Issue 255  Mar

Interview With
RICK CUMMINGS

Conference Call: MARCH MADNESS

Spotlight On
WBT FM Charlotte

Tribute Editorial

Overnight Buzz Records
Hootie & The Blowfish “Let Her Cry”
the cranberries “Ode To My Family”
Elton John “Believe”
Boyz II Men “Thank You”
Technotronic “Move It To The Rhythm”
World Premiere Heavy!
One Of The Most Added!

Stay up late.

MADONNA

BEDTIME STORY

Before The Box
Adds/Airplay Includes:
Z100     KIIS
KHKS     KKFR 21x
WWKX     WZPL
KZHT     WKSS
Y107     WFLY 21x

The next single from the album
Bedtime Stories
Produced by Nellee Hooper and Madonna

Management: Freddy DeMann/DeMann Entertainment

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Rick Cummings, Emmis' programming maestro.

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GARY F. BIRD  STEVE SMITH
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MARY KARLZEN
"I'd Be Lying" (Atlantic/AG)

Ben Taylor
"I Will" (Giant)

TECHNOTRONIC
"Move It To The Rhythm" (SBK/EMI Records)

PHARAO
"I Show You Secrets" (Columbia)

WATERLILIES
"Never Get Enough" (Sire/Reprise)

THE 4 SEASONS
"Who Loves You" (Curb/Atlantic/AG)

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Director, Client Information Services
ALDEN KEITH STUBBLEFIELD
Mixing Center Manager
STEVE BURTLESS
Imaging Assistant

THE JAYHAWKS
"Blue" (American/Reprise)

OUT THIS WEEK

DAVE STEWART
"Jealousy" (EastWest/EG)

HARRY CONNICK, JR.
"She" (Columbia)

MADONNA
"Bedtime Story" (Naverick/Sire/WB)

MONTELL JORDAN
"This Is How We Do It" (FMP/Ral/Island)

ASWAD
"You're No Good" (Atlantic/AG)

SARA SMITH
Sara Smith

NEW YORK

DAVID FRANKEN
Director, East Coast Operations

BEN TAYLOR
"I Will" (Giant)

MARY KARLZEN
"I'd Be Lying" (Atlantic/AG)

BOXING GANDHIS
"If You Love Me (Why Am I Dyin')" (Mesa/Atlantic/AG)

CRANBERRIES
"Blue" (American/Reprise)
The number of good, qualified candidates was "enormous," says A&M Records President/CEO Jerry Moss. "He created a person that he was able to live up to. The thing that held it all together was that he had a great heart and he never let anyone down. A tremendous friend."

"No one loved or needed people more than Charlie Minor," says A&M Records President/CEO Al Caffaro. "He was as sweet and as kind as anyone I'd ever met. He didn't have a mean bone in his body. No one ever worked harder for their artists than Charlie."

"Charlie was my closest buddy, and there will be something very empty about my life from now on," claims Pyramid Broadcasting President/CEO Rich Babbough. "He made everybody around him happy; he made everybody around him better. I can't remember him ever being mad. He could turn chicken shit into chicken salad like nobody I ever saw. People never realized what an incredible quality that was, but that made him a cut above the rest."

"He was always a friend," consultant Bill Richards says. "While we had our heated discussions, it was always done with professionalism and respect. I'm going to miss him."

"He inspired a whole generation of promo people just by being the good person he was," says Ron Herbert, VP Southeastern Promo for Jeff McClusky. "He had a great heart. [Ex-A&M associate] Steve Renick said, "When one got off the phone [with Charlie], one would always feel better because of the general atmosphere he created. You'd hang up believing you were the very best at what you do, all because of your conversations with Charlie."

"The big label in the sky must've needed the greatest promotion man really bad...but they got a great human being, a really good guy and a great father as a bonus. Ride 'em to the top, Charlie! And, as usual, have a ball doing it."

Minor is survived by a six-year-old daughter, Austin Charlotte; mother Jeri Haynes Minor and brother Kenneth. Funeral services were held March 24 at the First Baptist Church at 148 Church St., Marietta, GA. For details on the Hollywood Memorial Service and other information, please see Page 6.
Island Records Orders A Margaritaville

Enters Joint Venture With Jimmy Buffett's Label

Jimmy Buffett's Margaritaville Records and Island Records signed a joint venture between the two labels. Under the new deal, Island will perform marketing, radio promotion, retail and publicity functions for all Margaritaville releases.

The first album scheduled on Margaritaville/Island will be It's About Time by singer/songwriter Marshall Chapman, due to be released May 2. It will be distributed through ILS (Independent Label Sales), PolyGram's independent distribution system. Future releases will have the option of coming out via ILS or through the main system, PolyGram Group Distribution.

"Margaritaville is a perfect fit with Island Records," Island President John Barbis states. "They are an artist-oriented label, committed to sticking with their artists over the long haul. I'm very much looking forward to working with them."

"The marriage of Margaritaville to Island is a natural and became inevitable once Jimmy Buffett met Chris Blackwell," adds Margaritaville President Bob Mercer. "I couldn't be more pleased that our debut release out of the joint venture should be Marshall's album, recorded live at the Tennessee State Prison For Women. The combination of the audience, the songs and the performance is resonant. It's a very special record."

Future joint venture projects include the New Orleans-based band The Iguanas and a compilation of live performances from Buffett's Margaritaville cafe.

"I met Jimmy at Compass Point studios in Nassau, when he was recording his Fruitcakes album," recalls Island Records founder/Chairman Chris Blackwell. "Although that was only a little over a year ago, I feel like I've known Jimmy all my life. I couldn't be happier about the new partnership."

"When it comes down to it, this is all Harry Belafonte's fault and I would like to thank him for being such a great unknown catalyst to this deal," comments Margaritaville founder Jimmy Buffett. "Working with Chris and the Island people is fun and seems natural to me. And besides, I don't have to get dressed up for meetings."

Warner Music-U.S. Names Ken Sunshine Sr. VP

Peter LoFrumento Appointed Associate VP

Ken Sunshine was appointed Sr. VP of Warner Music-U.S. Also announced was the appointment of Peter LoFrumento as Associate VP. As part of Warner Music-U.S.' senior management team, Sunshine will supervise all public relations and corporate communication functions and serve as liaison between the labels and the RIAA. He will also develop the newly established Warner Music-U.S. Foundation, a charitable and public interest outreach firm. LoFrumento will supervise the implementation of all public relations, legislative and foundation activities, as well as serve as the company's spokesperson.

Prior to accepting the new post, Sunshine headed a public relations/public affairs consulting organization he formed four years ago. He also served as Chief of Staff during the administration of New York City Mayor David N. Dinkins and as Director of Public Relations for ASCAP. LoFrumento served as VP for Sunshine's consultancy and assisted him at ASCAP.

