 "A WORLD CLASS ROCK & ROLL SHOW FRCM A WORLD CLASS "NO STONE' WAS LEFT UNTURNED BY WESTWOOD SYNDICATOR" ONE. GREAT JOB!" -BILL LOUIS, PD -TODD LITTLE, PD KGB-FM, SAN DIEGO, CA diffett. WNCX-FM CLEVELAND, OH 0000000000

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NEWSBREAKERS

Love

Continued from Page 1

Phones and wants to know why he forgets what his objet d'amour looks like when he masturbates. After a sample of either Beavis or Butt-head saying, "You're stupid," Jagger sing-ing "Let Your Love Flow," and Dr. Judy Kuriansky accompanying with the commercial theme song for Oscar Meyer hot dogs, "Oscar" finally gets his consolation. "It's okay if your mind wanders away from what it first started out to [fantasize about] ..." Dr. Judy offers

These shows are blending entertainment, education, and the luxury of some-

one else asking questions to which others may want to know the answers. Labeled by some as raunchy, crass, or risqué, these sex education shows are fulfilling people's need - for clear,

concise sex and relationship ad-

vice without the \$120-an-hour price tag. "These types of shows become

Jagge

the psychologist or psychiatrist for people, an outlet for people to express their feelings and fears," says Wilmington, NC-based consultant Bill Hennes. "All over America, there is a huge demand and a great market for these shows

"Research has indicated strong audience acceptance. From an audience standpoint, the shows would work in most markets. There is the possibility of an advertiser backlash in smaller communities and markets. Generally, the love shows are more accepted in major or medium markets.

Jim "Poorman" Trenton, the first full-time host of the 13-yearold, KROQ/Los Angeles-based Loveline, believes sex shows "work everywhere. It's biological; it's like eating." (Trenton is currently in litigation over the rights to the show.)

"There are tons of young adults and teenagers who are looking for someplace to go," says current Loveline producer Ann Wilkins. There are more things to worry about. People are more open to talking about safe sex and condoms, and they listen to their peers. Some of the Bible Belt stations are little scared of picking us up. But all teenagers are scared. I can't see how those would be any different."

Jekyll & Hyde

With 50 affiliates, Loveline leads the love-talk pack. The racy, two-hour show tackles relation-



rolla.

The duo is entertainment enough, and they routinely play host to musicians, actors, models, and authors. For instance, during an appearance by Pamela and Tommy Lee — the Baywatch babe and Motley Crue rocker - Carolla and the couple get on the subject of "vengeance sex." Pamela confesses to occasional rough sex, while Tommy elaborates with a story about Pamela "flying off the bed" while "fully pregnant." Dr. Drew steps in and advises a "safe position" for sex with a pregnant woman and reviews a few pre-labor precautions

It is this Dr. Jekyll and Mr. Hyde combination that has landed the show in first place for its time slot for the last 15 years, according to Arbitron. "The topics lure you in," Carolla notes, "but our dynamic keeps you there.'

About a year and a half after its syndication by Westwood One began, the show took a leap and is now on television, too. Wilkins says the television show really hasn't had an effect on the radio show ratings-wise, but that it has helped "the show gain in populari-

ty" and raised its profile. "Some people try to make their show as salacious as possible," Carolla adds. "Drew is a legitimate, practicing doctor. Some of the calls we get have nothing to do with sexuality, and he answers them like he just read a brief on the subject. A good show needs a straight man."

Know Your Purpose

Talk radio has had a resurgence in America, and people like to talk about relationships, love, and sex,' says Thea Mitchem, WPGC-FM/ Washington's Director/Research and founding producer of Love Talk & Slow Jams. "But you have to know what the purpose of the show is for your station." This particular show is a combination of nighttime dedication love songs and self-proclaimed "sexpert" hosts.

Hosted by Jeannie Jones and Justine Love, Love Talk & Slow Jams debuted in September '97 and has become

the most-listened-to nighttime show in Washington, DC. The love ladies regularly invite male guests on the show to balance the estrogen-based advice. Out of five two-hour shows



a week (Sunday through Thursday), an average of two or three will be topic-oriented. On Wednesdays, the show is produced live from a local nightclub. Mitchem says the live show is significantly different, "because the audience has to be attentive." During the breaks, poetry is read. Mitchem says the poetry readings "create a 'Love Jones' - or romantic - atmosphere and a nice vibe, since the poetry sticks with the love and sex-uality theme."

Knowing the direction of your

UPDATE

Stirland Now Digital Courier's VP/Sales & Mktg.

Kirk Stirland has been appointed VP/Sales & Marketing at Digital Courier International, which supplies electronic distribution and communications services to broadcasters. A 25-year radio veteran. Stirland most recently worked for Arbitron.

"Our two-way digital network and systems management capabilities are well-positioned to provided powerful solutions to the rapidly changing radio marketplace," said Allan Kozak, DCI's President/COO. "Over his career, Kirk has demonstrated a strong grasp of new technology and the management benefits it can yield.

Stirland has worked in network radio advertising sales, affiliate relations, and program development at NBC, ABC, and Westwood One. Early in his career, he was a radio announcer, MD, and talk show host.

show and what's good for your market are two key aspects a potential love broadcaster should take into consideration. When Love Talk & Slow Jams debuted, it had an 18-and-over age requirement for its callers. But as the show has progressed, the minimum age of potential callers has moved to 21, targeting a more adult crowd. Each caller is grilled on their date of birth and graduation

'Expertise In Sex'

Dr. Judy and Jagger are the cupids of Jacor's Premiere Radio Networks, manning the Love-*Phones* ship. Taking more of a psychological approach than a medical one, Dr. Judy provides the knowledge, energy, and charm, while Jagger is good for comic relief. Broadcast from Sony's SW Networks studios in New York, Dr. Judy and Jagger have been at it for a little over five years and have signed on approximately 40 affiliates. The duo makes sure the show is graced with celebrities, from Sandra Bernhard to Spin Doctors to Cindy Crawford.

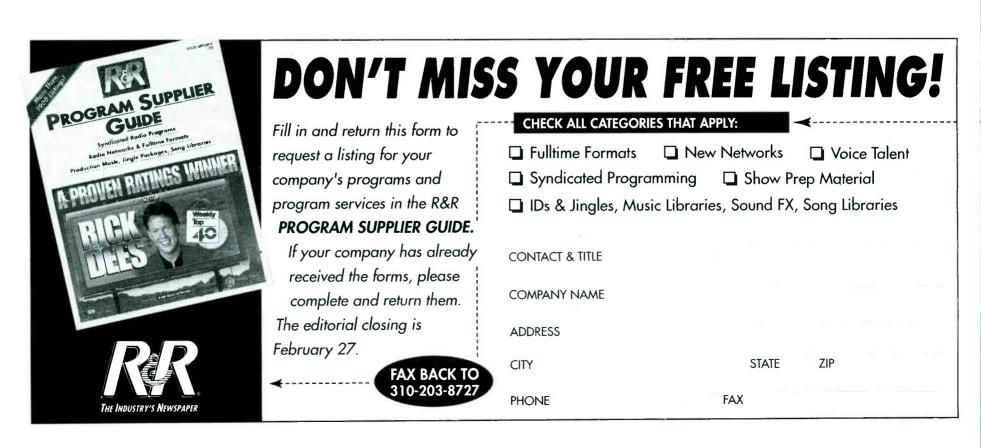
Dr. Judy is a clinical psychologist and certified sex therapist with a private practice at the Center for Marital and Family Therapy in New York City. Among her accomplishments outside of the academic realm are several crime diversions she provided during a callin advice-show stint on WABC/ New York: She talked a law student out of committing suicide and averted two murders over the air.

WRXK-FM/Ft. Myers PD Matt Mangas says the lure of Love-Phones is Dr. Judy's "expertise in sex, and you have to be a great personality in sex to pull that off. Jagger is kind of like the bad guy to Judy's good guy." Mangas credits his station's "killer ratings" to the power of LovePhones.

More To Come ...

The future of these romantic yakkers is "going to depend on how the ratings maintain," Hennes figures. "I think the shows will grow in the Top 30 markets." If Americans continue on the more-information-is-better path we're currently on, there can be no other way but up for these types of shows.

"Sure there'll be more love shows," Carolla says. "The ones that are on are successful. Why wouldn't they try and duplicate that?



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Dene Hallam, VP/Programming 93Q/Houston:

"Edison Media Research has been a key component of 93Q Country's success. We've relied on their music research for years."

John Duncan, Program Director KLOS/Los Angeles:

"KLOS listeners are spread out all over. I love the way Edison's music testing method allows me to sample people from the entire L.A. Metro."

Susan Murray, General Manager

WMAS/Springfield: "For me, the best part about Edison's music testing is that I can afford to do more frequent music tests, and the quality is better than auditorium."

edison media research

America's 2nd Fastest Growing Market Research Company*

(732) 560-8787 / fax (732) 560-8989 / e-mail LarryRosin@aol.com

* Ad Age, 1996/1997 Report

NEWSBREAKERS

Radio

• DAVID DONOVAN and WILLIAM WHARRY have been named Regional Affiliate Directors/Southeast and South Central Regions, respectively, for Metro Networks' Metro Source, Both come to the company from UPI - Donovan serving as Eastern Division Sales Mgr. and Wharry in UPI's Dallas offices.

• FELICIA CLEM has been named Training Specialist/Radio Station Services in Atlanta for The Arbitron Company. She previously served in customer/technical/training support for TAPSCAN Inc.

• CRAIG ZIMMERMAN joins customized-radio-software-producing company PromoSuite as Dir./Customer Services. He previously served as Dir./ Mktg. & Promo at WLNA-AM & WHUD-FM/Peekskill-Newburgh, NY.

Records

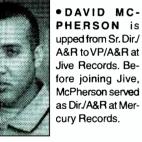


 DOUG INGOLD is appointed Head of Promotion/ West Coast for V2 Records. He comes to the company from a stint as VP/Promotion at Freeworld Recordings.

Ingola



Feingold



McPherson

• GWEN IRBY has been appointed GM and SHEILA ELDRIDGE Sr. VP/ Artist Development at Jimmy Jam & Terry Lewis' Flyte Tyme Records, a





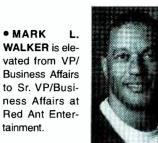


CONDOLENCES Longtime WSAU-AM/Wausau, WI morning host Howard Gernetzke, 67, February 6.

joint venture with Universal Records. Irby was GM for Perspective Records; Eldridge previously served as VP/ Communications for Perspective as well.

• MARK

tainment.



Walker

• ANGEE JENKINS SMITH rises to VP/Publicity at MCA/Nashville Records. Smith previously served as VP/Publicity for MCA's Pop division. Los Angeles.

National Radio

 NBG RADIO NETWORK releases Mic Check, its 90-minute hip-hop program hosted by Josiah. The show in-

Changes

Adult Alternative: Robin Young becomes WBOS/Boston's new morning personality.

Adult Contemporary: WSNY/Columbus, OH appoints Mark Bingaman MD ... Chuck Tager moves from part-timer to afternoon drive at WQSM/Fayetteville, NC ... KELO-FM/Sioux Falls, SD names Nancy Carlson APD.

Alternative: WBZU/Richmond middayer Jay Smack adds MD stripes ... WMBX/W. Palm Beach MD/middaver Dan O'Brien segues crosstown to sister WPBZ for similar duties.

CHR: KLUC/Las Vegas News Production Director Chris De-Marco exits, while station weekender Greg West moves to overnights ... KDON/Monterey weekender Tom White is promoted to late-nights ... WWXM/Myrtle Beach, SC middayer Doug Kelly segues to TV ... KMEL/SF Marketing Director Katie Eyerly will be working in a similar capacity with sisters KISQ and KKSF ... CHR/ Rhythmic KAHX/Corpus Christi, TX is now Gold via satellite ... WJHM/Orlando personalities Rich and Ray Miranda join WPOW/ Miami for overnights ... WLKT/ Lexington, KY scores morning drivers Johnny and Cindy from crosstown sister station WWYC ... KKMG/Colorado Springs middayer Valerie Hart adds MD stripes ... The new lineup at WPRO-FM/Providence is: Mike & Lisa Butts, mornings; Giovanni, middays; PD Tony Bristol, afternoons; MD Davey Morris, nights; Rob Tyler, late-nights; and Tanya Cruise, overnights ... KZHT/Salt Lake City has a new lineup as well:

Frankie C, Marci Wiser, and

Patrick Essex, mornings; Ceci

cludes hip-hop music and artist profiles from yesteryear to today. (800) 505-5640, ext. 0.

• WESTWOOD ONE unveils the following programs for its upcoming schedule:

February 21: A two-hour Grammy country special hosted by Clint Black. February 24: WWI's NBC Radio & Mutual News offers Tax Tips, a series of 20, one-minute segments, each focusing on a different tax-related topic.

Celebrity Connection lineup: February 23: Saturday Night Live cast; Richard Benjamin

February 24: Kinleys – (212) 641-2052 or 2057

Products & Services

• EKG RESEARCH has announced its plans to provide auditorium research services to broadcasters using a "realtime audience response" system incorporating hand-held, wireless, remote units during testing sessions. MARILYN BIEBER is President.

- (561) 540-4352

Williams, middays; MD Jeff Mc-Cartney, afternoons; and Scotty Davis, nights ... Former KXME/ Honolulu PD Byron Kennedy takes the MD/afternoon opening at new CHR/Rhythmic KTAA/Fresno ... KTUX/Shreveport, LA overnighter Don Tracy joins crosstown KRUF for nights ... KJYO/Oklahoma City appoints Josh Warner Production Director and Rvan Davis overnighter ... Former WAOA/Melbourne, FL nighttimer Brad Newman takes nights at KSMB/Lafayette, LA, replacing Sam Diamond ... KFFM/Yakima, WA morning co-host Stacey Dearinger adds Promo Dir. duties ... Former KDWB/Minneapolis swinger David Black joins KCLD/ St. Cloud, MN for nights. Meanwhile, KCLD nighttimer Jo Jo Voe ioins WWXM/Myrtle Beach for nights ... KIKI/Honolulu nighttimer Freska segues to weekends on KYLD/SF ... WKFR/Kalamazoo, MI part-timer Terry Cruise adds similar duties at KHFI/Austin ... WFLV/Tallahassee, FL promotes nighttimer James Aldridge to Production Director ... WSPK/Poughkeepsie, NY APD/afternoon driver Scotty Mac joins KHTT/Tulsa for nights ... KYMG/Anchorage, AK personality Schatzie joins crosstown KGOT for mornings.

Country: "Party Man" moves up to MD at WTHI/Terre Haute, IN.

Rock: At WZBH/Salisbury, MD Miki Hunter replaces Sam Chase as middaver.

Urban: WLIB-AM/New York becomes the first station in the country to feature Bloomberg reports targeting African-American listeners. The :60. reports run three times a day and focus on companies owned or operated by African Americans.

Nat'l Radio: Donna de Varona



ABC RADIO NETWORKS Robert Hall • (972) 991-9200 Starstation Peter Stewart **GARY BARLOW** Superhere DAKOTA MOON A Promise I Make Hot AC Garv Leigh NATALIE IMBRUGLIA Torn

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

Rock JASON BONHAM BAND Ordinary Black And White VAN ZANT Rade CHR/Hot AC DAKOTA MOON A Promise I Make

EDWIN MCCAIN I'll Be TONIC Open Up Your Eves Mainstream AC

BIG HEAD TODD & THE MONSTERS Please Don't Tell Her SAMANTHA COLE Without You BEHAN JOHNSON World Keeps Spinning

Lite AC ATLANTA RHYTHM SECTION Grow Old Alone HALL & OATES The Sky Is Falling

NAC DIANA KRALL Peel Me A Grape **RIPPINGTONS** In Another Life UC

LOX If You Think I'm Jiggy PUBLIC ANNOUNCEMENT Body Bumpin' Yippie-Yi-Yo 2PAC I/ERIC WILLIAMS Do For Love

BROADCAST PROGRAMMING Walter Powers • (800) 426-9082

Casey Keating MADONNA Froze **Digital AC** AMY GRANT Like | Love You Hot AC MADONNA Frozen Digital Soft AC Mike Bettelli ELTON JOHN Recover Your Soul

CHR

joins One-On-One Sports as a regular member of the Jay Mariotti Show (9am-1pm ET). She had been providing commentaries during the Olympics.

News/Talk: WTVN-AM/Columbus, OH signs local-linebackermakes-good Chris Spielman as part of its Buckeye football coverage team ... WEOS/Geneva, NY personality "Nobody" starts a new segment to his show, Nobody Wants To Know, giving the homeless and welfare recipients a chance to call in and be heard ... At WFAN/New York, Rick Wolff kicks off The Sports Edge - a weekly, one-hour program featuring "how-to" segments on parenting and coaching young athletes ... Debra Rich moves into the weekend 6-9pm shift at KFI/Los Angeles as weekenders Turi Ryder and Scott Greene exit.

Records: Amanda Marks becomes Sr. Dir./Business & Legal Affairs and Eric Reagan is named Mgr./A&R for Mercury Records ...

Digital AC Mix

ERIC CLAPTON My Father's Eyes ELTON JOHN Recover Your Soul Delilah

ELTON JOHN Recover Your Soul Alternative

Teresa Cook MONO Life In Mono PEARL JAM Wishlist SEMISONIC Closing Time

JONES RADIO NETWORK Phil Barry • (303) 784-8700

Adult Hit Radio JJ McKay PAULA COLE Me

Rock Alternative

Doug Clifton AGENTS OF GOOD ROOTS Smiling Up The Frown NATALIE IMBRUGLIA Torn Soft Hits Rick Brady

ERIC CLAPTON My Father's Eyes

BADIO ONE NETWORKS

Tony Mauro • (970) 949-3339 Hot AC

Yvonne Day GARY BARLOW Superhero

HALL & OATES The Sky Is Falling NATALLE IMBRUGLIA TORD Alternative

Steve Leigh

FASTBALL The Way PEARL JAM Wishlist SEMISONIC Closing Time

WESTWOOD ONE RADIO NETWORKS

Charlie Cook •(805) 294-9000 Tracy Thompson Adult Rock & Roll Jeff Gonzer VAN ZANT Rage Soft AC Andy Fuller FLEETWOOD MAC Landslide Bright AC Jim Haves ERIC CLAPTON My Father's Eyes

Elektra Entertainment Group appoints Chris Innerst Dir./Tour Mktg., Victoria Bragin Mgr./Tour Mktg., and Jim DeBarros Sr. Art Director for the label ... Warner/ Chappell Music hires Ed Hunsberger as Creative Dir./Nashville ... Jim Hughes rises to Assoc. Product Mgr. for Rhino Records At Arista Records, Emio Zizza rises to Dir./Bus. Affairs, Michele Marietta joins as Dir./Advertising & Creative Services, and Sheri Lee climbs from Art Dir. to Sr. Art Dir.

... Nina Ritter is appointed Dir./ A&R at Elektra Ent. Group ... Sabine Roux joins BMG Music Publishing Int'l as Mgr./Int'l Acquisitions ... MCA Records hires Jeremy Hammond as VP/Mktg. Dir. and Lajuana Johnson as Nat'l Dir./R&B Promo Adm. ... Rhino Records hires Malia Doss as its VP/Business Affairs ... Milan Records appoints Richard Henderson as West Coast Dir./A&R Curtis Smith is Risk Records' new Dir./Nat'l Publicity ... At Nashville





MANAGEMENT

Arbitron Format Shares

Continued from Page 1

back into sole possession of first place for the first time since the winter '97 survey.

That information comes from Arbitron's quarterly "Format Shares" report prepared exclusively for

Top Five Formats Per Region

New E	ngland	
Format	Fall '97	Share
N/T	al divî v	21.1
Oldies/CI. Rock		16.5
AC	-19 J	15.8
CHR	1.1.1.1.1.1	13.9
Alternative		7.0

Mid-Atlantic (NY. PA. N.I)

(,	
Format	Fall '97 Share
N/T	18.9
CHR	14.0
AC	10.1
Oldies/CR	10.1
Urban	8.5

E. North Central (WI. IL. IN. OH. MI)

-	-	-	-		-	-
Format				Fall	' 9 7	Share
N/T						17.9
Urban						13.5

R&R. using the company's national database and R&R format designations.

Aside from N/T's rise, shares of other formats have shown remarkable stability over the four survey pe-

W. North Central

(MN, MO, NE, Dakotas)

South Atlantic (DE, MD,

VA, WV, NC, SC, GA, FL)

12.8 11.8

Fall '97 Share

Fall '97 Share

17.0

15.0

13.4

10.8

9.4

Urban

CHR

N/T

ACCENT

Oldies/Cl. Rock

Format

Country

Oldies/Cl. Rock

AC

N/T

Rock

Format

Country

riods Arbitron has been preparing these numbers: Only CHR and Rock have fluctuated more than a half point during 1997. Beginning with the next survey period, year-to-year comparisons will be possible.

11.7
10.6
10.0

Mountain	(NM, AZ,
UT, ID, NV, C	O, MT, WY)
Format	Fall '97 Share
NT	14.7
Country	14.3 × 14.3
Oldies/CR	
AC	10.9
CHR	8.1
1880 - 1988 (m. 1997)	

Pacific (CA, OR, WA, HI)

-	-	-	-	-
Format			Fall '9	7 Share
N/T				15.0
AC				13.5
Spanish				13.1
CHR				11.5
Oldies/C	I. Rocl	ĸ		8.6

Note: Alaska was not included in this report.

Top Five Formats Per Daypart

Mon-Fri 6-10am

Fall '97 Share 18.1 · 13.2 Country 10.5 Oldies/Cl. Rock 10.2 Rock Bock 6.3 Spanish (all) 6.3

Mon-Fri 10am-3pm

Format	Fall '97 Share
AC	16.5
N/T	15.7
Oldies/CI. Rock	11.2
Country	10.8
CHR	8.3
Mon-Fri	3-7pm

Format	Fa	all '97 Share
AC		15.0
N/T		14.2
Oldies/CR		10.6
Country	1999 C	10.5
Urban	·	~ 9.2
the start of the		- O s wind -

Mon-Fri 7pm-Mid.

Format	Fall '97 Share
CHR	15.6
Urban	14.2
N/T	12.4
AC	12.2
Country	8.0

Sat-Sun 6am-Mid.

Forma			Eal	1'97 S	(Ferger Stanson
	n s s	ň) 1. – "A	, rai	. 97 3	
N/T	A Sec				13.0
AC	len an				12.3
CHR			6.18	18 I.I.	11.7
Urban			200	198.48	11.3
Counti	Y		inciai (10.8
	2008 P	1. J.S.S.S.S.S.S.S.S.S.S.S.S.S.S.S.S.S.S.			C.

In tables on this page, CHR reflects CHR/ Pop and CHR/Rhythmic, AC reflects AC and Hot AC, and Urban reflects Urban, Urban AC, and Urban/Oldies, Source: Arbitron National Database

DATELINE

 January 9 (through April 1) -Winter '98 Arbitron

• February 19-21 --- R&R Talk Radio Seminar. Grand Hyatt Washington, DC; (310) 788-1619.

• February 25 - 40th Annual Grammy Awards. Radio City Music Hall, New York City; (310) 392-3777.

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

• March 11-15 — Pollack's New Media & Music Conference '98. Beverly Hilton, Beverly Hills, CA; (310) 459-8556

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

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

• March 19-20 - Bick Scott & Assoc. Sports Radio Conference '98. La Posada Resorts, Scottsdale, AZ; (206) 867-9397.

• March 31 — Eighth Annual The Business of Entertainment: The Big Picture. Pierre Hotel, New York City; (212) 492-6082.

• April 2 (through June 24) — Spring Arbitron

 April 3-6 — Broadcast Education Assn. 43rd Annual Convention Las Vegas Convention Center; (202) 429-5354.

 April 4 — Broadcasters' Foundation Charity Golf Tournament, National Country Club, Las Vegas; (203) 862-8577.

• April 6-9 - NAB '98. Las Vegas Convention Center; (202) 775-4970.

• April 6-9 - NAB Multimedia World. Las Vegas Convention Center; (202) 775-4970

 April 8 — American Broadcast Pioneers Breakfast. 7:30am_ Pavilion 11, Las Vegas Hilton; (203) 862-8577.

• April 21 - Broadcasters' Foundation Golden Mike Award. Plaza Hotel, New York City.

 April 22 — 33rd Annual Acaderny Of Country Music Awards. Universal Amphitheatre, Los Angeles; (213) 462-2351

• April 27 - AWRT's Gracie Allen Awards. Lincoln Center, New York; (703) 506-3290

• May 2 --- 4th Annual Geller Media Int'l Producers Workshop Radisson Empire Hotel, New York City; (212) 580-3385.

• May 6-8 - Radio Only Management Conference. Phoenician Hotel, Scottsdale, AZ; (609) 424-6800

• May 17-20 - 38th Annual Broadcast Cable Financial Mgmt. Conference. Hyatt Regency, New Orleans; (847) 296-0200

• June 4 — Seventh Annual Radio-Mercury Awards Show. Marriott Marquis, New York; (212) 681-7207

• June 11-13 - R&R Convention '98. Century Plaza Hotel, Century City, CA.

• June 15-21 - International Country Music Fan Fair, Tennessee State Fairgrounds, Nashville: (615) 244-2840

• June 17-20 - PROMAX Convention. Toronto Convention Center: (310) 788-7600.

- July 2 (through September 23) - Summer Arbitron

• July 7 — Major League Baseball All-Star Game. Coors Field, Denver.

• July 16-19 - 23rd Annual Conclave. Marriott City Center, Minneapolis; (612) 927-4487

• July 29-August 2 — '98 Women In Communications Conference. Ritz Carlton, Philadelphia; (410) 544-7442

• August 6-8 — Talentmasters Morning Show Bootcamp. Grand Hyatt, Atlanta; (770) 926-7573,

• September 10-12 - 47th Annual AWRT Convention. Westin City Center, Washington, DC; (703) 506-3290

• September 23 — CMA Awards. Grand Ole Opry, Nashville.

• September 23-26 — '98 RTNDA International Conference & Exhibiton San Antonio Convention Center; (202) 659-6510

 October 11 -- '98 Radio Hall of Fame Awards Ceremony. Chicago Cultural Center; (312) 629-6005

• October 14-17 — NAB Radio Show, Seattle Convention Center: (202) 429-5354

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

How You	Can Survive,	And Even
Prosper,	During Radio	Mergers

LAST OF A THREE-PART SERIES

oes radio consolidation concern you? Are you worried about the impact it could have on your future? In the last of this three-part series, you'll see how to protect yourself and actually benefit by the dramatic transition taking place.

My advice to you is to think of yourself as a business of one. That is, your business is the business of your career. Your career will succeed or fail based upon your investment in it. Ask yourself, "What investment am I making in myself to become more successful in the face of so much competition? Radio is changing rapidly, and there are no longer any safety nets. Therefore, may I suggest the following:

• Attend major radio industry conferences so that you are visible and to keep abreast of the latest industry innovations.

• Take college extension classes on a wide variety of topics so that you are well informed and ever more interesting.

· Polish your communicative skills so that you can present your ideas (and yourself) more effectively.

• Speak up! Remember, a diamond never shines in the dark. Let the ownership know who you are and how you contribute to revenue, ratings, and profitability.

I hope you have enjoyed this three-part series on how to prepare yourself for radio station consolidation. Even if your station does not become a part of a merger, by following these recommendations you will become a more valuable employee and get ahead on your "Road To Success."

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.

Urban la_{guð} 152 AC 13.6 N/T 12.2 Country 12.0 CHR 10.6 South Central (KY, TN, AL, MS, AK, LA, OK, TX) Format

Fall '97 Share Country 17.9 AC 13.1

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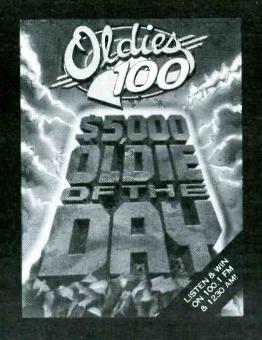
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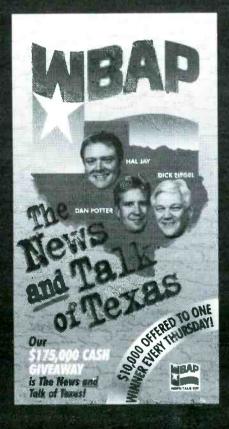
Format N/T AC

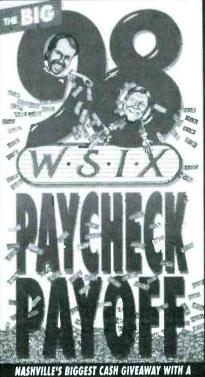
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SALES

Radio Information: How Much is 'Too Much'?

There's been a lot of industry discussion lately regarding how much radio information should be released to stations, agencies, and clients. Specifically, should Arbitron produce monthly data in markets that have Arbitrends - and should markets that do not have Arbitrends get them?

The debate has raged across corporate board meetings and industry groups, including the RAB and the Arbitron Advisory Council. Programmers have asked Arbitron to publish monthly extrapolations. Salespeople discuss the pros and cons of having more information in a radio marketplace that continues to experience fundamental changes in structure. Managers and owners try to predict how today's decisions will affect tomorrow's bottom line.

Industry leaders such as Saga Communications' Steve Goldstein have stated that Arbitron is on the verge of one of its most important decisions ever. What's all the fuss about?

At the heart of the matter is the age-old issue of "how much is too much?" When does our appetite for more data, more evidence, and more justification work against our primary purpose: the marketing of radio to accomplish an advertiser's business objectives?

Information Vs. Technology

Many people refer to the times we live in today as "the age of informa-

appetite for more data, more evidence, and more justification work against our primary purpose: the marketing of radio to accomplish an advertiser's business objectives?

tion," as we have more and more data available to help us make decisions. The radio industry is no exception. Quantitative and qualitative sources help us slice and dice audiences into increasingly smaller segments as we strive to match our value to the needs of the customer.

In reality, we live in the age of information and technology, since it's becoming harder to separate the information itself from the delivery systems we use to access it. That's an important distinction. It's the *ac*cessibility of the information that

When does our

By Gerry Boehme

affects, to a great degree, how, and when, it is used.

Arbitron's Maximiser serves as a good example of how technology influences the use of information. Maximiser allows sellers and buyers to break the survey down into smaller components by gaining access to the respondent-level database. Rather than depend on broad geographies like MSA or TSA for a 12-week survey, Maximiser users can look at specific ZIP codes, individual days or weeks, real audience duplication, and a host of other details.

This kind of data has always been available, but it was hard to get in the past. For years Arbitron produced a product called A.I.D. (Arbitron Information on Demand), which gave users the same types of data provided though Maximiser. The difference was that A.I.D. could only be used though a telephone connection to the Arbitron mainframe computer, and the user paid a high fee for every run. The data was available, but it wasn't accessible. Usage was low.

Two factors helped to transform A.I.D. into Maximiser:

1. PCs began to appear at radio stations and agencies, allowing virtually anyone to access complex databases through software that was easy to use and to generate reports that could be used in presentations.

2. Arbitron decided to make the A.I.D. database available in a PCbased format at a one-time subscription cost, allowing easy access and

unlimited usage. What's the effect today? Maximiser usage has skyrocketed. The radio-sales marketplace is moving, slowly but surely, from a world based on broad surveys to one based on respondent-level information tailored to each advertiser request.

Is that a bad thing? Not on the surface. Anything that helps us support radio's value in an increasingly competitive media world serves as a welcome ally

What's The Downside?

Our appetite for more detailed information, along with easy computer access, can lead us down a path we never intended to go. For one thing, we might focus so much on the information that we forget to sell the 'sizzle" of radio. Too much attention to numbers can transform our business into a commodity environment.

There's another issue that's equally important, but less visible to the naked eye. Breaking down the information into smaller pieces places much greater strain on the measure-ment process. Techniques that have been designed to measure broad audience categories may not be capable of supporting the level of detail that buyers and sellers are asking for.

The information may look OK the computer printout lists the audience levels in black and white the data itself can be suspect.

We may feel confident in making a decision based on 500 respondents in the broad survey area. We know some respondents may not be representative of the entire marketplace. but the law of averages will lead one unusual respondent to cancel out an-Continued on Page 32



An 'Egg'cellent Sales Approach

SITUATION: China Towne Furniture, based in the Syracuse area, wanted to increase its appeal to younger (25-44 years of age) customers - particularly first-time buy-ers. The primary obstacle to the company's marketing plan was overcoming the local perception that the business dealt in "less-than-quality furniture." Contributing to the problem was the firm's facilities - an old converted building that was not conducive to attracting new customers.

OBJECTIVE: China Towne Furniture's desire to improve its image among younger buyers, especially families, was part of an overall effort to extend its appeal to a much broader consumer base. The company wanted to increase in-store traffic to China Towne's recently renovated surroundings, where potential customers would have an opportunity to view a new, improved line of furniture. In this way, the company could quickly dispel the notion that the business' products lacked quality.

CAMPAIGN: With the help of Syracuse Radio station WNTQ-FM (93Q), an in-store Easter egg hunt was planned, which would hopefully draw a large number of younger adults and their families. The event was promoted solely on WNTQ-FM and consisted of 28 commercial messages that encouraged families to bring their children to China Towne Furniture and take part in a hunt for 300 Easter eggs. WNTQ-FM supported the broadcast spots with a one-hour live remote during the egg hunt. Each child who found an egg was guaranteed a prize, such as a stuffed animal, coloring book, movie pass, small toy, etc. As an added bonus, each parent received a certificate good for free furniture delivery during the month of April.

RESULTS: Despite inclement weather on the day of the event, a crowd of more than 300 egg hunters turned out for the occasion. All of the eggs were found, and even children who did not discover one were awarded a prize anyway. But the big winner of the day was China Towne Furniture. Because of the positive exposure the business received, more than \$100,000 in additional sales were directly attributed to the Easter egg hunt and the publicity surrounding it.

RAB TOOLBOX

More marketing information and resources from the RAB

FROM MEDIA TARGETING 2000

Sixty-three percent of shoppers were exposed to radio within one hour of a large furniture purchase. Outdoor advertising ranked second with 32%. This was followed by television, 20%; magazines, 16%; and newspapers, 15%

FROM RAB'S INSTANT BACKGROUND **COLLECTION — FURNITURE STORES**

According to the Home Furnishings Executive Consumer Profile, buyers list price as their No. 1 reason for making a purchase at a given store (71%). This is followed by quality (47%), location (39%), selection (26%), and display (21%).

FROM HFN — HOME FURNISHINGS **NETWORK, NOV. 17, 1997**

"Organic shapes; whimsical patterns; and fresh, bright colors spell spring for the Eddie Bauer Home Collection. From the flower-shaped salad plates to the lavender, azalea, coral, and jade waffle-weave bath towels, Eddie Bauer Home is taking its inspiration from nature for this spring.

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

'Stop Us Before We Kill Again'

ears ago, the Arbitron Advisory Council fought addi-Y ears ago, the Arbitrends. Back then, we tried to bal-tional demos in Arbitrends. Back then, we tried to balance the need for more information against fears of a bookof-the-month world and unreliable ratings.

KOA/Denver GM Lee Larson summed up the mixed feelings we all had by likening our position to the killer who pleads for help before he "kills again." It's that time again.

Our experience on the national sales side tells us that any changes that make monthly information more usable for sales --- whether that means more demos in the current Arbitrends or the release of individual monthly data --- will be bad for the radio business. We base that conclusion on several points:

 Rolling averages do not take the pressure off of monthly sample sizes. The difference between one rolling average and the next is one month's sample (one gets dropped, one gets added). If you believe the trend, you believe one month's sample is enough to base a decision on.

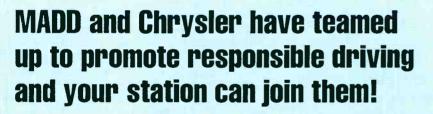
 There is likely to be no distinction between programming and sales information. Logically, any data that can be used to support a programming decision should be able to be used for sales purposes. Either the information is reliable, or it's not. Programming information (Maximiser's programmer's package, for example) is regularly used by salespeople who sell the value of P1 listeners, hot ZIPs, and real duplication.

· Arbitron's stamp of approval means something. While we all use monthly extrapolations for sales as well as programming purposes, Arbitron's official release of the data will add a whole new image of respectability to numbers that cannot reliably show sales value.

. The sales environment is much more black and white than the programming world. In a competitive world that involves the exchange of money, people will use anything they have at their disposal to give them an advantage in a negotiation. If salespeople can use a tenth of a point to get on a buy, they will. If buyers can use it to negotiate a better rate, they will. Statistical reliability is not regularly considered as part of the sales pro-Cess

· Buyers are looking for leverage and accountability. Many clients are uncomfortable with the clout that duopolles and group owners have gained over the last few years. Competitively, they may view monthly reports as a way to keep the negotiation alive and play one station against the

 Historically, more data has not led to more sales. Four books replaced three and two books per year, two-week surveys replaced fourweek books, Arbitrends were introduced to continuously measured markets. None of these changes served to increase radio billing.



ncor

The Chrysler Drunk Driving Simulator tour features a '98 Dodge/Plymouth Neon with an on-board computer program that delays the car's steering and braking. The car is programmed so your listeners can feel the effects of drunk driving without consuming alcohol.

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GREAT COMMUNITY EVENT!!

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MARKETING & PROMOTION



So You Want A Talk Show?

Consultant Bill McMahon lays out the hard facts on becoming a host and qualities PDs should look for

S o you have double-digits, a couple of very successful benchmark bits, and a personality. After a couple of beers at a ratings party one night, you decide you need to either be syndicated or take a stab at Talk radio. Are you ready?

Consultant **Bill McMahon** says that this is where music-formatted DJs come up short, overestimating their abilities. Maybe there is potential there that can be molded into something special that listeners will care about, but, "unfortunately, in music formats, many times all you need to know is how to copy or execute the prescribed format that's been handed to you. You have a couple of earmarked bits -- like 'battle of the sexes,' 'the birthday game,' or the 'suck wall' - and you feel you are ready to be the great communicator. These elements don't constitute much of a talk program."

McMahon says that you really have to sit down and focus on what you know about and what you care about. "This is not for the novice anymore," he says. "I get these socalled experts who are ready to go with their canned bit, and I ask them if they even know their own specialty and whether that specialty is going to interest enough listeners."

Working With Talent

McMahon founded Mediavision Ltd. in 1983. He works with spokenword radio and all-format morning shows as a talent coach. He created "The Authentic Broadcast Personality," a seminar that identifies the common elements of great radio regardless of style or content. During the seminar, McMahon might play something from Howard Stern and then from Paul Harvey. "You can see the common elements that these guys have even though their content and styles are world's apart. This way you can objectively see pieces of the work," he says.

Many programmers will say something like, "That bit is too long," when they could have said that these pieces didn't need to be in the bit or that there were some

Pro:Motions

• Amy Van Hook rises from Mktg. & Direct Service Mgr. to Group Coordinator for Database Mktg. at WNNX-FM/Atlanta.

• Bill Marshall joins WMRR/ Muskegon, MI as Creative Services Dir. He previously served in a similar capacity at crosstown WLCS-FM. too long. McMahon believes that developing aircheck reviews in the non-status-quo style of "scolding" puts the management person in the position of figuring out what works

pieces missing that made it sound

Bill McMahon out what works and what doesn't and lets the talent do all the critiquing, which is not always effective, since most jocks

are too hard on their work anyway.

"Jocks are, at times, their own worst enemies," McMahon says. "They can never hear what they do well. Of course, that is the natural tendency of a human being. If you get into an honest relationship, the jock will know when it sucks. If they knew how to fix it, they would. They don't see what's good about it, so they can't fix it."

He believes management/programming sometimes shows a complete lack of patience and understanding and, more importantly, a lack of vision. "If it doesn't work real fast, they want to change it immediately. In a programmer's defense, their job is on the line, and they themselves haven't been properly trained to understand what does and doesn't work. They don't even hear what's working and have not developed a belief system that will give them the patience. They will just look at the numbers, panic, and say that they have to try something or someone else.

Being Objective And Asking Questions

It's funny, because as a creative industry, we just don't know much about spotting or working with talent, especially potential talent. And many of us certainly don't know much about managing talent. Mc-Mahon believes that jocks have to "get past the emotional attraction and response to being on the radio and what they believe it is to be a talk show host. You must take more of an objective kind of inventory of who you are and what you are. The first thing you have to ask yourself is 'What do I know more about than other people?' "As an example, Rush Limbaugh

came on the scene and started talk-

ing about something that had been taboo before. Most thought that discussing politics on the radio was death. Rush knew more about politics than almost anyone else — certainly more than anyone else who had tried this on the radio. He really cared about it.

"That leads us into the next phase: What do you really, *really* care about? What gives you amazing pleasure, or what are you so damn curious about that you can't get enough information on it? These areas are so critical, and that's where these music-formatted DJs come up short." McMahon believes in asking yourself all kinds of questions, such as, "Am I a little quirky? Do I have a sense of humor? Am I at all captivating, entertaining, or inspiring in terms of the presentation of the ideas?"

"Rush Limbaugh was able to take

"

You must take more of an objective kind of inventory of who you are and what you are. The first thing you have to ask yourself is, 'What do I know more about than other people?'

his radio experience and sense of humor — which has a tendency to be a little satirical — and, as he would like to say, 'point out the absurd by being absurd.' Ask yourself, 'do I have any showbiz flair?' "Mc-Mahon contends that if you don't know a little bit more than the listeners on the subject you are talking about, then the listeners are not going to be very interested in you. "They don't want to hear what they already know!"

55

Examples Of Major Personalities

One of the great attractions of spoken-word radio that program directors underestimate is the "attraction of learning," according to Mc-Mahon. "People come to this kind of radio to learn. And if they are not learning something all the time, they're gone. You have to demonstrate an intrigue level, like Howard Stern, where you might learn why

Promo of the Week



FEELING BLUE? — When WWZD/Tupelo, MS listeners were asked, "How blue are you for LeAnn Rimes?" they showed their true colors for front-row seats.

lesbians are lesbians, or on Limbaugh's show, where you are discussing the intricacies of politics and how you can get involved and why politics is important in this country, or you will have a short shelf life."

He contends that you don't learn very much on Don Imus' show. "You learn that Don Imus is very good at picking on people who demonstrate a lack of intelligence or who are idiots. He puts people down. That is why his show gets very low ratings in most markets, because you learn what he does very quickly. It's like eating frosting all the time without having the cake you can only take so much of it."

Educating Listeners

Compelling radio doesn't mean that listeners have to agree with what the host is talking about. Whether you hate Rush or Howard, you still tune in to hear what they are going to say next. McMahon says that you learn something about them, their guests, and their subjects. "Howard's show is very base, but it is very basic to life. He'll bring in guest like Mickey Rooney. Who in Howard's target audience would know this guy, and what program director — if it wasn't Howard would allow Rooney to be a guest?

"Howard was interested in him and brought Mickey into his world like he does with all of his guests. He doesn't give a damn what they are pitching or selling this week or if they have a book out or a new movie. Howard only brings them on if he is interested in them. He was interested in Mickey Rooney because he found out that Mickey was able to — 'this ugly, little short guy' seduce every beautiful starlet of his time. He bedded every gorgeous woman, and Howard wanted to know 'how an ugly little shit like you can do this.

Packaging Yourself

McMahon believes that you really want to highlight and package who you are and what you are. Ideally, you are going to be unique and stand out from the crowd. "The irony is that most of the people who are out looking for new talent — while they talk about wanting to find and discover new talent — end up looking for someone who sounds like whatever they think is successful. If someone's vision of success on the radio is Howard Stern, that's what they look for. That's why we have so much cloning going on out there."

Moreover, if you haven't done any talk host work and still have a hard time identifying what you are interested in or some special, unique, or interesting area of expertise that you can present, you might want to start in a smaller market. "Until a jock can start doing the work, they won't really know the kind of program they can and will do. They have to get on the air and start experimenting with it. If it takes doing it on a station on the weekend, do it! Volunteer to do it for free and have a two- or three-hour show a couple of times a week. Experiment. Divorce yourself from what is on the air now and feed into what really turns you on. Then, you move past the conceptual idea to a tangible one and, hopefully, someone will recognize that you have an interesting program and hire you."

Many programmers have even used the overnight show or nights as a training ground for bringing up a morning show on music-oriented formats, and McMahon contends that many PDs will grant freedom for you to "play." "I hired a guy who I heard on a station in Seattle years ago when I was up late one night who was playing no music! He was on a Rock station, and I am sure he was told to play music, but he was playing almost none! He was auditioning himself for bigger things. That's one of the beauties of overnight radio. PDs can still do that, so they can help the jock focus and hone their act before they put them into a difficult competitive situation."

TALK BACK TO R&R!

We encourage your feedback. If you have comments regarding this column or would like to see your work here, contact Frank Miniaci directly at (310) 788-1650 or by e-mail at miniaci@rronline.com.

GARTH BROOKS BROOKS CRS-29 KEYNOTE JOINED BY R&R'S LON HELTON CENTERSTAGE

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June 11-13, 1998

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TEL REGISTRATION



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HEAR LATE-BREAKING UPDATES ON THE **R&R CONVENTION '98 HOTLINE: (310)788-1696**

24 • R&R February 20, 1998

SHOW PREP



Un-Break Her Bank Account!

we can a star whose two albums have grossed approximately \$170 million claim bankruptcy? The battle between **Toni Braxton** and **LaFace Records** rages on in the pages of *Entertainment Weekly*. Blasts Braxton's attorney, **Barry Hankerson**, "I tell you man, this s was like Motown! Things like that just make you say, 'Damn, you know, what *do* y'all pay for?'"

Counters a LaFace rep: "They didn't get what they wanted, and now they're taking a kamikaze approach."

Sums up Braxton: "I made someone \$170 million. I don't feel bad about anything I do or say or what I've spent. I'm not going to worry about it or get angry anymore."

Incidentally, *People* also covers the imbroglio. Speculates a LaFace spokeswoman, "We sense that this is a negotiating tactic."

Riding High

"There used to be strong personalities around the clock. Now it's more music, less talk. You don't know who's on the radio" — "Fly Jock" **Tom Joyner** (*Newsweek*).

Bizarre Love Triangles

"Nobody understands Michael and me the way we understand each other. We're soulmates," says Lisa Marie Presley, confiding her love for Michael Jackson to a friend. The couple is photographed leaving a restaurant after a "romantic" dinner and shown kissing through Jackson's mask. Meanwhile, Jackson's sevenmonth-pregnant wife, Debbie Rowe, is left sitting at home (National Enquirer, Star).

Speaking of Jackson, according to the *Globe*, he's begging **Frank Sinatra**'s family to let him see Sinatra one more time. "Michael wants Frank to give him his personal blessings in continuing the tradition that Frank started," contends a friend.

So Much For The Image ...

Alan Jackson — thought to have one of show biz's most solid marriages — has walked out on his wife of 18 years and their three children (*National Enquirer*).

... Alright Already With The Image!

"Bobby was totally out of control, screaming obscenities and ranting and raving on the top of the hotel. Then he ran over to the roof and looked like he was trying to jump off. Lucky for him, his bodyguard held him back before he could kill himself" a witness recounts **Bobby Brown**'s attempt at an early exit from his birthday bash (*Star*).

Gettin' Jiggy(ly) With It!

"There's a very talented human being beneath all that sexual imagery. I think she's exploited. I'm sure every time she shows up at a photo shoot they give her a G-string and a pair of pasties" — **Paula Cole**, a Lil' **Kim** devotee, attempts to uncover the reason for hip-hop's reigning mistress of raunch's wardrobe choices (Entertainment Weekly).

"The last record I did [in 1993] flopped. I wasn't sure I was still the jiggiest" — **Will Smith** (*People*).

Now That's The Spirit!

At first **Pam Anderson** was horrified when a homemade sex video featuring her and hubby **Tommy Lee** popped up for sale on the Internet. Now she's had a change of heart: If you can't beat 'em, join 'em. Both realize there's big money to be made and are in negotiations to star in a follow-up version — but it won't be as raunchy (*Star*)!

Must Be The Car ...

"Michael Bolton in torrid limo romp with sexy blonde — wait 'till Ashley [Judd] hears about this" (*Globe*).

"Clinton's wild ride with Lorrie Morgan in back seat of limo" (Star)!

Fond(ling) Memories

"I mean, if I had an office job, I wouldn't show up for work baring my midriff. But this is entertainment. I don't wanna be 50 years old, thinking, 'I should have been enjoying it while I had it" — **ShaniaTwain** defends her right to look sexy (*Star*).

Was That One-Or Two-Ply?

The **Spice Girls** admit that of all the souvenirs they've collected in their travels, the item they value most is a roll of toilet paper they stole from South African prez **Nelson Mandela**. "We wanted to take something to remember our historic meeting," said one of the quintet (*National Enguirer*).

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.

CYBERSPACE

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

Net Chats

Brian McKnight, Monday (2/ 23) at 9pm ET/6pm PT, America Online (keyword: LIVE).

Nancy Wilson, Thursday (2/ 26) at 8pm ET/5pm PT, America Online (keyword: LIVE).

Smashing Pumpkins' James Iha, Thursday at 9pm ET/ 6pm PT, America Online (keyword: VIRGIN).

On The Web

No Doubt, chat, Monday at 7pm ET/4pm PT (*www.sonic net.com*).

Jason Bonham and Sebastian Bach, live from Orlando, Wednesday (2/25) at 10pm ET/ 7pm PT (*www.LiveConcerts.com*).

Swervedriver, chat, Thursday (2/26) at 7pm ET/4pm PT (*www.sonicnet.com*).

MUSIC & MOVIES

CURRENT

- Singles: My Heart Will Go On/**Celine Dion** (550 Music) Southhampton (Theme From *Titanic*)/**James Horner** (Work)
- THE WEDDING SINGER (Maverick/WB) Single: Video Killed The Radio Star/Presidents Of The United States Of America
- Other Featured Artists: Police, New Order, David Bowie • GOOD WILL HUNTING (Capitol)
- Featured Artists: Elliott Smith, Dandy Warhols, Luscious Jackson • AS GOOD AS IT GETS (Columbia)
- Featured Artists: Shawn Colvin, Art Garfunkel, Nat "King" Cole
 GREAT EXPECTATIONS (Atlantic) Singles: Sunshower/Chris Cornell Lady, Your Roof Brings Me Down/ScottWeiland
- Other Featured Artists: Poe, Duncan Sheik
- SPICE WORLD (Virgin) Featured Artists: Spice Girls

• TITANIC

- THE APOSTLE (RisingTide)
- Featured Artists: Patty Loveless, Gary Chapman/Wynonna, Lyle Lovett • WAG THE DOG
- Single: Wag The Dog/Mark Knopfler (Mercury) • HALF-BAKED (MCA) Singles: Alege Compa Mary (Blackbourd Compa
- Singles: Along Comes Mary/Bloodhound Gang Marbles.../Black Grape
- Other Featured Artists: Luscious Jackson, Days Of The New • HURRICANE STREETS (Mammoth/Capitol) Single: Sey And Candy (Marcy Blayeround)
- Single: Sex And Candy/Marcy Playground Other Featured Artists: Seven Mary Three, De La Soul, Vic Chesnutt • ANASTASIA (Atlantic)
- Featured Artists: Deana Carter, Richard Marx & Donna Lewis • I KNOW WHAT YOU DID LAST SUMMER (Columbia) Single: Clumsy/Our Lady Peace
- Other Featured Artists: Korn, Soul Asylum COMING
- SENSELESS
- Single: Got Be ... Movin'On Up/Prince B f/Ky-mani Marley (Gee Street)
 SLIDING DOORS
- Single: Turn Back Time/Aqua (Jersey/MCA)

MUSIC DATEBOOK

MONDAY, MARCH 2

- 1964/The **Beatles** begin filming A Hard Day's Night.
- 1974/Stevie Wonder wins five Grammys, including Best Album for *Innervisions*. Roberta Flack's "Killing Me Softly With His Song" wins Best Record, and Bette Midler is
- named Best New Artist. 1988/U2's The Joshua Tree wins a Best Album Grammy, Paul Simon's "Graceland" wins Best Record, and Jody Watley is named Best New Artist.
- Born: Lou Reed 1944, Larry Carlton 1948, Eddie Money 1949, the late Karen Carpenter 1950, Jon Bon Jovi 1962
- Releases: Blue Cheer's "Summmertime Blues" and Simon & Garfunkel's "Scarborough Fair" 1968

TUESDAY, MARCH 3

- 1931/Cab Calloway records "Minnie The Moocher," the first million-selling jazz record.
- 1966/While stuck in a L.A. traffic jam, Steve Stills and Richie Furay meet
- Canadian folk singer **Neil Young**. **Buffalo Springfield** is formed.
- 1994/Nirvana's **Kurt Cobain** slips into a coma in Italy after ingesting a combination of a European Valium and champagne.
- 1995/R.E.M. drummer **Bill Berry** undergoes brain surgery to halt bleeding from a ruptured aneurysm/ hemorrhage.

Born: Robyn Hitchcock 1952 WEDNESDAY, MARCH 4

1966/Speaking on the **Beatles**, John Lennon tells a London newspaper, "We're more popular than Jesus now," enraging religious groups worldwide.



John Lennon — divine inspiration?

- 1970/Janis Joplin is fined \$200 for obscene language onstage in Tampa. 1989/Tone Loc's "Wild Thing" becomes the first single to go double-platinum since "We Are The World." As a result, Delicious Vinyl becomes the first independent label to achieve that status.
- 1993/Whitney Houston and Bobby Brown become parents to daughter Bobbi.
- Born: Bobby Womack 1944, Chris Squire (Yes) 1948, Chris Rea 1951, Jason Newsted (Metallica) 1963, Evan Dando (Lemonheads) 1968

THURSDAY, MARCH 5

- 1960/Elvis Presley is discharged from the Army.
- 1963/Patsy Cline is killed in a plane crash. 1973/Jimi Hendrix's manager. Mike Jef-
- frey, dies in a plane crash in France.

Born: the late Andy Gibb 1958

- FRIDAY, MARCH 6 1970/Charles Manson's album, *Lie*, is released. It features "Look At Your Game Girl," later covered by Guns N' Roses.
- 1975/Led Zeppelin is awarded a gold record for *Physical Graffiti*.

- 1989/Aerosmith's **Steven Tyler** and wife Theresa become parents to Chelsea Anna. Also... **Smokey Robinson**'s autobiography, Inside My Life, is released. Born: **Mary Wilson** (ex-Supremes) 1944.
- David Gilmour (Pink Floyd) 1947 Releases: Fleetwood Mac's "Rhiannon" 1976

SATURDAY, MARCH 7

- 1969/The **Who** release "Pinball Wizard," the first release from their rock opera *Tommy*.
- 1976/Elton John becomes the first rock star since the Beatles to be immortalized at Britain's Madame Tussaud's Wax Museum.
- 1983/Willie Nelson receives the Lifetime Achievement Award at the Songwriters' Hall of Fame dinner in New York.
- 1996/Neil Diamond does his first instore performance in 20 years at the Virgin Megastore in L.A.
- Born: Peter Wolf (ex-J. Geils Band) 1946, Ernie Isley 1952, Taylor Dayne 1962
- Releases: David Bowie's Young Americans 1975

SUNDAY, MARCH 8

- 1973/Ron "Pigpen" McKernan, 27, dies of a stomach hemorrhage. McKernan was the keyboard player and a founding member of the Grateful Dead.
- 1976/Gary Wright is awarded a gold record for *Dream Weaver*. 1993/Bebop vocalist/bandleader Billy

fered the year before.

N-Pepa) 1964

Born: Mickey Dolenz (Monkees) 1945,

Eckstine, 78, dies of complica-

tions from a heart attack he suf-

Randy Meisner (ex-Eagles) 1946, Cheryl James (a.k.a. "Salt" of Salt-

-Frank Correia

SHOW PREP

February 20, 1998 R&R • 25

MUSIC TELEVISIONO 59.4 million households Patti Galluzzi, VP/Music Programming

HEAVY

BEN FOLDS FIVE Brick (550 Music) BUSTA RHYMES Dangerous (Elektra/EEG) MARIAH CAREY 1/BONE THUGS... Breakdown (Columbia, CELINE DION My Heart Will Go On (550 Music) GREEN OAY Time Of Your Life (Good Riddance) (Reprise MADONNAFrozen (Maverick/WB) MARCY PLAYGROUND Sex And Candy (Capitol) MATCHBOX 20 3am (Lava/Atlantic) METALLICA The Untorgiven II (Elektra/EEG) PUFF DADDY & THE FAMILY Been Around... (Bad Boy/Arista ROLLING STONES Saint Of Me (Virgin) SAVAGE GARDEN Truly Madly Deeply (Columbia) WILL SMITH Gettin' Jiggy Wit It (Columbia) THIRD EYE BLIND How's It Going To Be (Elektra/EEG)

VERVE Bitter Sweet Symphony (Hut/Virgin)

STRESS

PAULA COLE Me (Imago/WB) CREED My Own Prison (Wind-Up) OAFT PUNK Around The World (Virgin) FOD FIGHTERS My Hero (Roswell/Capitol) NATALIE IMBRUGLIA Torn (RCA) WYCLEF JEAN Gone Till November (Ruffhouse/Columbia K-CI & JOJD All My Life (MCA) LORD TARIQ & PETER GUNZ Deja Vu (Codeine/Columbia, MASE I/TOTAL What You Want (Bad Boy/Arista) LOREENA MCKENNITT The Mummers'... (Quinlan Road/WE BRIAN MCKNIGHT Anytime (Mercury) BILLIE MYERS Kiss The Rain (Universal) NOTORIOUS B.I.G. I/112 Sky's The Limit (Bad Boy/Arista) OASIS All Around The World (Epic) OUR LADY PEACE Clumsy (Columbia)

BREAKTHROUGH

RONI SIZE Brown Paper Bag (Talkin' Loud/Mercury)

ACTIVE

- ALL SAINTS | Know Where It's At (London/Island) BACKSTREET BOYS As Long As You Love Me (Jive) BIG WRECK The Oaf (Atlantic) MARY J. BLIGE Seven Days (MCA) MEREDITH BROOKS What Would Happen (Capitol DAYS OF THE NEW Shelf In The Room (Outpost/Geffen) DESTINY'S CHILD No, No, No (Grass Roots/Columbia) **BOB DYLAN** Not Dark Yet (Columbia) EVERCLEAR | Will Buy You A New Life (Capitol) ICE CUBE We Be Clubbin' (Heavyweight/A&M) JAY-Z/BLACKSTREET City Is ... (Roc-A-Felia/Def Jam/Mercur) JO I/DA BRAT & USHER The Party ... (So So Det/Colu JONNY LANG Missing Your Love (A&M) LSG f/L.L., BUSTA & MC LYTE Curious (EastWest/EEG) MACK 10 (/ICE CUBE Only In California (Priority) MASTER P Make 'Em Say Ugh (No Limit/Priority) PRESIDENTS OF THE... Video Killed... (Maverick/WB) QUEEN PEN All My Love (Lil' Man/Interscope) OUNCAN SHEIK Wishful Thinking (Atlantic)
- SMASH MOUTH Why Can't We Be Friends? (Interscope)
- SPACEHOG Mungo City (Sire) SUBLIME Badfish (Gasoline Alley/MCA)

SWV Rain (RCA)

TIMBALAND & MAGOO Luv 2 Luv U (BlackGround/Atlant UNCLE SAM I Don't Ever Want To... (Stonecreek/Epic)

Video airplay frozen from February 16-22.

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

ADDS

BACON BROTHERS Boys In Bars (*Bluxo)* ERIC CLAPTON My Father's Eyes (*Duck/Reprise)*

XL

CELINE DION My Heart Will Go On (*550 Music*) JANET Together Again (*Virgin*) MADONNA Frozen (*Maverick/WB*) MATCHBOX 20 3am (*Lava/Atlantic*) SAVAGE GARDEN Truly Madly Deeply (Columbia)

LARGE

BEN FOLDS FIVE Brick (550 Music) MARIAH CAREY Breakdown (Columbia) ERIC CLAPTON My Father's Eyes (Duck/Reprise) PAULA COLE Me (Imago/WB) FLEETWOOD MAC Landslide (Reprise) NATALIE IMBRUGLIA Torn (RCA) LOREENA MCKENNITT The Mummers'... (Quinlan Road/WB) BILLIE MYERS Kiss The Rain (Universal) ROLLING STONES Saint Of Me (Virgin) THIRD EYE BLIND How's It Going To Be (Elektra/EEG)

MEDIUM

MEREDITH BROOKS What Would Happen (Capitol) BOB OYLAN Not Dark Yet (Columbia) JIMMY RAY Are You Jimmy Ray? (Epic) CARLY SIMON Evry Time We Say Goodbye (Arista) SPICE GIRLS Too Much (Virgin) SHANIA TWAIN You're Still The One (Mercury) VERVE Bitter Sweet Symphony (Hut/Virgin)

CUSTOM

ALL SAINTS | Know Where It's At (London/Island) BACON BROTHERS Boys In Bars (Bluxo) ERYKAH BADU Tyrone (Kedar/Universal) BOYZ II MEN A Song For Mama (Motown) DRU HILL We're Not Making Love No More (LaFace/Aris GREEN DAY Time Of Your Life (Good Riddance) (Repris ARETHA FRANKLIN A Rose is Still A Rose (Arista) K-CI & JOJO All My Life (MCA) CHANTAL KREVIAZUK Surrounded (Colu IONNY LANG Missing Your Love (A&M) MARCY PLAYGROUND Sex And Candy (Capitol) BRIAN MCKNIGHT Anytime (Mercury) DASIS All Around The World (Epic) RADIOHEAD Karma Police (Capitol) DUNCAN SHEIK Wishful Thinking (Atlantic) SISTER HAZEL Happy (Universal) SWV Bain (BCA) TONIC Open Up Your Eyes (Polydor/A&M) UNCLE SAM | Don't Ever Want To See ... (Stor reek/Epi

Video airolav from February 23- March 1

DY WATLEY Off The Hook (Atlantic)



- PUFF DADDY & THE FAMILY Been Around... (Bad Boy/Arista) USHERNice & Slow (LaFace/Arista) MISSY "MISDEMEANOR" ELLIOT Beep Me ... (EastWest/EEG
- NOTORIOUS B.I.G.//12 Sky's... (Bad Boy/Arista) LORD TARIQ & PETER GUNZ Deja Vu (Codeine/Columbia) MARY J. BLIGE Seven Days (MCA) WYCLEF JEAN Gone Till November (Ruffhouse/Columbia) TIMBALAND & MAGOO Luv 2 Luv U (BlackGround/Atlantic) JD (/DA BRAT & USHER The Party... (So So Det/Columbia)



LORO TARIQ & PETER GUNZ Deja Vu (Codeine/Columbia) NOTORIOUS B.I.G. Sky's The Limit (Bad Boy/Arista) WYCLEF JEAN Gone Til November (Rulthouse/Columbia, 2PAC I Wonder If Heaven Got A Ghetto (Amaru/Jive) MACK 10 (/ICE CUBE Only In California (Priority) GANGSTARR You Know My Steez (Noo Trybe/Virgin) OUTKAST In Due Time (LaFace/Arista) FIRM Phone Tap (Track Masters/Attermath/Interscope) MASE Tell Me What You Want (Bad Boy/Arista) ICE CUBE We Be Clubbin' (Heavyweight/A&M)

Video playlist for week ending February 20.

TELEVISION

Because of the Presidents Day holiday, this week's **Nielsen Media Research** listing of the Top 10 TV shows was unavailable at press time.

COMING NEXT WEEK

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

Tube Tops

Fiona Apple, Babyface, Ervkah Badu, the Blues Brothers, Paula Cole, Shawn Colvin, Bob Dvian. Fleetwood Mac. Aretha Franklin, Faith Hill, Hanson, Wyclef Jean, R. Kelly, Tim McGraw, Sarah McLachlan, Luciano Pavarotti, LeAnn Rimes, Will Smith, George Strait, Stevie Wonder, and Barbara Streisand & Celine Dion are slated to perform live from Radio City Music Hall in NYC when **CBS** presents the three-hour 40th Annual Grammy Awards (Wednesday, 2/25, 8pm).

Friday, 2/20

• Jimmy Buffett, Shawn Colvin, En Vogue, Gloria Estefan, the Fugees, Kenny Loggins, and the Mighty Mighty Bosstones perform with the Muppets when ABC presents *Elmopalooza!*, whose Sony Wonder companion CD — with bonus tracks by Celine Dion and StevenTyler — will be available March 3 (8pm).

Saturday, 2/21

• Manhattan Transfer perform on PBS' Austin City Limits (check local listings).



Monday, 2/23

• Steven Curtis Chapman, Prime Time Country (TNN, 9pm ET/6pm PT).

• John Fogerty, Late Show With David Letterman (CBS, 11:35pm).

Tuesday, 2/24



Sarah McLachlan • Sarah McLachlan, David Letterman. • Patty Loveless, Late Night With Conan O'Brien (NBC, 12:35am).

Wednesday, 2/25

• Marty Stuart will be profiled on TNN's *The Life And Times Of* ... series (8pm ET/5pm PT).



Ben Folds Five

• Ben Folds Five, The Tonight Show With Jay Leno (NBC, 11:35pm). • Aretha Franklin, David Let-

terman.

Thursday, 2/26 • Shania Twain, Prime Time Country.

• Hanson, Conan O'Brien.

PQUISTA	
CONCERT PULS	E
	Avg. Gross
Pos. Artist	(in 000s)
1 ROLLING STONES	\$3190.4
2 U2	\$1740.6
3 FLEETWOOD MAC	\$843.7
4 ELTON JOHN	\$624.3
5 PHISH	\$516.2
6 REBA MCENTIRE/BROOKS & DU	JNN \$495.8
7 PUFF DADDY & THE FAMILY	\$440.5
8 "AFKAP"	\$393.9
9 AEROSMITH	\$340.9
IO AMY GRANT	\$336.4
11 ALAN JACKSON	\$218.7
2 BARRY MANILOW	\$207.7
13 JANE'S ADDICTION	\$193.5
14 TIM MCGRAW	\$168.8
15 CHICAGO	\$150.5
Among this week's new to	ours:
CLARKS	
HUMBLE PIE	_
STEVE MILLER BAN	-
STRING CHEESE INCID	
YOUNG DUBLINERS	
The CONCEPT DUIL SE is southout	of Dollator, a

The CONCERT PULSE is courtesy of Polistar, a publication of Promoters' On-Line Listings, (800) 344-7383; California (209) 271-7900.

FILMS

WEEKEND BOX OFFICE FEBRUARY 13-16

1 Titanic \$32.87 (Paramount) 2 The Wedding Singer \$21.91 (Paramount) \$16.58 Sphere (WB)* 4 Good Will Hunting \$9.25 (Miramax) 5 As Good As It Gets \$7.42 (Sony) \$6.07 6 The Borrowers (PolyGram)* The Replacement \$4.70 Killers (Sony) 8 Great Expectations \$3.66 (Fox) 9 Blues Brothers 2000 \$3.57 (Universal) 10 L.A. Confidential \$3.28 (WB)

All figures in millions * First week in release Note: Figures reflect a three-day weekend. Source: Entertainment Data Inc.

COMING ATTRACTIONS: This week's openers include Senseless, starring Marlon Wayans and David Spade. The film's Gee Street/V2 soundtrack sports "Perfect For You" by P.M. Dawn, who also produce Prince Be & Ky-mani's "Gotta Be ... Movin' On Up," Also featured are tunes by Crystal Method ("Busy Child"), Fatboy Slim ("Song For Lindy"). Gravediggaz ("Unexplained"), Fluke ("Reeferendum"), Ambersunshower ("Look Around My Window"), Moby ("Graciosa"), Freak Brothers ("Do You Wanna Freak?"), and Headrillaz ("Spacefunk"). Yankee B.'s Drum & Bass remix of "Mucho Dinero" and Jungle Brothers' M. Finn & Aphrodite remix of "Jungle Brother (True Blue)" complete the CD.

VIDEO

NEW THIS WEEK

• GOOD BURGER (Paramount) Kenan Thompson and Kel Mitchell star in this feature film, which spawned a Capitol soundtrack with 702's "All I Want." Mint Condition's "That's The Way (It's Goin' Down)," Warten G's "Friends," Presidents Of The United States Of America's "Man," the Pharcyde's "Keep On," George Clinton f/Digital Underground's "Knee Deep (The Deeper Mix)," Spearhead's cover of the Police's "Roxanne," and more. • A SMILE LIKE YOURS (Paramount)

This feature film, starring Greg Kinnear and Lauren Holly, carries an **Elektra/EEG** soundtrack with **Natalie Cole**'s title tune, **Martha Davis & Ivan Neville**'s "You've Got What It Takes," the **Supremes**' "Where Did Our Love Go," **Ike & TinaTurner**'s "I Heard It Through The Grapevine," **James Brown**'s "I Got You (I Feel Good)," the **Temptations**' "My Girl," **Marvin Gaye**'s "Too Busy Thinking About My Baby," **Stevie Wonder**'s "Isn't She Loyely," the **FourTops**'"Ain't No Woman Like The One I Got," and more. 26 • R&R February 20, 1998

FROM HIS FORTHCOMING ALBUM: PILGRIM

= 1

PRODUCED BY ERIC CLAPTON AND SIMON CUMIE

R&R CHR/Pop Debut 33 Top 40 Monitor Debut 40*

R&R Hot AC 22 Breaker Adult Top 40 Monitor Debut 24*

R&R AC 16 Breaker Mainstream AC Monitor 20*

R&R Adult Alternative 5 AAA Monitor 4*

Over 3000 total spins in 1 week!

KBBT	Portland	51x	KPLZ	Seattle	35
KALC	Denver	26x	WYOY	Jackson	28
Star	Atlanta	26x	WLNK	Charlotte	30
WBMX	Boston	25x	КНМХ	Houston	25
WZPL	Indianapolis	24x	комх	Dallas	21
KZZP	Phoenix	29x	WPXY	Rochester	19
WPLJ	New York	24x	WXLK	Roanoke	20
WXKS	Boston	16x	WNCI	Columbus	12
KLLC	San Francisco	15 x	WAPE	Jacksonville	13
WPRO	Providence	12x	кмхв	Las Vegas	15
KBKS	Seattle	13x	WSSX	Charleston	18

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War Of The Words: Top Two Talkers Almost Tied

hile Rush Limbaugh remains the country's most listened to talker claiming more than 17 million weekly listeners this fall on more than 600 U.S. radio stations — Dr. Laura Schlessinger is narrowing the gap. According to results from Arbitronrated markets compiled by syndicator Premiere Radio Networks, Schlessinger is now drawing 16,985,600 listeners — 98.82% of Limbaugh's audience. "It is gratifying to imagine a show that focuses on morals, values, and ethics can be responded to and rewarded with such positive feedback," said Schlessinger.

"Thirty-four million listeners can't be wrong," exclaimed Randy Michaels, President/ CEO of Jacor Communications, which paid \$50 million for Limbaugh's show last March and then another \$71.5 million for Schlessinger's program in September. "These guys are at the top of the radio food chain, and we are proud to have them under the Jacor umbrella."

Speaking of Dr. Laura, she's having her "first annual" 50th birthday party on Saturday, March 14, and she's inviting 2000 of her closest friends! Tickets are \$100 and benefit Childhelp USA. Call (888) LAURA50 for information.

Doghouse Does Good Deed

KYLD/SF's morning "Doghouse" broadcast live from atop a local billboard in the pouring rain to raise money for a Bay Area girl who has been diagnosed with cancer. The morning team's **Elvis** and **JV** said they would not come down until they raised at least \$25,000 to cover the girl's mounting medical bills. They returned to terra firma after collecting over \$30,000 in donations, \$10,000 of that from listeners passing by in their cars.



On Friday the 13th, a pair of **KSLZ/St. Louis** listeners took the plunge... then took a plunge from 14,000 feet! After exchanging wedding vows, the couple was pushed over the threshold — and out of the plane.

Meanwhile, **KUBE/Seattle** asked listeners to take a leap into cyberspace for its Valentine's promotion. The station matched up 300 couples

Holland Cooke Knows News

McVay Media News/Talk scores big gains in the fall book. Dramatic increases for WJBO/Baton Rouge and WJIM/Lansing. Instant impact at CKTB/St. Catharines. Newest clients are KCMO & KMBZ/Kansas City.

McVay Media News Consultant Holland Cooke wants to get his hands on your underachieving AM. Put the Cooke/McVay

Rumors

• With his contract expiring in June, is WHTZ/NY morning co-host Elliot Segal on more than a few stations' hit lists?

- Is a new, current-intensive Alternative station about to sign on in upstate New York?
- Is former KBBT/Portland PD Michael Newman thinking of joining Steve Smith's consultancy? • Is the new on-air lineup all but done at KBIG/L.A.?
- Word is that an official staff announcement party will take place in two weeks. Is former crosstown KOST jock Lance Ballance the first addition?

via its website for the "World's Biggest Cyber Date." After filling out a questionnaire, the singles met their "perfect cyberdate" for the first time at Memorial Stadium during a live broadcast by morning driver **The T-Man**.

Ollie Added To R&R Agenda

With the United States on the threshold of a potential war in Iraq, attendees at this week's **R&R** Talk Radio Seminar '98 are getting the scoop through an exclusive address by former U.S. Marine Colonel (and current talk host) **Oliver North.** Also on the Friday agenda: A briefing from Presidential Assistant and White House Director of Communications **Ann Lewis.**

WCKG-FM/Chicago afternoon host **Steve Dahl** will celebrate his 20th year as a Chicago radio personality during a live broadcast February 23 from the Museum of Broadcast Communications. Joining Dahl will be one-time rival WGN-AM host Wally Phillips and his former partner of 15 years, WLS' Garry Meier.

Continued on Page 30



ICE, ICE BABY — Just in case programmers started overheating at the prospect of a new Madonna single, Maverick/WB made sure they stayed cool with this "Frozen" treat.

team to work for you.

(advertisement)



McVay Media consults radio stations that program News/Talk, AC, Country, Oldies, and CHR. Sister company B/D&A consults all forms of Rock and CHR. Contact McVay Media at (440) 892-1910 or B/D&A at (770)795-1022. Check us out on the Web @ www.mcvaymedia.com.

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89X	WFNX	WRIF	WLZR			
WENZ	WBRU	KTXQ	WDVE			
KPNT	WGRD	WBZX	WTPA			
KNRK	KEDJ	WKLQ	WCCC			
WXDX	КХРК	WJJO	WFYV			
KZNZ	WEDG	WMFS	KLBJ			
KCCX	KROX	KILO	WAZU			
WMRQ	KMYZ	WRAT	WBUZ			
WPBZ	KKND	KNJY	KAZR			

and many more!

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THANK YOU THANK YOU DANK YOU LOCAL & DROMOTION NARNER FOR THE

RADIO!! TO THE NATIONAL STAFF AT BROS. GREAT WEEK!!

MADONNA) (frozen

Most Added CHR/POP, AC & Hot AC!

WHTZ	KSLZ	WKSE	WAEB	WNOK	WHZZ	WZOK	KSLY	WMGI	WAKS	WQSM	WTCB
	WXYV	WKSS	WWST	WKSZ	WZYP	WMGB	WGLU	WXIS	WMTX	WKEE	WTFM
	WBZZ	WRVW	WNTQ	WHOT	WWCK	WSKS	KISR	WXXX	KALC	WAEV	KKLI
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And the second second			KQKQ	KKMG	WZEE	WJET	KGOT	WDBR	KBBT	WCGQ	WFMK
			WNNK	WAOA	WDDJ	WRTS	KFRX	KWTX	KISN	KMXS	KZST
	2010		WXKB	WSSX	KZMG	KMCK	WKFR	WKPK	WLNK	WDAQ	WCRZ
			WVKS	KSMB	KQXY	WSPK	KZII	WJMX	WJLK	WXIL	WMGN
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			WABB	WLKT	KISX	WQGN	WVAQ	KPLZ	KLLY	KSSK	
			KZZU	WZNY	KDUK	WMRV	WRZE	KFMB	WMXL	KWAV	
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flie new single preduced by Machana, William Orbit and Farrick Leonard from the album Ray of Light mazagement: Norman West, Q.Prime, Inc.

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STREET TALK®

Rumbles

· Mark Parenteau joins Classic Rock WAXQ/NY for afternoon drive. The 20-year WBCN/Boston afternoon vet is also hosting a weekend talk show on WRKO-AM/Boston

• The John and Ken Show adds its 60th: KSFO-AM/SF.

· Jerry Mathers (a.k.a. "the Beaver") will be the first in a series of celebrity interim morning hosts at KCMG (Mega 100)/L.A.

 KTCL/Denver PD/MD John Haves exits after 18 years with the station. KRFX PD Mike O'Conner is handling PD duties

· Former WVTY/Pittsburgh morning driver Barry Beck joins crosstown WZPT for similar duties.

· KYSR/L.A. announces its new lineup: Jamie, Frosty & Frank (5-10am - and simulcasting back to KALC/Denver), Larry Morgan (middays), Ryan Seacrest & Lisa Foxx (afternoons), Leah Brandon (nights), former crosstown KROQ fill-in jock Brad (late nights), and Bill Alexander (overnights).

 WZJM/Cleveland morning driver Scott Free exits. · WIOQ/Philadelphia picks up former crosstown WCAU alumni Terry "Motormouth" Young for afternoons, Joe Mama shifts back to late nights, and Steve Bartel moves to swing.

• WHZZ/Lansing, MI personality Mike Sinclair becomes PD at CHR WZOQ/Lima, OH.

· WWCK/Flint, MI morning driver "Mr. Bob" segues to KTST/Oklahoma City for wake-ups.

· All-Show Tunes KGIL-AM/L.A. becomes the flagship for the syndicated "Music Of Your Life" Adult Standards format. Show Tunes will remain in morning and afternoon drive and weekends.

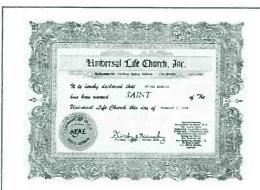
• KSLZ/St. Louis appoints middayer Rich Stevens MD. KPTY/Phoenix PD RickThomas joins Jerry Clifton's New World Communications consultancy as a partner. Thomas will keep his duties at KPTY. KHTW/La Crosse, WI interim PD/APD/MD Jas-

on Hillary drops the interim.

· JVC Music is closing its U.S. operation. Look for Columbia Dir./Nat'l Promo Ted Wagner to become VP/Promo by CRS time.

Continued from Page 26

Condolences go out to friends and family of 18-year Detroit radio vet Kevin Joyce, who died on February 13 of a heart attack. The talk show host was 65.



PROMO OFTHEWEEK - Holy moley! Who better than a virgin to offer sainthood? To celebrate the Rolling Stones' latest single, "Saint Of Me," Virgin Records and the Stones teamed with the Universal Life Church to ordain programmers and other wouldbe sinn ... uh, spinners.

www.americanradiohistory.com



- Chancellor Broadcasting and Evergreen Media merge and absorb Viacom stations in a \$5 billion deal.
- · Jeff Levine lassoes WLIR & WLRI/Long Island's Dir./ Prog. & Mktg. post.
- Format Evolutions: NAC becomes NAC/Smooth Jazz, and Alternative WMMS/Cleveland reverts to Rock.



- CBS Radio sets Steve Carver VP/GM of WBBM-AM/Chicago and Dennis Begley VP/GM of WOGL/ Philadephia.
- Bob Laurence recruited as PD of KIOI/San Francisco. Charlie Seraphin boosted to KRLD/Dallas VP/ Station Manager.



- Dana Horner recruited as WWPR/NY President/GM. • KIOI/SF sets Nick Marnell as GM and Bob
- Bordonaro as GSM.
- Dave Recher boosted to WHDH & WBOS/Boston GM. Todd Fisher elevated to OM of KZZP/Phoenix.
- · Dave Robbins lands as WNCI/Columbus PD.



- Ron Jones promoted to VP/GM of WHK/Cleveland. · WYJN/Nashville becomes AC WLAC-FM with Dave Nichols as PD.
- · Kyle Hetherington named Assoc. Dir. Promo/West Coast for IRS Records
- Jonathon Brandmeier attempts to join WLUP/
- Chicago but causes legal flap with KZZP/Phoenix.
- · BigTom Parker becomes KIOI/San Francisco's morning man.



- · George Taylor Morris tapped as PD of WPIX/NY. Alan Goodman appointed Corp. Dir./Sales for
- Doubleday Broadcasting.
- · C.C. McCartney selected as KFMB-FM/San Diego PD.
- KLZ/Denver goes Country with Ron Jones as PD. Don Geronimo joins WPRO-FM/Providence for middays.

WBIX/NY has narrowed the field to nine finalists in its "Big Break" talent search for personalities to pair with morning man Danny Bonaduce. About 1000 candidates lined up for auditions.

Following the resignation of Alternative WROX/Norfolk PD Perry Stone, Al Mitchell was immediately named the station's new PD, with **Dal Hunter** becoming APD.

Send us your StreetTalk! Contact Frank Miniaci at 310-788-1650 or by e-mail at miniaci@rronline.com.





Semisonic Impacting Closing Time

FEBRUARY 24.

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NEWS

Radio Info

Continued from Page 18 other, hopefully leaving us with a meaningful audience estimate.

When we break the information down into individual components, however, there are fewer respondents to supply the necessary balance. In fact, there may not be enough to provide a truly meaningful look at the marketplace in question.

Statisticians use terms like "sampling error" or "statistical variance" when they explain the reliability of an audience estimate. In the real world, however, most people ignore this kind of caveat. If one station beats another by a tenth of a point on the printout, that's accepted as reality.

Monthlies The Issue

Reliability and the ways people use information in practice as opposed to theory lie at the center of the issue regarding monthly data releases from Arbitron. Several recent meetings of the Arbitron Advisory Council have focused on whether Arbitron should make monthly data more accessible to stations and agencies.

Proponents, including experts such as Emmis Broadcasting's Rick Cummings, believe the time has come to recognize that radio can benefit by having more detailed information that can be used for programming decisions. They feel most people produce it on

their own anyway, and we could get better data and prevent misuse if it came from the official source.

From a sales perspective, those in favor think more information will help radio compete with media that produce ratings more often. They believe radio exists in a dynamic environment, and that more current information will help radio position itself as the medium bestsuited to deliver what the advertiser needs today.

Those who line up against the proposals are equally passionate. They argue that sample sizes do not support the conclusions people will want to draw from monthly information, and that it is impossible to separate what programmers look at from what salespeople will use if given half the chance.

We believe information at this level will hurt the radio marketplace (see "Stop Us Before We Kill Again" sidebar), and we question whether it can be reserved strictly for programming use.

Whatever view you hold, it is important to make your feelings known. As Steve Goldstein says, it could be one of the biggest issues we face in quite some time.

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

McKenna

Continued from Page 10

to the table extensive experience dealing with record labels and artists, as well as his vast knowledge of programming. We expect Jerry to quickly become a cornerstone in our young company's growth."

McKenna added, "I am extremely excited about re-entering the world of radio as PD for the new Hot 106. This position provides me with the perfect opportunity to get back to my true passion, radio programming, while also allowing me to work with Steve Smith, an industry professional whom I truly

and maximizing Hot 106 to its fullest potential. McKenna has worked in radio,

respect. I look forward to developing

records, and trades. His extensive New England experience began at WKXS (Kiss 108)/Boston, where he was Asst. MD and MD. He then went crosstown to WZOU (now WJMN) as Asst. PD. In 1991, he joined Columbia Records as Director/Crossover Promotion. He spent three years at BPI Publishing as Director/Charts for Top 40 Airplay Monitor and Rock Airplay Monitor and as Chart Manager for Billboard's Hot 100

Citadel

Continued from Page 10 · Rusty Keyes, PD of Citadel's AC KNEV-FM/Reno, will take the PD post at KBEE. Keyes' last day at KNEV is February 27; he'll debut at KBEE the following Monday.

 KATM's new PD is Randy Black. He transfers from Citadel Country sister KBUL/Reno, where he was PD.

'It's very rewarding to be able to promote all these people from within the company," Citadel/Salt Lake City VP/GM Pete Benedetti told R&R. "It's wonderful to see so many people advancing to their career goals while staying with the company. We have a unique culture in Citadel, and it's nice to be able to make these kinds of moves without any downtime, because they already understand what we're all about.

Hill --- who joined KATM five years ago and has been PD at WHKZ/Columbia, SC — told R&R, "It's a real honor to work with all of the great people at Citadel --- it really is the greatest company in the world. They let programmers program. They develop people and move them up in the company. It's the Citadel way. I'm honored by the confidence they've shown in me,

and Hook forward to going to Salt Lake City and getting into the incredible Country battle there.'

Before joining KNEV, Keyes served as Marketing & Promotions Director of KKFM & KKMG/Colorado Springs. He's also been PD of KSKG/ Salina, KS. "They came to me and asked about the position," Keyes told R&R. "What did I say? Woo-hoo! I've been with the company for six years, and it's a great move for me. I'm just really excited."

MCA

Continued from Page 10

ing MCA, Hammond was a partner in Unity Entertainment, a leading independent jazz record company, where he headed its new rock label. He has also worked with Capitol/EMI Records in the U.S. and UK.

Homberg

Continued from Page 3 portunity. With the strong economy in Southeastern Michigan, there has never been a better time to be marketing our all-News and Talk stations.'

Shannon

Continued from Page 10 station and reintroducing the legendary 'K-JOY' back to San Diego. We put together a current [soft] AC list, a new logo, and the Terri Garr/ Filmhouse TV campaign, and we signed the syndicated Delilah After Dark.

"With the departure of KKLQ PD Mark Todd, I was given the opportunity to mainstream Q106 and recapture its legendary roots in the CHR arena. The station is now playing Puff Daddy next to Third Eye Blind, and it sounds great."

Shannon began his radio career as an intern at WPFM/Panama City Beach, FL, then took afternoons at crosstown WLTG. Other stops along the way included nights at WAIV & WKQL/Jacksonville; PD at WILN (Island 106)/Panama City, FL; Programming Asst. at WPPT (now WOFX)/Cincinnati; weekends at WEBN/Cincinnati: PD at WWST (Star 93.1)/Knox-

LoCicero

Continued from Page 3 will enable us to break big in the coming year. I have been afforded a fabulous opportunity, and I intend to do this company proud." A veteran with over 20 years' ex-

Jones Continued from Page 1

as well as our program offerings. As a result, there is an elevated awareness of the reputation of Jones and the value

of its services to the radio industry.' Hauenstein added, "I appreciate the

recognition my new title symbolizes. When I joined Jones three years ago, the extent and quality of our services were one of

the best-kept secrets in radio. With the enthusiastic support of the Jones management team and our 130 talented radio professionals, we have grown the network substantially. We're about to launch two new services, our Nashville Nights program, and our digital formats service, which should enhance the JRN reputation even more." Before joining JRN, Hauenstein served as GM of

President/GM of KLZI/Phoenix. Meanwhile, VP/Programming &

WKHK/Richmond. He's also been

Changes

VP/Business Affairs ... Milan

Records appoints Richard Hender-

son West Coast Dir./A&R ... Curtis

Smith is Risk Records' new Dir./

Nat'l Publicity ... At Nashville indie

label Honest Entertainment, Tanvi

Patel rises to Dir./Mktg. & Promo,

Keith Gibson ascends to Dir./Sales,

Diane Neel joins as Art Dir., and Jen

Geis becomes Promo Mgr. ... At

OneMusic Library, Hal Jackson ris-

es to VP/Production, Tom Hen-

drickson is upped to Sr. Digital Ed-

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Continued from Page 14

Barry

and OM/U.S. Country duties. The change in Barry's duties "represents a

fundamental shift of his responsibilities from day-today operations to program development and acquisition." Murphy who becomes Director/Operations - will continue to consult all Jones'

Country formats. U.S. Country Asst. OM Penny Mitchell succeeds Murphy as format GM.

In Jones' advertising sales and marketing sector, Debbie Stark is appointed to the newly created Director/Advertising Sales post, continuing to manage Jones' relationship with rep firm Media America Inc. Stark joined Jones' cable television operation in 1992 and joined JRN as Marketing Manager in 1995. CJ Johnson ascends to Stark's former role, and Michele Tharp becomes Marketing Specialist.

itor, Scott Neely joins as Production Coordinator, and Bill Carey becomes part of the label's production staff ... Cristina Battani gets the nod as Dir./ Production & Creative Services at Velvel Records ... N2K's Music Boulevard signs an agreement with MSI of Miami Corp. for the latter to add 150 titles and develop European Distribution for the www.musicblvd.com online music store.

Industry: Phil Crosland becomes VP/Mktg. of the American Society of Composers, Authors, and Publishers (ASCAP) ... Jeff Krump joins Jacor Broadcasting's concert division.



A Welcome New Guest

Key Records recording artist Denise Marsa (third from left) came by the infamous Club R&R with her band to introduce all to her heartfelt brand of music. After a delightful serenade, a few new friends bond with a photo: (I-r) Band member Samir Varma, R&R Rock Editor Cyndee Maxwell, R&R sales rep Paul Colbert, bandmembers David Chamberlain and Richard Diamond, and R&R NAC/Smooth Jazz Editor Carol Archer.

SENIOR VP/RESEARCH & DEVEL

OPERATIONS MANAGER: Page Beave

T: Dan Cole

ville; and MD at XTRA-FM (91X)/ San Diego.

perience in radio and the music in-

dustry. LoCicero has held marketing

and promotion posts at stations such

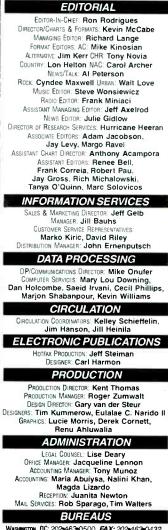
as WLIR/Long Island, WNEW/New

York, WMMR/Philadelphia, and

KLOL/Houston. She also has worked

at such labels as Interscope, Capitol,

Priority, Tommy Boy, IRS, and MCA.



Washington, DC: 202-463-0500, *FAX: 202-463-0432* Bureau Chief: Jeffrey Yorke Associate Editor: Matt Spangler Editorial, Assistant: Patrice Wittig LEGAL Counsel: Jason Shrinsky NASHVILLE: 615+244+8822, FAX: 615+248+6655 BUREAU CHIEF: Lon Helton Associate Editor: Calvin Gilbert Office Manager: Ashley Selby ADVERTISING LOS ANGELES: 310-553-4330. FAX: 310-203-8450 SALES MANAGER: Henry Mowry ADVENTISING COORDINATOR: Nancy Hoff REPRESENTANCE: Debr, Missy Haffley, Lanetta Kimmons, Kristy Reeves SALES ASSISTANT: Deborah Gardner ADMINISTRATIVE ASSISTANT: Ted Kozlowski MARKETPLACE SALES: Dawn Garrett OPPORTUNITIES SALES: Karen Murnaw SHINGTON: 2024463-0500, FAX: 2024463-0432 VICE PRESIDENT/ SALES: Barry O'Brien SALES REPRESENTATIVE: Lauren Belcher ADMINISTRATIVE ASSISTANT: Shannon Weiner SALES MANAGER: Henry Mowry VERTISING COORDINATOR: Nancy Hoff SALES RE

NASIMILLE: 615+244+8822, FAX: 615+248+6655 Director/Sales: Jennifer Scruggs

A Perry Corp. Company

Operations Phil Barry relinquishes his operations responsibilities to Jim Murphy, who formerly held Sr. OM

Stark



We elcome to R&R's first-ever special issue devoted to News/Talk radio. Why the title "America's Format?" If you think about it, the answer is really quite simple. Spoken-word radio is the most-listened-to format across our land. That means the vast majority of American radio listeners tune in to Talk radio each and every day, keep seeking two things — information and entertainment. News/Talk listeners never tire of non-music radio. They're fans in the truest-sense of the word. They tune to it every day to discuss whether or not the president did or didn't do it, to sound off on the likes of O.J. and the British nanny, to gripe about potholes downtown, to laugh at Washington's latest follies, and to cheer or mourn *Seinfeld*'s retirement. For Talk radio fans, there's never a day with "nothing to talk about." What's Inside *Prognosticator*: Webster's defines this as "one who is able to foretell or predict, especially from signs or indications." As you read through these pages, look for thoughts, comments, and predictions from some of News/Talk radio increasingly successful over the next 15 years." So says consultant John Parikhal. In fact, Parikhal told me that, demographically speaking, the format's finest years are still very much ahead of it. Find out what else he predicts for Talk's future in an R&R exclusive interview that begins on Page 34 If asked to name the hosts who set much of the agenda for what has become our daily national gabfest, most Americans will barely pause before answering Rush Limbaugh and Dr. Laura Schlessinger. Conversation with and insights into Talk's king and queen



begin on Page 36, as R&R's Washington Bureau Chief, Jeffrey Yorke, nabs exclusive interviews with the format's reigning royalty.
Most of today's major players in broadcasting count a considerable number of News/Talkers among their stable of successful stations. Our exclusive interview with Jacor's Randy Michaels and Disney/ABC's John McConnell begins on Page 39. Find out why these two "Titans of Talk" are more than just a little optimistic about News/Talk's future. ■ OK, so we all know that sitting in the GM's chair at any radio station isn't exactly a picnic. Irate listeners, temperamental talents, and nervous advertisers are part of a typical day's work. So how come this guy stays so cool? Could he be Talk radio's best GM? Check out my exclusive chat with KGO/KSFO, San Francisco GM Mickey Luckoff, beginning on Page 40, and judge for yourself. ■ Someday, all great Talk hosts will prep this way! Beginning on Page 41, noted News/Talk consultant Valerie Geller offers Talk hosts practical advice in an excerpt from her forthcoming book, *The Powerful Radio Workshop*. This R&R exclusive is a must-read whether you're a rookie looking toward a more successful future or a veteran host who never stops learning new ways to make your show just plain better! ■ A proud past ... a solidly performing present ... and a bright future that promises audience growth and increased revenues. Any way you look at it, News/talk is truly America's format!



AL PETERSON



EMS/MULX

The Personality Is The 'Lightning Rod'

John Parikhal stresses need for talent growth opportunities and 'balance' for the format to thrive

part a source of the

s we consider what the future holds for News/Talk radio, what better " prognosticator" than noted media consultant and futurist John Parikhal.

and the

Currently the CEO of Connecticut-based Joint Communications Corp., over the past 20 years Parikhal has worked with a distinguished roster of media clients, including CBS, NBC, ABC, MTV, VH1, and literally hundreds of radio stations in the United States, Canada, Australia, Europe, and South America. John's extensive study of the "boomer" demographic resulted in his authoring the book The Baby Boom: Making Sense Of Our Generation At 40.

A noted speaker, he has addressed leading broadcast and marketing associations, including the R&R Convention, the Advertising Association of America, and the NAB. I sat down with Parikhal to ask him some point-blank questions about the future of Talk.

R&R: Will the brave new world of radio in the post-Telecom era bode well for Talk radio's future?

JP: Well, my first point is that consolidation ain't over yet! When all of the smoke and dust clears, consolidation won't affect Talk radio one way or the other because Talk radio will continue to be what it's always been - a function of personality and manpower. It's unique personalities that drive the format. Whether it's Rush Limbaugh or Howard Stern today, or people like Ira Berg and Joe Pyne of days past, personality has always been the lightning rod of the format.

The other thing is manpower, which is the ability to actually go out and get the news and stories. Overall, the only area where consolidation will affect Talk radio is in the management of talent and people. So far, the evidence is that radio, which has no real history of merging cultures, is doing pretty poorly in this area. If companies like GE, which have experience in merging cultures, are having problems, imagine the difficulty that radio has been having, since it has always been primarily a business of a lot of mom and pop operators or fast-shooting, fast-talking entrepreneurs.

R&R: So, is consolidation good or bad if you're a talk talent? JP: The talent's going to go wherever they want to go. In fact, I

think the money's going to go up for the big talents in the consolidated world, because the big companies are going to be vying for them. The workload's going to go up, too, but not the money, for Joe Average who is working for these radio stations. For those people, radio is going to be a much less fun place to work.

R&R: So the disparity between the haves and have nots, if you will, will actually increase?

JP: Yes, I think that's a good way to put it. But, in general, I don't see consolidation having either a positive or negative impact on Talk radio - at least not as much as it will on musicformatted radio stations - because of the unique personalities.

R&R: Will Talk radio be exclusively dominated by network hosts in the future?

JP: Yes and no. I think the use of network hosts will increase. That is, there are some people who are especially gift-

ed who are not local. For example, a Dr. Laura or a financial type of show - where what you want is the person with the greatest skills and the best ability to communicate - that doesn't have to be local. On the other hand, I think that there is always going to be some great local personality, especially in the major markets, who becomes the barometer for what's happening in the community and the way that community reacts to the topics that he or she is talking about.

R&R: How will Talk radio groom the hosts of tomorrow?

.IP: Frankly, like music radio. I think Talk radio is going to develop a big problem in this area. Most stations, for cost-cutting reasons, have pretty much done away with the overnight show. Almost every great talent today started out doing nights somewhere. It was where they could experiment and, basically, find out what they were capable of. In my opinion, you need to put 500 people on the air to get one extremely good talent, and 1000 people on to get one great talent. This is going to be a big problem and a real challenge for the format.

R&R: So, with shrinking opportunities and fewer slots available, the great local hosts will command the big dollars?