"I am delighted to welcome Sunshine and LoFrumento to Warner Music-U.S.,” states Warner Music-U.S. Chairman/CEO Doug Morris. "They bring a unique and exceptional reputation for success and integrity to their new posts, making them valuable additions to our management team.”
**Goodtime Charlie**

The entire industry has the blues over the passing of Charlie Minor, the most high-profile promotion person in our business. No one who ever met Charlie could ever say him anything but a friend. This week's Network 40 contains tributes from many of those who knew him, including a special Editorial on the next page. Polly Anthony, President of Sony 550 Music, perhaps said it best: "In an industry filled with naysayers, Charlie refused to sink to the levels of some and instead approached our business and its denizens from a position filled with positivity and respect. The man's glass was always half full to you, Charlie, I say cheers, my friend. I love you, I miss you and I know without you, my rose-colored glasses may just take on a different hue."

This week's Page 6 picture is a fitting reflection of Charlie, shown smiling and making everyone else happy, with Network 40's Gerry Cagle, Capitol's Susan Epstein and Hollywood's John Fogot at Capitol Records' going-away party for John. If a picture is worth a thousand words, this one speaks volumes.

The memorial services at the A&M Records soundstage in Los Angeles featured a veritable Who's Who in the entertainment industry on Wednesday. Charlie was remembered by his friends in a perfect setting, the site from which he made his first, bold marks.

The funeral is in Marietta, Georgia on Friday. In lieu of flowers, Charlie's family is asking that you send donations to the Charlie Minority Memorial Fund, 14958 Ventura Boulevard, Sherman Oaks, CA 91403. For more about Charlie, see the News section.

**Meet Me In St. Louis**

The new program director at WKBQ St. Louis is Michael St. John. See the News section for details.

**Dueling Promotions**

Jim Richards has been upped to OM at WWST Knoxville. With that promotion, Todd Shannon takes over as PD.

**Nope**

KDWB Minneapolis APD Rob Morris says the station is not changing format.

**Guitars, Cadillacs and...**

Well, just guitars...for now. Liberty Records Sr. VP Promotion Bill Caino has been deluged with calls since the initial release of Often Together: America Salutes The Beatles. The CD features Country artists performing their favorite Beatles songs. Many programmers in other formats have also requested the CD, so Network 40 is including it in this week's mailing. Liberty is urging all radio stations, regardless of format, to participate in an "America Salutes The Beatles Day" on April 4. Country stations across the nation will feature a cut an hour throughout the day. As an added bonus, Liberty Records and Network 40 are offering classic guitars to programmers who participate. These guitars are Epiphone Casino Guitars, just like those owned and played by John Lennon, Paul McCartney and George Harrison. One guitar will be given in each format: Country, A/C and Top 40. Just play at least one cut from the CD on April 4. Make a note of the programmed cuts on the Plays Per Week list you fax to Network 40 the following week. All stations indicating their participation will be separated and we'll draw a programmer's name from those eligible...one in each format. When your name is drawn, you'll get the guitar. So listen to the enclosed CD and choose your cuts. Include them on your Network 40 PPW lists, then get ready to play like The Beatles!

**New Kid In Town**

There's a new Top 40 station in Greenville, SC. The call letters are WFBC and the program director is Kris Abrams. Staff names will follow.

**Tuned In**

Kevin Ross is the new MD at WKZP Peoria.

Dave Universal has been named MD at WKSE Buffalo.

KFAV St. Louis PD Sheila Sand leaves the building at the end of the month to pursue other interests.

KBOZ Boise flips format from Hot A/C to Alternative.

Dave Michaels is out as PD at WXLC Waukegan. He can be reached at (708) 936-1049.

KQID Alexandria ups Pat Cloud to PD. In a related move, Cindy B. Goode fills QID's MI/afternoon slot from Heat 97.5 Flagstaff.

The new PD at KMVR Las Cruces is Rikki Rey. See Rhythm Nation for details.

WJMN Boston afternoon-driver Jo Jo Kincaid has left the station. Reach him at (508) 460-5113.

Mike McGowan heads from WTIC Hartford to WJMN Boston for middays.

Y107 Nashville hires the former WHJX Jacksoni le morning show of Danny & Brian.

Ariele "The One Man Party" moves his act from WKSS Hartford to WMME Augusta.

Z90 San Diego puts Ray Morales into afternoon drive.

**Have You Heard Any Of These?**

Is WPLJ's Todd Pettengill consulting WKLI Albany? If so, what does this mean for the station's A/C format?

Which upstate New York Top 40 station is being heavily courted by a competitor in the market to enter into a duopoly situation and a possible flip to Country?

**He's Not Here, Man**

A couple of weeks ago, we mentioned that Randy Kabrich could be consulting WPST Trenton. It was, perhaps, wishful thinking on someone's part and more importantly, not true. Under PD Michelle Stevens, the station has posted some of the highest ratings in recent history and she doesn't need any help, thank you.

**Flip Flop**

Look for WLS4 Lansing to shift to Top 40 to fill the hold left by WVIC's switch to Country.

EMI Continued...

EMI Sr. VP Promotion Peter Napoliello continues to add to his promotional staff with the addition of Barry Pinlac, who was named National Top 40 East Coast Director.

**Looking Good**

This week's cover boy, Emmis VP Programming Rick Cummings, tells all in an in our featured interview that begins on page 10. Rick is one of the most knowledgeable programmers in our business. You'll find his thoughts and ideas insightful.

Also in this issue, the first column by Network 40's Debby Peterson, "Streetwise" will put you on the edge of Dance, Hip-Hop, Rap and all music breaking on the street and in the clubs. Check it out on page 38.

**Buzz**

"The Straw That Stirred the Drink."
She Started As The Queen Of Hip-Hop Soul, And Now...

Mary J. Blige

I'm Goin' Down

Following her No. 1 R&B smash "Be Happy," Mary J. Blige releases "I'm Goin' Down" — a single that redefines the borders of her music.

Fans from across the musical spectrum have already propelled her new album, My Life, into the Billboard Top 10 and beyond Double Platinum.

Now, with this single soaring at CHR and the Matthew Rolston video becoming "Jam Of The Week," it's time to claim a new throne.

Produced By Chucky Thompson
For Chuck Life Productions, Inc./Bad Boy Entertainment, Inc.
And Sean "Puffy" Combs
For Bad Boy Entertainment, Inc.

Management: Steve Lucas
For Steve Lucas Management
Sean "Puffy" Combs
For Bad Boy Entertainment, Inc.
Commentary by Gerry Cagle

The industry lost perhaps its best friend this week with the passing of Charlie Minor.

Much has been made of the almost Shakespearean tragedy of Charlie’s death. It is human nature to want to know details and search for answers... to wonder if there was anything we could have done and ask the question, “Why?” It is much too easy to lose ourselves in the events surrounding Charlie’s death. What we should do...what we must do...is celebrate Charlie’s life.

And my God, what a life.

Charlie Minor left us with wonderful memories and a remarkable legacy. Whether or not Charlie’s legacy lives on is up to us. He did his part. If we can all take a little bit of his love of life, his compassion for his friends, his forgiveness of his enemies and his commitment to his beliefs, then Charlie will live on. We owe it to him...we owe it to ourselves.

To say this Editorial is difficult to write is a massive understatement. Feelings, even detached emotions, are most difficult to put on paper. It’s impossible to know where to start, what to say, when to end.

Charlie and I got into the business at about the same time. He was working records; I was working radio. We moved up together. When I programmed some of the biggest radio stations in the country, Charlie was always in contact. What made him different was that even when I was at smaller stations, Charlie was always in contact. And what made him special was when I was out of work. Charlie was always in contact.

Always calling to see if there was anything I needed...anything he could do. Not just occasionally. Constantly.

We shared a common bond, both being “good old boys” from small towns in the South. But you really didn’t need a common bond to be a friend of Charlie’s. Charlie was the bond. I wasn’t “special” when it came to Charlie’s compassion. He felt compassion for everyone.

I have no idea how many people I met through Charlie. If you were his friend (and you had to meet him to be his friend), he wanted you to know and enjoy all his other friends. He was the glue that held it together...the catalyst for each event...the straw that stirred the drink.

And to Charlie, it never mattered who you were or what position you held or how important you were perceived by others...everyone was the same in Charlie’s eyes. Charlie would introduce you to Sylvester Stallone or a parking attendant with equal enthusiasm. Charlie loved everybody...and everybody loved Charlie.

It’s impossible to chronicle the life and times of Charlie Minor. He touched more people in our industry than any other non-performer in history, although to say Charlie wasn’t a performer is to misrepresent the obvious. Charlie was the quintessential performer...he just wasn’t a musician.

How many attended one of Charlie’s famous small dinners with just a few people? Even though there was always a crowd, Charlie made each of us feel were the reason for the gathering.

“Charlie Minor was the Muhammad Ali of the record business.”

Charlie loved to describe himself as just an ordinary country boy from the South, but if ever there was a person made in heaven for a particular job, you needed to look no further than promotion and Charlie Minor. Wasn’t he the best?

Charlie’s unique style of promoting records was a by-product of the real person inside. Charlie was the Muhammad Ali of the record business...the undisputed heavyweight champion. He never met a promoter he didn’t like and he never heard a record he wouldn’t promote. Platinum sellers or instant cut-outs, Charlie championed both with equal ardor. It was his job, but it was more than that. It was his life.

And in an age where record promotion more and more means, “What can you do for me if I add this record,” Charlie stood apart from the crowd. He built his considerable reputation on relationships. It was always, “Come on out to the beach house,” or, “Give it to me because it’s my birthday,” rather than, “Buddy, let’s do a big promotion.”

And more often than not, Charlie got the add. It was nearly impossible to say no to Charlie because in every way that really mattered, Charlie never said no.

Where others were quick to say, “If you’re in Los Angeles, call my office and we’ll set you up for Lakers tickets,” with Charlie, it was, “I’ll pick you up at the airport.” Because he wanted an add? No. It was because he liked you and wanted you to like him. Instead of spending his money on people, he spent something much more valuable...his time.

In a business where everyone is quick to criticize, Charlie never had a bad word to say about anyone. I have known Charlie over 20 years. I’ve been with him when people treated him despicably. He was never critical...never negative...never down. Goodtime Charlie never had the blues. Can the rest of us say the same?

And the personal side was no different. Those of us who knew him well enough to share the quiet moments when he talked about his hopes and dreams, his deep feelings for his family and his unlimited love and devotion for his daughter knew we had been touched by a special person.

Though he came from humble beginnings, Hollywood never had a better ambassador. If you wanted to see the sights, you called Charlie. If you wanted to dine at the best tables at the best restaurants, you called Charlie. If you wanted to get in the most private of clubs, you called Charlie. In Beverly Hills, where half the restaurants have unlisted phone numbers and there’s a six-month waiting list to be put on the three-month waiting list, there was always a table for Charlie. All you needed to say was, “I’m with Charlie,” and you were immediately waved inside.

I saw Charlie at a party last week. I saw Charlie at a party almost every week. This meeting was no more special than others. As always, he said something that made me smile. It was a typical Charlie Minor comment, similar to those many of you who are reading this have heard him make.

“Cagle, you and I show up, don’t we? It doesn’t matter what the occasion, we just show up. It’s what we’re good at.”

Charlie, nobody showed up better than you.

Last Sunday, Charlie showed up in heaven.

We all know there was a table waiting.
Charlie,

for your commitment to the industry, both professionally and personally, you will be terribly missed.

Only the fondest memories,
The Epic Records Group
Rick Cummings
Back In The Growth Groove

Interview by Jeff Silberman

There isn’t a radio group that better illustrates the ups and downs of the past decade than Emmis Broadcasting. At one time, it was the largest private broadcast group in the business, with heritage call letters like WLOL, WAVA and X100. CEO/Chairman Jeff Smulyan even owned the Seattle Mariners.

Like many corporations, Emmis became heavily leveraged and when the other shoe dropped, it had to sell off many of its properties just to stay alive. But the story didn’t end there. Running lean and mean, Emmis slowly rebuilt its remaining outlets. Hot 97 and Power 106 have become market leaders, KSHE remains the heritage AOR and Q101 has become a major force in Chicago. With the purchase and almost-immediate success of WRKS “Kiss” in New York, expansion is on their plate again. VP Programming Rick Cummings provides details on the remarkable turnaround.

Considering the current situation, does Emmis owner Jeff Smulyan feel fortunate that he kept radio and dumped the Seattle Mariners?

Let’s put it this way: It’s a little easier negotiating morning show deals than baseball contracts. Part of the reason we got into baseball (and while I don’t think anyone was pleased with the outcome, no one regrets doing it) is the same reason we have lots of different formats. We believe in a diversified company. If it fits loosely under the umbrella of entertainment and it makes sense to us, we’ll take a run at it.

In radio, we look at each market and find out what it can give us. We don’t try to force our kind of radio on the market. We reflect whatever opportunities are available, which means we wind up doing News/Talk and ‘70s in Indianapolis and Hip-Hop in L.A.

Yet don’t market holes change a lot over a period of time?

Absolutely. We look back at some things we tried in the 80s that didn’t work and laugh, because they work now. Before Power 106 came along, it was Magic 106. It was one of four A/Cs in the market - what people would now call a Hot A/C. It was very up-tempo and rhythmic. An A/C playing Prince and Madonna records was unheard of back then - and it didn’t work worth a damn. Today, that’s what A/C is in Urban areas, so it’s often a question of timing.

A few years ago, Emmis went through a period of downsizing. Was that due more to individual market conditions or the overall business climate?

It was both. Everything hit at once. The late 80’s/early 90’s were some pretty unpleasant times at Emmis. We’re fundamentally not sellers, but the economic world lost faith in radio, and Emmis, like a lot of companies during that time, got tremendously leveraged. We found ourselves in a pretty rough spot - a spot made more difficult by the Seattle Mariners. That was a big drain, not just economically, but in the time Jeff had to devote to it. Add all that up and you find yourself in the position of either selling off some properties and surviving... or not selling and perishing.

We sold a lot of properties - WLOL Minneapolis, WAVA Washington, D.C., WFAN New York, the NBC properties, X100 San Francisco, Energy in Houston... It was fundamentally necessary; we reduced our debt by $200 million. That left us a lean and fairly small company - this after being the largest privately held broadcast group.

After we did that, we were able to turn around some stations that bankrolled a lot of our efforts in the 80’s. Power 106 alone basically funded a lot of the other operations. Then Power dropped dramatically, from first to 10th place in L.A., and the drop in cash flow really had an impact on the company.