MAN CAL

JP: Absolutely. And another thing that you'd think consolidation would do is provide obvious talent growth opportunities. When you have a company with 100, 200, or 300 stations, you'd think they'd take one or two stations and offer experimental overnight shows that take young talent on and develop them for a year or two, then move them up to the company's major stations - kind of like the old MGM studio system for film actors. I think that this is a real opportunity for forward-thinking companies if they begin to develop promising talent in what I call the studio way.

However, that's a pretty sophisticated, far-thinking type of management style, and frankly, I haven't seen anyone operating more than about a quarter out in front these days. I don't really see that kind of thinking, which is basically a commitment to the industry that says, "I really believe this is going to happen, and I really care."

I don't think that Rush Limbaugh is going to drive the overall success of Talk stations in the future. It will be driven by people who catch the popular wave and surf it.

R&R: Give us your take on two of the biggest names in Talk radio, Rush Limbaugh and Dr. Laura, and what the future of Talk radio holds for them

JP: What Rush really did was to tap into collective economic rage. People wanted to blame the government for everything, because they couldn't or wouldn't take accountability themselves. Rush was the guy who stepped in and helped listeners blame everybody except themselves. But now, in 1998 and beyond, people are seeing that we do have to take responsibility. That's why polls are beginning to say spend on Medicare instead of giving out a tax cut. People are beginning to believe that government can do some good things. I don't think Rush Limbaugh is going to drive the overall success of Talk stations in the future. It will be driven by people who catch the popular wave and surf it, if you will.

As for Dr. Laura, what she and her show are, if you want trend analysis, are part of a symptom. People want black-and-white answers to complex questions. That's what she really does. I see this phenomenon as an extension of television, which has taught us to trivialize complex issues. Nobody wants to listen to a radio show where you have to ask all the questions necessary of a situ-

JACK EVANS

REGIONAL VP/PROGRAMMING, JACOR COMMUNICATIONS



"Talk radio — and the public's hunger for more timely information - has made our industry fun again. Elements that once made FM music stations successful have found their way to the News/Talk format. Creative services directors are enjoying the imaging process for hosts like Rush Limbaugh, Dr. Laura, and Art Bell. Today's technology enables us to import and export quality audio in mere moments. Radio, more than ever, is

immediate. TV and print remain in delay. Hear it now ... view it later ... or read it tomorrow."

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really a result of what Top 40 radio has

ation in order to

fully understand it

and resolve it.

They won't give it

that much time.

So, Dr. Laura is

taught us, which is, if I hear something that takes too long or I don't like it. then I will tune it out.

I don't think that relationships are really what her show is all about. Rather, it is about giving quick, snappy answers to complex situations. That kind of show is going to proliferate in the next few years. A host who can deliver those kinds of quick and easy answers to complex questions will be successful

R&R: Who are tomorrow's great national Talk stars?

JP: Right now there are kids sitting in their living rooms, pretending they've got a microphone and are talking to the world. It's how everyone started. But I think the most critical thing for radio is to make radio attractive again. Radio used to be a place where kids would hang around, get coffee, and be around radio people who liked their jobs! I speak at a lot of colleges and high schools, and one of the things that just blows me away is how few people are interested in going into radio anymore. They all want to go into TV. And I think one of the reasons is that radio is just not as much fun.

The great future Talk radio stars are going to come from those who listen to it and like it. And one of the real problems here is that, with the exception of Howard Stern, there is no Talk radio for young people. I listened to Cousin Brucie, Dick Biondi, Murray the K., Jungle Jay Nelson - God, I wanted to be those guys! The average teen today couldn't name six radio personalities, because there literally aren't half a dozen of them! I also think that radio will increasingly draw to it talent who already have a profile in another area - like book authors, business leaders, motivational speakers, and others. But, ultimately, the new talent will have to come from kids.

R&R: What are the best ways to spend your marketing dollars today for results tomorrow?

JP: Ultimately, it's really all about driving cume ... period! You've got to get them to tune you in. Historically, it's building cume via a certain show on the station. For programming, AQH is everything. But for marketing, forget it. I've seen campaigns that tell listeners to listen a number of times a day because things are always changing. Most people think things really don't change all that much. And if it does change, they figure they'll watch it on TV when they get home tonight. Better to build a huge block of one, or possibly even two shows, and then build your station's future success on that.

A lot of people are going to look smart in Talk radio in the next 15 years, because there's this demographic baby boom bulge. Talk radio begins to kick in at around 35. It starts to really strengthen at 40, and it starts to take off at 45. There's a ton of boomers out there who are going to be getting into it, so in some areas Talk radio is going to increase. And some radio people will start to figure they're pretty smart, but what is really happening is that Talk will be riding a demographic wave.

R&R: Is the Internet a compatible partner or competitive threat to Talk radio's future?

JP: I think it's a threat. You'll be able to niche formats even more on the Internet than ever before. There are going to be pirates out there making their own shows. I think that's quite a way in the future though. Talk radio is still going to remain strong, especially in the car. But in 20 years, the Internet is a major threat We're seeing it already affecting TV, as younger people spend more time with their computers and less time with the TV set.

R&R: Will Talk radio shed its "voice of conservative America" image in the future?

JP: Yes, if it doesn't have conservatives on-air. Let's put it this way: A lot of people who listen to hosts like Rush, G. Gordon Liddy, or Oliver North are people who are fundamentally slightly paranoid and slightly suspicious. It's the Men In Black syndrome,

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MEWS/TALK America's Format

Rush Limbaugh: The Man Who Saved AM Radio

20 million listeners can't be wrong!

By Jeffrey Yorke R&R Washington Bureau Chief

wwwww.ith half of his brains "tied behind his back," "talent on loan from God," and his tongue-in-cheek humorset in high gear, Rush Limbaugh has changed the way Americans listen to the radio and programmers program. He is, and has been, the most-listened-to and most-revered syndicated talker since his July 1988 national launch, and is often credited with breathing new life into AM radio just when it was about to be pronounced dead.

Could this be the result of some sort of stealth programming operation devised by Limbaugh and other great communications minds from, say, Columbia University, Stanford, and American University? Did they, and perhaps leading political conservatives, band together to devise a well-orchestrated scheme to charm and intoxicate the public into adopting their philosophies and beliefs?

Stop. You are thinking too hard. This is radio — Talk radio — and it's supposed to be fun. *That's* the element so many Limbaugh wannabes are lacking.

No Big Secret

Talk to Limbaugh himself. He'll tell you that there is no big, black secret behind what he does.

"I never have known where I am going. What I mean by that is that I have never sat down on a particular day and said, 'In five years. I want to be doing X,' or, 'In 10 years, I want to be doing Y,'' he says. "All I ever said to myself was that I wanted to succeed to the best of my ability. That still remains. My attitude as I approach the job every day is to simply satisfy, and hopefully exceed, the expectations the audience has of me and the program. I have never changed my focus. I do the program for the audience, not for the media. I don't do it to create a buzz about myself. I don't do it to gain access to places. I just do it hoping to continually satisfy the audience. I have always felt that if you do that, everything will flow from it. And so far, in my case it has."

Limbaugh says he's audience-motivated and audience-driven. "I

I never have known where I am going. What I mean by that is that I have never sat down on a particular day and said, "In five years, I want to be doing X," or, "In 10 years, I want to be doing Y." —Rush Limbaugh

always will be. That, I can tell you definitely. For however long I do this, that focus will never change."

But what keeps his 20 million weekly listeners coming back for more is the education they receive from the show.

"It's learning and discovery, a component of radio that is often missing, and one that is a big factor in the success of any of these shows," says Bill McMahon, a San Diego-based Talk radio consultant. "If there is no element of learning and discovery, then the show is too shallow and has no staying power."

McMahon mentions other syndicated programs that rely on "easy targets and putdowns and focus on stupid behavior and mistakes. It's kind of like eating dessert all day. There is not enough there, and it gets repetitive."

To bolster his argument about Limbaugh, McMahon points to two other educators of the airwaves, Dr. Laura Schlessinger and Howard Stern, both of whom, he says, also employ the learning and discovery technique to surprise and titillate listeners.

Despite some recent audience fatigue, McMahon doesn't think Limbaugh has gone stale. He likens him to a college professor who's schooled his class so well that there is simply less for them to learn. However, while they know what to expect, McMahon says, they continue to "come back for his insight on new developments. He continues to advance the story in some form, finding an interesting paragraph that will send him off on a journey. It's a combination of being introspective and having great presentation skills and a sense of humor." Limbaugh used to regularly, with tongue in cheek, remind listeners that "not only will you find out what's going on, I'll tell you what to think about it." McMahon says that is still true today.

Making The Hard Sell

Limbaugh has been one of the most influential people in America during the past decade. President Bush called his show live. Presidential hopeful Bob Dole did too. Politicians call him, on and off the air, from their Capitol Hill offices to discuss current events, politics, or even votes. But even after 10 years on the air, gigantic ratings, and power that most broadcasters can only dream of. Limbaugh is still a tough sell to a lot of traditional sponsors.

"We've never had a beer. We've never had a car. We've never had the traditional network advertisers. These corporations do not want controversy. They don't want complaint letters. They won't touch us." Limbaugh says.

Despite this hands-off policy from certain types of advertisers, the

program has been a wildly successful business, according to Limbaugh. "If the people syndicating radio shows or the local management of radio stations around the country knew the amount of money this show generates from advertising, they'd be shocked. It's television kind of dollars."

Limbaugh says that, during the NAFTA debate, "Lee laccoca called me to enlist my support to convince the American people that NAFTA would be good for them. I

said to him, 'Mr. laccoca, I'm flattered. If you think that I can sell NAFTA, why can't I sell Chryslers?' And he said, 'Whaddaya mean?' I said, 'We've been turned down at every opportunity to sell your cars. We would love to be a place to advertise Chryslers.' He said, 'Well, I'm going to look into this.' He called me in a couple of days and said call this guy and gave me the name of somebody. We called and got the same old answer.

"In order to survive, we had to go get people who never advertised on the radio," the 47-year-old host says. "Since we couldn't sell impressions, we had to get them by one means: We had to move product off the shelves. And the way we did that was through the good, old, reliable Rush endorsement. That worked because of the credibility and believability I had established by being honest with the audience."

Snapple and Compuserve are two examples of advertisers that had never been on radio but agreed to launch campaigns on Limbaugh's show. Sales for both exploded.

"We've gone out and expanded the pie," Limbaugh says proudly. "We've gotten people as sponsors who had never been in radio before. We were able to do all this because we were able to move product off the shelves."

After Talk, What Next?

Limbaugh's contract with Jacor Communications ends in "another four years. I'm committed to that," he says. "Beyond that, I'll probably find out what's going to happen a couple of years before that contract expires."

But the king of Talk radio doesn't see himself going anywhere else.

"There really isn't anything else I want to do. I've tried my hand at television, and if I weren't doing radio, I might like to do TV. But doing both at once was a strain, because in both shows there were no guests. It was a long day and, in some cases, it was tiring," he remembers. "I hadn't burnt out anywhere, but I began to look forward to the end of every TV season. I began to look forward to every hiatus. I almost felt like I was on vacation when all I had to do was the radio show. So, I figured it would be better to limit the workload so as to always maintain the enthusiasm for radio. Radio is what has gotten me everything that I have."

Is Limbaugh ever tempted to leave radio for the glory of TV?

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not going to be politics, it's going to be the National Football League. I've not explored a football deal: I'm just telling you that when I watch television now and see it, man. I'd love to be doing that."

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"No. Not in the

slightest. If I ever

do anything again

on television, it's

We've never had a beer. We've never had a

car. We've never had the traditional

network advertisers. These corporations do

not want controversy. They don't want

complaint letters. They won't touch us.

-Rush Limbaugh

Pull Yourself Together

Limbaugh is the master of the non-pep pep talk. Call it subliminal motivation. And this coming from a guy who was fired from radio gigs seven times.

"I never gave up belief in myself. There were only two times in my mind — that the station thought I wasn't any good. The other five times I was fired for reasons that didn't have anything to do with my talent. They had to do with personality conflicts, format changes, and that sort of thing. I never allowed myself to believe

> that I wasn't any good when I was told that a couple of times. When I got canned at KQV in Pittsburgh, I was told by the general manager there that I didn't have what it took, and that I should go into sales if I wanted to stay in radio."

Limbaugh never did, though, because he "wasn't going let one guy who I didn't have a lot of respect for anyway tell me what he thought of my future. I was in my 20s!"

Life's Been Good To Me So Far

Limbaugh says that one of the greatest things that's happened to him is that he's run into a number of successful people and "learned from every damn one of them that what they do, they don't consider work. They can't wait every day to get up and do it. There is no alarm that goes off that they regret. It's just the opposite. You can't keep these people in bed. They don't particularly think of their jobs as jobs. They've been very lucky. They've found what they actually love, and they found a way to make money at it. Whenever people call me and tell me about these things in their lives, I just recount these stories and say. 'The solution for you is to figure out a way to get paid for your hobby.' There's just too much evidence out there that it's true. Success is not an accident."

WALTER SABO





"Just as there are music stations that appeal to each demographic group, we are quickly approaching a time of different Talk formats for different demographic groups. It makes sense! If a Talk station can reach the same younger demos as a music station, that's better business. Talk supports higher spot loads and gets much better response for retail advertisers. You are about

to see a young-skewing Talk network that will be supported by more and more demographic varieties of local Talk. The job of every radio executive is to support change and new formats. If we're really lucky, we will have a Marconi award for Best New Format."

enough said!

(very independent) Michael Reagan Show





JIM ROME SHOW



COAST TO COAST AM



For information contact our talk division at (312) 214-4545



The Doctor Is In ... And Ratings Are Up

Dr. Laura Schlessinger explains why her honest (some say 'tough') approach is on target

By Jeffrey Yorke R&R Washington Bureau Chief

f Dr. Laura Schlessinger has proven one thing, it's that early radio programmers and theorists were wrong. Dead wrong. Men *do like* women on the radio — women with good heads on their shoulders and something to say. And *women* like women on the radio, too. Data confirming this was hard to come by, however, because a lot of cracked theories about what works and doesn't work on the dial stood in the way of giving a national audience the option to listen to a woman and accept or reject her.

"I had been turned down by every syndication company there is, or was," Schlessinger recalls. The reasons for the rejection ran the gamut, including, 'Female, no good.' No matter what you said, they thought it was shrink talk, and, of course, it's not; it's a moral health show. Nonetheless, you get pigeonholed by those who came before you. 'Certainly the men would not be interested, because they are only going to listen to sports and politics.' These are all the rules, right?'' Schlessinger still sounds a bit irritated at the whole process of clearing the syndication hurdles. 'So, a female won't work. 'Yeah, I know, she's fabulous, the No. 1 talk show host in Los Angeles. Nonetheless, it's just a quirky thing about Los Angeles. It won't work anywhere else.'''

Rule-Breakers Welcome

It took somebody who "didn't just follow the rules," Schlessinger says, to have faith in the show, believe that programmers could be convinced to give it a try, and, in the end, know that it would be accepted if offered nationally. She credits John Shanahan, who had listened to her on KFI-AM/Los Angeles and thought she had talent. "He used to say I had a message that everybody ought to hear," she remembers fondly.

Shanahan knew Schlessinger had a following, but he also understood the importance of strong marketing. After all, he had written the original Hooked On Phonics learning series, one of radio's biggest and best-known advertising success stories. Shanahan rounded up a Super Bowl-like team of marketers and syndicators and dug into his own pockets to finance the project through his Synergy Broadcasting. He brought on Multiverse Networks, with Ken Williams and David Landau, for marketing, and *Radio Today*'s Geoff Rich to round up the outlets.

Before launching the show, Rich met with Schlessinger. He wanted to know what he was getting into. "I was blown away by her intensity and power, and her ability to grab the listener," he recounts. "We announced the show's launch in May 1994 and sent out packages to 400 stations. We called 50 stations a day for eight weeks and were lucky to have 13 stations when we signed on June 26, 1994."

But there were more than 13 stations interested in the provocative, tough-talking Schlessinger. There were plenty of programmers willing to run the entire three-hour show — beginning at

GREG BELL

GM, WHBY/APPLETON, WI



"We're bullish on Talk radio! It's revitalized the AM band, and there's a growing camaraderie among broadcasters who have always had a special feeling for AM radio. The combination of nationally syndicated offerings blends nicely with local origination to assist us all in programming timely and interesting Talk radio. It has helped a generation to discover (or

rediscover) the AM dial and motivated young talk talents to hone their skills for a bright future in Talk radio." midnight. "We said no," says Rich. "We felt the program was so strong, it deserved to be in middays."

Rich knew he was on to something. Doug Silver, who was then programming KFAB-AM/Omaha, recalls that he "felt very good about the show based on the demo tapes. It was the kind of attitude and the kind of show I was looking for. I wanted something that was very personal, not too informational."

Playing The Numbers Game

However, Silver had the same concerns as many of the stations contacted by *Radio Today*. "We felt the show had a lot of potential, but we didn't see a lot of numbers. You look for a show that will do well not just regionally, but nationally."

So Silver did the PD's ritual dance with the syndicator: When Rich phoned Silver about taking the show, Silver wanted to start it at midnight. Rich said no. A month later, Silver offered a lateevening slot and got the same answer. Finally, the pair worked it out, with Silver deciding to dump the popular and long-running *Bruce Williams Show* in order to air Schlessinger from 6-9pm.

In its first Arbitron survey, Schlessinger took the time slot up 1 1/2 shares — a great relief to Silver, who'd endured "a revolt from the sales staff and a revolt from the listeners" when he dropped Williams, who had been heard on the station since the early '80s, longer than most of the KFAB airstaff.

Schlessinger's evening, tape-delayed play did not last long, "When we saw the numbers rise within two books, we moved her to the 1pm slot, so she could air live," says Silver, who now con-

sults Talk stations from Orlando. And *Dr. Laura* continued to build an audience in Omaha, just as it has across the country and in Canada.

Not everybody was happy about Schlessinger's show doing well. When Gary Burns decided to dump former Republican presidential hopeful Pat Buchanan's show and give Schlessinger a twohour afternoon test, he knew he was going to hear some major wailing. Even Big Pat himself showed up at the WWRC-AM/ Washington studios at the top of

the World Building and pleaded with Burns to let him keep his coveted DC slot. Burns held tough, having a combination of foresight and faith in Schlessinger.

Although Buchanan had been up against two other very popular conservatives — Rush Limbaugh and G. Gordon Liddy — Burns was faced with "a tremendous firestorm from listeners. But it wasn't practical to carry the third conservative talk show." It wasn't long before Burns saw how effective Schlessinger was, "so I had to give all three hours. We were one of the first Top

10 stations to take her outside of L.A."

Weathering The Listener Storm

Within weeks, WWRC began heavily promoting Schlessinger's show with a variety of sound bites to show listeners that she was just as conservative as Rush, Liddy, and Buchanan. The WWRC listener lines were jammed with complaints. Some were bold enough to call Schlessinger "a bitch," while others opted for "strident," Burns says. "But the whole thing turned around, and they loved her in about three weeks." He learned something from that episode, he admits. Two months ago, Burns, whose Burns Media Strategies syndicates the *Dr. Gabe Mirkin Show*, a popular weekday medical advice program heard in the U.S. and Canada, entered into an LMA and a contract to buy WLNI-FM/Lynchburg, VA. He immediately dropped the *Don & Mike Show* and added Schlessinger.

"You want to hear some listener complaints! Tons of them," he says with a chuckle. But he is optimistic about his decision. "We are turning the corner now."

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Schlessinger's success — and word of that success — spread like

I am tough. I am really tough. It is

very tough when people have to

confront themselves about

weaknesses, lack of values, or

selfishness, or things of that nature.

—Laura Schlessinger

wildfire. *Dr. Laura* suddenly became to Rush Limbaugh what the Beatles were to Elvis Presley. By January 1995, Rich's *Radio Today* had 100 affiliates taking *Dr. Laura*. The affiliate list doubled again within the next 12 months, and the count jumped to 400 by May 1997. Last September, Jacor Communications CEO Randy Michaels described the show as "a perfect fit with Jacor's strategy to acquire and develop high-quality, hard-to-duplicate programming," and reeled in the program for a whopping \$71.5 million.

By late October, when Jacor's Premiere Radio Networks took over distribution operations of Schlessinger's show, more than 450 outlets in the U.S. and Canada were carrying it, and it was heard by about 17 million weekly listeners, estimates Rich. *Dr. Laura* joined Limbaugh and Paul Harvey to become one of the only three shows in Talk radio history to be heard in all of the nation's Top 100 markets, he says proudly. She now reaches nearly 18 million weekly listeners.

Tough ... Or Mean?

But back to those nasty complaints that often come from listeners upon their first encounter with Schlessinger. One 8-yearold girl, listening to the show as she drove with her father, turned to him and said with all the outrage she could muster, "Dad, why do people listen to Dr. Laura? She is sooooo mean!"

> "She's not mean. She's just being tough," said the dad, who was not sure he was right, but needed an answer quickly.

> So, *is* Schlessinger — who frequently encourages listeners to "Take on the day" or simply "Take control of your life!" — too tough on her callers?

"I hear that now and then, sure. I am tough. I am really tough. It is very tough when people have to confront themselves about weaknesses, lack of values, selfishness, or things

of that nature. But that is certainly not even a cross section of how the calls sound. If you listen to an hour, you'll hear laughter, you'll hear tears, you'll hear tough, you'll hear warm and mushy — you'll hear all kinds of stuff."

Anybody who feel she's too tough, Schlessinger says, is "probably somebody who just has a hard time with one of my positions, and instead of dealing with the position, they try to categorize me and dismiss me. Obviously, that hasn't worked real well, because people listening to the show know that I am responsive to the moment. If somebody is going to walk out on their kids and go off with a honey, I'll be all over him. But they understand why I'm all over him. Not because I woke up in the morning with bad hormones. I'm emotionally honest. Somebody touches me, I cry. Somebody makes me mad, I yell at them. They know that I am not doing shtick. There is no shtick on my show."

'It's A Mission'

But enough business, says Schlessinger. "I'm focusing on the mission on the air." What mission?

"I'm really trying to help people have better lives using a framework of values and ethics and morality to do so. And I'm really committed to that. To me, it's not a career, it's a mission."

She is quick to point out that her show is no substitute for actual therapy. "I can't solve people's problems on the air in a few minutes. But it's bringing together my knowledge and my experience with what they say their issue is. We talk about a phi-





ABC's John McConnell and Jacor's Randy Michaels are firm in their beliefs that the format will flourish

hen you consider News/Talk radio's past, present, and future, two companies come to mind easily as format innovators and leaders. There's the venerable ABC Radio, long a fixture on the News/Talk radio scene across the country, and the relative "new kid on the block," Jacor Communications, which --- through station and national talent acquisitions over the past couple of years - has become one of America's leading News/Talk radio players.

While the corporate cultures of these two broadcasting giants are decidedly different, I found there to be a strong similarity in their mutual commitment to the growth and success of the News/ Talk radio format. In interviews done exclusively for this R&R News/Talk Special, Jacor CEO Randy Michaels and Disney/ ABC's John McConnell, VP/Talk Programming for all ABC radio stations as well as the ABC Radio Networks, both gave me their candid thoughts and insights on why their companies are "bullish" about News/Talk radio.

We, as a company, believe in AM radio, and we know how to sell it. We don't tolerate being evaluated on some costper-point formula for our AMs. As a result, we achieve huge power ratios. -Randy Michaels

R&R: How many non-music formatted stations do each of your companies now program?

RM: I think 42 is the current count ... and hopefully a couple more to tell you about shortly!

JM: Eight. We have single News/Talk stations in all of our major markets except for San Francisco, where we have two.

R&R: Since News/Talk is obviously not a low-expense format to operate, what's the attraction?

JM: It all comes down to margins and successful businesses, and, fortunately, with all of these stations we do have very successful businesses. They take a long time and they are harder to build than a music format, but once you do build it, it's tough to infiltrate. If you work hard and pay attention to details, a successful News/Talk radio station is difficult for someone to come in and beat.

RM: I think we have several reasons for being attracted to News/Talk. First, music formats are fine for FM, but it's pretty clear that a music format is not going to compete on AM. In a deregulated world, where we can have up to eight stations in a market, three of those have to be AMs if you're going to have a full complement. An awful lot of companies see five FMs as a full load because they don't have a clue as to what to do with those AM slots, and I think that's a terrible waste. News and Talk, on the AM side, bring in the big money. Plus, it's a format, once established, that has tremendous stability. When you can lock up assets that are highly desirable and difficult to duplicate, it's a way to build long-term, stable success.

R&R: How do you see your News/Talk stations impacting your companies' future revenues?

RM: It's a tremendous positive. When Jacor made its initial secondary offering, I was able to say on the road that we actually made more money on AM than we did on FM. While that's no longer true, because we have acquired so many FMs, we still have many AM News/Talk stations that make awesome amounts of money. When a station like KOA/Denver bills over \$20 million, that's real substantial!

We, as a company, believe in AM radio, and we know how to sell it. We don't tolerate being evaluated on some cost-per-point formula for our AMs. As a result, we achieve huge power ratios. We expect our News/Talk stations to have power ratios approaching 200%. And, of course, it's also a format you can run a ton of spots on. Locally, nationally, and regionally, we are acquiring more and more of the product that makes a difference in Talk radio. We already have the top three shows - Rush, Dr. Laura, and Dr. Dean Edell - along with about 60 other programs that make the difference. I think that it's Jacor's comfort and ability with the News/Talk format that makes us successful at it.

JM: Clearly, our News/Talk stations will only enhance our future revenues and our operating incomes. These are excellent businesses with very successful margins. And the audience for this format is absolutely going to grow in the future, which will,



John McConnell

of course, positively impact our revenues. That's certainly one big reason why we are committed to the format.

R&R: Do you see increased advertiser support for the format even when it includes so-called "provocative" or "controversial" hosts?

JM: Yes, I do. Because this is an exciting and dynamic format with high-profile and foreground personalities, it's an excellent environment for an advertiser. I see the support of the advertising community for the format as only improving. If an advertiser is reluctant to buy a provocative personality, most of the time if you deal with their specific issue and that individual advertiser or agency one-on-one, there is seldom a problem.

Continued on Page 43

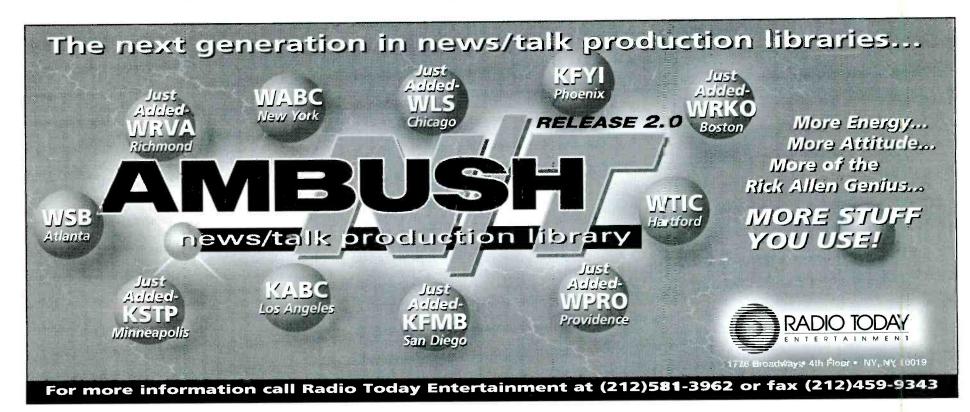
KEN KOHL

FRK/KSTE SACRAMENTO



"The goal for 1998 and beyond is to continue to provide dynamic, important, and entertaining radio in the face of shifting tastes, issues, and values. With unemployment at a 30-year low, the stock market at an all-time high, and the Evil Empire on its back, how do we grow the format beyond the "angry white male" syndrome from which it was born? How we alter our topics, hosts, packaging, and

promotion to match 'new century' values is the key to the continued FLCcess of the format."





Is This Guy Talk Radio's Best GM?

KGO & KSFO/SF's Mickey Luckoff details how his stations continue to hold steady at No. 1

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an era of rapidly shifting executive fortunes and seemingly nonstop job changes by broadcast managers, Mickey Luckoff's 23 years in the president/GM's chair at ABC's News/ Talk winners, KGO & KSFO/San Francisco, are quite remarkable. How remarkable? Consider this mind-blowing fact: Luckoff has presided over KGO-AM for 79 consecutive No. 1 Arbitrons! In fact, he's had a career record of 88 out of 92 No. 1 books and just two ties. It's a record that is unequaled in the Top 15 markets.

Michael "Mickey" Luckoff has served as president/GM of KGO since 1975. He also serves in that same capacity for KSFO, which ABC Inc. acquired in 1995. Under Luckoff's leadership, KGO has received the NAB's 1995 Marconi for Legendary Station of the Year. two additional Marconis for Major Market Station of the Year and News/Talk Station of the Year (both in 1992), and two Crystal Awards for Outstanding Community Service (1992 and 1995). In 1990, R&R saluted KGO as the nation's Most Dominant Station.

Upon graduation from the University of Michigan in 1958, Luckoff began his career as a local radio salesperson for Storer Broadcasting in Detroit. That was followed by seven-and-a-half years with Metromedia in Detroit, Chicago, and L.A. In '72, he joined KGO as a sales manager. Within less than three years he rose in rapid succession to GSM, then president/GM. His personal commitment to the San Francisco Bay Area and active civic involvement with such organizations as San Francisco's Chamber of Commerce, the Convention and Visitors Bureau, and the Downtown Association, along with the Leukemia Society of America and the Meyer Friedman Institute, have made Luckoff a well-known and respected figure in the Golden Gate city.

After more than two decades at No. 1, you'd figure the guy would relax a little, right? That kind of attitude would never occur to Luckoff, who is universally described by both friends and competitors as driven to win. KGO & KSFO OM Jack Swanson comments, "He is absolutely driven to win, and win big. Mickey is the kind of guy who, upon learning the marketing people just got the station on the cover of Time magazine, would say. 'That's great ... but how come we didn't make Newsweek, too?"

"No detail of this operation is too small to escape his attention. He's also a manager who is not afraid to invest in the product. He hires the best players, the best support staff, and gives them the best tools. He then expects his team to go out there and win ... every game, every time!

R&R: You know what the first question is going to be. It has to be the subject everybody asks you about: Is that the right number ... 79 consecutive No. 1 Arbitrons?

ML: Do you remember a football coach by the name of Bud Wilkinson? When he finally lost after a streak of I believe it was 56 games, he was asked, "What's it feel like to lose?" To which he replied, "It's the greatest relief of my life!" I won't say that, because it won't be true. But it is a little like wearing a bull's-eye on your back

Now, that's not to say we don't like it or that we're not proud of it, but I don't really talk about it much. Ratings don't tell the whole story of KGO.

R&R: Can you identify some of the essential ingredients that you feel contribute to making KGO such a perennial winner?

ML: First, I have always said that we are the right format in the right market. It's a very strong AM market, with a highly educated

RICH WOOD,

DIRECTOR, WOR RADIO NETWORKS/NY



"I'm bullish on the future of Talk. Consolidation has a year or two before it completely shakes out. I believe that companies will find, as they always have. that the economics of network Talk make sense when combined with community involvement in the programming that surrounds it — things like good news departments and good promotion."

population that is very news- and issues-oriented. We've also been fortunate through the years to secure good talents and give them a very good support system. I'd also credit the fact that we have always promoted ourselves as if we were rated about fifth in the market.

R&R: You have been called a person who is driven to win. True?

ML: I strongly believe that, throughout the entire radio station, we instill a real spirit of winning. It's a demanding and commanding thought that prevails at KGO and KSFO ... winning is important. To that end, we are never afraid to take chances. and we're never afraid to be wrong. I'd rather have someone try something new and fail than to ever say to me, "Well this is the way we've always done it." That's a phrase that is absolute poison to me.

R&R: How do you keep a heritage station like KGO sounding fresh?

ML: We always strive to keep KGO on the cutting edge of things Whenever there's a major story anywhere in the world, our people

I'd rather have someone try something new and fail than to ever say to me. "Well this is the way we've always done it." That's a phrase that is absolute poison to me.

are there. We've done some very dramatic remotes live from Mexico City, Iran, twice from Israel, Jordan, Oklahoma City, New York, Washington. Saudi Arabia, Madrid, London, Johannesburg, Northridge [Los Angeles], and all over the Bay Area. Not only are we there in a news-gathering capacity, but also, whenever possible, we're there to do live talk.

R&R: Is it true that your management team must have some music radio background?

ML: We're formatted very much like a music station, and, yes, by design most of my managers have a strong music background. We do that because that training means they understand pacing, the importance of being upbeat, and the need for good production elements. The only difference is that we're using breaking news stories and issues in place of songs as the central format element. We also like to bring in selected programmers from other adult-targeted music radio stations, lock 'em in a hotel room for a few days, and ask them to listen. We tell them to just be brutal and review every element on the station. Although some of them don't always totally understand the News/Talk format, they often give us some very good guidance on how we can be a better-sounding radio station.

R&R: Have your years of experience taught you the right way to market News/Talk?

ML: There is no right way. We use direct mail with our own Off Mike, which is mailed to over 125,000 mostly P1 listeners in the ninecounty Bay Area. San Francisco is not a great outdoor market, because there are so many areas where it's not allowed. There's no dominant newspaper, and TV is very expensive in this market. So we try to mix and match, depending on what it is we are trying to say at the time. On-air contests and promotions, although few and far between, are targeted specifically at our primary News/Talk listeners. And we

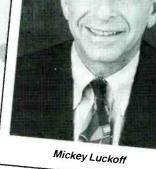
are very involved in the Bay Area community

R&R: KGO is a News/Talker that also carries a pretty popular NFL team. How important is having that fran chise to the overall station?

ML: Having a couple of sports franchises [KGO also carries University of California football] has always been just one part of our overall mix. Our main emphasis has always been our news and talk product. We'll probably never be in the baseball or basketball business. But football's different. And although we have been the 49ers' station for the past 11 years, frankly, this could be our last year with them. With what is happening to sports rights fees, we just may have to leave that one. We would miss it, but it is more for image than anything else. And it's just gotten very costly.

R&R: How do you define a good News/Talk PD/OM?

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need to know how to find and hire good

ML: They need

strong news

background. They

have to be very

good at working

with talent. They

producers and call screeners. And I strongly feel they need "good ears" and to be an obsessive listener. You really need a "radio-phile" to begin with. Once you've found that person, there are skills they can acquire and learn to become better at the job, but a lot of it comes from an insatiable love of the format and radio.

R&R: How about those qualities needed to succeed in News/Talk sales?

ML: Very much like the programmer, the sales manager must be able to really appreciate the product. They can't be slaves to cost-perpoint or rely heavily on ratings and agencies. This format, done right, is always going to cost more to produce than any other format. But it has incredibly unique selling advantages. A good sales manager must be able to hire and train salespeople who understand those advantages and who have a passion for what we do. It's a format that really rings the cash register for advertisers, and that gives you a tremen dous selling advantage.

With regard to salespeople, those who will succeed in News/ Talk must be able to write presentations and use research. They need to use qualitative to identify prospects as opposed to just going after some other station's business or seeing who's buying TV. They should also know what good copy is and, in general, really be able to broadly think out-of-the-box to maximize the many attributes of this format

R&R: After 20 years of managing KGO, in 1995 you added those responsibilities for a second station when the company purchased KSFO. How has managing two changed your life?

ML: It's an incredibly challenging thing to do. In one way, you feel that you have at least some control over who your competition is, but it's important that you learn to manage each station to win on its own. That takes incredible diversification and the ability to focus on one at a time as needed.

When we first merged the two stations, one of my not-so-subtle sports reporters asked in the meeting, "Which one of us do you like better?" I thought it was a great question. The answer is - and I wish I'd have thought of it at that moment — is to just think about being a parent and ask, "Which one of my kids do I like better?" We try to keep KGO and KSFO very distinct and treat them individually. Yes, I feel the need for King Solomon-like wisdom at times, but my advice to others who are just learning this challenge is to love 'em both. Treat them as individuals, but always keep in mind that, ultimately, it's one family.

R&R: Is the News/Talk business still fun for you? Some say litigation and consolidation are taking all the fun out of it. Has your relatively new association with Disney changed KGO's and KSFO's approach toward News/Talk at all?

ML: You can't allow the fun to go out of it. You've got to know when to let up and not take it all so seriously. As to the question about Disney, sure, we are very cognizant of the brand name of the parent company. That is something that they are, rightfully, very protective of. But it hasn't really changed anything for us. This station has always been very responsible.

R&R: How important is the station's talent to its success? Should it be a mix of both national and local hosts?

ML: You always need to go out and get the best talent you can find at all times, period. I'm also an incredibly strong believer that this is basically a local medium. Rush, Dr. Laura, and Art Bell are current exceptions. However, you can certainly win without them. They can be beneficial, and you may choose to use them - some things you do for defensive reasons, some you do for offensive reasons — but they are not essential if you're successful at getting good talent. And that talent has to be developed.

The key qualities are being able to inform and entertain. Rush and Laura are successful because they are great entertainers. Let me give you an example of what I'm talking about. Dr. Dean Edell's show does incredibly well here in the Bay Area. People have asked me, if he was no longer available, would I replace him with another doctor. The answer is absolutely not. He's successful Continued on Page 42

Someday All Great Talk Hosts Will Prepare This Way!

a sea bee

Tips on improving your margin of success

s you have no doubt noted, throughout this special issue we have frequently focused on the future of Talk radio and where the next generation of great talk hosts will come from

Some have told us they will come from the ranks of kids we don't even know yet. Others suggest that they will be stars from other industries, such as motivational speakers, authors, etc. Still others contend that we, as an industry, have stopped the flow of potential new talent by eliminating opportunities for the young and inexperienced to experiment and grow, and that we will pay the price for that lack of foresight down the road.

Yet, despite all of these obstacles, it's a pretty safe bet that new Talk radio stars will, in fact, develop, grow; and prosper, just as those who came before them did. And whether you're a new kid planning your future in Talk radio or a veteran who knows that the only way to remain successful is to keep learning new tricks, the following tips and insights will help you to

Everything in your life — what you read, eat, feel, take in, experience - all of this goes into your show.

begin planning a better talk show today that will make you a more successful host tomorrow!

Consultant Valerie Geller of Geller Media International is well-known for her work in the development of Talk radio air talents. Her 1996 book, Creating Powerful Radio, A Communicator's Handbook (M Street Publications), is literally chockfull of insights and practical advice on how to improve your overall on-air performance.

I asked Valerie if she would be willing to give us a sneak preview of her new book due this summer, The Powerful Radio Workshop - The Prep, Performance, And Post-Production Planning (M Street Publications), and she was kind enough to oblige.

The Prep

Your life is show prep! For talent, 24 hours a day, seven days a week, you are doing show prep. Everything in your life --- what you read, eat, feel, take in, experience --- all of this goes into your show. Talent uses everything! It doesn't matter if the host slides in at 11:59:59 if he or she can do a great show. It is never an accident when a show is No. 1. It takes very hard work. The best hosts go in with stacks of stuff they've spent time compiling - from articles in newspapers to ideas and phone numbers written on scraps of paper to information they've taken off the Internet.

When I worked with Rush Limbaugh at WABC/NY, he'd come in hours before his show. He didn't go on the air until he'd been through dozens of newspapers. He sat with his producer, hashing stuff over, and spent time talking with people on the phone. And Rush had no guests! His show was ideas, stories, and focusing on questions that would engage the audience. He found things that interested him and then shared them with his audience. And because Rush is such a talented storyteller, it worked! But no one made him do this. Rush did it on his own. He was self-motivated. Very simply, Rush wanted his show to work!

Two Big Tips On Show Prep

• Avoid "Guest-O-Mania" - unless you are doing a show on a topic that needs an expert or someone with a story to tell and/or a firsthand experience to share. In other words, have a specific reason for wanting a guest. Think twice before you just take the easy way out and book a guest to fill an hour of airtime.

• Never be boring! Get rid of dull guests immediately. Remember, if you're bored, it is boring! How to tell? Are you checking your watch often when a guest is talking? Are you taking a mini-vacation to the Bahamas in your head? If so, get rid of the guest! You are more interesting than a boring guest. Do not promise a guest more than a few minutes on the air. If they are boring, dump them! No rules here, Be flexible and protect your air product. On the other hand, if the guest is great, keep him or her longer.

· Warning to Managers: Managers, particularly sales, goal, or results-oriented managers, like to hear guests on the air. It makes them feel that the host and producer have done some work to book the show (and justifies those salaries!). They like to see bodies at

Reach News/Talk consultant Valerie Geller at (212) 580-3385, or by fax at (212) 787-6279. E-mail her at vgeller@aol.com, or on the World Wide Web at www.gellermedia.com.

desks for eight hours a day. They like to have salespeople turn in lists of who they've



cold-called or called back and paid visits to. It's that "all in their places with bright shiny faces" thing we all learned in elementary school. Managers feel more comfortable seeing people work. But this is not school. And it's not a factory job where we punch in our eight hours a day. Radio work is different. If you watched a great artist creating a great painting or composing a brilliant piece of music in his bathrobe and slippers, teeth unbrushed and hair dirty, you'd probably not respond immediately. It's human to get hung up on what we see. What you respond to is the finished product. Our finished product is on the radio, and it is invisible.

Several managers asked me for a rule about guests. So we Continued on Page 45

DON WATSON

BROADCAST STRATEGIES



"News/Talk radio has a great future shead! But only if we become better caretakers of the format. Programmers must be sharper, air talent has to do it better every day, salespeople must really understand the format and how to sell it successfully, and GMs must be willing to hire the best talent available, even if those people

cost a little more. Twenty-five years of News/Talk experience tells me that only when you make the investment does it come back to you. It's a new generation of Talk radio we are witnessing, and the old rules simply no longer apply."

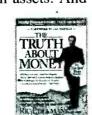
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Ric Edelman has written two new books that are both currently national best-sellers. His firm manages \$800 million in assets. And his talk show on Washington,

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The Personality Is The 'Lightning Rod'

Continued from Page 34

that there really are aliens abducting us. They're angry, but they aren't schooled enough to know that there are a lot of variables that can affect the way they live their life. So, they look to blame rather than to understand. Playing to that mind-set is the simplest form of sound-bite programming that you can do; therefore, it is always more successful.

You probably wouldn't think of Howard Stern as the voice of conservatives in America, but in a way he is. He believes in the death penalty, he believes in putting the bad guys in jail, he believes that there is a racial component to behavior. What it all comes down to is that spreading a message of peace, love, and understanding is much less exciting than spreading a message of misunderstanding and hate. People just seem to respond to that more, so I think we'll always see a lean in that direction.

R&R: Will we see more moderates and liberals become successful in Talk radio's future?

JP: I really think that *liberal rage* is the growth category. I believe the average person out there is just starting to wake up and say, "Hey, there are some things that are wrong." The idea of dothe-crime/do-the-time is just too simplistic. In the real world around them, people are seeing individuals getting harmed who shouldn't be. That's where liberal rage comes in, as a balance to say that perhaps things really are going too far in the one direction.

R&R: As some in our industry have said, are Talk listeners really tired of political discussion on the radio?

JP: They've *never* wanted political talk. What they want is quick, snappy solutions. They want people who pound one drum — cut my taxes, get me better schools, etc. But the actual issue of

Is This Guy Talk Radio's Best GM?

Continued from Page 40

not because he is a doctor, but because he is a great personality and an outstanding entertainer!

R&R: Where should you go to find tomorrow's great talents and entertainers?

ML: You find them everywhere. Right now, for example, we're developing Ronn Owens, who was a college professor, and he's doing great. We've used cops, newspeople, politicians — you name it. Just be sure to find people who are able to engage listeners, who are performers, and who have something to say.

R&R: What advice would you give to aspiring rookie News/ Talk managers?

ML: First, believe that your station has unlimited potential.

politics itself hasn't been popular since the late 1800s, really. That was probably the last time America had the kind of dialogue they used to have about politics. People will always have issues of concern and will seek political solutions to those issues. The question is, as a host, can you keep it very, very simple and just keep banging away on a single note? The ultimate skill for a host will be to simplify without reducing the essence of the message.

R&R: If you were launching a new talk show, what do you think would be of most interest to listeners?

JP: It's always the same stuff, really. I think that money is going to be huge as an issue, primarily because the stock market's starting to unravel in about a hundred different places. Sex is always big, whether it's Dr. Laura or Howard Stern. But you can't do it as just *pure* sex. I do think, though, that a really good sex education show that offers here's-what-it's-all-about and here's-what-you-do sort of content will do really well, especially when you are looking to reach younger demos. There are shows like *Loveline* out there now, but I think they're too flip, too cute.

What I'd look for are smart hosts who are confrontational enough to take you on, but who also offer balance and get results. And as for topics, the real issues of interest are those that are going to affect people *right now*. The basic American culture is, if it isn't going to affect me in the next 24 hours, don't bother me with it!

R&R: What will Talk radio need to do to attract younger demos?

JP: The variable here is what I call need-to-know vs. need-to-reflect. The younger you are, the more you have a need to know. The older you are, the more you tend to reflect and want to go back and learn more about what you think you already know. Talk can attract younger demos, but you need to realize at what age that can really start. I think it is no younger than

Be willing to fight like hell for your identity, and encourage ownership to let you take chances. You must be responsible, but willing to take chances. Educate all of your senior management about why the format is unique and different. Hire good talent, offer them support, get outsider's critiques, do research regularly, and listen, listen, listen!

R&R: Any parting thoughts?

McLaughlin

RADIO

ML: I do want to say that I feel very strongly that to succeed you must give back to the community. Whether it's through fund-raisers, charity events, promotion of civic events, etc. It helps your people get close to the community, and it helps the community get closer to your station. I think we owe it to the communities we serve. In the long run, it pays dividends to everyone concerned.

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about age 40, unless you move into shows like Howard Stern or Mancow, which is, of course, a totally different kind of talk.

R&R: Why do you think FM Talk hasn't taken off as dramatically as many had predicted it would? Will talk on the FM dial increase in the future?

JP: The question really is, why does Talk have to be on FM? It's all about the talent. If people don't sense a perceived advantage to listening to a talk show on FM, then what's the advantage? It's clear, and it's in two channels ... so what? In 15 years, unequivocally FM Talk will be huge. But right now, we are still quite a few years away from FM Talk being the best use of the frequency. And again, ultimately, it's all about the personality and what they have to say, not which side of the radio dial they are on.

R&R: What will the successful talk personality of the future be like?

JP: They'll have to be multimedia stars. They're going to have to be able to go on TV, have a book, their own website, etc. Because the higher your recognition factor — that is to say, your "Q" score — the more likely it is that people will tune you in. And that, of course, is going to help the radio station in the end. **R&R:** Any final thought. John 2

R&R: Any final thoughts, John?

JP: Always keep in mind that people tune in to Talk radio for two reasons: to find someone who agrees with them or to learn. If you aren't doing one or both of these, then you likely will not be successful ... today *or* in the future.

JACK SWANSON, OM KGO/KSFO, SAN FRANCISCO



"Expect even more competition. As consolidation continues, major markets will see the addition of one to two new Talk stations. The growth of good syndicated product will cause some dead AMs to flip to all-syndicated, lowcost talk. As consolidators continue to eliminate head-to-head FM music competition, they will have available sticks on which to produce talk targeted

at 18-34 males. The coming invasion of talk products from both the Internet and satellite will continue the audience fragmentation. As we face increased competition from very good national products, it will be less 'So, I have Rush and Laura,' and much more, 'How good are my local talents, and how well do I understand my local market?'"

Start: Programming entertaining, informative, *original* issue oriented talk!

Stop: Giving weekends the repeat treatment.



MediaAmerica Radio®

Michaels And McConnell: Titans Of Talk

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RM: Well, it's always a balancing act when you are dealing with provocative personalities and reluctant advertisers. For example, I don't think any show produces better results than Rush Limbaugh, yet there are certainly some Fortune 100 companies that say, "Gee, I don't think I want that controversy." But I do think the list of advertisers that won't buy controversial shows is certainly decreasing over time. Quite frankly, any advertisers who are attempting to advance their political agenda through their advertising expenditures are certainly doing a disservice to their shareholders. And more and more I believe that advertisers are beginning to understand that performers who establish powerful and emotional ties to their listeners are the ones who produce the greatest results for the advertiser.

R&R: Would real or threatened advertiser boycotts affect your decisions or support of a host on one of your stations?

RM: Well, we're in it for the money, but we are not sweatypalmed people at Jacor. We have encountered any number of protests or boycotts in various markets from different groups. But we try to put on balanced programming — particularly in those markets where we operate multiple properties — and we try to offer something for everybody. I am particularly intolerant of narrow-minded people who believe that someone else

ALAN CORBETH,

VICE PRESIDENT OF PREMIBRE RADIO NETWORKS



"Talk radio, as a genre, is maturing and growing up. It's a proven format and will be with us long into the future. The format is developing a broad spectrum of appeal to the American public and is no longer a 'country club' for a specific political segment of the population. Talk radio will be more entertaining. The 'shock' school of Talk radio will decline, but Talk radio will still

be there to shock when it needs to. The format will become more features- and issues-oriented and less political. However, when politics are at the forefront of the news and the subject of broad appeal at the moment, then that subject will naturally dominate the format."

who finds a personality entertaining shouldn't be allowed to hear that talent because it doesn't suit the taste of that individual or particular organization. I think all of those narrowminded book-burners and thought police are hideous people, and they don't really affect me that much.

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JM: We at ABC have never shied away from controversial hosts. We have never backed down, and, to my knowledge, we've never not hired someone based on that concern. We want exciting and big personalities — that's our goal. With regard to [former WABC host] Bob Grant and [KABC host] Larry Elder, I don't think that the issues with Grant had anything to do with advertising. With respect to Larry Elder, I think the radio station and the company have been awfully supportive of Larry and his program throughout this whole deal. We've had a very positive relationship with Larry. He does a terrific show and his ratings are getting better all the time, so I think the company's support speaks for itself.

R&R: Should Talk stations do only talk and News stations do only news, or are the two products ultimately inseparable?

JM: I've always believed that Talk needs to have a news commitment. There are various levels of that commitment, from just headlines at the top and bottom of the hour to having a full-fledged news department. At ABC, we believe that News/Talk is a better way to go. It just makes better business sense. News not only provides credibility, it also directs the topicality. Talk radio always succeeds best when you are talking about the things that are top-of-mind with the public. While I certainly under-

stand all-news-all-the-time as a product line, for ABC, News/Talk is our preferred way to go. Talk radio is based on being smart and having the latest information. If you don't do that, you're not going to score. For that reason, news — whether you're talking about it or reporting it — is a major component of a News/Talk station, in my opinion. To me, the winning formula is that you report the news, you analyze it, and you talk about it. Then, you not only get your cume from the news side, you're going to build TSL from the talk side.

RM: I don't think they're inseparable. In fact, I think they're very different products. News is a very high cume/low quarter-hour format — you punch in and get what you need, and then you're gone. Talk has to have much greater Time Spent Listening and much more loyalty to the personality in order to succeed. In all but the very largest markets, an all-News format is really tough to succeed with. I mean, outside of morning drive, name me the all-News station

that's Top 23! Again, in all but the very largest markets, it's very tough to make a living selling the kind of numbers all-News delivers after morning drive. So, I think it is out of necessity that programmers have figured out a way to marry news and talk.

The success or lack of success of a Talk station has absolutely nothing to do with the dial position. It always comes back to the same thing — the product. —John McConnell

R&R: Given the choice, would you rather program multiple non-music stations in one market to create a Talk "block" or can you be successful with a single News/Talk station?

RM: Always multiple stations. There's certainly room for more than one Talk station in almost any size market. There are lots of different flavors of spoken-word programming. Somebody's going to own them, so it might as well be me.

JM: Given our company's present station roster, I don't know that I'm the most qualified guy to answer that question. However, we are very successful in our markets where we have single News/ Talk stations and also in the one city where we have two — KGO and KSFO in San Francisco — where the combination has become quite formidable.

R&R: Can you name some "dream team" individuals who you would most like to see get into Talk radio as hosts in the future?

JM: The two people who have gotten into the talk business who are wonderful are Oprah and Rosie O'Donnell. I think Rosie would do a great radio talk show. But, as far as the next talents who will become great successes and go national, my job is to look right within our own company to identify those hosts who are scoring well and who have the potential to be relled out nationally. And while I won't name anyone here, I think we have a number of talents at ABC right now with that kind of potential.

RM: There are a couple of people I have in mind, people who I'm working on, that I'd rather not blurt out here. Frankly, I think far too many talk hosts try to be fair, balanced, and

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Michaels And McConnell: Titans Of Talk

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rational. On the other hand, too many think it's good to just be loud and rude. Neither one makes for a very good talk show host. Anyone who is interesting, intelligent, and articulate, and who has an unusual or offbeat take on things, is a great candidate for Talk radio. And there are far too few of them out there.

R&R: Is online Talk radio or other Internet programming something we'll see more of from your companies in the future?

RM: Absolutely! We are committed to putting both Rush and Dr. Laura on the Internet this year. We're trying to figure out the right format, the right partners, and the right way to do it without disrupting our affiliate base. Internet radio right now is still almost negligible, but there is no question that the opinion leaders who use Talk radio are pushing that envelope and that it's going to grow. We're still way early on the curve, but you bet you'll see Jacor involved in that.

JM: Without getting into a lot of specifics, which I'm not at liberty to talk about, the answer is yes. It's clear that the Internet will be competitive in the future, and because of that, it darn well better be compatible with our plans.

R&R: Is "political talk" dead?

JM: I don't believe the question is about politics and whether or not discussion of it is dead. For example, the scandals involving the president ... that's not a political issue as much as it is a human interest story. Political subjects can be some of the most exciting and interesting topics that we cover. If you're asking me if a discussion of NAFTA and foreign trade is relatable to most of the audience, the answer is no. While there are times when politics are more interesting than at other times, if you were to do talk without politics, 1 don't think you would be relating to your audience.

When you talk about political figures like Rudy Guliani here in New York or Willie Brown or Dianne Feinstein in California, you're not talking just about politics; you're talking about huge personalities who resonate with the audience. Politics is not always interesting, but political personalities are almost always interesting to listeners. If it's a relevant story and it makes a difference to the listener, it will always be interesting.

RM: To me, this is a lot like how everyone discusses the issue of whether or not CHR radio is dead every time musical tastes change. The real problem is that politics isn't really all that interesting right now. Political talk was very hot when people in the country were angry and scared. We had international conflict, an unstable economy, high interest rates, relatively high unemployment — all things that made a large group of primarily white males come to feel that they were not going to have the same opportunity their parents had to live the great American dream. Every year they were getting a pay raise that was less than the rate of inflation, and there was an awful lot of discontent in this country.

Now, with low unemployment and low inflation, it's tough to find a lot of angry listeners out there to make talk happen. That doesn't mean Talk radio is in trouble; we just have to tap into what people are, in fact, interested in, People will listen to spoken word if it's interesting. At this moment in time, politics just isn't as interesting as it sometimes is.

R&R: Why has FM Talk been relatively slow to grow, and what are your thoughts on the future of FM Talk with your respective companies?

RM: First off, it's very expensive to do. Secondly, I think people expected talk on FM to be like music on FM — that the technical advantages of the band

would cause it to be accepted, and that you could do it while spending less for news and talent. Of course, the technical advantages when it comes to spoken word just aren't meaningful enough, so it really just came down as it always does — to product.

Most of the early FM launches did so without talent that was sufficiently strong, a commitment to news and service that was insufficient, and most just didn't give it enough time. I think that, ultimately, FM Talk will work, but operators have to understand that the technical advantages offered by FM just aren't meaningful, so that's not the key to making it work. It's all in the product.

JM: The success or lack of success of a Talk station has absolutely nothing to do with the dial position. It always comes back to the same thing — the product. It has everything to do with who you have on the radio ... period.



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The Doctor Is In ... And Ratings Are Up

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losophical point. It's a general point, but it is specific to that particular caller at that time."

Schlessinger, who frequently makes it clear to listeners that she reports to a higher authority than radio gurus and network bosses, is enjoying her everexpanding appeal and acceptance as a down-to-earth authority on American moral issues. On December 21, she made her first appearance on NBC's ashamed and embarrassed, because they don't seem to have much of a moral framework."

Over the next 30 minutes, viewers got a taste of what radio listeners around the country have been clamoring to hear since Schlessinger first took her sassy, but ever-conservative, style on the road. With Russert sitting back, appearing almost amused, Schlessinger hammered away at "our lack of a value system" and "the decay of our

I'm really trying to help people have better lives using a framework of values and ethics and morality to do so. And I'm really committed to that. To me it's not a career, it's a mission.

Meet The Press, where she was joined by former New York governor-turnedradio talk host Mario Cuomo, the Rev. Jerry Falwell, and Rep. Jesse Jackson Jr. (D-IL). The subject was "Faith, morals, and God in American life." The host, Tim Russert, went to Schlessinger first with, "What, in your mind, is the most serious moral issue facing the United States of America?"

Without hesitation, she replied, "The lack of a moral foundation. I've been on radio a span of 25 years, and I have been shocked at the difference that I've seen. Twenty-five years ago, if somebody did something a little naughty — if they were sleeping around and doing this, that, and the other thing — they would be ashamed and embarrassed and hiding it.

"Today, people don't know to be

basic moral, religious framework, where we no longer see our basic animal needs for sex and togetherness elevated and made holy by conventional relationships."

She also found time on that Sunday morning to fire on the nation's religious leaders. "I yell at the clergy all the time, and I'm nondenominational about my nagging. I think the clergy — with all due respect — have become more like camp counselors than leaders." She then likened America's spiritual dilemma to "the inmates running the institution."

Pontificating On The Air

Schlessinger says that her appearance on *Meet The Press* was exciting, but it

Someday All Great Talk Hosts Will Prepare This Way!

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came up with this one: *Guests as spice:* Like great seasoning in a bland meal, guests can be wonderful. A good guest can make a show. But only if they are gifted communicators and have something relevant to say. The best guests are the people who have experienced what you are talking about and have a story to tell rather than being just an "intellectual expert" in a field.

Other Prep Tips

• Carry a tape recorder at all times (this one comes from Scott Shannon, PD at WPLJ/NY). And don't forget the spare batteries for that tape recorder. If we worked as photographers, we'd have a camera ready at all times. If we worked as writers, we'd have pen, paper, etc. But we work in *radio!* Our platform is sound! When was the last time you thought to yourself, "Gee, I wish I had my tape recorder right now?" They make 'em small. Get one. Carry it.

• Keep paper and pens everywhere. Great ideas come at all times — in the shower, in the car, when you wake in the middle of the night. Write them down!

• Hang out with normal people. If you only hang around with journalists and radio people, you get a limited scope. Expand your horizons and talk to everyone. Your inner circle should contain people who do other kinds of work. Find out what they think about, worry about, talk about. If they trust you enough to

The Doctor Is In ... And Ratings Are Up

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also clearly showed the power of Talk radio as America's emerging information exchange — the electronic village square. "I was so honored, really honored, to be on *Meet The Press*, because it meant that I had garnered a certain level of regard for being a voice for a particular way of thinking. I don't usually know what to expect, because I am not usually in a debate situation. I always laughingly say, 'I don't debate, I pontificate. On the radio, I'm pontificating. People are calling for my opinion. They may or may not have a different opinion, but what's relevant is that they are asking mine because they have a certain amount of respect for me. The invitation to come on *Meet The Press* was a demonstration of that respect on another level, so I was really honored — so honored share real perspectives, and if you are bright enough to pick up on them, it will be a huge help to your show.

• Read everything. Also, watch everything. Eat where your listeners eat, shop where they shop. Stay curious, alive, and interested. Check out the Net.

• Work hard. Interested is interesting. If you ask questions, are curious, read, notice the world around you, and are interested in life and what's going on, the ideas will come. It's very

Remember, there are no boring stories, only boring storytellers! A great talk talent can make a stick of gum interesting. Boring people can take great stuff and kill it. Again, interested is interesting.

hard to make a talk show successful. The great ones make it look effortless This is true for everything — ballet, athletics, music, acrobatics, etc. The secret of a great show is that you can never do too much show prep. Work with a producer to brainstorm ideas and issues. Try to focus the questions you will ask on-air with the screener, the PD, or whoever else is around that you trust. • Prepare the soundtrack of your show. Plan to have any bits, music, etc., that you think you may want to use close at hand.

• Always pick topics that you care about and connect with. Remember, there are no boring stories, only boring storytellers! A great talk talent can make a stick of gum interesting. Boring people can take great stuff and kill it. Again, interested is interesting.

Some Do's And Don'ts

• **Do** a strong monologue and include the following: focus, engage, opinion/position, storytelling.

Don't overtalk or clutter the show with excess verbiage.
Don't read prepared speeches, but if you must, don't *sound*

like you are reading them.

• Do make your points clearly.

• Do reset often. Always be sensitive to listeners who are just tuning in. Invite them to join in, i.e., "In case you've just joined us here on the Talk Station, AM 840, I'm Jay, and we're talking about those ferocious, killer, two-headed lizards."

• **Do** speak visually. Paint word pictures. Create those "Kodak moments" on the air whenever possible.

• Do play the Arbitron game of recall. Make sure you remind listeners every 15 minutes of your name, the name of the show, the call letters/dial position, and the nickname of the station ("The Talk Station").

Finally, always remember the essence of *Creating Powerful Radio:* Tell the truth ... and *never* be boring!

that I could hardly spit."

For Schlessinger, the good news didn't end with the TV appearance. It seems that Falwell's cup of admiration continued to runneth over. "We had a number of Christian stations asking to put me on their stations because of that," she says. But the 51-year-old talk host, who recently converted from Catholicism, her mother's religion, to Judaism, her father's faith, has long had a nondenominational following.

"Since the beginning of my program, the response from the organized Christian community has been tremendous, very positive," she admits. "I attract very religious people of any denomination or people seeking to feel a depth of passion about God. Spirituality is a universal language. When somebody is really serious about their religion, it attracts people who are serious about their own religions. I'm very respectful and open regardless of the denomination. When people are ethical and I'm very respectful and open regardless of the denomination. When people are ethical and principled, the format of their religion is ultimately not that important, because religion is a way to God.

principled, the format of their religion is ultimately not that important, because religion is a way to God. So, we are all going to the same place. We are all going to connect with God."

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PERSONALITY	%FAV	%LIKE	%FAV&LIKE
Dr. Gabe Mirkin	14.7	42.1	56.8
Jim Bohannon	8.8	42.1	50.9
Harden, Brant & Parks	5.4	36.0	41.4
Dr. Laura Schlessinger	15.0	25.0	40.0
Dr. Joy Browne	6.8	25.4	32.2
G. Gordon Liddy	2.6	8.9	11.5
Howard Stern	2.4	7.7	10.1
Rush Limbaugh	4_0	6.5	10.6
Oliver North	1,1	59	7.0

Ranked by %Favorite & Like Adults 35-54 Washington, D.C. Survey Period: February-March /Week of March 3,1997



STEVE WONSIEWICZ

SOUND DECISIONS

44

Stroud, Goodman Talk Turkey

Nashville veterans outline their plans, talk about where industry is heading

There are too many labels. That's a mantra I've heard consistently since arriving in Nashville nearly four years ago. Well, that maxim will be put to the test over the next year or two as two high-profile and well-financed labels, Walt Disney's Lyric Street and DreamWorks/Nashville, release their first slate of artists and music.

Why so? For one, the two record companies have their sights set firmly on the mainstream and aren't pinning their hopes on alt, retro, or any other style of country suddenly changing the course of the industry. More importantly, the two labels are backed by patient capital; there isn't intense pressure to hit cash flow targets in one or two years for the parent company or the Nashville division. Lastly, Lyric Street and DreamWorks are coming online during a lull in the business cycle, which means they'll have to grab market share from the competition, rather than relying on increased overall sales to sustain their operations

With Country radio's and the music industries' biggest annual event nearly upon us, the Country Radio Seminar, I thought it might be interesting to talk to Dream-Works senior executive **James Stroud** and Lyric Street President **Randy Goodman**. Here's what they have to say about their plans, the current business environment, and what the immediate future has in store.

Consistent, Slow Growth

For Stroud, this is the second consecutive start-up he has managed. The veteran producer oversaw the debut of Giant's country operation during the genre's heyday in the early '90s. While the market has changed considerably since those frothy times, Stroud remains confident that properly managed labels that focus on the mainstream will succeed.

"Some of us were talking the other day about how it looks like the market has sort of shaken out; that we now see what the future will be like for the next few years. After our huge growth, the market has leveled out to a healthy level. It's not in such a frantic mode compared to about five years ago, when we weren't really in control of our success. We see where our fan base is, and now we can hone in and work on trying to keep it growing."

Stroud plans to grow Dream-Works slowly, which is consistent with the entire entertainment company's philosophy. That's a marked change from Stroud's tenure at Giant, where he candidly admits he may have moved too quickly in get-



James Stroud Randy Goodman

ting that label up-and-running. "I think I tried to go in there and get too much done too quickly. It wasn't anybody's fault but mine. With DreamWorks, it's about getting it right the first time. We have allowed ourselves time to make sure we know our people, our artists, and their music, so when we do release our music, we won't be groping in the dark."

Another departure Stroud is making from his Giant days: keeping a smaller roster. "By the end of our second year, we will be maxed out as far as our roster size. In the past, I may have had too large of a roster. If a roster gets too big, it's not really the fault of the artists if things don't work out; it's our fault, because the staff can't handle the work."

These changes come at the right time, given the state of the market. But they also reinforce Stroud's desire to create a mainstream country operation.

Despite the label being a new kid on the block, the chief believes that DreamWorks and Lyric Street bring something new to the table that previous start-ups didn't possess: access to other entertainment opportunities. "Both of us have the potential to help Nashville grow as an entertainment community as opposed to just a country music community. The other labels weren't supported by entities like Disney or DreamWorks and people like David Geffen, Steven Spielberg, or Jeffrey Katzenberg."

As for the immediate future, DreamWorks makes its debut with Randy Travis, who Stroud calls "the perfect person to open our label, because he is such an icon." The release of Travis' new single and album, however, highlights the challenges DreamWorks and Lyric Street face. Both labels are debuting with well-known artists (Lari White on Lyric Street) whose sales and airplay have slipped over the years.

Stroud is confident he can rejuvenate those artists as well as grab market share. He continues, "I believe there is a normal run for a partnership between an artist and a label; then, for whatever reason, you run out of ideas or run out of steam, and the artist has to go elsewhere. Look at what happened to Vince Gill. He was with RCA, and they tried and tried, and it didn't work. Then [MCA/Nashville President] Tony Brown signed him, and he had a career.

"With Randy, it could have been that the relationship had run its course and he still has some music in him and we were there at the right time. I know it wasn't that they didn't like each other; it was more that it was time for a change."

Time For Promotion

As for other challenges facing the industry, Stroud notes how significantly marketing and promotion costs have risen in the past years. "The cost of making a record has increased, but it's not that much higher than before. The marketing and promotion dollars that we spend are way up there. It's taking much more time to set up and promote, and a lot of that has to do with the market being so much more competitive. You have to make sure your artists get a shot, so instead of visiting a retailer or station once, you're probably going to have to visit that person two or three times."

As for radio, Stroud is sanguine about getting DreamWorks' artists and music on the air. "I've heard that radio drives the music and tells us what to do. Well, radio's been telling us what the fans are saying. And the fans are saying to keep it fresh and original and to stay real because that's what got us here. If we do that, we'll be fine."

Over at Lyric Street, Goodman's approach to tackling the market parallels DreamWorks' in many ways. The choice of White to kick off the record company reinforces what Goodman wants to accomplish. "We want to create a core country music label and core country artists. The last few years are littered with start-ups that tried to do something outside of radio because that's not what this market is about right now.

"We want to be true to the art form and true to the artists and songwriters we sign. We're not going to tell them to play it safe, because we

www.americanradiohistory.com

want them to create exciting music. But, at the same time, we want to have music that gets played on Country radio, because it is still the driving force in our format."

With DreamWorks, it's about getting it right the first time. We have allowed ourselves time to make sure we know our people, our artists,

and their music, so when we do release our music, we won't be groping in the dark. —James Stroud

A Fresh Take

In discussing the strategy of debuting with White, Goodman says, "In talking with Lari and radio, and in seeing the results of a perceptual study, it reinforced that she is a great talent, but just needs the right songs. When it comes to radio, it's almost always new, new, new. Well, we decided not to go to radio with a brandnew artist. We're going with an artist they have played, who radio and retail have had success with, and who we know can deliver.

"It's a way for us to go to the market in a kind of protected way. We don't have to take four to six months to set up a new artist."

While Disney is coming to the party relatively late for an entertainment powerhouse, in retrospect it will probably work to Lyric Street's advantage. Goodman comments, "I don't have to fight the early battles that the people at Hollywood Records had to. That had to be pretty tough to get them used to different ways of doing business."

Given the corporate culture, Goodman is a firm believer in synergy among Disney's entertainment properties, yet it's an enthusiasm grounded in reality. He relates a story involving a female act currently called the Violets: "We were able to meet with Kathy Nelson, who is Disney's head of soundtracks. She loved them and talked about getting a Diane Warren song for them. We never could have done that from here.

"I also talked with the people who run the Disney stores about doing an in-store project. They own about 750 stores, which would make them the second-largest music retailer. It's opening doors that never would have been opened for me when I was at BMG until we were able to build an act up to the level of Clint Black. Once we achieve a level of success, even if it's medium, then I know I have a company that's out there ready to help. It's not rhetoric, but reality."

As for building a successful record company in today's market, Goodman acknowledges it's a market-share game. "That's the evolution in any maturing business, and that's what we are in. But the same thing was said when Mike Curb started MCG Curb. And guess what happened? LeAnn Rimes.

"If you went to Martina McBride

and asked if business is up or down, she'd tell you business is great. She's having her best year ever. The same thing with LeAnn. While we were up in sales last year, some people will say you have to back out Garth Brooks or this and that. But that's like taking out Hootie & The Blowfish or Alanis Morissette. The business is what it is.

"

"These days, anybody can hit the long ball. You still need the right song, right artist, and to get it delivered to radio and retail, but you can do it."

No Room For Error

Goodman realizes there isn't much room for error these days. "It costs so much to develop an act. It's tough to have a five-year development plan like Waylon Jennings or even Alabama or Reba McEntire had. The last group of artists to get that benefit included Garth, Clint Black, Travis Tritt, and Patty Loveless at the end of the '80s."

That said, Goodman plans to be especially careful about where Lyric Street spends its marketing dollars. "The industry is spending a tremendous amount of money that puts a lot of pressure on the bottom line, but a lot of those dollars are being spent unwisely. Is video right, especially since our video outlet only reaches a minuscule part of the world? It's things like that you have to take a close look at. That's one thing I love about George Strait. How often does he do a video? But, more importantly, how often does he change? Now when he does one, it's an event.

"We need to get better at reaching the consumer directly. In our research, one of biggest things that always comes out is that the consumer doesn't know a release is out there. When we released Clint's greatest-hits album, we decided to take the money we would have spent on video and use it to buy TV and Country radio. We made sure people knew he had a new record out."

In the end, Goodman says, it's all about being focused. "Some people will say labels like us and Dream-Works need to come in here and revitalize country music. But Lyric Street's job is to deliver music to the demographic that listens to what is called Country radio and buys the music. My job isn't to tell a 16-,18-, or 20-year-old female that she should dig this music because the artist's roots are in George Jones or Merle Haggard, because you know what? They don't care. They just want to hear great songs."

SOUND DECISIONS

RR LAUNGHING PAD

Alternative Finds 'Drinking In L.A.' Intoxicating

Street-savvy production; a breezy, loping riff; alt credibility; and some hip-hop flava thrown in for good measure. That's a mouthful to describe **Capitol** act **Bran Van 3000**'s new single, "Drinking In L.A.," but it accurately sums up why a growing number of Alternative programmers are gravitating to the song. South By Southwest.

Capitol Sr. VP/Promotion **Phil Costello** notes, "This is not unlike a Beck record. There are a lot of different genres on the same record. The influences are very similar, as you can tell when you listen to the entire record."

And just as it did with the first



Bran Van 3000

Major-market Alternative stations reporting the cut include WNNX/Atlanta, KNDD/Seattle. KNRK/Portland, KITS/San Francisco, KTCL/ Denver, WENZ/Cleveland, CIMX/ Detroit, WOXY and WAQZ in Cincinnati, WFNX/Boston, and KWOD/Sacramento.

Bran Van 3000 is the brainchild of Canadian DJ/music video director/ indie filmmaker **James "Bran Man" Di Salvio**, who co-wrote all the songs on the album, *Glee*. Remarkably, he had neither written nor produced music commercially prior to making the album, which was released in Canada about eight months ago and has hit gold. Capitol liked what it heard and signed the act shortly thereafter.

One radio exec who was also drawn to the song's multiple influences and its ability to reinforce his station's image is KNDD PD **Phil Manning**, who says "Drinking In L.A." is the "perfect marriage between hiphop and alternative. Teenagers have been raised on both, so it was a fairly logical conclusion to play the song."

Manning, who has been on the song well over a month, isn't concerned that the cut leans too hip-hop. "Everybody's afraid of rappers and everybody's afraid of diva singers, but everybody was afraid of Beck at first, and look how well he's done."

That kind of belief is exactly what Capitol is banking on as it begins spreading the word about the group. The label started working "Drinking In L.A." around last Thanksgiving by mailing 12inches and mixes to College radio and clubs. Toward the end of January, it sent the full-length disc to College and began working Alternative full-time. Capitol also had the group play a recent trade show, where they made new fans. Another showcase is planned at Beck songs it took to radio, Capitol knows it has its work cut out for itself. "It's going to take a while, but so what. The records that take the longest are the ones that come home. Just look at Radiohead."

Glee goes to retail in the U.S. on March 10.

Tuesdays Find It's Their Lucky Day

It's only fitting that a band called the **Tuesdays** have a huge first week at Pop. **Arista** landed 52 adds at CHR for the group during its first week at radio, making it the second-most-added song at the format, trailing only Eric Clapton's "My Father's Eyes."

Major-market CHRs reporting the single include WXKS/Boston, KIIS/ Los Angeles, KBKS/Seattle, KKLQ/San Diego, KMXV/Kansas City, and WKSE/Buffalo. Also joining the party were Hot ACs WPLJ/ New York and KKPN/Houston.

A group whose music is reminis-

cent of the Bangles' and the Go-Gos', the Tuesdays is comprised of four Scandinavian women in their 20s. They first came to Arista VP/A&R Keith Naftaly's attention in early September, when he heard the group's demo "I was so blown away by what I heard that we were all over [Arista President/CEO] Clive Davis to bring them in for an audition. It's very rare that you get hit after hit on a demo. The songs were naturally slightly raw, but each one had a complexity and a brilliant melody and an edge that we knew would work. There's a void out there for a credible female rock band that CHR can own. The audition proved they were not just some pretty faces attached to stellar material."

One CHR programmer who laid claim to the group out-of-the-box is WXKS APD/MD **David "Kid" Co**rey. "We liked it before it went on the air, and we're liking it even more now. It's sounding much better on the air than we thought it would. It has a great pop sound and a great hook. We're big fans."

KKLQ PD **Todd Shannon** agrees. "It's a pure pop record that sounds great on the air and that's very daypart friendly. We're already getting a lot of positive curiosity calls."

In setting up the group at radio, Arista elected to keep it simple and straightforward. The label sent advance cassettes to radio and had the band play at a trade show late last year. In January, the label started working radio full-time.

VP/Promotion Ken Lane comments, "The buzz really started last year, so we came with something the music people remembered; there was already some familiarity there. But after hearing how great the music was, we didn't feel we needed to do anything fancy. The music speaks for itself. We're just really excited about having a pop-rock record to work."

Arista is finalizing plans for an eight-week radio tour that will end in mid-July. The album goes to retail on March 24.



Tuesdays

Music News & Views

Pearl Jam Announces Tour

The much anticipated **Pearl Jam** tour is finally a reality. The group announced on February 13 that it will kick off its first national tour since the release of its second album, *Vs.*, on June 20 in Missoula, MT. So far, 33 performances in 33 different cities have been scheduled, and venues not affiliated with Ticketmaster will be used whenever possible. No word yet on who will open the shows. Tickets go on sale to the general public (fan club members get first crack) in early April. And while nothing's official, the band isn't ruling out playing some small clubs during the tour.

In other tour news, Tori Amos will hit the road this

year in support of her forthcoming album. Amos will first perform in small clubs beginning in mid-April, and then return with a full band on April 18 in Miami ... Janet Jackson will begin a U.S. tour this summer. Tour



Tori Amos

dates will be announced soon ... **Phish** will host its annual "Phish-fest" on August 14-16 in Limestone, MA ... **MCA** singer/songwriters **Jonatha Brooke**, **Kami Lyle**, and **Uma** have teamed for the 26-city "Secrets And Lies" tour beginning March 4 in Nashville.

U2 Bow Dance Label

Backing up their passion for electronica, members of **U2** have formed an underground dance label called



Kitchen Records. Named after their Dublin club, the Kitchen, the label's A&R duties will be handled by U2 frontman **Bono** and friend **Reggie Mannuel**. The latter also will handle daily operations. The label is said to be planning to initially sign club DJs.

U2

In The Studio: The red-hot Brit rockers the Verve has put off its U.S. tour until this summer. The group wanted to record some more material and take a rest before returning to play 3000 to 8000-seat venues ... The London Suede have begun work on their next album ... Public Enemy, already in the studio completing work on their new album — due out in late '98 — have signed on to do the soundtrack for the Spike Lee movie *He Got Game* ... Gloria Estefan has wrapped up work on an album of dance material for Epic. Look for a second-quarter release.

Asides: It looks like legendary producer **George Martin's** next album, a set of Beatles songs covered by major artists titled *In My Life*, will be his last. A U.S. distributor has yet to be signed. The album goes to retail on March 16 in Europe ... Word is that **Michael Jackson** is planning "We Are The World 2," to be held on October 10 at Olympic Stadium in South Korea. Proceeds from the fund-raiser will go toward feeding starving children in North Korea ... Lou Reed's first album under his new deal with **Reprise** will be a live set featuring music from his rock opera, *Time Rocker*, as well as greatest hits. It's expected to hit retail in late April/early May ... **V2** has signed former Brand New Heavies singer **N'dea Davenport.**

POP/ALTERNATIVE

TOP 20

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

LW	TW	ARTISTTITLE LABEL(S)	TW TOTAL	LW	TO TAL STATIONS/ADDS
1	0	MATCHBOX 20 3am (Lava/Atlantic)	1897	1890	40/0
2	2	LOREENA MCKENNITT The Mummers'(Quinlan Road/WB)	1617	1615	41/0
3	3	THIRD EYE BLIND How's It Going To Be (Elektra/EEG)	1514	1564	40/1
4	4	SMASH MOUTH Walkin' On The Sun (Interscope)	1509	1527	34/0
5	5	GREEN DAY Time Of Your Life (Good) (Reprise)	1490	1516	42/0
9	6	VERVE Bitter Sweet Symphony (Hut/Virgin)	1353	1237	39/1
6	0	BEN FOLDS FIVE Brick (550 Music)	1310	1287	42/1
7	8	LISA LOEB Do (Geffen)	1226	1265	33/1
8	9	SARAH MCLACHLAN Sweet Surrender (Arista)	1213	1261	35/0
10	10	TONIC If You Could Only See (Polydor/A&M)	1139	1166	31/0
12	0	NATALIE IMBRUGLIA Torn (RCA)	1115	923	40/2
14	12	MARCY PLAYGROUND Sex And Candy (Capitol)	1071	878	38/5
11	13	BILLIE MYERS Kiss The Rain (Universal)	1032	1095	28/0
19	14	SAVAGE GARDEN Truly Madly Deeply (Columbia)	923	792	22/2
17	15	PAULA COLE Don't Want To Wait (Imago/WB)	825	806	26/0
16	16	SUGAR RAY Fly (Lava/Atlantic)	764	864	25/0
15	17	CHUMBAWAMBA Tubthumping (Republic/Universal)	763	876	27/0
18	18	MEREDITH BROOKS What Would Happen (Capitol)	743	799	24/1
13	19	ALANA DAVIS 32 Flavors (Elektra/EEG)	729	913	28/0
-	20	EDWIN MCCAIN I'll Be (Lava/Atlantic)	702	641	25/1

This chart reflects airplay from February 9-15. Songs ranked by total plays. Contributing stations combine from the Custom Chart function on R&R ONLINE. © 1998, R&R Inc.

New & Active

PAULA COLE Me (Imago/WB) Total Plays: 582, Total Stations: 30, Adds: 3

CELINE DION My Heart Will Go On (550 Music) Total Plays: 463 Total Stations: 11 Adds: 0

ERIC CLAPTON My Father's Eyes (Duck/Reprise)

PISTOLEROS My Guardian Angel (Hollywood)

Total Plays: 284, Total Stations: 14, Adds: 1

FASTBALL The Way (Hollywood) Total Plays: 252, Total Stations: 18. Adds: 7 TONIC Open Up Your Eyes (Polydor/A&M) Total Plays. 225, Total Stations: 11, Adds: 1

EVERCLEAR Everything To Everyone *(Capitol)* Total Plays: 212. Total Stations: 8, Adds: 0

CHUMBAWAMBA Amnesia (Republic/Universal) Total Plays: 145, Total Stations: 8, Adds: 0

FLEETWOOD MAC Landslide (Reprise)

CRAVIN' MELON Come Undone (Mercury) Total Plays: 128, Total Stations: 2, Adds: 0

Songs ranked by total plays

ERSPECTIVE

BY



Trout & Reis' "Law Of Division" applies to Pop/Alternative. Alternative became so big, it was inevitable that it would give

birth to Pop/Alternative. However, Alternative will continue to rock harder, break more new music, and will co-exist with Pop/ Alternative in any given market.

"How long will the music hold up to support this format?" That's the most-asked question about our new format. Thanks to Pop/Alternative, CHR, Alternative, and Adult Alternative, there will be plenty of pools from which to choose. Programmers, however, need to be aware of — and avoid — certain "formula" songs.



Greg Strassell

Some "formula" songs are direct clones of artists who were popular a year or so ago. Some even sound like '80s hair-band ballads. We must not let our Pop/Alternative Hot ACs become too predictable-sounding, or we'll kill our TSL.

In order to win, Pop/Alternative Hot ACs will need to draw on big midday shows. Also, to fortify the format during "down" music cycles, compelling morning shows must be in place before the new station "halo effect" goes away.

When packaging Pop/Alternative, remember the refreshing approach VW took with its "Driver's Wanted" campaign. They didn't market the car for price or warranty. Instead, they presented a hip, fun feel in their commercials, which featured an ultra-obscure, early '80s, College radio song by Trio. The spots had a modern, adult feel — a feel that should be part of Pop/Alternative Hot AC's imaging.

Greg Strassell is VP/Programming for Pop/Alternative Hot AC WBMX "Mix 98.5"/ Boston.

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

Contributing Stations

KPEK/Albuquerque, NM (HAC) KAMX/Austin, TX (HAC) KLLY/Batersield, CA (HAC) WUCE/Buffalo, NY (HAC) WULK/Charlotte, NC (HAC) WTMX/Charlotte, NC (HAC) WTMX/Chicago, IL (HAC) WTMX/Chicago, IL (HAC) WTMX/Chicago, IL (HAC) WXEG/Oayton, OH (AII) KALC/Denver, CO (HAC) WRT//Cheron, CA) WPLT/Detroit, MI (AII) KVSN/Fresno, CA (HAC) WKZI/Greensboro, NC (HAC) KKPN/Houston, TX (HAC) KOZN/Kansas City, MO (HAC) KMXB/Las Vegas, NV (HAC) WLIR/Long Island, NY (AII) KYSR/Los Angeles, CA (HAC) WPLL/Miami, FL (HAC) WPTE/Norfolk, VA (HAC) WPTE/Norfolk, VA (HAC) WPTE/Norfolk, VA (HAC) WPTE/Norfolk, VA (HAC) WPTE/Norfolk, AZ (AII) KZZP/Phoenix, AZ (HAC) WVTY/Pitlsburgh, PA (HAC) WWDC/Rateloh, NC (HA/P) WZNE/Rochester, NY (HAC) KZZO/Sacramento, CA (HAC) WALC/SI. Louis, MO (HAC) WVRV/SI. Louis, MO (AA) KENZ/Sall Lake City, UT (AA) KEN/Sania Barbara, CA (HAC) KLLC/San Francisco, CA (HAC) KRUZ/Sania Barbara, CA (HAC) WHT/Tampa, FL (AA) WMTX/Tampa, FL (HAC) WMTX/West Palm Beach, FL (HAC) WXLO/Worcester, MA (HAC)

RR.

42 Total Stations

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

...oh, yeah, i know what you mean

Leading The Charge: WQAL KALC KAMX WVTY KKZN KOZN WXLE WMC KOSO KLLY KKMY WMM WMVY KMXS KLBJ KTUX



Sister 7 the first single from their arista austin album *this the trip*

austin produced by danny kortchmar www.sister7.com © 1998 arista records, inc., a unit of bmg entertainment

CALLOUT AMERICA®

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES FEBRUARY 20, 1998

CALLOUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the airplay week of January 26-February 1.

ARTIST TITLE LABEL(S) TW LW 2W 3W FAMILIARITY CELLINE DION My Heart Will Go On (550 Music) 4.37 4.30 4.33 4.28 89.3% 1 K-CI & JOJO All My Life (MCA) 3.89 3.72 3.83 3.59 39.5% SAVAGE GARDEN Truly Madly Deeply (Columbia) 3.86 3.88 3.86 3.92 84.4% 2 MARCY PLAYGROUND Sex And Candy (Capitol) 3.71 49.1% 1 USHER You Make Me Wanna (LaFace/Arista) 3.68 3.87 3.90 3.83 77.9% 2 MATCHBOX 20 3am (Lava/Atlantic) 3.66 3.66 3.70 3.74 72.2% 2 BACKSTREET BOYS As Long As You Love Me (Jive) 3.65 3.61 3.59 3.64 75.9% 2	TOTAL% BURN 16.1% 6.9% 20.3% 10.2% 21.3% 23.3% 22.6%
CELINE DION My Heart Will Go On (550 Music) 4.37 4.30 4.33 4.28 89.3% K-CI & JOJO All My Life (MCA) 3.89 3.72 3.83 3.59 39.5% SAVAGE GARDEN Truly Madly Deeply (Columbia) 3.86 3.88 3.86 3.92 84.4% 3 MARCY PLAYGROUND Sex And Candy (Capitol) 3.71 49.1% 3 USHER You Make Me Wanna (LaFace/Arista) 3.68 3.87 3.90 3.83 77.9% 3 MATCHBOX 20 3am (Lava/Atlantic) 3.66 3.66 3.70 3.74 72.2% 3 BACKSTREET BOYS As Long As You Love Me (Jive) 3.65 3.61 3.59 3.64 75.9%	16.1% 6.9% 20.3% 10.2% 21.3% 23.3%
K-CI & JOJO All My Life (MCA) 3.89 3.72 3.83 3.59 39.5% SAVAGE GARDEN Truly Madly Deeply (Columbia) 3.86 3.88 3.86 3.92 84.4% 2 MARCY PLAYGROUND Sex And Candy (Capitol) 3.71 49.1% 2 USHER You Make Me Wanna (LaFace/Arista) 3.68 3.87 3.90 3.83 77.9% 2 MATCHBOX 20 3am (Lava/Atlantic) 3.66 3.66 3.70 3.74 72.2% 2 BACKSTREET BOYS As Long As You Love Me (Jive) 3.65 3.61 3.59 3.64 75.9% 2	6.9% 20.3% 10.2% 21.3% 23.3%
K-CI & JOJO All My Life (MCA) 3.89 3.72 3.83 3.59 39.5% SAVAGE GARDEN Truly Madly Deeply (Columbia) 3.86 3.88 3.86 3.92 84.4% 3.86 MARCY PLAYGROUND Sex And Candy (Capitol) 3.71 49.1% 3.68 3.87 3.90 3.83 77.9% 3.68 3.66 3.70 3.74 72.2% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.65 3.61 3.59 3.64 75.9% 3.6	20.3% 10.2% 21.3% 23.3%
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BACKSTREET BOYS As Long As You Love Me (<i>Jive</i>) 3.65 3.61 3.59 3.64 75.9%	
	22.6 %
DDU UUL 5 Otana (Jaland) 262 266 257 25 80/	
	5.7%
BOTE II MENT Cong for mana (motorm)	11.4%
	33.5%
	41.2%
	16.1%
onombrene abaran ping (nopublici e interetal)	39.2%
Uniter regenter regen	21.8%
	15.1%
	10.2%
	11.9%
	17.1%
BEEGOID Othott Eight in Four Eydo (ouplied)	13.6%
	23.6%
BILLIE INTERIO (100 HIGH AND COU)	16.1%
	28.8%
	23.3%
	10.4%
	16.6%
	17.4%
	18.1%
	24.3%
	14.4%
BRYAN ADAMS Back To You (A&M) 3.06 3.05 3.08 2.88 25.1%	7.7%
ALL SAINTS Know Where It's At (London/Island) 3.05 3.18 3.01 - 33.0%	12.2%

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, Buffalo, Long Island, New York, Philadelphia, Pittsburgh, Providence, Washington, DC. **SOUTH**: Atlanta, Charlotte, Dallas, Houston, Miami, New Orleans, Norfolk, Orlando, Tampa. **MIDWEST**: Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis. **WEST**: Los Angeles, Portland, Salt Lake City, San Diego, San Francisco, Seattle. Songs are removed from Callout America after 20 weeks of testing. © 1998, **R&R Inc.**



CALLOUT AMERICA®

Hot Scores

F rom the e-mailbox: Q — The most impressive aspect of Callout America is the overall consistency of the weekly scores. Can you describe how the process works and how **R&R** ensures consistency?

A — **R&R's** standards of quality control are second to none. One fundamental reason behind our high level of consistency is simply the sample from which the data is collected. Each week, we're drawing a market sample that is representative of the entire 30-market region. In other words, every household with a telephone (listed or unlisted) could be called. **Callout America's** sample is built using a fresh list of phone numbers. More than 4000 numbers are dialed every week to complete 400 inter-

When contact is made, each possible respondent is carefully screened to ensure she is a CHR partisan prior to participating in the **Callout Amer**ica survey. Once the respondent has fulfilled all of the screening criteria, the hook tape rolls and so does another long list of quality control checks as respondents rate the hooks (7-10 seconds in length) on a scale of 1-5. A respondent who rates a song a "1" means they dislike the song very much; a "5" means they like the song very much, and "2" through "4" rep-

resent in-between feelings.

ly within the sample.

Callout America demos.

After all interviews are completed, **R&R**'s state-of-the-art computers take over, crunching and compiling the data. The completed weekly sample is based on the opinions of 400 female CHR/Pop listeners between the ages of 12-34. Demographic cells are also broken out in 12-17, 18-24, and 25-34, proportioned even-

"Sex And Candy' by Marcy Playground (Capitol) enters at No. 4 in

rank with a 3.71 total score. The No. 1 Alternative hit demonstrates out of

the box hit potential with all three

views

BY KEVIN MCCABE



CONTEMPORARY HIT RADIO

CHR

Behind The Interactive Buzz

Bill Moyes has been blazing a trail for interactive music testing

The print ad screams, "Who listens to the radio sitting in a hotel room at night with a bunch of strangers?" A competitor's pitch on the next page reads, "We eliminate all the biases and hassles associated with standard auditorium testing. But ours is not an 'in home' method, where people are unsupervised, distracted, or listening to a tiny telephone speaker." It almost smells of the old radio wars in the ever-competitive world of music research.

The ads are extremely effective and eye-catching, so I decided to explore what's going on behind the scenes in new methods of music testing

with one of those companies, Music Technologies LLC. For those fortunate

enough to have the budget to conduct one, two, or more yearly music tests, the choices have typically been the standard auditorium test and the auditorium test using a mixmaster dial to rate

songs. In the past few years, interactive music testing has entered the research buzz bin. Just a few years back, Gallup — in a partnership with Vallie-Richards Consulting (a partnership that has since dissolved) - attempted to bring interactive song testing to the mainstream. Today, the torch is being carried by many companies, one of which includes respected radio researcher Bill Moyes.

If you were looking for the Good Housekeeping seal of approval for interactive music testing, for many it came in 1997, when Moyes launched Moyes Research Associates LLC, which works closely with Music Technologies. Moyes is widely recognized as one of radio's most respected researchers. In 1977, he founded The Research Group, where his tenure lasted 19 years before he left to start his own compa-



It is virtually impossible to get real people — people recruited at random who are normal listeners - to come out in the dark of the night to some hotel. Normal folks just don't want to do it, not even for \$30 or \$40 or \$50. -Bill Moyes

ny. For the past three years, Moyes has been blazing a trail for interactive music library testing.

And, as of late, interactive music testing seems to be creating quite a buzz.

Time For A Change Moyes points out that

since 1981, when auditorium music testing was first introduced, there has not been a major innovation in research. He defines a major innovation as "not just

an incremental change' (such as measuring what auditorium music test participants think of songs by using a digital dial instead of optical reader sheets): he sees it as "a fundamental change in the whole methodology, and it's an innovation that can yield data that is truly better - something that can positively impact a station's ratings."

Interactive music testing sure seems to fit Moyes' definition as a major innovation and fundamental change. For these interactive tests, Moyes says he recruits using "the top organizations in the country. After careful, qualified recruitment, each participant receives a toll-free number and a personal identification number (PIN) to enter the system to take the test. Votes for songs are registered at the participants' own individual speed, and the program only moves to the next song after a vote has been registered by the respondents on their touch-tone pad. Hooks can be replayed simply by pushing a button.

"Most respondents take the test in three to five sittings of 20-30 minutes each. Respondents can, and are repeatedly encouraged to, hang up if they start to get tired or if there are any interruptions. When they call back into the system, it picks up where they left off, and every score is recorded in digital lock step with the test order, ruling out skipping or faulty responses.'

After completion of the test. Moyes and his staff conduct a three-stage verification process. "The first checks the respondents' adherence to the screener specifications, and the second uses voice sampling to guarantee respondent integrity throughout the entire test."

That means there's no handing off the PIN number to a family member or friend; they won't get past the original respondent voice print. The third allows Moyes and his staff to listen to the test and exclude any songs that may have been tested in a distracted environment.

Improving The System?

So what's so wrong with music auditorium testing as we know it today? Moyes points to problems such as improper recruiting and "professional test-takers" (people who have indicated to their local research company that they will participate in just about any research study for the money). "It is virtually impossi-

" In Spring '97, 49 stations switched from auditorium

testing to interactive. Although all of them have different competitive situations, the average gain 25-54 of those 49 stations was a half point improvement in their first book. Some increased two to three share points. —Bill Moyes

ble to get real people --- people re-

cruited at random who are normal listeners --- to come out in the dark of the night to some hotel. Normal folks just don't want to do it, not even for \$30 or \$40 or \$50."

The answer, says Moyes, is finding carefully prequalified respondents and inviting them to participate in a music test in the comfort of their homes whenever it is convenient for them. "This eliminates concerns about factors such as weather, traffic, transportation, child-care, and crime.'

He's also observed another problem in traditional auditorium music testing: fatigue. "Auditorium tests seem to go on and on. As the respondents become more fatigued. the scores of the songs go down. When it comes to data on an auditorium test, you're typically okay testing the first 200 to 300 titles, but after that ...

To help solve that problem, inter-



BITCHES AND LOVERS - Grammy-nominated Capitol recording artist Meredith Brooks was on hand to crack the jumbo stone crabs and test the key lime pie at the famous Joe's Stone Crabs restaurant in Miami Beach. Waiting on Brooks hand and foot are Capitol National Director of Promotion Brian Rhodes, Brooks, Epic VP/A&R Lee Chesnut, R&R's Tony Novia, and Republic Records VP/A&R Harry Michas.

active music testing makes it "convenient and comfortable for respondents." With the typical session lasting 20-25 minutes, Moyes discovered it cut down on possible fatigue. 'They're not in a hurry to get out of some hotel and go home because they already are at home."

With the digital technology, order bias is also ruled out, because each person who takes the test hears the songs in a different order, says Moyes.

Another downside for the typical auditorium test is possible distractions. "Bad coughs, colds, and smoking can be very distractive. Noise in the hotel ballroom adjacent to the test room can drive people crazy, and people who are openly expressive about how much they like or hate certain songs affect the voting of all the people around them.

Research conducted by Moyes shows that most interactive respondents take the test at home and are normally alone in a quiet environment when they do it. If at-home distractions do appear, Moyes and his staff encourage the respondent to hang up the phone and call back when the "quiet" time is better.

Interactive Results

Two CHR stations that have worked with Moyes and interactive music testing are WKSS/Hartford and KKRD/Wichita. Both WKSS PD Jay Beau Jones and KKRD PD Jack Oliver say they were wary of interactive music testing prior to trying it, but today are sold on the concept. Jones says some of his concerns were not getting to see the respondents taking the test and wondering if the person recruited for the interactive test was really the one taking it. After being reassured of the checks-and-balances systems, Jones says he was satisfied with the results of his first interactive music test.

Oliver's validation came when he was able to get the results back from the interactive music test and compare them to past auditorium music tests and his gut. When the results arrived. Oliver said they matched up perfectly and his gut check was complete. For the record, WKSS rose 5.76.7, and KKRD was flat at 8.1 in the Fall '97 Arbitron (12+, M-Su).