All that stuff added up and came at the same time, so it nearly tanked us. But we reduced our debt, got Power fixed, brought Hot 97 to new heights and started adding properties. The early success of Kiss N.Y. is really encouraging, so we’re back in a rebuilding mode.

I don’t know if Emmis will buy a lot of properties in the States, simply because there aren’t a lot of interesting deals out there right now. We’re looking more and more to foreign markets. We’ve got a 25% interest in Talk Radio U.K.; it’s the first nationwide Talk Radio network that reaches Scotland, Wales and Ireland. We’re also looking at opportunities in...
Australia and Hungary. It's a pretty small world these days, so our next opportunity could be somewhere else in the world.

In the U.S., won't the loosening of FCC ownership rules result in larger - and fewer - radio groups?

I think there will be some deregulation, probably to the point where a company like ours can own three FMs in major markets. Whether they go as far as deregulating everything is anybody's guess. It does mean that you'll see fewer, but bigger radio groups.

If that happens, we'd like to be one of those groups. However, when things like that happen, people start paying crazy prices for properties. There's nothing going to be a lot of bargains out there. Emmis was built along the lines of buying under-performing properties with good signals and potential, turning them around and making them work. That's still our operating theory. Deregulation creates 12- to 14-times-cash flow prices for properties, which is not what we're looking for.

Key to those turnarounds are great PDs. Hot 97's Steve Smith, Power 106's Michelle Mercer and Q101's Bill Gamble are very different people. What makes them all successful?

They're good strategic thinkers. They're very research-driven; they can look at their market and find out what they need to do to their product that will drive listenership. They program their stations to accomplish that.

They're also very passionate about what they do, which runs through their entire staff. In terms of how they creatively approach their stations, they may be quite different - and that's okay. That's where it boils down to the individual's creative instincts. They all do market studies and homework to design a plan for what they want to be, such as the Alternative or Hip-Hop station in the market. But they each decide how that's conveyed to the audience. That's where the differences come in, and as long as it works, it doesn't matter how it's done.

Where do we look for the next generation of great PDs? It's an ongoing search. We're looking even when we don't have openings. If I had to find someone tomorrow, I have a very short list of people who have some of the qualities that Steve Smith possesses. It's not that they're adept at one format or the other, but they do have passion and sound strategic qualities. One of the more recent innovations at Hot and Power is the development of core-targeted morning shows. How did you come up with that?

Steve had a brilliant idea that worked. Here, we stumbled on another idea and it worked, too. Two years ago, we wanted someone to host a really fly-ass Hip-Hop show on Friday night. We brought them in and the first night we heard them, we knew they were good. They only had a little experience in Bakersfield, but they had something. They tore it up for a month and when an overnight opening came up, we put them in there. Once again, we knew from the first night that they were going to be large.

Then Jay Thomas left the station, Frank Lozano was moved to mornings and we put Tha Bakas Boyz in at nights. Again, the response was phenomenal. Everyone at the station knew they were breakthrough stars, but most thought they were "too teen" for mornings.

I wasn't so sure about that, so we popped them in on mornings while Frank went on vacation. We told Frank upfront about our plans, that if it worked, we'd run with it. Two days into it, we knew we had a home run.

Steve saw the same thing with Dre and Lover. It was a team that the core audience would accept - not just for the music they play, but because they're fun to listen to. Even non-Hip-Hop listeners can enjoy Tha Bakas and Ed and Dre. Could this work at an Alternative station like Q101?

Absolutely. Q101 is what it is in terms of a musical position, and if we haven't maxed our performance there from that standpoint, we're close. The next major growth area for Q101 will be a great morning show. Chicago has some of the best radio personalities in America, so we have no illusions about the challenge.

Where do you find that kind of talent? That's real tough. It requires a lot of out-of-the-box thinking. Our most recent breakthrough stars for us came from outside the radio industry. I'd rather find someone with breakthrough performance characteristics - and teach them radio skills - than find good deejays and teach them to be good entertainers. We want people who can walk into a room and just light it up. Once we find that, we can teach them how to write call letters and run a cart machine.

Crossover stations have long had a problem with ad revenue when they're tagged as teen stations. Has being #1 solved that problem?

It doesn't eliminate the problem. There's a lot of teen business in L.A., so that's not a major concern, but it's still an issue almost everywhere else. If you're just the teen station, you're going to have problems.

We try to not be the teen station anywhere. Our focus has always been 18-24-year-olds. There's spillover on both sides. One of my many slogans is "Narrow focus equals broad results." The more we focus our stations to a narrow target - and we really know that target - the better we do in all the surrounding demos. Power is doing better 18-49 than it has in years. Hot 97 is third in 18-49, yet we don't think about anybody over 24. But that's what you get if you focus narrowly.

After the success you've had matching Kiss with Hot 97, would that kind of pairing work in L.A., too?

Absolutely. I'd love to have a second signal in L.A. and without the benefit of all the studies we'd do, I can safely say that we'd probably take a run at it with an Adult Urban format. It might give us the opportunity to own a Rhythmic music from cradle to grave.

It was an obvious winner in New York. WBLS owned a lot of heritage for softer, classic Urban music, but research showed that they owned it by default. Focus groups showed us a lot of adults who'd love to hear their old favorites without Rap or specialty shows. It's the first time I've seen an Adult station have a street buzz.

I'd love to have that in L.A., but the correct answer would be to take what the market would give us. We don't want a station that competes with Power 106. If the big hole was Country, we'd do that.

After you bought Kiss, the 'BLS' PD called it a "plantation" station. How did you respond to that?

You don't. We didn't feel it called for a response. We knew it wasn't a smart thing to do when some of 'BLS's own staff called our people to apologize. It'll take time, but we'll prove to the black community that we'll embrace them like no one has ever done. Once we prove that, we'll be beyond reproach. Until then, we'll prove to our audience that we care about them.

What goes through your mind when you read gossip such as Pyramid being on the block?

I talk to Jeff at least once a day, and right now he's looking at five or six different opportunities in this country. All are acquisitions, mergers or both. The prospects of any of them coming through is anybody's guess. All you can do is follow up all the leads and see what happens. It's a matter of tracking them all down and finding out if they're sincere sellers or just floating it to see what their stations are worth.

Jeff is the consummate deal maker. The next deal could happen quickly, or it could take a long, long time and a lot of pursuit. There's no formula other than seriously approaching them all.
March Madness!

Spring may be a time of blooming flowers and a rejuvenation of the spirit, but for radio, it’s the most critical 13 weeks of the year. Much like sweeps weeks in TV, radio relies on the Spring and Fall sweeps to generate revenue for the remainder of the advertising year. Program directors around the country have conducted and studied the research; now they’re in the process of implementing it. Promotion directors are working in tandem with them to launch carefully constructed promotional campaigns while Arbitron is preparing to under-sample every market in the country. On this week’s Programmers Conference Call, we ask programmers how they “tweak” their stations in an effort to boost the numbers and entice the ad agencies.