As further proof that interactive music testing may hold a key to better ratings, Moyes points out that in spring '97, "49 stations switched from auditorium testing to interactive. And although all of them have different competitive situations, the average gain in the Adult 25-54 share of those 49 stations was a half point improvement in their first book. Some increased two to three share points."

Between The Lines

The cost of interactive music testing in most cases is in line with a good auditorium music test. The turnaround time on the tests averages 27.8 days, which is based on actual return times Moyes experienced in 1997. While the test is being completed, Music Technologies offers clients a detailed fax report every week. The report includes how the test is progressing, the number of respondents who have already taken the test, and how much time each person spent taking the test.

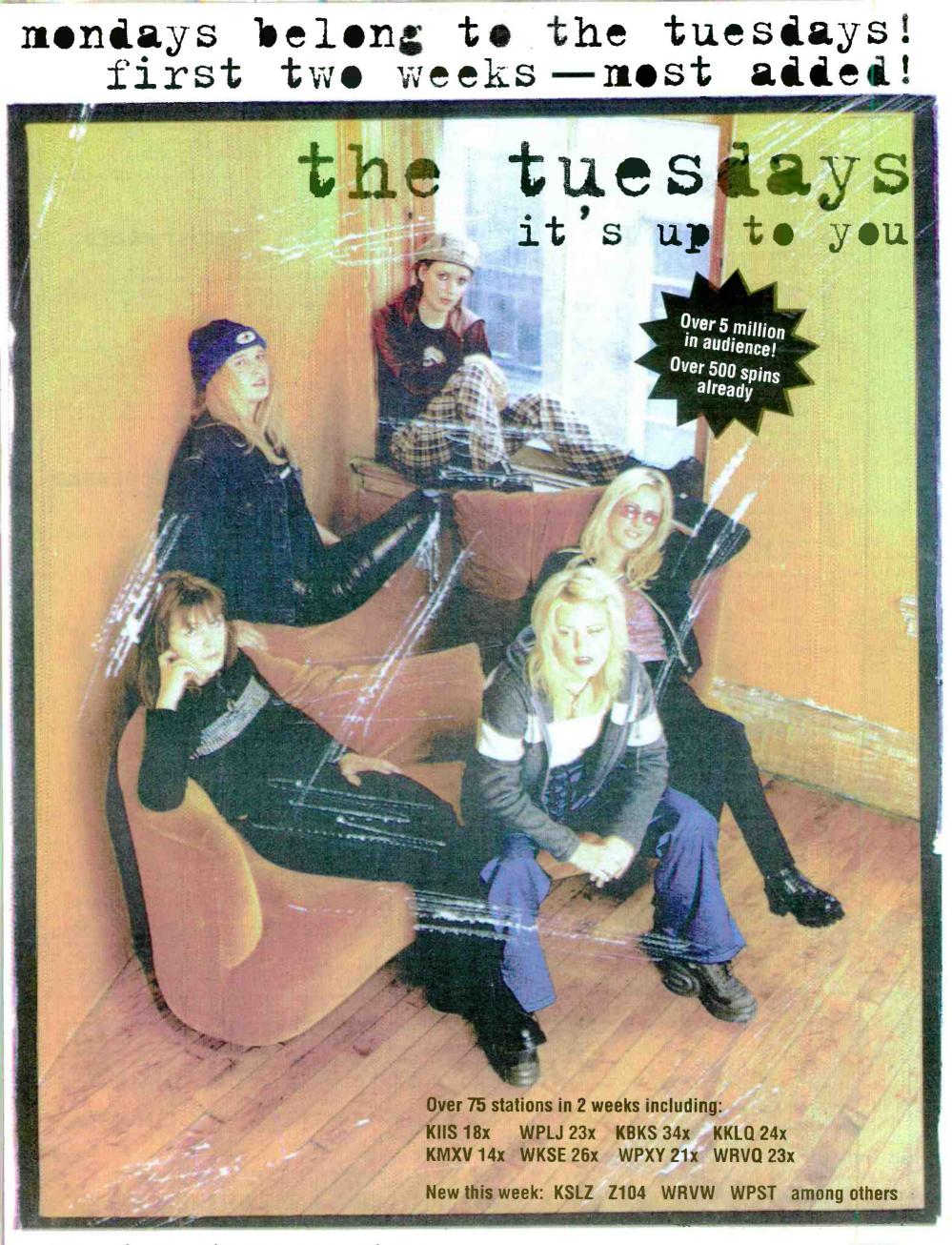
After completion of the test. Moves delivers each station a hard-bound copy of the test - including individual song scores and trends, an alphabetical index of the songs, and a test ranker ---as well as a 3 1/2-inch floppy containing a Microsoft Excel file in ready-to-sort form.

Moyes invites anyone interested in this new technology to take an interactive test at home For a PIN number and the interactive test 800 number, call (719) 579-9555.



Auditorium tests seem to go on and on. As the respondents become more fatigued, the scores of the songs go down. -Bill Moyes





the first single and video from their forthcoming debut album.

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CHR/POP TOP 50

FEBRUARY 20, 1998

	-								
3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TW	тот. LW	AL PLAYS 2W	3W	TOTAL STATIONS/ADDS
2	1	1	0	CELINE DION My Heart Will Go On (550 Music)	7497	7421	7286	6820	132/0
1	2	2	ě	SAVAGE GARDEN Truly Madly Deeply (Columbia)	7268	7149	7079	6951	133/0
6	4	3	ð	MATCHBOX 20 3am (Lava/Atlantic)	6436	6267	5995	5531	132/0
3	3	4	4	BACKSTREET BOYS As Long As You Love Me (Jive)	6094	6146	6126	6079	129/0
9	9	6	6	JANET Together Again (Virgin)	4912	4646	4569	4432	116/1
4	5	5	6	SMASH MOUTH Walkin' On The Sun (Interscope)	4835	5153	5375	5896	116/0
12	10	9	0	BILLIE MYERS Kiss The Rain (Universal)	4633	4306	3886	3428	124/1
7	6	8	8	ROBYN Show Me Love (<i>RCA</i>)	4301	4457	4815	5087	109/0
8	8	7	9	USHER You Make Me Wanna (LaFace/Arista)	4210	4465	4633	4891	99/0
19	14	11	1	JIMMY RAY Are You Jimmy Ray? (Epic)	3880	3731	3233	2581	131/0
27	17	15	Õ	'N SYNC I Want You Back <i>(RCA)</i>	3478	3132	2674	2064	120/1
15	15	14	Ũ	THIRD EYE BLIND How's It Going To Be (Elektra/EEG)	3243	3217	3074	2961	116/1
3	18	17	ß	LOREENA MCKENNITT The Mummers' (Quinlan Road/WB)	3188	2801	2530	2327	116/4
14	13	12	14	GREEN DAY Time Of Your Life (Good) (<i>Reprise</i>)	3139	3459	3412	3125	110/0
5	7	10	15	CHUMBAWAMBA Tubthumping (<i>Republic/Universal</i>)	3077	3779	4787	5670	98/0
31	30	23	1	K-CI & JOJO All My Life <i>(MCA)</i>	2751	2244	1881	1553	108/6
24	20	18	ð	ALL SAINTS Know Where It's At (London/Island)	2722	2649	2517	2305	115/0
10	11	13	18	LISA LOEB Do (Geffen)	2687	3233	3677	3856	83/0
	12	16	19	SUGAR RAY Fly (Lava/Atlantic)	2673	2968	3416	3719	97/1
11 29	29	24	20	WILL SMITH Gettin' Jiggy Wit It (Columbia)	2663	2223	1960	1696	95/4
	29	21	ä	SPICE GIRLS Too Much (Virgin)	2574	2352	1980	1638	93/4 111/4
30 22	21	20	22	AEROSMITH Pink (Columbia)	2425	2482	2444	2388	95/2
17	23		23	PAULA COLE I Don't Want To Wait (<i>Imago/WB</i>)	2215	2198	2335	2738	93/2 78/1
	AK	25	24	NATALIE IMBRUGLIA Torn (RCA)	2143	1255	319	77	
	35		25	BEN FOLDS FIVE Brick (550 Music)	1969	1626	1211	921	119/19
41		31	3	AQUA Turn Back Time (MCA)	1855	1413	834		99/9
-	42	33		MEREDITH BROOKS What Would Happen (Capitol)	1779	2624	2976	198	103/8
3	16	19	27	INOJ Love You Down <i>(So So Def/Columbia)</i>	1576			3141	63/0
6	28	26	28			1772	1970	2233	49/0
	41	38	29	VERVE Bitter Sweet Symphony (Hut/Virgin)	1545	1189	865	642	79/11
6	32	32	30 31	BOYZ II MEN A Song For Mama (Motown)	1538	1440	1356	1174	67/0
7	34	34		UNCLE SAM Don't Ever Want To See You. (Stonecreek/Epic)	1470	1349	1258	1129	68/3 FF (0
8	19 BU	22	32 33	SARAH MCLACHLAN Sweet Surrender (Arista)	1464	2255	2528	2615	55/0
			-	ERIC CLAPTON My Father's Eyes (Duck/Reprise)	1450	374	2200	2440	97/11
1	24	27	34	NU FLAVOR Heaven (Reprise)	1347	1748	2208	2440	49/0
0	26	28	35	ALLURE All Cried Out (Track Masters/Crave)	1334	1714	2093	2533	49/0
25	25	29	36	BLESSID UNION Light In Your Eyes (Capitol)	1221	1713	2152	2301	44/0
	37	35	37	NOTORIOUS B.I.G. Mo Money Mo Problems (Bad Boy/Arista)	1149	1260	1194	1303	40/0
5	43	42	38	EDWIN MCCAIN I'll Be (Lava/Atlantic)	1101	947	799	677	64/2
		46	39	MARCY PLAYGROUND Sex And Candy (Capitol)	1094	777	490	292	75/12
5	38	39	40	MASE Feel So Good (Bad Boy/Arista)	1027	1138	1173	1235	49/1
	-	48	9	DAKOTA MOON A Promise Make (Elektra/EEG)	987	705	370	13	72/4
	BU		8	PAULA COLE Me (Imago/WB)	963	603	268	138	76/9
		43	43	SHANIA TWAIN You're Still The One (Mercury)	921	857	722	601	63/2
-	-	41	44	SOMETHIN' FOR THE PEOPLE My Love Is (Warner Bros.)	836	997	1210	1436	30/0
JEE	BU		()	MADONNA Frozen (Maverick/WB)	820			-	119/119
_	-	47	46	TONIC Open Up Your Eyes (Polydor/A&M)	789	710	439	100	64/6
	BU.		4	TUESDAYS It's Up To You (Arista)	777	117	30	-	67/14
10	40	44	48	BOYZ II MEN 4 Seasons Of Loneliness (Motown)	740	807	874	950	26/0
	-	50	4 9	JONNY LANG Missing Your Love (A&M)	737	639	551	356	57/5
16	22	30	50	BRYAN ADAMS Back To You (A&M)	721	1669	2438	2904	32/0

BREAKERS®

NATALIE IMBRUGLIA

CHART 24

+360

+356

	Torn <i>(RCA)</i>	
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
2143/888	119/19	

	,	•
	ST ADDED®	
ARTIST TITLE LABEL(S)		ADDS
MADONNA Frozen (119
ROBYN Do You Rea SHE MOVES It's You		32 28
HANSON Weird (Me		25
NATALIE IMBRUGLI	A Torn (RCA)	19
	outhampton (Sony Classical/W	
TUESDAYS It's Up T	o You (Arista) ND Sex And Candy (Capitol)	14 12
	Father's Eyes (Duck/Reprise)	11
	o, No, No (Grass Roots/Colum	
VERVE Bitter Sweet	Symphony (Hut/Virgin)	11
MOST ARTIST TITLE LABEL(S)	T INCREASE PLAYS	D TOTAL PLAY INCREASE
ERIC CLAPTON My	Father's Eyes (Duck/Reprise)	+1076
NATALIE IMBRUGLI		+888
MADONNA Frozen (+820
TUESDAYS It's Up T K-CI & JOJO All My		+660 +507
AQUA Turn Back Tin		+442
WILL SMITH Gettin'	Jiggy Wit It (Columbia)	+440
LOREENA MCKENNITT	The Mummers' (Quinlan Road/	/B) +387

PAULA COLE Me (*Imago/WB*)

VERVE Bitter Sweet Symphony (Hut/Virgin)



ARTIST TITLE LABEL(S) MATCHBOX 20 Push (Lava/Atlantic) THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG) SISTER HAZEL All For You (Universal) LEANN RIMES How Do I Live (Curb) ROBYN Do You Know (What It Takes) (RCA) JEWEL Foolish Games (Atlantic) BACKSTREET BOYS Quit Playing Games (With...) (Jive) WALLFLOWERS One Headlight (Interscope) **OMC** How Bizarre (Huh!/Mercury) MARK MORRISON Return Of The Mack (Atlantic)

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.

This chart reflects airplay from February 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker. 135 CHR/Pop reporters. 134 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R&R Inc.



Get Ready to **BROOKLYN BOUNCE'S HIT SINGLE NOW PLAYING:** WPOW WWZZ KZQZ WXYV KPTY KHTT WRTS WILN WWKZ KIXY KLYV KQID WXIS KTMT KDGS

KISR KOIZ KSKU WNNO WZBO WIFX WRVO KPRR Peter Weinstock, Director Radio Promotion, E.A.R. (Edel America Records)

icanradiohistory com



NEW & ACTIVE

USHER Nice & Slow (LaFace/Arista) Total Plays: 690. Total Stations: 51. Adds: 6

JANA Near Me (Curb) Total Plays: 634, Total Stations: 40, Adds: 2

ROBYN Do You Really Want Me (RCA) Total Plays: 449, Total Stations: 45, Adds: 32

GARY BARLOW Superhero (Arista) Total Plays: 393, Total Stations: 30, Adds: 0

CHUMBAWAMBA Amnesia (Republic/Universal) Total Plays: 341, Total Stations: 28, Adds: 8

FLEETWOOD MAC Landslide (Reprise) Total Plays: 335, Total Stations: 24, Adds: 2

BACKSTREET BOYS Everybody (Backstreet's Back) (Jive) Total Plays: 257, Total Stations: 11, Adds: 2

JAMES HORNER Southampton (Sony Classical/Work) Total Plays: 256. Total Stations: 21. Adds: 18

CORNERSHOP Brimful Of Asha (Luaka Bop/WB) Total Plays: 227, Total Stations: 17, Adds: 1

AMBER One More Night (Tommy Boy) Total Plays: 225, Total Stations: 7, Adds: 0

RICHIE SAMBORA Hard Times Come Easy (Mercury) Total Plays: 199, Total Stations: 25, Adds: 8

DRU HILL 5 Steps (Island) Total Plays: 183, Total Stations: 18, Adds: 4

SERMON, MURRAY & REDMAN Rapper's Delight (Priority) Total Plays: 176, Total Stations: 13, Adds: 0

ALLURE Last Chance (Track Masters/Crave) Total Plays: 147, Total Stations: 11, Adds: 0

MARIAH CAREY F/BONE THUGS... Breakdown (Columbia) Total Plays: 140, Total Stations: 5, Adds: 0

DESTINY'S CHILD No, No, No (Grass Roots/Columbia) Total Plays: 140, Total Stations: 19, Adds: 11

HANSON Weird (Mercurv) Total Plays: 134, Total Stations: 27, Adds: 25

ALEXIA Number 1 (Popular) Total Plays: 124, Total Stations: 4, Adds: 0

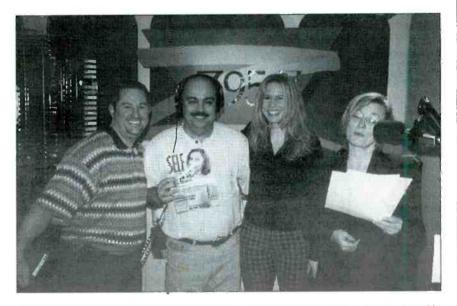
BROOKLYN BOUNCE Get Ready To Bounce (Edel America) Total Plays: 121, Total Stations: 8, Adds: 1

BRIAN MCKNIGHT Anytime (Mercurv) Total Plays: 114, Total Stations: 6, Adds: 2

Songs ranked by total plays



TEAM MAVERICK—The Maverick Promotion staff all hang out together. Striking a pose for a family portrait are (I-r) Cat Collins, Terry Anzaldo, Chad Brueske, Wendy Goodman, Darren Eggleston, Lelle Lutts, Steve Goldstein, (I-r front) Tommy Nappi, Tom Schmall, Mary Osborn, Kimberlie Nichols



IT'S ONLY HUMANTO BE FOND OF VONDA - KZQZ-FM/San Francisco morning man Human Numan was so excited about meeting Vesper Alley recording artist Vonda Shepard, who sings the theme to FOX-TV's Ally McBeal that he just had to get her autograph on something. The one thing they had: a SELF magazine with Ally star Calista Flockhart on the cover. Hamming it up in the station's Harrison Street studio are (I-r) morning show producer John August, Numan, Shepard, and news anchor Crystal Mckenzie.

YOUR PICTURE COULD BE 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: 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067



GET ON YOUR HANDS AND KNEES—MJ and BJ of WFLZ/Tampa pose with finalists at its Monica Lewinsky" look-a-like contest. About 2000 radio fans packed the house for a night not soon to be forgotten. Many contestants donned barrets and knee pads for the event.



CLOSE AND PERSONAL—WFLZ Tampa's BJ Harris (left), Tim Waters (Clinton Look-a Like) (2nd From Left) and MJ Kelli (right) snap a shot with grand prize "Monica Lewinsky" Look-alike winner Kimberly Garcia. Kimberly got a mouth full of surprises.

mericanrad

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CHR/POP REPORTERS

Stations and their adds listed alphabetically by market

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WFLY/Albany, NY OM: Michael Morgan PD: Rob Dawes MD: Ron Williams I DESTIN'S CHILO No." BEN FOLDS FWE BENK BEN FOLDS FWE BENK	WKSE/Buffalo, NY PD: Sue D'Neil APD/MD: Dave Universal MADONNA "Frozen" OESTINY'S CHILD "No"	KDUK/Eugene, OR PD/MD: Barry MacGuire 4 MADONNA 'Frazen'	KRBE/Houston, TX PD: John Peake APD: Scotty Sparks MD: Jay Michaels MADOWA Troten MADOWA Troten	KDRE/Little Rock, AR PD: Neal Ardman MD: Alyne Hoover MADONNA "Frozen"	WKCI/New Haven, CT PD: Kelly Nash 9 Kelly Together MATALIE (MBRUGLIA *Torn*	WPRO/Providence, RI PD: Tony Bristol MD: Dave Morris MARCY PLAYGROUND "Sex"	WNDU/South Bend, IN Interim PD/MD: Casey Danies MADONIN "Frozen" MERCH Trozen" VERVE "Symphony"	WWKZ/Tupelo, MS PD/MD: Rick Stevens SHE MOVES '113' MADOWAS '1702' MADOWAS '1702' MADOWAS '1702' MADWAS' A COLE Without KENWY G 'that'
B USHER YAC'S ERIC CARTON YSY' MARCY PLAYEROUND Sea' MARCY PLAYEROUND Sea' MARCY NAWO MARCY WALE MARCY NAWO WYCLEY JEAN 'November' SHE MOVES 'N'S' WAEB/Allentown, PA PD: Brian Check	WRZE/Cape Cod, MA PD: Mike D'Donneli MDD: Kevin Mattews 9 MASE FTOTAL "Wwar MADORNA FTOTAL "Wwar SWE MOVES "15" ADUA "Turn"	WSTO/Evansville, IN PD: Barry Witherspoon MD: Tim Michaelson CHINBARADE "Hohn" CHUNBAWANBA "Annese VERVE "Sympton" WACIONAL "Forum" MACIONAL "Forum" HANSDN "Wend"	WZYP/Huntsville, AL PD: Bill West MD: Chris Callaway MADDHA Tream MADDHA Tream MADDHA Tream	WBLI/Long Island, NY VP/Prog.: Gene Michaels PD: Ken Medek MD: Al Levine 30 SELENA "Draming" 18 MADMA "Frazen" 16 K-CI & JOLO "Life"	WQGN/New London, CT Prog. Mgr.: Jim Reitz OM: Michael Rock APD: Brent McKay MD: Franco 9 MAXONNA "Frozen" 89 MAXONNA Trozen" 9 Stealing Maxim Stealing Coll: "Memour" Utsbands "You"	WHTS/Quad Cities, IA-IL DM: Tony Waitekus MD: Brian Scott ⁵ MICOMMA Fracent HANSON Wend ⁵ Yes ²	KZZU/Spokane, WA PD: Ken Hopkins MD: John Conner 33 MADOMA "Frozen BEN FOLDS FIVE "Brick"	KINY'S near KISX/Tyler, TX PD: Michael Storm MD: Mick Fulgham PAULA COLE "Me" LORENA MOKENMIT "Nummers" WOENMA SCHILD "No"
MD: Chuck McGee 11 MADONNA Freen NATALE IMPROVILA "Torn" AQUA Turn" KQIZ/Amarillo, TX	WSSX/Charleston, SC PD: Calvin Hicks MD: Christine Cross MADOWN 'Frozen' ROBYN 'Really'	KMCK/Fayetteville, AR PD: Scott Johnson MD: Mike Chase 5 MADONA Frozen ROBW Freally Status MOBRER "South"	WZPL/Indianapolis, IN PD: Tem Gjerdrum MD: Dave Decker MADOWA - Trazen EOWIM ACAN + TH	KIIS/Los Angeles, CA PD: Dan Kieley APD/MD: Tracy Austin 19 MADOMA "tract" 19 MATCH INBRIGULA Tom" 6 ADUA Trant 2 DESTINY'S CHILD "No"	KUMX/New Orleans, LA OM: Dave Stewart PD/MD: Kandy Klutch 11 MATOWA Tropert 11 MATOWA Tom	WDCG/Raleigh, NC OM: Brian Burns PD: KIp Taylor APD/MD: Chris Edge No Adds	WDBR/Springfield, IL MD: Rik Blade MADOWNA "Frozen"	WSKS/Utica, NY PD: Stew Schantz MD: Gina Jones 10 MADONA "frozan"
BACKSTBEET BOYS BACKSTBEET BOYS MADOWA Tream BACKSTBEET BOYS WHOLES - WHODOWA RICHTE SAMBORA "Hand" SHE WOVES "Its" WYCLEF JEAN "November"	WVSR/Charleston, WV PD: Bill Shahan 16 TUESDAYS "You" 16 RICHES ANGOR" Hard 16 MADONNA "Frozen" Hard	WWCK/Flint, MI PD: Scott Seiple MD: Nathan Reed 10 MADOWA "rozer" MASON "Werd" DU WILL Steps	WYOY/Jackson, MS GM/PD: Dick O'Neil MD: Kevin Vaughan MADONNA Frozen	WDJX/Louisville, KY PD: C.C. Matthews APD/MD: Karen Rite 39 ROBY Teah MADONNA FOTCAT	11 NATALIË IMBRÜĞLIA "Tom" WEZB/New Orleans, LA PD: Joe Larson MAQONA "Froze" ENC CUP TOM Form DAKOTA WOOM "Promise"	WRFY/Reading, PA PD: Al Burke MD: Scott Parks 9 CHUMBAWAMBA "Amnesia"	KHTO/Springfield, MO OM: Dave Alexander PD: Ray Michaels Motive First Stef Mores first DESTINY'S CHED To An DESTINY'S CHED To AN PAULA COLE TWAT	KWTX/Waco, TX PD: Flash Phillips MD: Jeff Miles ROBIN: "Really" MADOWN. "Really"
KGOT/Anchorage, AK DM: Mark Murphy PD: Paul Walker 12 ERIC CLAPTON "Fyres" MADDINIA "Frozen"	WNKS/Charlotte, NC PD: Brian Bridgman MD: Danny Wright MARCY PLAYGROUND "Sea" MARCY PLAYGROUND "Sea" SHE MOVES "TOY"	WJMX/Florence, SC DM: Keith Mitcheil MD: Jack Kahan MMONG Tirs' ROBV: Nealy'	WAPE/Jacksonville, FL OM/PD: Cat Thomas APD/MD: Tony Mann No Adds	DESTINY'S CHILD 'No- KZII/Lubbock, TX PD: Jay Shannon MD: Chris Kelly Natale IMPREDIATION" USRET WAR	WHTZ/New York, NY PD: Tom Poleman APD: Kid Kelly MD: Cubby Bryant 42 MADONNA Frozent 7 LORENA MCKENNIT T Munimers	WRVQ/Richmond, VA PD: Lisa McKay Interim MD: Travis Dylan Modowa *rozen* BROOK W BOUNC Bounce* COREENA MCKENNITI *Mummers*	WNTO/Syracuse, NY PD: Tom Mitchell MD: Jimmy Olsen Set Works Tris' KENNY G Thear' HANSON Yeard WYCLEF JEAN "November" WYCLEF JEAN "November"	KP & ENVYI 'Swing' WWZZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Ross 15 MADOWA 'Frozen'
WSTR/Atlanta, GA PD: Dan Bowen MD: J.R. Ammons 27 JAMES HOHEN South" 8 MADDINIA "Yrater"	WKRQ/Cincinnati, OH PD: Bill Klaproth MD: Rodney Lear MARCY PLAYGROUND 'Ser'	WXKB/Ft. Myers, FL PD: Chris Cue MD: Randy Sherwyn 4 Toinc Fyrat BEN FOLDS FIVE "Brick MMDOWA "Freet"	WAEZ/Johnson City, TN DM: Bill Hagy PD/MD: Gary Blake ⁵ TUESDAYS "Your" WADDNRA "Frozen"	WMGB/Macon, GA PD/MD: James Gregory 5 MADONNA "Frozen"	WNVZ/Norioik, VA PD: Don London MD: Jay West	WXLK/Roanoke, VA OM/PD: Russ Brown MD: Lisa Jo Elliott 3 MADONNA "Frozen" SHE MOVES II: MARCY PLAYGROUND "Sex" TONIC THE	WWHT/Syracuse, NY PD: Ed Lacomb 73 PUF DADY FANSE "Ben" 4 Optem MocKNIT Fummers 3 MATALE MENGLA Tom" 3 MATALE MENGLA Tom"	WIFC/Wausau, Wi PD: Rod Phillips 11 Tussors "you" 6 AICHE SAMEORA" Hard" 6 MODEWA Trocent 9 MAIALE IMENGULA Tom" 9 SHE MOVES "Its"
WAYY/Atlantic City, NJ PD: Tommy Frank APD/MD: Paul Kelly SNAWA TWAIN "SWI" FLEETWOOD MAC "Landside" WZNY/Augusta, GA	WZJM/Cleveland, OH PD: Dave Eubanks MD: Action Jackson 22 MARSON "Went" 34 KENARS THE South" 34 KENARS THE South" 34 KENARS THE South South 25 KENARS THE South South 26 KENARS THE South South 26 KENARS THE South South	KISR/F1. Smith, AR PD/MD: Fred Baker MODINA Frozan ^a ROPUT Fastly SAMANTHA COLE Without MASON Wents	WGLU/Johnstown, PA PD: Rich Adams MD: Mitch Edwards 9 MAODNA Troyen NOBYN TRathy TULSDAY TRATHY TULSDAY SYOU JAMES HORNER "South	WZEE/Madison, WI PD: Jimmy Steele MD: Tommy Bodean 5 TUESDAYS You 6 HOBYH THRANY 2 MADDINIA THREEN'	 Stef L Currieves MOBYN - Freener ROBYN - Freely WKPK/NW Michigan PD: Rob Weaver MD: Brent Carey MADONA - Freener 	WPXY/Rochester, NY OM: Clarke Ingram APD/MD: J.J. Rice BERFOLDS FIVE "Promise" JANA "Near"	WAUGHNA Trozen PD: Orlando MADDINA Trozen TUSBAYS Troz CHUMEARAMERA "Amnesia"	KKRD/Wichita, KS PD: Jack Oliver MD: Craig Hubbard 20 JANKS VORNER South" 10 MADONA "Focus"
HILIN THE Stevens MD: Michael Chase MD: Michael Chase Michael C	KKMG/Colorado Springs, CO PD: Michael Stuart MADONNA Freenon MARSHORKER "South" PUFF DADDY & FAMILY "Been" ERIC LOUPON TYPE" PAULA COLE "Me"	KENNY G "Hean" WMEE/Ft. Wayne, IN OM: Dean McNeil PD/MD: Captain Chris Didier APD: Ange Canessa MADONNA "frozen" HAJONNA Trozen"	WKFR/Kalamazoo, MI PD: Dave Michaels MD: Cralg Russell 19 JAMES HORKET Sconting 98 DERETS Scontening' JONNY LANG MUKATSOR WARY Symphony' WARY Symphony' MARY Trans'	KBFM/McAllen, TX OM: Billy Santiago APD/MD: Jeft DeWitt ¹⁵ JAKE JOKER "Soum" MADDINK "Freen" 9 DECRES "Sounding"	7 JAMES HORRER "South JOINT LANG "Messio" HARSON YVEIC PAULA COLE "Me" KJYO/Oklahoma City, OK PD: Mike McCoy MD: Jimme Barreda	WZOK/Rockford, IL PD: Scott Chase MD: David Jay 12 MAONA Froat 11 VERVE "Symphony"	WFLZ/Tampa, FL OM/PD: B.J. Harris APD/MD: Domino MADDINA Trozen OESTINY'S CHILD NO	WBHT/Wilkes Barre, PA PD: Steve McKay MD: Mark McCarthy 10 Referentson MADONNA Frozents MADONNA Frozent
MD: Leslie Basenberg No Acts WXYV/Baltimore, MD PD: Dave Ferguson APD: MD Throbb	WNOK/Columbia, SC PD: Jonathan Rush MD: T.J. McKay ¹⁸ MADONNA Freen ¹ ¹⁹ WILL SMITH "Juopy"	WYKS/Gainesville, FL PD/MD: Jeri Banta APD: John Harlow 10 mogwin Fredrig MADOWA Troater MARCON Wetter	KMXV/Kansas City, MO PD: Jon Zeliner MD: Dylan ^{No Adas}	WAOA/Melbourne, FL PD: J.T. Daniels 11 HABON Woord 10 ERIC CLAPTON Eyes 8 MADONNA "Frozen	 CPUMBAWMBA Ammesia MADDIMA Ammesia ROBYN Heavy TONIC - Eyes KQKQ/Omaha, NE PD: Mike J. Steele APD/MD: J.J. Morgan 	WTCF/Saginaw, MI PD: Mark McGill APD/MD: Juli Jay FAIL C. APTON Gres PAILA COLE MA ⁺ VERVE Symphony BEN FOLDS FIVE BINCK	WMGI/Terre Haute, IN PD: Rich O'Brien MD: David Day ¹⁴ VERVE "Symphony" MODUM "Froze" ROBYN "Realy SHE MOVES It ;	WKRZ/Wilkes Barre, PA PD: Tony Banks MD: Jerry Padden She Works 'Ws' rutsbars 'wo' KENN' WAYE SHEHERD 'Bue'
MD: Albie Dee 19 MUCH WHat" 19 MUCH WHAT 10 WENT Symposy 10 WENT SYMPO	WNCI/Columbus, OH PD: John Dimick APD/MD: Neal Sharpe 11 MACOWA from 7 JAMES HORFER [®] South [*] 7 JAMES HORFER [®] South [*]	WSNX/Grand Rapids, Mi PD: John Thomas APD/MD: Keith Curry 27 Michael Forcen	WWST/Knoxville, TN PD: Rich Bailey MD: Jake Edwards MADWHA "Frozen" VERVE Symposity ADUA "Turn" ERIC CLAFTON Tytes"	WKSL/Memphis, TN PD: Chris Taylor MD: Robin Cole 18 MARCIN, Tenser 18 MARCIN, Tenser 18 MARCIN, Tenser MATALIE IMERUGLIA Tom	19 MADONNA Franceson JONNY LANG "Messing" WXXL/Orlando, FL OM: Adam Cook APD/MD: Pete DeGraatf	KSŁZ/St. Louis, MO PD: Jeff Kapugi MD: Rich Stevens 6 MAODWA Frazen TUESDAYS "You" JONNY LANG "Missing"	WVKS/Toledo, OH PD: Mike Wheeler APD/MD: Bill Michaels MADOWNA Troat KGI SOO LIME	WSTW/Wilmington, DE PD: John Wilson APD/MD: Mile Rossi SHE WORS: TIS
PD: Robert Eliman MD: Todd Chase 9 MACONK Trizen 9 MACONK Trizen 9 PAULA COLE TMC*	KHKS/Dallas, TX OM: John Cook PD: Ed Lambert MD: John Reynolds MODWNA "Freen"	WIXX/Green Bay, WI PD: Dan Stone MD: David Bums a MARCY PLAKEONO'Star WILLS WITH JOOP	KSMB/Latayette, LA PD/MD: Larry LeBlanc copersof start copersof startur DSSINTS CHILO Two BBQASTRET BOTS "twysbog"	WHYI/Miami, FL PD: Rob Roberts APD: Al Chio MD: Diedre Poyner 16 MACOMA "Freed" 11 GART BAROW Thing"	WIOO/Philadelphia, PA PD: Glenn Kalina MD: Jay Towers	KZHT/Salt Lake City, UT PD: Marc Summers MD: Jeff McCartney ¹² MADONNA "Fromse"	WPST/Trenton , NJ PD: Dave McKay MD: Andy West	KFFM/Yakima , WA PD: Jim Allen MD: Harrison Wood 10 JAMES HORNER "South" 2 BER HORNER "South"
KQXY/Beaumont, TX PD: Dale Baird MD: Jammer 25 - RQUY: Really ERIC CARTON Type: MADOWNA "Frozen"	WGTZ/Dayton, OH OM/PD: Michael Luczak MADONA: "Frozen" USHER "Nice"	WRIT/Greenville, NC PD: J.T. Bosch APD/MD: Gina Gray 73 FIOWA APPE - Shadowbaer SHE WOYES THS:	WLAN/Lancaster, PA PD: Jordan Walsh APD/AMD: Vince D'Ambrosio	KDWB/Minneapolis, MN PD: Rob Morris APD/MD: Rich Davis 17 MADONA "Frazen" NATALIE IMBRUGLIA "Tom"	WBZZ/Pittsburgh, PA PD: David Edgar MD: Laura Lilley	KKLQ/San Diego, CA PD: Todd Shannon APD/MD: Dr. Doug 14 MOBYM Trazen 14 ROBYM Trazen 11 BEN FOLDS FIVE "Brock"	12 MADDINA Frozen" 12 vERVE Symphony 6 AduA Tum" THESING Struct TOMC Eyes	MADONNA Frozen" ROSH Freely BRIAN MCKNGHT "Anytime"
WXYK/Biloxi, MS PD: Patty Steele MD: Kenny Vest 6 MODWA "Foren" DMC "Type" WATALIE IMBRUGLIA "Tom"	WKMX/Dothan, AL PD: Phil Thomas MD: Tim Godwin IICHIE SAMBORA "Hand" CHURBAWABBA "Annesia" MADONNA "Frozen"	SHE MOVES '115' DOU HUL Steps' HARSON Werd' MADDINA 'Frazen' WFBC/Greenville, SC PD: Rob Wagman	21 JAKES HORKER "South" 8 MADONNA "Frazen" WHZZ/Lansing, M1 PD/MD: Woody Houston 5 MADONNA "Frazen"	WABB/Mobile, AL PD: Wayne Coy APD/MD: Darrin Stone 35 Subar Ray Thy 16 Mobile The Stone MODIAN Trought ROBYM Reput	waTalls INBRUGLA Tom" WADOWA Troxen HRC CLAPTON "Eyes" ROBYN "Really WJBQ/Portland, ME	KSLY/San Luis Obispo, CA DM/PD: Dave Christopher MD: Adam Burns 12 MAONA Frican 1 NATALIE IMBRUGLIA "Tom"	KRQQ/Tucson, AZ OM: Tim Richards APD: Mark Medina MD: Dan (Dino) Nespoli 7 MAQDMA: Trozen SPICE GIRLS Mach. BILLE MYERS "Ram"	OM: Rick McCaustin PD: Davy Crockett MD: Sally V. 11 MADONNA "Frozen" 10 MARCY PLAYEROUND "Sex" SHE MOVES "ITS"
WMRV/Binghamton, NY OM: Bill Sheridan PD: Jacko MD: Louie G. 3 MADWA Tractin WARY MARKING AND AND AND REPORT Symphony RICHE SAMEORA "Hard"	WNKI/Elmira, NY PD: Bob Quick MD: Eric Moon ROPY Read ROPY Read ROPY READ ROPY READ ROPY READ ROPY READ ROPY READ	APD/MD: J. LÖve USHER "Mee" SPCE GRIS Much" NATALE (MBRUGLA "Torn" WNNK/Harrisburg, PA	S MADONAN - Froon JAMES JOARER South HARSDN "Wend" COBW "Wend" Cobw "Wend" Robert Tansa She Moves "Irs"	WVAQ/Morgantown, WV PD/MD: Lacy Neff PANLO CG - Me" MODINA "frozen" CIUMBWAMBA "Annesa" WYCLEF JEAN "November" SHE MOYES TIS"	PD: Tim Moore MD: Keith Scott 8 Tonic Fyrst 9 JANES Tonic Fyrst 2 JANES TONICE "South" 2 HANSON "Weild"	KZQZ/San Francisco, CA PD: Mike Edwards APD/MD: Danny Ocean UNCLE SAN "Sen" Destinus Schild Theor Maddinal Treem"	KHTT/Tulsa, OK OM: Sean Phillps PD/MD: Carly Rush MADOWAN Frozen KGI & GOO TIM AGROSMIT P Pma AGROSMIT P Pma	WHOT/Youngstown, OH PD: Tom Pappas MD: Mike Thomas 5 MOOMAN - Froten ROOWN NGCAM - THE EOWN NGCAM - THE TUESONS YOU'
KZMG/Boise, 1D PD/MD: Mike Kasper ERIC CLAPTON "Eyes" SHE WOYES "#S" RICHE SANGOR, "Hard" MADONNA "Frozen"	WJET/Erie, PA Int. PD/MD: Dino Robitallie MACY PUX/SROUND "Sex" JAMAS HOWLER "South"	PD: John O'Dea MD: Scott Shaw MARKAN Frozen MATALE MERIUGAL "Torn" TUESDAYS YOU!	VYLKY/CEARINGUUT, KT PD: Jill Meyer S MADONNA "Frozen"	WWXM/Myrtle Beach, SC OM/PD/MD: Nikki Nite MOOMA 'Troat ROBW: Really' HANSON 'Weird'	KKRZ/Portland, OR PD: Ken Benson APD/MD: Tommy Austin APD/MD: Tommy Austin MOONNA "Frozen" 6 KCI & Solo Life PAULA COLE "Me	KBKS/Seattie, WA PD: Mike Preston MD: Chet Buchanan 17 AFROSMIT Fmit 9 MADDNMA "Frozen"	AQUA "Unn" """ AEROSMITH "Pink"	
WXKS/Boston, MA PD: John Ivey APD/MD: David Corey 20 MICSONA Victori SAMANING COE VMIDUAT FIONA APPLE "Shadowboxe"	WRTS/Erie, PA PD/MD: Jon Reilly APD: Beth Ann McBride MORVM Frank Robert Frank Robert Frank Robert Frank KENWY 6 Thean	WKSS/Hartford, CT PD: Jay Beau Jones MD: Mike McGuwan 18 MAQOMA "rozen" USHER "Nice" WELET USHER WELET USHER KP & ENVYL "Swing"	KFRX/Lincoln, NE PD: Jerry Valletta APD: Larry Freeze MD: Jack Lee MADONE Lee MADONE Frozen ROBYN "Realy"	WRVW/Nashville, TN OM: Charlie Quinn PD/MD: Tom Peace 13 MADONA "Friter" TUEDAYS "You" MARCY PLAYGROUND "Sex"	WSPK/Poughkeepsie, NY OM: Brian Krysz APD/NED: Casey BERIOLOS FIXE Brack SPE MOUSE FIXE SPE MOUSE FIXE NASON "Weird" MADONA "Frozen" SMASH MOUTH "Frends"	KRUF/Shreveport, LA PD/MD: Gary Robinson Crusses Annessa Crusses Annessa Shanan Twain Shar Shanan Twain Shar Shanan Twain Shar MaDNan Arazan WYCLEF JEAN 'November'	135 Total Reporters 135 Current Report 134 Current Playlis Did Not Report, Pla WERZ/Portsmouth,	ers ts ylist Frozen (1):

CHR/POP PLAYLISTS

	FIND COMPLE	TE PLAYLISTS FOR ALL CHR/POP REPORTERS	ON R&R ONLINE	
MARKET #1 WHTZ/New York (212) 239-2300 Poleman/Bryant	KIISFINI KIISFINI 102.7 102.7	KZQZ/San Francisce (415) 957-0957 Edwards/Ocean	MARKET #5 WIOU/Philadelphia (610) 667-8100 Kalina/Towers	106.1 KISSFM KHKS/Dallas (214) 891-3400 Lambert/Reynolds
PLAYS ARTIST/TILE 3W 2W LW TW TW 64 65 65 64 CELINE DIDN/My Heart Will Go On 62 63 65 65 44 CELINE DIDN/My Heart Will Go On 62 28 31 37 62 PAULA COLET Don'Wan To Wait 32 32 43 65 61 SAVAGE GARDEN/Truly Madby Deeply 61 61 39 63 61 LISHENYOU Make Me Wanna - - - 42 MADONNAFrozen 31 35 41 39 INCULOVE You Down 9 NOLANONAFROZ 24 04 03 98 BACKSTREET BOYSAS Long AS You 63 63 37 39 CHUMBAWAMAA/Tubhumping 23 33 30 LEANN RIMES/How Do I Live 26 63 37 39 CHUMBAWAMAA/Tubhumping 26 38 34 38 MATCHROX 20/Push 1 1 1 27 65 03 55 USAR RAY/FW 29 50 55 USAR RAY/FW 29 29 30 SAYABAR MOUTH Wath 28 03 31 31 AMBER/Done More Night 33 30 ROBYN/Show Me Love 29 30 SAKSH MOUTH/Wathin' On The Sun 29 30 SAKSH MOUTH/WALKIN' ON The Sun 29 29 TONICH You Could Only 29 27 25 JEVEL/Foolish Games 29 31 32 3458 MOUTH/WALKIN' ON The Sun 26 33 34 12 PUEF/AOURA Wath' On The Sun 26 27 27 50 JAAKAN KINOL 38 AL UTIL 29 43 31 29 SELENADREARING ON You 36 30 20 25 JEVEL/FOOLT You Could Only	PLYS ARTIST/ITLE 3W 2W LW TW ARTIST/ITLE 3T 37 52 75 PAULA CDLE/I Don't Want To Wait 75 74 CELINE DIOWNAY Heart Wait Go On 75 74 74 78 76 75 74 74 SAVAGE GARDE/TIMUM Mady Deeply 78 77 64 LUSHER/You Make Me Wanna 52 82 64 LOS UMRELLOSNO Tengo Dinero 20 22 40 K-CI & JUJAVI My Life 63 74 04 BACKSTREET BOYSAS Long As You 18 39 38 SHE MOVESDITEARING AM 37 36 40 37 NOTORIDUS BLG./Money Money Mo Problems 38 38 516 MATCHROX 203ann 37 36 36 35 NU FLAVOR/Hazen - 34 36 GAT MOTORIDUS BLG./Mo Money Mo Problems 36 33 33 40 35 NU FLAVOR/Hazen 44 54 47 35 MARISTER TOYSAK	PLAYS ARTIST/TITLE 3W 2W W W F JANET/Together Again 21 56 63 71 KAVSay You'll Stay 69 69 50 SAVGE GARDEN/Tuy, Madhy Deephy 68 71 68 69 69 SAVGE GARDEN/Tuy, Madhy Deephy 68 71 68 69 69 SAVGE GARDEN/Tuy, Madhy Deephy 68 71 68 69 69 SAVGE GARDEN/Tuy, Madhy Deephy 68 71 68 69 69 SAVGE GARDEN/Tuy, Madhy Deephy 68 71 68 69 60 SAVGE GARDEN/Tuy, Madhy Deephy 68 71 68 69 60 CELINE DION/M, Har Will Go On 71 63 71 62 K-CL & JOL/VAI My Life 50 88 48 50 ROB/WXShow ME Love - 43 37 48 50 ROB/WXShow ME Love - 43 84 70 MATCHBOX 20/Push 62 65 66 38 NU FLAV/Kia About Us - 43 32 USHER/Nice & Slow - 23 27 32 LA BOUCHE/Sweet Dreams 28 83 13 00 AMBER/This is Your Might 78 28 31 30 AMBER/This is Your Might 58 28 23 12 CHUBRAWABR/Tubithumping - 25 27 JIMANY FAX/Are You Jimmy Ray? 9 14 12 65 SPICE GIRLS/Too Much 36 39 22 55 N SYNCH Want You Back 33 29 25 A LL SANTSH Know Where Hs At 45 32 29 21 USHER/YOU Make Me Wanna 27 22 42 ZI MASE/Feel S0 Good - 27 24 21 COLED foon Want To Wait 23 19 21 20 SUGAR RAY/FW 61 40 17 19 ALLILE/SAUTEFET BOYS/Everybody - 13 22 AT NOTORIOUS BLG/MA Mont Mol Mait 319 21 10 SUGAR RAY/FW 61 GURLE/TOO Make Me Wanna	ATTIST/TITLE SW 2W LW TW S0 28 LW TW S0 28 LW TW S0 28 LW TW S0 28 SWAGE GARDENTINU Mady Deeply S6 45 6 15 DUAKA KINGT Say A Lobe 24 25 22 53 ROBYND0 You Know (Mhat.) - 3 51 PAULA OLED ADT Want To Wait 24 27 39 43 JANET/Together Again 10 10 19 42 WILL SOUTT/Ogether Again 10 10 19 42 WILL SOUTT/Ogether Again 10 46 59 64 38 SUGAR RAYRy 46 50 66 39 G-CHUNBAWANDA/YOUMDINDING 47 57 64 37 DEBRA MICHAELSHOW Do 1 Like - 13 33 BACKSTHEET BOYSAS Long AS YOU 26 33 MARCHOR X02 STOR MICHAELSHOW DO 1 Like 15 13 19 26 SMASH MOUTHWARD TO THE SUN 15 13 19 22 SINGTHEET BOYSAS Long AS YOU 24 26 33 32 ROBYNShow ME LOR 15 13 19 22 SINGTH MUTHWARD TO THE SUN 15 12 22 3 KCI: SUX/MARM JUH - 20 21 SPICE GIRLS/TOG MUCh - 17 BUECH ACHEAL/AR ONE MIGHT - 17 BUECH MUCHAUARD TO THE SUN 16 13 13 12 22 SINCE GIRLS/TOG MUCh - 17 BUECH ACHEAL/AR ONE PRODUCH - 18 BI BI NOTORIUS BLEG/MO Money MO Problems 23 7 B	PLAYS ARTIST/TITLE 3W 2W I.W TW 76 75 77 74 CELINE DIOMANy Heart Will GODn 36 50 63 72 SAVAGE GARDEN/Tuly Mady Diephy 51 45 57 T USHERYGU Make Me Wanna 61 57 67 70 BACKSTHEET BOYSAS Long As You 74 66 77 BACKSTHEET BOYSAS Long As You 74 66 77 BACKSTHEET BOYSAS Long As You 74 64 74 ALLUHEAN Cried Out 84 74 44 TALUHEAN Cried Out 45 47 44 TALUHEAN Cried Out 46 47 47 ALUNEAN Seasons Of 64 74 47 THIND EYE BUND/Semi-Damme Life 70 38 44 SHAWN COLVIN/Sum/ Came Home - - 33 41 ACVERIANT Say I'm - 14 0 WILL SMITH/GETIN Jiggy WII It 39 39 39 39 39
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MARKET #25 WRQ/Clocinati (13) 783-5500 (aproth/Lear) PLAYS WE W W TW FATS THISTHILE SATISTHILE SATISTHICK SATISTHICK <td>MARKET #28 MARKET #28 MARKET #28 Construction ARTEST/TITLE SW W MARTEST/TITLE SW M MARTEST/TITLE MAR</td> <td>MARKET 831 View Colspan="2">View Colspan="2" View Colspan="2"</td> <td>MARKET #32 MICI/Columbus, 0H Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2" VATEST/TILE SM 201 / 75 65 CELINE DION/My Heart Will Go On 61 57 59 59 BACKSTHEET BOYS/As Long As You. 59 56 PAULA COLED Don't Want To Wait Colspan="2">Colspan="2">Colspan="2">Colspan="2" SM 201 Colspan="2" Colspan="2" Colspan="2" SM 201 Colspan="2" Colspan="2" SM 201 Colspan="2" SM 201 Colspan="2" Colspan="2" Colspan="2" SM 201 Colspan="2" SM 201 Colspan="2" SM 201 Colspan="2" SM 201 Colspan="2" Colspan="2" SM 201 Colspan="2" SM 201 Colspan="2" Colspan="2" Colspan="2" Colspan="2" Colspan="2"</td> <td>MARKET #34 Wirzhontok (b) 497-200 (c) 497-2</td>	MARKET #28 MARKET #28 MARKET #28 Construction ARTEST/TITLE SW W MARTEST/TITLE SW M MARTEST/TITLE MAR	MARKET 831 View Colspan="2">View Colspan="2" View Colspan="2"	MARKET #32 MICI/Columbus, 0H Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2">Colspan="2" VATEST/TILE SM 201 / 75 65 CELINE DION/My Heart Will Go On 61 57 59 59 BACKSTHEET BOYS/As Long As You. 59 56 PAULA COLED Don't Want To Wait Colspan="2">Colspan="2">Colspan="2">Colspan="2" SM 201 Colspan="2" Colspan="2" Colspan="2" SM 201 Colspan="2" Colspan="2" SM 201 Colspan="2" SM 201 Colspan="2" Colspan="2" Colspan="2" SM 201 Colspan="2" SM 201 Colspan="2" SM 201 Colspan="2" SM 201 Colspan="2" Colspan="2" SM 201 Colspan="2" SM 201 Colspan="2" Colspan="2" Colspan="2" Colspan="2" Colspan="2"	MARKET #34 Wirzhontok (b) 497-200 (c) 497-2
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MARKET 447 PLAYS STATESTICATION PLAYS ARTIST/TITLE STATESTICATION	MALKET #48 With Construction MALKET #48 PLAYS ARTIST/TITE 3W ZW LW TW 59 56 52 51 52 53 MARCY PLAYGRUND/Sex And Candy 51 52 51 52 53 MARCY PLAYGRUND/Sex And Candy 57 57 36 51 SEVEN MARY THREFLucts) 36 36 52 49 VENVEM MAY THREFLucts) 36 44 EDWIN MCCAIN/TIT Be 37 34 45 46 38 45 46 CORNERSHOP/Romful Of Asha 37 34 54 52 CORNERSHOP/Romful Of Asha 37 34 55 SARAM MCLACILAN/Sweet Surrender 30 33 45 43 EVEROLAR MCKENNITTIC Mummers' Dance 30 33 45 43 EVERCLEAR/Everything To 46 40 35 SEN FOLDS FWE/Brite 31 42 33< TOAD THE WETMARWAW I Fear 32 30 MARAED/Raining On The Sky - 20 24 DUNCAN SHEIK/Wishtul Thinking 17 22 32 NARAED/Raining On The Sky - 22 20 20 SUGAR RA/FM 15 16 15 17 MCICHNED/XOYAB 15 18 15 18 TOND JUNESKA GOd A SYOU 22 20 216 SUGAR RA/FM <	MARKET #50 KITIST/ITE SATIST/ITE ANTIST/ITE SATIST/ITE ANTIST/ITE ANTIS	Image: Sec: Sec: Sec: Sec: Sec: Sec: Sec: Se	MARINET #52 WDJX/Louisville (502) 588-4800 Matthews.Rite SPLAYS ARTIST/TILE WDJX/Louisville (502) 588-4800 Matthews.Rite SPLAYS ARTIST/TILE WDJX/Louisville (502) 588-4800 Matthews.Rite Colspan="2">SPLAYS ARTIST/TILE WDJX/Louisville (502) 588-4800 Matthews.Rite Colspan="2">SPLAYS Colspan="2">SPLAYS Colspan="2">SPLAYS Colspan="2">SPLAYS ARTIST/TILE WDJX/Louisville (502) 584 Colspan="2">SPLAYS Colspan="2">SPLAYS Colspan="2">SPLAYS Colspan="2">SPLAYS AL 44 AQUA/LIM Back Time 42 44 AQUA/LIM Back Time
MARKET *53 KYO/DKIahoma City (20)S 840-521 McDy/Barceda NATIST/ITLE SMASH MOUTH/Walkin' On The Sun 39 37 52 71 37 52 71 SMASH MOUTH/Walkin' On The Sun 39 37 52 71 37 70 70 69 70 MACHBOX 20/3an 70 70 69 70 MACHBOX 20/3an 70 70 71 SUBHER/You Make Me Wanna 70 70 71 CELINE DOWM, Heart Will Go On 45 71 71 70 71 70 71 70 SUSKERET BOYS/As Long As You 71 70 71 65 SUAKGE GARDEN/TIMM Mady Deeply 27 34 31 57 21 9 25 34 THIRD EYE BUND/How's It Going To Be 29 25 22 22 52 23 AREDOMITH/Prink 19 26 30 29 19 26 30 29 JIMMY RAY/AR You Jimmy Ray? 25 28 02 BEIND MAYOR's Ho Brain - 29 30 28 20 28 BULE WYRER/MSE The Bain - 29 30 28 Pattel WBRUGLIA/Torn 31 26 26 28 31 26 27 INGULore You Down 19 24 24 24 21 27 27 10 23 21 EURN JA/Stree Ma MCKENNIT/The Murmers' Dance 12 17 23 ELION JOHNYS Minch 27 17 10 23 SPICE GIRLS/Too Much 21 21 11 SPICE GIRLS/Too Much 21 21 23 ELION LOWEDRIE Sweet 21 23 40 <th>MARKET #24 WGTZ/Dayton (937) 294-5558 Luczak/Steele PLAYS 3W 2W LW TW ARTIST/TITLE SAVAGE GARDEN/Truly Mady Deeply (37) 294-5558 Luczak/Steele CELINE DROMMY Heart Will Go On 70 69 71 68 SAVAGE GARDEN/Truly Mady Deeply 47 65 69 65 MATCH60X 2023m 47 43 60 62 ALLURE/AU Cried Out 48 58 46 62 BACKSTREET BOYS/As Long As You 43 42 43 61 MEREDTH BROCKSAWNA Would Happen 44 42 43 61 MEREDTH BROCKSAWNA Would Happen 45 46 42 50 BILLE MYES/Mas The Rain 61 67 65 0B BLESSID UNION/Light In Your Eyes 66 68 66 47 ROBYN/Show Me Love 63 45 41 45 SMASH MOUTH/Walkon' On The Sun 63 45 41 45 SMASH MOUTH/Walkon' On The Sun 64 67 44 24 4JIM/W RAV/AR/Viuthumping - 33 93 45 N SYNC7I Want You Back 28 44 42 44 JIMWY RAV/AR You Unimry Ray? 46 25 40 44 IMAAN COPPOLALegend Of A Cowgiri 28 29 41 43 THRD EYE BLINDHow's It Going To Be 30 26 28 41 LUGRENA MOKENNIT/The Mutmers' Dance - 24 40 ADUA/Tum Back Time 39 29 26 34 ALL SANTSA Know Where Its At 33 28 28 34 LUTRICIA MOKEN/AINT That Just 38 28 13 4 ST SKNOW Keiver Its At 33 28 28 34 LUTRICIA MOKEN/AINT That Just</th> <th>MARKET #56 WARTSTITLE SARTSTITLE SARTS</th> <th>MARKET #57 WFLY/Albany, NY (513) 786-6600 Daws SWILL Construction 27 27 62 28 SE SARTIST/TITLE 37 29 100 27 27 62 38 21 ARTIST/TITLE 37 29 100 27 27 62 38 58 61 30 MLW TW 26 60 60 41 61 61 61 58 58 BACKSTREET BOYS/AS Long AS You 61 61 61 61 59 60 MARTCHED WAW Heat Will Go Dn 57 59 59 60 10 28 K-03 JUC/JM Wy Life 11 27 28 ALL SANTS/I Know Where It's At 10 20 28 WILL SMITH/Gettin Juggy Wit It 27 JIMW RAVAR You Jummy Ray? 27 2</th> <th>MALEXET #56 WEBC/Greenville, SC (864) 271-9200 Ward Control (1000) WebC/Greenville, SC (864) 271-9200 WebC/Greenville, SC (864) 271-9200 Ward Control (1000) WebC/Greenville, SC (1000) WebC/G</th>	MARKET #24 WGTZ/Dayton (937) 294-5558 Luczak/Steele PLAYS 3W 2W LW TW ARTIST/TITLE SAVAGE GARDEN/Truly Mady Deeply (37) 294-5558 Luczak/Steele CELINE DROMMY Heart Will Go On 70 69 71 68 SAVAGE GARDEN/Truly Mady Deeply 47 65 69 65 MATCH60X 2023m 47 43 60 62 ALLURE/AU Cried Out 48 58 46 62 BACKSTREET BOYS/As Long As You 43 42 43 61 MEREDTH BROCKSAWNA Would Happen 44 42 43 61 MEREDTH BROCKSAWNA Would Happen 45 46 42 50 BILLE MYES/Mas The Rain 61 67 65 0B BLESSID UNION/Light In Your Eyes 66 68 66 47 ROBYN/Show Me Love 63 45 41 45 SMASH MOUTH/Walkon' On The Sun 63 45 41 45 SMASH MOUTH/Walkon' On The Sun 64 67 44 24 4JIM/W RAV/AR/Viuthumping - 33 93 45 N SYNC7I Want You Back 28 44 42 44 JIMWY RAV/AR You Unimry Ray? 46 25 40 44 IMAAN COPPOLALegend Of A Cowgiri 28 29 41 43 THRD EYE BLINDHow's It Going To Be 30 26 28 41 LUGRENA MOKENNIT/The Mutmers' Dance - 24 40 ADUA/Tum Back Time 39 29 26 34 ALL SANTSA Know Where Its At 33 28 28 34 LUTRICIA MOKEN/AINT That Just 38 28 13 4 ST SKNOW Keiver Its At 33 28 28 34 LUTRICIA MOKEN/AINT That Just	MARKET #56 WARTSTITLE SARTSTITLE SARTS	MARKET #57 WFLY/Albany, NY (513) 786-6600 Daws SWILL Construction 27 27 62 28 SE SARTIST/TITLE 37 29 100 27 27 62 38 21 ARTIST/TITLE 37 29 100 27 27 62 38 58 61 30 MLW TW 26 60 60 41 61 61 61 58 58 BACKSTREET BOYS/AS Long AS You 61 61 61 61 59 60 MARTCHED WAW Heat Will Go Dn 57 59 59 60 10 28 K-03 JUC/JM Wy Life 11 27 28 ALL SANTS/I Know Where It's At 10 20 28 WILL SMITH/Gettin Juggy Wit It 27 JIMW RAVAR You Jummy Ray? 27 2	MALEXET #56 WEBC/Greenville, SC (864) 271-9200 Ward Control (1000) WebC/Greenville, SC (864) 271-9200 WebC/Greenville, SC (864) 271-9200 Ward Control (1000) WebC/Greenville, SC (1000) WebC/G

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	75 2W	IW	т₩	ARTIST/TITLE
33	67	69	69	CELINE DION/My Heart Will Go On
	67	70	69	
54	65	66	63	MATCHBOX 20/3am
50	52		60	
1	53		59	
15	48	54	51	TONIC/If You Could Only
\$7	63	63	50	ALLURE/All Cried Out
3	44	36	49	
	47		49	
	47		48	
51	49		48	
	46		47	
	49		46	
7	52	60	45	
5	46		44	
3	43		43	
1	46		40	SMASH MOUTH/Walkin' On The Sun
2	39		40	
8	41			
- 9	40	23 40	39 36	SPICE GIRLS/Too Much
9	40	40	35	
	23		33	
7	28	29	31	
9	30		30	
4	22	29		MASE/Feel So Good
7		16	28	
24	25	24	26	
		10		USHER/Nice & Slow
	-	-	14	
-	-	-	7	DRU HILL/5 Steps
-	-	-		BROOKLYN BOUNCE/Get Ready To Bounce
-		-		ŁOREENA MCKENNITT/The Mummers' Dance

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				(518) 786-6600 Dawes/Williams		
PLA 3W	YS 2W	เพ	тw	ARTIST/TITLE		
27	27	27	62	JANET/Together Again		
60	62	62	62	SAVAGE GARDEN/Truly Madly Deeply		
62	58		61	BACKSTREET BOYS/As Long As You		
61	61	61	61	SMASH MOUTH/Walkin' On The Sun		
22	60	60	60	MATCHBOX 20/3am		
62	62	62	60	CELINE DION/My Heart Will Go On		
57	59	59	60	R08YN/Show Me Love		
12	10	10	28	K-C) & JOJO/All My Life		
11	27	27	28	ALL SAINTS/I Know Where It's At		
10			28	WILL SMITH/Gettin' Juggy Wit It		
29	27	27	27	JIMMY RAY/Are You Jimmy Ray?		
12	11	11	27	SPICE GIRLS/Too Much		
27	25	25	27	GREEN DAY/Time Of Your Life		
9	7	7	27	LOREENA MCKENNITT/The Mummers' Dance		
60	60	60	26	USHER/You Make Me Wanna		
12	13	13	25	'N SYNC/I Want You Back		
14	14	14	25	UNCLE SAM/I Don't Ever Want		
28	24	24	25	AEROSMITH/Pink		
23	26	26	25	THIRD EYE BLIND/How's It Going To Be		
-	12	12	24	NATALIE IMBRUGLIA/Tom		
12	11	11	24	SHANIA TWAIN/You're Still The One		
8	23	23	24	BILLIE MYERS/Kiss The Rain		
11	12	12	23	BOYZ II MEN/A Song For Mama		
25	27	27	17	LEANN RIMES/How Do I Live		
25	23	23	17	MEREDITH BROOKS/What Would Happen		
60	20	20	17	CHUMBAWAMBA/Tubthumping		
17	17 17	17 17	17 17	SUGAR RAY/Fly MARIAH CAREY/Honey		
15 17	16	16	17	THIAD EYE BLIND/Semi-Charmed Life		
17	10	10	16	DAKOTA MOON/A Promise Make		
17	18	18	16	PUFF DADDY, // II Be Missing You		
15	18	18	16	SISTER HAZEL/All For You		
10	12	12	15	AQUA/Tum Back Time		
13	11	11	15	GARY BARLOW/Superhero		
	11		15	GARY BAHLOW/Supernero SERMON, MURRAY./Rapper's Delight		
14	15		15	MIGHTY MIGHTY/The Impression		
14				PAULA COLE/I Don't Want To Wart		
13	15			NOTORIOUS B.I.G./Mo Money Mo Problems		
			13	ALLURE/All Cned Out		
13	15	15	12	JEWEL/Eoplish Games		

1	B	Ä	9	3.7.	WFBC/Greenville, SC (864) 271-9200 Wagman/J. Love
PLA				ARTIST/TITLE	
3W		LW	TW		
48		55	54		
41	40	40			
	36	53			y Heart Will Go On
41	42	41			
	39		50		N/Truly Madiy Deeply
53			41		
51			40		av ludtnumping DYS/As Lonii As You
39			39 37	BOYZ II MEN/4	
3B 51			37		
51 41			37		
36		40			ID/How's It Going To Be
24			33		ion't Ever Want
22			33		
23		25			
23	25		29		
	2.5	14		ERIC CLAPTON	
	41	40			Walkin' On The Sun
21	17	17	27		
	1.		26		You're Still The One
20	16	19			
20	24	21	26	THIRD EYE BUI	ND/Semi-Cliarmed Life
31		27	25	MEREDITH BRO	OKS/What Would Happen
28		25	25	JANET/Together	
22		23	24	SISTER HAZEL/	All For You
16	10	12			ttin' Jiggy iAfit It
36	25	21	23	MATCHBOX 20/	Push
38	41		23		
40		29			Might In Your Eyes
21			22		Don't Want. To Wait
-	27	26			ENNITT/The Mummers' Dan
28			20		
25				TONIC/If You Co	
19					'll Be Missing You
13		14	17	MASE/Feel So G	Bood
-	17	17	17	SUBLIME/What	Got
22	22	18	17	JEWEL/Foolish	Games
22				CRAVIN' MELO	
17				WALLFLOWERS	
12	16	16	16	MARCY PLAYER	ROUNO/Sex And Candy

CHR/RHYTHMIC TOP 50

FEBRUARY 20, 1998

A.	2W	LW	THE	ADTIST TITLE / ADEL (C)			L PLAYS		TOTAL
N			TW	ARTIST TITLE LABEL(S)	TW	LW	2W	3W	STATIONS/AD
	1	1	0	K-CI & JOJO All My Life (MCA)	2720	2592	2610	2518	47/0
	2	2	0	USHER Nice & Slow (LaFace/Arista)	2576	2369	2416	2219	48/1
	6	3	0	BRIAN MCKNIGHT Anytime (Mercury)	2102	1788	1459	1002	43/0
	3	4	4	UNCLE SAM I Don't Ever Want To See You (Stonecreek/Epic)	1791	1741	1860	1866	43/1
	7	5	6	CELINE DION My Heart Will Go On (550 Music)	1752	1578	1365	9 85	31/1
	9	11	6	DESTINY'S CHILD No, No, No (Grass Roots/Columbia)	1452	1249	1262	1123	41/5
	13	12	0	K.P. & ENVYI Swing My Way (EastWest/EEG)	1399	1162	1056	967	42/5
	10	8	8	BOYZ II MEN A Song For Mama (Motown)	1379	1362	1247	1249	36/0
	4	6	9	LSG My Body (EastWest/EEG)	1371	1547	1713	1862	32/0
	5	7	10	USHER You Make Me Wanna (LaFace/Arista)	1358	1523	1653	1766	35/0
	8	9	11	WILL SMITH Gettin' Jiggy Wit It (Columbia)	1188	1283	1316	1326	29/0
	11	10	12	JANET Together Again <i>(Virgin)</i>	1106	1260	1229	1361	26/1
	17	15	13	TIMBALAND & MAGOO Luv 2 Luv You (BlackGround/Atlantic)	1061	973	917	822	31/2
	20		ŏ	MASE I/TOTAL What You Want (<i>Bad Boy/Arista</i>)	1056	913	818	735	38/2
		17	6	MARIAH CAREY f/BONE THUGS Breakdown (Columbia)		985			
	18	13		, , ,	1035		899	787	34/0
	21	16	16	QUEEN PEN All My Love (Lil' Man/Interscope)	1011	917 050	800	846	31/0
	22	20	Û	SWV Rain (RCA)	1004	850	755	606	37/5
	23	19	13	NEXT Too Close (Arista)	981	886	729	615	36/4
	25	18	19	SAVAGE GARDEN Truly Madly Deeply (Columbia)	931	889	66 9	440	17/1
	16	21	20	BACKSTREET BOYS As Long As You Love Me (Jive)	727	815	963	979	18/0
	12	14	21	SOMETHIN' FOR THE PEOPLE My Love Is (Warner Bros.)	689	9 78	1222	1368	22/0
f	EAK	(ER	22	SYLK-E. FYNE f/CHILL Romeo And Juliet (Grand Jury/RCA)	684	402	320	239	24/6
	19	23	23	MASE Feel So Good (Bad Boy/Arista)	665	723	865	1016	22/0
	15	24	24	SERMON, MURRAY & REDMAN Rapper's Delight (Priority)	649	653	987	1059	19/0
	34	30	25	2PAC f/ERIC WILLIAMS Do For Love (Amaru/Jive)	636	529	512	362	28/1
	32	29	26	SPICE GIRLS Too Much (Virgin)	632	587	544	437	24/1
l	EAK	ER	27	MARY J. BLIGE Seven Days (MCA)	630	422	366	268	26/3
	28	25	28	WYCLEF JEAN Gone Till November (Ruffhouse/Columbia)	629	638	613	596	26/1
	24	27	29	PUFF DADDY & THE FAMILY Been Around (Bad Boy/Arista		610	697	751	24/1
	29	26	30	LEANN RIMES How Do Live (Curb)	568	620	579	482	13/0
	14	22	31	MISSY "MISDEMEANOR" ELLIOTT Sock It 2 Me (EastWest/EEG		739	994	1162	16/0
	30	31	32	ALL SAINTS I Know Where It's At (London/Island)	532	503	553	449	22/0
	AK		33	MISSY "MISDEMEANOR" ELLIOTT Beep Me 911 (EastWest/EEG)		469	435	325	25/2
				ROBYN Show Me Love (<i>RCA</i>)	487	600	630		
	27 B U	28	34					581	15/0
			35	LSG f/L.L., BUSTA & MC LYTE Curious (EastWest/EEG)	412	181	158	109	23/7
	43	34	36	LOS UMBRELLOS No Tengo Dinero (Flex/Virgin)	409	434	400	409	11/0
	_	41	3	ALLURE Last Chance (Track Masters/Crave)	399	353	265	104	21/2
	—	44	33	MACK 10 f/ICE CUBE & SNOOP Only In California (Priority	•	324	230	76	22/3
	45	40	39	MILITIA Burn (Red Ant)	380	367	384	381	14/1
-	ΒÜ		40	ICE CUBE We Be Clubbin' (Heavyweight/A&M)	377	285	250	204	16/6
	26	32	41	BUSTA RHYMES Dangerous (Elektra/EEG)	365	475	662	675	22/2
	_	45	4 2	OL SKOOL f/K. SWEAT & XSCAPE Am I (Keia/Universal)	364	309	217	144	25/4
	47	42	43	JON B. Are U Still Down? (Yab Yum/550 Music)	358	338	342	344	11/0
	ΒU	Т	44	'N SYNC Want You Back (RCA)	355	275	284	253	16/1
	ΒU	T	45	LORD TARIQ & PETER GUNZ Deja Vu (Codeine/Columbia)	341	255	190	129	15/4
	35	43	46	DRU HILL 5 Steps (Island)	320	333	496	609	14/2
	42	48	Ð	DRU HILL We're Not Making Love No More (<i>LaFace/Arista</i>)	304	299	406	514	9/0
	_	_	48	BORN JAMERICANS Send You My Love (<i>Delicious Vinyl</i>)	302	255	266	345	10/1
	33	36	49	CHUMBAWAMBA Tubthumping (<i>Republic/Universal</i>)	301	419	527	582	10/0
			⁴⁹ 50	SUGAR RAY Fly (Lava/Atlantic)	292	290	317	478	
	49	50	-	Count Int Hy (Lava/Allanut)	292	230	317	4/0	12/0

BREAKERS®

SYLK-E. FYNE f/CHILL Romeo And Juliet (Grand Jury/RCA) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART 684/282 24/6 22 **MARY J. BLIGE** Seven Days (MCA) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS 630/208 26/3 **MISSY "MISDEMEANOR" ELLIOTT** Beep Me 911 (EastWest/EEG) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART 33 506/37 25/2 **MOST ADDED** ARTIST TITLE LABELIS ADDS **MONTELL JORDAN** Let's Ride (*Def Jam/RAL/Mercury*) 28 MADONNA Frozen (Maverick/WB) 14 **ROBYN** Do You Really Want Me (RCA) 8 SALT-N-PEPA Gitty Up (Red Ant/London/Island) 8 JANET I Get Lonely (Virgin) 7 LSG f/L.L., BUSTA & MC LYTE Curious (EastWest/EEG) 7 ICE CUBE We Be Clubbin' (Heavyweight/A&M) 6 SYLK-E. FYNE f/CHILL Romeo And Juliet (Grand Jury/RCA) 6 DESTINY'S CHILD No, No, No (Grass Roots/Columbia) 5 K.P. & ENVYI Swing My Way (EastWest/EEG) 5 SWV Rain (RCA) 5 MOST INCREASED PLAYS TOTAL PLAY ARTIST TITLE (ABEL(S) INCREASE BRIAN MCKNIGHT Anytime (Mercury) +314 SYLK-E. FYNE f/CHILL Romeo And... (Grand Jury/RCA) +282 K.P. & ENVYI Swing My Way (EastWest/EEG) +237 LSG f/L.L., BUSTA & MC LYTE Curious (EastWest/EEG) +231 MARY J. BLIGE Seven Days (MCA) +208 USHER Nice & Slow (LaFace/Arista) +207DESTINY'S CHILD No, No, No (Grass Roots/Columbia) +203 MONTELL JORDAN Let's Ride (Def Jam/RAL/Mercury) +192 CELINE DION My Heart Will Go On (550 Music) +174 **ARETHA FRANKLIN** A Rose Is Still A Rose (Arista) +157 HOTTEST RECURRENTS ARTIST TITLE LABEL(S) NU FLAVOR Heaven (Reprise) NOTORIOUS B.I.G. Mo Money Mo Problems (Bad Boy/Arista) ALLURE All Cried Out (Track Masters/Crave) INOJ Love You Down (So So Def/Columbia) MARK MORRISON Return Of The Mack (Atlantic) BOYZ II MEN 4 Seasons Of Loneliness (Motown) PUFF DADDY & FAITH EVANS (/112 I'll Be Missing ... (Bad Boy/Arista) AALIYAH The One I Gave My Heart To (BlackGround/Atlantic)

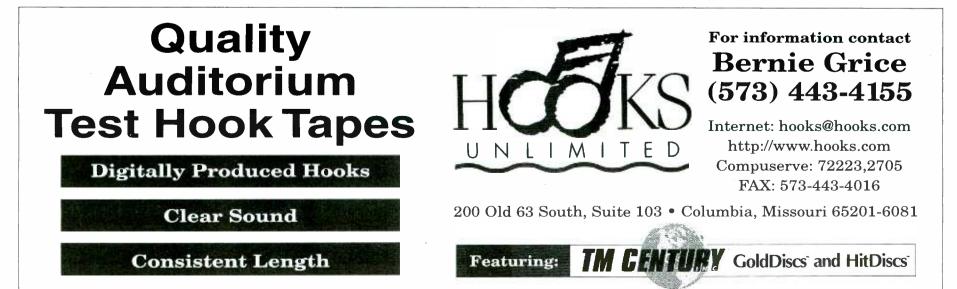
ROME | Belong To You (Every...) (Grand Jury/RCA)

increases in total plays. Weighted chart appears on R&R ONLINE

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

WILL SMITH Men In Black (Columbia)

This chart reflects airplay from February 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker. 49 CHR/Rhythmic reporters. 45 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R&R Inc.



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CHR/RHYTHMIC

Re **НІР НОР ТОР 2**0

1147	TW	ARTIST TITLE LABEL(S)	TW	PLAYS	TOTAL STATIONS/ADDS
	0	MASE f/TOTAL What You Want (Bad Boy/Arista)	3818	3506	123/3
'	ě	K.P. & ENVYI Swing My Way (<i>EastWest/EEG</i>)	3659	3207	125/12
3	-				
2	3	TIMBALAND & MAGOO Luv 2 Luv You (BlackGround/Atlantic)	2709	3406	88/2
7	4	2PAC f/ERIC WILLIAMS Do For Love (Amaru/Jive)	2282	1844	111/3
4	5	BUSTA RHYMES Dangerous (Elektra/EEG)	2091	2947	88/2
6	6	MASTER P Make 'Em Say Ugh (No Limit/Priority)	2025	1962	85/2
9	0	WYCLEF JEAN Gone Till November (Ruffhouse/Columbia)	1935	1715	87/4
5	8	WILL SMITH Gettin' Jiggy Wit It (Columbia)	1834	2302	61/0
10	9	SYLK-E. FYNE f/CHILL Romeo And Juliet (Grand Jury/RCA)	1806	1341	96/8
14	0	LORD TARIQ & PETER GUNZ Deja Vu (Codeine/Columbia)	1428	1197	80/5
8	11	QUEEN PEN All My Love (Lil' Man/Interscope)	1400	1809	52/0
11	12	JAY-Z t/BLACKSTREET The City(Roc-A-Fella/Def Jam/Mercury)	1340	1223	88/0
12	ß	NOTORIOUS B.I.G. Nasty Boy (Bad Boy/Arista)	1271	1215	72/2
16	14	L.L. COOL J 4,3,2,1 (Def Jam/RAL/Mercury)	1220	1037	87/1
15	15	LOX If You Think I'm Jiggy (Bad Boy/Arista)	1200	1168	65/2
13	16	MILITIA Burn <i>(Red Ant)</i>	1196	1201	71/1
_	Ð	MACK 10 f/ICE CUBE & SNOOP Only In California (Priority)	1078	862	81/5
20	18	FIRM Phone Tap (Trackmasters/After/Interscope)	944	900	67/0
-	19	YOUNG BLEED f/MASTER P & FIEND Times(No Limit/Priority) 787	669	60/0
17	20	SERMON, MURRAY & REDMAN Rapper's Delight (Priority)	781	991	30/0

This chart reflects airplay from February 9-15. Songs ranked by total plays. 49 CHR/Rhythmic reporters and 88 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.



SATURDAY SUNSHINE —WKTU/New York morning show co-hosts Hollywood Hamilton (left) and Goumba Johnny (right) hang with Harry Wayne Casey of KC & The Sunshine Band (center) while celebrating the 20th Anniversary of Saturday Night Fever.

NEW & ACTIVE

SOMETHIN' FOR THE PEOPLE All | Do (Warner Bros.) Total Plays: 275, Total Stations: 13, Adds: 1

ARETHA FRANKLIN A Bose Is Still A Bose (Arista) Total Plays: 264, Total Stations: 20, Adds: 2

PRINCE BE, KY-MANI & JOHN F Gotta Be...(Gee Street/V2) Total Plays: 262, Total Stations: 16, Adds: 2

JAY-Z t/BLACKSTREET The City... (Roc-A-Fella/Def Jam/Mercury) Total Plays: 247, Total Stations: 18, Adds: 0

JODY WATLEY Off The Hook (Atlantic) Total Plays: 236, Total Stations: 12, Adds: 2

KINSUI Pha Hop (Blunt/TVT) Total Plays: 227, Total Stations: 11, Adds: 1

MONTELL JORDAN Let's Bide (Def Jam/BAI /Mercury) Total Plays: 220, Total Stations: 29, Adds: 28

REAL ONE U Like Pina Colada (Arista) Total Plays: 218, Total Stations: 6, Adds. 2

JD f/BRAT & USHER The Party Continues (So So Det/Columbia) Total Plays: 208. Total Stations: 9. Adds: 2

98 DEGREES Was It Something I Didn't Say (Motown) Total Plays: 207, Total Stations: 14, Adds: 1

ANGELINA Mambo (Upstairs) Total Plays: 187. Total Stations: 6. Adds: 1

JIMMY RAY Are You Jimmy Ray? (Epic) Total Plays: 162 Total Stations: 7. Adds: 0

SHAGGY Sexy Body Girls (Virgin) Total Plays: 156, Total Stations: 6, Adds: 0

QUEEN PEN A Party Ain't A Party (Lil' Man/Interscope) Total Plays: 135, Total Stations: 3, Adds: 0

SALT-N-PEPA Gitty Up (Red Ant/London/Island) Total Plays: 134, Total Stations: 11, Adds: 8

PUBLIC ANNOUNCEMENT Body Bumpin' Yippie-Yi-Yo (A&M) Total Plays: 132, Total Stations: 3, Adds: 1

BIG PUN I'm Not A Player (Loud) Total Plays: 132, Total Stations: 6, Adds: 0

MADONNA Frozen (Maverick/WB) Total Plays: 128, Total Stations: 14, Adds: 14

COMMON Retrospect For Life (Relativity) Total Plays: 120, Total Stations: 5, Adds: 0

MASTER P Make 'Em Say Ugh (No Limit/Priority) Total Plays: 118, Total Stations: 8, Adds: 1



SMILE ANYTIME— Mercury artist Brian McKnight is caught vibing with some of the best at a recent industry gathering. Hanging out (I-r) are Mercury VP/Field Promotion Tony Smith, R&R CHR Editor Tony Novia, McKnight, Mercury L.A. local Rob Dillman, and Mercury's Mike Klein.

28 MADONNA 24 SWV "Rain 13 K P & ENV"

CHR/RHYTHMIC REPORTERS

Stations and their adds listed alphabetically by market

KKSS/Albuquerque, NM PD: Tony Manero APD/MD: Jackie James	WBHJ/Birmingham, AL (cont.) 24 OL SKOOL "Dreaming" 12 MONTELL JORDAN "Ride" 12 MOK 10 F/CE CUBE "California"	KQKS/Denver, CD PD: Rick Stacy MD: Jenifer Wilde	KBXX/Houston, TX PD: Rob Scorpio MD: Greg Head	KDDN/Monterey, CA PD: Scooler B. Stevens ROBYN "Really"	WWKX/Providence, RI PD: Jerry McKenna MD: Sandy 8.	KTFM/San Antonio, TX PD: Cliff Tredway MD: Steve Chavez	KWIN/Stockton, CA PD/MD: John Christian 10 DRU HILL " teps" 10 MADONNA "Freen"
MONTELL JORDAN "Filde" ICE CUBE "Clubbin"	10 NEXT "Close" 10 LIL JON"Shawty" 10 LIL JON"Shawty"	3 JAMES HORNER "South" MASE F/TOTAL "What" SOMETHIN FOR "AN"	41 MONTELL JORDAN "Ride" 25 LORD TARIQ "Deja" WHHH/Indianapolis, IN	K P & ENVYI "Swing"	44 DESTINY'S CHILD "No" 30 ROBYN 'Realty" 18 BUSTA RHYMES "Dangerous"	SALT-N PEPA "Gitty DAKOTA MOON "Promise MONTELL JORDAN Ride	10 MADONNA "Frezen" 10 MONTELL JrißROAN "Bide" 10 MISSY ELLIOT "Beep" 10 JANET "Loraly
KYLZ/Albuquerque, NM	10 ARETHA FRANKLIN "Rose"	MONTELL JORDAN "Ride"	PD: Scott Wheeler	WFHN/New Bedford, MA PD: Jim Beitz	MONTELL JORDAN "Ride"	MACK 10 F/ICE CUBE California'	10 MARY J BLIGE "Seven 10 ANGELINA "Mambo"
PD: Mark Allen APD/MD: Robb Rovale	WJMN/Boston, MA	KPRR/EI Paso, TX	MD: Carl Frye 9 LSG FALL "Currous"	APD/MD: Kevin Palana	KWNZ/Reno, NV	KHTS/San Diego, CA PD: Todd Shannon	10 ROBYN Rethy
34 MONTELL JORDAN "Ride" 15 LORD TARIQ "Deja"	PD: Cadillac Jack McCartney APD/MD: Cat Collins	PD/MD: John Candelaria 20 BROOKLYN BOUNCE "Bounce"	6 MONT: LL JORDAN "Ride"	MADONNA 'Frozen" ROBYN "Really"	PD: Jeff Davis APD/MD: Bill Shakespeare	APD: Ron Geronimo	
SALT-N-PEPA "Gitty	17 JANET "Lonely"	9 REAL ONE "Pina" 9 LUKE "Raise"	WJBT/Jacksonville, FL PD: Dave Wynter	JANET "Lonely" LSG F/L L "Cunous	JANET Lonely" MARY J BLIGE 'Seven"	MD: Hilman Hayes	WPGC/Washington, DC PD: Jay Stevens
KISV/Bakersfield, CA	WKXJ/Chattanooga, TN	KBOS/Fresno, CA	MD: Tiffany Green	JAMES HORNER "South"	MADONNA "Frozen" SYLK-E FYNE F/CHILL "Romeo"	18 LL COOLJ 'Father" 5 SWV "Rain" 5 MONTELL JORDAN 'Ride	MD: Maurice Devoe
PD: Mark Fealher MD: Mickey Fuentes	Station Mngr.; Roy Jaynes PD/MD: Bobby Corona	MD: Marcus D.	12 NOTOPIOUS BIG "Notopous"	WQHT/New York, NY	MONTELL JORDAN "Bide"	XHTZ/San Diego, CA	7 NEAR DIDER
19 JANET 'Together 1 SWV "Baio"	35 SPICE GIRLS "Much	6 2PAC F/ERIC WILLIAMS "Do" ALLURE Last"	KLUC/Las Vegas, NV PD: Cat Thomas	PD: Steve Smith	KGGI/Riverside, CA	OM/PD: Lisa Vazquez	KDGS/Wichita, KS
MACK 10 F/ICE CUBE "California TIMBALAND & MAGOO Luv"	MONTELL JORDAN "Ride" LSG F/L L Currous"	MADONNA "Frozen" MONTELL JORDAN "Ride"	MD: Melisa Stefas	APD/MD: Tracy Cloherty 13 BUSTA BHYMES "Turo"	APD/MD: Jesse Duran	MD: Dale Solivan 5 ARETHA FRANKLIN Bose"	PD: Steve Darrell
	MISSY ELLIOTT Beep ICE CUBE "Clubbin "	SYLK-E FYNE F/CHILL "Romeo" ICE CUBE "Clubbin"	DESTIMY'S CHILD "No" LSG PLL "Cunous"	11 LOX 'Jiggy" 11 K.P. & ENVYI "Swing"	No Adds	MONTELL JORDAN 'Ride"	APD: Ricardo: Cherry MD: A.J. Jones
KKXX/Bakersfield, CA PD: Chris Squires	SNOOP & KURUPT "Ride" BROOKLYN BOUNGE Bounce	WJMH/Greensboro, NC	KPWR/Los Angeles, CA		WJJS/Roanoke, VA	KMEL/San Francisco, CA	13 SALT N-PEPA Gitty' 12 ROBYN "Bitally"
MD: Tony Manes	FRUIT DE LA PASSION "TIC" WBBM/Chicago, IL	PD: Brian Douglas	PD: Michelle Mercer MD: Camion Young	KCHX/Ddessa-Midland, TX	PD; David Lee Michaela	PD: Joey Arbagey	10 MONTELL IOFDAN "Ride 7 MADONNA "Fiozen"
18 MACONNA 'Frozen'	PD: Todd Cavanah	MD: Mary Kay 45 PUBLIC ANNOUNCEMENT "Body"	UNCLE SAM "Ever"	PD/MD: Leo Caro SALT-N-PEPA "Gitty"	APD/MD: Melissa Morgan 24 SALT N-PEPA "Gitty"	23 JD F/BRAT & USHER Party" 12 MASTER P "Ugh	7 TAMIA "Imaginatio"
WERQ/Baltimore, MD	MD: Erik Bradley	20 GOODIE MOB "Dance" 19 BORN JAMERICANS "Send"	K P & ENVYI "Swing" MONTELL JORDAN "Bide"	NEXT "Close	14 JANET 'Lonely MADONNA 'Frozen"	10 TAMIA 'Imaginatio 7 CELINE DIDN "Heart"	JAMES HORNER 'South'
PD: Tom Calococci APD; Frank Ski	17 MADONNA "Frozen" 4 ROBYN "Really"	KiKi/Honolulu, Hi	WPOW/Miami, FL	OL SKOOL "Dreaming" MADONNA "Frozen"	98 DEGREES "Something" PRINCE BE KY MANI "Gotta"	MONTELL JORDAN "Ride" OL SKOOL "Dreaming	
MD: Darren Brin	3 MASE F/TOTAL "What" 3 NEXT "Close"	PD: Alan Oda MD: Richie Aqui	PD: Kid Curry MD: Phil Jones		SYLK-E FYNE F/CHILL "Romeo" MONTELL JORDAN 'Bide"	SALT-N PEPA "Gitty"	
40 JANET "Lonely" 24 MONTELL JORDAN "Ride"	KZFM/Corpus Christi, TX	29 SAVAGE GARDEN "Truly" 23 JANET "Lonely"	13 PRINCE BE, KY MANI "Gotta" 13 REAL ONE "Pina"	KPSI/Palm Springs, CA	KSFM/Sacramento, CA	KYLD/San Francisco, CA	49 Total Reporters 49 Current Reporters
15 PHAJJA Long" 5 SYLK E FYNE F/GHILL "Romeo"	PD: Ed Ocanas	20 MARY J BLIGE "Seven"	3 LL COOL J '4 3 2 1 3 LORD TARIQ 'Deta	PD: Mike Keane MD: Bobby Sato	PD: Bob West	PD: Michael Martin APD/MD: Jazzy Jim Archer	49 Current Reporters 45 Current Plavlists
5 JODY WATLEY "Hook"	16 MONTELL JORDAN "Ride" 74 MADONNA "Frozen"	18 SHARON SANCHEZ "Blink" 10 MILITIA "Burn"	2 DESTINY'S CHILD "No" MONTELL JORDAN "Ride"	15 MADONNA "Frazen" 12 K.P. & ENVYI "Swing"	MD: Trejo ALLURE "Last"	19 SYLK-E FYNE F/CHILL "Romeo" 14 MONTELL JORDÂN 'Ride"	
WBHJ/Birmingham, AL	ALEX BRAYDON "True" DRU HILL "Steps"	8 ERA "One" 6 HI POWN DJ S "Ding"	KHTN/Merced, CA	11 'N SYNC "Want" 6 ICE CUBE "Clubbin"	ALLUHE "Last" HANSON "Weird"	13 LORD TARIO Deja" 13 PUFF DADDY & FAMILY "Been"	Reported Frozen Playlist (1):
PD: Mickey Johnson APD/MD: Daysha Parker	SWV "Bain" WBTT/Dayton, DH	KQMQ/Honolulu, HI	PD: Pete Jones	3 SWV "Rain"		TIMBALAND & MAGCO "Clock"	KCAQ/Oxmard-Ventura, CA
59 MYSTIKAL "Here"	DM: Jeff Ballentine	PD: Kimo Akane MD: Kathy Nakagawa	APD: Dan Watson MD: Mark Medina	KPTY/Phoenix, AZ	WOCQ/Salisbury, MD	USG F/LL "Currous" OL SKOOL "Dreaming"	Did Not Report, Playlist
42 SALT N-PEPA "Gitty" 42 JD F/BRAT & USHER "Party"	APD/MD: Raye Kimberlin	31 USHER "Nrce" 19 MADONNA "Frozen"	7 WYCLEF JEAN "November"	PD: Rick Thomas	PD: Wookie MD: Marilov	KUBE/Seattle, WA	Frozen (3):
41 ICE CUBE "Clubbin" 41 SCAPFACE "Homies"	MONTELL JORDAN "Ride" JODY WATLEY "Hook"	18 KINSUI "Hop"	ICE CUBE "Clubbin" ROBYN "Really"	APD: Crazy Kid	30 LSG F/LL . "Currous" ROBYN "Realty"	APD: Eric Powers	WDRQ/Detroit, MI
38 MYSTIKAL "Man" 38 EIGHT BALL & MJG "Middle"	IMMATURE "Extra" LIL' JON . "Shawty"	14 TIMBALAND & MAGOO "Luv" 12 BUSTA RHYMES "Dangerous"	SALT-N-PEPA "Gitty" MONTELL JORDAN "Ride"	MD: Eric Valdez 51 DESTINY'S CHILD "No"	MONTELL JORDAN "Ride"	28 MADONNA "Frozen" 24 SWV "Rain	WKTU/New York, NY
			SNOOP & KURUPT "Ride"	MONTELL JORDAN "Ride"	SYLK-E FYRE F/CHILL "Romeo"	13 K P & ENVYI "Swing"	KKFR/Phoenix, AZ

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CHR/RHYTHMIC PLAYLISTS

	FIND COMPLETE F	PLAYLISTS FOR ALL CHR/RHYTHMIC REPOR	TERS ON R&R ONLINE	
MARKET #1 WORT/New York (21) 239-9797 Sim//Cloherry ARTIST/TITLE SW 2W LW TW 42 38 42 42 DRU HILL/Ve're Not Making (41 40 44 1000 TARIOOga Vu 41 41 42 41 MARY J. BLIGE/A Dream 41 41 42 41 UND TARIOOga Vu 41 41	MARKET #2 FORMER ARTIST/TILE 3W 2W LW TW ARTIST/TILE 3W 2W LW TW ARTIST/TILE 45 73 71 74 MACK 10 FIGE CUBE /Only In California 72 70 71 SERMOM, MURRAW, /Rappers Delight 40 46 68 70 ICE CUBE/WW Be Clubbn' 9 73 72 69 LSGMW Bed Clubbn' 17 27 70 68 SNDOP DDGGY DDGGY DDGGWe Just Wanna 42 40 44 47 MILITIABUR - - 40 47 80 BWC THUGS - NHARMDNY/Body Rocc 40 38 48 47 ALL FROM THE /County Jait 76 45 66 OUER PENAI MY Low 71 40 41 USHERNice & Stow 71 39 41 MASE F/TDTALWHAI You Want 73 74 56 LEW PENAI MY Low 73 71 76 SNOOP ACC & JUDJAI MY Life 73 72 69 SIAM WCKNIGHT/Anytime 74 80 39 1 MASE F/TDTALWHAI You Want 75 77 77 77 77 77 77 27 FILACKSTREET/THE Chy Is Mine 76 77 72 78 78 C2 276/CW Wander II 78 21 22 28 24 PUF DADDY/Senoria 78 21 22 28 24 PUF DADOY/Senoria 78 10 24 YUFC JELASKREET TIN City Is M	MARKET #3 WBBM/Chicago (3/2) 944-6000 (3/2) 944-6000 (3/2) 944-6000 (3/2) 944-6000 (3/2) 944-6000 (3/2) 944-6000 (3/2) 944-6000 FURS ARTIST/TILE W ZW LW TW ARTIST/TILE 66 69 66 69 USHER/OU Make Me Wana 60 66 76 66 LEANN RIMES/Mow Do I Live 52 66 65 65 CELINE DIONMAY Heat Will Go On 21 41 60 64 USHER/ICE & Slow 33 46 61 60 BOYZ II MEWA Song For Mama 44 46 71 58 JARE/T/Opether Again 44 46 55 4K PA E NEWY/Swing My Way 57 47 46 49 WILL SMITH/Cetin' Jiggy Will 70 62 43 41 SDMETHIN' FOR ./W Love Is The Shhrl 42 42 53 7 CHUMBAWAMAG/TUbuthmming 63 50 42 34 NDTDRIOUS B.I.G./Mo Money Mo Problems -13 34 32 PAULA COLE/I DON' Man To Wait 23 27 31 29 PUFF DADDY & FAMILY/Net Mond 18 21 25 26 ALLURE/All Cried Dur 10 20 17 25 PUFF DADDY & FAMILY/Net Man To Wait 18 21 52 22 52 MARILHA CARE/. JPAREAdown 8 12 15 22 SPICE GIRLS/Never Give Up On 15 15 26 19 BUSF ANDW A FAMILY/NE'S All About 31 28 - 19 MASE/Feel SO Good - 17 MADONNA/Frozen 37 43 14 16 BOYZ II MEWA Seasons Of 15 14 ROCKEL/In A Dream 17 6 9 14 MISSY ELLIOTT/Sock II 2 Me 28 24 13 MATCHBOX 20/3am 10 14 7 13 'N SYMC/I Wani You Back 16 16 15 11 BACKSTREET BDY/SEverybody - 3 MASE F/TOTAL/Whai You Want - 3 MASE F/TOTAL/Whai You Want - 3 MASE F/TOTAL/Whai You Want - 3 NASE F/TOTAL/Whai You Want - 3 NASE F/TOTAL/Whai You Want - 3 NASE F/TOTAL/Whai You Want - 4 ROBYNDO YOU Really - 4 ROBYNDO YOU Really. Mase f/TOTAL/Whai You Want - 28 24 ALL SANITY K Now Where II'S AT 18 7 1 2 SPICE GIRLS/Now Much	MARKET #4 MARKET #4 MELLSEN ARTIST/TILE Market ARTIST/Typine Market ARTIST/Typine Market ARTIST/Typine	MARKET #4 RITISTITIE Sector State Sta
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URBAN PLAYLISTS



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WDIA/Memphis: A Rich And Varied History

The voice of the black community for 50 years is still going strong

WDIA-AM continues to be a force after 50 influential and powerful years. It not only changed the broadcasting landscape, it also attracted talent from throughout the mid-South that might not otherwise have had a venue to shine at - talent like Rufus Thomas, who is celebrating 45 years at the station; Dwight "Gatemouth" Moore; and Maurice "Hot Rod" Hulbert. B.B. King and Bobby "Blue" Bland began on their respective roads to fame by plugging their gigs at local clubs on the station. Even Elvis Presley appeared at WDIA's hugely successful benefit, "Revues."

But WDIA was

more than a "starmaker" station. It was the voice of the black community. providing a forum to raise and discuss issues and problems. And WDIA's community commitment lives on to this day. To talk

Bruce Demps about what all of

this means to us as broadcasters and as African Americans, I spoke with Clear Channel Metroplex/Memphis VP/GM Bruce Demps, WDIA OM/PD Bobby O'Jay (who also programs WHRK-FM and KJMS-FM), GSM Greg Hamilton, and Marketing & Public Affairs Director Kris DuValle

Steppin' Back In Time

It all started in 1947, when two white radio veterans, John R. Pepper and Bert Ferguson, found that the Country format they were using on WDIA was failing to draw an audience. As a result, advertisers began pulling out, and the end was fast approaching. The station was put up for sale, but the bids received were extremely low.



Ferguson, however, simply wasn't ready to let WDIA go under. He talked with his PD, Chris Spindel, at length, and she, too, was feeling the pressure to do something, anything, to salvage the fledgling station. When Ferguson mentioned his idea to go to an all-black music format, she responded enthusiastically. Ferguson contacted Nat D. Williams, a well-known educator, showman, and emcee who became the first black DJ south of the Mason-Dixon line.

Because of what the station stands for to African Americans, the staff realizes that its 50th anniversary is special in many ways. Says Demps, "We see the 50th anniversary of WDIA as more than

Celebrations Galore

DIA Promotions Director Frank Gilbert says that, starting in February, the station will have a special event each month to celebrate the station's 50th anniversary.

• February: "We're the official media for the Hinretta Marie exhibit, 'A Slave Ship Speaks,' at the Pink Place Museum."

• March: WDIA will take part in the Tennessee Black Heritage Celebration, "an opportunity for black Tennessean's to celebrate not only their contributions to this state, but to the nation as a whole." Bryant Gumbel is the guest speaker.

• April: "Pilgrimage To Memphis." "1998 is the year of the 30th anniversary of the assassination of Dr. Martin Luther King. The pilgrimage will be held from April 3-5. We're what's called one of the Dream Maker sponsors

May: WDIA is one of the primary sponsors of the W. C. Handy Awards, where those involved in the blues music industry are honored. . June: Celebration of Black Music Month

• July: On the 18th, a family picnic day will be hosted at Martin Luther King Jr. Park. "There will be bands, vendors, food, and fun for all."

• August: WDIA's School Supply Drive to help buy school supplies for needy children

 September: The Southern Heritage Football Classic between Tennessee State University and Jackson State University.

a promotional opportunity. We think it has enough significance to really be treated as a historical event and a milestone. That's why we've taken a little bit of a different approach to it. We know for a fact that Nat D. Williams was the first person who broke the ground for what we know as Black radio today. Starting in 1948 through 1998, this radio station has been of continuous service to the African-American community here, and that's something we're certainly proud of.

URBAN

'WDIA is truly the station that helped to make Black radio what it is today in terms of people understanding the value of the black consumer and the money they spend on products. There were people who played black records who never had black announc-

ers on the air, and they certainly didn't use those announcers to market their product. And that's what has brought about, I believe, the proliferation of Urban-formatted stations, Urban radio networks, BET, Ebony - you name it. All of those companies are what they are because the advertising community supports them. It's not about trying to be a nice guy; it's about doing what's good for business. WDIA believes that we have helped bring about that type of positive thinking in this industry and society in general.'

Kris DuValle

Commemorating More Than A Station

"My major concern about the 50th anniversary celebration is that we commemorate this and not just have a series of events that people tend to for-get later," says DuValle. "My vision is to have a year where people remember what happened here as a point in history as historical as WDIA itself. I don't want people to walk away from this as a year of fun. I want people to really remember what the 50th year of this station's existence means not only to the area, but to the entire country and this industry."

Adds Demps, "One of the themes that we're using to market 'DIA is a hook from a song, 'It just gets better with time,' along with '50 Years Of Goodwill.' We realize the foundation that this organization has been built on. so we market the station by saying what it has stood for in the past and what it stands for now. We're not going to bury this station and say that 50 years is enough. You've seen the ratings, and we're still doing gangbusters! We're a Top Five radio station Persons 12+ and a Top Three radio station 25-54 in a very competitive marketplace."

"Speaking from a competitive mar-keting standpoint," Hamilton begins, "If you look at the numbers of strong AM stations around the country, I don't

We see the 50th anniversary of WDIA as more than a promotional opportunity. We think it has enough significance to really be treated as a historical event and a milestone.

-Bruce Demps

think you'll find any other that is as strong as 'DIA, particularly from a market-share perspective, since we're not tied to any sports franchise. We do it all with our general-market programming, and from a sales perspective, we market just like anybody else in town. Yes, we talk about the history of the radio station, but to a 24-year-old media buyer who just got out of SMU,

that doesn't mean anything. We have to talk about the current strengths of the radio station"

"

Demps chimes in, "That's including the qualitative aspects of the audience. It's still a very attractive, mobile audience. WDIA

has found a way - I'm not certain of what the secret is --- to continue to expand on its audience and introduce new people to the station.'

A Salute To The Past

In addition to the many events planned to celebrate the station's 50th anniversary (see the sidebar for a monthby-month breakdown), WDIA will also try to find and bring back as many of its air talents from the past as possible, according to O'Jay. "We know it will be great. People here will love it, because they've been into WDIA all of their lives just like me!" On October 24, the station is planning its largest event, the

'Goodwill Starlight Revue.' Hamilton elaborates, "Just to give you some perspective on how strong

and important this event was here in Memphis back in the '60s, I started in radio as a part-time DJ back in 1968 at another station here in Memphis. The 'Goodwill Starlight Revue' was such a community-oriented event that our station and others would run PSAs promoting it. That's how strong it was.

"People were behind the event be-

·1998

cause of what the radio station did with the proceeds, which was to support activities in the community that were not being supported at the time by the public sector," Demps re-calls. "We're planning a black-tie re-

"

union event at the Peabody Hotel, where current WDIA staffers will offer words of thanks and appreciation to those who came before us. Our mayor, Willie Harenton, has committed to being a part of this event, and we look forward to having a celebration worthy of what WDIA stands for."

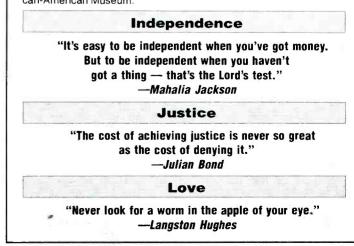
As you can see, the folks at WDIA are going to be very busy throughout the year for two very positive reasons: First, for the benefit of those they serve --- the loval listeners - and second, because of the true meaning of WDIA - goodwill!

For an in-depth look at the history of WDIA, check out Wheeling On Beal Street, by Purdue University Professor Louis Cantor. B.B. King wrote the forward.



Words To Live By

D uring the holidays, people touched by the spirit of giving participate in drives of all sorts: food, clothing, toys. In honor of Black History Month, we at R&R would like to offer a little sustenance of our own, food for thought. Throughout the month of February, we'll be sharing quotes from some famous African Americans, courtesy of the California African-American Museum



All we want you to do is... use your imagination

the long awaited single from land

Debut () R&R Urban Chart +478 Plays

using	their "ima	gination'	'at:	
KDKS	WAMO	WGZB	WOWI	WUSL
KIPR	WBLK	WHRK	WPAL	WWDM
KKDA	WBLS	WJLB	WPLZ	wwwz
KMJJ	WCDX	IMLW	WQHH	WXQL
KMJM	WCHB	WJTT	WQUE	WZAK
KSJL	WCKX	WKKV	WROU	WZHT
KPRS	WFXA	WKYS	and ma	ny more!

tamia performing on VIBE TV april 10th







Charge It 2 Da Game

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There is No Limit to Silkk's New Single "Just Be Straight With Me"

3rd MOST ADDED: NO LIMIT BELIEVERS

WFXE, WEAS, WIBB, WEDR, WTMG, WHNR, WTMP, WFXA, WPAL, WWWZ WYNN, WPEG, WZFX, KIPR, WJJN, WBLX, WYOK, WJZD, WJMI, WJMG, WESE WACR, WJTT, WKGN, WQQK, WJKX, WHRK, WGZB, KHRN, KKDA, KIIZ, KSJL, KBCE WEMX, KRRQ, KZWA, KYEA, WQUE, KJMM, KDKS, KJMM, KVSP KTBT, WDZZ, WQHH WTLZ, WZAK, WIZF, WCKX, WLJM, WJUC, WJFX, WNOV, WKKV, KMJM, KPRS, WOWI, WAMO

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URBAN TOP 50

FEBRUARY 20, 1998

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					-		L PLAYS	214	TOTAL STATIONS/ADDS
3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TW 2260	LW 2012	2w 2700	зw 2273	86/0
11	6	3	Q	MARY J. BLIGE Seven Days (MCA)	3369	3013			
12	10	6	Q	K-CI & JOJO All My Life (MCA)	3122	2850 2963	2598 2694	2216 2379	83/0 86/3
7	7	4	3	DESTINY'S CHILD No, No, No (Grass Roots/Columbia)	3108			3210	83/1
4	3	1	4	UNCLE SAM Don't Ever Want To See You (Stonecreek/Epic)	3096 3095	3378 2893	3215 2630	2332	86/0
9	8	5	6	SWV Rain (RCA)	2762	2593	2489	2332	85/1
10	11	8	Q	MASE I/TOTAL What You Want (Bad Boy/Arista)	2741	2393	2405	1736	85/0
16	13	11	0	OL SKOOL f/K. SWEAT & XSCAPE Am I Dreaming (Keia/Universal)	2676	3166	3616	3724	75/0
1	1	2	8	BRIAN MCKNIGHT Anytime (Mercury) NEXT Too Close (Arista)	2417	2167	1872	1626	83/3
19	17	16	9		2417	2636	2927	3400	63/0
3	4	7	10	USHER Nice & Slow (LaFace/Arista)	2412	2182	1874	1542	84/1
23	16	14	90	MISSY "MISDEMEANOR" ELLIOTT Beep Me 911 (<i>EastWest/EEG</i>) MARIAH CAREY I/BONE THUGS Breakdown (<i>Columbia</i>)	2274	2011	1699	1217	80/0
31	20	18	8		2265	2181	2072	1912	79/1
14	14	15	89	SOMETHIN' FOR THE PEOPLE All I Do (Warner Bros.) K.P. & ENVYI Swing My Way (EastWest/EEG)	2260	2045	1812	1541	83/7
24	18	17		LSG f/L.L., BUSTA & MC LYTE Curious (EastWest/EEG)	2166	1915	1639	1257	86/0
28	21	19	6	MASTER P Make 'Em Say Ugh <i>(No Limit/Priority)</i>	1907	1848	1741	1587	77/1
21	19	20	ð	PUBLIC ANNOUNCEMENT Body Bumpin' Yippie-Yi-Yo (A&M)	1891	1599	1264	885	78/0
43	27	21		BUSTA RHYMES Dangerous (Elektra/EEG)	1726	2472	2487	2376	66/0
8	12	10	18	DRU HILL 5 Steps (Island)	1703	2489	3395	3561	60/0
2	2	9	19	TIMBALAND & MAGOO Luv 2 Luv You (BlackGround/Atlantic)	1648	2403	2707	2575	57/0
5	5	12	20	2PAC f/ERIC WILLIAMS Do For Love (<i>Amaru/Jive</i>)	1646	1315	697	82	83/2
-	47	25	8	SMOOTH Strawberries (Perspective/A&M)	1583	1479	1203	962	76/2
39	29	22	8	JODY WATLEY Off The Hook (Atlantic)	1573	1407	1254	1079	75/0
34	28	24	8	PHAJJA So Long (Well, Well, Well) (Warner Bros.)	1474	1429	1288	1240	64/1
29	26 EAK	23	-	MONTELL JORDAN Let's Ride (Def Jam/RAL/Mercury)	1432	841	12		84/3
6	9	13	26	JANET Together Again (Virgin)	1432	2371	2605	2524	57/0
44	33	27	ð	7 MILE Just A Memory <i>(Crave)</i>	1346	1275	1068	856	63/0
	EAK		ð	ARETHA FRANKLIN A Rose Is Still A Rose (Arista)	1322	812	27	36	83/4
42	37	31	æ	WYCLEF JEAN Gone Till November (Ruffhouse/Columbia)	1306	1077	930	889	61/3
41	34	29	ð	NOTORIOUS B.I.G. Nasty Boy (Bad Boy/Arista)	1199	1146	1056	902	68/2
	41	32	ğ	PATTI LABELLE Someone Like You (MCA)	1180	1056	767	317	65/1
37	31	28	ð	LOX If You Think I'm Jiggy (Bad Boy/Arista)	1165	1154	1092	988	62/1
22	25	26	33	LSG My Body (EastWest/EEG)	1148	1298	1372	1545	34/0
	EAK		34	KEITH WASHINGTON Bring It On (Silas/MCA)	1143	822	377	31	70/0
49	40	35	5	JAGGED EDGE Gotta Be (So So Def/Columbia)	1141	1014	876	725	64/2
	EAK		30	L.L. COOL J 4,3,2,1 (Def Jam/RAL/Mercury)	1123	933	594	255	78/0
100 C 100 C	EAK		ð	SYLK-E. FYNE I/CHILL Romeo And Juliet (Grand Jury/RCA)	1122	939	673	460	72/2
45	38	34	đ	JAY-Z 1/BLACKSTREET The City Is Mine (Roc-A-Fella/Def Jam/Mercury)		1017	923	804	70/0
8	EAK		39	LORD TARIQ & PETER GUNZ Deja Vu (Codeine/Columbia)	1087	942	716	437	65/1
_	_	49		ELUSION Reality (RCA)	948	728	304	19	73/1
DE	ΒU	T	99	TAMIA Imagination (Qwest/WB)	937	459	50	33	74/8
18	24	30	42	BOYZ II MEN A Song For Mama (Motown)	930	1101	1409	1667	37/0
_	_	46		FIRM Phone Tap (Trackmasters/Aftermath/Interscope)	914	802	643	312	65/0
_	_	48	88	DAVE HOLLISTER/REDMAN/SERMON The Weekend (Tommy Boy)	870	742	589	433	58/3
_	48	44	4 5	ALLURE f/RAEKWON Give You All I Got (Track Masters/Crave)	867	818	692	516	57/0
_	42	42	46	MILITIA Burn (Red Ant)	816	834	731	649	57/0
DE	BU	T	47	H-TOWN (You Make) Natural Woman (Relativity)	811	614	204	16	67/2
DE	ΒU	T	43	YOUNG BLEED I/MASTER P & FIEND Times So Hard (No Limit/Priority)		669	513	205	60/0
-	_	50	49	LUNIZ f/REDMAN Hypnotize (C-Note/Noo Trybe)	774	712	543	156	68/0
DE	ΒU		50	PUFF DADDY f/MASE Been Around The World Again (Bad Boy/Arista)	702	590	232	_	53/1

This chart reflects airplay from February 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker 88 Urban reporters. 85 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

MYSTIKAL The Man Right Chea (Big Boy/Jive) Total Plays: 692 Total Stations: 37. Adds: 0 MACK 10 f/ICE CUBE & SNOOP ... Only In California (Priority) CECE WINANS Well, Alright! (PMG/Atlantic) Total Plays: 658, Total Stations: 49, Adds: 0 SNOOP DOGGY DOGG & KURUPT Ride On/Caught Up (Noo Trybe/Virgin) **BILLY PORTER** Borrowed Time (*DV8/A&M*) Total Plays, 423, Total Stations: 46, Adds: 7 RANDY CRAWFORD Bye Bye (Bluemoon/Atlantic) Total Plays: 399, Total Stations: 30, Adds: 1 ICE CUBE We Be Clubbin' (Heavyweight/A&M) Iotal Plays: 369 Total Stations: 65 Adds: 62 SOUL FOR REAL Come See Me (Chrome Dome/Tommy Boy) Total Plays: 354, Total Stations: 22, Adds: 0

JAMES GREER & CO. Beautiful Black People (Born Again) MARK MORRISON Moan And Groan (Atlantic) Total Plays: 330, Total Stations: 34, Adds: 5 JD f/BRAT & USHER The Party Continues (So So Def/Columbia) Total Plays: 328. Total Stations: 63. Adds: 59 **MCGRUFF** Before We Start (*Uptown/MCA*) Total Plays: 316, Total Stations: 30, Adds: 1 QUEEN PEN A Party Ain't A Party (*Lil' Man/Interscope*) Total Plays: 289. Total Stations: 19. Adds: 8 O'MEKA A Real Lady (All-Net) ns: 28. Adds: 0 al Plays: 246, Total Statio **GRAVEOIGGAZ** Unexplained (*Gee Street/V2*) Total Plays: 209, Total Stations: 23, Adds: 0 Songs ranked by total plays

BREAKERS MONTELL JORDAN

Let's Ride (Def Jam/RAL/Mercury) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART 84/3 Ð 1432/591 **ARETHA FRANKLIN** A Rose Is Still A Rose (Arista) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART 83/4 3 1322/510 **KEITH WASHINGTON** Bring It On (Silas/MCA) CHART 30 TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS 1143/321 70/0 L.L. COOL J 4.3.2.1... (Def Jam/RAL/Mercury) CHART TOTAL STATIONS/ADDS TOTAL PLAYS/INCREASE 78/0 1123/190 SYLK-E. FYNE f/CHILL Romeo And Juliet (Grand Jury/RCA) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS 1122/183 72/2 CHART 37 LORD TARIQ & PETER GUNZ Deja Vu (Codeine/Columbia) TOTAL STATIONS/ADDS TOTAL PLAYS/INCREASE CHART 39 1087/145 65/1

MOST ADDED

ADDS ARTIST TITLE LABEL(S) ICE CUBE We Be Clubbin' (Heavyweight/A&M) 62 JD f/BRAT & USHER The Party... (So So Def/Columbia) 59 SILKK THE SHOCKER Just Be Straight ... (No Limit/Priority) 55 ROOM SERVICE Stay (EastWest/EEG) 53 CHANGING FACES All Day, All Night (Big Beat/Atlantic) 43 WHISPERS For The Cool In You (Interscope) 34 **DMX** Get At Me Dog (*Def Jam/Mercury*) 31 **RAKIM** Saga Begins (Universal) 25 **REBBIE JACKSON** Yours Faithfully (MJJ/Work) 19 RICK JAMES Turn It Out (Private I/Mercury) QUEEN PEN A Party Ain't A Party (Lil' Man/Interscope) 8 SNOOP DOGGY DOGG & KURUPT Ride On... (Noo Trybe/Virgin) 8 **TAMIA** Imagination (*Qwest/WB*)

MOST INCREASED TOTAL

PLAYS ARTIST TITLE LABEL(S) INCREASE MONTELL JORDAN Let's Ride (Def Jam/RAL/Mercury) +591 ARETHA FRANKLIN A Rose Is Still A Rose (Arista) +510 TAMIA Imagination (Qwest/WB) +478 MARY J. BLIGE Seven Days (MCA) +356 2PAC f/ERIC WILLIAMS Do For Love (Amaru/Jive) +331ICE CUBE We Be Clubbin' (Heavyweight/A&M) +330KEITH WASHINGTON Bring It On (Silas/MCA) +321 OL SKOOL I/K. SWEAT & XSCAPE Am I ... (Keia/Universal) +300**BILLY PORTER** Borrowed Time (DV8/A&M) +300 PUBLIC ANNOUNCEMENT Body Bumpin' Yippie... (A&M) +292

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)

DRU HILL We're Not Making Love No More (LaFace/Arista) WILL SMITH Gettin' Jiggy Wit It (Columbia) JON B. Are U Still Down? (Yab Yum/550 Music) SAM SALTER It's On Tonight (LaFace/Arista) ERYKAH BADU Tyrone (Kedar/Universal) USHER You Make Me Wanna... (LaFace/Arista) JOE Good Girls (Jive) OUTKAST w/CEE-LO In Due Time (LaFace/Arista) NEXT Butta Love (Arista) MISSY "MISDEMEANOR" ELLIOTT Sock It ... (EastWest/EEG) 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 ithe greatest week-to-week increases in total plays. Weighted chart appears on R&R week-to-ONLINE.

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URBAN ACTION



ARTIST: **ALI** LABEL: **Island**

Wer since his impressive performance at an industry gathering last year, people have been anticipating the release of Ali's first album. And now, **Alistair Tennant**'s "funkafied ode to long-lost passion" has managed to become **R&R**'s Most Added song on the Urban AC chart (2/6). "Love Letters," the debut single from Ali's debut album, *Crucial*, surpassed some betterknown artists in number of adds its first week out. Sounding very similar to **Al Green**, this singer/songwriter possesses a genuine talent that stirs the emotions and is a treat for the ears.

Music runs in Ali's blood. He was born and raised in East London, and his mother sings in church and his grandfather plays



the saxophone. Ali began pursuing a singing career at the age of 15 at the suggestion of his cousin. Ali's talent was perfected and his confidence strengthened. The compliments of others finally made him realize that he had something real, something that others could definitely appreciate.

"Love Letters" questions the motive of a former love who has returned. But Ali has a brand-new life with "someone who loves him." (So I guess homegirl is s.o.l.) "Tomorrow" is a beautiful ballad filled with a massive dose of reality and tremendous pain. It's not often you hear a guy sing about being in love with a married woman who has children, one who keeps promising that his rewards are to come. According to Ali, "Tomorrow is comfort for fools." The romantic "So In Love" pleads for the woman's input on how to keep her in his (Ali's) life. "Maybe Today" is a hopeful message about finding love, while the title track, "Crucial," describes the female's existence in his life.

This CD is filled with the complications and rewards of love. A great listening experience for Valentine's Day, *Crucial* contains material with substance, tracks that range from head bobbin' to body swayin', and one incredible voice that is filled with passion, soul, and nostalgia (Ali's Al Green-ism).

With the UK crossing over such talented artists as **Loose Ends** and **Caron Wheeler**, Ali's album is no surprise when it comes to enjoyment and quality.

— Tanya O'Quinn Urban Asst. Editor

Artist Breakdown highlights artists with strong chart momentum.

With Brant Johnson

Mary J. Blige Share My World MCA

PD/MD --- WQHH/Lansing, MI

I know everyone has something negative to say about Mary J. Blige: She's the remake queen, she's ghetto, she can't sing, etc. Mary J. Blige is the bomb, and with every multiplatinum album she proves it. Blige has clearly carved her niche in the music industry as the Queen of hip-hop.

Each of Blige's albums has revealed another step toward her career maturity. From What's The 411? which went to No. 1, to My Life, which also went to No. 1, to Share My World, which went to, guess where? As soon as I listened to Share My World, I called a few colleagues and asked which cuts were they going to play. Vickie Preston, MD of WCHB/ Detroit, said that there were so many jams on the CD, you could play almost every one and each would be a hit. (As you may have noticed, every station has done just about that.) Share My World is so tight, we've played seven cuts off the CD in heavy rotation, and sometimes several at a time.

The tracks on World show Blige's diversity within the entire listening spectrum, with tracks



including, "I Can Love You" with Lil' Kim, which kicks the younger demo into a trance, and solid ballads like "It's On" with R. Kelly, "Missing You," "Everything," and Mary's grown-up remake of Natalie Cole's "Our Love." My personal favorite is "Everything." The lyrical content combined with the music composition moves me, and it stayed at No. 1 for weeks. Blige's music is undeniable. There is much smack said about her, which is just that — smack. I'm feeling her, and so is our listening audience. So much to say, so little space. I didn't even begin to touch on the success of Seven Days.

ADDVANCE NOTICE

Giving you fair warning: These are the singles that are going for adds on Mondav (2/23) and Tuesday (2/24).

DAVINA Come Over To My Place (Loud/RCA)

LOX Money, Power, And Respect (Bad Boy/Arista)

PLAYA Cheers To You (Def Soul/Def Jam/Mercury)

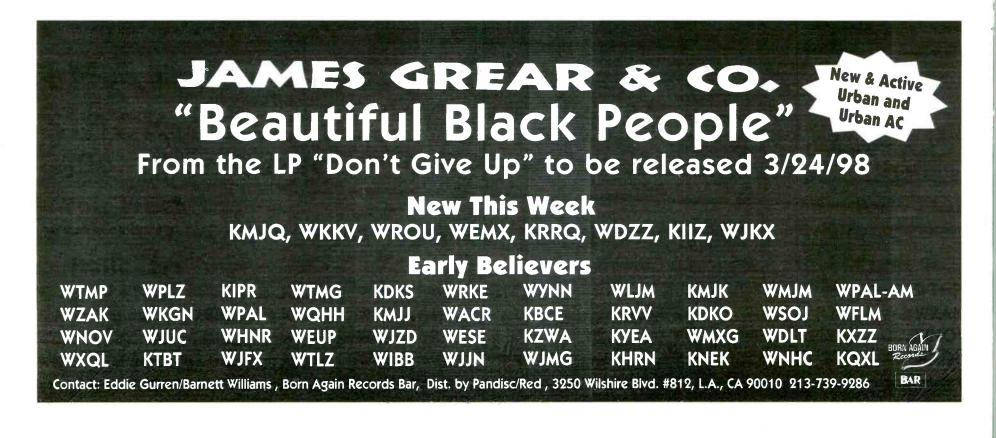
QUEEN PEN A Party Ain't A Party (Lil' Man/Interscope)

KIMBERLY SCOTT Don't Leave Me Alone (Columbia)

SISTER SLEDGE Walking In The Light (Fahrenheit)

TIMBALAND & MAGOO Clock Strikes(BlackGround/Atlantic)

VOICES OF THEORY Say It (Red Ant/H.O.L.A./Island)



ww.americanradiohistory.com



68 URBAN PLAYLISTS

URBAN AC PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL URBAN AC REPORTERS ON R&R ONLINE MARKET #5 MARKET #30 MARKET #32 MARKET #2 MARKET #3 WDAS 105.3 FM-1480 AM 403 RHYTHM 107 WNOV/Milwaukee (414) 449-9668 KJLH/Los Angeles WVAZ/Chicago (312) 360-9000 Myrick/Muhamm Construction of the second secon WCKX/Columbus, OH (614) 487-1444 Strong/Stevens WDAS/Philadelphia (610) 617-8500 Tamburro/Davis 02.3 KJLH
 Myrick/Muhammad

 PLAYS
 ARTIST/TITLE

 3W 2W LW TW
 20
 19
 34
 37
 BRIAN MCKNIGHT/Anytime

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 JDE/The Low Scene
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 DDE/The Low Scene
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 DRU HILW'ere Not Making.
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 SOUNDO SO BLACKNESSHidd On (Change...)

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 SUTHER WANDROSS/Mem You Call On.

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 SOUNDO SO BLACKNESSHidd On (Change...)

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 LSG/MP Body

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 RARTHA FRANKLIWA Rose Is Still...

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 10 MAYU LLW/Nenever Menerever....

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 RARETHA FRANKLIWA Rose Is Still...

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 ARTIST/TITLE

 ATTIST/TITLE

 N. LW TW

 8 46 45
 DRU HILL/Were Not Making...

 13 45
 MARY J BLIGE/Seven Days

 3 64 5
 K-CI & JOJOMI My Life

 7 45
 SALAY J BLIGE/Seven Days

 3 64 4
 BOYZ II MEMA Song For Mama

 4 64
 HOYZ II MEMA Song For Mama

 4 74
 SHARAND & MAGOOL w2 Luw You

 4 73
 BRIAN MCKNIGHT/Anytme

 5 4 4
 UNCLE SAMI Don't Ever Want...

 5 4 3
 DIRALAND & MAGOOL w2 Luw You

 7 4 3
 BRIAN MCKNIGHT/Anytme

 5 4 4
 USHER/Nice & Slow

 8 2 9
 PUBLIC ANNOLINCEMENT/Body Bumpin'...

 3 3 10 RDL HILUS Steps
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 ORU HILUS Steps

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 ORU HILUS Steps

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 JANET/Together Again

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DRU HILL/We're Not Making
BOY2 11 MENA Song For Mama
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MILESTONE/I Care 'Bout You
BRIAN MCNNGHT/Anytine
MARY J. BILE/SZMEN Days
LSG F/L.L./:Curnous
ERYKAH BADU/Fyone
UNCLE SAM/I Don't Ever Want...
SWW/Rain
LUTHER VANDROSS'I Won't Let You...
PHAJA/SG Long (WeII...)
ARETTA FRANKLINA Rose is Sill...
JODY WATLEY/OIT The Hook
MCNU MATLEY/OIT The Hook
MCN CRAWFORD/Bye Bye
MARIAH CAREY...Breakdown
KATH ACHSI'LS Bies
KAREN ULAR-SHEARD./Nothing Without You
JANET/Together Again
RANDY CRAWFORD/Bye Bye
MARIAH CAREY...Breakdown
KETH WASHINGTON/Bing I On
BONEY JAMES/I's Al Good
LSG/My Body
PATTI LABELLE/SOmene Like You
TAMIA/Imagination
K-GI & JQU/AII My Life
GEOREF HOVARD.MINGIN Mood
WHISPERS/For The Cool In You PLAYS 3W 2W LW TW 15 15 15 15 15 15 15 ARTIST/TITLE ARTIST/TITLE UNCLE SAMI Don't Ever Want .. DESTIMY'S CHILD/No, No, No BUSTA RHYMES/Dangerous WYCLEH JEANGone Till November WCLaust Clowmn' MASE F/TOTAL/What You Want K-CH & JQUGVI Mey Life DL SKOOL JAM I Dreaming SOMETHIN FOR.JAMI I Do PUBLIC ANKOLINCEMENT/Body Bumpin'... MISSY ELLIOTT/Beep Me 911 SMOOTH/STANDerrise NEXT/TOG Close CHRISTION/BANDER'IS NEXT/TOG Close CHRISTION/BANDER'IS MACK 10 F/RC CUBE/ZONJ In Caldrena MASTER P/Make "Em Say Ugh MARY J. BLIGESeven Days ARTIST/TITLE
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 10 12 10 10 MARY J. BLIGE/Seven Days SWV/Rain MARIAH CAREY.../Breakdown NOTORIOUS B.I.G./Nasty Boy JAY-Z F/BLACKSTREET/T/He City Is Mine WYSTIKAL/The Man Right Chea LSG FAL..../Curious LOOP XMILO../Dea Vu LOOP XMILO../Dea Vu LOOP XMILO../Dea Vu JOY WATLEY/OH The Hook PHAJJA/So Long (Well..) JAGGED EDGE/Gotta Be 7 MILE/Just A Memory K P.& ENVYI/Swing My Way 17 5 10 5 MARKET #6 KRBV/Oallas (214) 630-3011 Bacote MARKET #33 KSJL/San Antonio MARKET #34 MARKET #7 MARKET #8 R & B Hills much Chelves 96.1** נואנב/ WOWI/Norfolk (757) 466-0009 Holiday/Mauzone M123 WMXD/Detroit WMMJ/Washingto (301) 306-1111 Gilmore MAJIC 102.3 FM (313) 965-2000 Starr/Rankin (210) 271-960D
 Adult Satisfaction!
 Andrews/Ollervidez

 PLAYS
 ANTIST/TITLE

 3W 2W LW TW
 19 19 15 22
 MARY J BLIGE/Seven Days

 5 10 19 20
 DESTINYS CHILD/No. No. No

 14 19 15 20
 NEXTON Close

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 MISS CHILD/T/Rep Me 911

 20 19 20 18
 UNCLE SAM/I Oont Ever Want...

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 MODIF/STawberries

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 PUBLIC ANNOUNCEMENTBOdy Bumpin'.

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 JODY WAILEY/ON The Hock

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 BY CHANCEBaby HIS Only Bumpin'.

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 PUBLIC ANNOUNCEMENTBOdy Bumpin'.

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 BY CHANCEBaby HIS Only ISM In

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 WYCLEF JEAN/Gone TII November

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 H-TOWNI/You..) Natural...

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 3 7 MILEJUST A Memory

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 TIMEJUST A MEMORY

 13 7 11
 PATIL LABLLES/Some Like You

 13 7 11
 PATIL ABLLES/Some Evene

 14
 TIMEJUST A MEMORY

 Adult Satisfaction!
 Holiday/Mauzone

 PLAYS
 ARTIST/TITLE

 3W 2W LW TW
 36

 35
 40
 44
 K-CI & JOJO/All My Life

 36
 41
 40
 46
 K-CI & JOJO/All My Life

 36
 41
 40
 40
 MARY J. BLIGE/Seven Days

 36
 36
 38
 USHER/INCe & Slow

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 38
 WYRam

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 38
 37
 MASE F/TOTAL/What You Want

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 37
 MASE F/TOTAL/What You Want

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 MASE F/TOTAL/What You Want

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 DESTIM'S CHILO/T/Rogether Again

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 MISSY ELLIOTT/Bree Me 911

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 JODY WILSY/CHILO/T/Dree Me 911

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 JODY WATLEY/OF The Weekend

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 WYCIEL FAMNELIN/A Rose IS Still...

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 JODY WATLEY/OF The Hook

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 AFTER FAMNELIN/A Rose IS Still...</t
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 SW 2W LW TW
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 SRIAN MCKNIGHT/Anytime

 24 36 37 36
 SILSG/My Body

 37 37 36
 MLESTORE/ Care 'Boot You

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 SALESTORE/ Care 'Boot You

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 SALESTORE/ Care 'Boot You

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 SUBDY II MEWA'Song For Mama

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 SE K-12 & SAUND ONT Ever Want...

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 SOUNDS OF BLACKNESS/Hold On (Change...)

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 SOUNDS OF BLACKNESS/Hold On (Change...)

 20 8 24 23
 LUTHER VANDROSSI Won't Let You...

 9 20 23
 SWU/Rain

 6 7 16 22
 MARY J BLIGE/Seven Days

 32 22 22
 JDRU HILL'S Steps

 16 11 13
 SUGE/Seven Clays

 32 22 22
 JDRU HILL'S Steps

 16 11 13
 MARY J BLIGE/EveryTime

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 JOSTHA MARWA ME WAINA....

 12 12 12
 KENYL VAITIMORE/For You

 13 14 12
 KENYL ALASALITIMORE/Fore You

 Climbore

 PLAYS
 ARTIBST/ITLE

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 32 33 35 32
 BEE WINANSIn Harm's Way

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 BEE WINANSIn Harm's Way

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 BEE WINANSIn Harm's Way

 32 33 33 35 22
 BOYZ II MERN Song For Marna

 23 21 30 29
 PATTI LABELLE/Shoe Was On...

 23 25 28 25 SOUNDS OF BLACKNESSHold On (Chang

 25 29 25 15 BRIAN MCKNIGH/LAYIME

 - 5 19 JOODY WATLEY/OT The Hook

 - 5 16 JANET/I GLOANI My Life

 19 24 30 18 DRU HILL/We're Not Making.

 72 02 25 16 JANET/I GLOANI MY Life

 19 22 13 ARETHA FRANKLINAR Acids Is Sill...

 20 24 10 12 BONEY JANESSweet Thing

 8 9 10 10 TON IRAX/CINAL Low Me Some Him

 8 9 11 0 TON IRAX/CINAL Low Me Some Him

 8 11 9 KENNY LATIMOREFOR You

 7 10 6 GODS PROPERTY/Stomp

 9 8 9 7 0 OJAYS/Wats Stopping You

 7 7 10 6 ISLEY BHOTHERS/Bare You Cail On...

 19 22 5 1 UTHER VANDROSSWINE YOU Cail On...

 19 22 5 1 UTHER VANDROSSWINE YOU Cail On...

 19 22 5 1 UTHER VANDROSSWINE YOU Cail On...

 PLAYS
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 MILESTONE/L Care Bout You.

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 LUTHER VANDROSS/When You Call Dn..

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 LUTHER VANDROSS/When You Call Dn..

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 BOYZ II WEAVA Song for Mama

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 BOYZ II WEAVA Song for Mama

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 DRU HILUS Staps

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 XENNY LATTIMORE/For You

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 BEER WINANS/IN Harm'S Way

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 LUSCES SAMA Don't Ever Want..

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 EHYKAH BAUL/Tyrone

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 MERTHANKLINA/R Roes Is Sall.

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 ARETHA FANKLINA/R ARE IS SANL.

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 ARETHA FANKLINA/R ARE IS SANL.

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 7</t PLAYS 3W 2W 15 20 14 12 24 23 ARTIST/TITLE Gine MARKET #36 MARKET #12 MARKET #37 MARKET 49 MARKET 411 No La MAJICIO2 WPEG 98FM WHQT/Miami (305) 444-4404 Kidd/Michaels **KISS 1047** WALR/Atlanta (404) 688-0068 Kennedy WPEG/Charlotte (704) 333-0131 Carson/Quick WTLC/Indianapolis (317) 923-1456 Wallace (713) 623-2108 Conner/Boatner
 PLAYS
 ARTIST/TITLE

 3W 2W LW TW
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 3W 2W LW TW
 TW

 3W 2W LW TW
 TW

 3W 3G 37 37
 OL SKOOL.../Am I Dreaming

 48 33 34 35
 ORU HILL'S Steps

 21 22 27
 S JON B/THNP Don't Know

 48 33 34 35
 ORU HILL'S Steps

 21 22 27
 S JON B/THNP Don't Know

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 BOY2 II MEWA Song For Mama

 31 ISG/DOO #1

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 31 BILAN MCKNIGHT/Anytime

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 USHER/INCE & Stow

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 ARETIA FANKLIN/A Rosa Is Still...

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 SOUNDS OF BLACKNESS/Hold On (Change...)

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 PUBLIC ANNOUNCEMENTROby Bumpin'...

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 PATTI LABELLE/Someone Like You

 27 30 20 52
 JONY MAY ON Make Me Wanna...

 7 25

 28 24 JOY WANELFYOH The Hok

 29 31 22
 JONATHAN BUTLER/LOST To Love

 23 20 25 24
 JONATHAN BUTLER/LOST To Love

 24 JOPU WALLYON The Heat Making...

 5 9 11 7
 PHL IELLWYONE Heat To Not Makaing...

 PLAYS
 ARTIST/TITLE

 SW ZW LW TW
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 JANET/Together Again

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 BRIAN MCKNIGHT/Anytime

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 BRIAN MCKNIGHT/Anytime

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 DRU HILW're Not Making...

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 DRU HILW're Not Making...

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 DRU HILW're Not Making...

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 USHERYDou Make Me Wanna...

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 USHERYDou Make Me Wanna...

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 USHERYDO Cone I Gave My...

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 ARTIST/TITLE

 IN UN TW

 S1 65 67 DRU HILL/We're Not Making...

 S3 67 67 LSC/MY BODY

 S3 66 56 LUSHEP/Mice & Slow

 S4 67 67 65 K-CL & JOUCASK Night's Letter

 S4 66 56 LUSHEP/Mice & Slow

 S3 66 69 UNCLE SAMD Don't Ever Want...

 S4 66 56 BOY2 II MENA Song For Mama

 S3 66 69 UNCLE SAMD Don't Ever Want...

 S4 64 55 BRIAN MCKNEDS/Seen Days

 S4 64 65 US BRIAN MCKNEDS/Seen Days

 S4 64 55 US BRIAN MCKNEDS/Seen Days

 S4 64 50 US BOY2 II MENA Song For Mama

 S4 56 K-CL 8 JOUCAIM MY Life

 S4 64 56 US BRIAN MCKNEDS/Seen Days

 S4 64 50 US CONTAINEY LIFE

 S4 56 US SONG TIME FOR LIFE AND LONG No. No

 S9 24 22 US SIGE MILL/DONO. No. No

 S9 24 25 USSNETHINF FOR LONG No. No

 S9 24 25 USSNETHINF FOR LONG No. No

 S9 26 25 USSNETHINF FOR LONG NO. No

 S9 26 25 USSNETHINF FOR LONG NO. No

 S9 26 32 USSNETHINF FOR LONG NO. No

 S9 36 517 DENDIMED NO. NONETHING NO TOW

 S9 46 17 DRU HILL/S Steps

 S1 17 77 JOEDON'T WARTA B6 A...

 S1 16 NOTORIOUS B.LG.Jooin You Tonight

 S1 17 71 JOEDON'T WARTA B0 A...

 S1 16 NOTORIOUS B.LG.J
 Attentife & 84.9 Station

 PLATS
 ATTST/TITLE

 32 W U W
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 23 BRIAN MCNIGHT/Anytime

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 12 13 15 KETH WASHIRGTON/Bring II On

 9 14 MARSHIRGTON/Bring II On

 9 15 XERT WASHIRGTON/Bring II On

 9 16 XERT MARGEL/Low Stim Good

 11 12 13 11 UTHER VANDROSS/I Wont Let You...

 8 12 11 PATTI LABELLE/Someone Like You

 PLAYS
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 MARY J, BLIGE/Seven Days

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 MARY J, BLIGE/Seven Days

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 TIMBLAND, B MAGDOALW 2 Lur You

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 INDISA MAY LJ BLIGE/Seven Days

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 BUSTA RHVMES/Dangerous

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 IDSFER/NYS CHILD/MA IV Want

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 MISSY FLIDIT/Zeep Me 911

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 MISSY FLIDIT/Zeep Me 911

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 MASE FI/0174/What You Want

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 SW/WRain
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 MASE FI/0174/What You Want

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 JSG/My Body
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 PLAYS

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 PLAYS
 ARTIST/TITLE

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 MAPY J, BLIGE/Seven Days

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 DESTINY'S CHILD/No, No, No

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 DESTINY'S CHILD/No, No, No

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 JANET/Together Again

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 K-G & JOJO/AI My Life

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 BRINN MCKNOHT/Anytime

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 ERYCAH BADU/Tyrone

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 DOX1 IM ENA Song for Mama

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 LUTHER WANDROSSN Wohl Let You...

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 UNCLE SAMD Don't Year Want...

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 DRU HILL/We're Not Making...

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 TS TS DVE/L Gare Bout You

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 DFATT LABELLE/Some Was On...
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 USHERYOU Make Me Wanna...
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 DISTIT LABELLE/Some Was On...
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 MILESTOWE/D Care Bout You

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 OPC/The Love Scene
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 DOU HILL/S Steps
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 OUT LABELLE/Someone Like You

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 MARIAH CAREY/Suittrify
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 MARIAH CAREY/Suittrify

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 PLAYS 3W 2W 20 21 30 22 25 28 23 -27 15 -12 10

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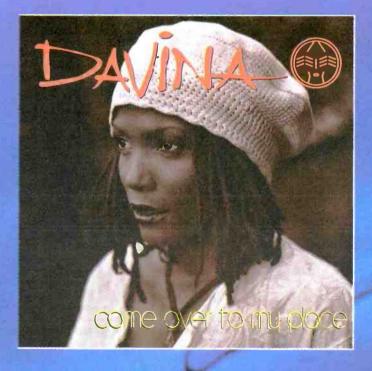
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shger · songuriter · producer · engineer

best of both worlds

featuring the hot new single

come over to my place





impact date February 23rd

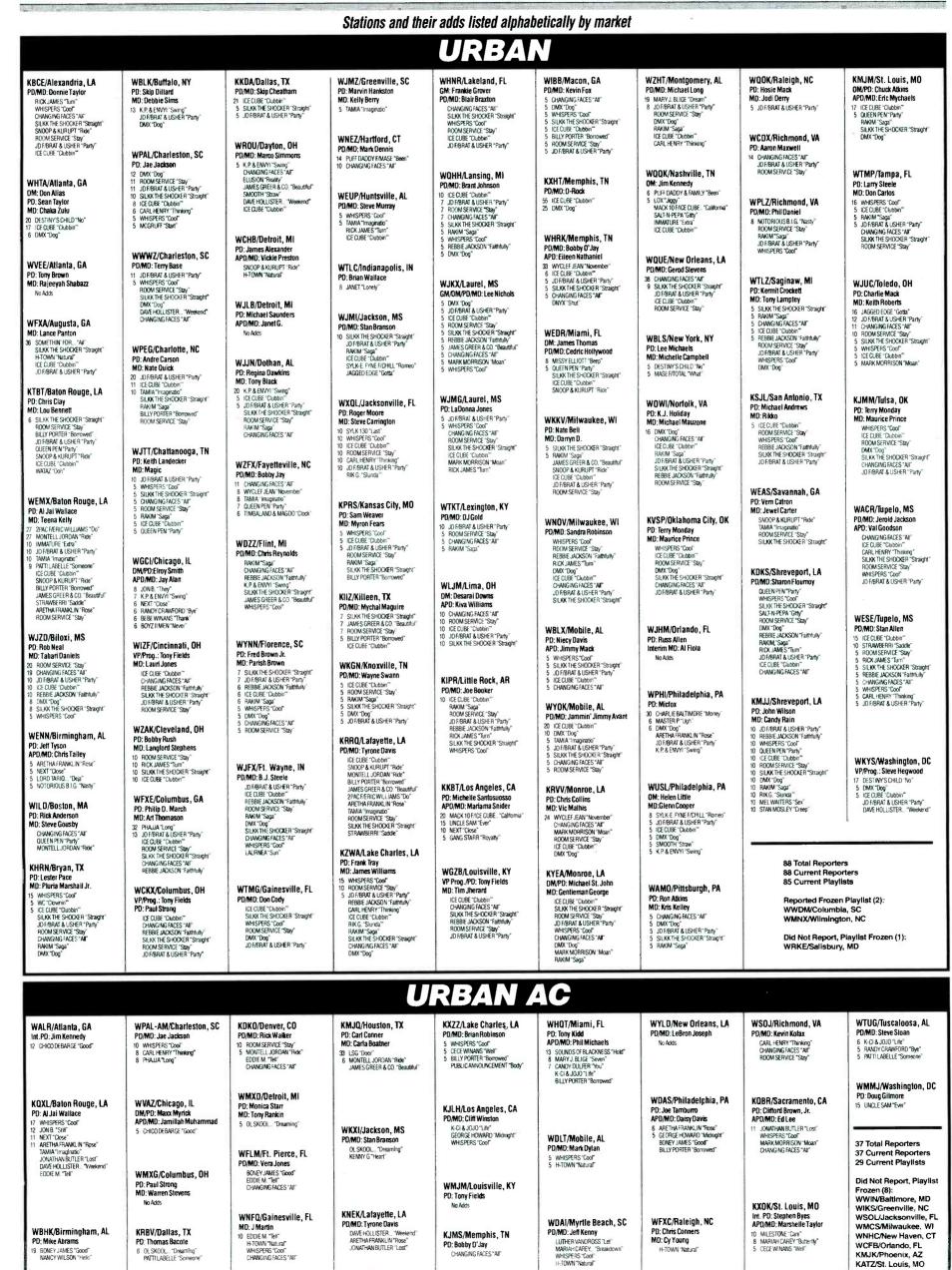


70 • R&R February 20, 1998

19 BONEY JAMES "Good" NANCY WILSON "Helio"

OL SKOOL ... "Dreaming" PATTI LABELLE "Someon

REPORTERS



istory com

KMJK/Phoenix, AZ KATZ/St. Louis, MO

URBAN AC TOP 30



FEBRUARY 20, 1998

				ſ		TOTAL	PLAYS		TOTAL
3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TW	LW	2 W	зw	STATIONS/ADDS
3	2	2	0	BRIAN MCKNIGHT Anytime (Mercury)	1030	980	946	943	36/0
1	٦	1	2	BOYZ II MEN A Song For Mama (Motown)	947	987	1060	1092	36/0
5	4	4	3	UNCLE SAM I Don't Ever Want To See You (Stonecreek/Epic) 839	849	836	843	36/1
2	3	3	4	DRU HILL We're Not Making Love No More (LaFace/Arista)	810	898	925	946	34/0
8	7	5	6	LUTHER VANDROSS I Won't Let You Do That To Me (LV/Epic) 717	710	657	677	32/1
15	11	8	6	MARY J. BLIGE Seven Days (MCA)	715	653	550	429	30/1
9	6	7	7	JANET Together Again (Virgin)	602	653	658	631	29/0
7	8	11	8	LSG My Body (EastWest/EEG)	596	569	616	680	28/0
24	16	12	9	PATTI LABELLE Someone Like You (MCA)	584	511	394	264	30/2
10	10	10	10	DRU HILL 5 Steps (Island)	545	581	584	587	27/0
4	5	6	11	ERYKAH BADU Tyrone (Kedar/Universal)	509	654	723	858	27/0
6	9	9	12	SOUNDS OF BLACKNESS Hold On (Change) (Perspective/A&M)	500	586	600	688	26/1
20	17	15	ß	JODY WATLEY Off The Hook (Atlantic)	455	384	368	323	23/0
BR	EAK	ER	10	K-CI & JOJO All My Life (MCA)	402	305	247	194	21/3
BR	EAK	ER	15	OL SKOOL I/K. SWEAT & XSCAPE Am I Dreaming (Keia/Universal)	399	341	265	224	20/3
13	13	14	16	BEBE WINANS In Harm's Way (Atlantic)	397	423	461	502	21/0
21	20	17	Ð	USHER Nice & Slow (LaFace/Arista)	397	354	325	281	16/0
14	12	13	18	JOE Good Girls (Jive)	391	450	462	472	19/0
BR	EAK	ER	Ð	RANDY CRAWFORD Bye Bye (Bluemoon/Atlantic)	389	292	223	112	25/1
12	14	16	20	MILESTONE Care 'Bout You (LaFace/Arista)	366	377	440	505	17/1
BR	EAK	ER	1	ARETHA FRANKLIN A Rose Is Still A Rose (Arista)	357	208	85	11	27/3
27	24	21	2	SWV Rain (RCA)	318	302	260	219	16/0
28	22	24	23	PHAJJA So Long (Well, Well, Well) (Warner Bros.)	301	279	268	217	14/1
	30	27	24	PHIL PERRY One Heart One Love (Peak/Private)	290	244	218	134	18/0
DE	ΒU	T	25	KEITH WASHINGTON Bring It On (Silas/MCA)	269	193 [.]	112	29	19/0
_	_	28	26	LSG f/L.L., BUSTA & MC LYTE Curious (EastWest/EEG)	256	219	203	102	13/0
26	25	26	27	KAREN CLARK-SHEARD/FAITH EVANS Nothing Without (Island)	225	256	248	221	12/0
DE	ΒU	T	28	ALI Love Letters (Island)	216	166	80	25	19/0
DΕ	ΒU	T	29	REBBIE JACKSON Yours Faithfully (MJJ/Work)	213	162	82	18	19/0
DΕ	ΒŪ	T	3 D	JONATHAN BUTLER Lost To Love (N2K Encoded Music)	207	113	33	—	15/3

37 Urban AC reporters. 29 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

WVAZ

KMJQ

KMJK

KDKO

BONEY JAMES It's All Good *(Warner Bros.)* Total Plays: 200, Total Stations: 20, Adds: 3

PATRICE RUSHEN Sweetest Taboo (*Discovery*) Total Plays: 190, Total Stations: 12, Adds: 0

SOMETHIN' FOR THE PEOPLE All I Do *(Warner Bros.)* Total Plays: 188, Total Stations: 8, Adds: 0

1.5 What U Do For Me *(Priority)* Total Plays: 164, Total Stations: 9, Adds: 0

DESTINY'S CHILD No, No, No (*Grass Roots/Columbia*) Total Plays: 139, Total Stations: 6, Adds: 0

WHISPERS For The Cool In You (Interscope) Total Plays: 135, Total Stations: 13, Adds: 8 **JAMES GREER & CO.** Beautiful Black People *(Born Again)* Total Plays: 133, Total Stations: 12, Adds: 1

CECE WINANS Well, Alright! *(PMG/Atlantic)* Total Plays: 130, Total Stations: 9, Adds: 2

EDDIE M. Tell Me (If You Still Care) *(JVC/JMI)* Total Plays: 121, Total Stations: 16, Adds: 4

NEXT Too Close *(Arista)* Total Plays: 115, Total Stations: 7, Adds: 1

KQBR

WYLD

WFXC

WSOJ

Songs ranked by total plays

BREAKERS®

71

AODS

K-CI & JOJO All My Life (MCA) TOTAL PLAYS/INCREASE CHART TOTAL STATIONS/ADDS 402/97 21/3 Ø **OL SKOOL f/K. SWEAT & XSCAPE** Am I Dreaming (Keia/Universal) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART 6 399/58 20/3 **RANDY CRAWFORD** Bye Bye (Bluemoon/Atlantic) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART 389/97 0 25/1 **ARETHA FRANKLIN** A Rose Is Still A Rose (Arista) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART 357/149 2 27/3

WHISPERS For The Cool In You (Interscope)8CHANGING FACES All Day, All Night (Big Beat/Atlantic)6H-TOWN (You Make...) Natural Woman (Relativity)4EODIE M. Tell Me (If You Still Care) (JVC/JMI)4JONATHAN BUTLER Lost To Love (N2K Encoded Music)3ARETHA FRANKLIN A Rose Is Still A Rose (Arista)3BONEY JAMES It's All Good (Warner Bros.)3K-CI & JOJO All My Life (MCA)3OL SKOOL 1/K. SWEAT & XSCAPE Am I... (Keia/Universal)3BILLY PORTER Borrowed Time (DV8/A&M)3

MOST INCREASED PLAYS

PLAY ARTIST TITLE LABEL(S) ARETHA FRANKLIN A Rose Is Still A Rose (Arista) +149RANOY CRAWFORO Bye Bye (Bluemoon/Atlantic) +97 K-CI & JOJO All My Life (MCA) +97 JONATHAN BUTLER Lost To Love (N2K Encoded Music) +94 WHISPERS For The Cool In You (Interscope) +88 KEITH WASHINGTON Bring It On (Silas/MCA) +76 JAMES GREER & CO. Beautiful Black People (Born Again) +75 **PATTI LABELLE** Someone Like You (MCA) +73 JOOY WATLEY Off The Hook (Atlantic) +71 MARY J. BLIGE Seven Days (MCA) +62

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)

PATTI LABELLE Shoe Was On The Other Foot (MCA) LUTHER VANOROSS When You Call On Me/Baby... (LV/Epic) JOE The Love Scene (Jive) MARIAH CAREY Butterfly (Columbia) KENNY LATTIMORE For You (Columbia) JOHNNY GILL Maybe (Motown) WILL OOWNING All About You (Mercury) VANESSA WILLIAMS First Thing On Your Mind (Mercury) WHISPERS My My My (Interscope) USHER You Make Me Wanna... (LaFace/Arista)

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

EDDIE M. "Tell Me (If You Still Care About Me)"

KQXL

WDLT

WNHC

WPAL-AM KXZZ

WNFQ

WKXI

WFLM

New & Active Urban AC Radio Says This Is A Hit!

Executive Producers: Eddie M. and Jesus Garber Written By: Jimmy Jam and Terry Lewis

JVC



COUNTRY

"

Labels, Radio Comment On New Indie Promo Proposals

Opinions vary widely, depending on what side of the coin you're on

In my 15 years at $\mathbf{R} \& \mathbf{R}$, I doubt anything I've covered as a story has generated as much passionate discussion as last week's pieces ($\mathbf{R} \& \mathbf{R} 2/13$, Country Update HotFax 2/10) on the pending introduction of pop-style promotion to Country radio.

Let me begin by emphasizing that neither piece should be construed as an endorsement of either the independent marketing company discussed in the stories or the method of marketing and promotion. It was intended to be an objective look at what was going on amidst the realities of a changing business climate.

That said, it's important to remember that it *doesn't matter* what I think. What's important is what Country radio and country record labels think about what goes on in this industry.

To that end, I've asked a number of folks from both sides for an opinion about the concept in general, and about what they plan to do in particular.

Record Reviews

Atlantic/Nashville VP/GM Bryan Switzer: "One of Country radio's big advantages is its access to artists and record companies. What we do is based on relationships. Now, all of a sudden, we're asked to deal through middlemen. What's the advantage to anybody? What's the advantage of me paying a middleman to do what we've been doing all along, which is to have a relationship with Country radio? That just means it costs me more to do the same good as we would have done before.

"We are not going to deal with Country radio through middlemen and have no intention of going through this type of indie promotion at all."

DreamWorks Sr. Executive/ Promotion and Artist Development Scott Borchetta: "The record community is not responsible for the outrageous prices that have been paid for radio stations. But, in the same breath, I support stations trying to generate more revenue from record companies. At DreamWorks, we will be spending a much larger percentage of our marketing dollars with radio as compared to other labels I've worked with.

"Pay for play and this independent marketing scam are absolutely not in the cards, nor the budgets. So many elements of our business are not being considered or respected in this growth frenzy. As my former mentor Bruce Hinton recently stated, 'How 🕜 🐲 👘 Alban Albana

Notice to all Country radio broadcasters: The labels of Nashville are your marketing partners. There still is no other format in existence that has the radio/ label/artist bond that country has. That is something you cannot put a price on! -Scott Borchetta

many marketing dollars do you expect me to squeeze from a \$12 CD?' Radio chains cannot look at country music labels the same way they look at pop and rock labels.

"Notice to all Country radio broadcasters: The labels of Nashville are your marketing partners. There still is no other format in existence that has the radio/label/ artist bond that country has. That is something you cannot put a price on! I will not let any outside marketing company come between my artists and their relationship with Country radio. We work around the clock to bring the best music from the best artists. We are not cash-rich banks with mounds of money to throw around. But we will work with you to help bring in bigger advertisers, more corporate sponsors, and share our resources. Witness the very recent workings of the CMA in Los Angeles and abroad in Australia. No other format on the planet has anything that rivals the CMA. We are a community - and a very fortunate community, at that. Let's not make the mistakes that have buried and fragmented other formats."

MCA/Nashville and Decca President Bruce Hinton: "Country music and Country radio have long enjoyed a direct and positive win-win relationship that is unique in the music industry. In no other genre of music does radio enjoy the kind of relationship and access to its superstars that Country radio enjoys. Deviating from this time-tested relationship makes no sense — not to mention that the economics don't work, either."

Mercury/Nashville President Luke Lewis: "Change is inevitable. I think people are overreacting to this without knowing what the real ramifications are. People outside of Country believe there's a deeper well in Nashville than there actually is in terms of resources. Labels here can't pay the kind of money it takes to get records through on Pop radio and remain profitable.

"I don't know whether anybody on either side has thought about the differences in the life cycles of singles in the different formats. These sorts of strategic elements have to come into play when people talk about how to deal with groups or indies or whoever.

"I'm hopeful that, rather than dealing with intermediaries, the radio group heads or whoever has a similar agenda will take the time to sit down with the players and develop some kind of win-win situation. If someone put that in front of me, I would change my way of doing business as long as it was sensible and efficient.

"Neither side can tolerate any inefficiency; we all have to max out. We're fighting over pieces of a pie, which is a natural part of business. But no one has thrown an extra pie onto the table. These tricky changes are taking place at a time when record revenues are not growing, so our resources are already strained. People are a lot more jumpy about these changes than they might have been if we were in a growth mode."

Reprise/Nashville Sr. VP/GM Bill Mayne: "Why would I want to turn control of my business over to a third party and pay them a lot of money to do that? Why would I want to put distance between the close relationship of Country radio and the country record industry? It's that relationship that has made this industry great."

Sony/Nashville President Allen Butler: "We will continue to do business as we have always done business. At this point in time, we will not deviate from that policy."

Anonymous: Finally, one label exec closed our conversation with this thought: "In light of the De-

rericanradiohistory.

partment of Justice's eye on consolidation, I would think the last thing in the world this industry needs is any specter of impropriety."

Radio Reacts

Corporate VP/Programming: "I've been watching this for a while, wondering why the Country stations in my chain haven't been part of something like this. I can't imagine finding anybody in radio who's not in favor of it.

"Controlling how funds are spent can be advantageous to the station. We can create marketspecific promotions on tight budgets if we could control how the funds are used. I'd rather the station get the few thousand dollars a label spends on flying a station PD or MD to one of their showcases. I don't know if showcases are the most efficient way to expose a new act. If the station could control how those funds were used, both the label/artist and the station would get a lot more from the money spent.

"While some pop promoters are, uh, less than diplomatic about how they promote, it works well as long as they stay between the lines. If there's accountability plus some checks and balances, it benefits radio. It would be advantageous to have this in Country."

PD in Top 30 market: "It worked very well in CHR. When I first got into Country, I was surprised at the number of indie promoters and the fact that they really didn't have a whole lot to offer radio. The real purpose of CHR indies' relationships was to offer things to us of value --- obviously paid for by labels — in return for airplay. In CHR, it was blunt and direct. I could get a trip to a show for one artist by adding another of the indie's records. Right or wrong, it worked very well. They're like a clearinghouse. They know what's out there and what they can do. It's very appealing to be able to get things done with one call instead of calling a bunch of labels.

"I can see its potential in Country, although I don't know if I want to mess with it. I like having relationships with people in the top echelons of Country labels. The top Pop people were much more isolated. They only dealt with us through indies. Pop was so much more cutthroat, and I don't think I'd like to see that happen to Country. Country is so naive and pure, it's really charming. That style of promotion would be like Country losing its virginity."

"

People outside of Country believe there's a deeper well in Nashville than there actually is

in terms of resources. Labels here can't pay the kind of money it takes to get records through on Pop radio and remain profitable.

-Luke Lewis

PD in Top 50 market: "I was an MD at a successful CHR station that was destroyed by an indie. The PD was in his pocket and even got commissions on time buys. We were committed to four adds a week. You can't imagine the shit that hit the airwaves. Do the math on the rotations of 20 adds a month, 90% of which were crap.

"At another station, we had a good indie who helped us. There was no quota on ads or spins, and we got \$3000 per month, which was our entire promotion budget. So that helped the station. It all depends on the credibility of the people you're working with.

"It's a mistake to move it into Country. You give away a little control of the station. I'd rather have a clear vision of what I'm doing with the music — to go sit and listen and add what my listeners want to hear with no strings attached."

PD in Top 100 market: "I didn't like the way it worked in CHR. In fact, it was one of the things I hated most about CHR radio and promotion. Management had installed them, and I had no choice but to deal with them. It provides a nice promotion budget and saves on the bottom line. At a couple of stations, it was the only promotion budget I had. The GM just wanted it to go to the highest bidder, not caring who that was.

"There were some good promoters and some bad. Many just wanted to control the playlist and didn't care about the records. They just wanted to know your adds so they could call them in and get paid.

"But I don't think the advantages to the station outweigh all the other crap. The money could be better spent by labels promoting the product on their own. Why do they need to pay \$500 per add per station when they have their own promotion staffs? They should use the money to develop artists. That's what we need.

"It's not going to work in Country. It will spoil what purity for the music we have left. The music is one of the reasons I'm so passionate about this format. The **R&R** Country HotFax story really distressed me. I thought, 'Oh, no. Here we go again.' I was so happy to get into Country so I didn't have to deal with that kind of promotion."

THE NITTY GRITTY DIRT BAND

WHAT THE NOISE ' S ALL ABOUT... I T IS

BANG BANG BANG



NOW, NOW NOW THANKS, THANKS, THANKS!





FROM THEIR FORTHCOMING RISING TIDE ALBUM, BANG BANG BANG. IN STORES APRIL 21. PRODUCED BY EMORY GORDY, JR., STEVE FISHELL AND JOSH LEO

NASHVILLE THIS WEEK

Talking Face-To-Face With Radio

Garth Brooks talks about CRS, *SNL* appearances and his new TV special

The Country Radio Seminar always holds the promise of noteworthy comments from the industry's biggest players. When CRS-29 rolls around next week, you can count on a capacity crowd when **Garth Brooks** meets with Country programmers.

Contending that he's somewhat nervous as he looks forward to the February 26 session, Brooks says, "It will be a chance for radio and Garth to really talk face-to-face about the future of what Garth thinks radio is — and what they think Garth is."

CRS takes place February 25-28 at the Nashville Convention Center. Brooks will spend most of the week in New York for *Saturday Night Live* rehearsals, but will fly back to Nashville just for the CRS session.

Brooks' appearance on the NBC-TV show's February 28 broadcast will also include the national TV debut of "Two Piña Coladas." Although he's hosting the show and performing in the musical segments, Brooks thinks he's missing one key quality.

"I'm not hip," he says. "That's the thing that scares me. Half the jokes, I probably won't even know what they mean. I'll just laugh with them. They've got their work cut out for them. They usually have people that are real hip politically or up on all that stuff. It's about all the skits and everything, so those poor people don't know what they've just bit off. They've been really cool with me so far on the phone. We'll see how the week goes."

He's had greater control over his Garth Brooks: Ireland And Back special, airing March 4 on NBC. His first two-hour special includes concert footage shot last May in Dublin and a segment featuring Brooks and Steve Wariner performing songs from Sevens.

Brooks says, "The first 90 minutes will be 35-millimeter ... letterbox, gorgeous shots from the stadium with a little over 40,000 people. It shows the first time ever I've gotten to float — where the crowd takes you out while you're singing and just passes you around. It was one of the coolest things I ever got to do.

"In the last 30 minutes, we do five songs off *Sevens*. We play probably the meanest version of 'Longneck Bottle' I've ever heard. It was just so intense, the tempo was just driving."

The concert footage segues from the Irish concert to a more intimate segment shot on a Los Angeles soundstage. Brooks explains, "The last part's on video, so you go from 35-millimeter film — a big, vast epic-looking thing — to this real close video thing."

Regarding his wife's recent announcement of a \$1 million donation to the Nashville Zoo, Brooks explains, "That was Sandy's call, really. I'm not allowed to touch the checkbook at the house. I had nothing to do with that. I did get



to go to the press conference and sit back in the wings and watch my wife. And I was so proud. I was like, 'I know that gal. I'm sleepin' with that gal.'"

Wariner Heads To Capitol

Brooks made these comments last week at ASCAP's Music Row office during a party for **Steve Wariner** and Rick Carnes, who were celebrating their No. 1 single, Brooks' "Longneck Bottle." The next day, Capitol/Nashville President/CEO Pat Quigley announced that Wariner will join Brooks on the label's roster.

Wariner, who recently asked to be released from his Arista contract, has recently enjoyed phenomenal success as a songwriter. In addition to "Longneck Bottle," Wariner's credits include Clint Black's "Nothin' But The Taillights" and Bryan White's "One Small Miracle." Tim McGraw and Collin Rave have each placed Wariner songs "on hold" for their upcoming projects. Additionally, "What If I Said" - Wariner's duet with Anita Cochran - hit No. 1 on last week's R&R Country Singles chart.

Wariner has already recorded four songs for his Capitol debut, tentatively set for an April 21 street date. "Holes In The Floor Of Heaven," the first single, will be released next month. The track has gotten rave reviews from those who have heard it, notably Brooks and Quigley.

Wariner thanked Brooks for contributing to his resurgence, but he also credited Bryan White. Wariner says, "I couldn't hire a publicist that could do a better job. He's always talking about me and my records. I appreciate the way he is about that, and he's been doing it for so long. I always kid him and say, 'You better shut up. It's gonna hurt you more than it's gonna help me!' I feel like he's one of my children."

Since Wariner made a guest appearance on "Longneck Bottle," don't be surprised if Brooks shows up on Wariner's album. Noting Wariner's guitar prowess, Brooks jokes, "I have fun, I own a guitar, and I play it live. For me to come play on a Steve Wariner session would be kind of silly." However, there's always the possibility of background vocals. Brooks says, "Anytime Steve would be crazy enough to ask me, I would break my back to get to the studio. I would love to do it."

Juno Nominations

Shania Twain, Terri Clark, Paul Brandt, and Michelle Wright are among the country nominees for this year's Juno Awards, the Canadian version of the Grammys.

Twain and Clark are nominated for Female Vocalist and — in a separate category — Country Female Vocalist. Twain also picked up an Album of the Year nomination for *Come On Over*.

Wright is also nominated for Country Female Vocalist in a field that includes **Beverly Mahood** and **Shirley Myers.**

Brandt is nominated for Male Vocalist and Country Male Vocalist. Other nominees in the latter category are Julian Austin, Charlie Major, Jason McCoy, and Duane Steel.

Twain will perform during the Juno Awards show, taking place March 22 in Vancouver.

Bits 'N' Pieces

Restless Heart is reuniting with original members Larry Stewart, John Dittrich, Greg Jennings, and Paul Gregg. A tour and new album are in the works, but the band's first gig in years takes place during the RCA Label Group's showcase on the General Jackson riverboat during next week's CRS.

• Joe Diffie's sixth annual "Country Steps In For First Steps" concert raised \$80,000 for First Steps, a nonprofit organization that assists families of physically challenged children in the Nashville area. The concert featured Diffie, Collin Raye, Pam Tillis, Michael Peterson, Ricochet, and Rhett Akins. A silent auction contributed \$10,000 to the total; a Gibson guitar signed by all of the artists brought the highest bid, \$3200.

• The list of performers for the 40th annual Grammy Awards show includes Faith Hill, Tim McGraw, LeAnn Rimes, and George Strait. Clint Black and Vince Gill will be presenters at the ceremony, airing February 25 on CBS-TV.

— Calvin Gilbert

Matt King

NEW ARTIST FACT FILE

Current Single: "A Woman's Tears" Current Album, Label: *Five O'Clock Hero*, Atlantic Influences: Merle Haggard, Keith Whitley

Background Heading into next week's Country Radio Seminar, where he'll appear in the New Faces Show, Matt King has been solidifying his radio relationships with programmers during showcases this month in Florida and Arizona. King also had a brush with a wellknown celebrity recently: While in Dallas to film the video for "A Woman's Tears," King was surprised to see the adjacent studio being used by children's TV icon Barney.

Meeting the purple dinosaur proved to King he'd come a long way from his youth near Asheville, NC, where he was raised on bluegrass music and his parents recorded locally with a gospel group. King tells **R&R**, "There's a certain air of loneliness in bluegrass. It's in the way the music is sung. I was around it so much, so that's the way I sing. That seems to be one of my strengths — to sing with that kind of emotion."

Although King always loved Merle Haggard's music, country became an even greater attraction when he started hearing "new traditionalists" like Keith Whitley, Ricky Skaggs, and Randy Travis. "I was a bluegrass freak as a kid. Then I started playing Southern rock, and I became a guitar fanatic. When I heard Randy Travis, I just fell in love with the totally traditional style. And with Keith Whitley, it was the way he sold a song."

King doesn't deny his appreciation of another guitar hero, Eddie Van Halen. King laughs, "I met Bill Monroe when I was 11, and I caught Eddie's guitar pick when I was 16."

The Deal

After years of writing songs in North Carolina, King began making occasional trips to Nashville. He moved there in 1994, after reading a quote from Henry David Thoreau. King recalls, "Thoreau said, 'The mass of men with lives of quiet desperation ... go to the grave with the song still in them.'I said, 'I will not be that guy."

Once in Nashville, King started making the rounds at local "writer's nights" and singing demos for other songwriters. Eventually, a tape of King's songs made its way to Gary Morris. King says, "At the time, I was involved in another venture, but Gary and I became friends. He became like a coach, really."

While other aspiring artists may tell stories about the coldhearted world of the record business, that



Matt King

wasn't what King experienced. He explains, "There were two people who really encouraged me. One was [Asylum Co-President] Kyle Lehning, who encouraged me to keep writing. The other was [Arista/Nashville President] Tim DuBois, who told me, 'I don't have a place for you right now, but I can promise that you can get a record deal if you just hold out.'

"I was getting ready to do something else, but Gary said, 'Hold on! I want to talk to Rick Blackburn at Atlantic." King's response: "Whatever."

When Morris announced that he'd scheduled a meeting with Blackburn, King told him, "You get me a good deal there, and I'll get you a handmade hunting knife." After hearing King play an acoustic version of "A Woman's Tears," Blackburn signed him — and told him to work with his choice of cowriters to assemble the songs for his debut album.

King adds, "The day after I got my deal. Gary said, 'Where's my knife?"

The Music

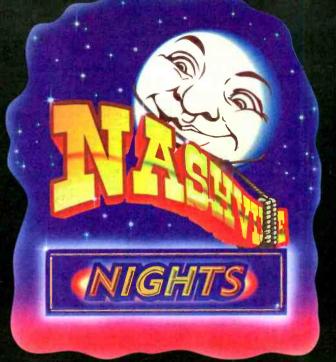
"A Woman's Tears" is the latest single from King's debut, *Five O'Clock Hero*. When it came time to select a producer, King looked no farther than Morris. Admitting that their singing styles are quite different, King says there is one common bond. "Gary can really sell a song emotionally, and that's what he thought I could do. Gary said, 'I want to see you make records, and I want to make sure it stays true to who you are.' That's what Rick wanted, too."

In terms of what he wanted to accomplish with his debut album, King says, "I had written so many songs, I wanted it to be consistent. I wanted to be myself, but I wanted people five or 10 years from now to hear the radio and say, 'I know that is Matt King.' That's really why it was the dream deal for Atlantic to tell me to cowrite the album."

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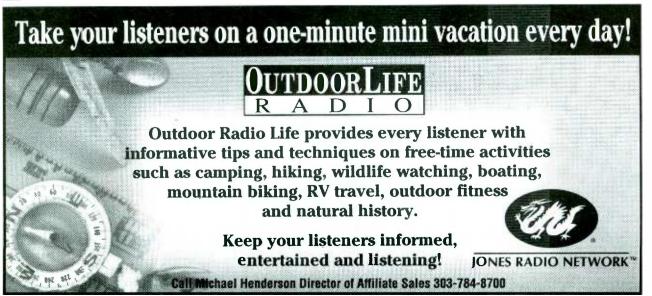
COUNTRY TOP 50



FEBRUARY 20, 1998

V	2W	LW	W	ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	PLAY RANK	TOTAL PLAYS	+/- PLAYS	TOTAL	+/- POIN
i	2	1	1	A. COCHRAN & S. WARINER What If (Warner Bros	.) 200/0	1	7209	-172	35154	-76
1	5	2	2	LEE ANN WOMACK You've Got To Talk To Me (Decca)	200/0	2	7172	+146	34786	+82
2	8	3	3	GARTH BROOKS She's Gonna Make It (Capitol)	201/0	3	7132	+546	34703	+282
0	6	5	4	GEORGE STRAIT Round About Way (MCA)	201/0	4	6939	+422	33734	+229
6	13	9	6	CLINT BLACK Nothin' But The Taillights (RCA)	201/0	5	6559	+756	31892	+352
4	11	8	6	COLLIN RAYE Little Red Rodeo (Epic)	200/0	6	6487	+595	31286	+282
8	17	12	Õ	WADE HAYES The Day That She Left Tulsa (DKC/Columbia	i) 201/3	7	6053	+994	29241	+514
	9	7	.8	KENNY CHESNEY A Chance (BNA)	193/1	8	5933	-44	28328	-19
	1	4	9	TIM MCGRAW Just To See You Smile (Curb)	175/0	9	5587	-727	28133	-341
	19	14		TRISHA YEARWOOD Perfect Love (MCA)	201/0	10	5355	+600	26113	+288
	16	15	ŏ	WYNONNA Come Some Rainy Day (Curb/Universal)	199/1	11	4984	+145	23944	+77
	20	17	2	DAVID KERSH If I Never Stop Loving You (Curb)	198/2	13	4948	+380	23881	+201
	18	16	ð	DIXIE CHICKS I Can Love You Better <i>(Monument)</i>	195/0	12	4961	+247	23815	+119
	15	13	14	BRYAN WHITE One Small Miracle (Asylum/EEG)	191/0	14	4911	-144	22965	-86
	22	18	•	KINLEYS Just Between You And Me <i>(Epic)</i>	199/2	15	4586	+296	22154	+159
			ŏ	ALAN JACKSON A House With No Curtains (Arista)	197/1	16	4465	+235	21495	+122
	23	19	ŏ	MARTINA MCBRIDE W/JIM BRICKMAN Valentine (RCA)		18	4317	+524	20931	+248
	28	20	3	TRACE ADKINS Lonely Won't Leave Me Alone (<i>Capitol</i>)		17	4333	+443	20623	+220
	27	21	-	LILA MCCANN Wanna Fall In Love (Asylum/EEG)	142/0	21	3955	-2128	20402	-912
	3	6	19			19	4282	+422	20336	+21
	25	22	3	CLAY WALKER Then What (Giant)	192/7					
	29	23	0	JO DEE MESSINA Bye, Bye (Curb)	189/8	22	3846	+540	18378	+239
	33	28	0	TOBY KEITH Dream Walkin' (Mercury)	190/16	23	3535	+734	16922	+313
	39	30	3	SHANIA TWAIN You're Still The One (Mercury)	184/32	25	3373	+991	16521	+44
	26	25	24	DARYLE SINGLETARY The Note (Giant)	178/5	24	3498	+65	15968	+17
	30	26	Ø	PATTY LOVELESS To Have You Back Again (Epic)	185/7	26	3333	+368	15866	+157
	34	29	2 6	MICHAEL PETERSON Too Good To Be True (Reprise)	178/8	27	3042	+452	14348	+18
	14	11	27	LORRIE MORGAN One Of Those Nights Tonight (BNA)	114/0	30	2748	-2449	13267	-115
	32	31	2 8	MILA MASON Closer To Heaven (Atlantic)	162/3	28	2847	+262	13002	+119
	4	10	29	DIAMOND RIO Imagine That (Arista)	121/0	31	2597	-2641	12985	-124
RE	AK	ER	OD	FAITH HILL This Kiss (Warner Bros.)	146/139	33	2292	+2172	11258	+105
	36	32	6	MINDY MCCREADY You'll Never Know (BNA)	160/8	32	2427	+239	11219	+10
	43	36	õ	TRACY BYRD I'm From The Country (MCA)	150/26	36	2056	+555	9480	+27
	37		Š	SONS OF THE DESERT Leaving October (Epic)	149/10	35	2083	+300	9285	+14
		ER	ā	ALABAMA She's Got That Look In Her (RCA)	134/31	40	1846	+510	8804	+26
	38	35	65	JOHN ANDERSON Takin' The Country Back (<i>Mercury</i>)	147/10	37	1981	+332	8629	+15
		ER		LONESTAR Say When (BNA)	138/26	39	1872	+377	8351	+17
		ER	ð	SHERRIE' AUSTIN Put Your Heart Into It (Arista)	128/15	43	1467	+221	6589	+10
		45	33	GARY ALLAN It Would Be You (Decca)	119/54	46	1354	+677	6219	+31
			()	MELODIE CRITTENDEN Broken Road (Asylum/EEG)	110/12	45	1355	+208	5751	+9
	42	41	4	RICOCHET Connected At The Heart <i>(Columbia)</i>	89/12	48	1048	+183	4601	+7
	46	42	-	. ,	75/2	53	795	+55	3379	+1
	44	44	4	RHETT AKINS Better Than It Used To Be (Decca)	66/23	54	643	+282	2985	+12
	_	49	Ð	LYNNS Woman To Woman (Reprise)		62	515	+202 -1649	2969	-71
	31	33	43	DAVID LEE MURPHY Just Don't Wait Around Til (MCA	/				2909	+3
	48	46	4	JEFF CARSON Cheatin' On Her Heart (MCG/Curb)	54/5	57	617 502	+69		
	—	50	45	LEE ROY PARNELL All That Matters Anymore (Arista)	57/19	59	592	+204	2607	+9
-	49	47	46	SAWYER BROWN Another Side (Curb)	55/6	58	612	+60	2460	+2
-	_	48	Ð	MAVERICKS To Be With You (MCA)	55/14	60	580	+155	2423	+6
		T	43	MATRACA BERG Back In The Saddle (Rising Tide)	60/12	61	548	+153	2179	+5
Е	ΒŲ	T	49	MARK WILLS I Do (Cherish You) (Mercury)	34/34	69	359	+359	1728	+17
Е	ΒU	T	€	DEAN MILLER Wake Up And Smell The Whiskey (Capitol)	50/15	67	407	+148	1646	+5

This chart reflects airplay from February 16-22. Songs ranked by total points. Highlighted songs indicate Breaker. 201 Country reporters. 192 current playlists. Songs that are down in points for three consecutive weeks and below No. 1 are moved to recurrent. © 1998, R&R Inc.



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BREAKERS®

FAITH HILL

This Kiss (Warner Bros.) 72% of our reporters on it (146 stations) 139 Adds • Debuts at 30

LONESTAR Say When (BNA) 68% of our reporters on it (138 stations) 26 Adds • Moves 37-36

ALABAMA

She's Got That Look In Her... (RCA) 66% of our reporters on it (134 stations) 31 Adds • Moves 38-34

SHERRIE' AUSTIN Put Your Heart Into It (Arista) 63% of our reporters on it (128 stations) 15 Adds • Moves 39-37

MOST ADDED®

	TOTAL
ARTIST TITLE LABEL(S)	ADDS
FAITH HILL This Kiss (Warner Bros.)	139
GARY ALLAN It Would Be You (Decca)	54
MARK WILLS Do (Cherish You) (Mercury)	34
MATT KING A Woman's Tears (Atlantic)	33
SHANIA TWAIN You're Still The One (Mercury)	32
ALABAMA She's Got That Look In Her (RCA)	31
TRACY BYRD I'm From The Country (MCA)	26
LONESTAR Say When (BNA)	26
LYNNS Woman To Woman (Reprise)	23
LEE ROY PARNELL All That Matters Anymore (Arista)	19
MOST INCREASED	

PLAYS

TOTAL PLAY INCREASE ARTIST TITLE LABEL(S) FAITH HILL This Kiss (Warner Bros.) +2172 WADE HAYES The Day That She Left... (DKC/Columbia) +994 SHANIA TWAIN You're Still The One (Mercury) +991 **CLINT BLACK** Nothin' But The Taillights (RCA) +756 TOBY KEITH Dream Walkin' (Mercury) +734 GARY ALLAN It Would Be You (Decca) +677 TRISHA YEARWOOD Perfect Love (MCA) +600 **COLLIN RAYE** Little Red Rodeo (Epic) +595 TRACY BYRD I'm From The Country (MCA) +555 **GARTH BROOKS** She's Gonna Make It (Capitol) +546

MOST INCREASED POINTS

TOTAL POINT INCREASE ARTIST TITLE LABEL(S) +10550 FAITH HILL This Kiss (Warner Bros.) WADE HAYES The Day That She... (DKC/Columbia) +5145 SHANIA TWAIN You're Still The One (Mercury) +4422 +3524 CLINT BLACK Nothin' But The Taillights (RCA) +3165 GARY ALLAN It Would Be You (Decca) **TOBY KEITH** Dream Walkin' (Mercury) +3132 TRISHA YEARWOOD Perfect Love (MCA) +2885 **COLLIN RAYE** Little Red Rodeo (Epic) +2824 **GARTH BROOKS** She's Gonna Make It (Capitol) +2820 +2719 TRACY BYRD I'm From The Country (MCA)



ARTIST TITLE LABEL(S)

SAMMY KERSHAW Love Of My Life (Mercury) BROOKS & DUNN He's Got You (Arista) **SHANIA TWAIN** Don't Be Stupid (You Know...) (Mercury) **LEANN RIMES** On The Side Of Angels (MCG/Curb) JOHN MICHAEL MONTGOMERY Angel In My Eyes (Atlantic) MARTINA MCBRIDE A Broken Wing (RCA) ALAN JACKSON Between The Devil And Me (Arista) **MICHAEL PETERSON** From Here To Eternity (*Reprise*) TRACE ADKINS The Rest Of Mine (Capitol) GARTH BROOKS Longneck Bottle (Capitol)

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 ong 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.

COUNTRY ACTION

The New Album Gallery

February 24, 1998



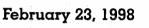
Melodie Crittenden Melodie Crittenden (Asylum/EEG)

Oklahoma-born Melodie Crittenden was introduced to Country radio with the recent single, "Broken Road," but her debut album provides an even stronger argument for her artistic potential. From the three originals on the album, Crittenden shows considerable promise as a songwriter. However, she possesses a powerful and distinctive voice, and there's no questioning her delivery or interpretations. Opening with "I've Been Waiting For

You" (which had been placed on hold by Faith Hill), the album includes strong-willed lyrics in "Birmingham" and the more upbeat "Never Estimate A Bored Housewife."

Crittenden says, "Going through the hills or valleys, it's those experiences that shape who you are and, in the end, life's to be lived. And hopefully you can give something back. That's why I'm doing this. It's what I wanted — what I've always wanted — and now I can make this dream mean something."





Jim Collins "My First, Last, One And Only"

Arista: Texas native Jim Collins is coming with this new single just before the release of his major label debut album, The First Step. Collins wrote the mid-tempo "My First, Last, One and Only" with Bob Regan and Chris Waters.

Faith Hill "This Kiss"

Warner Bros.: No doubt, Faith Hill will be performing this during George Strait's stadium tour. It's the first single from her new album, *Faith*, set for April release. Nashville songwriter Beth Nielsen Chapman, who sings on the track, wrote the uptempo song with Robin Lerner and Annie Roboff.

Lila McCann "Almost Over You"

Asylum/EEG: This familiar song was a stand-out track when Lila McCann's debut album was released. Resisting the urge for vocal gymnastics, McCann's reserved approach sets her apart. Despite it being a 1984 pop hit for Sheena Easton, "Almost Over You" was always a country song.

Nitty Gritty Dirt Band "Bang, Bang, Bang!"

Rising Tide: To increase the suspense factor, Rising Tide initially sent this out without telling anyone the act's name. However, the identity came as no huge surprise to anyone familiar with the Dirt Band's music and their place on the label's roster. "Bang Bang Bang" is a song about a band — and these guys are an American original.

Thompson Brothers Band "Back On The Farm"

RCA: "Back On the Farm" tells the story of a prodigal son who returns to his rural beginnings — and he's not all that happy about it. The song was written by Don Henry, who has penned his share of quirky (but terrific) material, including Kathy Mattea's "Harley."

Randy Travis "Out Of My Bones"

DreamWorks: Even Randy Travis himself refers to this as "a new beginning." Not only is this his first single for DreamWorks, it's the first country record the label has released since opening a Nashville office. On "Out of My Bones," Travis has managed to update his sound without losing the essence of what made him great in the first place. The song was written by Gary Burr, Sharon Yaughn, and Robin Lerner — and Travis produced it with DreamWorks/Nashville chief James Stroud and Byron Gallimore. It will be included on his new album, *You and You Alone*, set for April 21 release.

Mark Wills "I Do (Cherish You)"

Mercury: Mark Wills got Country radio's attention with "Jacob's Ladder." Judging by the number of stations adding "I Do (Cherish You)" out of the box, the attention hasn't wavered, and Wills' career is on the rise. It's the first single from Wills' sophomore album, *Wish You Were Here*, due in stores May 5.



Chris Cummings

Chris Cummings (warner Bros.)

Chris Cummings was about 100 miles away from being born in the U.S. Instead, the Canadian was born and raised northeast of Maine in Norton, New Brunswick. When Warner-Reprise/Nashville President Jim Ed Norman first heard Cummings sing, he didn't sign him to a recording contract. Of course, that was eight years ago — and Cummings is now only 22. Cummings has been

compared to a "young Randy Travis," but this debut album shows that he's

set on building his career with his own musical legs. An earlier version of the album was previously released in Canada, and four of the songs reached the Top 20 on the Canadian Country charts. "Sure Enough" topped the chart, with the video also reaching No. 1 on CMT/ Canada. Norman co-produced the album with Rick Scott, best known for writing Alabama's "Why Lady Why."



David Kersh

If I Never Stop Loving You (curb)

Given David Kersh's initial success with "Goodnight Sweetheart" and "Another You" from his debut album, the Texan took his time to ensure the quality of his sophomore album, *If I Never Stop Loving You*. The title track has already made its way to radio, and Kersh has given the new album a balance of ballads and upbeat songs. Regarding the album, Kersh says, "When singing ballads,

you must find a power that drives you to deliver the words. In the studio, capturing that live energy is our objective. Sometimes I felt myself just singing the song

because there was so much emotion and so much feeling in the lyrics that I didn't consciously feel myself putting a lot of effort into it — it just happened. Other times, I found myself wanting to draw as much as I could from myself, which meant developing a mental picture from the words." The album includes two cover tunes — Eric Clapton's "Wonderful Tonight" and Willie Nelson's "Hello Walls."



Daryle Singletary Ain't It the Truth (Giant)

God bless Daryle Singletary. He couldn't hide his rural Georgia roots if his life depended on it. Fortunately for us, he's never bothered trying. Singletary's traditional country approach comes through loud and clear on Ain't It The Truth, his third Giant album and his first with producers Doug Johnson and John Hobbs. Singletary says, "I've always said my music has to be simple, heartfelt. It's got

to be close to the bone and related to gospel in that it's so sincere and honest. The country I grew up on is like that ... it's true to real life. Three-chord kind of country ... Jim Reeves-big kinda thing ... swing country ... to me it's all country and it's all pure. That's what it's supposed to be about." Part of what Singletary is referring to is exhibited on the first single, "The Note." Other highlights include "I'd Live For You" (provided by "Friends In Low Places" writer Dewayne Blackwell) and "My Baby's Lovin" (written by Delbert McClinton).

Singletary's love of classic country also led him to do a remake of "A Thing Called Love," a

Jerry Reed song which had been popularized by Jimmy Dean.

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For Today's Country Radio

Bullseye Research Compiled by Hart Media Marketed by SJS Entertainment (S)s entertainment

COUNTRY

NEW & ACTIVE

MATT KING A Woman's Tears (Atlantic) Total Stations: 40, Total Points: 1435, Total Adds: 33, Including: KPLX 25, KEAN 17, WKSJ 15, WRNS 15, KPLM 14, WKDQ 12, KRRV 10, KTOM 10, WAXX 10, WNOE 10, WOVK 10, WXBM 9, KVOO 8, WSM 8, KAYD 7, KJUG 7, KSOP 7, KTEX 7, KXDD 7, WIBW 7, WSOC 6, WTCR 6, WXCL 6, KFDI 5, KRWQ 5, KTTS 5, WKKX 5, WKSF 5, WRKZ 5, WTVY 5, WWYZ 5, WXXQ 5, WYNK 5

TRAVIS TRITT Still In Love... *(Warner Bros.)* Total Stations: 12, Total Points: 1299, Total Adds: 0, Including: KBEQ 35 (28), WCOL 26 (26), WXBM 26 (26), KFKF 25 (25), WQBE 25 (25), WTHI 25 (25), WEZL 24 (24), WVLK 22 (22), WSM 15 (15)

SMOKIN' ARMADILLOS I Don't Want No... *(MCG/Curb)* Total Stations: 25, Total Points: 940, Total Adds: 6, Including: WMTZ 10, KIZN 7, KKJG 7, WCKT 6, WTCR 6, KYCY 5

Plays Include: KRWQ 26 (26), KJUG 22 (22), WRNS 18 (18), KTST 15 (15), KPLM 14 (14), WGTY 14 (13), KBUL 11 (11), WOVK 10 (10), KVOO 8 (8), KSOP 7 (7), KUZZ 7 (7), WWJO 7 (7), KHAY 6 (5), KFDI 5 (5), KTTS 5 (5), KYGO 5 (5), KZSN 5 (5), WDEN 5 (5), WWYZ 5 (5)

CACTUS CHOIR Step Right Up (Curb/Universal)

Total Stations: 20, Total Points: 849, Total Adds: 1, Including: WKKT 5

Plays Include: KBEQ 28 (28), WTNT 17 (17), KTST 15 (15), WGNE 15 (15), WQBE 15 (15), WXTA 15 (15), WOVK 10 (10), KNFM 8 (8), WWQQ 7 (7), WCKT 6 (6), WTCR 6 (6), KFDI 5 (5), KORD 5 (5), WDEN 5 (5), WIRK 5 (5), WKCN 5 (5), WRBQ 5 (5), WWYZ 5 (5)

HAL KETCHUM I Saw The Light (MCG/Curb)

Total Stations: 11, Total Points: 727, Total Adds: 6, Including: KBEQ 18, WAMZ 10, WWYZ 10, KSOP 7, WKLB 5, WYCD 5

Plays Include: WYAY 27 (27), KKCS 17 (17), KNIX 12 (12), KKAT 5 (5), KWJJ 5 (5)

NITTY GRITTY DIRT BAND Bang, Bang... (Rising Tide) Total Stations: 17, Total Points: 656, Total Adds: 11, Including: WAYZ 20, WBYT 18, KJUG 15, KWNR 13, KTOM 10, WSM 8, KIZN 7, KSOP 7, WTCR 6, KRWQ 5, WTVY 5 Plays Include: WKKX 13 (11), WKDQ 12 (12), KORD 5 (5), KTTS 5 (5), WDEN 5 (5), WWYZ 5 (5)

BRAD HAWKINS We Lose *(Curb/Universal)* Total Stations: 13, Total Points: 446, Total Adds: 3,

Including: WKIX 18, WOVK 10, KSKS 7 Plays Include: KBEQ 18 (18), KVOO 8 (8), KJUG 7 (7), KHAY 6 (5), WTCR 6 (6),WXCL 6 (6), KFDI 5 (5), KTTS 5 (5), WDEN 5 (5), WTVY 5 (5)

JIM LAUDERDALE Goodbye Song (BNA)

Total Stations: 12, Total Points: 360, Total Adds: 1, Including: KUZZ 7 Plays Include: KEAN 17 (17), KRRV 10 (10), KVOO 8 (8),

KPLX 7 (7), WWZD 7 (7), KFDI 5 (5), KTTS 5 (5), KZKX 5 (5), WDEN 5 (5), WTVY 5 (5), WWYZ 5 (5)

Songs Ranked By Total Points

NATIONAL RADIO FORMATS

ABC RADIO NETWORKS

Coast-To-Coast Mark Edwards • (214) 991-9200 Adds:

SHERRIE' AUSTIN Put Your Heart Into It FAITH HILL This Kiss DEAN MILLER Wake Up And Smell The Whiskey Hottest: DAVID KERSH If I Never Stop Loving You WADE HAYES The Day That She Left Tulsa (In A Chevy) TRISHA YEARWOOD Perfect Love

Real Country Dave Nicholson • (602) 966-6236

Adds: FAITH HILL This Kiss HAL KETCHUM I Saw The Light RANDY TRAVIS Out Of My Bones Hottest: DAVID KERSH I'll Never Stop Lovin' You GEORGE STRAIT Round About Way GARTH BRDOKS She's Gonna Make It ALAN JACKSON A House With No Curtains CLINT BLACK Nothin' But The Taillights

AFTER MIDNITE ENTERTAINMENT

201 mg 参加 - 21 A A A A

Mandy McCormack • (818) 461-5435 Adds:

GARY ALLAN It Would Be You JOHN ANDERSON Takin' The Country Back LONESTAR Say When Hottest: ANITA COCHRAN & STEVE WARINER What If I Said LEE ANN WOMACK You've Got To Talk To Me GEORGE STRAIT Round About Way COLLIN RAYE Little Red Rodeo GARTH BROOKS She's Gonna Make It CLINT BLACK Nothin' But The Taillights

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818 Gary Knoll Adds: RHETT AKINS Better Than It Used To Be

GARY ALLAN It Would Be You RICOCHET Connected At The Heart SAWYER BROWN Another Side SHANIA TWAIN You're Still The One Hottest: TOBY KEITH Dream Walkin' PATTY LOVELESS To Have You Back Again

BROADCAST PROGRAMMING

Walter Powers • (800) 426-9082

Super Country/Pure Country Ken Moultrie Adds:

SAWYER BROWN Another Side Hottest: SHANIA TWAIN Don't Be Stupid (You Know I Love You) GEORGE STRAIT Round About Way BROOKS & DUNN He's Got You SAMMY KERSHAW Love Of My Life GARTH BRODKS She's Gonna Make It

Digital Country L.J. Smith

Adds: SAWYER BROWN Another Side Hottest: SHANIA TWAIN Don't Be Stupid (You Know I Love You) GEORGE STRAIT Round About Way BRODKS & OUNN He's Got You SAMMY KERSHAW Love Of My Life GARTH BROOKS She's Gonna Make It

New Country

Smith Adds:

SAWYSE BROWN Another Side Hottest: CLINT BLACK Nothin' But The Taillights BROOKS & DUNN He's Got You COLLIN RAY ELittle Red Rodeo BRYAN WHITE One Small Miracle TRISHA YEARWOOD Perfect Love JONES RADIO NETWORK Phil Barry • (303) 784-8700

U.S. Country Jim Murphy Adds:

RHETT AKINS Better Than It Used To Be TRACY BYRD I'm From The Country RICOCHET Connected At The Heart SHANIA TWAIN You're Still The One Hottest: DIAMOND RIO Imagine That

LILA MCCANNI Wanna Fall In Love COLLIN RAYE Little Red Rodeo GEORGE STRAIT Round About Way LEE ANN WOMACK You've Got To Talk To Me CD Country

John Hendricks

Adds: KEITH HARLING Papa Bear HAL KETCHUMI Saw The Light Hottest: LEE ANN WOMACK You've Got To Talk To Me SHANIA TWAIN You're Still The One SONS OF THE DESERT Leaving October ANITA COCHRAN & STEVE WARINER What If I Said MATRACA BERG Back In The Saddle

RADIO ONE COUNTRY PLAYLIST Jim Barbee • (970) 949-3339

Adds: GARY ALLAN It Would Be You LEE ROY PARNELL All That Matters Anymore SAWYER BROWN Another Side Hottest: COLLIN RAYE Little Red Rodeo GEORGE STRAIT Round About Way LEE ANN WOMACK You've Got To Talk To Me ANITA COCHRAN & STEVE WARINER What If I Said GARTH BROOKS She's Gonna Make it

WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (805) 294-9000 Tracy Thompson

Hot Country David Felker

Adds: RHET AKINS Better Than It Used To Be GARY ALLAN It Would Be You MELODIE CRITTENDEN Broken Road Hottest: ANTA COCHRAN & STEVE WARINER What If I Said TIM MCGRAW Just To See You Smile GARTH BROOKS She's Gonna Make It KENNY CHESNEY A Chance LEE ANN WOMACK You've Got To Talk To Me

Mainstream Country Adds:

JOHN ANDERSON Takin' The Country Back TRACY BYRD I'm From The Country SONS OF THE DESERT Leaving October Hottest: ANITA COCHRAN & STEVE WARINER What If I Said TIM MCGRAW Just To See You Smile GEORGE STRAIT Round About Way GARTH BROOKS She's Gonna Make It CLINT BLACK Nothin' But The Taillights

COUNTRY VIDEO



ADDS KEITH HARLING Papa Bear Chris Knight Framed

SHANIA TWAIN You're Still The One

WADE HAYES The Day That She Left Tulsa (In A Chevy) DARYLE SINGLETARY The Note DAVID LEE MURPHY Just Don't Wait Around Til She's Leavin' SAMMY KERSHAW Love Of My Life RHETT AKINS More Than Everything



60.2 million households Traci Todd, Manager/Video Programming

ADDS

MATRACA BERG Back In The Saddle (*Rising Tide*) MINDY MCCREADY You'll Never Know (*BNA*) MICHAEL PETERSON Too Good To Be True (*Reprise*) SAWYER BROWN Another Side (*Curb*)



MICHAEL PETERSON Too Good To Be True (*Reprise*) WADE HAYES The Day That She Left Tulsa... (*Columbia*) DAVID KERSH If I Never Stop Loving You (*Curb*) OARYLE SINGLETARY The Note (*Gian*t) BRYAN WHITE One Small Miracle (*Asylum/EEG*) TRISHA YEARWOOD Perfect Love (*MCA*) TRACE ADKINS Lonely Won't Leave Me Alone (*Capitol*) JOHN ANDERSON Takin' The Country Back (*Mercury*) DIXIE CHICKS I Can Love You Better (*Monument*) ANITA COCHRAN & STEVE WARINER What If... (*Wamer Bros.*)

Information current as of February 23.