This Week Featuring:

John Ivey
PD, WXKS FM Boston

Jim Cerone
PD, WZPL Indianapolis

Joe Dawson
PD, WWKX Providence

Greg Stevens
PD, KKLQ San Diego

Are there specific titles you incorporate into your rotations during the Spring book?

John: I don’t do that here like I would in other markets. What goes in are titles that test well. Basically, these aren’t the days where you can really do that anymore. The formats are so fragmented now; it’s not like the old days where you can put in some Beach Boys record because it sounded like summer. We all used to do that, but there isn’t much call for a Bananarama record today. It used to be cool, but we’re now in the day and age of, if it don’t test, you don’t play it. I’m not sure it’s bad to do that once a year in a novelty fashion, but the days of putting in simply because they mention the word “summer” in it are pretty much over.

JIM: [pause] Well, Dwayne, I’d love to be able to tell you what they are...but then I’d have to kill you. There are some secret-weapon titles we bring out during the spring and summer to add some sizzle and match people’s moods, but the key word here is secret and I’m not going to divulge the specifics of this information.

JOE: More hits! Anything that’s a hit! Really, during continuous measurements, I attempt to keep the radio station as hit-oriented as possible at all times. Turning my Gold file over, I’ll put a couple of titles in for feel during the summertime and I put a few in for the same reason around Christmas time...and that’s about it.

“...tweak” their stations in an effort to boost the numbers and entice the ad agencies.

John: The optimum is to always have some sort of research study conducted prior to each book to make sure the research is fresh. You want to make sure you don’t sound stale at any given time. We conduct research studies periodically for that exact reason.

JIM: We try to make sure we have a lot going on during the weekends. We tie into a lot of real uptempo, exciting weekend promotions as people get outside more and the weekends become more exciting to them. Radio becomes a lot more portable as the weather warms up and we attempt to go along with them. We want to follow them to the pools, to the lakes in Indianapolis, to the parks, and we try to get the van out. We’re big believers in not leaving the van in the parking lot, so we get out with the speakers set up and attempt to involve our clients at the same time.

JOE: I usually try to hit with the big contests - the Top 40, glitzy, entertaining contests - simply because, traditionally, my competitors all have them during that time of the year. Of course, the Spring book is more important to advertisers than other parts of the year. Everything’s new, the flowers are growing again, people are in a better mood and the contests are usually fun events aimed at the listener and not necessarily the contest player.

Greg: We’re trying to avoid making unresearched changes of any kind. We do position some of our annual and semi-annual research projects to arrive prior to the Spring book, so that we can adjust music based on this research. We want to have this research in a timely fashion, so we can implement it at the beginning of the book.

The Spring book is critical for agency buys. What kinds of things do you do to attract specific demographics?

John: I’m still learning about this radio station and the Boston market. Kiss is just such a different animal than so many other radio stations. The 25-54 demographics in Boston love this radio station. They’re very passionate about it. With this in mind, we don’t necessarily do a lot of TV, bus cards and billboards. The recognition of Kiss is everywhere and we’re a very top-of-mind radio station. We do a lot of contesting. We have Kiss Concert...
I've got the Vybe... You got the Vybe... We go! the Vybe.

take it to the front

The first single from Vybe's self-titled debut album GOING FOR AIRPLAY NOW!

ALREADY ON

Vybe

Management: Ant Hill Mob Entertainment ©1995 Island Records Inc.
#16 coming up this June. This station is built on Hollywood. It's like the Hollywood of Boston.

JIM: With everything we do at WZPL, we try to keep customer service in mind. Customer service encompasses both listeners and clients. We just try to do the same thing we do all year, which is to super-serve our listeners, and in turn, provide our clients with the information they need to the point of providing airchecks or composites of the station, wrap-ups after we've conducted a great promotion with photos...those types of things. We do well in our target demos during both the Spring and the Fall and year-round, for that matter. This is why we position the research where it is, but we strive to solidify our demos and target them year-round. We make it a point to have monthly staff meetings to discuss the goals of the station, so focusing on just the Spring book or giving it any more attention than any other time is not something we really do.

Discuss typical cume and TSL-building promotions you've been involved with during past Spring books.

JOHN: The Spring book for Kiss for the past 15 years has predominantly been the Kiss concert. Each June we put together a show with anywhere between 30 and 40 acts at an all-day, noon-to-midnight show. Each year, this concert gets bigger and better. Last year, we had everybody from all the current rock acts and Luther Vandross playing with the Boston Symphony to ZZ Top closing the show. It was quite an event. Otherwise, this is a constantly contesting radio station. We have contests each weekend. There are contests all during the week. We have Kiss Club, which is a database contest. Kiss has the luxury of being a radio station that can promote all year long. We just came out of a promotion where we gave away trips to see R.E.M. in Copenhagen, Janet Jackson in London and Pearl Jam in Australia. These were three one-week-each promotions. It's a bit different than the stations I've worked at in the past, where one of those trips would've lasted 12 weeks and I'd worry that the artist would die, the concert would get cancelled or someone would blow the promotion two weeks into it. I've had that happen and believe me, this is much better.

GREG: Last Fall, we did a 9-2-5 cash giveaway that worked rather well. We got a little bit of an increase out of this. It works with three key songs of the day - one at nine, one at two and one at five. At five pm, listeners call in and name all three of the key songs and win money. It's a way to recycle listening across dayparts that appears to exact the desired results. It's always hard to correlate this exactly to ratings but I think it provided a little more TSL. For this Spring, we have a frequent-listener club thing we're going to institute, but I'd rather not go into specifics because it's not on the air yet.

JOE: I think it's music, morning show, then morning show, morning show. Build the strong morning show and use it to promote the rest of the radio station. Internally, this is coupled with a strong music mix, the presence of exciting listener-driven contests to build quarter-hours and cume, and TV spots and billboards to create even more cume. Especially with this book, it's important to bring new listeners to this station now that it's more listenable and more mass-appeal with a new morning show. Hopefully, this will do the trick...or it's back to selling shoes.

"We try to keep customer service in mind. Customer service encompasses both listeners and clients."

– Jim Cerone
PD, WZPL Indianapolis

GREG: We don't shift the target demo or anything like that just for the Spring. Obviously we want to construct database information that we use and provide to our clients as well, including winners, names, ages and demographics in an effort to super-serve both the listeners and the clients all through the year.

JOE: We're in the process of incorporating a new morning show and I believe that, especially with a Rhythm/Crossover format like this one, programming to obtain any upper-demos or consistent listenership above the age of 30 requires a strong morning show. With a strong morning show, hopefully we can acquire out-of-format listenership that we need to embed us into that all important 18-34 demographic.

JIM: Off the top of my head, there aren't a lot of these I can throw out as examples, but I do remember one we've done in the past. We've done a "Song of the Day" that cross-promotes mornings to afternoons. The afternoon jock gives out a song that will play the following morning and when they hear it, they call in to win cash. Then the morning show cross-promotes to the following afternoon. It works relatively well and hopefully rolls a lot of people back and forth between each drivetime.

"The Spring book is more important to advertisers than other parts of the year. Everything's new, the flowers are growing again, people are in a better mood and the contests are usually fun events aimed at the listener and not necessarily the contest player.