42 million households Chris Parr, Director/Programming Paul Hastaba, VP/GM

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ADDS

SHERRIE' AUSTIN Put Your Heart Into It (Arista) RANCH Clutterbilly (Capitol) SHANE STOCKTON What If I'm Right (Decca) RANDY TRAVIS Out Of My Bones (DreamWorks) MARK WILLS I Do (Cherish You) (Mercury)

TOP 10

LILA McCANN I Wanna Fall In Love (Asylum/EEG) ANITA COCHRAN w/STEVE WARINER What If... (Wamer Bros.) BRYAN WHITE One Small Miracle (Asylum/EEG) BROOKS & DUNN He's Got You (Arista) NEAL McCOY If You Can't Be Good, Be Good Al It (Atlantic) DIXIE CHICKS I Can Love You Better (Monument) DEANA CARTER Did I Shave My Legs For This? (Capitol) WADE HAYES The Day That She Left Tulsa... (Columbia) SHANIA TWAIN Don't Be Stupid (You Know...) (Mercury) TRISHA YEARWODD Perfect Love (MCA)

HEAVY

TRACE ADKINS Lonely Won't Leave Me Alone (Capitol) BRODKS & DUNN He's Got You (Arista) DEANA CARTER Did I Shave My Legs For This? (Capitol) ANTA COCHRAN w/STEVE WARINER What H... (Warner Bros.) DIXIE CHICKS I Can Love You Better (Monument) WADE HAYES The Day That She Left Tulsa... (Columbia) KINLEYS Just Between You And Me (Epic) NEAL MCCDY If You Can't Be Good, Be Good At It (Atlantic) SHANIA TWAIN You're Still The One (Mercury) BRYAN WHITE One Small Miracle (Asylum/EEG) TRISHA YEARWODD Perfect Love (MCA)

HOT SHOTS

GARY ALLAN It Would Be You (Decca) JOHN ANDERSON Takin' The Country Back (Mercury) MATRACA BERG Back In The Saddle (Rising Tide) TRACY BYRDI'm From The Country (MCA) LYNNS Woman To Woman (Reprise) MAVERICKS To Be With You (MCA) MARTINA McBRIDE Valentine (Windham Hill) MINDY McCREADY You'll Never Know (BNA) NITTY GRITTY DIRT BAND Bang, Bang, Bang (Rising Tide) MICHAEL PETERSON Too Good To Be True (Reprise) CLAY WALKER Then What (Giant) MARK WILLS I Do (Cherish You) (Mercury)

Heavy rotation songs receive 28 plays per week. Hot Shots receive 21 plays per week. Pick Hits of the Week receive 6 plays per day. All Top 10 videos also receive heavy rotation.

www.americanradiohistory.com

COUNTRY REPORTERS

Stations and their adds listed alphabetically by market									
KEAN/Abilene, TX PD: Dwayne Alexander MD: Rudy Allen Fernandez 17 FAITH HILL 17 MARK WILLS 17 MART KING 17 JIM COLLINS	KIZN/Boise, IO OM/PD: Tom Jordan APD: Spencer Burke 15 TOBY KEITH 7 FAITH HILL 7 SMOKIN' ARMADILLOS 7 NITTY GRITTY OIRT.	KYNG/Dallas, TX PD: Dan Pearman MD: Stacey Tackett 10 TOBY KEITH 10 LONESTAR 10 TRACY BYRD 10 PATTY LOVELESS	WQHK/Ft. Wayne, IN PD: Dean McNell MD: Jeff Moore 13 FAITH HIL 13 RANDY TRAVIS 5 GARY ALLAN 5 LONESTAR	WMTZ/Johnstown, PA OM/PD/MD: Brian Cleery 10 FANTH HILL 10 SMOKIN' ARMADILLDS 10 DEAN MILLER 10 LYNNS	WOOZ/Marlon, IL PD: Scott Cox MD: Juli Ingram 18 SHANIA TWAIN 10 LEE ROY PARNELL	KNFM/Odessa-Midland, TX PD: Dave Love APD: Matt Santiago MD: Ric Casey 13 FAITH HILL 8 GARY ALLAN 8 LONESTAR	WKHK/Richmond, VA PD: Bob Sterling MD: Rick Campbell 15 FAITH HILL 15 MARK WILLS	WBYT/South Bend, IN PD: Ralph Cherry MD: Liss Kosti 18 FAITH HILL 18 NITY CRITY DIRT. 5 SHERIE' AUSTIN 5 SAWYER BROWN	KNUE/Tyler, TX PD/MD: John Moore 22 DARYLE SINGLETARY 13 MELODIE CRITTENDEN 13 SHANIA TWAIN
17 LILA MCCANN WQMX/Akron, OH PD: Kevin Mason MD: Bill Shiel 18 FAITH HILL 18 CLAY WALKER	WKLB/Boston, MA PD: Mike Brophey APD/MD: Ginny Rogers 20 FAITH HIL 5 GARY ALLAN	WGNE/Daytona Beach, FL MD: Jim Andrews 21 FAITH HILL 15 SHANIA TWAIN 14 LONESTAR	KSKS/Fresno, CA PD: Ken Boesen MD: Steve Montgomery 16 TOBY KEITH 16 FAITH HILL 16 JO DEE MESSINA	KBEQ/Kansas City, MO PD: Mike Kennedy MD: T.J. NaCentire 24 FAIT I HILL 18 SHERRIC AUSTIN 18 HAL KETCHUM 18 MARK WILLS	KTEX/McAilen, TX PD: Jim Paczkowski MD: Deane Romero 7 DEAN MILLER 7 MELODIE CRITTENDEN 7 MATT KING	KTST/Dklahoma City, OK OM/PD/MD: Charlie Herrigan 15 FAITH HILL 15 MARK WILLS	KFRG/Riverside, CA OM/PD: Rey Massle MD: Don Jeffrey 13 CLAY WALKER 13 JEFF CARSON	KDRK/Spokane, WA PD: Ray Edwerds APD/MD: Tim Cotter 19 MCRIDE W/BRICKMAN 19 SHANIA TWAIN	WFRG/Utica-Rome, NY PD: Chris Atkms MD: Crickett 12 TRACY BYHD 12 TOBY KEITH
18 MELODIE CRITTENDEN 18 THOMPSON BROTHERS WGNA/Albany, NY PD: Buzz Brindle MD: Bill Earley	5 LONESTAR 5 HAL KETCHUM WYRK/Buffaio, NY PD: Justin Case MD: Pat O'Brien	KYGO/Denver, CO OM/PD: John St. John MD: Tad Svendsen 13 FAITH HILL 5 GARY ALLAN	7 GARY ALLAN 7 BRAD HAWKINS 7 TRACY BYRD 7 MARK WILLS 7 SHANIA TWAIN 7 MICHAEL PETERSON	15 CLAY WALKER KFKF/Kansas City, MO PD: Dale Carter APD/MD: Tony Stevens 15 Faite Hull	KRWQ/Medford, OR PD/MD: Judi Austin 5 MARK WILLS 5 NITY GRITY DIRT 5 MATT KING	KXXY/Oklahoma City, OK OM/PD: Charlie Harrigan MD: Bill Reed 10 JOHN ANDERSON 10 MELODIE CRITTENDEN 10 LEE ROY PARNELL 10 MINDY MCCREADY	WYYO/Roanoke, VA PD/MD: Robynn Jaymes 16 ALABAMA WBEE/Rochester, NY PD: Loyd Ford	KNFR/Spokane, WA PD: Jay Daniels MD: Paul Neuman 14 ALABAMA 14 RICOCHET 14 MAVERICKS	KJUG/Visalia, CA PD/MD: Dave Daniels 22 FAITH HIL 15 MARK WILIS 15 NITY GRITTY DIRT. 7 MATT KING
6 TRACY BYŘD 6 FAITH HILL KRST/Albuquerque, NM PD: Jim Patrick MD: Chaz Malibu 12 FAITH HIL	22 RANDY TRAVIS KHAK/Cedar Rapids, IA PD: Jeff Winfield MD: Dawn Johnson 22 FAITH HILL 9 RHETT AKINS	KHKI/Des Moines, IA PD: Wes McShay MD: TJ. Brown 10 Faith Hill	WBCT/Grand Rapids, MI OW/PD: Doug Montgomery MD: Kelly Iris 15 TRACY BYRO 15 LYNNS 15 ALABAMA 5 SAWYER BRDWN 5 PATTY LOVELESS	15 MARK WILLS 15 TRACY BYRD 15 SONS OF THE DESERT WOAF/Kansas City, MO PD/MID: Ted Cramer 10 MAVERICKS	WGKX/Memphis, TN OM: Fred Horton PD: J.L. Fisk MD: Mark Billingsley 10 RICOCHET 10 TOBY KEITH 10 MINDY MCCREADY 10 MICHAL PETERSON	KXKT/Omaha, NE PD: Tom Goodwin MD: John Glenn 14 JD DE MESSINA 14 SHANIA TWAIN 14 ALABAMA	DC Covote Collins 15 Shahn Twain 15 Faith Hill 6 Ranoy Travis 6 Lynns WXXQ/Rockford, IL	WFMB/Springfield, IL OM/PD: Bob Grayson MD: John Spalding 10 FAITH HIL 10 GARY ALLAN 10 SHANIA TWAIN	WACO/Waco. TX PD: Zack Owen APD/MD: Gienn Michaels 17 GARY ALLAN 17 MELODIE CRITTENOEN 17 LONESTAR
5 MARK WILLS 5 RICOCHET 5 ALABAMA KRRV/Alexandria, LA OM: Lon Herris	9 LYNNS WIXY/Champaign, IL PD: R.W. Smith MD: Nicole Beals 6. Faith Hill	KJJY/Des Moines, IA OM/PD: Beverlee Brannigan MD: Eddle Hatfield 20 FAITH HILL 12 MINDY MCCREAOY	WTQR/Greensboro, NC PD: Paul Franklin MD: Deano St. Clair 15 FAITH HILL 5 SONS OF THE DESERT	WIVK/Knoxville, TN PD: Les Acree MD: Chris Huff	WOGY/Memphis, TN OM: Joel Burke PD: Bill Hughes MD: Polly Wogg	7 SHERRIË AUSTIN WOW/Omaha, NE PD: Trish Matthews APD/MD: Tom Scott 11 FAITH HILL	WAAQ/NUCKUNA, IL PD: Jesse Garcia MD: Lynn Lecy 15 FAITH HIL 5 MATT KING 5 ALABAMA 5 THOMPSON BROTHERS. 5 MARK WILLS	10 MAVERICKS 10 LYNNS WPKX/Springfield, MA PD: Al Brock MD: Kevin Wright	WMZQ/Washington, DC PD: Mac Daniets MD: Jon Anthony 17 FAITH HILL. 17 RANDY TRAVIS
MO: Scott Bryant 25 FAITH HILL 10 GARY ALLAN 10 RICOCHET 10 MAVENICKS 10 MATT KING	6 JOHN ANDERSON WBUB/Charleston, SC PD: Rob Kelly MD: John Dixon 20 Fairt Hill	WWWW/Oetroit, MI PD: Tim Roberts MD: Cadillac Jack 5 GARY ALLAN 5 GARY ALLAN 5 FAITH HILL 5 RAMDY TRAVIS 5 KEITH HARLING	5 JEFF CARSON WRNS/Greenville, NC PD: Wayne Carlisle MD: Dale Knippers 25 SHANIA TWAIN 16 JD DEE MESSINA	13 ALABAMA 13 FAITH HILL 13 MARK WILLS KXKC/Lafayette, LA PD: Renee Revett	14 FAITH HILL 7 MICHAEL PETERSON 7 TOBY KEITH 7 PATTY LOVELESS WKIS/Miami, FL	6 LYNNS 6 OEAN MILLER WWKA/Orlando, FL PD: Mike Moore MD: Shadow Stevens	KNCI/Sacramento, CA OM/PD: Mark Evans APD/MD: Jenniter Wood 15 FAITH HILL 6 SHANIA TWAIN	17 FAITH HILL 11 MAVERICKS KTTS/Springfield, MO PD: Don Paul APD/MD: Warren McDonald	WDEZ/Wausau, WI PD: Mark Skibba MD: Lou Stewart 7 FATH HILL 7 SONS OF THE DESERT 7 TRACY BYHD 7 MINDY MCDREADY
WFGY/Altoona, PA PD/MD: Polly Wogg 35 FAITH HIL 15 SHANIA TWAIN 15 SONS OF THE DESERT 15 LEE ROY PARNELL 15 GARY ALLAN 15 THOMPSON BROTHERS.	20 TRACY BYRO WEZL/Charleston, SC PD: Kris Van Dyke MD: Gary Griffin, 15 FAITH HILL	WYCO/Detroit, MI PD: Eddle Haskell MD: Katle Marroso 5 MARK WILLS 5 FATH HILL	WESC/Greenville, SC OM/PD: Ron Brooks APD/MD: John Landrum 14 Faith Hul	MD: Kelly Thompson 15 LEE ROY PARNELL 15 FAITH HILL 15 MARK WILLS WIOV/Lancaster, PA	PD: Bob McKay MD: Darlene Evans 14 TRACY BYRO 14 KENNY CHESNEY 14 FAITH HILL 14 SHANIA TWAIN	20 WADE HAYES 20 KINLEYS 20 MCBRIDE WUBRICKMAN 20 CLAY WALKER KHAY/Oxnard, CA	WKCQ/Saginaw, MI PD: Rick Walker 5 ALRAMA 5 SHERRIE' AUSTIN	30 FAITH HILL 5 MATE KING 5 JO MYERS WBBS/Syracuse, NY PD: Tom Fridley	WIRK/West Paim Beach, FL PD: Mitch Mahan APD/MD: J.R. Jackson 16 FAITH HILL
KGNC/Amarillo, TX PD: Bob Shannon MD: Patrick Clark 25 FAITH HUL 15 GARY ALLAN	15 TRACY BYRO 15 LONESTAR WQBE/Charleston, WV OM/PD: Jeff Whitehead 15 GARY ALLAN	5 HAL KETCHUM WTVY/Oothan, AL PD/MD: Shannon O'Neel 10 LYNS 5 MATT KING 5 NITTY DIRT	5 ALABAMA 5 GARY ALLAN 5 SHERRIE' AUSTIN WSSL/Greenville, SC PD: Bruce Logan	PD: Dick Raymond MD: Keith Patrick 18 ALABAVA 18 SHANIA TWAIN 11 GARY ALLAN 11 MARK WILLS	WMIL/Milwaukee, WI OM: Kerry Wolfe APD: Scott Dolphin MD: Mitch Morgan 14 FAITH HILL 14 ALABAMA 5 LONESTAR 5 GARY ALLAN 5 GARY ALLAN	PD/MD: Mark Hill 18 FAITH HILL 7 RICOCHET 6 GARY ALLAN KPLM/Palm Springs, CA	WWJD/St. Cloud, MN PD: Mark Sprint 7 MAVERICKS 7 LYNNS 7 FAITH HILL	MD: Meg Stevens 13 LYNNS 13 FAITH HILL 5 JO DEE MESSINA 5 TOBY KEITH WTNT/Tallahassee, FL	WOVK/Wheeing, WV PD/MD: Jim Elilott 10 FAITH HILL 10 MARK WILLS 10 MATK KINC 10 BRAD HAMKINS
7 LEE ROY PARNELL 7 DEAN MILLER KASH/Anchorage, AK PD: Ray Knight APD/MD: Chris Crowley 15 TRACY BYRD	15 ALABAMA 15 SAWYER BROWN WKKT/Charlotte, NC PD: Bill Young 20 FAITH HIL	5 THOMPSON BROTHERS 5 JD MYERS KKCB/Ouluth, MN PD: Tom Bishop MD: Pat Puchalia	APD/MD: Kerry Owen 7 LEE ROY PARNELL 7 TRACY BYRD 7 FAITH HILL WAYZ/Hagerstown, MO PD: Dennis Hughes	WITL/Lansing, MI PD: Jeff Davis MD: Chris Tyler 23 FAATH HILL 5 TRACY BYRD 5 GARY ALLAN	5 SAWYER BRÖWN KEEY/Minneapolis, MN OW/PD: Gregg Swedberg APD/MD: Travis Moon 18 FAITH HILL 10 LYNNS	PD: Al Gordon APD/MD: Kris Richards 14 TRACY BYRO 14 MATT KING 14 MINOV MECREADY 14 SHANIA TWAIN	WIL/St. Louis, MO PD: Bob Bernett APD/MD: Mark Langston 28 RANOY TRAVIS 28 TIM MCGRAW	PD/MD: BHI Kelly 17 LYNNS 17 FAITH HILL 17 GARY ALLAN 17 CLAY WALKER	KFOI/Wichita, KS PD: John Speer MD: Gary Hightower 5 FATH HILL 5 MATI KING 5 JD WYERS
WKSF/Asheville, NC PD: Gienn Trent	20 SHANIA TWAIN 5 CACTUS CHOIR WSOC/Charlotte, NC PD: Paul Johnson MD: Rick McCracken	16 FAITH HILL 11 GARY ALLAN 11 MAVERICKS WAXX/Eau Claire, WI OM/PD: George House	PD: Dennis Hugnes APD: Selens Luther 20 GARY ALLAM 20 NITTY GRITTY OIRT. WRBT/Harrisburg, PA PD/MD: Kevin King	KWNR/Las Vegas, NV OM: Jave Albright PD: Dave Collins MD: Brooks O'Brian 13 NITTY GRITTY DIRT. 13 TOEY KEITH 13 FAITH HILL 13 SHERNE' AUSTIN	WKSJ/Mobile, AL PD: Bill Black MD: Steve Kelly 15 FAITH HILL 15 LEE ROY PARNELL	WXBM/Pensacola, FL OM/MD: Bruce Clark PD: Lynn West 15 MELODIE CRITTENDEN 9 SHANIA TWAIN 9 RICOCHET 9 MATT KING	WKKX/St. Louis, MO PD: Jeff Allen MD: Dave Louis 13 MELODIE CRITTENDEN 13 GARY ALLAN 13 FAITH HILL 5 MATT KING 5 JOHN ANDERSON	WQYK/Tampa, FL PD: Beecher Martin APD/MD: Jay Roberts 18 FAITH HILL 10 ALABAMA 5 GARY ALLAN 5 TRACY BYRD	KZSN/Wichita, KS OM/PD: Pat Noyer MD: Dan Holiday 14 FAITH HILL 5 JOHN ANDERSON
MD: Nikki Thomas 18 Faith Hill 5 Jeff Carson 5 Matt King 5 Matraca Berg	6 RICOCHET 6 LEE ROY PARNELL 6 DEAN MILLER 6 MATK KING 6 MARK WILLS WUSN/Chicago, IL	MD: TIM WISON 10 MARK WILLS 10 DEAN MILLER 10 FAITH HILL 10 MATT KING KHEY/EI Paso, TX	5 MATRACA BERG 5 LONESTAR 5 LYNNS WRKZ/Harrisburg, PA PD: Mitch Mehan	13 MINOY MCCREADY 13 JO DEE MESSINA 13 SHANIA TWAIN WBBN/Laurel, MS OM/PD/MD: Larry Biakeney	15 MATT KING 15 MATRACA BERG KATM/Modesto, CA OW/PD: Ed Hill APD/MD: Chris Costs	WXCL/Peoria, IL PD: Dan Dermody MD: Joe Cameron 14 FAITH HILL 14 MAVERICKS 6 JO WYERS	WWFG/Salisbury, MO PD: Chris O'Kelley MD: Kim Werne 15 FAITH HILL 15 LYNNS 12 JOHN M. MONTGOMERY	WRBQ/Tampa, FL PD: Ronnie Lane MD: Wanda Myles 10 FAITH HILL 5 PATTY LOVELESS	WGGY/Wilkes Barre, PA PD: Mark Lindow MD: Mike Krialk 16 FATH Hul 16 SHANIA TWAIN
WKHX/Atlanta, GA OM/PD: Neil McGinley MD: Johning Grey 18 MCBRIDE W/BRICKMAN 18 TRACE ADKINS WYAY/Atlanta, GA	PD: Alan Sledge MD: Tricle Biondo 14 FAITH HIL 14 TRACY BYRD 14 LONESTAR 14 LYNNS 14 RANDY TRAVIS	PD: Danny White 17 FAITH HILL WXTA/Erie, PA OM/PD: Bill Shannon APD: Adam Reese	MD: DandaHon, 15 FAITH HILL 5 SAWYER BROWN 5 MATT KING 5 LYNNS WWYZ/Hartford, CT	APD/MD: Tom Freeman 25 FAITH HILL 15 SHANIA TWAIN 15 TRACY BYRD 7 LEE ROY PARNELL WVLK/Lexington, KY	13 ALAGAMA 5 DEAN MILLER KTOM/Monterey, CA PD: Lance Tidwell MD: Keith Medlin 10 ALABAMA	6 MATT KING KMLE/Phoenix, AZ PD: Jeff Garrison APD/MD: Jon Allen 26 GARY, ALLAN	12 CLINT BLACK KKAT/Salt Lake City, UT PD: Shawn Stevens APD/MD: Jim Mickelson 13 FAITH HiLL	WTHI/Terre Haute, IN PD: Barry Kant MD: Steve Hali 15 FAITH HILL 15 ALABAMA 15 LONESTAR 5 GARY ALLAN	WKXB/Wilmington, NC PD: John Stevans MD: Joey Dee 7 FAITH HILI 7 MARK WILLS 7 KEITH HARLING 7 GARY ALLAN
TATATATATA OM: Neil McGinley PD: Steve Mitchell MD: Johnny Gray 27 SONS OF THE DESERT 27 TARY BYRD 27 GARY ALLAN 27 MARK WILLS 27 FAITH HILL	KALF/Chico, CA PD/MD: Scott Michaels 17 FAITH HILL	MD: Chet Price 15 GARY ALLAN 15 FAITH HILL 15 LYNNS KUGN/Eugene, OR	PD: Greg Roche MD: John Savile 10 FAITH HIL 10 HAL KETCHUM 5 MATT KING 5 JO MYERS 5 MARK WILLS	PD: Damon Dean 5 SHERRIE AUSTIN 5 LOWESTAR KZKX/Lincoln, NE PD: Charlie Thomas	10 ALABAMA 10 FAITH HILL 10 MATT KING 10 DEAN MILLER 10 LEE ROY PARNELL 10 MARK WILLS 10 NITTY GRITTY DIRT.	26 KEITH HARLING 26 WYNONNA KNIX/Phoenix, AZ PD: Larry Daniels MD: Buddy Owens 24 Faith HuL	5 ALABAMA KSOP/Salt Lake City, UT PD: Don Hilton APD/MD: Debby Turpin 7. NITY GRITY OIRT	WIBW/Topeka, KS PD: Kevin Wagner MD: Pattl Cheek 23 FAITH HILL 15 MATRACA BERG 7 MAVERICKS	WWQQ/Wilmington, NC PD/MD: Ron Gray 14 FAITH HILL 7 ALABAMA 7 GARY ALLAN 7 DEAN MILLER
WKXC/Augusta, GA OM/PD: Tommy Gentry APD/MD: Zach Taylor 18 MCBRIDE W/BRICKMAN 18 SHANA, TWAIN	WUBE/Cincinnati, OH OM/PD: Tim Closson MD: Duke Hamilton 25 FAITH HILL 5 WADE HAYES 5 KEITH HARLING	PD: Jim West MD: Sam Thompson 16 JO DEE MESSINA 10 FATTH HILL 5 MARK WILLS WKDQ/Evansville, IN	KIKK/Houston, TX PD: John Roberts MD: Jay Kelly 40 DAVID KERSH 15 LONESTAR 15 SHERIE AUSTIN	APD/A0: Rob Kelley 26 TOBY KEITH 10 FAITH HILL 5 GARY ALLAN 5 RICOCHET 5 SONS OF THE DESERT	WLWI/Montgomery, AL PD: AI Mason MD: Nancy Knight 15 FAITH HILL 12 SONS OF THE DESERT 12 MATRACA BERG	WPOR/Portland, ME PD: Jon Shannon MD: Erick Anderson 19 FAITH HILL 7 ALABAMA	7 HAL KETCHUM 7 MARK WILS 7 MARK WILS 7 FAITH HILL 7 FAITH HILL KUBL/Sait Lake City, UT PD: Roger Allen APD/MD: Steve Chase	7 MAYERICKS 7 MATTKING KORO/Tri Cities, WA PD/MD: Rick Stewart 15 FAITH HILL 5 DEAN MILLER 5 MAYERICKS	WUSQ/Winchester, VA PD: Randy Woodward MD: Jennifer Woodward 14 JEFF CARSON 14 FATH HIL: 14 SAWYER BROWN 14 MAVER BROWN 14 MAVER OKS
18 ALABAMA 18 TRACY BYRD 10 BRODKS & DUNN 7 LONESTAR 7 GARY ALLAN KUZZ/Bakersfield, CA	WGAR/Cleveland, OH PD: Denny Nugent MD: Chuck Collier No Adds KKCS/Colorado Springs,	PD: Jon Preil MD: K.C. Todd 12 LEE ROV PARNELL 12 LVNNS 12 FAITH HILL 12 MATT KING	KILT/Houston, TX PD: Debbie Pipia 10 LEE ROY PARNELL	KSSN/Little Rock, AR Program Mgr.: Greg Mozingo APD/MD: Bill Dotson 25 ALAN JACKSON 25 TRACE ADKINS 10 DARYLE SINGLETARY 10 DAVID KERSH 10 FAITH HILL	WGTR/Myrtle Beach, SC PD: Johnny Walker MD: Holl Heart 13 FAITH HILL 6 GARY ALLAN 6 JEFF CARSON	7 MELODIE CRITTENDEN 7 MAVERICKS KUPL/Portland, OR PD: Lee Rogers APD: Tony Christopher	APUJMD: Steve Chase 15 FAITH HIL 15 GARY ALLAN 15 MINDY MCCREADY 15 LONESTAR 15 MELODIE CRITTENDEN 10 MATRACA BERG	5 TRACY BYRD KIIM/Tucson, AZ PD: Herb Crowe MD: Phil Williams 18 TOBY KEITH 18 DARYLE SINGLETARY	KX00/Yakima, WA PD/MD: Dewey Boynton APD: Tode Lyons 14 IRACY BYRD 14 LONESTAR 14 RICOCHET
PD: Evan Bridwell MD: Kelly Erickson 7 MARK WILLS 7 GARY ALLAN 7 JIM LAUDERDALE WPOC/Baltimore, MO	CO PD: Charlie Cassidy MD: Travis Daily 17 FRACY BYRD 17 TRACY BYRD 17 RICOCHET 17 SAMMY KERSHAW	KVOX/Fargo, NO PD: Anne Phiblan APD: Splash Gordon MD: Scotk Winston 12 FAITH HILL 5 LEE ROY PARNELL 5 MAVERICKS	WTCR/Huntington, WV PD/MD: Chuck Block 6 JD MYERS 6 MATT KING 6 NITTY GRITTY DIRT 6 FAITH HILL 6 SMOKIN' ARMADILLOS	WMJC/Long Island, NY PD: Jim Asker MD: Suzanne Alexander 21 MIEHAEL PETERSON 21 GARY ALLAN	WSM/Nashville, TN PD: Kyle Cantrell MD: Kevin Anderson 20 FAITH HILL 8 NITTY GRITTY DIRT 8 GARY ALLAN	MD: Rick Taylor 15 FATH HIL 15 MARK WILLS KWJJ/Portland, OR PD: Robin Mitchell MD: Kelly McCrae	KAJA/San Antonio, TX OM/PD: Keith Montgomery MD: Jennie James 11 FAITH HIL 11 MARK WYLLS 5 GARY ALLAN 5 LONESTAR	18 RICOCHET 18 PATTY LOVELESS KVOD/Tulsa, OK OM/PD: Andy Oatmen APD/MD: Steve Jackson 8 MATT KING 8 FAITH HILL	14 SHERRIE AUSTIN 14 SHANIA TWAIN 14 FAITH HILL 14 LEE ROV PARNELL 14 ALABAMA 7 MATTACA BERG 7 MATT KING
PD: Scott Lindemulder APD/MD: Greg Cole 13 FAITH HILL 13 SHANIA TWAIN 13 LYNNS 13 GARY ALLAN 13 MAVERICKS	WCOS/Columbia, SC PD: Jeff Roper MD: Glen Garrett 10 PATTY LOVELESS 5 MILA MASON	KKIX/Fayetteville, AR PD: Tom Travis APD/MD: Tone Marconi 15 SHERRIE AUSTIN 15 ALABAMA 15 MICHAEL PETERSON	WFMS/Indianapolis, IN OM/PD: Sam McGuire APD: Bob Richards MD: J.D. Cannon 15 SHANIA IWAIN 15 DEAN MILLER 15 GARY ALLAN	21 FAITH HILL 10 LYNNS KZLA/Los Angeles, CA PD: John Sebastian APD/MD: Bill Fink 12 AlaBaMa	8 MATT KING WNOE/New Orleans, LA PD/MD: Eddie Edwards 10 MATT KING 10 FAITH HILL 10 LILA MCGANN	No Adds WOKQ/Portsmouth, NH PD: Mark Ericson APD/MD: Dan Lunnie 5 Joint ANDERSON	KSON/San Diego, CA PD: Mike Shepard MD: Steva Barnes 12 FAITH HILL KYCY/San Francisco, CA	8 PERFECT STRANGER 8 MARK WILLS 8 BELLAMY BROTHERS WWZD/Tupelo, MS PD: Rusty Pugh MD: Scott Kelly	WGTY/York, PA OM/PD: John Peilegrini MD: Denise McLain 15 SHANIA TWAIN 14 MATRACA BERG WQXK/Youngstown, OH
WYNK/Baton Rouge, LA PD/MD: Brian King 17 ShANA TWAIN 13 PATTY LOVELESS 13 MICHAEL PETERSON 5 TOBY KEITH 5 MATT KING	WKCN/Columbus, GA OM/PD: Robin Lee MD: Andy Woods No Adds	15 JO DEE MESSINA WKML/Fayetteville, NC PD: Don Chase APD/MD: Andy Brown 10 GARY ALLAN 10 SHERRIE' AUSTIN	8 SONS OF THE DESERT WGRL/Indianapolis, IN OM: Sam McGuire APD/MD: John Q. Morris	12 SONS OF THE DESERT 12 CLAY WALKER WAMZ/LOUISVIILE, KY PD: Coyote Calbour MD: Ron Hezerd	WWXY/New York, NY PD: Darrin Smith MD: Shari Roth 24 ALABAMA 24 FAITH HILL	S FAITH HILL S LONESTAR WCTK/Providence, RI PD: Rick Everett MD: Tiffany Hill S SHERRE' AUSTIN	PD: Eric Logan APD: Stave Jordan 20 FAITH HILL 5 SMOKIN' ARMADILLOS 5 MELODIE CRITTENDEN KRTY/San Jose, CA	12 FAITH HILL 12 ALABAMA 12 GARY ALLAN 12 LYNNS 7 MARK WILLS	PD: Chuck Stevens MD: Burton Lee 14 GARY ALLAN 14 FAITH HILL
KAYO/Beaumont, TX PD/MD: Frank Dawson APD: Jay Bernard 13 FAITH HILL 7 GARY ALLAN	WCOL/Columbus, OH PD: Gary Moss MD: John Crenshaw 19 GARY ALLAN 19 FAITH HILL WHOK/Columbus, OH	10 LONESTAR WCKT/Ft. Myers, FL PD: Paul Orr APD/MD: BJ Odom 17 FAITH HILL	22 SHANIA TWAIN 22 DEAN MILLER 22 GARY ALLAN 22 THOMPSON BROTHERS 12 TRACE ADKINS 12 DAVID KERSH WMSI/Jackson, MS	28 FAITH HILL 10 LEE ROY PARNELL 10 HAL KETCHUM KLLL/Lubbock, TX PD: Jay Richards	12 WADE HAYES 12 DAVID KERSH WCMS/Norfolk, VA PO/MD: Mike Meehan 12 Mila MaSON	S THOMPSON'DROTHERS. S FAITH HILL S GATY ALLAN S LONESTAR S JOHN ANDERSON WLLR/Quad Cities, 1A-IL	PD/MD: Julie Stevens 25 FAITH HIL 14 SHANIA TWAIN 14 TRACY BYRD KKJG/San Luis Obispo, CA PD/MD: Donna James 7 FAITH HIL	201 Total Reporte 201 Current Repo 192 Current Playl	orters
7 MATT KING WKNN/Biloxi, MS PD: Rick Mize MD: Kipp Greggory 22 FAITH HILL 22 TOBY KEITH 12 GARY ALLAN	PD: Don Cristi MD: George Wolf 7 JOHN ANDERSON 7 GARY ALLAN 7 LONESTAR	17 TOBY KEITH 6 SMOKIN' ARMADILLOS 6 SHANIA TWAIN 6 GARY ALLAN WWGR/Ft. Myers, FL PD: Joe Montione	OM/PD: Buddy Van Arsdale APD/MD: Rick Adams 22 FAITH HILL 7 ALABAMA 7 MELODIE CRITTENOEN 7 MARK WILLS 7 KEITH HARLING	MD: Keity Greene 17 FAITH HIL 17 GARY ALLAN 17 ALABAMA WDEN/Macon, GA PD: Gerry Maconal	12 MINDY MCGREADY 12 LEE ROY PARNELL 12 LYNS 12 FAITH HILL WGH/Norfolk, VA	PD: Jim O'Hara MD: Ron Evans 10 fairt Hill 10 Daryle Singletary WKIX/Raleigh, NC	7 FAITH HILL 7 MARK WILLS 7 SMOKIN' ARMADILLOS WJCL/Savannah, GA MD: Jay Morgan 5 LONESTAR	Reported Frozen WNCY/Appleton, WUSY/Chattanoo WXTU/Philadelpl	WI oga,TN
12 GARY ALLAN 12 MICHAEL PETERSON WHWK/Binghamton, NY OM/PD/MD: John Davison 13 TRACY BYRD 13 LONESTAR 13 FAITH HILL	KRYS/Corpus Christi, TX PD: Clayton Allen MD: Cactus Lou 14 LONESTAR 14 SONS DO THE DESERT 14 JOHN ANDERSON 7 RHETT AKINS 7 DEAN MILLER	APD/MD: Buzzy Ford 9 MATRACA BERG 9 FAITH HILL 9 ALABAMA KTCS/Ft. Smith, AR	WQIK/Jacksonville, FL PD: Gali Austin APD/MD: Jon Scott 20 FAITH HILL 6 JOHN ANDERSON 6 GARY ALLAN 6 LONESTAR	PD: Gerry Marshall APD/MD: Laura Starling 15 FAITH HILL 5 JD MYERS 5 JIM COLLINS 5 THOMPSON BROTHERS 5 MARK WILLS	PD: Randy Brooks MD: Mare Carmody 16 FARCY BYRD 16 FAITH HILL 5 SHERNE' AUSTIN 5 GARY ALLAN 5 MATRACA BERG 5 LYNNS	Acting Pic: Morgan Thomas Acting Pic: Morgan Thomas 26 MARK WILLS 26 FAITH HIL 18 BRAD HAWKINS 18 MILA MASON 18 JIM COLLINS	KMPS/Seattle, WA PD: Mark Richards MD: Tony Thomas 28 FAITH HILL 16 ALABAMA 16 KINLEYS	WQDR/Raleigh, I	VC Playlist Frozen (5):
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MARKET *1 WWXY/New York (914) 592-1071 Smith/Roth	BBLB KILA/Los Angeles (213) 882-8000 Sebastian/Fink	MARKET #3 WUSN/Chicago (312) 649-0099 Sledge/Biondo	COUNTRY KYCY 93.3FM	MARKET #6 KPLK/Dallas (214) 526-2400 Rivers/Whitney	
PLAYS ARTISTITULE 3W 2W LW TW 40 40 40 GARTH BROOKS/She's Gonna Make II 40 40 40 40 TIM MCGRAW/Just To See You 30 30 40 1TIM MCGRAW/Just To See You 30 30 40 0 TRISHA YEARWOOLD/Perfect Love 30 30 40 0 TRISHA YEARWOOLD/Perfect Love 30 30 40 0 JCHN M. MCMTGOMERY/Angel In My Eyes 30 30 30 BROOKS & DUNN/He's Got You 30 30 30 SAMMY KERSHAW/Love Of My Life 30 30 30 COLLIN RAYE/Lift Hech Rodeo - - 30 SHANA TWAINYOU'S SUIT The One 24 24 30 KENNY CHESNEY/A Chance 24 24 30 KENNY CHESNEY/A Chance 24	PLNS ARTIST/TITLE 3W 2W LW TW 34 34 COCHRAN & WARINER/What If I Said 34 34 34 TIM MCGRAW/Just To See You 28 28 34 COCLIN RAYE/LITLE Red Rodeo 24 24 34 LEE ANN WOMACK/You've Got To 24 24 34 LEE ANN WOMACK/You've Got To 24 24 28 GARTH BROCK/S/She's Gonna Make II 34 28 28 GARTH BROCK/S/She's Gonna Make II 34 24 28 CLIN RAYEA/ITH BROCK/S/She's Gonna Make II 34 24 28 28 MADE HAYES/The Day That She 24 28 28 JO EE MESSINA/She's Gonna Make II 34 28 28 JO DE MESSINA/She's Concolog 24 28 28 JO DE MESSINA/She's Concolog 24 24 24 KENNY CHESONEY/A Chance - 12 24 COBRUE WORNC/WEIN/WA CONSUME YOURAK 28 24 ZENDRUE WORNC/WEIN/MAN/VAURE ON SURFINE 24 </td <td>PLAYS ARTISTATITLE 3W 2W W W TW 36 36 36 20 36 36 36 SAMAWY KERSHAWLove OI My Life 36 36 35 SLMAWY KERSHAWLove OI My Life 36 36 36 36 LIN MCCANNI WALOVE OI My Life 36 36 36 16 LIN MCCANNI WALOVE OI My Life 36 36 36 16 LIN MCCANNI WALOVOU'LE GOT TO 36 36 36 TIM MCGRAW/Just To See You 20 20 20 36 GORGRE STRAIT/ROUND About Way 20 20 20 36 GORGRE STRAIT/ROUND About Way 20 20 20 ALM JACKSOWA House With No 20 20 20 ALM JACKSOWA House With No 20 20 20 CLIN RAKELITIE Red Rodeo 20 20 20 20 DAVID KERSH/11 I Never Stop 20 20 20 20 20 20 20 20 20</td> <td>PLAYS ARTIST/TITLE 3W 2W LW TW 30 40 40 CLINT BLACK/Nothin' But 40 40 40 GARTH BROOKS/She's Gona Make It 40 40 40 40 GARTH BROOKS/She's Gona Make It 40 40 40 40 40 40 30 30 40 40 WINNONA/Come Some Rainy Day 40 40 40 40 40 30 30 40 40 11M MCGRAW/JUST To See You 30 30 40 CELIN RAYE/Little Red Rodeo 20 20 30 40 11M MCGRAW/JUST Chose You 20 40 40 30 11K RAYE CHARCKY/OU'VE GOT To</td> <td>PLAYS ARTIST/TITLE 3W 7W W TW 40 40 40 COCHRAN & WARINER/What If I Said 40 40 40 COCHRAN & WARINER/What If I Said 40 40 40 COCHRAN & WARINER/What If I Said 40 40 40 COCHRAN & WARINER/What If I Said 40 40 40 40 CECRES 25 25 40 40 CECRES 25 25 40 GEORGE STRAIT/Round About Way 25 25 40 COLLIN RAYE/Little Red Rodeo 25 25 25 KINLEYS/Just Between You 25 25 25 25 40 40 40 40 40 40 40 25 25 25 25 25 KINLES/NUE SINGLEYANTHE Note 25 25 25 25 26 26 25 25 25 26 27 25 25 26 26</td>	PLAYS ARTISTATITLE 3W 2W W W TW 36 36 36 20 36 36 36 SAMAWY KERSHAWLove OI My Life 36 36 35 SLMAWY KERSHAWLove OI My Life 36 36 36 36 LIN MCCANNI WALOVE OI My Life 36 36 36 16 LIN MCCANNI WALOVE OI My Life 36 36 36 16 LIN MCCANNI WALOVOU'LE GOT TO 36 36 36 TIM MCGRAW/Just To See You 20 20 20 36 GORGRE STRAIT/ROUND About Way 20 20 20 36 GORGRE STRAIT/ROUND About Way 20 20 20 ALM JACKSOWA House With No 20 20 20 ALM JACKSOWA House With No 20 20 20 CLIN RAKELITIE Red Rodeo 20 20 20 20 DAVID KERSH/11 I Never Stop 20 20 20 20 20 20 20 20 20	PLAYS ARTIST/TITLE 3W 2W LW TW 30 40 40 CLINT BLACK/Nothin' But 40 40 40 GARTH BROOKS/She's Gona Make It 40 40 40 40 GARTH BROOKS/She's Gona Make It 40 40 40 40 40 40 30 30 40 40 WINNONA/Come Some Rainy Day 40 40 40 40 40 30 30 40 40 11M MCGRAW/JUST To See You 30 30 40 CELIN RAYE/Little Red Rodeo 20 20 30 40 11M MCGRAW/JUST Chose You 20 40 40 30 11K RAYE CHARCKY/OU'VE GOT To	PLAYS ARTIST/TITLE 3W 7W W TW 40 40 40 COCHRAN & WARINER/What If I Said 40 40 40 COCHRAN & WARINER/What If I Said 40 40 40 COCHRAN & WARINER/What If I Said 40 40 40 COCHRAN & WARINER/What If I Said 40 40 40 40 CECRES 25 25 40 40 CECRES 25 25 40 GEORGE STRAIT/Round About Way 25 25 40 COLLIN RAYE/Little Red Rodeo 25 25 25 KINLEYS/Just Between You 25 25 25 25 40 40 40 40 40 40 40 25 25 25 25 25 KINLES/NUE SINGLEYANTHE Note 25 25 25 25 26 26 25 25 25 26 27 25 25 26 26	
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PLAYS ARTIST/TILE	Tookrophisticountry MARKET #14 KEEY/Minneapolis KEEY/Minneapolis (612) 820-4200 Swedberg/Moon Swedberg/Moon	MARKET #15 KSON/San Diego (619) 291-9797 Shepard/Barnes	Country 94.3	CAMBL COUNTRY 108 COUNTRY 108
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COUNTRY PLAYLISTS

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		AYLISTS FOR ALL COUNTRY REPORTER		
MARKET 425 WUBE/Cincinnati (513) 7:21-1050 (cisson/Hamilton Yav LW TW 25 25 55 25 53 55 25 35 55 26 26 27 27 25 35 28 35 51 29 35 35 29 35 35 30 35 35 31 35 35 32 35 35 33 35 LEE ANN WOMACKYOUV Got To 35 35 35 SAMANY KERSHAW/LOVE Of My Life 25 35 35 GARATH BROOKS/S-KO Got To 35 35 SAMANY KERSHAW/LOVE Of My Life 25 25 25 SAMAN WANGANG AND WAING MARE S 25 25 25 25 SAMANY WAING AND WAING 25 25 25 SALANW WAINGANG OF TO TOSE 18 18 25 COLLIN RAYCLUITH Red Note <t< td=""><td>MARKET 426 Image: State of the state</td><td>KERKE 94547 ATISIZITIE SW 2W UN TW 35 35 35 35 SKENKY CHESNEY/A Chance 35 35 35 35 SKENKY CHESNEY/A Chance 35 35 35 35 SKENKY CHESNEY/A Chance 35 35 35 35 35 35 35 36 35 35 35 37 35 35 35 38 36 35 38 37 35 39 38 35 39 39 36 310 200 200 200 200 200 200 200 200 200 2</td><td>MARKET 425 WARKET 426 WARKET 40000/Perfect Love 20 WARKET 426 WARKET MARKET 426</td><td>MARKET #27 Image: Construction of the state of the</td></t<>	MARKET 426 Image: State of the state	KERKE 94547 ATISIZITIE SW 2W UN TW 35 35 35 35 SKENKY CHESNEY/A Chance 35 35 35 35 SKENKY CHESNEY/A Chance 35 35 35 35 SKENKY CHESNEY/A Chance 35 35 35 35 35 35 35 36 35 35 35 37 35 35 35 38 36 35 38 37 35 39 38 35 39 39 36 310 200 200 200 200 200 200 200 200 200 2	MARKET 425 WARKET 426 WARKET 40000/Perfect Love 20 WARKET 426 WARKET MARKET 426	MARKET #27 Image: Construction of the state of the
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COUNTRY SONG INDEX

RHETT AKINS Better Than It Used To Be (Decca 72036) Prod: James Stroud Wr: Mark D. Sanders, Neil Thrasher Pub: Starstruck Writers Group/MCA Music Publishing (a div. of Universal Studios, Inc.)/Rio Bravo Music, Inc. (BMI)(ASCAP) Mgr: Jake & Company

Α

TRACE ADKINS Lonely Won't Leave Me Alone (Capitol 55856) Prod: Scott Hendricks Wr: Mary Danna, Jody Alan Sweet Pub: MKD Music Pub/ Ensign Music Corp./Joe's Cafe Music(BMI) Mgr: Borman Entertainment

ALABAMA She's Got That Look In Her Eyes (*RCA 67426*) Prod: Don Cook & Alabama Wr: Teddy Gentry Pub: Maypop Music (BMI) Mgr: Dale Morris & Associates

SHERRIE' AUSTIN Put Your Heart Into It (Arista 3122) Pub: Reynsong Prod: Ed Seay, Will Rambeaux Wr: Sherrie Austin, Will Rambe Publishing Corp./Bayou Boy Music(BMI) Mgr: Fitzgerald Hartley

MATRACA BERG Back In The Saddle *(Rising Tide 1049)* Prod: Emory Gordy, Jr. Wr: Matraca Berg, Stan Lynch Pub: August Wind Music/ Longitude Music Co./Great Broad Msuic Co.(adm. by Longitude Music Co.)(BMI)/The Night Rainbow Music/Matanzas Music(adm by The Night Rainbow Music)(ASCAP) Mgr: Mike Crowley Mgmt.

В

CLINT BLACK Nothin' But The Taillights (*RCA 67515*) Prod: Clint Black, James Stroud Wr: Clint Black, Steve Wariner Pub: Blackened Music Publishing/Steve Wariner Music, Inc.(BMI) Mgr: Fitzgerald Hartley

PAUL BRANDT What's Come Over You *(Reprise 46635)* Prod: Josh Leo Wr: Gene Nelson, Doug Swander Pub: W.B.M., Music Corp./Miss Jennifer Music(all rights adm. by W.B.M. Corp.)Sesac/Warner-Tamerlane Publishing Corp.(BMI) Mgr: Creative Trust

GARTH BROOKS She's Gonna Make It *(Capitol 56599)* Prod: Alten Reynolds Wr: Kent Blazy, Kim Williams and Garth Brooks Pub: Careers-BMG Music Publishing, Inc./A Hard Day's Write(BMI)/Sony/ATV Tunes LLC d/b/aCross Keys Publishing Co.(ASCAP)/Kim Williams Music(ASCAP)/Major Bob Music Co., Inc.(ASCAP)/No Fences Music(adm. by Major Bob Music Co.,Inc.)(ASCAP) Mgr: GB Management

TRACY BYRD I'm From The Country (MCA 70016) Prod: Tony Brown Wr: Marty Brown, RichardYoung and StanWebb Pub: Bug Music/ High And Dry Music/Them Young Boys Music(Adm. by Bug)/StanWebb Publishing(BMI/ ASCAP) Mgr: Ritter Carter Management

С

CACTUS CHOIR Step Right Up (Curb/Universal 3018) Prod: Mark Bright, Tom Shapiro Wr: Tom Haller Pub: EMI Blackwood Music, Inc./Song Machine Music/Under The Rock Music(BMI)

JEFF CARSON Cheatin' On Her Heart (*MCG/Curb* 77859) Prod: Chuck Howard Wr: Mark D. Sanders, Porter Howell Pub: Starstruck Writers Group, Inc./MCA Music Publishing(ASCAP)/SquareWest Music, Inc.(ASCAP)/Howlin' Hits Music, Inc.(ASCAP)/HDH Music(ASCAP) Mgr: Marv Dennis & Associates

KENNY CHESNEY A Chance (BNA 4986) Prod: Buddy Cannon, Norro Wilson Wr: Dean Dillon, Royce Porter ~ Pub: Acuff-Rose Music, Inc.(BMI)/The Porter Boys Music Publishing(ASCAP) Mgr: Dale Morris & Associates

MARK CHESNUTT It'S Not Over (Decca 70006) Prod: Mark Wright Wr: Larry Kingston, Mark Wright Pub: Songs of Polygram Int'l, Inc.(BMI) Mgr: BDM Management

ANITA COCHRAN W/STEVE WARINER What If I Said (Warner Bros. 46395) Prod: Jim Ed Norman, Anita Cochran Wr: Anita Cochran Pub: Warner-Tan Publishing Corp./Chenowee Music(BMI) Mgr: Dick Williams Management

MELODIE CRITTENDEN Broken Road *(Asylum/EEG 9945)* Prod: Byron Gallimore, Stephony Smith Wr: Marcus Hummon, Bobby E. Boyd and Jeff Hanna Pub: Careers-BMG Music Publishing, Inc./Floyd's Dream Music/Jeff Diggs Music(adm. by Bug Music)(BMI)(all rights Floyd's Dream Music adm by Careers-BMG Music Publishing, Inc.) Mgr: Jag Management

CHRIS CUMMINGS The Kind Of Heart That Breaks (Warner Bros. 46672) Prod: Rick Scott, Jim Ed Norman Wr: Chris A. T. Cummings, Phillip Douglas and Kim Tibble Pub: CPL Publishing, Inc./Ke-Ching Music/BMG Songs, Inc./Mickey Hiter Music/ Brian's Dream Publishing/Wildawn Music(a div. of Balmur Envertainment)(ASCAP) Mgr. Peter Leggett Management

D

DIAMOND RIO Imagine That (Arista 3085) Prod: Michael D. Clute, Diamond Rio Wr: Derek George, John Tirro and Bryan White Pub: Seventh Son Music, Inc./New Hayes Music(ASCAP) Management Mgr: International Artist

DIXIE CHICKS I Can Love You Better (Monument 68195) Prod: Paul Worley, Blake Chancey Wr: Kostas & Pamela Brown Hayes Pt of Polygram Int'i No. (BMI)/Polygram Int'i Pub., Inc. (ASCAP) Mgr: Senior Mai s Pub: Songs

Blue Spoon Entertainment

SARA EVANS Shame About That (*RCA 66995*) Prod: Pete Anderson Wr: Sara Evans, Jamie O'Hara Pub: Sony/ATV Songs LLC/ Magic Knee (all rights adm. by Sony/ATV Music Publishing)(BMI) Mgr: Brenner Management, Inc.

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BRAD HAWKINS We Lose (*Curb/Universal 3012*) Prod: Chuck Howard, Steve Diamond Wr; Randy Scruggs, Rick Bowles Pub: Warner-Tamerlane Publishing Corp/Randy Scruggs Music(all rights obo Randy Scruggs Music adm by Warner-Tamerlane Pub Corp.)/Maypop Music(a div of Wildcountry, Inc.)(BMI) Mgr: Blue Snoor Foltertairemet

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WADE HAYES The Day That She Left Tulsa (In A Chevy) (Columbia 68037) Prod: Don Cook, Chick Rains Wr: Mark D. Sanders, Steve Diamond Pub: Starstruck Writers Group, Inc./Mark D. Music(ASCAP)/Diamond Three Music(Adm. by Seven Summits Music)(BMI)/(A div. of Disney Music Publishing) Mgr: Mike Robertson Management

.

ALAN JACKSON A House With No Curtains (Arista 18813) Prod: Keith Stegall Wr: Alan Jackson, Jim McBride Pub: WB Music Corp./Sony/ATV Tunes LLC MillVillage Music(ASCAP) Mgr: Chip Peay Management

к

TOBY KEITH Dream Walkin' (Mercury 314534) Prod: James Stroud: Toby Keith Wr: Toby Keith, Chuck Cannon Pub: Songs of Polygram Int'l Inc/Tokeco Tunes, Wacissa River Music, Inc.(adm. by CMI)(BMI) Mgr: TKO Artist Management

DAVID KERSH If | Never Stop Loving You (Curb 1420) Prod: Pat McMakin Wr: Donny Kees, Skip Ewing Pub: Acufi-Rose Music, Inc. Mgr: Mark Hybner

MATT KING A Woman's Tears (Atlantic 8425)

Prod: Gary Morris Wr: Matt King, Jack Hargrove and Marc Christian Pub: Rocking K MusicWarner-Chappell Music(ASCAP)/Logrhythm Music(BMI) Mgr: Gurley & Company/ In House, Inc.

KINLEYS Just Between You And Me (*Epic 78754*) Prod: Russ Zaviston, Tony Haselden and Pete Greene Wr: Heather Kinley, Jennifer Kinley, Russ Zaviston and Debbie Zavitson **Pub**: We've Got The Music(BMI)/(adm. by Songs of Polygram Int'l, Inc.)/For The Music(ASCAP)/(adm. by Polygram Int'l Publishing, Inc.(ASCAP)/Tazmaraz Music(BMI)/We've Got The Music(BMI)/(adm. by Songs of Polygram Int'l Inc.)(BMI) **Mg**r: Fitzgerald-Hartley Company

JIM LAUDERDALE Goodbye Song (BNA 65396) Prod: Blake Chancey, Jim Lauderdale Wr: Harlan Howard, Jim Lauderdale Pub: Harlan Howard Songs,Inc./Mighty Nice Music/Laudersongs(adm. by Bluewater Music Corp.)(BMI) Mgr: Fitzgerald-Hartley Management

L

LONESTAR Say When (BNA 67422) Prod: Don Cook, Wally Wilson Wr: John Rich, Paul Nelson and Larry Boone Pub: Sony/ATV Songs LLC dba Tree Publishing Co./Terilee Music(BMI)/Sony/ATV Tunes LLC dba Cross Keys Pub.,Co.(ASCAP) Mgr: William Carter Career Mgmt.

PATTY LOVELESS To Have You Back Again (*Epic 67997*) Prod: Emory Gordy, Jr. Wr: Annie Roboff, Amie Roman Pub: Almo Music Corp.(ASCAP)/ Anwa Music(ASCAP)/WBM usic Corp.(ASCAP)/Romanesque Music(ASCAP)/Annotation Music(ASCAP) Mgr: Fitzgerald Hartley

LYNNS Woman To Woman (*Reprise 9135*) Prod: Don Cook Wr: Peggy Lynn, Patsy Lynn and Phillip Russell Pub: Sony/ATV Tunes LLC dba Cross Keys Publishing Co./King Coal Music/Our Songsmith Music(ASCAP)/ Warner-Tamerlane Publishing Corp.(BMI) Mgr: Left Bank Management

Μ

MILA MASON Closer To Heaven (Atlantic 8384) Prod: Blake Mevis Wr: Aimee Mayo, Bill Luther Pub: Careers-BMG Publishing Inc.(BMI) Mgr: Lapis Management

MAVERICKS To Be With You (*MCA 70018*) Prod: Raul Malo, Don Cook Wr: Raul Malo, Jaime Hanna Pub: EMI Blackwood Music, Inc./Rumbalo Music/Sony?ATV Songs LLC obo Raul Malo Music/Taylor Rose Music(BMI) Mgr: FCC Management

MARTINA McBRIDE w/JIM BRICKMAN Valentine (RCA 65375) Prod: Dan Shea, Martina McBride and PaulWorley War. Jim Brickman, Jack Kugell Pub: Brickman Arrangement/Swimmer Music(SESAC)/EMI April Music, Inc.(Doxie Music(ASCAP) Mgr. Bruce Allen Management

LILA MCCANN I Wanna Fali In Love (Asylum/EEG 62042) Prod: Mark Spiro Wr: Mark Spiro, Buddy Brock Pub: M.Spiro Music Music/Acuff-Rose Music, Inc.(BMI) Mgr: Casey Walker Management

NEAL McCOY If You Can't Be Good(Be Good At It) (Atlantic 8335) Prod: Kyle Lehning Wr: Troy Seals, Blue Miller Pub: Irving Music, Inc./Baby Dump Music(BMI)/Warner-Tamerlane Music Publishing Corp./Songs Sung Blue(BMI)(All rights obo Songs Sung Blue adm.by Warner-Tamerlane Publishing Corp.) Mgr: Management Associates, Inc.

MINDY MCCREADY You'll Never Know (BNA 07863) Prod: David Malloy Wr: Kim Richey, Angelo Pub: Mighty Nice Music/Wait No More Music(BMI)/Polygram Int'l Publishing, Inc.(ASCAP) Mgr: Moress Nanas Entertainment

REBA MCENTIRE What If (MCA 72026) Prod: Reba McEntire, David Malloy Wr: Diane Warren Pub: Realsongs(ASCAP) Mgr: Starstruck Entertainment

TIM McGRAW Just To See You Smile (*Curb 1422*) Prod: Byron Gallimore, James Stroud and Tim McGraw Wr: Mark Nesler, Tony Martin Pub: Music Corporation of America, Inc./Glitterfish Music, Inc.(BMI)/Hamstein Cumberland Music(BMI)/Baby Mae Music(BMI) Mgr: TMR II

DEAN MILLER Wake Up And Smell The Whiskey (Capitol 31559) Prod: Gregg Brown Wr: Dean Miller, Brett James Pub: Sony/ATV Songs, LLC of Tree Publishing Co., Inc.(BMI)/Longitude Music Co.(BMI)/AugustWind Music(BMI)/Coy Moon Music(BMI) Mgr: FCC Management

JOHN MICHAEL MONTGOMERY Angel In My Eyes (Atlantic 8318) Prod: Csaba Petocz Wr: Blair Daily, Tony Mullins Pub: Reynsong Publishing Corp.(BMI)/ Knob Twister Music(ASCAP) Mgr: Hailmark Direction

LORRIE MORGAN One Of Those Nights Tonight (BNA 67499) Prod: James Stroud, Lorrie Morgan Wr: Susan Longacre, Rick Giles Pub: Seacre Music/Famous Music Corp.(ASCAP)/Careers-BMG Music Publishing, Inc./Hamstein Cumberland Music, Inc./Mike Curb Music/Diamondstruck Music(adm. by Mike Curb Music)(BMI) Mgr: Susan Nadler

M

DAVID LEE MURPHY Just Don't Wait Around Til She's Leavin' (MCA 70002) Prod: Tony Brown, David Lee Murphy Wr: David Lee Murphy Pub: Old Desperados/ N2D Publishing Co., Inc. (ASCAP) Mgr: D Mgmt. Co.

NITTY GRITTY DIRT BAND Bang Bang Bang (*Rising Tide 105*) Prod: Emory Gordy, Jr., Steve Fishell and Josh Leo Wr: Al Anderson, CraigWiseman Pub: Al Andersongs(BMI)/Mighty Nice Music(BMI)/Almo Music Corp. and Daddy Rabbit Music(ASCAP) Mgr: Mike Robertson Management

Ν

P

LEE ROY PARNELL All That Matters Anymore (Arista 3098) Prod: Lee Roy Parnell & The Hot Links, Mike Bradley and John Kusa Wr: Lee Roy Parnell, Gary Nicholson Pub: Songs of Polygram,International, Inc.(ASCAP)/Lee Roy Parnell Music(BMI)/Gary Nicholson Music(ASCAP) Mgr: Mike Robertson Management

MICHAEL PETERSON Too Good To Be True (Reprise 46618) Prod: Robert Ellis Orrall, Josh Leo Wr: Michael Peterson, Gene Pistilli Pub: Warner-Tamerlane Pub. Corp. (BMI)/Milene Music, Inc. (ASCAP) Mgr: Falcon Management

R

COLLIN RAYE Little Red Rodeo (*Epic 78771*) Prod: Collin Raye, Paul Worley and Billy Joe Walker, Jr. Wr: Charlie Black, Phil Vassar and Rory Michael Burke Pub: EMI Blackwood Music, Inc.(BMI)/Flybridge Tunes(BMI)/ Phil This Music(BMI)/Rory Burke Music Co.(BMI) Mgr: Scott Dean Management

RICOCHET Connected At The Heart (Columbia 67773) Prod: Ron Chancey, Ed Seay Wr: Skip Ewing, Donny Kees Pub: Acuff-Rese Music, Inc.(BMI) Mgr: Hallmark Direction

LEANN RIMES On The Side Of Angels (MCG/Curb 77885) Prod: Wilbur C. Rimes Wr: Gary Burr, Gerry House Pub: Red Brazos Music, Inc.(BMI)/ House Notes Music(BMI) Mgr: LeAnn Rimes Entertainment

RIVER ROAD Somebody Will (Capitol 53052)

Prod: Scott Hendricks, Gary Nicholson Wr: Walt Aldridge, Brad Crister and Steven Date Jones Pub: Rick Hall Music, Inc.(ASCAP)Watertown Music(adm. by Rick Hall Music, Inc.)(ASCAP)/BMG Songs (ASCAP) Mgr: Hargorder & Co.

S

SAWYER BROWN Another Side (Curb 1419) Prod: Mark Miller, Mac McAnally Wr: Mark A. Miller Pub: Travelin' Zoo Music(ASCAP) Mgr: TKO Management

KEVIN SHARP There's Only You (Asylum/EEG 9943) Prod: Chris Farren Wr: Skip Ewing, Donny Kees Pub: Acuff-Rose Music. Inc.(BMI) Mgr: Sound & Serenity Management

DARYLE SINGLETARY The Note (*Giant 24696*) Prod: Doug Johnson, John Hobbs Wr: Buck Moore, Michele Ray Pub: Sixteen Stars Music/Walter Haynes Music(adm.by CMI)(BMI) Mgr: Lib Hatcher Agency

SONS OF THE DESERT Leaving October (*Epic 78776*) Prod: Johnsy Slate, Doug Johnson Wr: Drew Womack, Tom Douglas Pub: Emdar Music(ASCAP)/Texas Wedge Music(ASCAP)/Womacute Conceptions(ASCAP)(all rights adm. by Full Keel Music, Inc.)(ASCAP)/Sony/ATV Songs LLC dba Tree Publishing Co.(BMI) Mgr: Image Management Group, Inc.

GEORGE STRAIT Round About Way (MCA 72028) Prod: Tony Brown, George Strait Wr: Steve Dean, Wil Nance Pub: Tom Callins Music Corp/Songs of Polygram Int'l, Inc/StilliWorking For The Man Music, Inc/O-Tex Music(BMI) Mgr: Erv Woolsey Agency

Т

TRAVIS TRITT Still In Love With You (Warner Bros. 46304) Prod: Don Was, Travis Tritt Wr: Travis Tritt Pub: Post Oak Publishing(EMI) Mgr: Kragen & Company/Falcon Management

SHANIA TWAIN Don't Be Stupid(You Know I Love You) (Mercury 314536) Prod: Robert John "Mutt" Lange Wr: Shania Twain/Mutt Lange Pub: Songs of Polygram Int'/Loon Echo, Inc. (BMI)/Out of Pocket Prod. Ltd. (all rights on behalf of Out of Pocket Prod. Ltd. controlled by Zomba Enterprises Inc.)(ASCAP) Mgr: Jon Landau Management

SHANIA TWAIN You're Still The One (Mercury 314536) Prod: Robert John "Mutt" Lange Wr: Shania Twain, Mutt Lange Pub: Songs of Polygram Int", Inc.Loon Echo, Inc. (BMI)//Out Of Pocket Productions Ltd. (all rights on behalf of Out Of Pocket Productions Ltd. controlled by Zomba Enterprises, Inc.)(ASCAP) Mgr: Jon Landau Management

KRIS TYLER What A Woman Knows (*Rising Tide 1020*) Prod: Tony Brown, Emory Gordy, Jr. Wr: Kris Tyler, Desmond Child and Gary Burr Pub: Atlantic Music Corp./Paint & Primer Music(adm. by Atlantic Music Corp.)(BMI)/EMI April Music, Inc./Desmobile Music Co., Inc.(ASCAP)/Gary Burr, Inc./MCA Music Publishing(a div. of Universal Studios, Inc.(ASCAP) Mgr: Mike Robertson Management

W

CLAY WALKER Then What (Giant 24674) Prod: James Stroud, Clay Walker Wr: Randy Sharp, Jon Vezner Pub: Wedgewood Avenue Music/ArelesMusic/Longitude Music Co.(all rights/Wedgewood Avenue Music and Areles Music adm. by Longitude Music Co.)/Warner-Tamertane Publishing Corp./Minnesota Man Music(adm. by Warner-Tamerlane Publishing Corp.)(BMI) Mgr: Erv Woolsey

Prod: Mark Wright Wr: Jamie O'Hara Pub Co./Magic Knee Mgr: Erv Woolsey Agency

BRYAN WHITE One Small Miracle (Asylum/EEG 9944) Prod: Billy JoWalker, Jr., Kyle Lehning Wr: Bill Anderson, Steve Wariner Pub: Sony/ ATV Songs LLC Mr. Bubba Music, Inc./Steve Wariner Music, Inc. (all rights obc Sony/ATV Songs LLC and Mr. Bubba Music, Inc. adm. by Sony/ATV Music Publishing)(BMI) Mgr: GC Management

MARK WILLS | Do (Cherish You) (Mercury 314536) Prod: Keith Stegall, Carson Chamberlain Wr: Keith Stegall, Dan Hill Pub: Smash Vegas Music (a div. of Big Picture Entertainment)(BMI)/If Dreams Had Wings Ltd.(ASCAP) Mgr: Star Ray Management

LEE ANN WOMACK You've Got To Talk To Me (Decca 11585) Prod: Mark Wright Wr: Jamie O'Hara Pub: Sony/ATV Songs LLC dba Tree Publishing

CHELY WRIGHT Just Another Heartache (MCA 70003) Prod: Tony Brown WR: Ed Hill, Mark D. Sanders Pub: New Haven Music. Inc./Music Hill Music/Starstruck Writers Group, Inc./Mark D. Music(BMI/ASCAP) Mgr: Titley Spalding & Associates

WYNONNA Come Some Rainy Day *(Curb/Universal 53061)* Prod: Brent Maher Wr: Bat McGrath, Billy Kirsch Pub: Red Brazos Music: Inc.(BMI Kidbilly Music(BMI)/Salsillo Songs, Inc.(BMI)/Millermoo Music(BMI)/Wanted Woma Music(BMI) Mgr: Wynonna, Inc.

Inc.(BMI)/

ADULT CONTEMPORARY



MIKE KINOSIAN

Magic's Peerless Personnel Philosophy

Renda Broadcasting has developed a unique corporate culture

A news item about someone relinquishing programming duties in order to focus on an airshift won't always grab your attention. Oftentimes, people in these situations don't really have a choice, and a carefully couched line provides the best possible spin. A recent example of this scenario struck a nerve, however, and portrayed our business in anything but a hardhearted light.

Steve O'Brien has been at Mainstream AC KMGL/Oklahoma City for 12 years, the last 10 as PD/morning personality. He recently passed the programming baton to APD Kathy Yeager, remaining as Magic's MD/ morning driver.

Steve O'Brien

Noteworthy about this is the Renda Broadcasting station's philosophy about dealing with its employees.

Deciding What's Important

"We're a family owned company," explains Renda Senior VP/ Group Manager and KMGL VP/ GM Rob Adair. "Tony Renda and I try embedding the feeling in each employee that our radio stations should *not* be the most important thing in their lives. At the top of my list, for example, are my relationship with the Lord, my family, and this radio station. And there's a big gap between those second and third areas - this station is a distant third."

Make no mistake, Adair expects each employee to give a solid eight-hour workday, but adds, "It's unfair for people to live under such self-induced pressure that they put in 12-hour days, which is what Steve was doing. He could've stood by my side as PD here forever, but he earned and deserved the right to decide what was best for him.

"Our people have to go home and forget this place and be good moms and dads and husbands and wives. When I walk through this building at night or on weekends and see someone who isn't supposed to be here working, I'm not impressed. I want to know why they're not home, being a mom or dad. Nothing is so important as to keep them here."

While the programming transition from O'Brien to Yeager has been smooth, Adair finds himself concerned about one familiar area.

"She's working too many hours and won't stop running down the field until she crosses the goal line. I need to watch her to make sure it doesn't get out of hand."

Real Radio

In an industry that can be harsh on family life, this is extremely refreshing. The concept and philosophy that Renda and eight-year KMGL VP/GM Adair utilize, however, aren't meant to endorse or accept mediocrity. "This is real radio, and we're a very demanding company," Adair explains. "We expect everything that great companies want, like top sales results, a great on-air product, and ratings growth. But we also believe that all this can be done in a good, fair workday.

"If the radio station is the most important thing in someone's life, they won't be happy, and they'll burn out. After spending 12-14 hours at work, you can't be a great husband or wife or mother or father. We don't ask, expect, or want our people to do that. The secret is that we're as concerned about our people from 5pm - 8am as we are between 8am - 5pm."

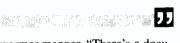
Rather than using words like "employees" and "staff," Adair more often refers to the people who work for him in a much

Our people have to go home and forget this place and be good moms and dads and husbands and wives. When I walk through this building at night or on weekends and see someone who isn't supposed to be here working, I'm not impressed. -Rob Adair

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We want to be a larger group, but not at the risk of having our people working 15 hours a day and losing our family atmosphere. The best way for me to satisfy my vision is to help someone else complete their vision. —Rob Adair



warmer manner. "There's a documentable difference between employees and a family. Anybody under this roof will tell you that this radio station is a family. It's not a bunch of employees, and that makes a big difference. If it comes down to being at a station remote or your child's first piano recital, I want that kid to look up and see the faces of their mom and dad."

Weekend Warrior

Typically logging a 50-hour work week himself, Adair remarks, "I work a lot on behalf of my company at home, but I will not let that take away from time with my family. I get more done by working 6-9am Saturday at my home office than in a nine-hour day at the station. I'm never unavailable to my staff, and anyone at the station can call me 24 hours a dav.'

Taking vacation time is one area, though, that Adair admits he needs to work on. "You can't be good at everything, and I've never been good at that — but I'm committed to doing better. I take probably half the vacation time that I'm entitled to, but the only one making that decision is me."

There are times when he feels ne's worked himself out of a job. "Our people have risen to the occasion and grown on their own. When I'm gone, I don't worry about the place. But we're absolutely not as good as we can be. so part of my job description is 'to improve.' I try to improve things, and that's what I tell people I do for a living.

"You have to care for your staff

www.americanradiobistor



Rob Adair (L) and Renda Broadcasting President Tony Renda

and make sure they're being responsible for the other things in life that have nothing to do with the radio station. Tony and I feel that, if we respect and honor the lives of our staff, they'll work hard and give us a good eight-hour day.'

Growth Potential

Until recently, a 12-station group such as Renda would've been seen as good-sized. Now, however, it pales in comparison to giants with scores and scores of facilities.

"Companies are large because they're doing something very right," Adair opines. "I always try working my ears four times more than my mouth, because I want to learn how to be better. I have intense respect for large, leading companies, and we can learn from them. We want to be a larger group, but not at the risk of having our people working 15 hours a day and losing our family atmosphere. The best way for me to satisfy my vision is to help someone else complete their vision."

Refreshed And Ready

It was common for O'Brien to arrive at KMGL before 5am and stay until 5pm. He's now able to leave the station by 2pm. "Getting out then rather than at 5:00 makes a big difference. I made more appearances in the first three weeks of '98 than in the last three or four months of 1997 combined. We've always had a solid morning show, but in order to make it grow, it's key to have the host out meeting people. After working a long day, I honestly didn't have much desire to shake people's hands at 8pm."

Letting go of programming duties was a bit hard for O'Brien at first, but, he notes, "It's one of those things that feels right, and I'm comfortable and confident about the decision. I know it's the best thing I've ever done; you couldn't ask for a better leader than Rob."

Under consolidation and duopolies, more and more programmers oversee multiple stations while continuing to pull a daily airshift. "I can't imagine doing an intensive morning show and also being responsible for more than one station," notes O'Brien. "You can't give any of that your total concentration, and that's partially what happened to me. There's always a fire here and a meeting there. All

of a sudden, you're not doing as much show prep as you should."

Brainstorming and recruiting new talent are the programming areas O'Brien will miss most. "Finding a diamond in the rough and helping them along in their career can be fun and rewarding. I won't be the PD, but maybe I can be a coach for people like that."

It comes as no great revelation to O'Brien - who is in place one hour before his 5:30am start time - that doing mornings is a fulltime job. "Being at the station at 4:30am gives me a chance to go over all the prep material. When the show's over, I spend 30-60 minutes planning the next show and setting up interviews. We're doing at least one listener lunch a

week, which enables us to find out

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Gin Dank - Ale Cart

I can't imagine doing an intensive morning show and also being responsible for more than one station. You can't give any of that your total concentration.

-Steve O'Brien

what people like — and don't like - about morning shows and to talk with them about radio in general.

"Morning show hosts need to do what listeners do. But when you wear two hats, it's difficult. My wife and I recently saw Titanic. You have to see movies like that to be plugged into what your listeners are talking about. I would've waited for it to come out on video. Having become more involved with my family, I encourage people to make sure they have a life other than radio."

TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues?

Call me at (310) 788-1664 or e-mail: mkinosox@rronline.com



AC TOP 30

FEBRUARY 20, 1998

			-				AL PLAYS		TOTAL
3₩	2W	LW	TW	ARTISTTITLE LABEL(S)	TW	LW	2W	3 W	STATIONS/ADDS
1	1	1	0	CELINE DION My Heart Will Go On (550 Music)	2762	2707	2688	2698	108/1
15	10	8	0	SAVAGE GARDEN Truly Madly Deeply (Columbia)	1906	1598	1238	998	93/7
5	4	2	8	PAULA COLE Don't Want To Wait (Imago/WB)	1906	1881	1815	1752	89/0
8	6	5	4	VANESSA WILLIAMS Oh How The Years Go By (Mercury)	1868	1752	1646	1420	99/1
3	3	3	5	ELTON JOHN Something About The Way You (Rocket/Island)		1862	1923	1938	91/0
2	2	4	6	RICHARD MARX & DONNA LEWIS At The Beginning (Atlantic)	1763	1803	1995	2080	84/0
7	7	6	7	KENNY G Loving You (Arista)	1536	1687	1643	1599	86/0
16	13	9	8	BACKSTREET BOYS As Long As You Love Me (Jive)	1522	1330	1144	899	87/3
4	.5	7	9	JIM BRICKMAN w/ASHTON & RAYE The Gift (Windham Hill)	1409	1609	1721	1894	79/0
19	14	13	Ð		1394	1154	1016	818	91/2
11	11	11	11	BRYAN ADAMS Back To You (A&M)	1233	1257	1221	1212	66/0
9	9	12	12	LEANN RIMES How Do I Live (Curb)	1119	1217	1272	1343	70/0
18	17	14	ß	BLESSID UNION Light In Your Eyes (Capitol)	970	919	873	838	67/2
BRI	EAN	ER	0	FLEETWOOD MAC Landslide (Reprise)	950	837	691	523	71/5
6	8	10	15	MICHAEL BOLTON The Best Of Love (Columbia)	943	1260	1508	1663	64/0
BRI	EAN	ER	6	ERIC CLAPTON My Father's Eyes (Duck/Reprise)	893	290	—		77/19
12	15	15	17	GARY BARLOW So Help Me Girl (Arista)	735	918	979	1169	58/0
28	21	19	13	GARY BARLOW Superhero (Arista)	717	628	510	336	65/3
13	16	18	19	DARYL HALL & JOHN OATES Promise Ain't Enough (Push)	708	745	973	· 1110	50/0
27	24	21	20	SHANIA TWAIN You're Still The One (Mercury)	668	543	432	347	57/7
10	12	16	21	BILLY JOEL Hey Girl (Columbia)	612	843	1156	1236	43/0
	28	24	22	DAKOTA MOON A Promise Make (Elektra/EEG)	548	354	182	72	63/14
24	22	22	23	LISA LOEB Do (Geffen)	526	535	474	444	28/0
DΕ	ΒÜ	T	24	ELTON JOHN Recover Your Soul (Rocket/Island)	514	189	_	_	57/13
26	25	25	Ð	SAMANTHA COLE Without You (Universal)	382	351	365	349	44/2
	29	28	20	SPICE GIRLS Too Much (Virgin)	361	286	178	164	31/2
4	18	20	27	TONI BRAXTON w/KENNY G How Could An Angel (LaFace/Arista)	345	579	739	1013	29/0
ΣE	ΒU	T	23	AMY GRANT Like Love You (A&M)	314	216	93	19	31/5
DE	ΒU	T	æ	DARYL HALL & JOHN OATES The Sky is Falling (Push)	290	244	152	37	36/7
29	27	29	30	SARAH MCLACHLAN Sweet Surrender (Arista)	231	286	272	209	20/0

This chart reflects airplay from February 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker

108 AC reporters. 96 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

LOREENA McKENNITT The Mummers' Dance (Quinlan Road/WB) Total Stations: 20, Adds: 1, Plays: 220, including WMJX 1 (1), WYJB 10 (2), WMJQ 15 (23), WKYE 12 (5), WALK 9, WHUD 11 (15), WARM 8 (7), WRMF 9 (9), WRVR 4 (6), WLMG 15 (15), WLTS 21 (17), KMXZ 18 (19), WTPI 14 (16), WMGN 16 (12), KLYF 9, KKLI 6 (6), KOSI 5 (4), KYMG 23 (22).

RAY VEGA Even More (BNA)

Total Stations: 22, Adds: 0, Plays: 185, including WRCH 4 (5), WYJB 7 (5), WVAF 34 (35), WAFY 16 (17), WPCH 7 (8), WOOF 13 (17), WRVR 4 (6), WMXS 10 (10), KKMJ 7 (7), WROE 12 (12), WSWT 9 (10), WRVF 2, KATF 5 (5), KLTA 5 (5), KEFM 1 (4), KELO 13 (13), KZST 1 (1), KISC 8 (8)

EDDIE MONEY Can You Fall In Love Again? (CMC)

Total Stations: 24, Adds: 1, Plays: 179, including WRCH 5 (5), WWLI 10 (10), WLIF 3 (3), WAFY 11 (10), WKYE 5 (2), WHUD 10 (8), WKWK 10 (5), WTCB 7 (6), WDEF 2 (1), WODF 6 (9), WAHR 5 (4), KHLA 7 (5), WMXS 20 (20), KVIL 7 (7), WHBC 18 (18), WFMK 10 (10), WGLM 5 (7), WRWC 5 (5), KEFM 5 (6), KELO 6 (6), KWAV 3 (3), KISC 5 (8).

KENNY G My Heart Will Go On (Arista)

Total Stations: 39, Adds: 33, Plays: including 152. WLTW 5, WWLI 7 (5), WLIF 7 (5), WVAF 42, WPCH 6, WTCB 4, WDEF 23 (4), WROE 5, WLIT 18 (8), WCRZ 3, WGLM 5, WSWT 2, WRVF 3, KLTA 5, KKLI 10, KWAV 5

B.E. TAYLOR Love You All Over Again (Chrishea) Total Stations: 12, Adds: 0, Plays: 114, including WWLI 7 (7), WSHH 4 (4), WKWK 50 (40), WFMK 10 (10), WRWC 8 (8), KEFM 6 (6), KJSN 3 (3), KWAV 8 (8), KISC 5 (6).

BARBRA STREISAND If I Could (Columbia) Total Stations: 14, Adds: 1, Plays: 101, including WRCH 4 (4), WYJB 3, WLIF 7 (8), WKWK 10 (5), WBB0 11 (12), WF0G 7 (6), WROE 10 (10), WLIT 11 (9), WFMK 10 (10), WGLM 5 (3), WRWC 5 (5), KELO 12 (13)

DONNY OSMOND The Echo Of Your Whisper (Nightstar) Total Stations: 11, Adds: 1, Plays: 79, including WRCH 4 (5), WKWK 20 (20), WTCB 5 (5), WROE 10 (10), WGLM 3 (4), WSWT 12 (12), WRWC 12 (12), KELO 7 (6), KWAV 2 (2).

JAMES HORNER Southampton (Sony Classical/Work) Total Stations: 15, Adds: 11, Plays: 61, including WSRS 3 (3), WKYE 10 (2), WMYI 10, WFOG 4, WSLQ 2, WDEF 7, WVEZ 2, KLYF 15, KELO 6 (6), KWAV 2 (2).

MADONNA Frozen (Maverick/WB) Total Stations: 17, Adds: 17, Plays: 53, including WMJX 6, WVAF 11, WGLM 5, KKLI 8, KSSK 13, KWAV 10. \pm

Songs ranked by total plays. Station call letters followed by number of plays.

BREAKERS

FLEETWOOD MAC Landslide (Reprise)

TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART 950/113 71/5 Ð **ERIC CLAPTON** My Father's Eyes (Duck/Reprise) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART

893/603 77/19 G

MOST ADDED

ARTIST TITLE LABEL(S)

KENNY G My Heart Will Go On (Arista) 33 ERIC CLAPTON My Father's Eyes (Duck/Reprise) 19 MADONNA Frozen (Maverick/WB) 17 DAKOTA MOON A Promise | Make (Elektra/EEG) 14 ELTON JOHN Recover Your Soul (Rocket/Island) 13 **JAMES HORNER** Southampton (Sony Classical/Work) 11 DARYL HALL & JOHN OATES The Sky Is Falling (Push) 7 SAVAGE GARDEN Truly Madly Deeply (Columbia) 7 SHANIA TWAIN You're Still The One (Mercury) 7 FLEETWOOD MAC Landslide (Reprise) 5 AMY GRANT Like I Love You (A&M) 5

MOST INCREASED PLAYS TOTAL PLAY INCREASE

ARTIST TITLE LABEL(S)

ERIC CLAPTON My Father's Eyes (Duck/Reprise) +603ELTON JOHN Recover Your Soul (Rocket/Island) +325 SAVAGE GARDEN Truly Madly Deeply (Columbia) +308 JOHN TESH f/JAMES INGRAM Give Me... (GTSP/Mercury) +240 DAKOTA MOON A Promise I Make (Elektra/EEG) +194BACKSTREET BOYS As Long As You Love Me (Jive) +192 KENNY G My Heart Will Go On (Arista) +128 SHANIA TWAIN You're Still The One (Mercury) +125 VANESSA WILLIAMS Oh How The Years Go By (Mercury) +116 FLEETWOOD MAC Landslide (Reprise) +113



ARTIST TITLE LABEL(S)

BACKSTREET BOYS Quit Playing Games (With My Heart) (Jive) AMY GRANT Takes A Little Time (A&M) JEWEL Foolish Games (Atlantic) BARBRA STREISAND*CELINE DION Tell Him (550 Music/Columbia) SHAWN COLVIN Sunny Came Home (Columbia) BETH NIELSEN CHAPMAN Sand And Water (Reprise) JIM BRICKMAN w/MARTINA McBRIDE Valentine (Windham Hill) SISTER HAZEL All For You (Universal) JEWEL You Were Meant For Me (Atlantic) SPICE GIRLS 2 Become 1 (Virgin)

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



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ADDS

AC PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL AC REPORTERS ON R&R ONLINE MARKET #5 MARKET #4 B-101.1 MARKET #3 MARKET #2 MARKET #1 fine93.9 **K101** 06.7 KOST WBEB/Philadelphia WLIT/Chicago (312) 329-9002 Edwards KIOI/San Francisco KOST/Los Angeles WLTW/New York 415) 538-1013 Hamilton/Carlson (610) 667-8400 Conley/Rowland 258-7000 103.5 FM (213) 427-1035 Kaye/Chiang Litefm Ryan ARTIST/TITLE ARTIST/TITLE ARTIST/TITLE CELINE CION/MAY Heart Will Go On PAULA COLE/I Oon'I Want To Wait KENNY GLOVING You JIM BRICKMAN.../The Grit ELTON JOIN/Something About... BLLY JOEU/Hey Girl BACKSTREET BOYSAS Long As You... BACKSTREET BOYSAS Long As You... BACKSTREET BOYSAS Long As You... R, KELIVI Belwee I Can Fly MONICAFOR YOU I Will HALL & OATES/Promse An't Enough HALL & OATES/Promse I Make LEANN RIMES/How Do I Live MICHAEL BOITON/GG The Distance SAVAGE GARDEN/Turly Mady Deeply BRICKMAN & MCBRIDE/Valentine BRYAN ADARSTI Ahways Be... GARY BARLOW/Superhero SAVABC CAGOL SAMMONG You. ARTIST/TITLE PLAYS 3W 2W LW TW ARTIST/TITLE PLAYS 3W 2W ARTIST/TITLE PLAYS 3W 2W
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 SHANIA TWAIN/You're Still The One

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 VANESSA WILLIAMSON How The Years.

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 KENNY GLOVING You

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 SIACKSTREET BOYS/Dat Playing...

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 SIC CLAPTOW/MY Plather's Eyes

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 TAKE THAT/Back For Good

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 JEWEL/You Were Meant...

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 KENNY L DOGINS/FOR The First Time

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 SINCKMAN & MCBRIDE/Valentine

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 SAAGE GARDEN/Truly Madly Deeply
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 MICHAEL BOUT/ONThe Best Of Love
 JMB BRICKMAN.../The Girl
 BETH WIELSEN CHAPMAN/Sand And Water
 BRICKMAN & KOBRIDG-Valentine
 BTEN MADAMS/Back To You
 ELTON JON/Reicover You Soul
 DAKOTA MOONA Promise I Make
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 BAKCTA MOONA Promise I Make
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 AMY GRANT/Takes A LINE Time
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GANY BARLOW/Superhero DAKOTA MODWA Promise I Make ETCHL I/DIVENDENTY You You! 17 15 20 16 17 16 16 16 PAULA COLE/I Uon't want to want KENNY GLoving You MICHAEL BOLTON/The Best Of Love TESH F/INGRAM/Give Me Forever... FLEETWOOD MAC/LandSide SPICE GIRLS/Too Much LOREENA MCKENNITT/The Mummers' Dance 16 15 12 11 11 12 12 16 10 12 14 15 11 3 15 12 7 7 12 VANESSA WILLIAMS/ON How The YE DAKOTA MOMA Promise I Make BRYAN ADAMS/Back To You B.E. TAYLOR/Love You All Over... BACKSTREET BOYS/As Long As You. GARY BARLOW/Superhero FLEETWODD MAC/LandSilde ELTON JOHN/Recover Your Soul KENNY GMY Heart Will Go On 19 12 12 DAKOTA MODIVA Promise I Make ELTON JUHNESover Your Soul SHAWN COLVII/Sunny Came Home BRUCE SPRINGSTEEN/Secret Garden ERIC CLAPTONCAnage The World JOURNEY/When You Love... JEWEL/Foolish Games ERIC CLAPTON/My Father's Eyes MADONN/Frozen 11 BLESSID UNION/Light In Your Eyes GARY BARLOW/Superhero SAMANTHA COLE/Without You 13 5 3 11 11 10 9 13 -13 10 13 11 ELTON JOHN/Recover Your Soul ERIC CLAPTON/My Father's Eyes DAKOTA MOON/A Promise I Make 15 5 12 5 3 3 MARKET #34 MARKET #32 MARKET #31 MARKET #27 MARKET #23 **lite** -95 WDOK 92 WSNY/Columbus, OH WFOG 92.9 FM WFOG/Norfolk WWLI/Providence WDOK/Cleveland KGBY/Sacramento (916) 929-5325 Laurence 102.1FM **L**. (401) 433-4200 Holt/Boisvert (216) 696-0123 Wilson/Miller IOS FM. (614) 451-2191 Knight/Bingaman London/Smith Continuous Soft Fay ARTIST/TITLE ARTIST/TITLE PLAYS 3W 2W LW TW PLAYS 3W 2W LW TW 46 39 36 37 48 34 37 36 PLAYS 3W 2W LW TW 7 11 15 17 19 14 16 17 - 15 PLAYS 3W 2W LW TW ARTIST/TITLE PLAYS 3W 2V ARTIST/TITLE ARTIST/TITLE LW TW 34 34 33 33 26 32 CELINE DIDN/My Heart Will Go On ELION JOHNSomething About. 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FLEETW000 MAC/Landslide SAVAGE GARDEN/Tuly Madly Deeply CELINE 010M/W Heart Will Go On SHANIA TWAINYou're Still The One OAKOTA MODANA Promse I Make HALL & DATESThe Sky Is Failing ELTON JOHNRECOVER YOUR Soul VANESSA WILLIAMS/OD How The Yes GARY BARI Wolksperhero 16 15 **22** 16 **19** CELINE DION/My Heart Will Go On 21 21 21 21 21 21 21 21 21 21 21 19 19 10 19 LICELINE DIUMMY Heart Will Go Un ELTON JOHNSOmething About ... PAULA COLEA Don't Want To Wait SISTER HAZEL/All For You ERIC CLAPTON/MY Father's Eyes JIM BRICKMAH.../The Gift SAVAGE GANDEN/Truly Matly Deeply TESH FINGRAM/Give Me Forever... 34 37 36 36 35 34 34 13 27 24 25 26 23 24 23 23 23 21 23 32 21 21 21 21 21 21 20 20 19 20 19 19 15 19 15 19 20 15 18 15 34 44 35 27 16 14 26 24 19 33 33 4 10 26 15 34 34 26 24 27 33 33 26 10 26 26 34 34 25 - 24 25 26 26 24 17 17 8 11 17 15 13 13 34 26 35 27 33 23 30 23 - 20 13 13 12 11 - 11 16 14 10 19 17 9 16 16 8 11 16 MARX & LEWIS/At The Beginning SAVAGE GAROEN/Truly Madly Deeply The Years AMY GRANT/Takes A Little Time 17 19 10 AMY OKANI / Jakes A Luite Time BACKSTREEF BOYS/AS Long As You... TEXAS/Say What You Want JANET/Together Again SARAH MCLACHLAN/I Will Remember You NATALLE IMBRUGLIA/Torn JEWEL/Foolish Games NO OQUBT/Don't Speak B KEI IV/I Beleve L Can Fiv GARY BARLOW/Superhero LEANN RIMES/You Light Up My Life MARX & LEWIS/AI The Beginning BLESSID UNION/Light In Your Eyes BETH NILSEA CHAPMAN/San And Wate PAULA COLE/I Oon't Want To Wait ELTON UOHN/Something About... JUM BRICK/MAN.../The Grif GARY BARLOW/So Heigh Me Grif PULY UPEL CHAP AND COL 26 25 23 15 12 10 9 7 PAULA COLE/I Don't Want To Wait IESH F/INGRAM/Give Me Forever. . MICHAEL BOLTON/The Best Of Love VANESSA WILLIAMS/Oh How The Years. DAKOTA MOON/A Promise I Make 11 10 13 11 13 13 12 6 BRICKMAN & MCBRIDE/Valentine TONI BRAXTON/Un-break My Heart MICHAEL BOLTON/Go The Dislance GARY BARLOW/So Help Me Girl STREISAND*DION/Tell Him 10 8 15 15 15 15 15 15 10 13 15 12 10 10 10 13 10 17 14 10 13 4 6 10 9 17 5 6 5 6 4 15 4 5 21 5 20 7 19 10 10 SAMANTHA COLE/Without You 13 7 19 32 10 10 10 33 FLEETWOOD MAC/Landslide BARBRA STREISAND/If I Could TESH F/INGRAM/Give Me Forever. R. KELLY/I Believe I Can Fly LEANN RIMES/How Oo I Live SEAL/Kiss From A Rose SHANIA TWAIN/You're Still The Dne 9 6 5 3 AMY GRANT/Takes A Little Time BACKSTREET BOYS/As Long As You. JEWEL/Foolish Games BILLY JOEL/Hey Girl ERIC CLAPTON/My Father's Eyes R, KELLY/I Believe I Can Hy 5 3 BILLY JOEL/Hey Girt SPICE GIRLS/Too Much BARBRA STREISAND/If I C KENNY G/My Heart Will Go 14 15 AMY GRANT/Like I Love You AMY GHANITALKE I Love You KENNY GMY Heart Will Go On ERIC CLAPTON/MY Father's Eyes SUPERTRAMP/Sooner Or Later BEBE WINANS/This Song TAMMY TRENT/Welcome Home AGARHTA/Crossing PAUL CARRACK/For Once In Our. RICHARD MARX/Until | Find You. BOB CARLISLE/Butterfly Kisses MONICA/For You I Will JAMES HORNER/Southampton KENNY G/My Heart Will Go On 5 5 17 19 5 5

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REPORTERS

Stations and their adds listed alphabetically by market

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KLLC/San Francisco, CA

KRUZ/Santa Barbara, CA

D/MD: Mike O'Bria ERIC CLAPTON "Eyes"

WAEV/Savannah, GA OM/PD: Scotty Snip MD: Steve Williams 5 MADONNA "Frozen" FIONA APPLE "Stocked

KPLZ/Seattle, Will PD/MD: Kent Phillips 21 MADONNA "Frozen" 11 MARCY PLAYGROUNE: Sex"

WAKS/Tampa, FL PD: Mason Dixon MD: Rico Blanco MADOWNA "Frozen" NATALIE IMBRUGLIA "Ten

WMTX/Tampa, Fi

PD: Chuck Morgan MD: Frank Brinsley 22 JIMMY RAY "Jimmy" 18 MADOWNA "Frozen" 10 FIONA APPLE "Shadow

WWWM/Toledo, DH

PD: Ron Finn 5 MADONNA "Frazen" 5 PISTOLEROS "Guardian" 5 AMY GRANT "Like"

KEYW/Tri-Cities, WA PD/MD: Paul Drake 6 ERICCLAPTON "Eyes" 4 BEHAN JOHNSON "Werkt"

KRAV/Tulsa, OK

PD: Steve Hunter APD/MD: Chris Keilly

WRQX/Washington, DC PD: Steve Kosbau MD: Carol Parker 7 MADOMNA "Frozen"

WMBX/West Pallm Beach, FL PD: Kevin Callahan APD/MD: Jeff Clarke 5 ERICCLAPTON Tyrs"

WOMP/Wheeling, WV POMD: Johnny "O" 4 CHUMBAWAMBA'Armesa" 24 AMISHORNET'South 20 MARCOHN Aready" 11 RICHE SAMBORA 'Hard" 11 HANSON Werd"

WXLO/Worcester, MA

GM/PD: Steve Gallaghe MD: Rob Poulin 15 NATALE IMBRUGLIA 'Tom'

PD: Louis Kaplan APD/MD: Julie Stoedkel

WYJB/Albany, NY OM: Michael Morgan MD: Pat Ryan	WDOK/Cleveland, OH PD: Sue Wilson MD: Scott Miller
HARRY CONNICK JR "Learn" DAKOTA MOON "Promise"	SPICE GIRLS "Much" BARBRA STREISAND "If" KENNY G "Heart"
KYMG/Anchorage, AK	

KKLI/Colorado S PD: Steve Larson MD: Sharon Green 14 ERICCLAPTON"Eyese 14 ELIONJOHIN"Recover 10 KENNYG "Heart" 8 MADONNA"Frozen"

WTCB/Columbia, SC

DMD: Brent Johnson KEINIY G'Heart" MADONINA "Frozen" BLESSID UNION "Light" TAMMY TRENT "Welcome"

WSNY/Columbus, OH PD: Chuck Knight MD: Mark Bingaman 3 BACKSTREETBOYS"Long" JEWEL "Foolish"

KVIL/Dallas, TX

PD: Bill Curtis MD: Alex O'Neal

24 CELINE DION "Heart" 15 FLEETWOOD MAC "Landslide 7 TESH F/INGRAM "Forever"

WLQT/Dayton, OH

PD: Mary Fleenor MD: Steven Scott

KOSI/Denver CD

OM: Scott Taylor PD: Steve Hamilton ERIC CLAPTON "Eyes" DAKOTA MOON Promise

KLYF/Des Moines, IA

PD: Kenn McCloud APD/MD: Greg Chance 15 JAMESHORNER "South" NATALIE IMBRUGLIA "Tom"

WOOF/Dothan, AL GM/PD: Leigh Simpson OM/MD: Mike Holderfiek

KATE/Dubuque, IA

PD: Tim Dillon MD: Jackie Livingston HALL & OATES "Falling" JAMES HORNER "South" GARY BARLOW "Superher

WXKC/Erie, PA

PD: Ron Arlen MD: Paul Davies DAKOTA MOON "Promise" FLEETWOOD MAC "Landside

WIKY/Evansville, IN

ERIC CLAPTON "Eyes" KENNY G "Heart"

KLTA/Fargo, ND

PD/MD: John Austin 5 KENNYG "Heart" 3 AMY GRANT "Like" 1 HALL & OATES "Falling"

WCRZ/Flint, MI

OM/PD: J. Patrick MD: George McIntyre 3 KENNY G "Heart" HALL & OATES "Falling" MADONNA "Frozen"

WINK/Ft. Myers, FL VMD: Bob Griss ERICCLAPTON "Eyes

No Adds

OM: Mark Murphy PD: Devan Mitchell WROE/Appleton, WI PD/MD: Dan Larkin 5 KENNY G"Heart" 3 ERIC CLAPTON "Eyes" 3 DAKOTA MOON "Promise"

WPCH/Atlanta, GA WICHT/Attanta, GA OM/PD: Vance Dillard APD: Steve Goss MD: David Joy 6 KENNY GHeart 2 FLEETWOOD MAC "Landshoe" 2 SI-WIA TWAIN "Still GARY BARLOW "Superhero"

WFPG/Atlantic City, NJ OM/PD: Dick Fennessy MD: Marlene Aqua

WBBQ/Augusta, GA PD/MD: John Patrick SAVAGE GARDEN "Truly" KENNY G "Heart" ELTON JOHN "Recover"

KKMJ/Austin, TX OM: Stan Main PD: Nolan Cruise

WLIF/Baltimore, MD

OM/PD: Gary Balaban MD: Mark Thoner 15 SAVAGE GARDEN "Truly" 1 BEBE WINANS "Song" wMJJ/Birmingham, AL

John Jenkin MD: John Stu AVAGE GARDEN

WMJX/Boston, MA PD: Don Kelley MD: Mark Laurence 6 MADONNA "Frozen"

WEZN/Bridgeport, CT PD: Steve Marcus 9 DONNALEWIS "Aways" 1 BACKSTREET BOYS "Long"

WMJQ/Buffalo, NY PD: Rob Lucas MD: Roger Christian 13 KENNY LOGGINS "First" 7 JANET "Together"

WHBC/Canton, OH PD: Terry Stammons MD: Kayleigh Kriss BLESSID UNION "Light

WVAF/Charleston, WV PD: Rick Johnson MD: Amie Nutter 42 KENNY G "Heart" 11 MADONNA "Frozen" 11 HALL & OATES "Falling"

WDEF/Chattanooga, TN D: Danny Howard MD: Denise Peters 9 SAMANTHA DOLE "With 7 JAMES HORNER "South 1 BEBE WINANS "Song"

WLIT/Chicago, IL

VP/Programming: Edwards No Adds

108 Total Reporters 108 Current Reporters 96 Current Playlists

Reported Frozen Playlist (1): WAJI/Fort Wayne, IN

Did Not Report, Playlist Frozen (11): KDAT/Cedar Rapids, IA WRRM/Cincinnati, OH WGSY/Columbus, GA KEZA/Fayetteville, AR KBIG/Los Angeles, CA WLTE/Minneapolis, MN KKCW/Portland, OR KBNO/Beno NV WTVR/Richmond, VA KBAY/San Jose, CA KSBL/Santa Barbara, CA

power of repeatability.

WLHT/Grand Rapids, MI PD:Bill Bailey APD/MD: Mary Turner KKLI/Colorado Springs, CO 4 ELTON JOHN "Recover" 4 ERIC CLAPTON "Eyes" 1 HALL & OATES "Failing" WMAG/Greensboro, NC PD/MD: Nick Allen 10 ELTONJOHN"Recover" 10 ERICCUAPTON"Eyes" WMYI/Greenville SC PD: Gary Jackson MD: Chris Scott 10 JAMESHORNER*South WRCH/Hartford, CT PD: Allan Camp MD: Joe Hann ERIC CLAPTON "Eyes" KENNY G "Heart" KSSK/Honolulu, HI Interim PD: Jeff Silver 13 MADONNA "Frazen" KENNY G "Heart" DAKOTA MOON "Promise WAHR/Huntsville, AL WAHH/HUMISVIIIE, PD: John Malone MD: Abby Kay 4 DAKOTA MOON "Promise 4 SAMANTHA COLE "With ERIC CLAPTON "Eyes" ELTON JOHN "Recover" WTPI/Indianapolis, IN PD: Gary Havens MD: Steve Cooper 9 DAKOTA MOON "Promise" 7 GARY BABLOW "Superher WTFM/Johnson City, TN TPMJJOHNSON CHY, TN MAD: Mark E. McKinney MADONVA Trozen" EDDIE MONEY "Gan" LOREENA MCKENNITI "Mummers DAKOTA MOON "Promise" KENNY G "Heart" WKYE/Johnstown, PA PD: Jack Michaets MD: Brian Wolfe MADONNA "Frozen" KENNY G "Heart" woi R/Kalamazoo, MI OM: Ken Lanphe PD: Brian Wertz NoAdds WJXB/Knoxville, TN PO/MD: Jeff Jarnigan 10 ERIC CLAPTON "Eyes" 10 SAVAGE GARDEN "Truly" 10 BACKSTREET BOYS "Long WGLM/Lafayette, IN PD/MD: Dan McKay KENNY G "Heart"
 SUPERTRAMP "Sooner"
 MADONNA "Frozen"
 TAMMY TRENT "Welcon
 AGARHTA "Crossing" KHLA/Lake Charles, LA DAKOTA MOON "Promise" VANESSA WILLIAMS "Years WFMK/Lansing, MI PD/MD: Ray Marshall MADONNA "Frozen" KENNY G "Heart" BEEE WINANS "Song" JAMESHORNER "South" KSNF/Las Vegas, NV PD: Tom Chase MD: John Berry EUIONJOHN "Reco WALK/Long Island, NY VP/Prog.: Gene Michaels

VP/Prog.: Gene Michae APD: Rob Miller MD: Charlie Lombardo ERICCLAPTON 'Eyes" ROBYN 'Show' KOST/Los Angeles, CA Sta Mgr/PD: Jhani Kaye APD/MD: Johnny Chiang SWASE GARDEN "Jruh" KENNYG "Heart" WVEZ/Louisville, KY W VEZ/LOUISVIIIE, I DM: C.C. Matthews 2DMD: Joe Fedele 2 JAMESHORNER'South SHANIA TWAIN 'SBI' JONINY OSMOVD "Whisp JULIE EISENHOWER 'Ste AMY GRANT "Like"

WPEZ/Macon, GA PD/MD: Jim Franklin 6 DAKDTA MOON "Promise

appearances with call letters and logos. All at a price that's suprisingly affordable.

WMGN/Madison, WI KGBY/Sacramento, CA P/Prog: Pat O'N ID: Kim Fischer MADONINA "Frozen KEZK/St. Louis, MO KVLY/McAllen, TX PD: Jeff Cochran MD: Jim Doyle SHANIA TWAIN "Still" FLEETWOOD MAC "Landslide 2 SHANIA TWAIN "Sul" 1 ERIC CLAPTON "Eves" KSFI/Salt Lake City, UT WLRQ/Melbourne, FL PD: Dain Craig MD: Lyle Morris TESHFANGRAM "Forever SAVAGE GARDEN "Truly" PD: Max Tooker MD: Karen Kay KIOI/San Francisco, CA WRVR/Memphis, TN APD/MD: Mark Carlson OM/PD: Joel Burke MD: Kay Manley SPICE GIBLS "Much"

AC

WAFY/Frederick, MD

K7ST/Santa Rosa CA KJSN/Modesto, CA PD: Brent Farris MD: Pat Schaffer DAKOTA MOON Promse MADONNA "Frozen" FLETWGDD MAC "Landside KWAV/Monterey, CA KELO/Sigux Falls, SO

D/MD: Gary Michael DAKOTA MOON "Promisi KENNY G "Heart" JAMES HORNER "South"

PD/MD: Bernie Ma 10 MADOWNA "Fruzen" 5 KENNYG "Heart" 3 JANIS IAN "Getting"

: Al Mason D: John Rogers No Adds

VP/Prog: Steven MD: Tom Furci

PD: Steve Suter MD: Jim Hanzo

7 ELTON JOHN "Recover" 5 KENNY G "Heart"

PD/MD: Mike Smith 4 JAMESHORNER "South" KENNY G"Heart"

PD: Kathi Yeager MD: Steve O'Brien

ERIC CLAPTON "Eyes" KENNY G "Heart" JAMES HORNER "South"

KEFM/Omaha, NE

PD: Dwight Lane MD: Steve Albertsen

ERIC CLAPTON "Eyes"

ERIC CLAPTON "Eyes" ELTON JOHN "Recover" KENNY G "Heart"

WSWT/Peoria, IL

PD/MD: Randy Rund 5 ELTON JOHN "Recover" 2 HALL & OATES "Falling" 2 KENNY G "Heart"

PD: Chris Conley MD: Donna Rowland SHANIA TWAIN SSI

KESZ/Phoenix, AZ

D/MD: Mike Del Re ERICCLAPTON "Eyes" MADONNA "Frozen"

DMD: Ron Antill ELION JOHN "Recover

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SAVAGE CARDEN "Truk

OM: Reid Holsen APD: Nancy Carlson KENNYG Heart KISC/Spekane, WA PD: Rob Harder MD: Dawn Marcel WMXS/Montgomery, AL

MADONINA "Frozen" HALL & CATES "Falling" KENNY G "Heart" WHUD/Newburgh, NY

WMAS/Springfield, MA PD: Paul Cannon APDVMD: Keith Stephens ELTON JOHN "Recover" AMY GRANT "Like" RICHIE SAMBORA "Hard" AMY GRANT "Like" WLMG/New Orleans, LA

KGBX/Springfield, MO OM/PD: Nick Ferrar MD: Johnny Scott 15 ERICCLAPTON'Eyes WLTS/New Orleans, LA KMAJ/Tapeka, KS

PD: Dave Waters MD: Rose Diehl No Adds WLTW/New York, NY WRVF/Toledo, OH PD/MD: Kim Carson No Addris KMXZ/Tucson, AZ

WFOG/Norfolk, VA PD/MD: Bobby Rich 19 BRICKMAN & MCBRIDE * 8 MONICA "For" WLZW/Utica, NY PD/MD: Bandy Jay KMGL/Oklahoma City, OK

No Adds WASH/Washington, DC PD: Darren Davis APD: Scott Brady MD: Randi Martin

No Adds WEAT/West Palm Beach, FL WEAL/West Paim Bea OM/PD: Les Howard APD/MD: Chad Perry KENNYC "Heart" WMGF/Orlando, FL

WRME/West Pairn Beach, FL OM/PD: Ken Payne APD: Lindy Rome MD: Brad Jeffries 9 BOYZ II MEN "Song" 9 DAKOTA MOON "Promise"

WKWK/Wheeling, WV VMD: Doug Dan No Adds

WBEB/Philadelphia, PA WMGS/Wilkes Barre, PA No Adds WJBR/Wilmington, DF

PD: Michael Waite MD: Dave Banks DAKOTAMOON "Promise" KENNY G "Heart" WSHH/Pittshurnh PA WGNI/Wilmington, NC

PD: Mike Farrow MD: Craig Thomas NoAdds WWLI/Providence, RI PD: Tom Holt MD: Bob Boisvert 5 ERICCLAPTON Eyes" 5 SUPERITAMP "Soner" 5 TAMMYTRENT "Welcome" WSLQ/Roanoke, VA PD: Don Morrison WSRS/Worcester, MA PDMD: Steve Peck APD: Moneen Daley AMY GRANT "Like" KENNY G Heat" WARM/York, PA PD: Kalik West PD: Don Morrison MD: Dick Daniels 2 JAMESHORNER "South" ELIDN JOHN "Recover" WRWC/Rockford, IL PDMD: Jim Mackey KEINYG "Heart" MADOMA'Fraam" JAMESHORR "South" BEDE WIMANS "Song" D: Kelly Wes D: Rick Ster

MD: Hick Sten ERICCLAPTON "Syss" ELION 23PT "Recover" KENNY6 THeat" WKBN/Y0 ungstown, OH OM/PD: Dan Rivers MD:Mark French NoAdds

GRAB THEIR ATTENTION! GRAB THEIR ATTENTION! GRAB THEIR ATTENTION!

WKDD/Akron, OH KVUU/Colorado Springs, CO OM: Randy Hill PD: Lee Roberts ERIC CLAPTON "Eyes PAULA COLE "Me" WKLI/Albany, NY WCGQ/Columbus, GA I RL I / AI D'AI DY, NY D/MD: Louie Diaz BEN FOLDS FIVE 'Brick' ELTON JOHN' "Recover" MADONINA "Frozen" MARCY PLAYGROUND "Sex" TONIC "Eyes" PD/MD: AI Haynes 10 MARCY PLAYGROUND "Sex 9 ERIC CLAPTON "Eyes" 1 MADONNA "Frozen" KDMX/Dallas, TX PD: Jimmy Steal APD: Race Taylor MD: Lisa Thomas 6 MARCY PLAYGROUND "See 5 EDWIN MCCAIN "11 KKOB/Albuquero ie NM OM: Brad Barrett PD: Roger Scott MD: DJ Lopez 8 AMYGRANT "Like"

WOAQ/Danbury, CT PD: Bill Trotta MD: Barbara Corbett ERIC CLAPTOW "Eyes" MADONNA "Frozen" AMY GRANI "Likey" SHANIA TWAIN "Still" KPEK/Albuquerque, NM OM: Frank Jaxon PD: Mike Parsons MD: Jaimey Barreras EDWIN MCCAIN "18" JIMMY RAY "JIMMY "

KMXS/Anchorage, AK PDMD: Roxy Lennox MADONNA "rozan" ERICCLAPTON "Eyes" PAULA COLE "Me" ELITON. JOHN "Recover" EDWIN MCCAIN "TIT" WMMX/Dayton, OH OM: Jeff Ballentin PD: Mary Franco MD: Dean Taylor 6 BEE GEES "Throw"

KALC/Denver, CO PD: Gregg C MD: Cha Cha 1HIRD EVE BLIND "How MADONNA "Frozen" SISTER 7 "Know" PD: Dusty Hayes APD/MD: Jack Stevens

KAMX/Austin, TX

MD: Jason Griffin MD: Jason Griffin MD: SISTER 7"Know" MMDONNA "Frozen" PAULA COLE "Me" ERIC CLAPTON "Eyes"

KKMY/Beaumont, TX

PD: Trey Poston MD: C.C. McKinnis

ELTON JOHN "Recover

WM.IY/Biloxi MS

KCIX/Boise, IO

DAMD: Russ Novak BILLIE MYERS "Ram" NATALIE IMBRUGLIA Tom

WRMX/Boston MA

VP/Prog.: Greg Strassell APD/MD: Michelle Engel

KKYS/Bryan, TX VMD: Ryan O'Brien LOREENA MCKENNETT 1M ELTON JOHN "Recover" MADONNA "Frozen" AMY GRANT "Like"

SISTER 7 "Know" RICHIE SAMBORA "Hard"

20/MD: Jack Stevens LISA LOEB "Do" FASTBALL "Way" MARCY PLAYGROUND "Sex SARAH MCLACHLAN "Wit" ABRA MOORE "Clover" MADONNA "Frozen" KSTZ/Des Moines, IA PD: Jim Schaefer MD: Carol Vonn 27 ERICCLAPTON "Eves"

KLLY/Bakersfield, CA WKQI/Detroit, MI PD: Rick Gillette MD: Fred Buchalter BEN FOLDS FIVE "Brick
 BEN FOLDS FIVE "Brick
 ERIC CLAPTON "Eyes" MADONNA "Frozen"

www.X/Baltimore, MD KSII/EI Paso, TX DAKOTA MOON "Promise" MADONIVA "Frozen" APD/MD: Greg Carpenter 20 LOREENA MCKENNITT "Mummers 20 PAULACOLE "Me"

> WQSM/Fayetteville, NC 10 K-CI & JOJO "Life" 10 MALXXIVA "Frozen" 7 ALLURE "Last"

WBBE/Ft. Pierce, FL 4 NATALIE MBRUGLIA "Tom" 4 AQUA Tum"

PD: Walter Brown MD: Angle Thompson ERIC CLAPTON "Eyes" DAKOTA MOON "Promise" FLEETWOOD MAC "Landskid KVSR/Fresno, CA PD: Mike Alexand MD: Julie Logan

PD: Michael Hayes MD: Jeff Cushman MEREDITHBROOKS 'H

WKZL/Greensboro, NC PD: Jeff McHugh APD/MD: Doug McKnight

WIKZ/Hagerstown, MD PD: Rick Alexander APD/MD: Michael Ross 7 NATALIEIMBRUGLIA "Tom" MADONNA "Frozen"

WLCE/Buffalo, NY PD/MD: Jay Nachilis NoAdds PD: Lorrin Palagi MD: Rich Anhom 19 JAMESHORNER "South 17 MADONNA "Fruzen" WLNK/Charlotte, NC OM: Tom Jackson APD: Joshua Goodman MADONNA "Frozen"

WQMZ/Charlottesville, PD/MD; Angle Logan 15 OHUMBAWAMBA "Annesia" 15 MADONNA "frozen" 15 ERIC CLAPTON "Eyes" V PD: Mike Manno MD: Donna McCoy 5 SAVAGE GARDEN "Truly" 4 SUNDAYS "Cry"

WTMX/Chicago, IL): Jim Davis PD/MD: Gary Miller PD: Barry James APD/MD: Jaime Kartak 30 BEN FOLDS FIVE "Brick" 22 SAVAGE GARDEN "Truly" 11 MARCY PLAYGROUND "Se

WENS/Indianapolis, IN OM/PD: Greg Dunkin MD: Jim Cerone WQAL/Cleveland, OH PD: Mary Ellen Kac MD: Steve Brown 29 MADONNA "Frozen" 1 SISTER7 "Know"

PD: Paul Kriegler MD: Slacker 15 FASTBALL 'Way'' 15 SISTER 7 "Know'

WAZY/Lafayette, IN Corp. PD/MD: Michael S

KMXR/Las Venas NV

WMXL/Lexington, KY

KURB/Little Rock, AR OM/PD: Randy Cai MD: Kevin Miller

WMC/Memphis, TN PD: Russ Morley MD: Bruce Wayne 7 NATALE IMBRUGUA "Tom" 6 JAWESHORNER "South" 4 ERRCCAPTON "Syss" 1 SISTER 7 "Know"

PD: Danny Clayton APD/MD: Leonard Peace NoAdds

BILLIE MYERS "Ran"

19 SHAWN COLVIN "Nothin" 16 PAULA COLE "Me" KOSO/Modesto, CA

WPLJ/New York, NY

WPTE/Norfolk VA PD: Mark Bradley MD: F. Devon Thornton

WWDE/Norfolk, VA OM/PD: Don London APD: Jeff Moreau RICHIE SAMBORA "Hard"

> WXIL/Parkersburg, WV PD: Larry E. Hughes MD: Jack Horton 15 MADONNA "Frozen" 15 NATALE MBRUGLIA "Torm

KZZP/Phoenix, AZ PD: Dan Persigehi APD/MD: Dave Cooper 22 MARCY PLAYGROUND "Sex 22 FASTBALL "Way"

WVTY/Pittsburgh, PA PD: Chris Shebei APD/MD: Scott Ale 12 FASTBALL "Way" 12 SISTER 7 "Know"

WJDX/Jackson, MS PD: G. Michael Keating MD: Jan Michaels WMGX/Portland, ME PD: Randl Kirshbaum APD/MD: Doug Erickson 3 ELTONJOHN "Recover" 2 PAULACOLE "Me" MADONNA "Frozen ERIC CLAPTON "Eyes "N SYNC "Want" KBBT/Portland, OR KOZN/Kansas City, MO OM: Dave Numme APD: Troy Daniels MD: Lisa Adams 17 MADONIVA "Frozen" 14 DOG'SEYE VIEW" Letter

HOT AC

WSNE/Providence, RI. APD/MD Jack Casey ERIC CLAPTON "Eyes" 6 NATALIE IMBRUGLIA "Ton 6 MARC COHN "Already" 6 SHANIA TWAIN "Still" KMXG/Quad Cities, IA-IL

PD: Matt Williams MD: Art Monroe 20 BEN FOLDS FIVE "Brick 19 ERIC CLAPTON "Eyes"

KNEV/Reno, NV

PD: Rusty Keys MD: Jay Davis 24 ERIC CLAPTON "Eyes

WMXB/Richmond, VA PD/MD: Barry McKay 28 TUESDAYS "You" 22 ERIC CLAPTON "Eyes" 3 JAMESHOPMER "South" 1 BARENAKED LADIES "Brain"

WZNE/Rochester, NY

KZZO/Sacramento, CA

FASTBALL Way

PD: Carmy Fererri APD: Jim Matthews MD: Dave Daniels 24 PISTOLEROS "Guardian" 14 VERVE "Symphony"

WALC/St. Louis, MO

D: Bob Davis D: Tommy Mattern FIONA APPLE "Cominal" NATALIE IMBRUGLIA "Tom" FIONA APPLE "Shadowboxi

KYKY/St. Louis, MO

PD: Smokey Rivers APD/MD: Greg Hewitt 10 MADONNA "Frazen"

KSMG/San Antonio, TX

KFMB/San Diego, CA

94 Total Reporters

94 Current Reporters

eported Frozen Playlist (3):

Did Not Report, Playlist Frozen (8)

83 Current Playlists

WOMX/Orlando, FL

WSHE/Orlando, FL WYXR/Philadelphia, PA

WVMX/Cincinnati OH

KSTP/Minneapolis MN

WTIC/Hartford, CT WPLL/Miami, FL

WBIX/New York, NY WRAL/Raleigh, NC WIOG/Saginaw, MI

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A

KMXC/Sioux Falls SD

PD: Tracy Johnson APD: Michael Steele MD: Greg Simms 22 MADONNA Frozen

PD: Andy Holt MD: Tom Lazar NoAdds

PD: Duncan Payto MD: Kevin Maxwei 19 ERIC CLAPTON "Eye 14 PAULA COLE "Me" 12 MARCY PLAYGROU

OM: Doug Hamand PD/MD: Barry Fox 4 MADONNA "Frozen" 1 VANESSA WILLIAMS "Y

ELTON JOHN "Recover"

KYSR/Los Angeles, CA PD: Angela Perelli APD/MD: Chris Ebbott MADONNA "Frozen"

WKTI/Milwaukee, WI

WMYX/Milwaukee, Wl

WKSI/Greenshorn, NC

KHMX/Houston, TX

KKPN/Houston, TX

WKEE/Huntington, WV

ROBYN "Really" EDWIN MCCAIN "HT" MADONNA "Frozen"

ERIC CLAPTON "Eyes" BACKSTREET BOYS "Long" NATALIE IMBRUGLIA "Tom"

KBEE/Salt Lake City, UT WPNT/Milwaukee, Wi OM/PD: Steve Kelly APD/MD: Sean Michaels ERICCLAPTON "Eyes" PAULACOLE "Me" KISN/Salt Lake City, UT MADONNA "Frozen" THIRDEYE BLIND "How"

PD: Max Miller MD: Donna Miller 15 JAMESHORNER "South" 1 TONIC "Eyes"

WJLK/Monmouth-Ocean, NJ PD: Mike Kaplan MD: Lauren Pressley MADONNA "Erro

VP/Prog: Tom Cude PD: Scott Shannon MD: Tony Mascaro NoAdds

HOT AC TOP 30

FEBRUARY 20, 1998

						TOTA	L PLAYS		TOTAL
W	2₩	LW	TW	ARTIST TITLE LABEL(S)	TW	LW	2 W	3 W	STATIONS/ADD
	1	1	0	MATCHBOX 20 3am (Lava/Atlantic)	3678	3590	3473	3323	91/0
	5	3	2	SAVAGE GARDEN Truly Madly Deeply (Columbia)	3134	2884	2621	2468	81/2
	2	2	3	SMASH MOUTH Walkin' On The Sun (Interscope)	2991	2960	3123	3195	81/0
	6	6	4	LOREENA MCKENNITT The Mummers' Dance (Quinlan Road/WB)	2882	2625	2447	2083	88/2
	4	4	6	CELINE DION My Heart Will Go On (550 Music)	2878	2801	2629	2371	70/0
	3	5	6	LISA LOEB Do (Geffen)	2601	2782	2921	3096	79/1
	10	7	7	BILLIE MYERS Kiss The Rain (Universal)	2399	2427	2192	2073	76/2
	8	9	8	PAULA COLE Don't Want To Wait (Imago/WB)	2188	2170	2280	2518	69/0
	12	10	9	THIRD EYE BLIND How's It Going To Be (Elektra/EEG)	2164	2151	2069	1901	70/2
	7	8	10	SARAH MCLACHLAN Sweet Surrender (Arista)	2138	2312	2366	2403	68/0
	13	12	11.	TONIC If You Could Only See (Polydor/A&M)	1931	2031	2009	2001	55/0
	15	14	12	GREEN DAY Time Of Your Life (Good Riddance) (Reprise)	1909	1794	1622	1472	64/0
	11	11	13	SUGAR RAY Fly (Lava/Atlantic)	1886	2071	2177	2290	64/0
	9	13	14	CHUMBAWAMBA Tubthumping (Republic/Universal)	1751	1977	2238	2646	59/0
	14	15	15	SISTER HAZEL All For You (Universal)	1666	1715	1742	1853	60/0
	19	17	16	BEN FOLDS FIVE Brick (550 Music)	1580	1356	1191	1017	57/4
	27	20	Ð	NATALIE IMBRUGLIA Torn (RCA)	1555	1243	719	204	69/10
	20	19	B	VERVE Bitter Sweet Symphony (Hut/Virgin)	1490	1281	1063	881	52/1
	18	18	19	MEREDITH BROOKS What Would Happen (Capitol)	1167	1303	1213	1088	44/1
	16	16	20	ALANA DAVIS 32 Flavors (Elektra/EEG)	1119	1468	1494	1439	44/0
	23	21	21	BACKSTREET BOYS As Long As You Love Me (Jive)	1087	978	969	818	40/1
R	EAK	ER	22	ERIC CLAPTON My Father's Eyes (Duck/Reprise)	1062	386		-	62/21
	29	27	23	EDWIN MCCAIN I'll Be (Lava/Atlantic)	863	785	632	475	42/4
	26	25	24	JIMMY RAY Are You Jimmy Ray? (Epic)	858	872	737	596	42/2
		30	25	MARCY PLAYGROUND Sex And Candy (Capitol)	836	571	407	265	35/8
	22	24	26	CHANTAL KREVIAZUK Surrounded (Columbia)	822	923	972	1122	37/0
	30	29	27	PAULA COLE Me (Imago/WB)	799	617	494	288	47/8
	24	22	28	SISTER HAZEL Happy (Universal)	761	937	950	973	40/0
	28	28	29	ROBYN Show Me Love (RCA)	712	749	705	621	24/0
7	25	26	30	BLESSID UNION Light In Your Eyes (Capitol)	689	794	842	778	27/0

BREAKERS

ERIC CLAPTON

My Father's Eyes (Duck/Reprise) CHART TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS 1062/676 62/21 22

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
MADONNA Frozen (Maverick/WB)	32
ERIC CLAPTON My Father's Eyes (Duck/Reprise)	21
NATALIE IMBRUGLIA Torn (RCA)	10
PAULA COLE Me (Imago/WB)	8
MARCY PLAYGROUND Sex And Candy (Capitol)	8
FASTBALL The Way (Hollywood)	7
SISTER 7 Know What You Mean (Arista Austin/Arista	a) 7
ELTON JOHN Recover Your Soul (Rocket/Island)	6
JAMES HORNER Southampton (Sony Classical/Work) 5
BEN FOLDS FIVE Brick (550 Music)	4
AMY GRANT Like Love You (A&M)	4
EDWIN MCCAIN I'll Be (Lava/Atlantic)	4

MOST INCREASED PLAYS TOTAL

	ARTIST TITLE LABEL(S)	CREASE
	ERIC CLAPTON My Father's Eyes (Duck/Reprise)	+676
	NATALIE IMBRUGLIA Torn (RCA)	+312
	MARCY PLAYGROUND Sex And Candy (Capitol)	+265
1	LOREENA MCKENNITT The Mummers' (Quinlan Road/WB)	+257
	SAVAGE GARDEN Truly Madly Deeply (Columbia)	+250
	MADONNA Frozen (Maverick/WB)	+228
	BEN FOLDS FIVE Brick (550 Music)	+224
	VERVE Bitter Sweet Symphony (Hut/Virgin)	+209
	PAULA COLE Me (Imago/WB)	+182
	FASTBALL The Way (Hollywood)	+121

This chart reflects airplay from February 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker. 94 Hot AC reporters. 83 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

FLEETWOOD MAC Landslide (Reprise)

Total Stations: 22, Adds: 2 Plays: 427, including WBMX 39 (21), WDAQ 17 (18), WMGX 15 (14), WXL0 24 (14), WKEE 29 (21), WJLK 24 (7), WLNK 29 (12), WQMZ 18 (18), WXIL 31 (29), WAKS 8 (5), WMXL 14 (13), KK0B 14 (6), KPEK 9 (12), KKMY 10 (10), KKYS 7 (6), WQAL 31 (31), WMMX 26 (18), WAZY 28 (27), WWWM 15 (12), KPLZ 39 (21).

(18), WALY 28 (27), WWWMI 10 (16), KT L2 35 (67).
SHANIA TWAIN YOU'R Still The One (*Mercury*) Total Stations: 25, Adds: 2 Plays: 377, including WKLI 16 (14), WKEE 24 (24), WJLK 7 (8), WOMP 23 (23), WLNK 21 (23), WQSM 10 (7), WXLI 31 (27), WAKS 5 (13), WMJY 13 (13), WJDX 28, WMXL 9 (9), WMC 7 (7), KKMY 8, KHMX 25 (26), WAZY 6, WKTI 17 (19), KMXG 23 (25), WWWM 20 (12), KCIX 20, KBEE 9 (7), KMXS 34 (34), KPLZ 11 (11), KEYW 6 (9).

PISTOLEROS My Guardian Angel *(Hollywood)* Total Stations: 20, Adds. 2 Plays: 376, including WBMX 6 (9), WVTY 22 (19), WOMP 11 (11), WMTX 9 (9), WMBX 21 (19), KAMX 35 (35), KKMY 9 (7), KKYS 38 (29), KKPN 30 (36), WOAL 14 (14), WAZY 15 (15), WWWM 5, KOZN 28 (15), KMXB 14 (16), KLLY 20 (19), KVSR 23 (21), KOSO 5 (5), KZZO 24. JANET Together Again (Virgin)

Total Stations: 11, Adds: 0, Plays: 367, including WKEE 34 (34), WOMP 36 (36), WQMZ 18 (20), WBB 39 (42), WAKS 50 (52), WMXL 39 (24), KKYS 34 (35), KSII 42 (45), KHMX 33 (26), WKDD 17 (17). **BARENAKED LADIES** Brian Wilson (*Reprise*)

Total Stations. 11, Adds: 1, Plays: 287, including WBMX 53 (45), WVTY 25 (23), WPTE 11 (12) WMXB 1, WMTX 14 (12), WQAL 7 (7), KOZN 42 (45), KBBT 47 (47), KFMB 29 (32), KLLC 36 (46). WBMX 53 (45), WVTY 25 (23), WPTE 11 (12), MADONNA Frozen (Maverick/WB)

Total Stations: 32, Adds: 32, Plays: 228, including WJLK 5, WRQX 7, WQMZ 15, WCGQ 1, WQSM 10, WXIL 15, WAEV 5, WMTX 18, WMXL 4, KAMX 11, KHMX 17, WQAL 29, WWWM 5, KYKY 10, KALC 15, KLLY 1, KBBT 17, KFMB 22, KPLZ 21.

TONIC Open Up Your Eyes (*Polydor/A&M*) Total Stations: 14, Adds: 2, Plays: 215, including WZNE 29 (23), WOMP 11 (11), WPTE 26 (24), KPEK 20 (20), KKMY 9 (8), KKYS 23 (19), KOZN 32 (19), WALC 29, KMXS 5 (5), KVSR 12 (14), KOSO 1.

FASTBALL The Way (Hollywood) Total Stations: 15, Adds: 7, Plays: 206, including WBMX 8, WVTY 12, KAMX 27, KKMY 6 (2), KZZP 22, WPNT 23 (23), KSTZ 22 (20), KOZN 15, KLLY 21 (8), KVSR 4, KYSR 24 (22), KOSO 15 (5), KBBT 7.

ELTON JOHN Recover Your Soul (Rocket/Island) Total Stations: 17, Adds: 6, Plays: 177, including WMGX 3, WOMP 24 (21), WXIL 18 (15), WAKS 8 (5), WJDX 28, WMXL 11, KURB 1, WKTI 21 (5), WWWM 10 (8), KNEV 15, KBEE 9 (1), KPLZ 21 (21). KEYW 8 (1).

DAKOTA MOON A Promise I Make (Elektra/EEG) Total Stations: 10, Adds: 2, Plays: 128, including WKLI 16 (14), WOMP 23 (22), WQMZ 20 (19), WQSM 20 (10), WJDX 12 (11), KKMY 9, WAZY 18 (18), WKTI 10 (6).

AMY GRANT Like I Love You (A&M) Total Stations: 9, Adds: 4, Plays: 87, including WAKS 18 (17), KURB 9, KKOB 8, WKDD 16 (12), WWWM 5, KCIX 20, KPLZ 11 (11).

SISTER 7 Know What You Mean (Arista Austin/Arista) Total Stations: 9, Adds: 7, Plays: 74, including WVTY 12, WMC 1, KAMX 21 (23), WQAL 1, KOZN 15, KALC 10, KLLY 11, KOSO 3 (5).

> Songs ranked by total plays. Station call letters followed by number of plays.

HOTTEST RECURRENTS

ABTIST TITLE LABEL(S)

ELTON JOHN Something About The Way You... (Rocket/Island) THIRD EYE BLIND Semi-Charmed Life (Elektra/EEG) MATCHBOX 20 Push (Lava/Atlantic) LeANN RIMES How Do I Live (Curb) SUNDAYS Summertime (DGC/Geffen) BACKSTREET BOYS Quit Playing Games (With My Heart) (Jive) BRYAN ADAMS Back To You (A&M) AMY GRANT Takes A Little Time (A&M) WALLFLOWERS One Headlight (Interscope) JEWEL Foolish Games (Atlantic)

Breakers: Songs registering 925 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--week Increases in total plays. Weighted chart appears on R&R ONLINE.

Sex and Candy marcy playground

"I'll take sales & requests over 'Sex & Candy' any time... but with Marcy Playground I get both. Life's Great!" - Rob Roberts, PD/WPLL

"#1out of 30 songs in callout - songs never come back this strong this fast. 1 out of 2 listeners love 'Sex & Candy'... That's Huge!" - Shark, APD/WSHE







New This Week: WTMX KZZP KDMX **KPLZ** KAMX WKLI KMXB Major Airplay:

KYSR 43x KLLC 23x KFMB 43x WPLL 28x WSHE 31x WALC 32x

R&R Hot AC 30-25 Adult Top 40 Monitor 38-29* Modern Adult Monitor 19-13*

Promotion Contacts

Jerry Lembo 201-585-5272 Entertainment Promotions 248-524-1914 Tom Callahan 303-545-0232 Tom Mazzetta 303-545-9990

Management: William Derella Entertainment Resource Group Ltd. NY, NY 212-358-9030

THE BACON BROTHERS "Boys in Bars"



Adult Top 40 Hot AC/AC

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Rob Galbrath & Michael Bacon

) **(+**)

NEW on VH-1 Crossroads "Boys in Bars" Music Video Directed by Kevin Bacon

Produced b



90 • R&R February 20, 1998

HOT AC PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL HOT AC REPORTERS ON R&R ONLINE MARKET #3 MARKET #6 MARKET #2 MARKET #4 WPLJ MARKET #1 Mix Alice KYSR/Los Angeles (818) 955-7000 Perelli/Ebbott WPLJ/New York (212) 613-8900 Cuddy/Shannon/Ma STAR 987 (A) (C) KDMX/Dallas KLLC/San Francisco WTMX/Chicage (312) 946-1019 James/Kartak @97.3 102.9 (214) 991-1029 Steal/Thomas (415) 765-4097 Kaplan/Stoeckel THE MIX NEW YORK ARTIST/TITLE ARTIST/TITLE ARTIST/TITLE ARTIST/TITLE PLAYS 3w zw lw Tw ARTIST/TITLE PLAYS 3W 21 PLAYS SW 21 PLAYS 3w 2w lw PLAYS 3W 2W LW TW ARTIST/TITLE
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41 41 MATCHBOX 20/3am
40 SAVAGE GARDEWTruty Madity Deeply
46 39 CELINE DION/Ary Heart Will Go On
42 39 SMASH MUUTH/Walkin' On The Sun
40 39 SUAR RAY/FW
46 38 ELTON JOHN/Something About...
42 37 PAULA COLEA Don't Want To Wait
39 35 MATCHBOX 20/Push
53 88 FV POLDS F/VE/Brick
25 31 GREEN DAY/Time Of Your Life...
34 31 BILLE MYERS/Kiss The Rain
31 SISTER RAZE/LAI For You
32 29 LOREENA MCKENNIT/The Mummers' Dance
29 JIMMY RAY/AR VOL JIMmy Ray?
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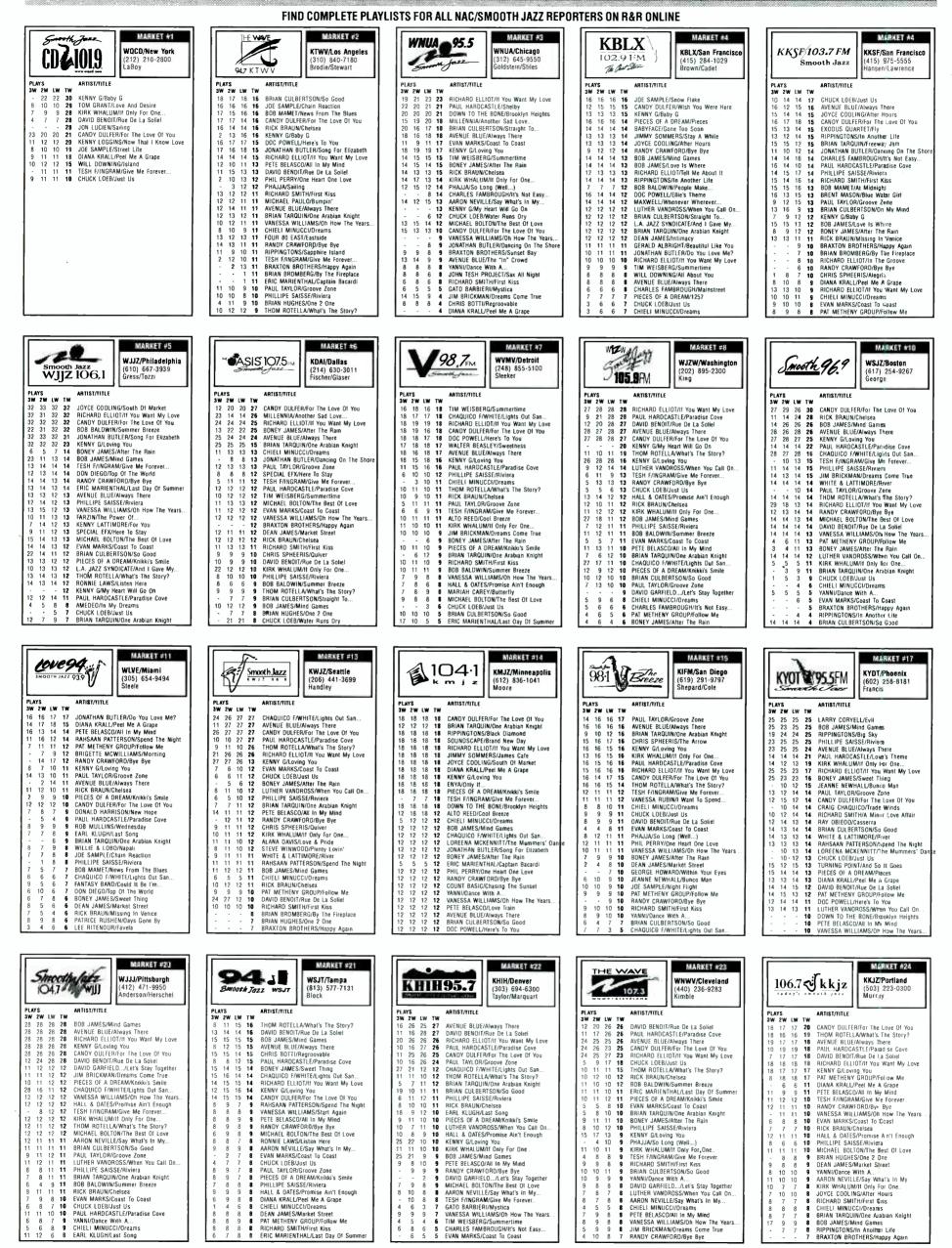
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NAC/SMOOTH JAZZ PLAYLISTS

SHORE.

February 20, 1998 R&R • 91



www.americanradiohistory.com

NAC/SMOOTH JAZZ



The New Mandate: Growing Revenue For The Group

□ CBS Radio/L.A.'s Dir./Business Development explains his new challenge

Our real goal is to

talk about what

advertisers need,

what they may think

has been lacking

in radio for their

marketing efforts, and

then to come up with

ways in which we can

collectively fill in the

blanks. It's important

that we act as

consultants to our

clients.

types of categories that some adver-

tisers look for, such as recruitment

advertising, which has traditionally

never been one of radio's strongest

Although Baer concentrates on

developing new revenue streams, he

bears existing clients in mind, too.

"We are certainly looking at the

ways we currently bring revenues

into the group to see if there's some-

thing that eight stations combined

can bring to them, getting more

categories."

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Passage of the Telecom Act in 1996 signaled a cataclysmic shift in radio's earnings potential. Consolidation would, its proponents claimed, allow the medium to take its rightful place in the world of "real" commercial enterprise by dramatically increasing market share. Here's how that goal is being pursued by CBS Radio in Los Angeles.

"

CBS Radio's L.A. holdings ----KTWV (The Wave), along with KFWB-AM, KNX-AM, KRLA-



AM, KCBS-FM, KLSX-FM. KRTH-FM, and KROQ-FM form arguably one of the strongest clusters in the country. Earl

Earl Baer

opment, CBS Radio L.A. last June as something of a mole: He was an insider who had not only served as a radio AE, but had also worked in newspaper sales. Who better to understand the mindset of nontraditional advertisers and convert them into radio clients?

Baer describes his job this way: "The position was created so we could explore how we could group together the efforts of our eight stations in Los Angeles and find ways to go to clients en masse in a way that made sense to generate new forms of revenue. I am Lewis and Clark. I'm the explorer looking for where the money is hidden. I talk to a lot of people and go in a lot of different directions to uncover it. I can envision the day when we have built staff subdivisions by category, and they are filled with specialists in these newly identified areas."

Cluster Power

Putting together a powerhouse cluster like CBS' L.A. properties, Baer explains, allows the group amazing leverage. "On a weekly basis, the radio group hits one of every two people in Los Angeles. The daily circulation of the Los Angeles Times is about one million, and they claim a readership of 2.6 readers per copy, for a total of about 3.4 million. CBS' Los Angeles radio group alone reaches 5.8 or 5.9 million people.

"And the great thing about this group is that, if you combine the audiences of the eight stations and look at their profiles, they almost exactly mirror the audience profile of the Los Angeles/Orange County marketplace. It doesn't skew younger or older. It fits like a glove. Twenty-five percent of our audience is Hispanic, for example. In terms of ethnic diversity, we can offer the

money from them to produce vastly greater results."

But it's previously untapped sources of revenue that attract the lion's share of Baer's attention. He says, "It's safe to say that most radio groups have created positions like mine to go after traditionally non-radio advertisers, those who are used to running newspaper, outdoor, direct mail, and other forms of advertising. Radio has always afforded them great opportunities, but now we are in a position to offer valueadded opportunities that make radio more compelling for them. We also have strength now, as a group, in areas like event marketing, Internet, interactive, and off-air technologies. These are additional revenue streams that we can promote over eight radio stations, plus we also have a TV station in the market."

A Common Goal

Baer stresses that CBS/L.A. PDs are in no jeopardy of receiving Friday afternoon faxes informing them, unbidden, of the promotion that they'll be running over the weekend. "We try to work everything on a cooperative basis, getting feedback from the PDs on whether something we're looking at as a group makes sense for them. And they've been very cooperative and open-minded in return, wanting to help out where they can. They flex a little more than they might have before real benefits to the group were as apparent as they are today. I make a point of not trying to cram anything down a PD's throat.

"But promotions are very important, and it seems that everyone buying radio wants something extra. **'Consolidation Grows** The Whole Radio Pie'

KTWV's Pohlman on increasing revenues

rom his perspective, KTWV/Los Angeles VP/GM Tim Pohlman says consolidation is really about growing radio's revenues in general, as well as increasing earnings for a group.

"All the new companies — the Chancellors, the CBSs, the Jacors - paid such hefty sums for new additions to their groups in many markets that it is only logical to look for new revenue streams," he observes. "That's caused all of us to be creative in how we find new money, and Earl Baer's efforts are a good example of how we're doing that.



"All the groups are hiring better marketingoriented people who have specific strengths in new, nontraditional areas to generate money. Everyone is looking for people who can call on Nestie, for example - a company we've never called

on before --- and tap into a budget we're not used to getting in radio. Overall, that's going to grow the pie for Los Angeles and for radio in general. Many companies are looking at positions like the one Earl has and saying, 'This is how we've got to get this done, with people who excel at going after a certain category."

Unlike other industries, in trying to sell the synergy of eight radio stations, value-added makes sense. But can you imagine going to a store to buy a suit and then saying, 'Where's my toaster?' We try to pool our professional and creative resources to enhance the message the advertiser is trying to convey and to get them a little extra mileage by having a repeated, strong message over eight properties."

When it comes to presenting the cluster to advertisers, Baer says

"

I am Lewis and Clark. I'm the explorer looking for where the money is hidden.

CBS doesn't have a standard, canned pitch. "I go out and tell people what we now represent in the marketplace, but our real goal is to talk about what advertisers need, what they may think has been lacking in radio for their marketing efforts, and then to come up with ways in which we can collectively fill in the blanks. It's important that we act as consultants to our clients.

"CBS has been realistic enough to recognize that this is untried territory and has not set a specific goal for finding where the revenue lies or defining precisely how much it is. But we know what our targets are. We obviously know how people overspend on newspaper based on the decline in circulation over the last umpteen years, so that's definitely a target.

"Our mission is to get more of the fair share of the dollars for a medium that's growing and to get it away from mediums that are going in the opposite direction. Today, our goals are more global in going after revenue streams we haven't been able to get in the past. We know they're going to add up to significant dollars. Independent of my efforts, the entire CBS Radio group in Los Angeles has shown significant increases. There's a feeling that we've got a really good group. We want to be the preferred provider, and we want to earn that position.

"Consolidation has added a lot of opportunity to our industry," Baer concludes. "In the past, we didn't have the advantages we have today, because stations were working individually and going against one another. But now we have a common focal point, selling a product in common. Even though one of radio's great strengths has always been its ability to hit a target audience, when CBS Radio L.A. can deliver one of every two people, we're now on an even playing field with print. That's mass media."



KMJZ SUPPORTS NAC/SJ'S ARTISTS - Many artists have commented that, when they are out on a national tour, one station they can count on to have enthusiastic station employees present at their gigs is KMJZ/Minneapolis. This shot, showing the current incarnation of the "Guitars & Saxes and More" tour (bottom, I-r: Peter White, Richard Elliot, Craig Chaquico, and Rick Braun) hanging out with four KMJZ air talents (top, I-r: Carolyn Peterson, Glen Edwards, Chris Addison, and Mike Olson), illustrates the point well.



Not since **Marilyn Scott's** "I'm Calling You" in June of 1996 has a female vocalist reached the Top 10 on the NAC/Smooth Jazz Chart."*



She's Back.

MARILYN SCOTT'S "STARTING TO FALL"

ADD DATE: FEBRUARY 26



Executive Producer George Duke for George Duke Enterprises Career Direction: Leanne Meyers for Vision Management

www.americanradiohistory.com

NAC/SMOOTH JAZZ TRACKS

FEBRUARY 20, 1998

V	2W	LW	TW	ARTIST TITLE LABEL(S)	TW	LW	2 W	3W	STATIONS/ADI
	3	2	0	AVENUE BLUE Always There (Mesa/Bluemoon/Atlantic)	871	869	806	759	48/0
	2	t	2	RICHARD ELLIOT If You Want My Love (Metro Blue/Blue Note)	821	874	893	856	44/0
	1	3	3	CANDY DULFER For The Love Of You (N2K Encoded Music)	814	846	902	866	44/0
	5	4	4	PAUL HARDCASTLE Paradise Cove (JVC/JMI)	763	734	670	551	45/0
	6	6	6	THOM ROTELLA What's The Story? (Telarc)	607	577	594	571	41/0
	4	5	6	KENNY G Loving You (Arista)	575	704	723	769	40/0
	8	7	7	DAVID BENOIT Rue De La Soliel (GRP)	506	512	513	473	36/0
	9	10	8	PHILLIPE SAISSE Riviera (Verve Forecast)	504	458	430	389	40/0
	11	8	9	BRIAN TARQUIN One Arabian Knight (Instinct)	502	473	420	363	43/0
	14	9	Ū	PAUL TAYLOR Groove Zone (Countdown/Unity)	494	466	415	373	40/0
	10	11	Û	RICK BRAUN Chelsea (Mesa/Bluemoon/Atlantic)	490	453	421	408	41/1
	18	15	12	CHUCK LOEB Just Us (Shanachie)	478	406	372	288	47/1
	16	16	ß	CHIELI MINUCCI Dreams (JVC/JMI)	446	405	386	287	46/0
RI	EAK	ER	14	BONEY JAMES After The Rain (Warner Bros.)	444	376	337	235	43/5
	15	13	15	RANDY CRAWFORD Bye Bye (Bluemoon/Atlantic)	431	425	403	262	39/1
	7	12	16	BOB JAMES Mind Games (Warner Bros.)	410	440	544	643	34/0
Rİ	EAK	ER	Ð	JOHN TESH I/JAMES INGRAM Give Me Forever (GTSP/Mercury)	408	346	317	203	36/1
	26	21	18	EVAN MARKS Coast To Coast (Verve Forecast)	397	354	319	290	40/1
	12	14	19	PAT METHENY Follow Me (Warner Bros.)	392	421	420	417	33/0
	20	19	20	KIRK WHALUM If Only For One Night (Warner Bros.)	361	363	351	387	35/1
	21	23	21	RICHARD SMITH First Kiss (Heads Up)	356	337	349	333	36/0
	24	24	22	VANESSA WILLIAMS Oh How The Years Go By (Mercury)	355	333	334	307	33/2
		29	23	DEAN JAMES Market Street (Brajo/Ichiban)	328	293	268	268	34/0
	28	26	24	DIANA KRALL Peel Me A Grape (Impulse!/GRP)	322	312	313	261	31/1
	13	17	25	BRIAN CULBERTSON So Good (Bluemoon/Atlantic)	320	396	419	487	30/0
	19	20	26	PETE BELASCO All In My Mind (Verve Forecast)	303	358	370	401	28/1
E	ΒU	T	27	DOWN TO THE BONE Brooklyn Heights (Nu Groove)	299	273	249	206	26/5
E	ΒU	T	28	RIPPINGTONS In Another Life (Peak/Windham Hill Jazz)	296	274	240	165	35/2
)	17	27	29	CRAIG CHAQUICO 1/PETER WHITE Lights Out (Higher Octave)	264	305	381	473	26/0
E	ΒU	T	30	JOYCE COOLING After Hours (Heads Up)	262	203	182	140	33/3

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After Th	BONEY JAMES ne Rain <i>(Warner Bros</i> total stations/adds 43/5	.)
	ESH f/JAMES INGRA ever (I Do) (GTSP/Me	
ARTIST TITLE LABEL(S)	ST ADDED	®
JONATHAN BUTLER BRIAN BROMBERG FOUR 80 EAST EAS BRAXTON BROTHE ERIC CLAPTON My DOWN TO THE BOY BONEY JAMES Afte LOREENA MCKENNI JOYCE COOLING A HIROKO KOKUBU (Will Go On (Arista) Dancing On (N2K Encoded By The Fireplace (Zebra) tside (Boomtang) RS Happy Again (Windham Father's Eyes (Duck/Repris NE Brooklyn Heights (Nu Gra er The Rain (Warner Bros.) TT The Mummers' (Quinlan fter Hours (Heads Up) Catalina Island (JVC/JMI) Captain Bacardi (I.E./Verve	9 8 Hill Jazz) 7 e) 6 oove) 5 5 Road/WB) 4 3 3
MOS "	T INCREASI PLAYS	TOTAL PLAY INCREASE
BRAXTON BROTHEF JONATHAN BUTLER CHUCK LOEB JUST BONEY JAMES Afte JOHN TESH f/JAMES JOYCE COOLING A KENNY G MY Heart PHILLIPE SAISSE EVAN MARKS Coas	By The Fireplace (Zebra) S Happy Again (Windham Hi Dancing On (N2K Encoded Us (Shanachie) er The Rain (Warner Bros.) S INGRAM Give Me (GTSP/M fter Hours (Heads Up) t Will Go On (Arista) Riviera (Verve Forecast) st To Coast (Verve Forecast) tering 400 plays or more for the firsi	Music) +80 +72 +68 lercury) +62 +59 +57 +46 +43

tited 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.

50 NAC reporters. 49 current playlists. © 1998, R&R Inc.

NEW & ACTIVE

CHARLES FAMBROUGH It's Not Easy Havin' Fun (Nu Groove)	JONATHAN BUTLER Dancing On (N2K Encoded Music)	JEAN
Total Plays: 236, Total Stations: 30, Adds: 1	Total Plays: 179, Total Stations: 34, Adds: 11	Total I
BRAXTON BROTHERS Happy Again (Windham Hill Jazz)	LOREENA MCKENNITT The Mummers' Dance <i>(Quinlan Road/WB)</i>	KEN
Total Plays: 223, Total Stations: 37, Adds: 7	Total Plays: 150, Total Stations: 18, Adds: 4	Total
BRIAN HUGHES One 2 One <i>(Higher Octave)</i> Total Plays: 216, Total Stations: 27, Adds: 0	PHIL PERRY One Heart One Love <i>(Peak/Private)</i> Total Plays: 136, Total Stations: 11, Adds: 1	
BRIAN BROMBERG By The Fireplace (Zebra) Total Plays: 181, Total Stations: 32, Adds: 9	ERIC MARIENTHAL Captain Bacardi <i>(I.E./Verve)</i> Total Plays: 112, Total Stations: 17, Adds: 3	

NNE NEWHALL Bunco Man (Mazipan) Plays: 96, Total Stations: 13, Adds: 1

NNY G Baby G (Arista) Plays: 92, Total Stations: 7, Adds: 1

Songs ranked by total plays

KIIS-FM Los Angeles • Z100 New York • WQIK Jacksonville • Magic 95.5 Reno

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NAC/SMOOTH JAZZ ALBUMS

FEBRUARY 20, 1998

ARTIST TITLE LABEL(S)

									 KENNY G My Heart Will Go On (Arista) BRIAN BROMBERG You Know That Feeling (Zebra) 9
3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	EMPHASIS T	RACKS (PLAYS)	FOUR 80 EAST The Album (Boomtang)
3	3	1	1	AVENUE BLUE Nightlife (Mesa/Bluemoon/Atlantic)	925	-6	"Always" (871)	"Nightlife" (31)	VARIOUS ARTISTS Melrose Place Jazz (Windham Hill Jazz) 7
2	1	2	2	RICHARD ELLIOT Jumpin' Off (Metro Blue/Blue Note)	874	-54	"Want" (821)	"Groove" (30)	ERIC CLAPTON Pilgrim (Duck/Reprise) 6
1	2	3	3	CANDY DULFER For The Love Of You (N2K Encoded Music)	857	-24	"You" (814)	"Smooth" (28)	JONATHAN BUTLER Do You Love Me? (N2K Encoded Music) 5
6	5	5	4	PAUL HARDCASTLE Cover To Cover (JVC/JMI)	812	+38	"Paradise" (763)	"Love's" (28)	DOWN TO THE BONE From Manhattan To (Nu Groove) 5
4	4	4	5	KENNY G Greatest Hits (Arista)	667	-113	"Loving" (575)	"Baby" (92)	BONEY JAMES Sweet Thing (Warner Bros.) 4 LOREENA MCKENNITT The Book Of (Quinlan Road/WB) 4
7	7	6	6	THOM ROTELLA Can't Stop (Telarc)	619	+30	"Story" (607)	"Thought" (12)	LUREENA MCKENNITT The Book Of (Quinlan Road/WB) 4 DENNY JIOSA Jazzberry Pie (Blue Orchid) 3
14	10	7	0	BRIAN TARQUIN Last Kiss Goodbye (Instinct)	585	+26	"Arabian" (502)	"Freeway" (78)	HIROKO KOKUBU Bridge (JVC/JMI) 3
12	11	8	8	RICK BRAUN Body And Soul (Mesa/Bluemoon/Atlantic)	543	+26	"Chelsea" (490)	"Venice" (45)	STEVE NIEVES Dream Harvest (JVC/JMI) 3
16	13	14	9	PHILLIPE SAISSE Next Voyage (Verve Forecast)	540	+45	"Riviera" (504)	"Moanin'" (23)	VARIOUS ARTISTS A Twist Of Jobim (I.E./Verve) 3
20	15	13	0	BONEY JAMES Sweet Thing (Warner Bros.)	531	+34	"Rain" (444)	"Sweet" (58)	
19	16	10	Ū	PAUL TAYLOR Pleasure Seeker (Countdown/Unity)	517	+18	"Groove" (494)	"Pleasure" (20)	
13	9	9	12	DAVID BENOIT American Landscape (GRP)	506	-6	"Soliel" (506)		
29	22	17	B	CHUCK LOEB The Moon, The Stars (Shanachie)	500	+65	"Just" (478)	"Water" (20)	
5	6	11	14	BOB JAMES Playin' Hooky (Warner Bros.)	471	-28	"Mind" (410)	"Where" (30)	
-	21	19	Ð	RANDY CRAWFORD Every Kind Of Mood (Bluemoon/Atlantic)	447	+22	"Bye" (431)	"Captain" (10)	MOST INCREASED
30	24	22	6	CHIELI MINUCCI It's Gonna Be Good (JVC/JMI)	446	+41	"Dreams" (446)		PLAYS TOTAL
21	19	16	17	RIPPINGTONS Black Diamond (<i>Peak/Windham Hill Jazz</i>)	432	-12	"Life" (296)	"Diamond" (66)	ARTIST TITLE LABEL(S)
9	12	15	18	JONATHAN BUTLER Do You Love Me? (N2K Encoded Music)	423	-59	"Elizabeth" (181)	"Shore" (179)	
11	14	20	19	JOYCE COOLING Playing It Cool (Heads Up)	420	+3	"Hours" (262)	"South" (124)	BRIAN BROMBERG You Know That Feeling (<i>Zebra</i>) +108 VARIOUS ARTISTS Melrose Place (<i>Windham Hill Jazz</i>) +99
-	30	29	20	JOHN TESH Grand Passion (GTSP/Mercury)	408	+62	"Forever" (408)	199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199 - 199	CHUCK LOEB The Moon, The Stars (Shanachie) +65
8	8	12	21	BRIAN CULBERTSON Secrets (Bluemoon/Atlantic)	407	-91	"Good" (320)	"Straight" (47)	JOHN TESH Grand Passion (GTSP/Mercury) +62
24	23	23	æ	RICHARD SMITH First Kiss (Heads Up)	401	+14	"First" (356)	"Method" (21)	KENNY G My Heart Will Go On (Arista)+57
17	18	18	23	PAT METHENY Imaginary Day (Warner Bros.)	400	-29	"Follow" (392)	"Awakening" (6)	PHILLIPE SAISSE Next Voyage (Verve Forecast) +45
28	29	28	2	EVAN MARKS Three Day Weekend (Verve Forecast)	397	+43	"Coast" (397)	5.7	EVAN MARKS Three Day Weekend (Verve Forecast) +43 SOUNDSCAPE Surreal Thing (Instinct) +43
25	25	26	Ø	VANESSA WILLIAMS Next (Mercury)	374	+6	"Years" (355)	"Start" (19)	CHIELI MINUCCI It's Gonna Be Good (JVC/JMI) +41
18	27	25	26	KIRK WHALUM Colors (Warner Bros.)	368	-2	"Only" (361)	"Natchez" (7)	PAUL HARDCASTLE Cover To Cover (JVC/JMI) +38
-	28	30	Ð	DIANA KRALL Love Scenes (Impulse!/GRP)	341	+10	"Grape" (322)	"Getting" (14)	DEAN JAMES Intimacy (Brajo/Ichiban) +35
DE	ΒU	T	28	DEAN JAMES Intimacy (Brajo/Ichiban)	340	+35	"Market" (328)	"Intimacy" (12)	BONEY JAMES Sweet Thing (Warner Bros.) +34
15	20	21	29	PETE BELASCO Get It Together (Verve Forecast)	327	-86	"Mind" (303)	"Train" (18)	THOM ROTELLA Can't Stop (Telarc)+30GRADY NICHOLS Mysterious Intention (Local)+29
10	17	24	30	CRAIG CHAQUICO Once In A Blue Universe (Higher Octave)	317	-54	"Lights" (264)	"Midnight" (26)	GRADY NICHOLS Mysterious Intention (Local)+29JON LUCIEN Endless Is Love (Shanachie)+28

This chart reflects airplay from February 4-10. Albums ranked by total plays, with plays from all cuts from an album combined. 50 NAC reporters. 49 current playlists. © 1998, R&R Inc.

NAC NOTES By Carol Archer

B rian Bromberg's "By The Fireplace" (Zebra) is showing dramatic growth. The track is top Most Increased with +108 plays and nine new adds; it's on over 60% of the panel.

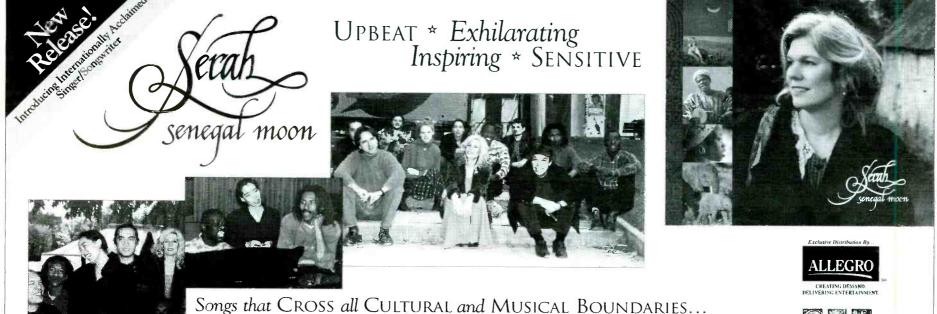
> With suitable vocals always at a premium, the edit of Marilyn Scott's "Starting To Fall" - from her upcoming Avenues Of Love (Warner Bros.) CD - should provide a genuine comfort zone for PDs, because this one fits like a kid glove. George Duke's savvy production puts just the right sonic touch on a great song, sung with finesse from the bottom of Scott's formidable heart. Chris Camozzi's "Swing Shift" (Discovery) is so

perfectly smo-o-o-oth (Paul Brown's remix is amazing!), melodic, hook-y, and vibrant that it should be an automatic. PDs and MDs love this one... listeners will too. Why wait? WJJZ/Philadelphia didn't.

I've been rattling the walls of R&R NAC Central (not to mention my editorial colleagues' nerves) for many weeks, playing Four 80 East's "Eastside" (Boomtang) at ear-shattering levels. I just can't help myself! This is a great record, one that banishes the "sleepy" stigma from this format in a mere 4:40. Among the Most Added, with KMJZ/Minneapolis and seven others this week.

It's inspiring whenever an artist pushes his own boundaries, as Bob James has done boldly on Playin' Hooky (Warner Bros.). The second emphasis track, "Love Is Where," is energetic and groove-laden, with Rick Braun's accomplished support on flugelhorn adding cool punctuation.

Down To The Bone's "Brooklyn Heights" (NuGroove) is warming up winter playlists with a debut at 27* and five new adds, including KYOT/Phoenix and KMGQ/Santa Barbara. This one performed well in top rotation for WQCD/NY and KKSF/SF at the end of 1997.



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GREAT NORTHERN ARTS



ADDS

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NAC/SMOOTH JAZZ REPORTERS

Stations and their adds by track listed alphabetically by market KMGQ/Santa Barbara, CA WJCD/Norfolk, VA WSMJ/Richmond, VA WHRL/Albany, NY KTWV/Los Angeles, CA KOAI/Dallas, TX OM/PD: Maxine Todd **PD: Vince Garcia** PD/MD: Tommy Fleming **PD: Michael Fischer PD: Chris Brodie OM/PD: Brant Curtiss** EARL KLUGH "Finger" LOREENA MCKENNITT "Mummers" **MD: Steve Bauer MD: Larry Hollowell** APD/MD: Ralph Stewart **MD: Ken Glaser** FOUR 80 EAST "Eastside" DOWN TO THE BONE "Brooklyn" BRIAN BROMBERG "Fireplace" IONATHAN BUTI FR "Shore" KENNY G "Heart **BRIAN CULBERTSON "Mind RIPPINGTONS** "Sapphire KENNY G "Heart" MARK LEDFORD "Way KENNY G "Heart' PETE BELASCO "Train' YULARA "Rain" BRIAN BROMBERG "Fireplace" PHIL PERRY "Heart" JEANNE NEWHALL "Bunco" KENNY G "Heart" EL DEBARGE "Dindi" TONY WINDLE "One" KENNY G "Heart" AL JARREAU "Impanema" JRN/Denver, CO WLVE/Miami, FL PD: Steve Hibbard PD: Gregg Steele TESH F/INGRAM "Forever KJZY/Santa Rosa, CA **MD: Greg Allen** KTNT/Oklahoma City, OK KNIK/Anchorage, AK PD: Gordon Zlot YANNI "Dance" FRIC MARIENTHAL "Bacardi" GM/PD: Dean Williams **PD: Steve English** KSSJ/Sacramento, CA BRAXTON BROTHERS "Hanny **MD: Rob Singleton** CHUCK LOEB "Just" DOWN TO THE BONE "Brooklyn MD: Stephanie Stewart No Adds OM: Don Langford BRIAN BROMBERG "Fireplace" BRAXTON BROTHERS "Happy" JOE SAMPLE "Night RIPPINGTONS "Life" BONEY JAMES "Rain" **APD/MD: Ken Jones** JONATHAN BUTLER "Shore" JOYCE COOLING "Hours" CANDY DULFER "Smooth **BRAXTON BROTHERS "Happy' BRAYTON BROTHERS "Happy** DOWN TO THE BONE "Brooklyn" BRIAN BROMBERG "Fireplace" RICK BRAUN "Chelsea" **KAJZ/Austin, TX** BRIAN BROMBERG "Fireplace" KWJZ/Seattle, WA FOUR 80 EAST "Eastside" KIRK WHALUM "Only" PD: Ted Carson KHIH/Denver, CO LOREENA MCKENNITT "Mummers' ERIC CLAPTON "Eyes" WJZI/Milwaukee, WI PD/MD: Carol Handley **MD: Candace Andrews PD: Becky Taylor PD: Fred Heller** DENNY JIOSA "Money FOUR 80 EAST "Eastside MD: Cheri Marquart **APD/MD: Chris Moreau** BONEY JAMES "Rain" BOB BALDWIN "Summer' STEVE NIEVES "With" CHARLES FAMBROUGH "Easy" KCLC/St. Charles, MO VIBRAPHONIC "Roll WJZT/Tallahassee, FL KSMJ/Bakersfield, CA WLOQ/Orlando, FL **PD: Rich Reigert PD: Denny Alexander** PD/MD: Joel Widdows **PD: Steve Huntington MD: Chris Kurtz** BRAXTON BROTHERS "Happy" JOYCE COOLING "Hours" FOUR 80 EAST "Eastside" No Adds WVMV/Detroit, MI MD: Lee Hogan RANDY CRAWFORD "Silence" PD/MD: Tom Sleeker SOUNDSCAPE "Brand" ERIC CLAPTON "Eyes" KMJZ/Minneapolis, MN BRAXTON BROTHEES "Happy PD: Rob Moore SWINGERHEAD "Lady" BILL EVANS "Goodbye ERIC CLAPTON "Eyes" KENNY G "Heart" JONATHAN BUTLER "Shore" WSJZ/Boston, MA FOUR 80 EAST "Eastside" WSJT/Tampa, FL **KBZN/Salt Lake City, UT** BRIAN BROMBERG "Fireplace" PD/MD: Bill George PATSY MEYER "Ocho" CASSANDRA WILSON "Wine" STEVE NIEVES "With PD/MD: Ross Block PD: Rob Riesen WGUF/Ft. Myers, FL HIBOKO KOKOBU "Catalina" KENNY G "Heart BONEY JAMES "Rain" VANESSA WILLIAMS "Years" JONATHAN BUTLER "Shore" JOYCE COOLING "Hours" PD/MD: Bill Gray MARK LEDFORD "Way JONATHAN BUTLER "Shore No Adds DIANA KRALL "Grape" **RIPPINGTONS "Life** KENNY G "Heart" DOWN TO THE BONE "Brooklyn" WCCJ/Charlotte, NC BRIAN BROMBERG "Fireplace KSBB/Mission Vieio, CA APD/MD: Greg Morgan WJJZ/Philadelphia, PA JONATHAN BUTLER "Shore FOUR 80 EAST "Eastside" OM: Terry Wedel PD: Ann Gress KEZL/Fresno, CA KOAS/Tulsa, OK MD: Wally Davidson MD: Michael Tozzi KENNY G "Baby" PD/MD: Mike Vasquez PD/MD: Ron Allen HIROKO KOKOBU "Catalina KENNY G "Heart" CHRIS CAMOZZI "Swing" KIFM/San Diego, CA CHRIS CAMOZZI "Swing" JONATHAN BUTLER "Shore" JONATHAN BUTLER "Shore" CHRIS BOTTI "Wah" **BRIAN BROMBERG "Fireplace"** PD: Mike Shepard STEVE NIEVES "Southern" APD/MD: Kelly Cole JOYCE COOLING "Savannah" BRAXTON BROTHERS "Happy' WNUA/Chicago, IL **BRIAN BROMBERG "Fireplace** VP/Prog: Paul Goldstein DENNY JIOSA "Promise" HIROKO KOKOBU "Catalina" WJZW/Washington, DC WFSJ/Jacksonville, FL **MD: Steve Stiles** KYOT/Phoenix, AZ JONATHAN BUTLER "Shore" KENNY G "Heart" PETE BELASCO "All" PD: Hank Dole PD/MD: Nick Francis PD: Kenny King KENNY G "Heart' KRVR/Modesto, CA MD: Craig Williams KENNY G "Heart" DAVID GARFIELD... "Together" DOWN TO THE BONE "Brooklyn" PD: Jim Bryan JONATHAN BUTLER "Shore PETE BELASCO "Mind" MD: Doug Wulff CHRIS BOTTI "Wah VANESSA WILLIAMS "Years" GRADY NICHOLS "Mysterious" WVAE/Cincinnati, OH BILL EVANS "Hat" DANNY FEDERICI "Five" ERIC CLAPTON "Eyes" OM: T.J. Holland KWSJ/Wichita, KS APD/MD: Steve Wiersman PD: Nancy Johnson KCIY/Kansas City, MO KENNY G "Heart" EVAN MARKS "Coast" **KBLX/San Francisco, CA** WJJJ/Pittsburgh, PA **MD: Dallas Scott** PD: Bret Michael PD: Kevin Brown **BONEY JAMES "Rain PD: Carl Anderson** SOUNDSCAPE "Brand" LOREENA MCKENNITT "Mummers'" **MD: Michelle Chase** MD: Ron Cadet **MD: Herschel KXDC/Monterey, CA BONEY JAMES "Rain** FOUR 80 EAST "Eastside" ERIC MARIENTHAL "Bacardi" PD/MD: Scott O'Brien No Adds ERIC CLAPTON "Eyes" FOUR 80 EAST "Eastside" WNWV/Cleveland, OH **BOB MAMET "Midnight** PD/MD: Bernie Kimble WEZV/Lafayette, IN KENNY G "Heart KKSF/San Francisco, CA **50 Total Reporters** KKJZ/Portland, OR **PD/MD: Bob Miller** 50 Current Reporters 49 Current Playlists **VP/OM: Lee Hansen** MD: Hal Murray ERIC CLAPTON "Eyes" JONATHAN BUTLER "Shore" RANDY CRAWFORD "Bye" **MD: Blake Lawrence** LOREENA MCKENNITT "Mummers'" ERIC MARIENTHAL "Bacardi" WQCD/New York, NY DENNY JIOSA "Money JOE SAMPLE "Night" **MD: Rick Laboy** Reported Frozen Playlist (1): WZJZ/Columbus, OH KENNY G "Heart EARL KLUGH "Finger" JON LUCIEN "Sailing" BRIAN TARQUIN "Freeway" KCJZ/San Antonio,T PD/MD: Bill Harman No Add



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When 'Tempo-Challenged' **Records Attack!**

How do you keep a station rockin' when slower songs come knockin'?

Rock stations thrive on music that's up-tempo, guitar-laden, and crunchy. But there's no denying that ballads are the records that usually test best. And though radio can't control the type of music artists make, Rock programmers, in particular, often find themselves acting as tempo police. Recently, WYSP/Philadelphia PD Neal Mirsky pointed out the many softer currents vying for playlist space today. Here's what he and other programmers think about the whole ball of wax.

Although Mirsky acknowledges

these records are still a minority, he says, "There seem to be a lot of records on the Active Rock chart that are a little 'tempo-challenged.' For example, Green Day's 'Time Of Your Life,' Chris Cornell's 'Sunshower.' Pearl Jam's



'Given To Fly,' Days Of The New's 'Touch, Peel And Stand,' and Creed's 'My Own Prison' - they have energy, but are still tempochallenged.

"I don't want to say it's a problem," he continues, "it just requires awareness. When you're selling yourself as the Rock station and you're playing a lot of songs that don't really kick ass in high rotations, it is cause for concern. Many of these are good records that still need to be played as long as they qualify in terms of research and formatic fit."

To make the slower tracks work, Mirsky spends extra time editing the music logs. "I'm very careful not to surround those records with a Matchbox 20 'Push' or STP 'Lady Picture Show.' You don't want to go there too often or too close together."

He credits WYSP's upper-demo conquests to balancing all these styles. "One of the reasons why 'YSP has been so successful even though we do play a lot of Metallica, Ozzy, AC/DC, and Megadeth - is that we balance those two types of records. It's why we've been able to maintain No. 1 25-54 in adults.

That sense of balance is derived more from gut feeling than from numerical limits; Mirsky admits his

" When you're selling yourself as the Rock station and you're playing a lot of songs that don't really kick ass in high rotations, it is cause for concern. -Neal Mirsky

subconscious plays a role in keeping track. "It just reaches a point where you feel like, 'Enough already,'" he explains. "And the result is that it tends to keep me off or late on upand-coming records — aside from the mandatory ones like Chris Cornell or Jerry Cantrell.'

Need For Energy

Two mid-charting records Mirsky likes - Cool For August's "Walk Away" and Naked's "Raining On The - are examples of tracks that Sky' are lower on his priority list because of that subconscious scorecard. "Because I've got so many I need to be playing, it tends to make me stay away from the ones I don't feel I need to play yet. And I might be more inclined to add a different record that's not as far up the chart but that satisfies my need for more energy."

Yet the "automatics" continue to

jump to the foreground as an important part of Rock's faithfulness to artist development. **``I** think my audience would miss the Chris Cornell or Jerry Cantrell, but probably won't miss the Naked single." Mirsky states.

'Still, every time you add a tempochallenged record, even when it's crunchy, you increase the need to pay extra attention when editing music logs to surround it with some good energy

Hal Fish

Slip In Hip Clips

WBZX/Columbus, OH PD Hal Fish says the Blitz first addressed this problem "back when we were playing a lot more alternative product than we are now. Things like Creed's 'My Own Prison,' Green Day's 'Time Of Your Life,' or Matchbox 20's '3am' are the kinds of songs we've been plaving for a few years. Actually, we're playing fewer of them now than we did two years ago, when alternative was more prevalent in our format.

Fish addresses the problem on-air by using short clips between records. We can go from 'Time Of Your Life' into 'Run To The Hills' by Iron Maiden because we do things between the songs. We have a lot of short clips we've always used exactly because of segue problems. They're quick hits that allow for tempo adjustment before the next song starts, and they also identify the radio station. We do something between every song, and that helps with this issue.

He identifies only one song as requiring special attention — the Verve's "Bitter Sweet Symphony" but says that virtually everything else can be played without special scheduling. Fish says that the context in which one hears a record can be important in how it's perceived, too.

'The first time I listened to Marcy Playground's 'Sex And Candy,' it sounded kind of wimpy, but in the mix on the air it sounds like a rock song. I really don't have a probways Greg Stevens

lem with it. I althought 'Sex And Candy' had the right atti-

tude for our format, that guys would like it. We waited a couple of weeks to get on it, but when I hear it on the air, I'm comfortable with it." However. Fish admits, "Some Active Rock stations are probably adding more slow-tempo songs than I am

An Abnormal Percentage

KEGL/Dallas PD Greg Stevens notes that slow songs have consistently been a part of rock tradition. "There have always been ballads, and many of them have become huge. Some of the most lasting songs and staples of the format — and ones that become classics --- are some of the slow ones. I don't think there are necessarily more now, but there aren't as many up-tempo, straight-ahead rock songs to dilute the ballads. It does seem that an abnormal percentage of the songs that end up in heavy rotations are mid-tempo or slower.'

The fix for Stevens is a hand job-"We try to take care of scheduling concerns through manual editing, and we try to space out those songs through the categories so that, as you're rotating through them, you don't get several slow songs in the same hour or quarter-hour. We try to surround the softer songs with ones that have more tempo or intensity.

The Eagle is another station that employs drops in its defense. "We have some type of element to identify the station between every song all the time, which helps to avoid train wrecks. We've had to produce transitional elements that are designed to go from medium to slow or fast to medium, etc.

Anyway, Stevens isn't convinced that the station's flow should always be at top speed. "It's easy to think,

mericanradio

Automated Callout Pushes His Buttons

Dear Cyndee

I saw Bill Moyes' letter in your column and feel the need to reply. Most of us who have been in the business a long time recognize Bill Moyes as the grandfather of radio research. However, I believe his vision may be blurred by his latest foray into the business of computerized interactive callout.

So there is no confusion, Kelly Music Research uses the standard fivepoint Likert scale referred to by Mr. Moyes. The difference is that during our "Person to Person™ Callout," the respondents express their feelings using words instead of numbers. Bill asserts that direct verbal responses such as "I like it" leave too much room for interpretation. In fact, he is trying to convince us that respondents can more accurately express their emotions by pushing a button or turning a dial.

The conclusion of our research on the reliability of response systems is undeniably clear: Listeners more accurately communicate their feelings using their own words — "I like it,""I don't like it," etc. Introducing a numeric scale can confuse the listener and distort results.

The purpose of music research is to measure emotion. It is our jcb as researchers to convert that emotion into quantifiable data. If you place the burden of conversion and the burden of data entry on the respondent, you introduce more potential bias, and your margin for error skyrockets.

Last week, Arbitron sold its interactive phone business to a manketing company. Why? Because it doesn't work for research. It's a marketing tool.

The computerized interactive system may produce results that are "good enough" for stations that don't have a direct format competitor, like B101/ Philadelphia. But the concern of a growing number of good programmers who have tried the system (by choice or by force) is that the results are too far askew. And in today's competitive markets, that's just not "good erough."

> -Torr Kelly Kelly Music Research

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.

'I'm trying to run a Rock station, and people come to us because they want to rock, so how can I deal with all this slow music?' But if you step back and look at what people are really coming to you for - they may express it to you as 'I want rock,' and certainly there are the headbangers but, for the most part, people are looking for great songs and melodies they can sing along with in their car. That's not always a tempo issue, and I think that's why some of those ballads turn into such mega-hits. On the other end of the spectrum, some of

the hard and fast music we play unless you're really into it, it's hard to imagine someone singing along to Pantera.

As at 'YSP, there are no numerical limits on slow-tempo songs at the Eagle, but Stevens says that in weekly music meetings, "We try to keep some sort of unofficial balance, especially in the high-rotation categories. It does weigh into our decision-making. If it's between a slow song and a fast one. and Lalready have two or three slow ones in heavy, I'll try to move a song with more tempo into power.



Neal Mirsky

98 ACTIVE ROCK TOP 50



	L	-	\Box						
							L PLAYS		TOTAL
ЗW	2W	LW	TW	ARTISTTITLE LABEL(S)	TW	LW	2W	3 W	STATIONS/ADDS
4	2	2	0	METALLICA The Unforgiven II (Elektra/EEG)	2092	1953	1835	1715	77/0
1	1	1	2	PEARL JAM Given To Fly (Epic)	2075	2109	2188	2275	75/0
6	4	3	3	MARCY PLAYGROUND Sex And Candy (Capitol)	2002	1871	1707	1555	73/0
8	8	6	4	DAYS OF THE NEW Shelf In The Room (Outpost/Geffen)	1754	1644	1528	1434	77/0
2	3	4	5	CREED My Own Prison (Wind-up)	1686	1755	1828	1955	68/0
7	7	5	6	GREEN DAY Time Of Your Life (Good) (Reprise)	1618	1655	1613	1515	67/1
9	9	9	7	BIG WRECK The Oaf (Atlantic)	1478	1498	1485	1430	66/0
14	10	10	8	CHRIS CORNELL Sunshower (Atlantic)	1445	1424	1289	1192	76/4
18	13	12	ğ	FOO FIGHTERS My Hero (Roswell/Capitol)	1426	1280	1145	986	77/2
3	5	7	10	BLACK LAB Wash It Away (DGC/Geffen)	1369	1587	1688	1725	60/0
13	11	11	Ð	OUR LADY PEACE Clumsy (Columbia)	1328	1310	1288	1253	72/1
5	6	8	12	AEROSMITH Taste Of India (Columbia)	1327	1535	1656	1704	60/0
		13	13	DAYS OF THE NEW Touch, Peel, And Stand (Outpost/Geffen)	1101	1169	1258	1361	63/0
10	12		1	KENNY WAYNE SHEPHERD Blue On Black (<i>Revolution</i>)	1088	1037	942	818	60/1
22	19	16	-	BLINK 182 Dammit (Growing Up) (Cargo/MCA)	1000	1040	987	908	58/0
20	17	15	15	OZZY OSBOURNE Back On Earth (<i>Epic</i>)	921	1027	1123	1282	52/0
12	14	17	16	CAROLINE'S SPINE Sullivan (Hollywood)	895	1063	1063	1014	52/0
17	16	14	17	MATCHBOX 20 3am (Lava/Atlantic)	882	919	1122	1294	42/0
11	15	18	18	COOL FOR AUGUST Walk Away (Warner Bros.)	877	797	672	433	57/4
31	23	22	19		845	525	382	262	68/8
BR	EAK		20	CREED Torn (Wind-up)	806	628	247	33	71/2
-	46	26	2	TWO I Am A Pig (Nothing/Interscope)	794	685	514	301	50/2
41	28	25	22	EVERCLEAR Will Buy You A New Life (Capitol)	794	821	887	961	50/1
19	22	21	23	FOO FIGHTERS Everlong (Roswell/Capitol)	773	703	625	520	39/1
28	26	24	24	VERVE Bitter Sweet Symphony (Hut/Virgin)			270	129	69/6
-	44	28	25	MEGADETH Use The Man (Capitol)	757	606		1024	51/0
16	18	20	26	METALLICA The Memory Remains (Elektra/EEG)	730	869	955		
21	20	19	27	COLLECTIVE SOUL She Said (Dimension/Capitol)	707	880	922	906	36/0
15	21	23	28	MEGADETH Almost Honest (Capitol)	662	797	915	1070	43/0
49	32	31	29	FEEDER Cement (Echo/Elektra/EEG)	563	521	432	241	56/8
DE	ΒU	T	30	JERRY CANTRELL Cut You In (Columbia)	557				66/66
24	24	27	31	SEVENDUST Black (TVT)	508	617	665	712	46/1
45	35	33	32	- ROLLING STONES Saint Of Me (Virgin)	498	427	408	269	31/3
23	25	29	33	TOOL Forty Six & 2 (<i>Freeworld</i>)	463	554	656	785	32/0
35	31	32	34	311 Beautiful Disaster (Capricorn/Mercury)	450	437	433	360	34/0
	_	44	35	PEARL JAM In Hiding (Epic)	446	318	121		38/4
		39	36	WHISKEYTOWN Yesterday's News (Outpost/Geffen)	436	349	187	22	34/3
-48	38	36	37	NAKED Raining On The Sky (Red Ant)	400	378	361	251	26/0
-		49	38	DIN PEDALS Ashtray (Epic)	343	255	133	41	34/2
25	29	34	39	LED ZEPPELIN The Girl Love (Atlantic)	341	396	499	583	21/0
32	34	40	40	LIMP BIZKIT Counterfeit Countdown (Flip/Interscope)	321	340	417	422	37/4
	48	45	41	BUGZY Pizza (National)	302	274	234	196	32/2
DE	BU		D	JIMMIE'S CHICKEN SHACK Dropping Anchor (Rocket/Island)	301	171	88	66	39/9
29	36	42	43	FAITH NO MORE Ashes To Ashes (Slash/Reprise)	287	323	404	502	18/0
		46	44	FAT Numb (DV8/A&M)	278	267	189	99	30/2
46	40	43	45	KISS Master & Slave (Mercury)	272	320	343	269	16/0
26	33	38	46	RAGE AGAINST THE MACHINE The Ghost Of Tom Joad (Epic)	259	351	430	571	25/0
		47	47	HEADSWIM Tourniquet (550 Music)	250	265	224	156	24/2
DI	ΕBU		-	HUM Comin' Home (RCA)	246	194	188	129	28/3
50	50		49	FOO FIGHTERS Baker Street (Import)	221	229	229	233	14/1
30	30	37	50	BUSH Mouth (Hollywood)	220	360	452	484	16/0
	50	01							

BREA	KERS _®
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CREED

Torn (Wind-up) TOTAL STATIONS/ADDS TOTAL PLAYS/INCREASE 20 845/320 68/8

MOST ADDED®

ARTIST TITLE LABEL(S)	DDS
JERRY CANTRELL Cut You In (Columbia)	66
SPACEHOG Mungo City (HiFi/Sire/WB)	41
LIFE OF AGONY Tangerine (Roadrunner)	22
HUNGER Moderation (Universal)	9
JIMMIE'S CHICKEN SHACK Dropping (Rocket/Island)	9
JOE SATRIANI Ceremony (Epic)	9
CREED Torn (Wind-up)	8
FEEDER Cement (Echo/Elektra/EEG)	8
ECONOLINE CRUSH Home (Restless)	6
MEGADETH Use The Man (Capitol)	6
RULE 62 Wish Was (Maverick/WB)	6
HOTTEST	

SONGS	
ARTIST TITLE	CHART
MARCY PLAYGROUND "Sex & Cand	y" 3
FOO FIGHTERS "My Hero"	9
EVERCLEAR "I Will Buy You A New I	Life" 2
MEGADETH "Use The Man"	25
Capitol.	

MOST INCREASED PLAYS TOTAL

	PLAY
ARTIST TITLE LABEL(S)	INCREASE
JERRY CANTRELL Cut You In (Columbia)	+557
CREED Torn (Wind-up)	+320
TWO I Am A Pig (Nothing/Interscope)	+178
MEGADETH Use The Man (Capitol)	+151
FOO FIGHTERS My Hero (Roswell/Capitol)	+146
METALLICA The Unforgiven II (Elektra/EEG)	+139
MIGHTY JOE PLUM Irish (Atlantic)	+133
MARCY PLAYGROUND Sex And Candy (Capitol)	+131
JIMMIE'S CHICKEN SHACK Dropping (Rocket/Island	d) +130
SPACEHOG Mungo City (HiFi/Sire/WB)	+130



MIGHTY JOE PLUM Live Through This (Fifteen...) (Atlantic)

Breakers: Songs registering 600 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are

KENNY WAYNE SHEPHERD Slow Ride (Revolution)

SMASH MOUTH Walkin' On The Sun (Interscope)

EVERCLEAR Everything To Everyone (Capitol)

TONIC If You Could Only See (*Polydor/A&M*)

ARTIST TITLE LABEL(S)

TOOL Aenema (Freeworld)

MEGADETH Trust (Capitol)

OFFSPRING Gone Away (Columbia)

OFFSPRING I Choose (Columbia)

AEROSMITH Pink (Columbia)

This chart reflects airplay from February 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker. 78 Active Rock reporters. 78 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R&R Inc.