– Joe Dawson
PD, WWKX Providence

You, too, can participate in Network 40's Programmer's Conference Call. Contact Dwayne Ward at (800) 443-4001 or dww40@aol.com.
Dave Stewart
jealousy

The premiere single and video from greetings from the gutter
the solo debut from The Eurythmics' musical mastermind.
Produced by Dave Stewart

Impacting Pop Radio Now!

Already Spinning:

WYCR  WHHY  93Q  WKBQ  WWCK
Charlotte’s “Big Sunshine”

Charlotte, NC
Arbitron Market #37
Population: 1,060,500

Charlotte, NC - home of The Hornets, The Charlotte Motor Speedway and starting this season, the Carolina Panthers of the NFL. Some call it ‘The Little Atlanta’ because of the large young, professional population. Most of the primary income in Charlotte is derived from the banking industry, so it’s also known as ‘The Wall Street of the South.’ If you’re looking for some good ol’ ‘Southern hospitality’ you’ll find plenty of that, too, along with some great radio stations like WBT FM, sister station of Star 94 Atlanta. PD John McFadden talks about his Hot A/C and why it’s such a hot format.

“I think the term ‘A/C’ is just a slogan. For us, it means Mainstream Top 40. A lot of the edge has been taken off the music on each side, so it sounds like the Pop Top 40s that were around during the ‘80s. We stay very mass appeal and play Pop hits for adults 25-49.

“WBT FM’s main competition comes from WEDJ, an Alternative-leaning Top 40 station. WEDJ is an Alternative-station that captures the lion’s share of the teens, and WEZC, a much lighter A/C.

“Sunny 107.9’s very successful morning show is ‘Bob and Sheri.’ They’ve been together for about three years and have developed a wonderful chemistry. Their show is a lot like daytime TV talk shows with some music mixed in... basically, no rules apply! It’s very avant-garde. They invite listeners to call in and ‘Ask Bob and Sheri.’ Sometimes they’ll choose the topic; other times, they’ll leave it up to their audience.

“From 10 am - 5 pm, we focus on The At-Work Office Party. We take requests and faxes all day, then at 4:50 pm, we’ll give an office a prize like lunch, movie passes or tickets to upcoming concerts.

“Since WBT FM is the official station of a local concert venue, ‘The Blockbuster Pavilion,’ we do a lot of concert ticket giveaways. We’re also constantly giving away trips, cash and major event tickets. Another promotion our audience loves is our frequent week-long getaway vacations with Bob and Sheri, where we take winners to exotic locations.”

– Leah Brandon

11 AM SAMPLE HOUR

Duran Duran
Come Undone

Madonna
Take A Bow

Genesis
Tonight, Tonight, Tonight

Toni Braxton
Another Sad Love Song

Journey
Don’t Stop Believin’

Jon Secada
Mental Picture

STOPSET
Brenda K. Starr
I Still Believe

Toad The Wet Sprocket
All I Want

Eagles
Love Will Keep Us Alive

Alannah Myles
Black Velvet

 Huey Lewis & The News
But It’s Alright

STATION PROMO VOICE:
John Pleisse

FAMOUS ALUMNI:
Jeff Wicker, John Boy and Billy, Mike Donovan
These Stations Already Have The Rhythm!

KUBE 39x  B96  20x  WZPL New!
KHKS 20x  Z90 New!
WFLY New!  WKSS 13x  Power96 New!
KDUK 22x  KWNZ 21x  KZZJ 15x
WFHN 12x  WKRZ New!

KQKS New!
WKSE 11x
WJJS New!
WDJX New!
Plus Many More!

From the album RECALL. Management: Dick Scott Entertainment
“JAVA FOR JUDGEITO”
WRRM, Cincinnati

Brinke Guthrie

While channel surfing during the massive O.J. trial coverage, WRRM Promotion Dir. Brinke Guthrie noticed Judge Ito’s shoddy-looking coffee cup. So he sent him a glossy, black, pinstriped WRRM mug. The judge is using it during the trial; the station’s logo can be seen by millions. Guthrie also received two personal “thank you” letters from Ito. (FYI: They pulled this stunt before.) Judge Ito’s shoddy-looking costume can be seen by millions. Guthrie also received two personal “thank you” letters from Ito. (FYI: They pulled this stunt before.) For Judge Ito’s shoddy-looking costume, WRRM also received two personal “thank you” letters from Ito. (FYI: They pulled this stunt before.)

“GREEN THUMB ATTACKS!”
NON-O.J. PROMO OF THE WEEK

With “April showers” just around the corner, the thoughts of ecologically-minded listeners (and the target-demo ones who own houses) turn to planting flower and vegetable gardens. Which is fertile ground to get in on the ground floor, so to speak.

“Impact Of Dreams.” Acquire a large plot of fertile land. Contest winners get to use a segment to plot their own veggies. Stage mass seedings, fertilizing (smells like an unforgettable remote), etc., over the next few months. At harvest, use part of the bounty for a home-grown dinner for other contest winners.

“In Bloom.” Rent/lease parcels of land in high-traffic areas. Plant a mess of colorful flowers, placed in a way so the call letters literally bloom.

“Compost Of The Stars.” When big-name acts play in town, finagle a way to get their biodegradable garbage to create a special compost. Give it away to contest winners at outdoor remotes.

“BILLBOARD OF THE STARS”
WFMS, Indianapolis

Kay Feeneey-Caito

WFMS’ morning duo challenged their listeners to guess which music acts were featured on a massive billboard plugging their performances at The Indiana State Fair. The billboard was “dramed.” Portions of the artists were revealed on a daily basis. Listeners received “clues” to help them guess the artists’ identities. On March 20th, Jim Denny broadcast live from the top of the billboard as the full artwork was unveiled. One name was selected from the correct entries to win a pair of box seats to each of the State Fair grandstand shows.

“ROAD HAWG”
KIXY, San Angelo

Mark Schecter/Wendy Craven

KRBK will give away a free trip to see the crannies in April. Listeners qualify by being the nth caller. Initially, they win a prize pack consisting of a box of Lucky Charms, a bar of Irish Spring soap and the crannies’ latest CD. One of the qualifiers will be chosen as the grand prize winner.

“BEAUTY & THE BEAST”
WKRQ, Cincinnati

Von Freeman

Q102 offered an on-air challenge to see if models from a local modeling agency could “out-cat” an elephant. Twenty models will try to eat more watermelon than “King Tusk,” the elephant from the Ringling Bros. Barnum & Bailey Circus. The face-off will take place at the big top while the circus is in town.

“SHOW US YOUR BIG GREEN THING”
WFLY, Albany

Barbara Borini

WFLY’s morning team hosted a St. Patrick’s Day party at a local Irish bar – with a twist. Listeners were invited to bring the “biggest green thing” they could find (objects with wheels or motors were not allowed). The winner received an impossible-to-purchase, all-sessions pass to the NCAA Regional Tournament being held nearby.

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"LAY DOWN YOUR LOVE"
THE FOLLOW-UP TO THE GOLD TOP 5 SMASH "SUKIYAKI"
From Their Smash Debut Album
NOW'S THE TIME
DavE STEwART

"Jealousy"

(EASTWEST/EEG)

This great, infectious release brings a huge buzz into the Mainstream circuit. Stewart’s no stranger to success, having scored eight Top-25 hits as guitarist/mastermind of the Eurythmics. This is, by far, his best solo project to date.