NEW & ACTIVE

TEA PARTY Release (Atlantic) Total Plays: 216, Total Stations: 24, Adds: 2 THIRD EYE BLIND How's It Going To Be (Elektra/EEG) Total Plays: 184, Total Stations: 8, Adds: 0 MIGHTY JOE PLUM Irish (Atlantic) Total Plays: 172, Total Stations: 19, Adds: 4 JOE SATRIANI Ceremony (Epic) Total Plays: 164, Total Stations: 19, Adds: 9 **COURSE OF EMPIRE** The Information (TVT) Total Plays: 160, Total Stations: 19, Adds: 2

JASON BONHAM BAND Ordinary Black And White (MJJ/Work) Total Plays: 152, Total Stations: 13, Adds: 0 **SLOBBERBONE** Your Excuse (Doolittle) Total Plays: 151. Total Stations: 15. Adds: 1 SPACEHOG Mungo City (HiFi/Sire/WB) Total Plays: 133, Total Stations: 42, Adds: 41 MATCHBOX 20 Real World (Lava/Atlantic) Total Plays: 123, Total Stations: 7, Adds: 2 LIFE OF AGONY Tangerine (Roadrunner) Total Plays: 115, Total Stations: 27, Adds: 22

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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. Songs ranked by total plays. THE FOLLOW-UP TO THE TOP 20 SINGLE "WEEDS" GT (U.) 3 On Tour now with Megadeth >> " **ANACTING** The new single from LOA 27 Stations out of the box including:

The #1 track at this year's Jukebox Jury

WRCX KUPD WXTB KRXQ WCCC WFMS WRAT WZMT KRZR WKLQ KNJY KILO WTKX KRAD KTUX and many more ROADRUNNER

ACTIVE ROCK PLAYLISTS

February 20, 1998 R&R • 99



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REPORTERS

	AGI	IVE R	OCK		ROCK					
KEYJ/Abilene, TX	WBZX/Columbus, OH	WRUF/Gainesville, FL	WZTA/Miami, FL	WHMH/St. Cloud, MN PD: Scott Klohn	WONE/Akron, OH PD/MD: J.D. Kunes	KGGO/Des Moines, IA PD: Phil Wilson	WBAB/Long Island, NY VP/Prog.: Bob Buchmann	WMMR/Philadelphia, PA PD: Joe Bonadonna	WIXV/Savannah, GA PD: Anthony Michaels	
OM/PD: Randy Jones MD: Dave Andrews JERRY CANTRELL "Cut" SPACEHOG "Mungo" JOE SATRIANI "Ceremony" LIFE OF AGONY "Tangeme"	PD: Hal Fish APD/MD: Ronni Hunter 11 JERRY CANTRELL "Cut" NOWCAINE "Whammo" SPACEHOG "Munge"	PD: Harry Guscott MD: Matt Adams 14 JERRY CANTRELL "Cut" MATCHB0X 20 "Real" CREED "form" SPACENG "Mungo"	PD: Gregg Steele MD: Kimba 13 JERRYCANTRELL:Cut [®]	MD: Dan Peterson 10 LIMP BIZKIT "Countdown" ECONOLINE CRUSH "Home" HUNGER Moderation" SPACEHOG "Mungo"	PEARL JAM "Wishist" PEARL JAM "Wishist" VAN ZANT "Rage"	ADD: Mark Hendrix MD: J.D. Stone VAN ZANT"Rage"	Ops. Dir.: Eric Wellman RICHE SAMBORA "Hard" HUNGER "Moderation"	MD: Ken Zipeto No Adds	APD: Keith Hendrix RICHIE SAMBORA "Hard"	
MEMORY DEAN "Should've" SLORBERBONE "Excuse" COLA "Biveracks"	KNCN/Corpus Christi, TX PD: Kelli Cluque MD: Eric Slayter JERPKONTREL TOUT	FAT "Numb" WKLQ/Grand Rapids, MI OM: Tony Gates	WLZR/Milwaukee, WI PD: Keith Hastings MD: Marilyn Mee 22 JERRYCANTRELL'Cur' 1 KENRY WAYNE SHEPHERD'Blue" 1 SPACEHOG Twingo"	UTECKAGOW "Engene" JOESATRIANI "Ceremony" JERRY CANTRELL "Cur" UNION "Wee" JOLENE "Pensacoe"	WPYX/Albany, NY PD/MD: John Cooper SISTER7"Know"	KQDS/Duluth, MN PD: Hans Evins APD: Michelle Masters MD: Shelly Carr	KLOS/Los Angeles, CA PD: John Duncan MD: Rita Wilde YES "State"	KDKB/Phoenix, AZ DM/PD: Tim Maranville MD: Tracy Lea 12 METALL(A-Turlergiven" 10 JERRYCANTRELL*Cut"	KISW/Seattle, WA stn. Mgr.: Clark Ryan MD: Cathy Faulkner No Adds	
KZRK/Amarillo, TX PD/MD: Mike Shannon EVERCLEAR "Everything" JERRY CANTRELL "Cur"	KRAD/Corpus Christi, TX	MD: Mark Feurie 4 JERRY CANTRELL "Cut" 3 FOO FIGHTERS "Bake" SPACEHOG "Mungo"	1 ECONOLINE CRUSH "Home" 1 HUNGER 'Moderation"	WZBH/Salisbury, MD PD: John Allen APD: Shawn Murphy	KZRR/Albuquerque, NM OM: Frank Jaxon	12. RICHIE SAMBORA 'Hard' 6. JOE SATRIANI 'Ceremony' 6. UFO'Venus' 4. COLA''Bkeracks' 2. SISTER 7 'Know'	WTFX/Louisville, KY	WDVE/Pittsburgh, PA	KTAL/Shreveport, LA PD: Kevin West	
SPACEHOG"Mungo" CREED"Torn" PFARL_JAM"WebNist" PEARL_JAM"Hiding"	PD: Kenny Mann APD: Laura Stewart MD: Cony Smith .ERRY CANTRELL "Cur" HUNGER "Moderaton" SPACEHOG "Mango" LIFE OF AGONY "Tangenne"	PD: Zakk Tyler	KXXR/Minneapolis, MN OM: Dave Hamilton PD: Wade Linder APDAMD: Bill Jones 26 OFFSPRING "Gone" 10 MIGREBAG Gone"	MCP Paul McKati 5 COURSE OF EMPIRE "Info" URRY CANTRELL "Cot" SPACEHOG "Mungo" LIFE OF AGON "Tangenne" COLA "Bikeracks"	OM: Frank Jason PD: Phili Mahoney MD: Rob Brothers 11 JERRY CANTRELL:"Out" SPACE HOG "Mungo" BUGZY "Paza" NOVACAINE "Whanmo"	2 BUCY Prov 2 BUCY Prova 2 TEA PARTY Release	OM: Michael Lee PD: Future Bob TEAPARTY "Rease" JERRY CANTRELL "Cut" SPACEHOG "Mungo"	PD: Garrett Hart MD: Cris Winter DIN FEDALS' Astrony" SPACEHOS "Mungo" DAYS OF THE NEW "Shell"	BIG READ TOPS International Content of the second	
KLBJ/Austin, TX OM: Jeff Carrol MD: Loris Lowe JERRYCANTRELL"Out" CREED"forn" SPACEHOG: "Mungo"	WHISKEYTOWN TNews" RULE 62 Wes" KEGL/Dallas, TX PD: Greg Stevens	MD: Rob Hamilton 1 JMMLESCHICKEN. "Dropping" SPMCEHOG "Mungo" ECOMOLING CRUSH "Home" JERRY CAVITRELL "Cut"	10 TOOL "Sandes" 9 LIMP BLXT "Countdown" HEDDR "Comment" HUM "Comm"	KBER/Salt Lake City, UT PD: Bruce Jones APDMD: Helen Powers No Adds	WZZO/Allentawn, PA PD:Robin Lee MD:Keith Moyer	PD/AD: "Magic" Mike Ramsey AMD: "Big" Al Jones No Adds	WQBZ/Macon, GA PD: Jon Byrd MD: Vance Shepherd JERRY CANTRELL "Dat"	WHJY/Providence, RI MD: Sharon Schiffino 5 ERICCLAPTON'Eyes" 1 EVERQLEAR'Buy"	KRRO/Sioux Falls, SD PD: John Ford MD: Kerrie Woods TEAPARY "Reese" JETISONEDDY "Little"	
KRAB/Bakersfield, CA PD: Chris Squines MD: Bruce Wayne BKNF0LSFMC*Bnck*	APD/MD: Cindy Scull 19 JERRYCANTRELL*Cut* HEEDER*Cement* COOX FOR AUGUST *Waik*	WQXA/Harrisburg, PA PD: Chris Lloyd MD: Claudine DeLorenzo CREED "form" AT "Nunc"	KHOP/Modesto, CA PD: Dave Taylor APD: Dan Kennedy MD: Deane Rice 1 WHISKEYTOWN Theus' JERRYCANTRELL'Cur	KISS/San Antonio, TX PD: Kevin Vargas MD: C.J. Cruz	7 VAN ZANT "Rage" 3 REDER "Cement" 3 EVERCLEAR "Buy"	WRKT/Erie, PA VP/Programming: Ron Kline MD: Tim Stephens NoAdds	SPACEHOG"Mungo" VANZANT"Rage" WTAO/Marion, IL	SCOTTIWEILAND "Barbareka"	JERRY CANTRELL "Cur" KXUS/Springfield, MO PD/MO: Mark McClain	
CHRISCORNELL Sunshower WIYY/Baltimore, MD PD: Rick Strawss	KTXQ/Dallas, TX PD: Andy Lockridge MD: Redbeerd 5 JERYCANTRELL"Cut" MEADERIMAN"	JERRYCANTRELL "Cur" WTPA/Harrisburg, PA PD: Chris James	WRAT/Monmouth- Ocean, NJ PD: Cert Creft	MEGADETH"Nen" KIOZ/San Diego, CA OM: Tim Dukes	WAPL/Appleton, Wi PDMD: Randy Hawka 10 HUFMM0055 War" LERRYCANTRELL "Cut" RULE 62 Was"	KKEG/Fayetteville, AR OMPD: Deve J. Jackson JOESATRIANI "Correntory"	VV IAU/Mainil, IL PD: Kit Mann MD: Mat Melion 4 TWO'Pg" 3 JEESURIANI Teremony" 3 JEERY CANTRELL "Cut" 3 WAI ZANTREQE"	Co-PD/MD: Casey Freeland Co-PD/Promo. Dir.: Cindy Shaw 12 PEARLUM Hiding" 9 JERRYCHITELI Dur SPACEHOG "Mungo"	JERRY CANTRELL "Cut" JOE SATRIANI "Carendory" BLUES TRAVELER "Canadam" TWO "Pg"	
APDAND: Rob Heckman : JERRYCANTRELL"Cur WCPR/Biloxi, MS	SPACEHOG "Mango" PEARLJAM "Hiding" KBPI/Denver, CO	APD: Dine Wagner MD: Anny Warner 19 JERRY (ANTRELL "Cut" OREED "Som" SPACEHOG "Mungo"	APD/MD: Robyn Lane 8 AEROSMITH 'Orde" 2 JOE SATRAM "Oremony' REDER 'Coment' JERRY CANTRELL 'Out' SPACEHOG TAURGO'	MD: Shanon Lader 11 JERRY CANTREL "Cur" 2 LWP BUXD "Countiown" 1 REEDR "Cement"	MEGADETH'Man' HEDER'Convert' WKLS/Atlanta, GA	REDER "Cement" RICHE SAMBORA "Hard" WZZR/Ft. Pierce. FL	Rutle 62 "Wes" SPACEHOG "Mungo"	WRXL/Richmond, VA PD: Brian Nes APDAID: Rik Maybee JERRY CAMTRELL TOC	WGLF/Tallahassee, FL PD: Paul Davis APDMID: Jimmy Bone 9 AEROSAITH "Pink"	
OM: Kenny Vest PD: Wayne Watkins APDMID: Scot Fox 9 JERR (CANTRELI "Cu" SPACEHOS "Mango" RULES: "Mas" HUNGER "Moderation"	PD: Bob Richards MD: Willie B. Hung "II PEAPLUAM "Evolution" CHRIS COMPELL "Surshower" TEA PARTY "Release" UMME'S CHICEPL. "Dropping" CHEEP "Ion"	WCCC/Hartford, CT PD: Ron Dresner APDAID: Illies Karolyl 10 SCOTT WEILAND Bartarela" LIFE OF ACOM "Fargerne"	LIFE OF AGONY "langerine" WNDR/Norfolk, VA PD: Harvey Kojan APONID: Tim Parker	KSJO/San Jose, CA PD: Dana Jang MD: Laurie Free 16 JERRYCANTRELL "Cur"	PD: Bat Ervin MD: Bath Kepple MKHTYJOEPLUM "Insh"	PD: Rich Dickerson APD/MD: Christle Banks RICHE SAMBORA "lard" JERRY CANTRELL "Cut"	KFRQ/McAilen, TX PD: Wilke Quinn MD: Shilo Stavans COLA*Bieracks* JAMIESCHCKEN"Dropping" SPACEHOS "Mange"	KCAL/Riverside, CA	WZZQ/Terre Haute, IN PD: Jim Stone APDMD: Dubble Humer	
UNCER WOODERCH LIFE OF AGONY "Engerne" COLA "Bieracis"	ECONOLINE CRUSH "Home" KAZR/Des Moines, IA PD: Troy Hanson		23 HUNGER "Moderation" 19 JERRY CANTRELL "Cut" ROD RIGHTERS "Hero"	WZAT/Savannah, GA str. Mgr.: Dr. Deve PD: Greg Patrick APDMD:: Devid Kolley 17 CRED Tion"	WZXL/Atlantic City, NJ PD: Steve Raymond MD: Kathy Coro 10 _ERRYCANTRELL*Cd* 5 _JINANESCHOREN_*Corpora	WXKE/Ft. Wayne, IN PD: Rick West APD: Buzz Maxwell VM/2MITRop:"	WHISKEYTOWN Thews" FEEDER"Centert" TWO"Po" JERRYCAWTRELL"Cut" SLOBBERBONE "Excuse"	OM: Rick Shaw MD: MLJ. Matthews JERRYCAMTRELL"Cur" TWO"Phg"	SPACEHOG "Mungo" Hunger "Moderation" Jerry Cantrell "Cut"	
PD: Dave Douglas APD: Row Dateri MD: John Caterind 2 JERRYCANTRELL'OUT 7 PEARLUAM "Hiding" MEGADETH "Man" TWO TRg"	LOG Final Column Log Final Column Serry CANTRELL "Cur Serry CANTRELL "Cur More Transformer LOG SATURN "Contractory" ECONOLINE CRUSH "Home" SPACEHOG "Mungo"	WAMX/Huntington, WV PD/ND: Rich DeSielo 2 SPACHOG "Mango" 2 JIMMESCHOREN.: "Dropping" 2 JERRYCHOTELL"Cur	KBAT/Odessa, TX OM/PD: Brant Warner MD: Dru Dawson 4 JERPYCANTRELTOUr 4 SPNCEHOG "Murgo" 3 RICHE SAMBORA "Hard"	7 SISTER 7 "Xnow" 7 SISTER 7 "Xnow" 6 TEAPARTY "Release" JERRY CANTRELL Cour SPACEHOS THAngo" LIFE OF AGONY "Tangerne"	MGHTV.0EPLUM"Inse" VWIZMITRap: WKGB/Binghamton, NY DMPD: Ben Smith	VERVE Symphony' SPROBHOG Hango' HIEDOY JONES BAND "Myste" WNDD/Gainesville, FL	KQRS/Minneapolis, MN OMPP: Dave Hamilton APOMD: Reed Enderabe ERCCLAPTON'Eyes"	WROV/Roanoke, VA PD: Buzz Casey MD: Bryen Shew 3 JERNOMITELLCOC 2 MEQACITIVAn"	WIOT/Toledo, OH OM/PD: Derrin Arriens APD: Don Devis MD: Susan Gates CREED "Kom" JERRY CANTRELL "Cur"	
WKPE/Cape Cod, MA PD: Den Towers LERRYCANTRELL'OU' SYCENG NANDO'	WKRK/Detroit, MI PD: John Gorman MD: Mett Surrens TWO'Pg" CHIS CONFLL "Sustower"	WQKK/Johnstown & WQWK/State College, PA PD: Pat Urban MD: Chris Prospero	WJRR/Orlando, FL PD: Dick Sheetz MD: Pat Lynch 1 JERRYCANTRELL"Cur	KTUX/Shreveport, LA PD: Paul Cannell APDMD: Bobby Cook 5 JENYCANTRELL*Cor RULE®*Vec*	APD/MD: Jim Free 12 FEARLUAM "Hiding" VAI/ZMIT "Rage" SPACEHOG "Mungo"	PD: Travor Scott MD: David Riley JERRY CANTRELL "Cut"	WCLG/Morgantown, WV PDMD: Jerf Miller APD: Jim Herrison .stRiv CAWITELL "Cur"	BUGZY "Pzza" COLA "Sweados" WCMF/Rochester, NY	KLPX/Tucson, AZ OM/PD: Larry Miles MD: Charlie Morriss No.445	
JAMAES CHICKEN_"Dropping" RULE 62 "Was" WZNF/Champaign, IL	METALLICA THEF WRIF/Detroit, MI OM: Doug Podeli	4 SPACEHOG "Mungo" JERRY CANTRELL "Cur" KORC/Kansas City, MO	KCLB/Palm Springs, CA PDAMD: Ron Stryker OUR LADY PEACE "Clumsy" HEDER "Coment"	SPACEHOG "Mungo" LIFE OF AGONY "Jangerne" ECONOLINE CRUSH "Home" HUNGER "Moderation"	WPXC/Cape Cod, MA PD: Ken Allen APD: Suzanne Tenair MO: Brian Kelly CREED "fom"	WQCM/Hagerstown, MD PD: David Miller MD: Will Kauffman NoAdds	WDHA/Morristown, NJ Dir/Rock Prog.: Lenny Bloch	OM/PD: Harry Jacobs APD: Rick MacKenzie MD: Cave Kane UNION Wise YES "Sate" VERVE "Symphony"	KMOD/Tulsa, OK OM/PD: Phil Stone	
PD: Sturgis MD: Stacy Conner 6 JERRY CANTRELL "Cur" 1 SPACEHOG "Mungo" COOL FOR AUGUST "Walk"	APD/MD: Deve Weltington 14 JERRY CANTRELL "Cut" 1 COOL FOR AUGUST "Walk" 1 SPACEHOG "Mungo"	PD: Vince Richards MD: Valorie Knight 14 JERRY CANTRELL "Cut" REEDER "Cement"	WDRK/Panama City, FL PDMD: Addison Wakeford 14 JERRYCAWTRELL*Cut*	WRBR/South Bend, IN PDMD: Joe Turner 12 LIFLOF AGONY "Tangerne" 7 LIMPER/T Countdoorn"	van ZANT "Rage" PEARL JAM "Hiding" KRNA/Cedar Rapids, IA	WSTZ/Jackson, MS PD: Tiana Patterson APD/MD: Kevin Keith JERRY CANTRELL "Out"	APDAND: Terrie Carr 1 JOE SATRIANI TCarmony . RICHIE SAMBOR "Hard" SPACIHO SMANDO" JERRY CANTRELL "Car"	TEAPARTY "Recase" WXRX/Rockford, IL PD: Keith Edwards	MD: Rob Hurt JOE SATRIANI "Ceremony" WEGW/Wheeling, WV	
WRCX/Chicago, IL Stn. Mgr.: Dave Richards APD/MD: Jo Robinson 3 JERRY CANTRELL "Cur" 5 SPACEHOG "Murgo"	WGBF/Evansville, IN PD: Mike Sanders MD: Turner Watson JERRY CANTRELL "Cur" HEM "Comm" HEADSWIM "Roumquet"	KLFX/Killeen, TX PD: Bob Fonds FEEDER "Cament" CREED "Tom" MEGADETH "Man" JMMRESCHOKEN"Drocoing"	11 JOE SATRUAN "Ceremony" 6 RICHE SAMBORA Tead" SPACENOS TAurgo" HOLYCOWS "Punched"	GOUTINGER THEAT SPACEHOG TAUNOCT GOUTINULE "Blind" KNJY/Spokane, WA	No Adds	SPACEHOG "Mungo" RULE 62 "Was" COLA "Bikensick" MIKE TRAMP"Contortow" RICHE SAMBORA "Hard" WHISKEYTOWN "News"	WPLR/New Haven, CT PD: John Griffin MD: Pern Landry 1 BLUES TRWELER "Caradan" JOS SATRWI' Corenony"	MD: Jean Taylor CREED "Tom" JERRY CANTRELL "Cur"	PD: Dans Keily MD: Jeff Jagger Richt: SAMBORA Hard" MEGADETH "Man" CREED" Tom" JERRY CANTRELL "Cut"	
SEMISONIC Dosng"	MIGHTY JOE PLUM "firsh" KQWB/Fargo, NO PDMD: Guy Dark 10 _ERRYCANTREL_"Dr"	KIBZ/Lincoln, NE PD: Tim Sheridan APD/MD: Jon Terry	WTKX/Pensacoia, FL PD: Joei Sempson APD/MD: Mark the Shark 18 SPACEHOG "Mungo" 12 JERRY CANTRELL "Cut"	PD: Casey Christopher MD: Stave Hawk I6 _JERRYCANTRELL*Cut* I1 _LIFE OF ADOMY Tangerne* 10 _SPACEHOG TMungo* 5 _JOE SATRIAM! "Ceremony"	WKLC/Charleston, WV PD: Mike Rappaport MD: Dave Murdock No Adds	WFYV/Jacksonville, FL PD: David Moore MD: Woody Carlson 10 WAVANT Rape"	WCKW/New Drieans, LA	WKQZ/SaginaW, MI PD: Jack Lawson JERRYCANTRELL "Cut" WHISKEYTOWN "News"	KRZZ/Wichita, KS PD: Greg Bergen APD/MD: Lester 51 James	
5 JERRY CANTRELL "Out" 3 MIGHTY JOE PLUM "Insh" LIFE OF AGONY "Tangenne"	BUG2Y 'Pizza" LIFE OF AGONY "Tangerne" SPNCEHOG "Mungo"	18 JOESATRIWI "Cremony" 13 JERRY CANTRELL "Cut" HUNGER "Moderation" WRCN/Long Island, NY	WYSP/Philadelphia, PA OM: Tim Sabeen PDMD: Neel Mirsky 13 JERFYCANTERLI-Cur FOOFGMTERS:Hero"	WQLZ/Springfield, IL PD: Jeff Braun	WWWV/Charlottesville, VA PD: Rick Daniels MD: Kym McKay 3 JIMMIESCHICKEN Dropping*	RICHE SAMBÖRA "Hand" SPACEHOG "Mungo" WRKR/Kalamazoo, MI	BIG HEAD TODD "Boom" BULES TRAVELER "Caradian" COOL FOR AUGUST "Walk"	KZOZ/San Luis Obispo, CA Int. PDMD: Rick Andrews JERRYCAWTRELL'Cut" CREED "Tom"	9 ERICCLAPTON'Eyes" WEZX/Wilkes Barre, P OM: Rob Lipshutz	
WMMS/Cleveland, OH PD: Bob Neumann APD/MD: Spacaman Scott 5 JERRY CANTRELL "Cat"	WRCQ/Fayetteville, NC PD: Howard Johnson MD: Ann Thomas 20 MATCHBOX2019687 7 SPACHOS TAUrgo 13 MEGADETHTwar 4 CELORETHTwar	PD/MD: Danne Rodger 16 FODFIGHTERS "Evenong" 9 JERRY CANTRELL "Cut" EVERCLEAR "Buy" SPNCEHOG "Mungo"	HEEDER "Cernerit" JIMMIE'SCHICKEN_"Dropping" KUPD/Phoenix, AZ	MD: John "Cresh" Carroll JOE SATRIANI "Ceremony"	3 FEEDER "Camere" KFMF/Chico, CA PD: Marty Griffin	PD: Mike Ferris APOAND: Chris Winters JOESATRIWI: "Ceremony"	WKLT/NW Michigan PD.MD: Terri Ray 7 LIFE OF AGONY "Weeds" _ERRYCANTRELL "Cur RICHE SAMBORA "Hard" TEA PARTY "Petesse"	LIFE OF AGONY "Tangenne" KTYD/Santa Barbara, CA Dir/FM Prog.: Keith Royer	MD: Paul "Maddog" Kelly 5 RICHE SAMBORA "Hard" 4 VAN ZANT "Rage" WROR/Willmington, N	
KELD/Colorado Springs, CO Stn., Mgr./PD: Rich Hawk APD/MD: Don Jantaan 11 ROLLING STORES "Sant" 11 VERVE "Symphony" 8 LIFE OF AGONT "Tangeme"	9 FRARLAM Wester JINWHE'S CHOKEN. "Dropping" WWBN/Flint, MI OW/PD: J. Patrick	KFMX/Lubbock, TX OM/PD: Wes Nessmann MD: Kid Manving 12 MEGADEHTMan" 4 JIMMESCHICEN. "Dropping"	OM: Tim Marawille PO/MD: J.J. Jeffries 13 JERRY CANTRELL "Cur" 11 LIFE OF AGONY "Tangeme"	WXTB/Tampa, FL OM: Brad Herdin MD: Brien Mediin 34 CREED 'Ode' LERY CANTRELL Tour	APD/MD: Lisa Kelly 2 JERRY CANTRELL "Cur"	WKHY/Lafayette, IN PD: Mike Morgan MD: Gail Lewis JERRYCANTRELL "Cut" CREED "Torn"	KATT/Oklahoma City, OK	MD: Dayna Binday No Adds	OM: Shawn Knight MD: Christine Martinez LERRYCANTRELL "Out" SPRCEHOG "Mungo"	
6 JERRYCANTRELL"Öu" KCMQ/Columbia, MO PDMID: Jim Hunter	APD: Lauren Devis MD: Chill Walker HEADSWM Tourquet METALLICA Fust GOVT MULE - Bind	4 UNION "Wise" 4 YES "State" NOWACANE "Whammo" JERRY CANTRELL "Out" ROLLING STONES "Samt" UEO "Venus"	KUFO/Portland, OR OM: Dave Numme APDMD: AI Scott 17 JERRY (ANTREL: Tour 15 PEARLJAM THding" 8 GRENDAY Time"	COOLFORAUGUST "Wark" Life of Acony "Bangerne" Jimmes Scholcell "Dropping" Rule 62 "Was"	WEBN/Cincinnati, OH OM: Jim Richards PD: Michael Walter MD: Rick Jamie 25 METALLICA Tue? 9 JERRY CANTRELL "Cur"	WJXQ/Lansing, MI POMD: Bob Oteon	OM/PD: Chris Baker MD: Jake Deniels 9 JERRYCANTRELL "Cut" MEGADE IN Mari FEEDER "Cament"	KXFX/Santa Rosa, CA PD: Steve Garland MD: Michael Bower RODGRIFRS?Hero" JERRYCANTRELL "Cut"	KATS/Yakima, WA PDM60: Ron Harris JERY CMTRAIL "Cut" LIFE OF AGORY "Langerne" BOB DYLAN "Dark"	
DIN PEDALS "Astroy" GOVT MULE "Bind" LERIY CANTRELL "Cu" LIFE OF ADOW Tangerine" SPACEHOG "Mungo "	KRZR/Fresno, CA POMID: E. Curtis Johnson 16. JERY CAMPELL'OUT LIFE OR AGONY "Tangerine" MGHTY JOE PLUM "Inst"	MEMORY DEAN "Should've" WJJD/Madison, WI OMPD: Glen Gardner APD: Blake Patton serer CATREL: "Our"	WHEB/Portsmouth, NH PD: Genn Stewart MD: Scott Laudani 22: RQLMGSTOKES"Sam"	WBUZ/Toledo, OH OM/PD: Dan Bozyk MD: Kartelle Salas 18: SPACHOC Mungo 13: JERRY CANTRELL "Cut"	WVRK/Columbus, GA PDMD: Brien Waters 3 MGHTyJDE PLUMTicki .ERRY CMTRLL Cur	POWER BOD DEBON LERRY CARRELL "Cur" RULE 62 "Wes" RULL ON THE MOUTH "People"	KEZO/Omaha, NE PD: Doug Sorensen MD: Bruce Patrick JERRY CANTRELL "Cut"	WYNF/Sarasota, FL PD: Scott Reinhert APD: Ron Michaels MD: Cathy Taylor SERY/CMITTELL Cur	FRETBLANKET "Ocean" WNCD/Youngstown, (PD: Chris Patrick MD: Dom Nardella 4. MKiHT/JOEP.UM/Inst	
WAZU/Columbus, OH PD: Greg Ausham MD: Merk Pennington JERRY CANTREL 'Cur' JDE SATRIAN' Ceremony' BUG2Y''Poza'	WBYR/Ft. Wayne, IN OM/PD: John Rozz APD/MO: Rozanne McVay 8 JERRYCAWTRELL"Cut"	SPACEHOG "Mungo" HUNGER "Moderaton" DIN PEDALS "Ashtray"	LERAY CANTIFIELL "Cut" SPACEHOG "Mungo" THANKS TO GRANTY "Birtholay" KDOT/Reno, NV	KFMW/Waterloo, IA PD: Jave Patterson	RICHIE SAMBORA THard" UMMIE'S CHICKEN_ "Dropping" SPACEHOG "Mungo"	KOMP/Las Vegas, NV PD: Mike Culotta MD: Big Marty 17 JERRYCAVITRELL "Cut" 10 MEGADETH "Ma" 10 JZYX TERRA MIT12"	WYYX/Panama City, FL Int. PD: Rob Roberts 7. JERNYCMTRELL Cur	EVERCLEAR "Buy"	4 MIGHLY JOE PLUM "Inst" 4 JERRY CANTRELL "Cut"	
DUALT FICA LIFE OF ADVY "Dangerous" SPACEHOG "Mungo"	eventual rue eventual rue WHISKEYTOWN "News"	WGIR/Manchester, NH PDMD: Tim Sheehan JERRY CANTRELL 'Cur' SPICEHOG 'Mungo" LIFE OF AGONY 'Tangenne"	OM/PD: Rob Williams APD/MD: Kevin Smith JERRYCANTRELL "Cur"	APD: Dave Schofield 7 JERRY CANTRELL "Cut" 6 SIRVEHOG "Murgo" LIFE OF AGONY "Tangerine"	WRKI/Danbury, CT PD: Tom Bass MARCY PLAYGROUND "Sex"	10 VZZY STRADUM*117" 9 KENNY WAYNE SHEPHERD*Bkue"	MEGADETR*Man*	82 Total Reporters 82 Current Reporte 80 Current Playlist		
78 Total Re 78 Current 78 Current	Reporters	WMFS/Memphis, TN PD: Jim Fox APDMID: Bob Curry 27 JERRY CANTRELI "Cur" SPECHOS TAURO"	KRXO/Sacramento, CA Str. Mgr.: Curtiss Johnson APD: Pat Martin MD: Krybe Brooks 20 _ERRYCANTRELL*Cur* 20 _LIFE OF AGGNY*TBack*	WZMT/Wilkes Barre, PA PD/MD: Aaron Roberts 9 - SERVICANTRELL"Cort 7 - CHRISCORFLL"Surstower	WTUE/Dayton, OH OM: Tom Carroll APDMID: John Beaulieu JERNYCAVITELL Tur WHISEYTOWN Thews'	WKOQ/Lexington, KY PD: Tony Tittord MD: Cousin Dete 7 . SERRYCAMTRELI "Cur" 5 BUGY "Pzza" 3 METALLCA "Fue" 3 BULES TARVELER "Business"	WWCT/Peoria, IL PD: Scott Robbins APDMD: Jamie Markley 7 JRRYCAWRELTCut SPICEHOSTWIND' GOVT MULE "Bind" JDE SATRAN "Centrony"	Reported Frozen F KMJX/Little Rock, Did Not Report, Pla WRQC/Minneapoli	AR aylist Frozen (1):	

history.com



ROCK TOP 50

FEBRUARY 20, 1998

International Control (Control (Control)) International (Control) International (Contro) International (Control) <							TOTAL		-	
PEARL JAM Given To Fly (Epic) 1631 1760 1749 800 A HONS PEARL JAM Given To Fly (Epic) 1631 1631 1760 1749 800 A LEROSMITH Taste Of India (Columbia) 1470 1385 1305 1601 1591 68/1 A ROUNING STONES Sait Of Me (Virgin) 1329 1229 1595 847 72/0 A ROLLING STONES Sait Of Me (Virgin) 1329 1229 1598 68/1 72/0 A ROLLING STONES Sait Of Me (Virgin) 1325 1505 1680 1506 66/0 A ROLLING STONES Sait Of Me (Virgin) 1022 1029 1038 869 71/1 B W RECK The Od (Attantic) 1037 1013 985 869 71/1 B W RECK The Od (Attantic) 1025 1019 931 1056 66/0 CHEED MY Own Preson (Wind-up) 1025 1037 1038 885 57/0 B W RECK The Od (Attantic) 105 24 843 749 629 63/0 CHEED MY Own Preson (Wind-up	3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TW			3₩	TOTAL STATIONS/ADDS
5 4 6 KENNY WAYNE SHEPHERD Bile On Black (Revolution) 1470 1385 1390 1172 79ri 3 3 3 AEROSMITH Taste Of India (Columbia) 1443 1528 1659 1637 1433 1528 1659 1637 170 13 7 5 BOLLING STOMES Saint Of Me (Virgin) 1329 1229 1055 847 72/0 14 5 7 BOLLING STOMES Saint Of Me (Virgin) 1329 1229 1055 847 72/0 15 5 7 DAYS OF THE NEW Touch, Peel, And Stand (Outpost/Gafen) 1068 1101 1211 1241 68/0 16 9 8 GREED My Own Prison (Wind-up) 1025 1019 933 1958 68/9 7/0 17 16 9 8 GREED My Own Prison (Wind-up) 1025 1019 933 1958 8895 57/0 17 15 16 DAYS OF THE NEW Wolf In The Noon (Outpost/Gafen) 27 880 770										
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	DE	ΒU	T		RICHIE SAMBORA Hard Times Come Easy (Mercury)	136	29	23	_	25/12

This chart reflects airplay from February 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker.

82 Rock reporters. 80 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R&R Inc.

NEW &

BREAKERS

ERIC CLAPTON My Father's Eyes (Duck/Reprise) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART 652/277 52/3 10 VAN ZANT Rage (CMC) TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART 544/197 45/11 20

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
JERRY CANTRELL Cut You In (Columbia)	43
SPACEHOG Mungo City (HiFi/Sire/WB)	16
RICHIE SAMBORA Hard Times Come Easy (Mercury)	12
VAN ZANT Rage (CMC)	11
JOE SATRIANI Ceremony (Epic)	9
CREED Torn (Wind-up)	6
FEEDER Cement (Echo/Elektra/EEG)	6
MEGADETH Use The Man (Capitol)	6
TEA PARTY Release (Atlantic)	5

MOST INCREASED PLAYS

PLAYS	TOTAL
ARTIST TITLE LABEL(S)	PLAY
ERIC CLAPTON My Father's Eyes (Duck/Reprise)	+277
VAN ZANT Rage (CMC)	+197
JERRY CANTRELL Cut You In (Columbia)	+113
RICHIE SAMBORA Hard Times Come Easy (Mercury)	+107
ROLLING STONES Saint Of Me (Virgin)	+100
MEGADETH Use The Man (Capitol)	+96
MARCY PLAYGROUND Sex And Candy (Capitol)	+90
CREED Torn (Wind-up)	+88
KENNY WAYNE SHEPHERD Blue On Black (Revolution) +85
CHRIS CORNELL Sunshower (Atlantic)	+81

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)

FOO FIGHTERS Everlong (Roswell/Capitol) MIGHTY JOE PLUM Live Through This (Fifteen...) (Atlantic) AEROSMITH Pink (Columbia) TONIC If You Could Only See (Polydor/A&M) MATCHBOX 20 Push (Lava/Atlantic) JONNY LANG Lie To Me (A&M) WALLFLOWERS One Headlight (Interscope) OFFSPRING Gone Away (Columbia) COLLECTIVE SOUL Listen (Atlantic) BLUES TRAVELER Carolina Blues (A&M)

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 weekto-week increases in total plays. Weighted chart appears on R&R ONLINE.

 BLINK 182 Dammit (Growing Up) (Cargo/MCA)

 Total Plays: 134, Total Stations: 16, Adds: 0

 JERRY CANTRELL Cut You In (Columbia)

 Total Plays: 125, Total Stations: 44, Adds: 43

 PEARL JAM Wishlist (Epic)

 Total Plays: 122, Total Stations: 17, Adds: 1

 BUGZY Pizza (National)

 Total Plays: 117, Total Stations: 17, Adds: 4

 GDV'T MULE Blind Man In The Dark (Capricorn/Mercury)

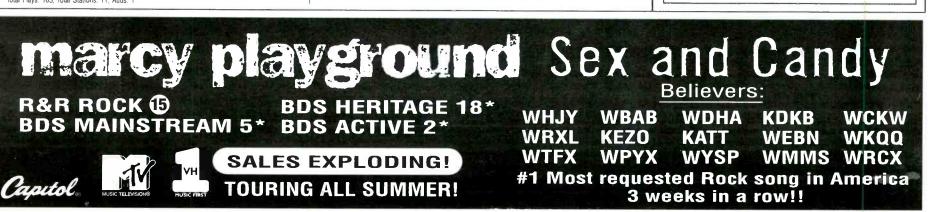
 Total Plays: 116, Total Stations: 12, Adds: 1

 FREDOY JONES BAND Mystic Buzz (Capricorn/Mercury)

 Total Plays: 103, Total Stations: 11, Adds: 1

ACTIVE	
SLDBBERBDNE Your Excuse (Doolittle) Total Plays: 93, Total Stations: 9, Adds: 1	
METALLICA Fuel (Elektra/EEG) Total Plays: 83, Total Stations: 8, Adds: 2	
DIN PEDALS Ashtray (Epic) Total Plays: 82, Total Stations: 12, Adds: 1	
HEADSWIM Tourniquet (550 Music) Total Plays: 81, Total Stations: 12, Adds: 0	
Songs ranked by total plays	

Songs ranked by total plays



ROCK PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ROCK REPORTERS ON R&R ONLINE MARKET #13 MARKET #14 KISW MARKET #2 MARKET #5 MARKET #12 (KLOS 955) KORS/Minneapolis (612) 545-5601 Hamilton/Endersbe KISW/Seattle (206) 285-7625 Ryan/Faulkner 02 KOLS KLOS/Los Angeles (310) 840-4836 Duncan/Wilde WMMR/Philadelph (610) 771-0933 Bonadonna/Zipeto 96rock WKLS/Atlanta (404) 325-0960 Ervin/Kepple WIMMAEEE ARTISTICLE (26), 285-7625 Syan/Faulkner 28 30 30 FOD FIGHTERS/My Hero 16 27 29 PEARL JAM/Kisen To Fly 16 16 27 29 PEARL JAM/Kisen To Fly 16 16 27 29 PEARL JAM/Kisen To Fly 16 16 27 CREED/My Own Prison 18 16 19 KENNY WAYNE SKEPHERD/Blue On Black 14 77 17 METALLCAF TU Lontorgiven II 19 12 17 JERRY CANTRELL/Cut You In 19 13 16 DAYS OF THE NEW/Shell In The Room 17 17 16 CHRIS CORNELL/Sunshower 8 10 TEA PARTY/Release 9 9 BIG WRECK/The Oat 19 7 8 EVEN MARY INTEE/Sunshower 8 10 TEA PARTY/Release 9 9 BIG WRECK/The Oat 19 7 8 EVEN MARY INTEE/Sunshower 7 8 STORMELL/Sunshower 8 10 TEA PARTY/Release 9 9 BIG WRECK/The Oat 19 9 GODDIESS/Lost 10 7 7 EVENCLEAR? Will Buy You... 8 8 BLACK LAB/Wash It Away 6 6 8 STONE THEMPLE PILOTS/Trippin' On A Hole... 9 7 8 SERIE DAY/Time Of Your Life... 17 7 DAYS OF THE NEW/South Know 13 27 GREEN DAY/Time Of Your Life... 17 7 DAYS OF THE NEW/South Know 13 26 COLLECTIVE SOUL/December 14 LICE IN CHANS/Mayan Beside You 7 5 METALLCAFFuel 3 5 PEARL JAM/Winhilst 2 4 PEARL JAM/Winhilst 2 4 PEARL JAM/Winhilst

 PLAYS
 ARTIST/TITLE

 SW 2W LW TW
 BL. KING/T. CHAPMAN/The Thrill Is Gone

 12 010
 16 20 B.B. KING/T. CHAPMAN/The Thrill Is Gone

 12 020
 19 ROLLING STONES/Saint Of Me

 12 01
 16 20 B.B. KING/T. CHAPMAN/The Thrill Is Gone

 12 020
 19 ROLLING STONES/Saint Of Me

 12 01
 15 UED ZEPPEIN/The Gi / Love

 20 18 MATCHBOX 20/3am
 20 16 It LED ZEPPEIN/The Gi / Love

 20 16 It 4
 15 LED ZEPPEIN/The Gi / Love

 20 17 11 ERIC CLAPTON/WA TARIY'S Eyes
 111

 10 9 10 IS MCHTON/WA TARIY'S Eyes
 111 E IS COREVS/Take It Back

 11 12 13 0 MIGHTY JOE PLUM/Live Through This...
 100 9 ISTOLERS/May Guardian Angel

 10 10 9 ISTOLERS/MA Guardian Angel
 10 9 ISTOLERS/MA Guardian Angel

 11 12 12 9 AOBERT BRADLEYS.../Once Upon A Time
 9 JOHN MELLENCAMP/Without Expression

 15 16 10 9 ERIC JOHNSON/S.R.W.
 13 11 9 BRYAN ADAMS/Rake To You

 13 11 9 B STERE HAZEL/MADWY The World Conght
 9 A E FREDDY JONES BAND/Mystic Buzz

 14 7 ADLING CRANT/Rage
 6 COREY STEVENS/OR More Time

 15 6 10 9 ERIC JOHNS BROWNE/The Next Voice...
 7 7 JOHN MELLENCAMP/JUST Another Day

 15 7 PALL MCCART/Rage
 6 COREY STEVENS/OR More Time

 16 8 7 FAUL MICCARTINEYTAR WORD TIM
 Bonadonna/Zipeto

 PLAYS
 ARTIBI/TITLE

 3W 2W LW TW
 6
 33 29 PEARL JAM/In Hiding

 31 49 28 26 PEARL JAM/In Hiding
 31 49 28 26 PEARL JAM/In Hiding

 31 49 28 26 PEARL JAM/In Hiding
 31 49 28 26 PEARL JAM/In Hiding

 31 19 28 26 PEARL JAM/In Hiding
 31 49 28 26 PEARL JAM/In Hiding

 31 19 28 26 PEARL JAM/In With Over Life...
 31 11 71 6 REEN DAVITIME Of Vour Life...

 11 31 41 4 AEROSMITH/Taste DI India
 32 27 26 11 LED ZEPEUM/The Git I Love

 -10 12 11 CHRIS CORNELL/Sunshower
 8 10 11 11 8 IGAK LAGWash I Away

 71 19 10 0ZZY OSBOURNE/Back On Earth
 61 11 19 OX/S DT HE NEW/Sheit In the Room

 11 7 10 9 ROLLING STONES/Anybody Seen My...
 5 12 12 9 CREED/My Own Prison

 -5 7 8 ROLLING STONES/Flip The Switch
 10 9 9 7 AEROSWITH/Pink

 16 12 7 7 KENNY WAYNE SHEPHERD/Slow Ride
 - 7 100 KIGHERS/My Here

 -5 7 7 DO FIGHTRES/MY HERS/MY HERS/MY HERS/MY HERS/MY HERS/MY HERE
 5 8 6 7 TONIC/OPEN ID YOU FYES

 -5 7 5 WALLFLOWERS/Figh Avenue Heartache
 - 5 WALLFLOWERS/Figh Avenue Heartache

 - 5 9 ALLFLOWERS/Figh Avenue Heartache
 - 4 600 GOU OULS/Lazy Fye

 PLAYS
 ARTIST/TITLE

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 TONIC/Open Up Your Eyes

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 35 TONIC/Open Up Your Eyes

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 23 35 35 45 SISTER HAZEL/Happy

 18 24 27 28 KENNY WAYNE SHEPHERD/Slow Ride

 22 22 24 42 GREEN DAVTIME Of Your Life...

 - 16 22 COOL FOR AUGUST/Waik Away

 14 19 19 21 PEARL JAMGGiven To Fly

 19 22 12 12 ARGOSMITH/Jaste OI India

 20 21 22 20 LED ZEPPELIN/The Girl I Love

 21 19 COLLECTIVE SOUL/Shee Said

 15 12 12 10 KENNY WAYNE SHEPHERD/Slow On Black

 6 5 7 MARCY PLAYGROUN/Skee And Candy

 - 5 6 5 FOO FIGHTERS/Everiong

 - 5 7 ROLLING STORE/Ssant OM

 6 5 7 4 WETAUL/CA/The Undrogiven IH

 - - - WHAPLY JOE PLUM/Insh
 PLAYS 3W 2W 14 16 16 15 12 12 13 12 11 11 ARTIST/TITLE COREY STEVENS/Take It Back KENNY WAYNE SHEPHERD/Blue On Black ROLLING STONES/Saint Of Me GREGG ALLMAN/Startin Over MATCHBOX 2003am YES/New State Of Mind JOHN FGGERPY/Bad Bad Boy JDHN MELLENCAMP/Without Expression ROLLING STONES/Annybody Seen My... RICHIE SAMBORA/Hard Times Come Easy BLUES TRAVELER/Canadian Rose MARC COPNA/Interady Home ROLLING STONES/Aro Tiphi MARC KOPNA/Interady Home ROLLING STONES/INT For Home ROLLING STONES/INTER JOHNY LANGLE To Me ERIC JOHNSON/S.R.V. JONNY LANGLE To Me ERIC JOHNSON/S.R.V. JONNY LANG/HI The Ground... COREY STEVERS/Tone Vorid Tonight COREY STEVENS/ION EVEN JONN KELLENCAMP/Just Another Day COREY STEVENS/GON TOO Long DON HENLEY/You John' Know Me... JONN FGGERTY/Walking In A... MATT HEW RYAN/Guity ABTIST/TITLE LW TW 112 13 113 11 114 10 10 9 9 10 9 5 76 5 76 5 4 4 4 3 3 3 3 2 2 2 2 2 2 2 2 2 2 18 28 27 16 14 16 27 24 17 18 4 14 13 11 9 10 10 9 -11 10 17 6 9 6 9 10 9 6 5 7 33 6 7 7 3 13 4 3 4 13 4 3 11 3 5 3 2 9 4 6 21 2 1 2 2 2222228 332227 3 2 2 1 ARCHITERS/WY HARD STATES SAIN OF A CONTRACTOR STATES SAIN OF A CONTRACTOR STATES SAIN OF A CONTRACTOR SAIN OF A CO MARKET #15 WBAB/Long Island (516) 587-1023 Buchmann/Weilman MARKET #29 MARKET #20 WDVE/Pittsburgh (412) 937-1441 Hart/Winter MARKET #17 MARKET #25 KDKB
 CAL/Riverside (909) 793-3554 Shaw/Matthews

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 Shaw/Matthews

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 RATI/Hold Tight

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 SOUNGARDEW/Alhoosaur

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 TOMICOPIN UP Your Eyes

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 KENNY WAYNE SHEPHEND/Slow Ride

 7 8 7
 MEGADETH/Almost Honest

 9 9 10
 KENNY WAYNE SHEPHEND/Slow Ride

 7 8 7
 MEGADETH/Almost Honest

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 CHRIS CORNELL/Sunshower

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 SHEPHEND/Slow Ride

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 AAROSMITH/Plink
 -< KCAL/Riverside KDKB/Phoenix (602) 897-9300 Maranville/Lea KCAL-96.7 Winkerses ARTIST/TITLE ARTIST/TITLE W W TW ARTIST/TITLE W W TW 13 19 KENNY WAYNE SHEPHERD/Blue On Black 15 16 AEROSMITH/Taste Of India 16 17 CHRIS CORNELL/Sunshower 14 16 ROLING STORKSSSaint Of Me 18 16 GREEN DAY/Time Of Your Life... 14 15 PERAL JAM/Given To Fly 17 14 LED ZEPFELIW/The Girl Love 13 JOE GRUSHECKY/Coming Home 14 20 PUSHEYE TO Eye 14 COLETIVE SOUL/She Said 15 12 PUSHEYE TO Eye 10 0E RIC CLAPTO/My Father's Eyes 9 OUR LADY PEACE/Clumsy 4 MGTHLIC/The Unforgiven II 7 RICHE SAMBORA/Hard Times Come Easy 7 RICHE SAMBORA/Hard Times Come Easy 7 RICHE SAMBORA/Hard Times Come Easy 7 RICHE SAMBORA/Hard Times Come Easy 7 RICHE SAMBORA/Hard Times Come Easy 7 RICHE SAMBORA/Hard Times Come Easy 7 RICHE SAMBORA/Hard Times Come Easy 7 RICHE SAMBORA/Hard Times Come Easy 7 RICHE SAMBORA/Hard Times Come Easy 7 RICHE SAMBORA/Hard Times Come Easy 8 WHTLLIC/THEW SBAN/Crash Into Me 3 JONY LANG/LE To ME
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 WHISKEYTOW/WE SHEPHERD/Blue On Black

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 CKNRY WWNE SHEPHERD/Blue On Black

 16 23 24
 DAYS OF THE NEW/The Down Town

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 MATCHBOX 20/Gam

 16 33 27
 MARCY PLAYGROUND/Sex And Candy

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 CODL FOR AUGUST/Walk Away

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 HUFARDOSE/Walt

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 ENEC CLAPTON/MY Father's Eyes

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 FERSE CARLTON/M Woman Like Me

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 ARTON ARTIST/TITLE ARTIST/TITLE SAMSH MOUTH/Walkin' On The Sun PEARL JAM/Given To Fly ERIC CLATTON/My Father's Eyes GREEN DAY/TIME O' You' Life... MATCHBOX 20/3am WAN ZANT/Rage HUFFAMOOSE/Wait DAYS OF THE NEW/JOUCH, Peel, And... KENNY WAYNE SHEPHERD/Blue On Black BLACK LAB/WASH II Away OUR LADY PEACE/DUMSY MARCY PLAYRODUM/DSk And Candy BRYAN ADAMS/Back To You BRYAN ADAMS/Back To You CHRIS CORNEL/Sunshower ROLLING STORESJAint Of Me OZZY OSBOURNE/Back On Earth TONIE/I You Could Only... THIRD EYE BLIND/Now's It Going To Be METALLICA/The Unit orgune II SISTER HAZEL/AIL FOr You BIG WRECK/The Dat COUL FOR AUGUST/Walk Away PEARL JAM/Wishist PEARL JAM/Wishist PEARL JAM/Wishist PEARL JAM/Wishist PEARL JAM/Wishist PEARL JAM/Wishist PEARL JAM/Wishist PEARL JAM/WISHIST PEARL JAM/WISHIS PLAYS 3W 2W 11 11 19 17 ARTIST/TITLE ABTIST/TITLE 2W 31 30 LW TW 33 33 $\begin{array}{c} \textbf{31} \\ \textbf{326} \\ \textbf{269} \\ \textbf{18} \\ \textbf{18} \\ \textbf{18} \\ \textbf{18} \\ \textbf{177} \\ \textbf{16} \\ \textbf{15} \\ \textbf{15} \\ \textbf{177} \\ \textbf{16} \\ \textbf{15} \\ \textbf{177} \\ \textbf{177} \\ \textbf{16} \\ \textbf{177} \\ \textbf{177} \\ \textbf{16} \\ \textbf{177} \\$ 17 19 15 16 19 17 14 21 32 26 17 20 18 18 17 16 15 18 31 22 33 25 18 20 18 18 18 10 11 9 11 9 12 11 11 13 12 16 17 16 17 18 20 17 17 19 16 22 18 14 20 11 20 18 10 17 8 5 AEROSAITH/Pink METALLICA/The Memory Remains SAMMY HAGAR/Marching To Mars QUEENSRYCHE/Sign Of The Times LED 2EPPELINTHE Girl I Low SAMMY HAGAR/Both Sides Now CZYY OSBOURNE/Back On Earth VAN HALEN/Me Wise Magic SAMMY HAGAR/Little White Lie FOD FIGHTERS/MY Hero PEARL JAM/MHC SISTER HAZEL/Happy FLEETWOOD MAC/Silver Springs FLEETWOOD MAC/Landsilde RICHIE SAMBORA/Hard Times Come Easy HUNGER/Moderation 5 5 5 5 3 3 23 MARKET #39 WCKW/New Orleans (504) 831-8811 Levet MARKET 451 MARKET #47 Rock MARKET #31 MARKET #43 KOMP/Las Vegas (702) 876-1460 Culotta/Marty WCMF/Rochester, NY (716) 272-7260 Jacobs/Kane WFYV/Jacksonville (904) 642-1055 Moore/Carlson ROCK 92.3 WHJY/Providence (401) 438-6110 Schifino 96 WCMF **94 HJY**) WCKW
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 50 DAYS OF THE NEWS/Net1 In The Room

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 GREEN DAY/TIME 01 Your Life...

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 OUR LADY PEADE/Clumsy

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 PLAYS
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 <td BAYTON'S BEST ROCK!
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 ARTIST/TITLE

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 LED ZEPPELIN/The Girl I Love

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 METALLIGA/The Memory Remains

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 AEROSMITH/TASte Of India

 25 25 24 26
 DAYS OF THE NEW/YOUNC, Peel, And...

 24 21 23 24
 LIVE/Rattissnake

 - 18 21 24
 KINYW VAYNE SHEPHERD/Blue On Black

 - 19 21 23
 CHRIS CORFELL/Sunshower

 - 20 22
 VAX ZAN/Flage

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 ROLLING STOMES/Saim Of Me

 23 18 23 22
 ROLLING STOMES/Saim Of Me

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 ROLLING STOMES/Saim Of Me

 24 14 FOD FIGHTERS/My Inter's System

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 FOD FIGHTERS/My Inter's System

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 JACKYLOPen Up

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 PEARL JAM/Fallen

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 DAYS OF THE NEW/Sheft in The Room

 - - - - JERRY CAMTRELICE AVERDUM/Sax And Candy

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CHRIS CORNELL/Sunshower
21 29 CREED/My Own Prison
22 26 DAYS OF THE NEW/Torch, Peel, And...
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26 23 MFTALLICA/Bieding Me
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28 17 MARCY PLAYGROUND/Sex And Candy
29 15 17 MATCHBOX 20/3am
19 7 Big KENNY WAYNE SHEPHERD/Blue On Black
28 17 MARCY PLAYGROUND/Sex And Candy
29 16 17 MATCHBOX 20/3am
19 7 Big KENNY WAYNE SHEPHERD/Blue
20 16 16 BUSH/Mouth
21 14 PFARL JAM/The Dat
21 61 8 BUSH/Mouth
25 7 11/Reautiful Disaster
25 7 LIMP BIZKIT/Constrmatin...
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 SAMMY HAGAR/Both Sides Now

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 CREED/WY Own Prison

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 TO COLLECTIVE SOUL/She Said

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 SDAYS OF THE NEW/Shet In The Room

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 DAYS OF THE NEW/Shet In The Room

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 NAKED/Raining On The Sky

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 GREEN DAY/Time Of Your Life...

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 KENNY WAYNE SHEPHERD/Blue On Black

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 HALELO/WERS/Don Headight
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 15
 BLUES TRAVELER/Carolina Blues

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 B MARCY PLAYGROUND/Sex And Candy

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 METAYLLO/WERS/Don Headight

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 BLUES TRAVELER/Carolina Blues

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 METAYLLO/The Unicipiven II

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 MEGHYJOFZ DEULWALVE Through This...

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 JONNY LANGLIE To Me

 ARTISTITLE DAYS OF THE NEW/Touch, Peel, And... CREEDMy, Own Prison MARCY PLAYGROUND/Sex And Candy MIGHTY JOE PLUMLIve Through This... EVERCLEAR/WIB BUY You... GREEN DAY/Time Of Your Life... BUSH/Mouth VERVE/Bilter Sweet... BLACK LAB/Wash It Anway KEINY WAYES SIEPHEN/BIUE ON Black WIISKEYTOWW/Yesterday's News METALLICA/The Unforgiven II PEARL LAM/Given To Fly COOL FOR AUGUST/Waik Away AEROSMITH/Fiste Of India DAYS OF THE YEW/Shell In The Room BIG WRECK/The Dat DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/Fiste Of India DUR LADY PEAEL/Clumsy AEROSMITH/FISTE OF INDIA ARTIST/TITLE ARTIST/TITLE ARTIST/TITLE PLAYS 3W 2W 19 21 29 32 28 31 - 5 15 17 PLAYS 3W 2W LW TW 24 25 28 28 3W 16 24 25 26 21 29 26 23 23

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ALTERNATIVE REPORTERS

WEQX/Albany, NY PD: Ian Harrison MD: Steve Bottomley SPACEHOG "Mungo" GOD LIVES UNDERWATER "Mouth" AGENTS DF GOOD ROOTS "Come"

WQBK/Albany, NY APD/MD: Kelli McNama JERRY CANTRELL "Cut" SPACEHOG "Mungo"

KTEG/Albuquerque, NM PD: Skip Isley APD/MD: Julie Hoyt JERRY CANTRELL "Cut" DAYS OF THE NEW "She EIIEL "Shimmer"

KWHL/Anchorage, AK DM/PD: J.J. Michaels APD/MD: Dan Thomas

WNNX/Atlanta, GA **OM: Brian Philips** PD: Leslie Fram MD: Sean Demery 3 MATCHBOX 20 "Reat" GOD LIVES UNDERWATER "Mouth WHISKEYTOWN "News"

WJSE/Atlantic City, NJ JSE/Atlantic City /PD/MD: Dave King MANBREAK "Round" SPACEHOG "Mungo" COLA "Bikeracks" JERRY CANTRELL "Cut" JUNKSTER "Only" CHED Tom" LIFE OF AGONY "Dangerous

WRXR/Augusta, GA PD: Chuck Williams MD: Suzie Bowe SPACEHOG "Muran" SPACEHOG "Mungo" JERRY CANTRELL "Cut MANREFAY "Bound"

KROX/Austin, TX PD: Sara Trexler APD/MD: Lloyd Hocutt

WRAX/Birmingham, AL PD: Dave Rossi MD: Hurricane Shane JERRY CANINELL "Cut" FEEDER "Cement" DAYS OF THE NEW "Shelf"

KOXR/Boise, ID OM: Dan McColly PO/MD: Tim Johnsto JERRY CANTRELL "Cu EVERCLEAR "Buy" SPACEHOG "Munon"

WBCN/Boston, MA VP/Programming: APD: Steven Strick MD: Carter Alan Oedipus FASTBALL "Way" SEMISONIC "Closing" DIN PEDALS "Ashtray" FFEDER "Cement"

WFNX/Boston, MA PD MD: Laurie Gail GUD LIVES UNDERN DRILL TEAM "Hok!" SPACEHOG "Mungo

WEDG/Buffalo, NY OM: John Hager APD/MD: Rich Wall JERRY CANTRELL "Cut

WBTZ/Burlington, VT PD: Stephanie Hindley MD: Steve Picard SPACEHOG "Mungo"

WPGU/Champaign, IL PD: Naomi Adams APD: Les "The Pleasure Boy" MD: Pete Schiecke LOREENA MCKENNITT "Mur RADIOHEAD "Karma" FINLEY QUAYE "Sunday"

WAVF/Charleston, SC

PD: Rob Cressma MD: Janda Baldwin SPACEHOG "Mungo"

WEND/Charlotte, NC PD: Jack Daniel MD: Rick Brewer JERRY CANTRELL "Cu FRETBLANKET "Ocean GOD LIVES UNDERWA

WKQX/Chicago, IL PD: Alex Luke APD/MD: Mary Shuminas SCOTT WEILAND "Barbarella"

WADZ/Cincinnati, OH PD/MO: Matthew Harris APD: Sterling Schiessler

WOXY/Cincinnati, OH PD: Kevin Cole MD: Dorsie Fyffe AIR "Sexy" ELLIOT SMITH "Misery" RONI SIZE "Bag" UANDY WARHOLS "Better" KMFDM "Anarchy" HEPCAT "Wait" MOFX "Bad"

WENZ/Cleveland, DH Sean Robertson JERRY CANTRELL "Cut" GOD LIVES UNDERWATER "Mouth

KFMZ/Columbia, MO SPACEHOG "Mungo" PEARL JAM "Hiding" PD: Paul Malo

WARQ/Columbia, SC PD: Susan Groves 20 JERRY CANTRELL "Cut" 1 SPACEHOG "Mungo" 1 BIEL "Shimmar"

WWCD/Columbus OH rim PD/MD: Andy Davis BROWNIE MARY "Naked"

WZAZ/Columbus, OH PD: Greg Aushan MD: Mark Penning SAVE FERRIS "Goodby JERRY CANTRELL "Gu SPACEHOG "Mungo"

KDGE/Dallas, TX PD: Duane Doherty PEARL JAM "Wishist" 7 JERRY CANTRELL "Cut" GOD LIVES UNDERWATER PREC "Toru"

WXEG/Davton, OH PD: Jeff Steve MD: Allen Rantz

WKRO/Daytona Beach, FL Taff M MD: Rosy Acevedo JERRY CANTRELL "Cut" SPACEHOG "Mungo" FLUORESCEIN "Cathy's"

KKDM/Des Moines, IA Sophia John PEARL JAM "Wishlist" ANI DIFRANCO "Castle" CHUMBAWAMBA "Amn

CIMX/Detroit, MI PD: Murray Brookshaw APD: Vince Cannova 3 OUR LADY PEACE "Carnival" 1 JERRY CANTRELL "Cut" EVERCLEAR "Buy"

WPLT/Detroit, MI PD: Garett Michaels APD: Alex Tear

WXDG/Detroit, MI PO: Amy Doyle MO: Spike 30 JERRY CANTRELL "Cut" FAT "Numb" GREEN DAY "Prosthetic"

KNRQ/Eugene, OR PD: Stu Allen MD: Cia BROWNIE MARY "Naked" EIEL "Shummer"

KFGX/Fargo, ND PD: Jay Thomas JOY IIIUIHOS JUNKSTER "Only" MONO "Life" WHISKEYTOWN "News" BARENAKED LADIES "Bri

WBZF/Florence, SC PD: Neal Douh APD: Price Clark SPACEHOG "Munga" COOL FOR AUGUST "Walk JUNKSTER "Only" SMASH MOUTH "Friends" MANBREAK "Round" JERRY CANTECT

WEJE/Ft. Wayne, IN Co-APD: Weasel Co-APD: Jamie Marchiori SPACEHOG "Mungo" GETAWAY PEOPLE "Gave"

P

A surprise every time. Alghesous Babs Records PO Box 95, Elicolt Station, Bu

Stations and their adds listed alphabetically by market

KFRR/Fresno, CA Acting PD/MD: Andy Wir Days OF THE NEW "Sheft" JERRY CANTRELL "Cett" MONO "Life" . Vinford

WGRD/Grand Rapids, MI Acting PD/MD: Margot Smith JERRY CANTRELL "C SPACEHOG "Mungo" GOLDFINGER "Head"

WXRA/Greensboro.NC PD: Tim Satterfield MD: Andy Sims NEUROTICA 'Speak' VERUCA SALT 'Benjamin' 18 JERRY CANTRELL 'Cat' 1 FUEL 'Shimmer' BLACK GRAPE 'Marbles'

WXNR/Greenville, NC OM: Jeff Sanders JEARY CANTRELL *Cut* FASTBALL *Way*

WMRQ/Hartford, CT PD: Jay Beau Jon APD/MD: Dave Hill NATALIE IMBRUGLIA "Torn" REBEKAH "Sin" LIFE OF AGONY "Dangerous"

KPOI/Honolulu, HI PD: Brock Whaley MD: Nikki Basque DAYS OF THE NEW "Shell" FASTBALL "Way" FAT "Numb"

KTBZ/Houston, TX PD: Jim Trapp APD: Steve Robison MD: David Sadof

WRZX/Indianapolis, IN PD: Scott Jameson MD: Michael Young

WPLA/Jacksonville, FL PD: Jim Randall APD: Beaner MD: Greg Brady

KCCX/Kansas City, MO PD: John Lenac APD: Dave Horn MD: Jason Justice JERRY CANTRELL "C PEARL JAM "Hiding" PEARL JAM "Wishlist FASTBALL "Way" SPACEHOG "Mungo"

KLZR/Kansas City, MO PD: Roger The Dodg MD: Bob Osburn JERRY CANTRELL 50 SPACEHOG "Mungo" ANI DIFRANCO "Castie ANI DIFFORMULT UNIT MANBREAK "Round" TWO "Pig" PAVED IN SKIN "Roud"

WNFZ/Knoxville, TN /MD: Shane Cox JERRY CANTRELL *CL HONEYRODS *Soap

KFTE/Lafayette, LA PD: Hans"Fast Eddie" Neison MD: Rob Courtney JERNY CAMTREL "Gut" JEARY CANTRELL "Cut" SPACEHOG "Mungo" GETAWAY PEOPLE Gave STEVE POLTZ "Silver" ULTRAHORSE "Telecom"

WWDX/Lansing, MI PD: Chris Bruni MD: Jacent Jackson JERRY CANTRELL "C

KEDG/Las Vegas, NV ril Le SPACEHOG "Mungo" JERRY CANTRELL "Cut GOLDFINGER "Head"

KXTE/Las Vegas, NV PD: Mike Stern MD: Chris Ripley COAL CHAMBER "Lico BROWNIE MARY "Nake

WXZZ/Lexington, KY SPACEHUG *Mur

WLIR/Long Island, NY PD: Jeff Levine APD: Gary Cee MD: Lynda Lopez

KROQ/Los Angeles, CA VP/Prog.: Kevin Weatherly APD: Gene Sandbloom MD: Lisa Worden

CREED "My" CRYSTAL METHOD "Bu ELLIOT SMITH "Misery" SEMISONIC "Closing" WANK "Encrement" 8 WLRS/Louisville, KY

MD: Gina Juliano JERRY CANTRELL T SPACEHOG "Munon WMAD/Madison, Wi

PD: Dennis Dillon

PD: Pat Frawley MD: Amy Hudson SPACEHOG "Mungo" JERRY CANTRELL "Cut" CHERRY POPPIN'... "Zoot" GOD LIVES UNDERWATER "N

WRXQ/Memphis, TN PD: Tony Williams MD: John Michael SPACEHOG "Mungo" JUNKSTER "Only" FUEL "Shimmer" AGENTS OF GOOD ROOTS "Come

WILLM/Milwaukee WI OM: Alex Cosper PD: Chuck Summers MD: Tommy Wilde

WHTG/Monmouth-Ocean. NJ

AGENTS OF GOOD ROO JERRY CANTRELL "Cut SPACEHOG "Mungo" LIBIDO "Supersonic" MANBREAK "Round" 18 8 8 PULP "Friend" GOLDFINGER "Head" ELLIOT SMITH "Misery

WWSK/Myrtle Beach, SC PD: Buzz Elliott MD: Andie Summers 14 SAVE FERRIS "Goodbye" 15 FAT "Mumb" WKDF/Nashville, TN

PD: Kidd Redd MD: Sheri Sexton ELLIOT SMITH "Misery JERRY CANTRELL "Cu PEARL JAM "Wishlist" WRRV/Newburgh, NY PD: Greg O'Brien MD: Andrew Boris

SPACEHOG "Mur COLA "Bikeracks WHISKEYTOWN REBEKAH "Sin" BOGMEN "Mexico" ISRRY CANTRELL "Cut"

KKND/New Drieans, LA OM: Dave Stewart APD/MD: Rod Ryan SPACEHOG "Mun ULTRAHORSE "T

WXRK/New York, NY PD: Steve Kingston MD: Mike Peer 25 Van Hallen "Webout"

WROX/Norfolk, VA PD/MD: Al Mitchel FASTBALL "Way" JERRY CANTRELL "Cut

KORX/Odessa, TX OM: Frank Hall PD: J.J. Toons JERRY CANTRELL "Cut" LOUIE SAYS "Cold" ECONOLINE CRUSH "Home" STEVE POLTZ "Silver" SPACEHOG "Munpo"

KGDE/Omaha, NE PD: Sean Smyth MD: Scott Papek JERRY CANTRELL "Cut" WHISKEYTOWN "News" COOL FOR Allighter "Me

WIXO/Peoria, IL PO: Jay Nunley MD: Russ "lan" Schenck

SPACEHOG "Mungo" WHISKEYTOWN "News" JERRY CANTRELL "Cut" WPLY/Philadelphia, PA

PD: Jim McGuinn APD: Doug Kubinski MD: Preston Elliot JERRY CANTRELL "Cut" CHERRY POPPIN' "Zoot" GOD LIVES UNDERWATER

KEDJ/Phoenix, AZ PD: Shellie Hart MD: Chris Patyk FORESCEIN "Cathy's IMIE'S CHICKEN " IRY CANTRELL "Cut I DIFRANCO "Castle ACEHOG "Munon"

anra

KZON/Phoenix, AZ PD: Paul Peterson MD: Kevin Mannion WXDX/Pittsburgh, PA PD: John Moschitta MD: Lenny Diana JERNY CANTRELL *Cut* SPACEHOG *Mungo*

WCYY/Portland, ME PD: Herb Ivy MD: Brian James

JERAY CANTRELL "Cu FASTBALL "Way" SPACEHOG "Mungo" KNRK/Portland, OR PD: Mark H

23

CREED "My" LIBIOO "Supersonic" MANBREAK "Round" SPACEHOG "Mungo"

WDST/Poughkeepsie, NY PD/MO: Nic Harcourt OM: Jimmy Buf APD: Dave Doud 5: Dare Dould SPACEHOG "Wungo" SOMETHING HAPPENS "Girthrend" PULP "trand" GOD LUKES UNDER WATER "Mouth" EUIOT SWITH "Misery" LINCOLN "Stop" STEVE POLIZ "Skiver" BRAN VAN 3000 "Drinking" MANBERAK, "Round" FUEL SMIIImmer BOID "Cricle"

WBRU/Providence, RI PD: Tim Schiavelli MD: Mike Green JEHRY CANTRELL "Cut" SPACEHOG "Mungo" GOD LIVES UNDERWAT

WXEX/Providence, RI PD/MD: Brent Petersen APD: John Allers ·r.....

KORB/Quad Cities, IA-IL PD: Steve Gunner ECONOLINE CRUSH "Home JERRY CANTRELL "Cut" MONO "Life" SPACEHOG "Mundo" Mungo

KRZO/Reno, NV PD: Rob "Blaze" Brooks APD: Smilin' Marty MD: Heather Pierce MANBREAK "Round" JERRY CANTRELL "Cut PEARL JAM "Hiding"

WBZU/Richmond, VA PD: J.J. Quest APD: Mike Scott MD: Jay Smack JERRY CANTRELL "Cut" SPACEHOG "Mungo"

KCXX/Riverside, CA OM/PD: Dwight Arnol APD: John DeSantis MD: Lisa Axe BLINK 162 "Dammi" FRETBLANKET "Ocean" GOD LIVES UNDERWATER "I EVE 6 "Inside"

WNVE/Rochester, NY PD/MD: Erick Anders

KWOD/Sacramento, CA IC CONSTRUCTION THE STATE STATE BOGMEN "Mexico" WHISKEYTOWN "News" CHERRY POPPIN"... Zoot" GOD LIVES UNOERWATER "M JERRY CANTRELL "Cut" ANI DIFRANCO "Caste" JUNKSTER "Only"

KPNT/St. Louis, MO OM/PD: Allan Fe APD: Marty Linck MD: Traci Wilde

SPACEHOG "Mungo" GOO LIVES UNDERW

WOSC/Salisbury-Ocean City, MD OM: Jim Hays MD: Paula Sangeleer

KXRK/Salt Lake City, UT VP/Ops. & Prog.: Mike Summ MD: Sean Ziebarth mare

XHRM/San Diego, CA OM: Jay Isbell PD: Mike Halloran MD: Chaz Kelly 6 GOD LIVES UNDE 6 BRAN VAN 3000 1 EDNASWAP "Torr LINCOLN "Stop"

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dialo, NY 14205 ra

& sie EVERYWHERE

ct: Kent (716)852-8020 + fax(716)852-2741 + ABAH

XTRA/San Diego, CA PD: Bryan Schock MD: Chris Muckley

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KITS/San Francisco, CA VP/Programming: Richard Sands APD: Roland West MD: Aaron Axelsen PEARL JAM "Wis SAVE FERRIS "G SUBLIME "Bad" CHERRY POPPIN

KOME/San Jose, CA RUME/San Succ, PD/MD: Jay Taylor AMD:Jeanette Grgurevic IO "Life" KHTY/Santa Barbara, CA OM: Ted Utz Co-PD: Samantha Mattern

Co-PD: Deanne Saffre JERRY CANTRELL "Cut" SPACEHOG "Mungo" SPIES "Twart"

KJEE/Santa Barbara, CA GM/PD: Eddie Gutievrez APD: John Schroeter G JERRY CANTRELL "Cut" SPACENGG "Mungo"

WHMP/Springfield, MA

KNDD/Seattle, WA

PD: Phil Manning MD: Kim Monroe

PD: Adam Wright MD: Nick Danjer

PD: Melody Lee APD/MD: Sheli Scott

GOD LIVES UNDERWA SPACEHOG "Mungo" JERRY CANTRELL "Cu EVE 6 "Incide"

KTOZ/Springfield, MO PD: Melody Lee

SPACEHOG "Mungo" FUEL "Shimmer" FEEDER "Cement" GETAWAY PEDPLE "Gave JERRY CANTRELL "Cut"

WKRL/Syracuse, NY

J. SCUICH SPACEHOG "Mungo" JERRY CANTRELL "Cut" MANBREAK "Round" FREBLANKET "Ocean" FUEL "Shimmer" BIG WRECK "Cat" GOD LIVES UNDERWATER."Mouth" TEA PARTY "Release"

WXSR/Tallahassee, FL

PD: Rick Schmidt APD: Evan Delaney MD: Dug FUEL "Shimmer" SPACEHOG "Mungo" WHISKYTOWN "News" STEVE POLIZ "Silver"

KEMA/Tucson A7

PEARL JAM "Wishlis!" BARENAKED LADIES "Brian

Sunday

WPB7/West Palm Reach EL

n O'Conneit

JERRY CANTRELL "Cut" SPACEHOG "Mungo" DAVE MATTREWS BAND Trash" PRODISV "Smack" GOD LIVES UNDERWATER PEE SHY "ME

WSFM/Wilmington, NC

/MD: Suzie Di

KMYZ/Tulsa, OK

PD: Lynn Barstow MD: Ray Seggern

HOG "Muno

PD: Robert Beniamin

ot smith " It weiland

KICT/Wichita, KS

PD: Ron Eric Taylo MD: Sherry McKinnor

OM: John Stevens PD: Blaine Kellis MD: Janice Sutter

FASTBALL "Way"

105 Total Reporters

104 Current Playlists

Current Reporters

Reported Frozen Playlist (1): KTCL/Denver, CO

APO: Bob Wauph MD: Pat Ferrise

MD: Dan O'Brien

WHFS/Washington, DC

DM: Mimi Griswold PD: Steve Corlett APD: Scorch

10



ALTERNATIVE

It Pays To Ask

Understanding record company marketing plans

While Alternative programmers quickly embrace every last scrap of information regarding the music they play — from sales, airplay, research, and perceptual numbers to show-prep information --- more often than not they fail to inquire about one of the critical aspects of any artist's career: the marketing plan the record company chooses to support that artist.

dio.

This ignorance leads eventually to political problems, lost opportunities, and, when ratings

are down, even fear that Alternative radio is no longer an important part of those plans. Record company marketing plans are the blueprint that will help explain why Alternative airplay is so important ... but not the

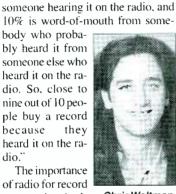
final goal



Gary Spivack

When it comes to record label marketing plans, one thing is certain: Radio is still king. "When we sit down and do a marketing plan," explains Reprise VP/Alternative Promotion Bob Divney. "We have product managers who do a lot of research into who they perceive the demo audience to be. They figure out ways to reach that audience beyond radio. But you can't get away from the fact that radio generates the excitement and the buzz. If the phones light up and the record starts selling and researching-well, that really is the bottom line.

Atlantic VP/Alternative Promotion Gary Spivack agrees. "Atlantic knows how important radio is to selling records. Simple research shows that 80% of records bought are from



ChrisWoltman companies isn't difficult to see.

But one area that leads to potential conflict is Alternative radio's role within that plan. It's difficult for many Alternative programmers to accept that, while they are important, they are only one part of what can be a complicated time line involving numerous formats.

Columbia West Coast Dir./National Promotion Chris Woltman states, "The bottom line is, it's much more difficult to break an artist all the way through unless you have multiple stations playing it.

Divney adds, "Based on the record, you want to amass as much airplay at the end of the day as you can. You want to keep growing the project. Obviously, Alternative is not only the starting point for some things, it is also the ending point. But once a record cracks the Top 15 at Pop radio, it reaches a whole new level of exposure, and that's ultimately what you want.

Planning The Best Possible Scenario

While Alternative programmers may assume that the move to other formats is done on the fly to take advantage of their precious airplay, many times it is planned months ahead. "We go into our plans with the best possible scenario in mind," explains Woltman. "You have to think long-term and have the sense that you'll be able to take a record like Our Lady Peace's 'Clumsy' on to other formats. Don't get me wrong: Alternative is a *huge* piece of the puzzle, especially with the active rotations you get from them and the fact that Alternative airplay does lead directly to sales. It is a critical part of any game plan involving a rock-based artist.

Conflicts sometimes arise when a song is moved from one format to another. Divney says, "There's a Catch-22, in that Alternative wants to own these records, and it's frustrating for them to have to share them with CHR or 'Modern AC' after having broken them. But there is also a negative in the programmers' minds if a song doesn't cross over. If you don't get CHR and the sales level off or slide because you've only been able to maximize in one area, it's a negative, I saw this with Depeche Mode. We had a well-researching record with 'It's No Good,' but it was very hard to get the follow-up track, and I think it was because we didn't cross the record successfully at CHR. Therefore, it didn't force the format to move onto the next track quickly enough, and that affected sales. The sales leveled out as Alternative airplay leveled out, because we didn't expand to the next segment of the audience that could go out and buy this record. Alternative saw that as a negative.

There is also a feeling of betrayal and abandonment when songs cross over, a feeling that Alternative will no longer get the support for doing all the initial work. "You have to reward the people who are there early." Woltman says, "and there are lots of opportunities to do that. But at some point, if the band is going to go on to other formats, you have to take care of people supporting the record." Exclusive support is impossible outside of exclusive airplay.

Moving On To Alternative

One interesting trend at Alternative radio has been the increasing number of songs that have started at Rock radio and then moved on to our format. While Alternative programmers may want to take credit for stealing some of Rock radio's artists. the truth is that it was probably all

CBS Flexes Its Muscle

ithout fanfare — but with many raised eyebrows – CBS Corp.'s Alternative stations flexed their collective muscles for the first time last week. The recipient of their goodwill was 1500/A&M recording artist God Lives Underwater and their current single, "From Your Mouth." By the end of the day on February 10, God Lives Underwater could count the following CBS stations among its supporters: KROQ/Los Angeles, KITS/San Francisco, WBCN/Boston, WHFS/Washington, WXRK/New York, and KOME/San Jose.

The idea of making a positive statement about the company's commitment to ---- and ability to break ---- new music coalesced during CBS' corporate PD meetings in San Diego early last week and culminated with 1500 Records' Gary Richards being called on the 10th by KOME PD Ron Nenni, KROQ PD Kevin Weatherly, WBCN PD Oedipus, WXRK MD Mike Peer, KITS PD Richard Sands, and WHFS PD Robert Benjamin - all conferenced in to deliver the good news.

"Credit has to go to Gary Richards and 1500 Records," said A&M Sr. VP/Promotion Peter Napoliello. "They not only delivered a great record, but I am sure it's the first of many to come. I am also very proud of those in our A&M promotion department, who are hard-working, bar none. That, coupled with smart programmers who are innovative, ahead of the curve, and able to sniff out what might be a new sound, warrants what happened this week, and, quite frankly, I'm elated."

Interestingly, this is the second time that God Lives Underwater has been championed by a radio group. In 1996, several key Active Rock radio programmers from across the country joined forces to prove that they could seriously affect sales. The first band they chose to push was God Lives Underwater

Sands explained that the bottom line was that all of the stations simply felt confident in the song:"We all really liked this record, and each of us felt it would work for our own stations?

part of - that's right - a record company marketing plan. As Spivack explains, "Atlantic kind of created this climate with Collective Soul, Stone Temple Pilots, and Matchbox 20. We took Big Wreck to Rock in September, and by Christmas it was Top 30. At this point the Alternative community was going, 'What is this?' which is exactly what we wanted, as opposed to shoving a new rock record down their throat. The industry thinks this is a new process, but it has been quietly going on for a while.

Woltman tells a similar story: We've had numerous examples at Columbia of records starting at Rock radio, or, in Shawn Colvin's case, at Top 40 radio, and then building up momentum before going to Alternative.

Of course, the same difficulties can arise when crossing a song to Alternative from another format as when going the other way: Alternative may feel that it can't own the artist. "There will be a handful of stations that feel they can't own the band, which I feel is a very short-term way to think." contends Spivack. "Good rock bands stay around a very long time. Alternative radio doesn't need to feel they've lost ownership when their competitor is one song in. At that point, they're still a baby band, and their competitors have done some of the dirty work for them."

If marketing plans for emerging artists can be difficult and fraught with political minefields, those for established artists generally follow a more straightforward, but no less difficult, path: maximize airplay at once. "A good example of this for us is Soul Asylum," Woltman says. "They have written a record that will work at numerous formats. We're thinking right now that it's all about going out and getting it played everywhere. That's our main focus.'

Spivack contends, "I think that radio understands the basis of the process. They understand that Matchbox 20 cannot be a format-exclusive artist anymore.

The most common time for marketing plans to be discussed publicly in regards to established artists is when there are record leaks to radio. Many programmers believe that leaks are generally planned by record companies. This is clearly often the case, but Divney explains how one leak damaged not only album sales, but also a movie tie-in: "Some leaks can truly hurt a marketing plan, and Green Day is an excellent example of that. We had a leak with 'J.A.R.,' which preceded the album by two months. It was off the Angus soundtrack, and by the time that hit stores, the song was already in the Top Five at Alternative radio and on a bunch of CHRs. It was really saturated and had already peaked. It evaporated the impact of having a new record in the stores on a timely basis. and it also hurt the movie. It was also a leak that occurred from an outside source whose agenda was obviously different from ours."

Knowing the record company agenda — its marketing plan — can be a valuable piece of information for radio. Unfortunately, radio programmers rarely take the time or see the value in acquiring this information, and this lack of knowledge can easily lead to misunderstandings when conflicts occur, whether it is with retail, touring, or release schedules.

As Spivack concludes, "Sometimes radio misunderstands the process. I love KROQ in Los Angeles. They always want to know about your marketing plan. I wish radio asked me more of what our plan was: When are we going to MTV? When are they touring? Who are they touring with? I wish they asked me more questions.'



POST-MODERN SLEAZE

the new song;

orginal version from the album BECOMING X

Remixed versions appear on the new album BECOMING REMIXED

SN

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50

2

Going For Adds On 2/23!

Produced by Peter Collins and Line Of Flight Quest Management

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ALTERNATIVE TOP 50

FEBRUARY 20, 1998

					1-202		L PLAYS		тот
V	2W	LW	TW	ARTIST TITLE LABEL(S)	TW	LW	2₩	3W	STATIONS
	2	1	1	GREEN DAY Time Of Your Life (Good) (<i>Reprise</i>)	3654	3709	3697	3648	103/
	1	2	2	MARCY PLAYGROUND Sex And Candy (Capitol)	3589	3662	3722	3670	98/0
	3	3	3	PEARL JAM Given To Fly (Epic)	3229	3350	3473	3581	103/
	4	4	4	VERVE Bitter Sweet Symphony (Hut/Virgin)	2931	3023	2955	2793	94/0
	6	5	6	OUR LADY PEACE Clumsy (Columbia)	2901	2815	2832	2713	98/0
	5	6	6	THIRD EYE BLIND How's It Going To Be (Elektra/EEG)	2616	2741	2852	2915	89/0
	7	7	7	BEN FOLDS FIVE Brick (550 Music)	2548	2588	2630	2571	89/0
	11	9	8	FOO FIGHTERS My Hero (<i>Roswell/Capitol</i>)	2341	2266	2091	1892	94/0
			ğ	CREED My Own Prison <i>(Wind-up)</i>	2330	2285	2110	2093	81/2
	10	8	ŏ	EVERCLEAR I Will Buy You A New Life <i>(Capitol)</i>	2049	1619	1354	1002	94/3
	18	16			2021	2000	1985	1898	84/1
	12	10	0	BLINK 182 Dammit (Growing Up) (Cargo/MCA)	1932	1979	1907	1767	83/0
	13	11	12	BLACK LAB Wash It Away (DGC/Geffen)	1852	1871	1806	1529	89/0
	15	13	13	OASIS All Around The World (<i>Epic</i>)		1977	2140	2215	67/0
	9	12	14	DAYS OF THE NEW Touch, Peel, And Stand (Outpost/Geffen)	1787				
	22	18	(5	CHRIS CORNELL Sunshower (Atlantic)	1750	1552	1254	1053	88/0
	8	14	16	MATCHBOX 20 3am (Lava/Atlantic)	1676	1852	2228	2585	66/0
	33	24	Ð	NATALIE IMBRUGLIA Torn (RCA)	1526	1211	801	307	69/2
	17	17	18	LOREENA MCKENNITT The Mummers' Dance (Quinlan Road/WB)		1566	1545	1586	66/2
	19	20	19	311 Beautiful Disaster (Capricorn/Mercury)	1489	1422	1339	1286	77/0
	20	21	20	RADIOHEAD Karma Police (Capitol)	1448	1385	1280	1133	72/1
	24	22	ā	BARENAKED LADIES Brian Wilson (Reprise)	1421	1340	1219	979	70/2
	14	15	22	EVERCLEAR Everything To Everyone (Capitol)	1406	1687	1866	2114	62/0
	EAK		23	FASTBALL The Way (Hollywood)	1399	835	261	34	89/9
	16	19	24	CORNERSHOP Brimful Of Asha (Luaka Bop/WB)	1359	1529	1625	1699	57/0
	25	23	25	BIG WRECK The Oaf <i>(Atlantic)</i>	1338	1238	1076	869	72/1
	27	25	æ	SMASH MOUTH Why Can't We Be Friends? (<i>Interscope</i>)	1081	1060	1033	848	65/1
	EAK		ð	HUFFAMOOSE Wait (Interscope)	1079	979	909	844	53/
1			28	FINLEY QUAYE Sunday Shining (550 Music)	919	762	675	520	61/3
	35	31	8	SAVE FERRIS Goodbye (Starpool/Epic)	914	827	806	725	52/3
	32	30		DAYS OF THE NEW Shelf In The Room (Outpost/Geffen)	900	745	570	440	54/
	39	33	30		786	938	1264	1459	39/
	21	28	31	SARAH MCLACHLAN Sweet Surrender (Arista)		588	487	305	45/4
	44	40	32	CHERRY POPPIN' DADDIES Zoot Suit Riot (Mojo/Universal				804	49/
	31	32	33	FATBOY SLIM Going Out Of My Head (Skint/Astralwerks/Carolin	e) 727	750	818		
	37	34	34	HUM Comin' Home (RCA)	711	690	627	543	62/
	40	38	35	NAKED Raining On The Sky (Red Ant)	695	628	555	420	42/
	45	39	36	FAT Numb (DV8/A&M)	686	591	483	263	55/
	41	36	37	BLACK GRAPE Marbles (Why You Say Yes?) (Radioactiv		638	534	334	53/
	23	26	38	BUSH Mouth (Hollywood)	651	985	1240	1559	36/
	_	47	39	MONO Life In Mono (Echo/Mercury)	632	483	341	216	40/
	36	35	40	TONIC Open Up Your Eyes (Polydor/A&M)	629	671	674	656	36/
	46	42	41	PRESIDENTS OF THE UNITED Video Killed (Maverick/WB)	508	514	466	422	38/
	40	49	42	COOL FOR AUGUST Walk Away (Warner Bros.)	478	410	320	187	32/
	=	49	Ğ	CHUMBAWAMBA Amnesia (Republic/Universal)	438	414	362	256	28/
Ē	50 E B U		ð	FEEDER Cement (Echo/Elektra/EEG)	422	339	212	135	39/
	EBU			PEARL JAM Wishlist (Epic)	421	285	93	_	29/
_			45	BRAN VAN 3000 Drinking In L.A. (Audiogram/Capitol)	411	361	321	169	27/
t	EBU		46		410	530	687	857	28/
	34	41	47	CHUMBAWAMBA Tubthumping (<i>Republic/Universal</i>)			366	368	20/
	49	50	48	METALLICA The Unforgiven II (Elektra/EEG)	405	392			
E	ΕBL	J T	49	FRETBLANKET Into The Ocean (Polydor/A&M Associated	<i>d)</i> 402	275	58	15	34/
	28	37	50	BECK Deadweight (London/Island)	393	638	1016	1199	21/

This chart reflects airplay from February 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker. 105 Alternative reporters. 104 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R&R Inc.

NEW 2 ACTIVE

JERRY CANTRELL Cut You In (Columbia) ns 68 Adds 66 ANI DIFRANCO Little Plastic Castle (Righteous Babe) Total Plays: 348, Total Stations: 24. Adds: 4 SUBLIME Bad Fish (Gasoline Alley/MCA) , Adds: 1 GOD LIVES UNDERWATER From Your Mouth (1500/A&M) 1 shhA E LETTERS TO CLEO Veda Very Shining (Revolution)

GREG GARING My Love Is Real (Paladin/Revolution)

MATCHBOX 20 Real World (Lava/Atlantic) Total Plays: 229, Total Stations: 8, Adds: 1 WHISKEYTOWN Yesterday's News (Outpost/Geffen) PAULA COLE Me (Imago/WB) Total Plays: 203, Total Stations: 11, Adds le' A PEE SHY Mr. Whisper (Mercury) Total Plays: 198, Total Stations: 11, Adds: 1

Songs ranked by total plays.

FASTBALL The Way (Hollywood) TOTAL PLAYS/INCREASE CHART 23 TOTAL STATIONS/ADDS 89/9 1399/564 **HUFFAMOOSE** Wait (Interscope) CHART 27 TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS 53/1 1079/100 **MOST ADDED** ADDS ARTIST TITLE LABEL(S JERRY CANTRELL Cut You In (Columbia) 66 **SPACEHOG** Mungo City (*HiFi/Sire/WB*) 50 GOD LIVES UNDERWATER From Your Mouth (1500/A&M) 17 FUEL Shimmer (550 Music) 12 MANBREAK Round And Round (Almo Sounds/Interscope) 11 FASTBALL The Way (Hollywood) 9 JUNKSTER The Only One (RCA) 9 PEARL JAM Wishlist (Epic) 8 WHISKEYTOWN Yesterday's News (Outpost/Geffen) 8 DAYS OF THE NEW Shelf In The Room (Outpost/Geffen) 6 ELLIOT SMITH Miss Misery (Capitol) 6 Friend" 2 **Befriended At:** WENZ KTCL WOXY WDST WHTG and more! The new track from Pulp as featured on the Great Expectations Soundtrack and the forthcoming Pulp LP 745 MOST INCREASED TOTAL PLAY INCREASE PLAYS ARTIST TITLE LABEL(S) FASTBALL The Way (Hollywood) +564 EVERCLEAR | Will Buy You A New Life (Capitol) +430 JERRY CANTRELL Cut You In (Columbia) +352 NATALIE IMBRUGLIA Torn (RCA) +315 +198 CHRIS CORNELL Sunshower (Atlantic) GOD LIVES UNDERWATER From Your Mouth (1500/A&M)+164 ANI DIFRANCO Little Plastic Castle (Righteous Babe) +162 FINLEY QUAYE Sunday Shining (550 Music) +157DAYS OF THE NEW Shelf In The Room (Outpost/Geffen) +155 CHERRY POPPIN' DADDIES Zoot Suit... (Mojo/Universal) +152 HOTTEST RECURRENTS ARTIST TITLE LABEL(S SMASH MOUTH Walkin' On The Sun (Interscope) FOO FIGHTERS Everlong (Roswell/Capitol) **SUGAR RAY** Fly (Lava/Atlantic) FIONA APPLE Criminal (Clean Slate/Work) **MIGHTY MIGHTY BOSSTONES** The Impression... (Big Rig/Mercury)

TONIC If You Could Only See (*Polydor/A&M*) SUBLIME Wrong Way (Gasoline Alley/MCA) BLUR Song 2 (Virgin) MATCHBOX 20 Push (Lava/Atlantic) **GREEN DAY** Hitchin' A Ride (Reprise)

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.

RENAKED LADIES "Brian Wilson" *#123 Billboard Top 200 From the album Rock Spectacle R&R: (1, 1421 plays Monitor: 24*, 933 plays New adds @ KFMA, KFGX, WROX, KMYZ **KTCL, KFTE, KGDE** r

*Over 360,000 Scanned to date! *#3 Billboard Heatseekers! *They Bathe! *#4 Hits VIBE-RATER! *#75 from #110 Best Buy! *On David Letterman 4/1 *Catch Barenaked Ladies on the HORDE tour this summer *412.765 people paid \$8,184,976 to see BNL play live in '97.

BREAKERS

Scott Weiland

Barbarella the first single from his Atlantic solo debut 12 Bar Blues

GOING FOR ADDS NOW!

BEFORE THE BOX: Q101/CHICAGO **WHFS/WASHINGTON DC**

Produced by Blair Lamb and Scott Weiland. Mixed by Daniel Lanois with Tracy Chisolm & Mark Howard. Management: Arnold Stiefel STIEFEL

www.atlantic-records.com

www.americanradiohistory.com

ALTERNATIVE ACTION



FASTBALL TRACK: "THE WAY" LP: ALL THE PAIN MONEY CAN BUY PRODUCER: JULIAN RAYMOND LABEL: HOLLYWOOD



album, most bands would follow up a critically successful effort with more of the same sounds and then hope for the best. This cannot be said of **Fastball**, who took their trademark fuzz guitar and lyrical bursts and added a whole range of new sounds, including horns, synthesizers, and warped sonics.

The Austin trio features the twin songwriting and vocal talents of



guitarist Miles Zuniga and bassist Tony Scalzo (along with drummer Joey Shuffield), who seamlessly sculpt the band's sound. This new sound has been wildly embraced by radio, spearheaded by the song, "The Way," a Scalzo-penned piece about an elderly Texas couple headed out in an RV to a family reunion — but who never quite make it.

• Influences: AC/DC, Clash, Joe Ely, Ray Charles, Black Flag, Minutemen

• Artist POV: Zuniga on the band's new sound: "It's all about taking risks. This time out, we're going for something a little more

> expansive and a bit more mysterious. We didn't worry about what other people were going to think. We just wanted to make a personal statement with our music."

> > -Jim Kerr

Whiskeytown

"Yesterday's News" (Outpost/Geffen) Michael Halloran, PD XHRM/San Diego



San Diego, the town that brought you Mojo Nixon, the Beat Farmers, Jewel, and Steve Poltz, loves Whiskeytown. Twang has always ruled in Sa



has always ruled in San Diego. The Whiskeytown show here was an instant sellout. Conventioneers were stuck

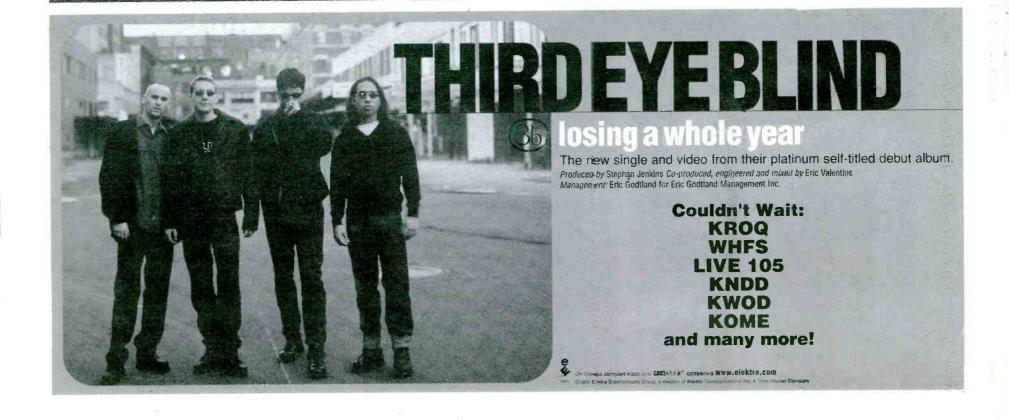
outside the Casbah, waiting with tons of others as Whiskeytown ripped a hole in the place. The song "Yesterday's News" evokes all that is good with alt.radio.indy.no.depression: the 'mats, Steve Earl, Rank And File, Dwight Yoakam, with a dash of the Clash, Merle Haggard, and the Carter Family. Local San Diegan Steve Poltz said to me the other day, "Whiskeytown feels better than James Brown. I can't wait until 'Sixteen Days' is number one and blows my single off the charts ... psych!"

An original tally shows a combination of "love it/hate it" on the **Spacehog** record, while many "hate its" turn to "love its" with each successive listen" ... The new **Soul Asylum** looks to make the biggest comeback in the standings since **Andre Agassi**. As Pop Alt forces the format's legacy leanings, this gem hits the demo heart ... Easy to see why **Jerry Cantrell** was Most Added. It is a track that is locked into the mandate of the moment — the format needs melodic rock to balance ite Adult leanings ... **God Lives Underwater** came above board as the **CBS** kirgpins held a music meeting in San Diego — they all loved it. Now the word is preading ... **Elliot Smith** built an A&R buzz while on the indie label **Kill Rock Stars. Capitol** is using that street cred and the phenomenal "Good Will" the movie is generating to do boffo biz ...



Aking decisions from the neck up, Alt responds to the Adult base secured by both Whiskeytown and Agents Of Good Roots ... Prez Clinton isn't the only one dealing with a big Libido. Many PDs are saying this one could be HUGE ... RÉCORD OF THE WEEK: Fuel "Shimmer."

Breakthrough Artist highlights bre king artists with strong chart momentum.



fimie's chicken shack ropping anchor

The follow-up to the Top 10 Active Rock track "high" from the album pushing the salmanilla envelope

> "Jimmie's Chicken Shack are much more than an East Coast phenomenon. Just watch how long this record hangs around, and do yourself a favor and see them perform live". Bob Waugh, WHFS

CL

On Tour With Everclear

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120	Santa Barbara, CA
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Produced by Steven Haigler Mixed by Tom Lord-Alge



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Management: Richard Burgess at Burgess Worldco

burgess@compuserve.com

ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE MARKET #1 MARKET #2 MARKET #4 MARKET #5 Q101 KITS/San Francisco (415) 512-1053 Sands/West/Axelsen WXRK/New York (212) 314-9230 Kingston/Peer RRDD KRDQ/Los Angeles (818) 567-1D67 Weatherly/ Sandbloom/Worden LIVE 103 Y.100 WPLY/Philadelphia (610) 565-8900 McGuinn/Kubinski/ WKQX/Chicago (312) 527-8348 Luke/Shuminas ROCK
 Sands/West/Axelsen

 PLAYS
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 26 26 41 41
 BLINK 182/Dammit (Growing Up)

 37 37 40 41
 GREND DAY/Time Of Your Life...

 38 38 37 VERVE/Bitler Sweet...

 - 29 30 FASTBAL/The Way

 - 30 27 MULU/Pussycal

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 - 30 27 MULU/Pussycal

 31 31 25 MONOL4E In Minon

 25 25 11 25 BEN FOLDS FIVE/Binck

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 16 16 26 24 DAYS OF FIVE/Binck

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 21 61 62 61 THIRD EVE BLIND/Oxing A Whole Year

 23 23 19 FOO FIGHTERS/evening

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 23 23 11 11 VERVE/Lucky Man

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 MARCY PLAYGRDUND/Sex And Candy

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 21 22 23 44 31/Baucht Disaster
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 21 22 23 44 10 ARS OF THE NEWTook, Peel And...
 41 37 43 41 GREW DAYTIME OF Your Life...

 20 20 42 41 DAYS OF THE NEWTook, Peel And...
 43 31/Baucht Disaster

 20 21 42 55 FABOS SUMGoing Out Of My Head

 20 22 42 ED FIRST CANTRELL/Cut You In

 21 32 23 23 BRAN VAN 3000/Dinking In LA.
 18 18 12 31 AAYE DAKER/Flagg Sita

 21 23 24 21 21 OURI LADY PEACE/Clumsy
 22 18 21 AQYE DAKER/Flagg Sita

 21 23 22 21 21 OURI LADY PEACE/Clumsy
 22 18 21 AQYE DAKER/Flagg Sita

 21 35 21 75 VEXTLacky Main

 20 36 DACK LAB/Wash II. Away
 16 16 HUMCOsing Time

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 21 31 57 EVERTLEARY WILE MAY You...

 22 17 17 THIRD EYE BLIND/Losing A Whole Year

 19 19 15 15 16 GREEN DAY/Prosthetic Head

 22 25 13 15 PEARL, JAMGreen To Fly

 - 18 15 MACHAPAND IN MY You...

 - 18 15 ABSIN'HEANBY YOU LORD/Lights Are Changing
 ARTIST/TITLE RADIOHEAD/Karma Police EVERCICLAR/I WIII Buy You... BRAN VAN 3000Drinking in LA DEATH IN VEGASOIIT CORNERSHOP/Rimful OI Asha FOO FIGHTERS/My Hero MONOL/IE In Mono FASTBALL/The Way PEARL JAMGiven To Fly SOUTHERN CULTURE../House Of Bamboo LETTERS TO CLEOVEd Very Shining OUR LAOY PEACE/Clumsy FINLEY OUAVE/Sunday Shining 1000 CLOWNS/KINK NA Max 31/VBaaufful Dieaster SAVE FERRIS/Godbye BETH ORTON/She Cried Your Name BLACK JAB/Wash It Away CHERNY POPH.../ZOOL Sult Riot JIMME'S CHICKEN...Mysh MARY LOU LORD/Lights Are Changing BLACK GRAPE/Marbies (Why You...) GOD LIVES UNDFHWATER/FOR You...) GOD LIVES UNDFHWATER/FOR You CHERNY POPH.../Cool Sult Riot JIMME'S CHICKEN...Mysh MARY LOU LORD/Lights Are Changing BLACK GRAPE/Marbies (Why You...) GOD LIVES UNDFHWATER/FOR You CONSIGNIA And The World SUGAR RAY/RPM CHUMBAWAMBA/Amesia FEEDER/Cemenl ARTIST/TITLE MARCY PLAYGROUNO/Sex And Candy CREEDAW, Own Prison BLACK LABWash It Away OUR LADY PEACE/Clumsy PEARL JAWGwon To Ry VERVE/Sitter Sweet ... GREEN DAV/Time Of Yoar Life... DAVID BOWHCF/ITM Artial Of ... FVEROLEARA WRI Buy You... 31/Reautilu Disaster TONIC/Open Up Your Eyes BIG WRECK/The Oal MATCHBOX 20/Real World CORHESSHOP/Brimful Of Asha FOD FIGHTERS/My Hero BEN FOLDS FIVE/Brick OCHECTIVE SOULS/NE Said FATBOY SLIM/Going Up) OASIS/AI Around The World FEEDER/Cement RADIOHEAD/MAXmap Police DEAR CORHEASHOUT DIVERSITIE PEARL JAM/FATHIN HEING DAYS OF THE NEW/Sheft In The Room CONS FOR AUGUST/WAIk Away BLACK GRAFE-Marbles (Why You...) PEARL JAW/Fathiul MIGHTY JOE PLUM/Irish ARTIST/TITLE VERVE/Bitter Sweet... MARCY PLAYGROUN/Sex And Candy PEARL LAMCkeven To FW GREEN DAYTIME Of Your Lite... RADIOHEA/DAYAma Police VERCLEAR/I Will Buy You... TOU/LAmema FATBOY SLIMKGong Out Of My Head EEN FOLDS FIVE/Brick OUR LAOY PEACF/LIMBY BLINK 182/Dammit (Growing Up) CORNERS/HOPRomItU Of Asha MATCHEDX 20/Real World OASIS/AI Arcount The World METALLCA/The Unforgiven II THIRD EYE BLIND/Mew's It Going To Be JERRY CARTFELL/Out You In Jone OASIS/AI Arcount The World METALLCA/The Unforgiven II THIRD EYE BLIND/Mew's It Going To Be JERRY CARTFELL/Out You In Jone OASIS/AI Arcount The World METALLCA/The Unforgiven II THIRD EYE BLIND/Mew's It Going To Be JERRY CARTFELL/Out You In Jone OASIS/AI Arcount The World METALLSA/The Unforgiven II TONIC/Deen Up Your Eyes BIG WHECK/The Oat CHRIS COMPLL/Sunshower RAGE AGAINST../The Ghost OT Tom... SPECIAL SIT'S You MARY LOU LORD/LIPHS Are Changing GOD LIVES UNDERWATERFORM Yourdh BLACK LAB/WASH IT Away FLUDPESCENIVCATHYS On CrankI LETTERS TO CLEO/Veda Very Shining ARTIST/TITLE
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BULRYSong 2
GREEN DAY/HIGhin A Ride
ADIOHEAD/Arma Police
SUBLIME/Bad Fish
PEARL JAMAGYen To Fly
LUARGAM REKNITT/The Mummers' Dance
CHRIS CDRNELUSunshower
31/Reautifu Disaster
OASIS/AI Around The World
THRID FYE BUIND/How's It Going To Be
FASTBALL/The Way
BEN FOLDS FU/Edrick
VERVE/BRINE Sweet...
FOO FIGHTERSMy Hero
BLINK 182/Dammt (Growing Up)
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FATBOY SLIM/Going Out Of My Head
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ALTERNATIVE PLAYLISTS

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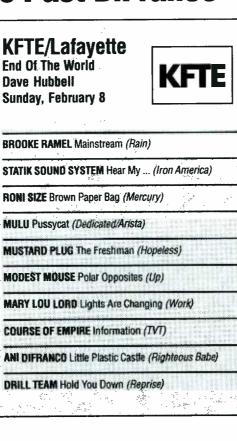
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ALTERNATIVE

NEW MUSIC SPECIALTY SHOWS **Spacehog Slips Past DiFranco**

While Ani DiFranco continued to receive strong support at Alternative specialty shows (including KTBZ/Houston and WXRK/New York), the story this week is Spacehog, which became the third number one in three weeks with airplay from WBCN/Boston, KNRK/Portland, WPLY/ Philadelphia, and many more. God Lives Underwater (WBCN/Boston and KXTE/ Las Vegas, among others), Drill Team (WLUM/Milwaukee and WOXA/Harrisburg, among others) and Air (KFRR/Fresno and KPNT/St. Louis, among others) round out the top five. Some nice debuts this week from Mulu. Roni Size, Fluorescein, and Pulp. Record To Watch: Fluorescein.





(1) 20 ARTISTS

Ranked by total number of shows reporting artist.

1 SPACEHOG (HiFi/Sire/Warner Bros.)

2 ANI DIFRANCO (Righteous Babe)

3 GOD LIVES UNDERWATER (1500/A&M)

- **4 DRILL TEAM** (Reprise)
- 5 AIR (Source/Caroline)
- 6 DIN PEDALS (Epic)
- 7 JAMES IHA (Virgin)
- 8 ULTRAHORSE (911)
- 9 FASTBALL (Hollywood)
- 10 MULU (Dedicated/Arista)
- 11 RONI SIZE (Mercury) Airplay Includes: KFTE, KJEE, WBCN

12 FLUORESCEIN (DGC/Geffen) Airplay Includes: KEDG, KPNT, KXTE

- 13 SAMIAM (Ignition) Airplay Includes: KCCX, KEDG, KTCL
- 14 JONATHAN FIRE EATER (DreamWorks/Geffen) Airplay Includes: WEDG, WEJE
- 15 PULP (Atlantic) Airplay Includes: KFRR, WXDX, WXRK
- 16 MARY LOU LORD (Work) Airplay Includes: WHFS, WPBZ, WSFM
- 17 MUSTARD PLUG (Hopeless) Airplay Includes: WQXA, WWDX, WXRK
- 18 FRETBLANKET (Polydor/A&M Associated) Airplay Includes: WOXY, XHRM
- 19 FUEL (550 Music) Airplay Includes: WBRU, WBZF, WEQX
- 20 FRIEND & DOKTOR KOSMOS (Minty Fresh) Airplay Includes: WBCN, WDST

Compiled by Rich Michalowski

SPECIALTY SHOW REPORTERS

KEDG/Las Vegas, NV

Aca 51 Sunday 9-11pm Kevin Carter Black Grage "Dadi Was A Badi" Receiver "Santa Mana" Fluorescen "Cathy's On Crank!" Fastball "The Way" Ton Amos "Siren"

KXTE/Las Vegas, NV It Hurts When I Pee Sunday 10pm-midnight Chris Ripley Agnes Gooch "HI-C"

KROQ/Los Angeies, CA

KHUU/Los Angeles, C Rodney On The ROQ Sunday 9-10pm mid.-2am Rodney Bingenheimer Eyeliners "Won'l Be Long" Symposium "Disaster" Domas "Rock N' RolL." Seven "Here Today" Lan Brown "Nah Nah Nah"

WLUM/Milwaukee, WI Sunday Night Music Re Sunday 7-11pm Terry Havel

Terry Havet Langford/Orchard "I'm Stopping Ani DiFranco "Little Plastic..."

WXRK/New York, NY The "Buzz"

unday midnight-2am uke/Pinfield

Hunger "Moderation" Jonathan Fire Eater "No Love Like That" Pee Shy "Mr. Whisper" Ani DiFranco "Little Plastic..."

WPLY/Philadelphia, PA

KNRK/Portland, OR

God Lives Driverwater From A Air "Sexy Boy" Din Pedals "Ashtray" Embrace "All You Good People" Wild Strawberries "Trampoline"

WDST/Poughkeepsie, NY

Nic Harcourt Nusrat Fateh Ali. "Taa Deem (Remby" Sub Sub/Summer "This Time I'm Not..." Doktor Kosmos "Career Opportunities" Sukia "Dirty Sanchez Mix" Kristin Hersh "I Like You"

WBRU/Providence, RI

Wednesday mikinghi-zam Mike Green Sub SubSummer "This Time I'm Not..." Wg "Califonia Puppy" Sarah McLachan "Swer Sumender" Rockers Hier "Going Under" Fuel "Shimmer"

Indie Flux Thursday 10-11pm Nic Harcourt

Something Cool Sunday 9-11pm Jaime Cooley God Lives Underwat

Ani Uil-ranco "Little Mastic..." Fastbali "The Way" Verbow "Hokday" Mighty Blue Kings "Looking For My..."

Chris. Agnes Goo.. Coal Chamber ' "wnie Mary " "Narlar

Shows and their Top 5 songs listed alphabetically by market

WEQX/Albany, NY Download Sunday 7-10pm Stephen Bottomely Dnil Team "Hold You Down" David Holmes "Radio 7" Gitterbox "Houdin" Lo-Fidelity Alistars "Disco Machine Gun" Can "Yoo Ooo Right" WQBK/Albany, NY Over The Edge Monday midnight-2am Kelli McNamara Kelli McNamara Ani DiFranco "Little Plasbc..." Candy Butchers "Till You Die" Hum "Green To Me" Drill Team "Hold You Down" Letters To Cleo "Veda Very Shining" WBCN/Boston, MA

Nocturnal Emissions Sunday 8-10pm Oedipus Spacehog "Mungo City" God Lives Underwater "From You Ultrahorse "Telecom" Bran Van 3000 "Drinking In LA" Komoutor "Valentria"

WEDG/Buffalo, NY Over And Beyond Sunday 9-10:30pm Brad Maybe Ani Difranco "Little Plastic..." Ultrahorse "Telecom" God Lues Underwater "From Fastball "The Wav" rse Trelecom res Underwater "From Your Mout "The Way" in Fire Eater "No Love Like That"

WBTZ/Burlington, VT Spinning Unrest Sunday 9-10:30pm Steve Picard

WOXY/Cincinnati, OH

Gridloxx Sunday 11pm-1am Dan Cromer Modest Mouse "Lounge" Mark Eitzel "If I Had A Gun" Mick Harvey "Comic Strip" Wrens "Pretty O.K." Clears "Next Thing"

WOXY/Cincinnati, OH WOA 7/C Inicinitati, On 11 O'Clock News Sunday 11pm-1am Dorsey Fyffe Juliana Hatheld "Sellout" Promise Fing "Why Old We Ever Morrus "Loitapop Dollhouse" Fretbanket "Into The Ocean" Acetone "Every Kss"

WENZ/Cleveland_OH WENZ/Cleveland, UH Prey To The Underground Sunday IOpum-midnight Larry Collins Sister Machine Gun "Think" Cows "Orphan's fragedy" Barbara Manning "1212" Picasso Trigger "First in The Hole" Hang Ups "Jump Starts"

WALLI/U'ayton, un The Edge Spin Cycle Sunday 9-10:30pm Allen Rantz Spacehog "Mungo City" Everclear "I Will Buy You A.." Veruca Satt "Benjamm" Radiohead "Karma Police" Barenaked Ladies "Brian Wilsc

KTCL/Denver, CO Adventure University Saturday 10pm-midnight Laney Myhand Samiam "She Found You" Triple Fast Action "Heroes" Mustard Plug "The Freshma Get Up Kids "Don't Hate Me

WBZF/Florence, SC Migrain Medicin Monday 9-10pm Neal Douhne Monday 9- 10pm Neal Douhne Crystal Method "Keep Hope Alive' Semisoric "Closing Time" Flourescein "Cathy S On Crank1" Fuel "Shimmer" Din Pedals "Ashtray"

> WEJE/Ft. Wayne, IN New Music Show Sunday 8:30-9:30pm Weasel wease! Ani DiFranco "Little Plastic..." Fastball "The Way" Getaway People "She Gave Me Love" James Iha "Be Strong Now" Spacehog "Mungo City"

KFRR/Fresno, CA 60 Minute Buzz Sunday 9- 10pm Matt Davis Mystery Machine "Wake Up Pill" Spacehog "Mungo City" Mulu "Pussycat" Bord "Schuberor"

WQXA/Harrisburg, PA The Morning News Sunday 8-10am Bill Hanson Bill Hanson Drill Team "Hold You Down" James Iha "Be Strong Now" Samiarn "She Found You" Mustard Plug "The Freshma Dropkick Murphy's "Get Up"

KTBZ/Houston, TX Lunar Rotation Sunday 7-9pm David Sadof Ani DiFranco "Fuel" Everclear "Amphetai Gadjits "Tell Yourset Marcy Playground "I Sotteen Deluxe "Snff

KCCX/Kansas City, MO Living Room Sunday 8-10pm Stan & Joel Apples in Stereo "Seems So" Spacehog "Mungo City" Samiam "She Found You" Foil "Reviver Gene" Gladhands "House Of Mirrors"

KLZR/Kansas City, MO Future Mass Hysteria Monday 10:30pm-12midnight Bob Osburn Bob Osburn Gladhands "House Of Mirrors" Modest Mouse "Polar Opposites" Ultrahorse "Telecom" Posies "Looking Lost" His Name Is Alive "Ain't No Lie"

WNFZ/Knoxville, TN KWYZ/ANDAVIICE, IN Killing Time Saturday 10pm-2am Jeff Seaman Dourse OI Empire "Information" Ben Folds Five "Song For The..." Roursecen "Cathy's On Crank" Crystal Method Keep Hope Alive" Statik Sound System "Hear My Plea"

KFTE/Lafayette, LA End Of The World Sunday 7-11pm Dave Hubbell Tori Arnos "Siren" Poe "Today" Brooke Ramel "Mainstream" Spiritualized "Come Together

WWDX/Lansing, MI Above The Pale Sunday 9-10:30pm Jacent Jackson Jacent Jackson Jerve Pipe "Her Ornament" Mono "Life in Mono" "astball "The Way" Jninvited "What God Said" Bloodhound Gang "Along Co

WDGE/Providence, Ri House Of New Edge Mus Tuesday 11pm-midnight John Allers Creed "Tom" Fat "Numb" Whiskeytown "Yesterday's N Semisorie "Userien Time" at wornd Whiskeytown "Yesterday's News" Semisonic "Closing Time" Incubus "Certain Shade Of..."

> KCXX/Riverside, CA Music Meeting Sunday 9-10pm Dwight Arnold Symposium "Fizzy" Magnet "Which Way" Anne Summers "It's Cokl Outside" Steve Poltz "Silver Lining" Feeder "Cement"

KPNT/St. Louis. MO New Music Sunday Sunday 7-9:30pm Les Aaron Mono "Life in Mono" Gadjits "Bullet in The..." Fuel "Shimmer" C-Tec "Foeta!" Air "Sexy Boy"

XHRM/San Diego, CA Whatever Sunday 8pm-mid Greg Pearson Mulu "Pussycat" Junkie XL "Billy Club" Drill Team "Hold You Ani DiFranco "Grave! Saint Etienne "Sylvie"

XTRA/San Diego, CA Floorboard Wednesday midnight-2am Action DJ Hitary • "Found very Corporation "Foundation" d Riddance "Choices Made" folds Five "Song For The Dumped" thees "Right Reasons" de Players "Can U Dig It?"

Arriver and the second KHTY/Santa Barbara, CA

KJEE/Santa Barbara, CA Dissonant Tendrils Sunday 10:20pm-midnight John Schmeter John Schroeter Ultrahorse "Telecom" Din Pedals "Ashtray" Rourescein "Cathy's On Crank!" Laughing Us! "Relax" Doktor Kosmos "Career Opportun

Now Hear This Sunday 8-10:30pm Dave Marsh Shonen Kinte "Raindrops Keep..." Screamteeder "Who's Counting" Evelyn "Smoke & Mirrors" Spitsville "Sunshiry Daydream" Twin 6 "Folsom Prison Blues"

Extreme Radio Sunday 8-9:30pm Meathead Meathead God Lives Underwater "From Your Moult" Mulu "Pussycat" Course Of Empire "Information" Geraid Colver "Whore Out Again" Glitterbox "Houdini"

WSFM/Wilmington, NC

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Spacehoo

WXEG/Davton, OH

Y NOT? Sunday 9-10:30pm Dan Fein Dandy Warhois "Boys Better" God Lives Under... "From Your Mouth" Pari Jam "No Way" Specials "Its Y.O.U." Wyclef Jean "Gone Till November" WXDX/Pittsburgh, PA

WADA/FILISBURGH, FA Edge Of The X Sunday 9-11pm Lenny Diana Mustard Plug "The Freshman" God Lives Under... "From Your Mouth" Getaway People "She Gave Me Love" Spacehog "Mungo City" Feeder "Cement"

WHFS/Washington, DC

WPR7/West Palm Reach Fl

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ADULT ALTERNATIVE ALBUMS

FEBRUARY 20, 1998

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4 3	2	2	LOREENA MCKENNITT The Book Of Secrets (Quinlan Road/WB)	735	+5	"Mummers" (713)	"Marco" (13)	ANI DIFRANCO Little Plastic Castle (<i>Righteous Babe</i>)	2
1 1	3	3	MATCHBOX 20 Yourself Or Someone Like You (Lava/Atlantic)	648	-37	"3am" (542)	"Push" (38)	FINLEY QUAYE Maverick A Strike (550 Music)	2
2 4	4	4	SARAH MCLACHLAN Surfacing (Arista)	558	-107	"Surrender" (418)	"Black" (60)	JAMES IHA Let It Come Down (Virgin)	2
9 7	5	5	ALANA DAVIS Blame It On Me (Elektra/EEG)	552	+2	"Flavors" (539)	"Pride" (9)	JOLENE In The Gloaming (Sire)	2
	18	6	ERIC CLAPTON Pilgrim (Duck/Reprise)	519	+191	"Eyes" (519)		ROBBIE ROBERTSON Contact From (Capitol)	2
5 5	6	7	SISTER HAZEL Somewhere More Familiar (Universal)	489	-56	"Happy" (392)	"All" (93)	JULES SHEAR Between Us (High Street/Windham Hill)	
10 8	8	8	BEN FOLDS FIVE Whatever And Ever Amen (550 Music)	468	-36	"Brick" (465)	"Kate" (3)	JEN TRYNIN Gun Shy Trigger Happy (Squint/WB) WHISKEYTOWN Stranger's Almanac (Outpost/Geffen)	2
22 14	12	9	AGENTS OF GOOD ROOTS One By One (RCA)	465	+70	"Smiling" (454)	"Hoping" (7)	whisker fown Stranger's Annanac (Outpost Generi)	4
8 10	7	10	THIRD EYE BLIND Third Eye Blind (Elektra/EEG)	462	-46	"How" (429)	"Life" (33)		
11 11	11	O	MARCY PLAYGROUND Marcy Playground (Capitol)	461	+20	"Sex" (457)	"Poppies" (4)		
7 9	9	12	GREEN DAY Nimrod (Reprise)	457	-44	"Time" (457)			
6 6	10	13	LISA LOEB Firecracker (Geffen)	383	-87	"Do" (376)	"Forget" (7)		
5 16	14	1	B.B. KING Deuces Wild (MCA)	374	+17	"Baby" (239)	"Thrill" (109)		
2 13	13	15	ROLLING STONES Bridges To Babylon (Virgin)	353	-23	"Saint" (256)	"Anybody" (41)		
7 17	17	Œ	PEARL JAM Yield (Epic)	339	+3	"Given" (212)	"Wishlist" (62)		
3 12	15	17	BLUES TRAVELER Straight On Till Morning (A&M)	337	-20	"Canadian" (217)	"Precarious" (96)		
1 21		-	BARENAKED LADIES Rock Spectacle (Reprise)	337	+33	"Brian" (294)	"Apartment" (43)	MOST INCREASED)
6 22	20	•	PAULA COLE This Fire (Imago/WB)	333	+22	"Me" (194)	"Wait" (135)	PLAYS	TOTAL
9 15		-	SOUNDTRACK Wag The Dog (Mercury)	325	-30	"Wag" (323)	"Hero" (1)		PLAY NCREAS
8 18		-	HUFFAMOOSE We've Been Had Again (Interscope)	318	+6	"James" (306)	"Wait" (7)	ERIC CLAPTON Pilgrim (Duck/Reprise)	+19
		2	NATALIE IMBRUGLIA Left To The Middle (RCA)	28 9	+43	"Torn" (289)		MARC COHN Running The Daze (Atlantic)	+9
		3	KENNY WAYNE SHEPHERD Trouble Is (Revolution)	284	+32	"Blue" (280)	"Broken" (4)	VERVE Urban Hymns (Hut/Virgin)	+7
8 25			BILLIE MYERS Growing Pains (Universal)	251	+10	"Rain" (237)	"Words" (6)	AGENTS OF GOOD ROOTS One By One (RCA)	+7
6 19	22		ABRA MOORE Strangest Places (Arista Austin/Arista)	250	-35	"Cryin'" (239)	"Faithful" (4)	ROBBIE ROBERTSON Contact From (Capitol)	+5
	-	26	FLEETWOOD MAC The Dance (Reprise)	213	+13	"Landslide" (188)	"Silver" (22)	ANI DIFRANCO Little Plastic Castle (<i>Righteous Babe</i>) NATALIE IMBRUGLIA Left To The Middle (<i>RCA</i>)	+47
25 29	28	27	WILLIAM TOPLEY Black River (Mercury)	213	-17	"Stabroek" (185)	"Ring" (19)	FASTBALL All The Pain Money Can Buy (Hollywood)	+4
7 20			FREDDY JONES BAND Lucid (Capricorn/Mercury)	211	-40	"Mystic" (178)	"Wonder" (25)	SEMISONIC Feeling Strangely Fine (<i>MCA</i>)	+35
30 30			JONNY LANG Lie To Me (A&M)	180	-22	"Missing" (151)	"Ground" (19)	BARENAKED LADIES Rock Spectacle (Reprise)	+33
- 28	27	30	SOUNDTRACK Great Expectations (Atlantic)	179	-56	"Wishful" (122)	"Sunshower" (57)		

REPORTERS

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Stations and their adds by track listed alphabetically by market			KK 'N/Dallas, TX PD: Joul Folger 15 MARC COHN "Aiready"	WMMM/Madison, WI PD: Pat Gallagher MD: Tom Teuber	KPIG/Monterey, CA PD/MD: Laura Hopper 5 SISTA MONICA "Talkin"	KINK/Portland, OR PD: Dennis Constantine APD/MD: Anita Garlock	KXST/San Diego, CA PD/MD: Dona Shaleb MARC COHN "Already"	KMTT/Seattle, WA DM: Chris Mays APD: Jason Parker
WXLE/Albany, NY PD: Neil Hunter STEVE POLTZ "Silver" SISTER 7 "Know"	KFXJ/Boise, ID PD: Kevin Welch MD: Carl Scheider MARC COHN "Aready" ELAINE SUMMERS "Real" JONATHA BROOKE "Told" BOX SET "Back"	WMVY/Cape Cod, MA PDMD: Barbara Dacey 1 MARC COHN "Aireagy" 1 ROBBIE ROBERTSON "Unbound" 1 NAKEO "Faining" 1 JEN TRYNIN "Writing" 3 STEVE EARLE "Somewhere"	KBCO/Denver, CO Po: Dave Benson MD: Scatt Arbough 11 MARC CON "Already"	8 MARC COHN "Already" 4 ANI DIFRANCO "Castle" OELBERT MCCLINTON "Too" WHISKEYTOWN "News"	2 A.J. CROCE "Through" STEVE POLIZ "Silvar" JERRY JEFF WALKER "Gringo" LOUDON WAINWIGHT 3 "Breakter" LYLE LOVETT "Solidier" TOM HALL "Mercy" MARC COHN "Aiready"	1 STEVE POLTZ "Weant" MARC COHN "Already" JAMES IHA "Strong" KTHX/Rend, NV	BIG HEAD TODD "Crazy" KFOG/San Francisco, CA PD: Paul Marszalak APD/MD: BIII Evans 3 DAVE MATTHEWS BAND "Ants"	MD: Dean Carison No Adds KAEP/Spokane, WA
WIQB/Ann Arbor, MI PD: John Vance MD: Jerry Mason STEVF POLIZ "Silver" FASTBALL "Way"	WBOS/Boston, MA PD: Jim Herron MD: Cliff Nash 7 MARC COHN "Already"	WD00/Chattanooga, TN DM: Oanny Howard PD: Chris Adams 15 SMASH MOUTH "Friends" 5 SPACEHOG "Mungo"	KXPK/Denver, CO PD: Gary Schoenwelter MD: Eric Schmidt 1 KENNY WAYNE SHEPHERD "Blue" BRAD "Brings"	KTCZ/Minneapolis, MN PD: Lauren MacLeash 11 MARC COHN "Aiready"	WRLT/Nashville, TN PD: Jane Crossman APD/MD: Keith Coes 4 STEVE POLTZ "Silver"	PD: Bruce Van Dyke MD: David Chaney 7 VERVE "Symphony" 7 MAID CHN "Arready" 7 ANI DIFRANCO "Castle" 7 REBEKAH "Sin" 7 LOUDON WAINWRIGHT 3 "Being" 5 ROYAL FINGER BOWL "Money"	KOTR/San Luis Obispo, CA PD: Drew Ross MG: Dean Kattari 6 ADECTONE "Kiss" 4 JOLEN- "Ponsatola" 4 STEVE POLTZ "Silver" 4 LOLIE ORTEGA "Today"	PD: Scott Souhrada MD: Haley Jones No Aods WRNX/Springfield, MA OM: Tom Davis PD: David Withmus MD: Brues Stebbins
KGSR/Austin, TX PD: Jody Denberg MD: Saran Castle PEARL JAM "Wishfist" COTTON MATHER "Before" MARC COHM "Already" JULES SHEAR "Restarunt" ROBERT EARL KEEN "Undone"	WXRV/Boston, MA PD: Joanne Doody MD Mike Multaney 3 MARCONH "Already" 1 STEVE POLTZ "Silver"	5 COLA "Bikeracks" 5 FINLEY QUAYE "Sunday" WXRT/Chicago, IL VP/Programming: Norm Winer MD: Patty Martin 6 JDE SATRIANI "Ceremony" 5 BETH Orion "Daughter"	CIDR/Detroit. MI PD: Wendy Durt MO: Ann Della MARC COHN "Already"	KZNZ/Minneapolis, MN PD: John Lassman MD: Mike Haneen 29 SEMISONIC "Closing" 15 SPACEHOG "Mungo" 12 JERRY CANTRELL "Cut" STEVE POLTZ "Silver"	WKOC/Norfolk, VA PD: Perry Stone MD: Holly Williams FASTBALL "Way"	WMAX/Rochester, NY MD: David Jostin 8 EBBA FORSBERG "Lost"	KRSH/Santa Rosa, CA PD: Zoe Zuest MD: Bill Bowker 4 SISTER HAZEL "Happy" 2 FILETWODD MAC "Silver" 2 JEB LQY NICHOLS "Rain" 2 RARAI MCLAPLAN "Surrender" 2 SUNDAYS "Summertime" MARC COH "Arteady" TODD THIBAUD "Wasn'1"	IO MARC COHN "Aiready" JEN TRYNN "Writing" WHISKEYTOWN "News" REBEKAH "Sim" STEVE POLIZ "Silver" WHPT/Tampa, FL PD: Chuck Back MARC COHN "Aiready"
NUGENI EARL REEN "Undone" JAI UITAL "Guru" WRNR/Baltimore, MD P0: Phil Harrell WD: Damiar Einstein 5 STEVE POLTZ "Silver"	WNCS/Burlington, VT PD: Greg Hooker MD: Jody Peterson 4 LOREENA MCKENNITT "Skellig" 2 LOREENA MCKENNITT "Skellig" 1 JULES SHEAR "Last" 1 MARC COHN "Skready" ROBBIE ROBERTSON "Unbound" STEVE EARLE "Somewhiler"	4 SUNDAYS "Cry" 4 SUNDAYS "Cry" 4 STEVE EARLE "Somewhere" 1 WHISKEYTOWN "News" KBXR/Columbia, MO OM: Michael Perry PD/MD: Dave "Keeler" Fulgham MARC COHN "Already"	WTTS/Indianapolis, IN PD: Rleh Anton MO: Marie McCallister MATCHEOX 20 "Real" MARC COHN "Already" WHISKEVTOWN "News"	WZEW/Mobile, AL DM: Tim Rose MD: Alex Chestey 16 MARC COHN "Aiready" PETE BELASCO "Ail" DAVID POE "Blue" STEVE POLTZ "Silve" STEVE POLTZ "Silve" FINLEY QUAYE "Sunday" JEN TRYNIN "Writing"	WXPN/Philadelphia, PA OM/DD: Bruce Ranes MD: Bruce Warren 8 VERVE "Symphony" MARC COHN "Already" CHRIS STILLS "Razor" PAULA COLE "Me" REBEKAH "Sin" STEVE POLTZ "Siver" LINCOLN "Stop" JOLENE "Pensacola" BB. KING/B. RAIT "Baby" CHERI KNIGHT "Rose" BRAN VAN 3000 "Drinking"	WVRV/St. Louis, MO DM: Allan Fee PD/MD: Mike Richter 2 CHANTAL KREVIAZUK "Surrounded" I MARCY PLAYGROUND "Sex" KENZ/Salt Lake City, UT PD: Bruce Jones APD/MD: Dom Casual 16 LOUIE SAYS "Cold" 16 ATHENAELUM "Know"	JAMES IHA "Strong" 38 Total Reporter 38 Current Repor 38 Current Playli No Longer A Rep WJBX/Ft. Myers, Noto: KEXD/Bolo	ters sts orter: (1)



#1 MOST ADDED! KTCZ **KKZN** CIDR **WBOS** WXRV KXST KINK WTTS ALBUM WZEW KRSH WRNX WMMM STREET DATE KBXR KFXJ MARCH 17TH

113

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
MARC COHN Running The Daze (Atlantic)	22
STEVE POLTZ One Left Shoe (Mercury)	11
FASTBALL All The Pain Money Can Buy (Hollywood)	3
REBEKAH Remember To Breathe (Elektra/EEG)	3
SPACEHOG The Chinese Album (HiFi/Sire/WB)	3
ANI DIFRANCO Little Plastic Castle (Righteous Babe)	2
FINLEY QUAYE Maverick A Strike (550 Music)	2 2
JAMES IHA Let It Come Down (Virgin)	2
JOLENE In The Gloaming (Sire)	2
ROBBIE ROBERTSON Contact From (Capitol)	2
JULES SHEAR Between Us (High Street/Windham Hill)	2
JEN TRYNIN Gun Shy Trigger Happy (Squint/WB)	2
WHISKEYTOWN Stranger's Almanac (Outpost/Geffen)	2
MOST INCREASED	
	OTAL
	REASE
ERIC CLAPTON Pilgrim (Duck/Reprise)	+191
MARC COHN Running The Daze (Atlantic)	+90
VERVE Urban Hymns (Hut/Virgin)	+79
AGENTS OF GOOD ROOTS One By One (RCA)	+70
ROBBIE ROBERTSON Contact From (Capitol) ANI DIFRANCO Little Plastic Castle (Righteous Babe)	+58 +47

TOUR

49

ADULT ALTERNATIVE TRACKS

BREAKERS®

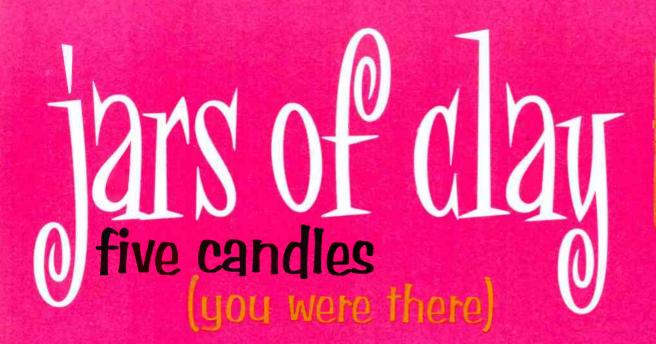
NATALIE IMPOLICITA

					PLAYS		TOTAL	NATALIE IMBRUGLIA	
W 2W LW	TW	ARTIST TITLE LABEL(S)	TW	LW	2W	3W	STATIONS/ADDS	Torn (RCA)	
2 2 2	0	VERVE Bitter Sweet Symphony (Hut/Virgin)	800	715	689	687	34/2		CHAR
1 1 1	2	LOREENA MCKENNITT The Mummers' Dance (Quinlan Road/WB	i) 713	716	726	700	33/0	289/43 17/0	17
3 3	3	MATCHBOX 20 3am (Lava/Atlantic)	542	581	644	685	24/0		
5 4	4	ALANA DAVIS 32 Flavors (Elektra/EEG)	539	538	525	497	31/0	KENNY WAYNE SHEPHERD	
14	6	ERIC CLAPTON My Father's Eyes (Duck/Reprise)	519	328	_		30/0	Blue On Black (Revolution)	
0 7 7	6	BEN FOLDS FIVE Brick (550 Music)	465	500	505	430	23/0		CHAR 18
1 11 11	0	MARCY PLAYGROUND Sex And Candy (Capitol)	457	436	417	419	23/1	200/34 24/1	
8 6	8	GREEN DAY Time Of Your Life (Good) (Reprise)	457	501	490	520	21/0		
8 12 12	9	AGENTS OF GOOD ROOTS Smiling Up The Frown (RCA)	454	383	353	250	34/0		
10 8	10	THIRD EYE BLIND How's It Going To Be (Elektra/EEG)	429	474	445	481	24/0		
4 5	11	SARAH MCLACHLAN Sweet Surrender (Arista)	418	512	537	599	22/1		
9 10	12	SISTER HAZEL Happy (Universal)	392	443	483	508	21/1	MOST ADDED®	
6 9	13	LISA LOEB Do (Geffen)	376	460	513	543	22/0	ARTIST TITLE LABEL(S)	ADD
3 13 13	14	MARK KNOPFLER Wag The Dog (Mercury)	323	352	340	298	25/0	MARC COHN Already Home (Atlantic)	2
5 14 15	6	HUFFAMOOSE James (Interscope)	306	302	287	271	25/0	STEVE POLTZ Silverlining (Mercury)	1
7 17 16	Ū	BARENAKED LADIES Brian Wilson (Reprise)	294	281	263	257	22/0	STEVE EARLE Somewhere Out There (E Squared/WB)	
REAKER	Ø	NATALIE IMBRUGLIA Torn (RCA)	289	246	197	68	17/0	WHISKEYTOWN Yesterday's News (Outpost/Geffen)	
REAKER	B	KENNY WAYNE SHEPHERD Blue On Black (Revolution)	280	246	219	182	24/1	FASTBALL The Way (Hollywood) REBEKAH Sin So Well (Elektra/EEG)	
4 15 18	19	ROLLING STONES Saint Of Me (Virgin)	256	272	272	291	20/0	SPACEHOG Mungo City (HiFi/Sire/WB)	
24	20	B.B. KING w/BONNIE RAITT Baby I Love You (MCA)	239	192	123	71	24/1	JEN TRYNIN Writing Notes (Warner Bros.)	
2 16 17	21	ABRA MOORE Don't Feel Like Cryin' (Arista Austin/Arista)	239	276	271	327	20/0	ANI DIFRANCO Little Plastic Castle (Righteous Babe)	
4 23 23	2	BILLIE MYERS Kiss The Rain <i>(Universal)</i>	237	225	218	216	14/0	FINLEY QUAYE Sunday Shining (550 Music)	
2 18 22	23	BLUES TRAVELER Canadian Rose (A&M)	217	225	248	233	20/0	JAMES IHA Be Strong Now (Virgin)	
1 20 21	24	PEARL JAM Given To Fly <i>(Epic)</i>	212	231	230	237	14/0	JOLENE Pensacola (Sire) ROBBIE ROBERTSON Unbound (Capitol)	
	25	PAULA COLE Me (Imago/WB)	194	152	103	59	15/1	VERVE Bitter Sweet Symphony (<i>Hut/Virgin</i>)	
26	20	FLEETWOOD MAC Landslide (Reprise)	188	179	150	96	21/0		
26 28 25	27	WILLIAM TOPLEY Stabroek Woman (Mercury)	185	187	167	193	14/0		
- 29 28	23	FREDDY JONES BAND Mystic Buzz (Capricorn/Mercury)	178	176	159	126	15/0		
	29	FASTBALL The Way (Hollywood)	172	131	92	56	20/3	MOST INCREASED	
DEBUT	30	EDWIN MCCAIN I'll Be (Lava/Atlantic)	172	155	131	130	10/0	DIAVS	OTAL
Т	his cha	art reflects airplay from February 9-15. Songs ranked by total p				ite Breake	ər.	ARTIST TITLE LABEL(S) INCR	PLAY
		38 Adult Alternative reporters. 38 current playlists	. © 1998,	, R&R Inc.				ERIC CLAPTON My Father's Eyes (Duck/Reprise) MARC COHN Already Home (Atlantic) VERVE Bitter Sweet Symphony (Hut/Virgin)	+19 +9 +8
H Local La			Lalf A+ The	Deer (1)	ab Street	Nindham		AGENTS OF GOOD ROOTS Smiling Up The Frown (RCA)) +7
		DN Unbound (Capitol) PATTY LARKIN W Stations: 19. Adds: 2 Total Plays: 104, Tota			yıı əltet/l	viiiuiidiil	(((() () () () () () () () (ROBBIE ROBERTSON Unbound <i>(Capitol)</i> B.B. KING w/BONNIE RAITT Baby I Love You <i>(MCA)</i>	+5 +4
		Stations: 15, Adds. 2						NATALIE IMBRUGLIA Torn (RCA)	+4
		zorblades (Atlantic) JAMES IHA Be Stations: 18, Adds: 1 Total Plays: 99, Total						PAULA COLE Me (Imago/WB)	+4
		Ne Fall (Vanguard)			Righteous	Rahe)		ANI DIFRANCO Little Plastic Castle (Righteous Babe)) +4
	Stations: 15, Adds: 0 ANI DIFRANCO L Total Plays: 96, Total			nigilleous	Dant)		FASTBALL The Way (Hollywood)	+4	
		a Funce (capitor)			Outpost/C	offen)			-
			N Yesterday's News <i>(Outpost/Geffen)</i> otal Stations: 13, Adds: 4					Breakers: Songs registering 250 plays or more for the first time Bullets awarded to songs gaining plays over the previous week. I	
		Stations: 15, Adds: 1						two songs are tied in number of plays, the song being played or more stations is placed first. Most increased Plays lists the songs	on
SUNDAYS C	ry (DC	GC/Geffen)	Songs ranked by total plays					with the greatest week to-week increases in total plays. Weighted chart appears on R&R ONLINE.	
INTAL PLAVS: 11	o, Iotal	Stations: 13, Adds: 1							



WKYS КОМС WXTU WBT WOLZ KEES WEDR Radio Alegria WNVZ WKIX WKXP KSMB Scot-FM WNEL WPRM Radio Venus WOOK WENN KOKU WKYS KOMC WXTU WBT WOLZ KEES WEDR Radio Alegria WNVZ WKIX WKXP KSMB Scot-FM WNEL WPRM Radio Venus WOOK WENN KOKU When you're ready to take it to the streets, the **Thunder Truck**™ is a great, customized remote vehicle. Built-in remote studio, custom graphics, LED message boards create an impact when your station vehicle pulls up to a remote! Call for more information – this vehicle can be completely customized for your needs. P.O. BOX 2500 ELKHART, IN 46515 • USA (219) 293-4700 1.800-433-8460

FEBRUARY 20, 1998





The new single from their GOLD album Much Afraid
National Tour beginning in March

" 'Five Candles'... is perfect for the Modern Adult format. I love it! This song is a hit. Period,"

- Mike O'Brian, PD, KRUZ, Santa Barbara

For this sharp young band. he ong is perfect for duit Alternative."

lim Herron, PD, WBOS, Boston

" 'Five Candles'... definitely has that Star 100.7 sound. A great hook that really grows on you with each listen."

- Greg Simms, MD, Star 100.7, San Diego

"This record is a Modern Adult hit for Richmond. Fits like a glove for WPTE."

- Mark Bradley, PD, WPTE, Richmond

IMPACTING ADULT ALTERNATIVE & POP ALTERNATIVE: Feb. 23rd & 24th



Management Rendy Lovelady www.bugjuice.com/jarsofcla

ADULT ALTERNATIVE PLAYLISTS

110 - K&R February 20, 1998	FIND COMPLETE PLA	YLISTS FOR ALL ADULT ALTERNATIVE REPOR	ITERS ON R&R ONLINE	
ADIO CHICAGO	KFOG 104.5 97.7 MARKET #4 KFOC/San Francisco (115) 543-1045 Marszalek/Evans	MARKET #5 WXPN/Philadelphia (215) 999-6677 Ranes/Warren	MARKET #6 KKZN/Dallas (214) 526-2400 Folger	THE RRYER Market #7 93.9 FM CIDR/Detroit (31) 961-6397 Dut/Delisi PLAYS ABTIST/ITLE
PLAYS ARTIST/TITLE 3W ZW TW 12 15 11 4 MATCHBOX 20/Jam. - - 15 14 MATCHBOX 20/Jam. - - 15 16 14 SARAH. MCLACHLANUSWeet Surrender 10 12 9 14 LOREENA MCLACHLANUSWeet Surrender 10 12 9 14 LOREENA MCLENHLANUSWeet Surrender 10 12 9 14 LOREENA MCKENNITT/The Mummers' Dance 14 14 16 13 VERVERIter Sweet. 6 10 10 17 WORLD PARTYCBIM Me Up 10 - 11 MARCY PLAYGROUND/Sex And Candy - - 10 JELOY NICHOLS/AS Tan Rain - 11 15 JELOY NICHOLS/AS Tan Rain - <td>PLAYS ARTIST/TITLE 3W 2W WW TW - 18 22 ERIC CLAPTON/My Father's Eyes 19 71 19 20 MATCHEOX 20/3am 11 17 20 AGENTSO FG GOUD ROOTS/Smiling Up 22 20 11 11 17 20 22 20 11 20 AGENTS OF GOUD ROOTS/Smiling Up 22 20 11 21 MARK KNOPFLER/Wag The Dog 11 12 11 11 11 11 12 11 11 11 11 11 12 10 11 11 11 11 11 11 11 11 11 11 11 11 12 11 11 12 11 11 12 13 SRAH MCLAPHL/NS/Swet Surrender 11 12 18 NUKES TRAYELER/Canadian flose 3 16 16 16 16 16 16 16 16 16 16 16</td> <td>PLAYS ARTIST/TILE 3W 2W W W W - 2 20 RDBBIE HOBERTSOM/Uhlobund - - 16 ERIC CLAPTOMW, Pather's Eyes - - 16 ERIC CLAPTOMW, Pather's Eyes - - 17 8 MAIK KNOPELENWay The Dog 25 8 4 8 LOREENA MCKF/NNITT/The Mummers' Dance - - - 8 MAIK KNOPELENWay The Dog 17 7 PEARL JAMIN Hiding 0 18 6 7 7 VUCIDRIA WILLIAMS/Train Song 6 6 7 6 7 UULCAN SHERW/Wshull Tenning - - 2 8 7 FARL JAWIN Hiding 3 6 7 7 SIBL/The Way - 3 6 7 7 BLUES TRAVELER/Canadian Rose - 5 5 5 7 DEANN AIKIKI Wan - 6 7 8 DUDY NCHOLS/AS The Rain - 6 7 6 7 CDITON MAIHER/Wsylanding - 7 6 7 5 SUNDAYS/C/V - 7 7 6 6 AGENTS OF GOOD RODIS/Smining Up - 19 6 7 6 HUFAMOOSE/James - - 5 5 6 JE LOY NICHOLS/Soagar Creek - 5 6 GREGA ALLMAN/Winghori Post 6 7 6 JE LOY NICHOLS/Soagar Creek - 6 7 6 VISKALMAN APL/LIANGBAR & White - -</td> <td>PLAYS ARTIST/TITLE 3W 2W EW TW 7 8 18 30 MARCY PLAYGROUND/Sex And Candy 29 31 27 27 LISA LOEB/LD0 29 31 27 27 LISA LOEB/LD0 29 31 27 27 LISA LOEB/LD0 29 27 28 26 SARAH KOLPLE/Wap The Dog 29 27 28 26 SARAH KOLPLE/Wap The Dog 28 24 27 25 SISTER HAZEL/HappY 28 24 27 SISTER HAZEL/HappY Manmers' Dance 16 12 13 17 LOREENA WCKENNIT/TITLe Mummers' Dance 15 11 15 SHAW COLVINS/umy Came Home - - - 16 TOD MUCH TV/Forgel About Intat - - - - 11 12 15 MARDE/SO GODO POSYSmiling Up - 26 11 4 BEN FOLDS FIVE/Brock Morge - - <t< td=""><td>PLAYS ARTIST/TITLE 3W 2W UW TW 31 34 1.DIVEENA MCKENNIT/The Mummers' Dance 30 31 34 LDIVEENA MCKENNIT/The Mummers' Dance 30 32 31 34 LDIVEENA MCKENNIT/The Mummers' Dance 30 31 34 LDIVEENA MCKENNIT/The Mummers' Dance 30 31 31 VERVEBITE Sweet 20 20 30 31 HUFAM00SEUames 31 22 23 22 LISA LDEBI Do 14 24 24 24 Do RODTS/Smiling Up 32 31 25 SARAH MCLADLLAN/Sweet Surrender 31 22 23 ROLLING STONES/Saint Of Me 22 23 22 SISTER HAZL/Happy 24 22 23 ROLLING STONES/Saint Of Me 31 12 22 23 ROLLING TONES/Saint Of Me 31 12 22 24 22 CHANTAI KREVIA/Saintrown 31 12 13 14</td></t<></td>	PLAYS ARTIST/TITLE 3W 2W WW TW - 18 22 ERIC CLAPTON/My Father's Eyes 19 71 19 20 MATCHEOX 20/3am 11 17 20 AGENTSO FG GOUD ROOTS/Smiling Up 22 20 11 11 17 20 22 20 11 20 AGENTS OF GOUD ROOTS/Smiling Up 22 20 11 21 MARK KNOPFLER/Wag The Dog 11 12 11 11 11 11 12 11 11 11 11 11 12 10 11 11 11 11 11 11 11 11 11 11 11 11 12 11 11 12 11 11 12 13 SRAH MCLAPHL/NS/Swet Surrender 11 12 18 NUKES TRAYELER/Canadian flose 3 16 16 16 16 16 16 16 16 16 16 16	PLAYS ARTIST/TILE 3W 2W W W W - 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OPPORTUNITIES

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Looking for fresh new liner voices. Send your non-returnable demo cassette to: Advantage Productions, 6719 Winkler Rd., Ste. 220 Fort Myers, FL 33919 No Calls Please.



Hampton Radio Corporation seeks parttime AT for Adult Alternative. T&R: WBEA/WHEM, Steve Ardolina, Box 7162, Amagansett, NY 11930 EOE (2/20)

Fulltime evenings at market dominant AC. 7-mid. love songs show.T&R:WLZW, Randy Jay, 8280 Clark Mills Rd., Whitesboro, NY 13492 EOE (2/20)

NW PA Rock station seeks morning AT. T&R: WMKX, Majic 96, Station Manager, 51 Pickering St., Brookville, PA 15825 EOE (2/20)

Sales manager opportunity in New England resort area. Seeking qualified SM/GSM to build and head sales team dedicated to selling topranked station in market. Applicants should have minimum 3 years experience in radio sales, be comfortable with technology, and ability to manage others effectively. Radio & Records, 10100 Santa Monica Blvd., **#451**, 5th Floor, Los Angeles, CA 90067. EOE

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Contests, added value promotions, database marketing, direct mail... If your creative talents need an outlet, and you're ready to move into a more responsible position, we should talk. Coordinate promotions for two FM's and an AM with state-of-the-art digital studios (some voice tracking). Send resume, aircheck cassette and samples of your promotional work to: Human Resources, WFLS Radio, 616 Amelia Street, Fredericksburg, VA 22401. WFLS is a 50,00 watt country music station with a first-class facility in the Washington, DC, ADI. EE0

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SPORTS? MUSIC?

Talk sports? Air shift/Sports Director for sports station. Desirable resort market. Also needed: Air talents for co-owned music formats. Radio & Records, 10100 Santa Monica Blvd., **#450,** 5th Floor, Los Angeles, CA 90067. EOE

BROADCAST ENGINEERS

Atlantic Star Communications, Inc., a division of Capstar Broadcasting Partners, seeks qualified broadcast engineers for present and future openings at its rapidly expanding markets. Ideal candidate will have a minimum of 5+ years of broadcast experience and be well versed in maintenance, repair and installation of all high frequency equipment, studio construction and digital automation. Send resume and references to: Bibi

Karim, c/o of Atlantic Star Communications, Inc., 500 Fifth Ave., Suite 3000, New York, NY 10110 or fax 212-302-6457

Atlantic Star Communications, Inc. is an Equal Opportunity Employer.

GENERAL MANAGER

Atlantic Star Communications, Inc., a division of Capstar Broadcasting Partners, seeks a General Manager for its newly-acquired stations in beautiful Portsmouth, NH.

Ideal candidate will be dynamic, salesdriven with a strong sales background and not be afraid to carry a strong house list. You will lead the way to maximizing all inventory and be the creator of dynamic, revenue-producing sales promotions, possess strong people and motivational skills. If you meet the above qualifications, please send resume and references to: Bibi Karim, c/o Atlantic Star Communications, Inc., 500 Fifth Ave., Suite 3000, New York, NY 10110 or fax 212-302-6457.

Atlantic Star Communications, Inc., is an Equal Opportunity Employer.

PD/Air Talent

Wanted, PD/Air Talent for Country Gold start-up. Top-75 market. Rush T&R's and salary requirements to: Joel Raab Associates, 760 North Woodbourne Road, Suite D, Langhorne, PA 19047 EOE

RADIO SALES MANAGEMENT

New Jersey Broadcasting Inc. is presently interviewing for a sales management position for WDHA and WMTR in Morristown, New Jersey. Qualified applicants must have a minimum of five years of success in radio sales and the ability to motivate a team of account executives to preform to the maximum level. This position is ideal for a successful account executive who is seeking his or her first management position.

Please submit resume to: Director of Sales, WMTR/ WDHA, 55 Horsehill Road, Cedar Knolls, NJ 07927 or Fax to 973-538-3060 EOE

News

We are a Major Market news leader currently looking for the country's best News Anchor/Host

ANCHOR/HOST

At least seven years major market experience is necessary for this news intensive format. For immediate, confidential consideration, please send your tape to:

Box MT-274RR, 360 Lexington Avenue, 12th Floor, New York, NY 10017.

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Z100 New York seeks our next late night star! Previous or current major market experience preferred. Send package in complete confidence to: Tom Poleman, Program Director, Z100, 333 Meadowlands Pkwy., Secaucus NJ, 07094 No Calls Please Chancellor Media Corp. EQE

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When was the last time you read an ad where someone truly wanted to pay you what you are worth? Rare morning opportunity for experienced individual or ESTABLISHED team with PROVEN track record from large, medium or small markets willing to start early and spend the day in a completely digital environment. No comedians or bit abusers need apply. Light news, strong production, and personal appearances a must in this heritage CHR situation in a very competitive and sizeable market. We have the money... we will hire the best! Forward your tape, resume(s), your morning drive history of success, and photo(s) to: Radio & Records, 10100 Santa Monica Blvd., #454, 5th Floor, Los Angeles, CA 90067. EOE

OPPORTUNITY KNOCKS in the pages of R&R every Friday CALL: 310-553-4330

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TALK PROGRAM DIRECTOR Must have background in EXCIT-ING, FUN radio. Great opportunity in major market. Must "get" entertainment value of Scott Ferrall or Don Imus. Talk & Roll sports. Send resume. Radio & Records, 10100 Santa Monica Blvd.,#453, 5th Floor. Los Angeles, CA 90067. EOE

SOUTH

Morning show sought for 100,000 watt hot Country station! Salary18-20K!T&R:WQZY, Jeff Kidd, Box 130, Dublin, GA 31040 EOE (2/20)

WOLZ seeks morning personality. Five years' on-air/produc-tion experience. T&R: WOLZ, 7290 College Parkway, #200, Fort Myers, FL 33907 EOE (2/20)

Morning Pro sought for new Hot AC station . T&R: WBBN/ WXRR/WIZK, Larry Blakeney, Box, 6408, Laurel, MS 39441 EOE (2/20)

Street reporter, and combo job, FM news anchor/newstalk re-porter. T&R: WDBO, ND., 4192 John Young Parkway, Orlando, FL 32804 EOE (2/20)

MORNING DRIVE TALENT

Top-rated KZ103 is looking for a host that's creative, energetic, entertaining; topical and loves public appearances. Music intensive station, no shock jocks. Great pay and even better benefits. Send T&R and Photo to: Rick Stevens, 3200 West Main Street, Tu-pelo, MS 38801. EOE/MF

99.9 Kiss Country, Asheville, NC is looking for a Morning Show Host to work with established morning partner... Tell us what you think makes a great morning show ... If you understand good content and have a great delivery, send tape and re-sume to Glenn Trent, P.O. Box 6447, Asheville, NC 28816. No Calls Please. As an equal opportunity emplover, WKSF encourages applications from women & minorities.

PROGRAM DIRECTOR

WJCC-CAT Country 102 in Montgomery, AL is seeking a high-energy, strategic onair PD. Selector knowledge, successful ratings background, coaching skills and above all, a positive winning attitude necessary. T&R, recent photo, programming thoughts to: Bill Jones, GM, WJCC-FM, 3435 Norman Bridge Road, Montgomery, AL 36105.

Phone calls welcomed! Call me at: 334-264-2288. McDonald Media Group is an Equal Opportunity Employer.

Needed yesterday!!! Top notch Country afternoon and midday air talent, great place to live and good money for the right person. Also APD and MD opportunity. Good phones, creative airwork and great pipes needed. Fed-Ex package to: Dave Jackson, 1780 Holly Street, Fayetteville, AR 72703. Regular mail to: Dave Jackson, P.O. Box 878 Fayetteville, AR 72702. EOE

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- Air Shift Included
- Must be able to develop talent
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- Good Pay & Great Benefits Excellent Staff
- **Top Notch Consultant**
- Must work & play well with others
- Superb Quality of Life

T&R to: Steve Murphy, Operations Man-ager, Box 3300, Winchester, VA 22604 EEO

MORNING SHOW PRODUCER

Gavlord Entertainment in Nashville Tennessee, is seeking a Morning Show Pro-ducer for "WWTN RADIO". Qualified candidates must have 2-3 years of strong work related experience in radio and TV production. Must be PC literate, have experience as board operator and have strong research skills as well as excellent communication skills. Responsibilities will include topic suggestions and research, creating and delivering various elements into the show as well as running broad-cast control board.

Qualified candidates looking for a highly challenging position with a growth ori-ented company should send resume and salary history to: Corporate Recruiting Manager, Corporate Human Resources, Gaylord Entertainment Company, One Gaylord Drive, Nashville, TN 37214

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DIRECTOR OF PROGRAM-MING/WWTN-FM

Gaylord Entertainment Company's SuperTalk 99.7 WTN-FM is a dynamic, creative and continually growing segment of GEC's Broadcast Division. It provides cutting-edge news and talk shows with the inside track on current events, sports, finance, news and any topic of significance to the people of Nashville.

For this high-level position, candidates must have a Bachelor's Degree in Communications or related field or equivalent. plus 3 to 7 years of experience in radio operation in a major market, with at least one years' experience as Program Director. The holder of this position is responsible for enhancing the image and increasing the market rating of WWTN by directing the activities of WWTN's programming staff to ensure innovative, creative programming that is consistent with company and industry standards. This position is also accountable for audience, ratings and success of WWTN.

Gaylord Entertainment is a creative, diversified Entertainment and Communications company that offers excellent benefits. Qualified and experienced candidates for this "Exempt" position should submit their resume and salary history to: J Batts, Manager, Corporate Recruiting, Gaylord Entertainment Company, One Gaylord Drive, Nashville, TN 37214-1027 Equal Opportunity Employer.

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OPENINGS

NOT JUST A JOB, AN **ADVENTURE**

ooking for an experienced producer to help develop the morning show for a con-temporary station in one of Europe's largest and most exciting cities. No foreign language skills necessary, and you don't need a gun. If you like travel, ad-venture, challenge, and great radio - and if you are ambitious, hard-working, cre-ative, and enjoy teaching — you could be right for this unique opportunity. Tape and or resume to: Sasha Noble, Alan Burns & Associates, 11705 Sumacs Street, Oakton, VA 22124. EOE

NEWS & MORNING CO-HOST

COX Radio Orlando (WMMO) has a rare opening for a tight-writing newsperson to co-host a music-based morning show. Can you uncover information that's of real interest to Boomers? Do you communicate with intelligence and style? Would you like to settle down with a great radio com-pany in a beautiful city? Send writing samples, aircheck, and resume to: Fleetwood Gruver, Operations Manager, 200 S. Orange Avenue, Orlando, FL 32801. COX Radio is an equal opportunity employer.

MIDWEST

WGRD-Afternoon superstar, three promotions and production. T&R:WGI Grand Rapids, MI 49503 EOE (2/20) T&R:WGRD, Afternoons, 38 Fulton,

100,000 watt Country station seeks afternoon AT. Production/ remotes. T&R: KFXI, Stephen Michaels, Box 433, Lawton, OK 73501. (580) 658-9292 EOE (2/20)

WWWW (W4 Country) Detroit seeking polished talent for swing shift, phones, attitude, fun. T&R: Cadillac Jack, 2930 E. Jefferson, Detroit, MI 48207 EOE (2/20)

WIRX seeks future fulltimers and current parttimers.T&R:WIRX, Rob Olson, PD, 580 E. Napier Ave., Benton Harbor, MI 49085 EOE (2/20)

JRK Broadcasting, Grand Island, Nebraska seeks a local sales manager for 8 person sales team. Salary, benefits, and percentage of team efforts. Five years radio sales experience preferred. A great opportunity for the right individual. Send resume and references to: Shaun Schleif, General Manger, Box 4907, Grand Island, NE. 68802. EOE

Growing Midwest Company is now accepting tapes and resumes for future midday and afternoon drive positions on its legendary country facility. Music Director position available for the right person. If you're a team player, who won't settle for being anything less than number one, we want to hear from you. No beginners please. Only those who truly love Radio need apply. Radio & Records, 10100 Santa Monica Blvd., #447, 5th Floor, Los Angeles, CA 90067. EOE

OPENINGS

Cumulus Broadcasting has an opening for an entertaining, topical, relatable morning show for its number one-rated country station in Southern Illinois. If you're motivated and have a passionate dedication to winning, send your T&R and salary requirements to: WDDD, Program Director, P.O. Box 127 Marion, IL 62959. WDDD is an

Midwest medium-market News-Talk powerhouse seeks a true professional for talk show co-host/ news reporter duties. If you're as good as we are, and want to work for a great company with an incredible benefit package, we want to hear from you. T&R to: Radio & Records, 10100 Santa Monica Blvd., #455, 5th Floor, Los Angeles, CA 90067. EOE

MORE PACKER TICKETS!

Saga Communications' Award Winning Active Rock station, Lazer 103/Milwaukee, has two immediate openings:

Production Director: if you can crank out creative, entertaining promos and breakers that bring a Rock or Alternative Station to life, we've got a great opportunity, with the facilities, tools, staff and company to back you up. Writing, high-tech production skills, Saw-Plus experience required.

7-Midnight jock: We need a high-energy entertainer with production and phone skills and Rock and/or Alternative experience. An excellent opportunity to excel in a major market.

Cassette, prod. samples, resume, cover letter and # of tickets requested to: Keith Hastings WLZR, 5407 W. McKinley Ave., Milwaukee, WI 53208.

Saga Communications is a fast-growing, well-respected employer that is committed to diversity. EOE



The all new MIX 96 Waterloo/ Cedar Falls, IA is looking for an up and coming air talent to fill our afternoon drive opening. The position would also include promotions and digital production. Experience with the "SAW" system is helpful but not required. Come live in our great Midwestern college town and work with a motivated staff and management that will give you the tools to win. Please send T&R along with promotion and production samples to: Jamie Philips, MIX 96 Radio, Box 248, Cedar Falls, IA 50701. EOE

Equal Opportunity Employer.

OPPORTUNITIES

OPENINGS

PROMOTION DIRECTOR RADIO

Promotion/Marketing genius ... Wanted YESTERDAY! Naturally, you're creative & organized to a fault, but... do you know how to create news? Get the coverage? Think big? Need a separate truck to carry your Rolodex? If this is you and you love winter sports, send resume and writing samples of events & news you've recently generated to: Andy Bloom, WRQC-FM Rock 100.3, 60 South 6th Street, Suite 930, Minneapolis, MN 55402, NO CALLS PLEASE. Chancellor Media Corporation is an Equal Opportunity Employer.

WEST

Country leader seeks mornings...great place to live and work, T&R: KALF, Scott Michaels, 1459 Humboldt Rd., Ste. D, Chico, CA 95928 EOE (2/20)

Parttimers sought for high desert AC. Within driving distance only. T&R: KHWY, Lance Todd, Box 1668, Barstow, CA 92312 EOE (2/20)

Country station seeks midday talent. T&R: KLAD, Rob Siems, Box 339, Klamath Falls, OR 97601 EOE (2/20)

Night opening -The End in Seattle. Aternative music knowledge, phones imperative. T&R: KNND, 1100 Olive Way, Ste. 1550, Seattle, WA 98101 EOE (2/20)

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Only one company sends out airchecks AND makes presentations. Who do you want working for you? We place talent at all levels including an "Announcer of the Year". Out or moving up, call us.

NETWORK

(407) 977-2900

THE #1 SPORTS CITY IN AMERICA Looking for the BEST entertainer... Looking for someone who KNOWS &

LOOKING TOT Someone who wants to make

Looking for someone who wants to make A TON of money... PRIMETIME BABY!!! Interested?? Contact;

Tim Spence/PD, KKFN Radio, 1095 S. Monaco Pkwy., Denver, CO 80224. Equal Opportunity Employer

٦

Reporter/Anchor — entry level position in a close-knit, Sierra-Nevada foothills community. Must have solid basic skills in writing, production and reporting, and be able to follow directions. Tape, resume, references and writing samples to: Jim Cumberland, ND KVML/KZSQ, 342 So. Washington St., Sonora, CA 95370. No Calls. EOE



KQKS Denver is seeking jocks for middays, late nights, and overnights. Three fulltime DJ jobs on a slammin' Rhythmic CHR with great weather and world class skiing just an hour away! Come on fool, rush that tape and resume to: Rick Stacy, 1095 So. Monaco Pkwy, Denver, CO 80224. Jefferson-Pilot Communications is an EOE. No Calls Please!

OPENINGS

NAC

NAC start-up needs an expe-

rienced programmer. Solid

knowledge of the NAC for-

mat and strong people skills

are necessities. West Coast

opportunity with an excellent

company. Radio & Records,

10100 Santa Monica Blvd.,

#456, 5th Floor, Los Angeles,

CREATIVE MUSIC DIRECTOR AND ON-AIR MUSIC HOST

KCRW-FM, the leading National Public Radio station in Southern California, is

seeking a gifted music programmer to host

station's signature 3-hour daily music pro-

gram, Morning Becomes Eclectic. Format

includes eclectic music mix (pop, worldheat, alternative), interviews and regular

live performances with cutting-edge as well

as name artists and bands. Individual is

also required to develop new air talent and

provide artistic and promotional leader-

ship. Experience with on-air fund-raising

or commercial announcing required.

Great opportunity in the music and en-

tertainment capitol. Deadline: March 1,

Ruth Sevmour, General Manager KCRW 1900 Pico Blvd

Santa Monica, CA 90405

KCRW is an equal opportunity employer.

KYGC

Denver's most successful radio station has two openings. It is rare that

Morning Show: co-host/crazy per-

son, must have comedic imagination

Evenings: party atmosphere, enthu-

siasm, lots of personality, phones. You choose the one that is natural

for you. KYGO and Jefferson Pilot

Broadcasting is an Equal Opportunity Employer. T&R to: John St. John, 1095 S. Monaco Pkwy., Den-

K-101, The Bay Area's Top-AC station,

is looking for a person talented enough to handle "For Lovers Only"

with love songs and dedications. This

position is open to someone who can

relate to women, has a passion for

listeners' needs, and understands re-

lationships and love. Applicant must

have excellent people relating skills.

Great phone needed. Send your best

example of what you do to: Bob Hamilton, PD K-101, 340 Townsend

St., San Francisco, CA 94107. No

pericanrac

Phone Calls. EOE

we would even have one!

with producer abilities.

ver, CO 80224.

1998. Send letter and resume now to:

CA 90067. EOE

OPENINGS

Jacor of San Diego is searching for a Program Director to take the lead of San Diego's fastest growing soft adult contemporary radio station, the new K-JOY 102.9 (KJQY-FM)... If you have a minimum of 3 years experience in a medium, large and/or major market, have Selector skills and marketing experience, we wanted to talk to you vesterday ... Rush your resume to: Jacor, 5745 Kearny Villa Rd., Ste. M, San Diego, CA 92123, Attn: Human Resources - #PD0898. Jacor is an Equal Opportunity Employer, Females and Minorities encouraged to apply.

POSITIONS SOUGHT

I'LL BE THE BEST, SO YOU HAVE TO BE!

Looking for America's best company and PD. You MUST be honest, proven record as talent developer, family friendly. Currently in top-35 market seeking APD or drive at your contemporary top-100 station anywhere. Are you the best? Leave message. 773-545-1887.

Mornings/Afternoons! Fun and funny majort market top-rated talent now available due to network failure. Stellar references. ROGER: (972) 612-7246 EOE (2/20)

He shoots, she cooks. Together, they can rock your left ass cheek! Proven morning team. PETE & CARA: (304) 746-7715 or PandC97@aol.com EOE (2/20)

Sacramento area! Fifteen years' experience. Great pipes, attitude seeks Sacramento area gig. TOM SCOTT: (916) 488-1347 EOE (2/20)

Producer, programmer, copywriter, multi-format pro. Show prep, interviews. English/Spanish bilingual. Latin music expert. CRAIG: (714) 279-9412 or cahoffman@earthlink.net EOE (2/20)

Young and new broadcaster seeking to join a team. Willing to do anything asked. Seeking on-air. JON: (405) 360-1338 EOE (2/20)

Oldies/Soft AC PD/MD with 15 years' professional experience available now. Willing to relocate. Computer/Selector wizard. MIKE: (609) 390-4539 or MIKER983@AOL.COM EOE (2/20)

A witty and humorous "love doctor" who understands women will have the number one talk show in America. DOCTOR LOVE: (760) 757-5549 EOE (2/20)

Creative, hardworking AT. Team player ready for your team. Music, digital production, show prep. Relates well with adults. LISA: (507) 238-1553 EOE (2/20)

Stand up, wildly creative parodies, phoners, bits, daringly resourceful contacts, publicity. Please give me my first great shot! BRIT: (619) 272-0990, BritPayne@aol.com EOE (2/20)

Promotions Director: seeking fulltime promotions director position for CHR/ALT/ROCK. Three years' experience. Very creative. BRIAN: (812) 474-0334 EOE (2/20)

The Love Psychic...Ariele available as positive, light, morning drive guest or flirtatious evening talk. Amazing, accurate predictions. ARIELE: (301) 570-5677 EOE (2/20)

Seeking fulltime on-air where hard work and dedication are appreciated. Vast background. Call BILL: (937) 836-6337 EOE (2/20)

Production Director in Pittsburgh seeking move to aggressive, winning station. Experience includes morning drive PD and sports. Call RICH: (412) 596-7170 EOE (2/20)

Large market PM driver seeks FS/MOR. Host/music/news/interviews/production. Team player. RICHARD: (314) 394-5190 EOE (2/20)

Positions Sought

Major market sportscaster available. MIKE: (800) 785-0918-18 EOE (2/20)

Skills, management, weather, new to broadcasting, seeking a fresh voice...search no further. Good talent, will travel. ROB-ERT: (405) 732-4041 EOE (2/20)

Morning/afternoon drive personality. 30 years' on-air, last 16, mornings in Hartford. New England/Northeast preferred. JERRY KRISTAFER: (860) 721-7174 EOE (2/20)

SFT (seasoned female talent) seeks FM diat position in San Diego. Any shift, anytime. D.J: (760) 940-2297 EOE (2/20)

Writing a good ad doesn't mean jack. Hear the show. Call for demo. Compelling talk. Mantalk. BILL & BRENT: (954) 962-9282 EOE (2/20)

Seven years' in Rock/Alternative. Longterm player. Ready to start yesterday. Young and in love with radio. SCOTT: (770) 453-9610 EOE (2/20)

Fun! Compelling! Creative! Out of work! Two guys, eight years together with medium and large market experience. COREY: (804) 227-3239 EOE (2/20)

R&R Opportunities Advertising

1x 2x \$120/inch \$100/inch

Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$60 for 1x, \$50 for 2x). In addition, all ads appear on R&R's web site. (www. rronline.com)

Blind Box: add \$50

blind box, and soo The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling

Positions Sought: \$50/inch

Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch

Payable in Advance

Opportunities Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads are accepted by fax: (310-203-8727) or mail.. Visa, MC, AmEx or Discover card accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to:R&R Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067

R&R Opportunities Free Advertising

Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" X 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Only free positions sought ads are accepted by email—garrett@rronline.com Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd Fifth Floor, Los Angeles, CA 90067_

RADIO & RECORDS 10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25 Subscriptions are available for \$299.00 per year (plus applicable sales tax) in the United States or \$695.00 overnight delivery (U.S. funds only), \$320.00 in Canada and Mexico, and \$450.00 overseas (J.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., 5th Floor, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Rating Report & Directory issues and other special publications. Refunds are prorated based on the actual value of issue received prior to cancellation. Nonrefrundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Letters may be edited for space and clarity and may appear in the electronic versions of R&R. The writer assumes all liability regarding the content of the letter and its publication in R&R. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms Back Page, Breakers, Most Added, R&R, Compact Data, and Street Talk are registered trademarks of Radio & Records. POSTMAS-TER: Send address changes to T&R, 10100 Santa Monica Blvd., 5th Floor, Los Angeles, California 90067

MARKETPLACE



=AUDIO & VIDEO AIRCHECKS!= CURRENT #214, WYXR/Big Ron O'Brien, WBIG/Cathy Whitesides, WRCX/Mancow, KR00/Kevin & Bean, WMZZ/Jolo Micrales KYLD/SLJohn, WBC/WHarrson KTFM KZQZ \$7 50 CURRENT #213, KOKS/Geo McFy 2100/Lukas, WKTU/H0/Wood & Goumba, KYLL/Ron Chapman, WR0X/Jack Damond, WMVP/Steve Cochran, WJMN/Ramiro-Ralphie KRTH/Shotgun Chapman, WF0X/Jack Diamond, WMVP/Steve Cochran, WJMI/NRamiro-Ralphe KRTH/Shotgun form \$7:50 WARW/Greaseman, WJMI/VJohn Landecker, KKL0/Smiley, Kim & Matt, WXRK/Howard Stem WJ/FVDon & Mike \$7:50 FERDING THE LINE KING/KK Kradick, KGB/Dave, Shelly & Chainsaw, WXKS/Matt Seget, KISW/Sob Rivers \$7:50 FERDING THE LINE KING/KK Kradick, KGB/Dave, Shelly & Chainsaw, WXKS/Matt Seget, KISW/Sob Rivers \$7:50 FERDING THE LINE KING/KK Kradick, KGB/Dave, Shelly & Chainsaw, WXKS/Matt Seget, KISW/Sob Rivers \$7:50 FERDING THE LINE KING/KK Kradick, KGB/Dave, Shelly & Chainsaw, WXKS/Matt Seget, KISW/Sob Rivers \$7:50 FERDING THE LINE KISK, KNOS, KNO2, KYCY \$7:50 ALL COLINTERY ACY-69, KWNR, KFMS, KSCS, WMZQ, KYCY \$7:50 ALL AGL #AC-7, WPLJ, WRAX, WASH, KKSY, WUTZ, WNSF \$7:50. PHOFFLE #5:350, LOS ANGELES AMDI CHR KIS, KPWR, UC KKBT, AC KOST, KBIG, KYSR KIBB, City KZLA, Gold KRTH, ADR KCBS, KLOS, KROQ \$7:50 PHOFFLE #5:350, LOS ANGELES AMDI CHR KIS, KPWR, UC KKBT, AC KOST, KBIG, KYSR KIBB, City KZLA, Gold KRTH, ADR KCBS, KLOS, KROQ \$7:50 PHOMO VAULT/PH:31 promo samples: all formats, all market sizes Cassette, \$10 MILE 1411, Steeper & Lagal Io Samples, all formats, Cassette, \$10 FIGHAK KADID), MILE MADDINE MOXH, FART, MARKET MADDING FIGH, KIA, KADI LINE MADDING MONGER KIA, KIA, KADIN, FART, KIA, ST-50 Bach CLASSIC AC20 KHU/Hall Don Steete-1965, CHUM/Hall Waver-1969, B100/Gene Knight-Cary Keihy-1976, KFU/Lohma & Barkiey-1978 & more, \$11 MIDE 470, MY'S WKTU/Bit Lee, Boston & WJMW/Rammo-Ralphee Manno, OC'S WWZZ/JOJO Morales, WBIG/Tom KaBly, San Dego's KKL0, Smiley, Kim & Mah 2 hot hrs, VHS \$251 WWW, Coliforniaoircheck, Com Chapman, V Tom \$7.50 www.californiaaircheck.com

CALIFORNIA AIRCHECK

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Guy Phillips of "Phillips & Company" at Y98 St. Louis says: "If we get to the station and The Morning Punch isn't at the fax machine, we go home! The Morning Punch is seriously funny stuff and we've loved it since day one!'

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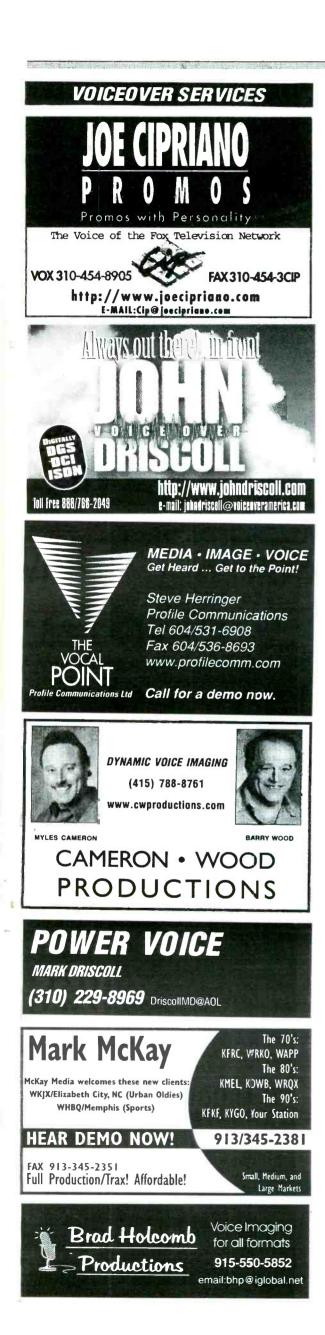
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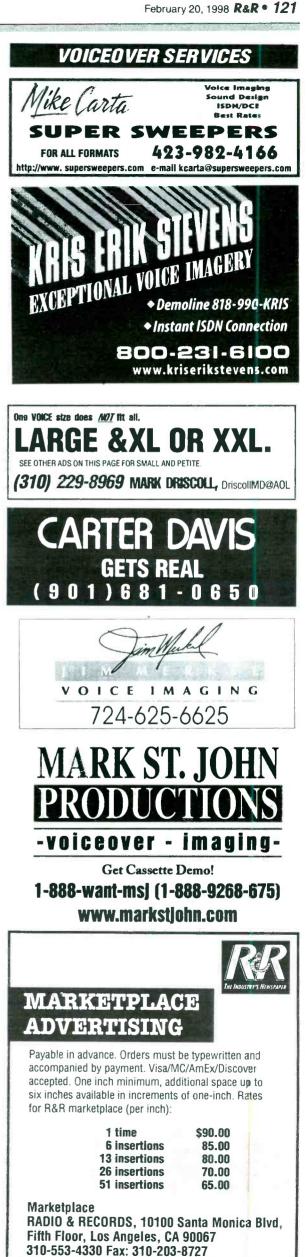


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L L NAT	TIONAL AIRPLAY OVERVIEW FEBRUARY 20, 19	998 Breakers in Blue
CHR/POP	CHR/RHYTHMIC	URBAN
 CELINE DION My Heart Will Go On (550 Music) SAVAGE GARDEN Truly Madly Deeply (Columbia) MATCHBOX 20 3am (Lava/Atlantic) BACKSTREET BOYS As Long As You Love Me (Jive) JANET Together Again (Virgin) SMASH MOUTH Walkin' On The Sun (Interscope) BILLIE MYERS Kiss The Rain (Universal) ROBYN Show Me Love (RCA) USHER You Make Me Wanna (LaFace/Arista) JIMMY RAY Are You Jimmy Ray? (Epic) 'N SYNC I Want You Back (RCA) THIRD EYE BLIND How's It Going To Be (Elektra/EEG) LOREENA MCKENNITT The Mummers' Dance (Quinlan Road/WB) GREEN DAY Time Of Your Life (Good) (Reprise) CHUMBAWAMBA Tubthumping (Republic/Universal) K-CI & JOJO All My Life (MCA) ALL SAINTS I Know Where It'S At (London/Island) LISA LOEB I Do (Geffen) SUGAR RAY Fly (Lava/Atlantic) WILL SMITH Gettin' Jiggy Wit It (Columbia) SPICE GIRLS Too Much (Virgin) AEROSMITH Pink (Columbia) PAULA COLE I Don't Want To Wait (Imago/WB) MATALIE IMBRUGLIA Tom (RCA) BEN FOLDS FIVE Brick (550 Music) AULA Turn Back Time (MCA) MEREDITH BROKS What Would Happen (Capitol) INOJ Love You Down (So So Det/Columbia) VERVE Bitter Sweet Symphony (Hut/Virgin) BOYZ II MEN A Song For Mama (Motown) 	LW TW 1 K-CI & JOJO All My Life (MCA) 2 USHER Nice & Slow (LaFace/Arista) 3 BRIAN MCKNIGHT Anytime (Mercury) 4 UNCLE SAM I Don't Ever Want To See You (Stonecreek/Epic) 5 CELINE DION My Heart Will Go On (550 Music) 11 DESTINY'S CHILD No, No, No (Grass Roots/Columbia) 12 K.P. & ENYTI Swing My Way (EastWest/EEG) 8 BOYZ II MEN A Song For Mama (Motown) 9 LSG My Body (EastWest/EEG) 7 10 USHER You Make Me Wanna (LaFace/Arista) 9 11 WILL SMITH Gettin' Jiggy Wit It (Columbia) 10 USHER You Make Me Wanna (LaFace/Arista) 9 11 WILL SMITH Gettin' Jiggy Wit It (Columbia) 11 JANET Together Again (Virgin) 15 TIMBALAND & MAGOD Luv 2 Luv You (BlackGround/Atlantic) 17 MASE t/TOTAL What You Want (Bad Boy/Arista) 18 DEXT Too Close (Arista) 19 BACKSTREET BOYS As Long As You Love Me (Jive) 20 BACKSTREET BOYS As Long As You Love Me (Jive) 21 SOMETHIN' FOR THE PEOPLE My Love Is The Shhh! (Warner Bros.) 22	 IW TW MARY J. BLIGE Seven Days (MCA) K-CI & JOJO All My Life (MCA) DESTINY'S CHILD No, No, No (Grass Roots/Columbia) UNCLE SAM I Don't Ever Want To See You (Stonecreek/Epic) SWV Rain (RCA) MASE f/TOTAL What You Want (Bad Boy/Arista) OL SKOOL f/K. SWEAT & XSCAPE Am I Dreaming (Keia/Universal) BRIAN MCKNIGHT Anytime (Mercury) NEXT Too Close (Arista) USHER Nice & Slow (LaFace/Arista) MISSY "MISDEMEANOR" ELLIOTT Beep Me 911 (EastWest/EEG) MARIAH CAREY f/BONE THUGS Breakdown (Columbia) SOMETHIN' FOR THE PEOPLE All I Do (Warner Bros.) K.P. & ENVYI Swing My Way (EastWest/EEG) SOMETHIN' FOR THE PEOPLE All I Do (Warner Bros.) K.P. & ENVYI Swing My Way (EastWest/EEG) MASTER P Make 'Em Say Ugh (No Limit/Priority) FOR JANDUNCEMENT Body Bumpin' Yippie-Yi-Yo (A&M) BUSTA RHYMES Dangerous (Elektra/EEG) TIMBALAND & MAGOO Luv 2 Luv You (BlackGround/Atlantic) SMOOTH Strawberries (Perspective/A&M) JODY WATLEY Off The Hook (Atlantic) PHAJJA So Long (Well, Well, Well) (Warner Bros.) MONTELL JORDAN Let'S Ride (Def Jam/RAL/Mercury) ARETHA FRANKLIN A Rose Is Still A Rose (Arista) WYCLEF JEAN Gone Till November (Ruffhouse/Columbia) WYCLEF JEAN Gone Till November (Ruffhouse/Columbia)

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- 27 23 EDWIN MCCAIN I'll Be (Lava/Atlantic)
- 25 JIMMY RAY Are You Jimmy Ray? (Épic) Ð
- MARCY PLAYGROUND Sex And Candy (Capitol) CHANTAL KREVIAZUK Surrounded (Columbia)
- 30 24 29 26 20 PAULA COLE Me (Imago/WB)
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- 30 BLESSID UNION Light In Your Eyes (Capitol) 26

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AC TW CELINE DION My Heart Will Go On (550 Music) 0 SAVAGE GARDEN Truly Madly Deeply (Columbia) PAULA COLE | Don't Want To Wait (Imago/WB) 0000 VANESSA WILLIAMS Oh How The Years Go By (Mercury) ELTON JOHN Something About The Way You... (Rocket/Island) RICHARO MARX & DONNA LEWIS At The Beginning (Atlantic) KENNY G Loving You (Arista) BACKSTREET BOYS As Long As You Love Me (Jive) JIM BRICKMAN w/ASHTON & RAYE The Gift (Windham Hill) 8

33 (B) MISSY "MISDEMEANOR" ELLIOTT Beep Me 911 (EastWest/EEG)

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- JOHN TESH I/JAMES INGRAM Give Me Forever... (GTSP/Mercury)
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 - BRYAN ADAMS Back To You (A&M) 11
 - LEANN RIMES How Do I Live (Curb) 12
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- 20 SHANIA TWAIN You're Still The One (Mercury) 21
- 16 24 BILLY JOEL Hey Girl (Columbia) DAKOTA MOON A Promise | Make (Elektra/EEG) ø
- 22 LISA LOEB | Do (Geffen)

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- ELTON JOHN Recover Your Soul (Rocket/Island)
- 24 25 25 SAMANTHA COLE Without You (Universal) 25
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DAYS OF THE NEW Touch, Peel, And Stand (Outpost/Geffen) KENNY WAYNE SHEPHERD Blue On Black (Revolution)

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- 22 ₿ COOL FOR AUGUST Walk Away (Warner Bros.)

REFD Tom

- TWO | Am A Pig (Nothing/Interscope)
- 25 21 EVERCLEAR | Will Buy You A New Life (Capitol)
- 24
- 28
- 20
- MEGADETH Almost Honest (Capitol) 23 31

0 METALLICA The Unforgiven II (Elektra/EEG) 2 PEARL JAM Given To Fly (Epic) 1 3 MARCY PLAYGROUND Sex And Candy (Capitol) 84 DAYS OF THE NEW Shelf In The Room (Outpost/Geffen) CREED My Own Prison (Wind-up) 6 4 5 GREEN DAY Time Of Your Life (Good ...) (Reprise) 6 BIG WRECK The Oaf (Atlantic) CHRIS CORNELL Sunshower (Atlantic) 9 10

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KEITH WASHINGTON Bring It On (Silas/MCA)

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ACTIVE ROCK

SYLK-E. FYNE t/CHILL Romeo And Juliet (Grand Jury/RCA) LORD TARIQ & PETER GUNZ Deja Vu (Codeine/Columbia)

L.L. COOL J 4,3,2,1... (Def Jan

- 10
- BLACK LAB Wash It Away (DGC/Geffen) OUR LADY PEACE Clumsy (Columbia) Ð
- 11 AEROSMITH Taste Of India (Columbia) 8 12
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- Ö 16
- BLINK 182 Dammit (Growing Up) (Cargo/MCA) 15 15
- 17 16
- OZZY OSBOURNE Back On Earth (Epic) CAROLINE'S SPINE Sullivan (Hollywood) 14 17
 - MATCHBOX 20 3am (Lava/Atlantic)
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- FOO FIGHTERS Everlong (Roswell/Capitol) VERVE Bitter Sweet Symphony (Hut/Virgin)
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- MEGADETH Use The Man (*Capitol*) METALLICA The Memory Remains (*Elektra/EEG*) COLLECTIVE SOUL She Said (*Dimension/Capitol*) 19 27

- FEEDER Cement (Echo/Elektra/EEG) JERRY CANTRELL Cut You In (Columbia)

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.. (GTSP/Mercurv)

AVENUE BLUE Always There (Mesa/Bluemoon/Atlantic)

RICHARD ELLIOT If You Want My Love (Metro Blue/Blue Note)

CANDY DULFER For The Love Of You (N2K Encoded Music)

PAUL HARDCASTLE Paradise Cove (JVC/JMI)

THOM ROTELLA What's The Story? (Telarc)

KENNY G Loving You (Arista) DAVID BENOIT Rue De La Solie! (GRP)

CHUCK LOEB Just Us (Shanachie) CHIELI MINUCCI Dreams (JVC/JMI)

PHILLIPE SAISSE Riviera (Verve Forecast)

BRIAN TARQUIN One Arabian Knight (Instinct)

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BOB JAMES Mind Games (Warner Bros.) JOHN TESH f/JAMES INGRAM Give Me Forever

RICHARD SMITH First Kiss (Heads Up)

JOYCE COOLING After Hours (Heads Up)

EVAN MARKS Coast To Coast (Verve Forecast)

DIANA KRALL Peel Me A Grape (Impulse!/GRP)

BRIAN CULBERTSON So Good (Bluemoon/Atlantic) PETE BELASCO All In My Mind (Verve Forecast)

DOWN TO THE BONE Brooklyn Heights (Nu Groove)

RIPPINGTONS In Another Life (*Peak/Windham Hill Jazz*) CRAIG CHAQUICO f/PETER WHITE Lights Out... (*Higher Octave*)

PAT METHENY Follow Me *(Warner Bros.)* **KIRK WHALUM** If Only For One Night *(Warner Bros.)*

VANESSA WILLIAMS ON How The Years Go By (Mercury) DEAN JAMES Market Street (Brajo/Ichiban)

RANDY CRAWFORD Bye Bye (Bluemoon/Atlantic)

Breakers In Blue

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- BRIAN MCKNIGHT Anytime (Mercury)
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- JONATHAN BUTLER Lost To Love (N2K Encoded Music)

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- COUNTRY LW TW A. COCHRAN & S. WARINER What If ... (Warner Bros.) 1 LEE ANN WOMACK You've Got To Talk To Me (Decca) GARTH BROOKS She's Gonna Make It (Capitol) 2 000 GEORGE STRAIT Round About Way (MCA) 5 CLINT BLACK Nothin' But The Taillights (RCA) COLLIN RAYE Little Red Rodeo (Epic) 9 8 WADE HAYES The Day That She Left Tulsa ... (DKC/Columbia) **KENNY CHESNEY** A Chance (BNA) **TIM MCGRAW** Just To See You Smile (Curb) 0000 TRISHA YEARWOOD Perfect Love (MCA) WYNONNA Come Some Rainy Day (*Curb/Universal*) DAVID KERSH If I Never Stop Loving You (*Curb*) DIXIE CHICKS I Can Love You Better (*Monument*) 15 17 ð 16 BRYAN WHITE One Small Miracle (Asylum/EEG) 14 15 16 KINLEYS Just Between You And Me (Epic) ALAN JACKSON A House With No Curtains (Arista) 18 19
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- 10 DIAMOND RIO Imagine That (Arista) 29
- 30 FAITH HILL This Kiss (Warner Bros.

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- 38 ALABAMA She's Got That Look In Her Eyes (RCA)
- 37 39 **LONESTAR** Say When *(BNA)* **SHERRIE** AUSTIN Put Your Heart Into It *(Arista)*

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ROCK • CONTEMPORARY • COUNTRY DAILY WORLD • SHOW PREP • PARODIES • CHARACTERS • DROP-INS JOKES • PRODUCTION ELEMENTS • CELEBRITY ROLODEX



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- 2 23
- 22 BLUES TRAVELER Canadian Rose (A&M)
- PEARL JAM Given To Fly (Epic)
- PAULA COLE Me (Imago/WB)
- FLEETWOOD MAC Landslide (*Reprise*) WILLIAM TOPLEY Stabroek Woman (*Mercury*) 27
- FREDDY JONES BAND Mystic Buzz (Capricorn/Mercury)
 - FASTBALL The Way (Hollywood) EDWIN MCCAIN I'll Be (Lava/Atlantic)
- 23 24 21 25 26 25 28

SAVE FERRIS Goodbye (Starpool/Epic) DAYS OF THE NEW Shelf In The Room (Outpost/Geffen)







his week, as we highlight the success of Talk radio, I thought it would be interesting to speak to someone who is often discussed and interviewed in that format, Steve Forbes. He is living proof that, if you want something done, you should ask a busy person.

Forbes is truly an influential figure. A candidate for the Republican nomination for

president in 1996, he has become widely known for his advocacy of a flat tax. He is honorary Chairman of Americans for Hope, Growth, and Opportunity (AGHO), a grass-roots effort that promotes progrowth, pro-freedom, and pro-family issues. He is proud that radio is used quite frequently as a marketing tool for the organization. In fact, radio receives 90% of its entire budget. Forbes has also served as an economic advisor to Bob Dole and Christine Whitman.

Then there's his day job: President and CEO of Forbes Inc., Editor in Chief of Forbes magazine, and Chairman of that company's two subsidiaries. In the past, he was Chairman of the Bipartisan Board for International Broadcasting, which oversees the operation of Radio Free Europe and Radio Liberty. He currently serves on the boards of numerous organizations and still manages to find time for his family, which includes five daughters.

His opinion of Talk radio: "It's been an enormous boon for dialogue in America. It allows people to discuss issues and to get information without the filter of the traditional media. When people listen to Talk radio, they can hear a person's views; they can hear the give-and-take without that filter. I think it's given people a way to participate in the issues of the day. And it's not just political; it can be personal in a way that it hasn't been before. You don't have to write letters, you don't have to write pamphlets or books. You can have an ongoing conversation."

Is Talk radio a fair interpretation of American opinion?: "It allows people with opinions a chance to express those opinions and that, I think,

STEVE FORBES

President/CEO Forbes Inc.; Honorary Chairman of Americans for Hope, Growth, and Opportunity

is very healthy. Instead of keeping it within you or railing at the barber shop, you now go on air and vent your opinions. You see how others react and have a discussion, a debate."

His thoughts on changing public tastes and opinions: "Public opinion and tastes are always changing in America. What I think Talk radio does is help people get more information and make them feel that their questions can be answered and discussed in a way that they couldn't before. With TV, you are passive. With radio, you are listening and you have more of an attention span. Also, you don't need quite the mass audiences to have a program."

A particular interviewer who stands out: "Sometimes Tim Russert of *Meet The Press* will be tough, but he never holds a vigorous grudge against you. The nice thing about an interview, whether it's on radio or TV, is that you have a chance to respond. It's not just reading something and saying, 'Here's what I really said; here's the point they missed. You can do it instantly. It levels the playing field."

His reaction to a bad interview: "When you're in public life, you put those things behind you, move forward, and figure out how to do better next time. But you remember the ones where they tried to ambush you and you were able to fend off the ambush."

Greatest triumph: "Other than my family, I'd say it was taking over the magazine eight years ago and reaching new heights, expanding, and going into new businesses. It's been a source of enormous satisfaction. With the election, even though I didn't make it in 1996, I think we put real issues on the table, including taxes and social security. You can help change the political landscape even if you don't win the election."

Does he intend to run for the presidency again?: "I'll be making a decision on the year 2000 after the elections this November. But, in the meantime, through our organization Americans for Hope, Growth, and Opportunity, we are pushing issues such as the flat tax, a new social security system for younger people, medical savings accounts, parental control of schools, term limits, banning partial birth abortions, and the like. We've been involved in various issues in over 20 states in the past 12 months. We've had 48 different radio campaigns on various issues."

Is he a radio listener?: "Yes. Like many Americans, it depends on the time of day and where you are. If you're in the car, you flip on the radio."

Favorite format: "Talk radio, because you always learn something from it. It's not just blowing your mind away."

Favorite radio station: "It's a mix. Obviously, it's no surprise that I like listening to people like Rush Limbaugh, Kirby Wilbur, and others. There's a wonderful array of people out there who are working to get real issues on the table. It's fantastic. Michael Reagan obviously comes to mind. North, Liddy. There's a whole array of people. I think it enriches

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the dialogue, even if some individuals in certain houses in Washington may not approve."

Favorite song: "I will date myself: I like the Beatles — 'Hey Jude' — the Rolling Stones, and some classical music. It's an array. When you're exercising in the morning, you just want that boom boom boom."

Person he most admires: "Most Americans are endlessly intrigued by Abraham Lincoln. I have been since I was in 2nd grade."

Favorite television show: "I like baseball and *Wall Street Week* with Lou Dobbs. You can always find something on C-Span. That's sort of a TV version of Talk radio. I also like the History Channel and A&E."

Favorite movie: "Men In Black — that was very funny. James Bond movies, any one of them good, mindless escape. No one else seemed to enjoy it, but I enjoyed Midnight In The Garden Of Good And Evil. And Titanic's visual effects were fabulous. I would have done the story a little differently. I think they left out one of the most dramatic parts of that story. There was a ship called the Californian only 10 miles away, and it didn't turn on its radio and didn't realize the significance of the flares that were fired in the air. Why they left that part out, I don't know."

Currently reading: "A History Of The American People, by Paul Johnson. I'm going to be doing a review of it for one of the newspapers. It's a fabulous book. This guy has done his homework and recognizes the epic quality of our story."

Hobbies: "Collecting presidential autographs. We've got quite a collection at the magazine. My father was keenly interested in them, and one of my brothers is, as well. I collect books and letters by Winston Churchill. I also enjoy bicycling and swimming. I pretend to play tennis, and the kids can beat me now."

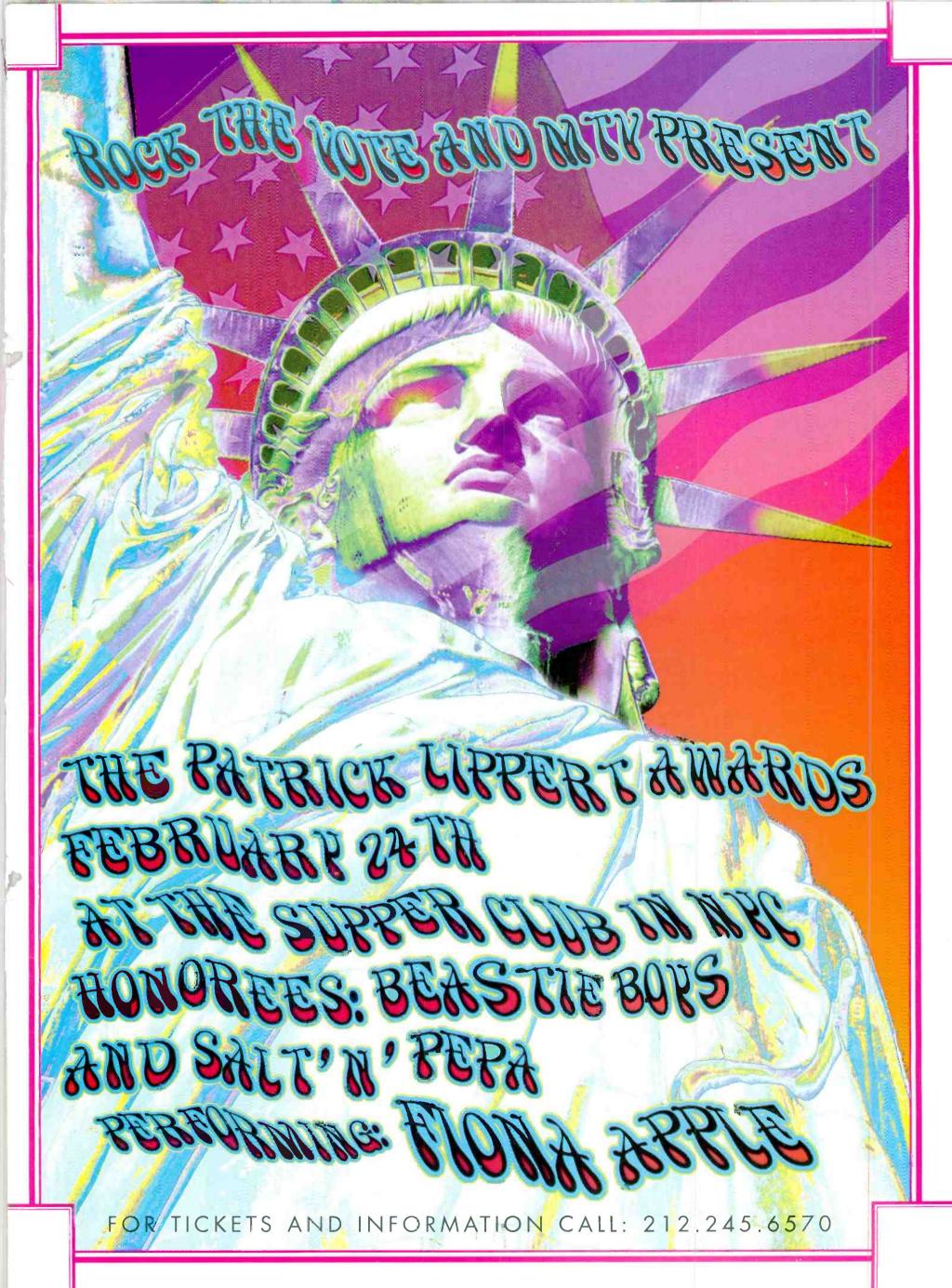
Beverage of choice: "All the ones that you're not supposed to drink. Coca Cola — I try to stick to the diet stuff, but I do love soda pop. Also various kinds of espresso coffees, whether it's cappuccino, latte, espresso straight — gotta get that fix!"

One thing people would be surprised to know about him: "Sometimes you're the least capable judge, so I'll let others figure that out. I was pretty well dissected during the campaign, so I don't think there's too much left to know."

Computer savvy: "I have various kinds of laptops, and mostly I use them as word processors — glorified typewriters."

Stock recommendation: "Only to subscribe to *Forbes* magazine. As my grandfather liked to say, you make more money selling the advice than following it."

Advice to talk show hosts: "Just remember that people are always interested in people. They find them endlessly fascinating. As long as there are people around, there will be plenty to discuss on the air."



MADONNA frozen



produced by Madanna, William Orbit and Patrick Leonard fram the album Ray of Light management: Norman West, Q-Prime, Inc. www.wbecom/inadonna Evyse Warner Bros. Records, Inc.

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