Madonna

"Take A Bow"

This is the biggest song of '95 so far. Riding high with the title cut from Bedtime Stories, Madonna rips off another smash.

MONTell JORDAN

"This Is How We Do It"

(PMP/ral/ISLAND)

This jam is red hot. With over 1,000 Plays Per Week on Network 40’s Crossover chart already, it’s primed to move into the Mainstream. After only three weeks of airplay, this track is generating heavy rotations at KBXX, WJM, WPGC, Z90, WILD 107 and garnering BET, MTV and The BOX video airplay. Don’t miss this one; it’s a sure hit.

ASWAD

"You’re No Good"

(ATLANTIC/AG)

Here’s a Rasta classic that will add immediate flavor to the airwaves. This spicy release will soon explode at spring break and other vacation areas—a great party tune!

TECHNOTRONIC

"Move It To The Rhythm"

(SBK/EMI RECORDS)

Always radio-friendly, Technotronic bounces back to the forefront with an uptempo dancey number. Featuring the unique vocals of Ya Kid K (who sang the ‘93 hit, “Move This”), many majors couldn’t wait to spin this groover. The story will be big. B96, KHKS, KUBE, WKSS, WED) are just a sample of early believers.

PHARAO

"I Show You Secrets"

(COLUMBIA)

This superb Dance number has a lot of major-market action. Chicago’s B96 began the buzz several weeks ago by jumping all over this tune; since then many others have joined the party.

WATERLILLIES

"Never Get Enough"

(SIRE/REPRISE)

A very smooth, arresting hook melded to a solid groove and topped by sexy vocals highlight this multi-format hit. Accessible enough for Top 40 and cutting edge enough for Alternative radio, this track is also found on Network 40 CD Sampler #78.

THE 4 SEASONS

"Who Loves You"

(CURB/ATLANTIC/AG)

A classic re-recording of a Top-5 gem that charted in 1975 by these same superstars. Nicely freshened up for the mid-'90s, this rendition is still familiar, fitting into the mix 20 years later.

BEN TAYLOR

"I Will"

(GIANT)

Already laying a foundation at A/C radio, Ben’s style is strikingly similar to his father, James. In fact, the elder Taylor co-produced this song. Taken from the movie Soundtrack Bye Bye Love, find a midday slot for best results.

MARY KARLZEN

"I’d Be Lying"

(ATLANTIC/AG)

The debut release for this south Florida native can work well at several formats. Very endearing to her audience, this track should spark curiosity calls after just a couple of spins.

BOXING Gandhis

"If You Love Me (Why Am I Dyin’?)"

(MESA/ATLANTIC/AG)

Here’s a tune crossing into the Mainstream with a healthy buzz. This great balance song will keep the phones ringing; find a slot on your playlist for this track. Their debut LP experienced tremendous success on Album Network’s Adult Rock Radio Chart; The Gandhis are also fabulous live.

THE JAYHAWKS

"Blue"

(AMERICAN/REPRISE)

Carrying a healthy base into Top 40 radio is this grassroots release that has locked down the #1 position at AAA radio for two weeks. Get ready for lots of ‘Hawk exposure (and that doesn’t mean Kansas Jayhawks); VH1 and MTV are rotating the video, there’s a forthcoming Tonight Show appearance and the Jayhawks begin a national tour with Tom Petty April 1.

FORWARD MOTION

GET READY FOR THIS: Building a huge head of steam at A/C radio right now and ready to cross into the Top 40 ring soon is the smash from Shaw*Blades, “I’ll Always Be With You” (WB). The debut release from Hallucination is developing quite a reaction story already. This is one of those springtime Pop ballads that we’ll be hearing well into the summer months, so much so that WWAQ Morgantown’s Lacy Neff says, “How could you not be on this one out-of-the-box? These are the two best male vocalists together on one song!” Expect heavy commitments on the tune in a couple of weeks.

SPRINGTIME RESEARCH:

What’s calling out well? Here are some statistics to solidify your decisions on some songs. A sure bull’s-eye is Montell Jordan’s debut smash, “This Is How We Do It” (PMP/ral/Island). After just a couple of weeks, major sales figures are being recorded everywhere the song is being played. Add that to MTV’s Jam Of The Week honors and it’s an across-the-board smash! Top-10 call-out research is reported at WNVZ Norfolk on Blessid Union Of Souls’ “I Believe” (EMI Records) and Adina Howard’s “Freak Like Me” (Eastwest/EEG). Make no mistake about it, these songs are huge... Also working very well at WATV Atlantic City, is Blues Traveler and their hit “RunAround” (A&M).

OUCH! Proving he is still hip (and somewhat hopped as well), KFTZ Idaho Falls’ Rich Summers had his keychain anymore. Rich is now accepting get well cards from anyone who won’t laugh out loud.

—John Kilgo
it's just so damn hard.

Heavy!

LP DOUBLE PLATINUM!
STILL SELLING NEARLY 75,000 PIECES A WEEK!
BDS MONITOR MAINSTREAM CHART 30*
MORE THAN 1,500 TOP 40 BDS DETECTIONS!
MORE THAN 12 MILLION LISTENERS!

Late Close Out Adds Include: B94  WPLY  KISF  KISX  KQCR  KMVR  KNIN  KQHT  And More!

SPINNING:

B94 22 Plays  WPRO 41 Plays  Q99 37 Plays  WZPL 25 Plays  KDWB 24 Plays
WZMJ 18 Plays  Star 94 19 Plays  WBQ 14 Plays  WKSE 29 Plays  WFLY 37 Plays
WGTZ 36 Plays  WGRG 40 Plays  WRQK 37 Plays  WPST 31 Plays  WTKI 24 Plays
KKFR 23 Plays  WDJX 20 Plays  Y187 18 Plays  WPXY 17 Plays  WTKI 5 Plays

KKMG  WGRG  WVAQ  WJMX  WQXA  WWST  WXLC

Top Requests:
Q99 Top-10
B97 #7

On Tour Now
TO CATCH A RISING STAR: It was only four issues ago when she graced the cover of Network 40 and wore a Chrome Lizard ring. Now this uniquely experienced KIOI PD is leaving the Bay Area and bringing her talents south to Los Angeles to take on a new challenge at KIIS for the currently flourishing KYGO. "Her status April 3rd. "I worked with Angela back when I consulted KIOL," KYSR PD Randy Lane says. "She's an expert with music and rotations. She has the unique ability to think from a listener's perspective."

MEANWHILE, BACK AT K101: The next question facing the A/C universe: Has anybody placed in Angela's old position yet? The answer is no. So if ya got any T&Rs to Dave Shakes yesterday at 700 Montgomery St., San Francisco, CA 94111. No phone calls, please.

TV EXPOSURE FOR FREE: Nothing's free, you say? Well, how about a little trade for mentions? Check out how KLRQ Kansas City had one hand wash the other with huge success. They teamed up with the local public TV station to cross-promote The Eagles' "Hell Freezes Over" concert simulcast. Jocks manned the phones during the pledge and netted the largest amount of money donated to the station in its history. It was so huge, it even raised more cash than the Lawrence Welk special in 1975. But not as many bubbles...viva van's una twa...I hope's a goa.

COMING YOUR WAY MARCH 27TH:

**BOB SEGER & THE SILVER BULLET BAND** "Turn The Page" (Capitol)

This classic track is probably best known for its powerful lyrics about life on the road. Your audience is probably familiar with the live version, but this timeless track has a previously unreleased studio version that's on your desk now. Don't miss giving your demo this instantly identifiable classic.

**THE CRANBERRIES** "Ode To My Family" (Island)

This Irish quartet is currently selling out shows all over the country. "Ode To My Family" is moving rapidly up the Network 40 chart and has exactly the right hip factor to groove up A/C radio. A great song from this eclectic band, "Ode" is very reminiscent of the smash, "Linger."

**AARON NEVILLE** "Can't Stop My Heart From Loving You (The Rain Song)" (A&M)

This infectious Reggae-flavored track was written by Diane Warren and has a hook that kills. A can't-miss combination.

**ANITA BAKER** "It's Been You" (Elektra/EEG)

Classic soulful Anita does it again. This sexy mid-tempo track will have you going straight for the candles, a great bottle of wine and a spot in front of the fireplace.

**MADONNA** "Bedtime Story" (Maverick/Sire/MB)

The title track to Bedtime Stories, "Bedtime Story" is the third single from the ever-popular Madonna. The eerie, mid-tempo feel to this song is very different from "Secret" or "Take A Bow." Madonna gives much more of a Dance flavor to this release. It could be a can't-miss combination.

**ALSO OUT THIS WEEK:**

**SHAW BLADES** "I'll Always Be With You" (WB)

**THE FOUR SEASONS** "Who Loves You" (Curb/Atlantic/AG)

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**BULLETS INDICATE INCREASED AIRPLAY**

**NOTES**

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WE'VE SPENT THE LAST TWENTY YEARS SETTING UP THIS SINGLE.

Although “Turn The Page” is one of Bob Seger’s Top 10 most played tracks, it was never a single...until now.

Inspired by the overwhelming success of his Greatest Hits, (Double Platinum • Top 20 for over 5 months) we’re releasing “Turn The Page” as a single.

We’ve also discovered a lost gem, the never-before-available studio version recorded in 1972.

Also, keep an eye out for the new video featuring rare, unreleased footage of past live performances.

“Turn The Page.” It’s not just a song. It’s a story.

IMPACTING A/C RADIO 3/27!
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<td>BRYAN WHITE. Look At Me Now (Asylum/EEG)</td>
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<td>AARON TIPPIN. She Feels Like A Brand New Man (RCA)</td>
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<td>SAMMY KERSHAW. If Your Gonna Walk, I'm Gonna Crawl (Mercury)</td>
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Bullets indicate increased airplay.
come together
America salutes The Beatles

FEATURING
David Ball  Tanya Tucker  Willie Nelson  John Berry  Delbert McClinton
Sammy Kershaw  Collin Raye  Phil Keaggy & PFR  Billy Dean  Shenandoah  Randy Travis
Huey Lewis  Little Texas  Susan Ashton & Gary Chapman  Steve Wariner
Suzy Bogguss & Chet Atkins  Kris Kristofferson

John Lennon is a registered trademark of The Estate of John Lennon ©1995 The Estate of John Lennon Licensed through Bag One Arts ©1995 Liberty Records
Kathleen Mattea
“Clown In Your Rodeo”
(MERCURY)

Kathy’s latest CD, Walkin’ Away a Winner, first came out in May of ’94, yet this could be her biggest single yet! “Clown” is simply a terrific, up-tempo, spring-leads-into-summer smash. Get on board of this rodeo bronco for a fast ride!!

Hank Williams Jr.
“Hog Wild”
(MCG)

Hank is enjoying a resurgence of sorts, especially since his successful performance at this year’s Super Bowl. This single sounds like vintage Hank Jr. and will be strong enough to put him back on top of the charts again. “Hog Wild” is already generating major spins from radio across the country. “Pick it high, or pick it low,” but pick it!

George Strait
“Adilada”
(MCA)

This is a different sound for George, but it’s a great change-of-pace. This Cajun-flavored song should be as hot on the air as Paul Prudhomme’s Red Sauce. George is another major superstar whose work is guaranteed to go Platinum. This will be no different. A great dance tune with a tremendous radio-driven hook, it doesn’t get better than this!

Kenny Chesney
“Fall In Love”
(BNA)

There’s lots of heat on this record from all over the country. BNA did a major showcase with Kenny in Myrtle Beach, SC a few weeks ago and got lots of early support. This sounds like another perfect spring record – up-tempo, strong vocals, a great hook and very danceable.

Larry Stewart
“Rockin’ The Rock”
(COLUMBIA)

Since leaving Restless Heart, Larry’s been looking for that perfect song to put him over the top. This is it! After being on the road with Vince Gill all last year, he’s been seen by a gazillion folks, giving him a solid base for “Rockin’ The Rock.” As the weather warms up, so do the records. “Rockin’ The Rock” will tell your listeners to “Turn up the volume.”

Lisa Brokop
“One Of Those Nights”
(PATRIOT)

Not only did Lisa knock ‘em dead at this year’s CRS New Faces Showcase, but she’s been able to follow it up with a terrific ballad, proving that everything you saw was “real” and not a “live” smoke-screen. This song is a powerful vehicle for her stunning voice.

Boy Howdy
“Bigger Fish To Fry”
(CURB)

The second release from their current CD, Born That Way, this record has a lot of energy. It’s very reminiscent of the old Georgia Satellites’ rocker, “Keep Your Hands To Yourself,” from a few years back. So, it’s another great record to make you get up and move! Boy Howdy is right on the edge of breaking out to the “big fish fry” in the sky; they’ll put them into orbit.

Terry Radigan
“Half A Million Teardrops”
(ASYLUM)

Collin Raye
“If I Were You”
(Epic)

Daryle Singletary
“Living Up To Her Low Expectations”
(MCG)

The Highwaymen
“It Is What It Is”
(LIBERTY)

Noah Gordon
“I Need A Break”
(PATRIOT)

Clint Black
“Summer’s Comin”
(RCA)
HANK WILLIAMS JR.  
"HOG WILD"

READY FOR AIRPLAY NOW!

OFFICIAL
ADD DATE: 
MARCH 27

Early Radio Action Includes:

WWYZ    WRNS
KLUR    WBCT
WBEE    KSOP
KNUE    WTCR
WAMZ    WYCQ
WGTR    KFMS
WAVC    WYAK
"FRIDAY NIGHT LIVE:" Two of the top labels in Nashville shared the spotlight last week with two tremendous new artist showcases. The first was at Garth Fundis' Sound Emporium studio for RCA/Nashville newcomer, Jon Randall. Not only did Jon give a fantastic performance, he proved that after hearing and seeing his great music live, it'll be easy for RCA to bring it home. Jon has a great band and great stage presence; he performs as if he's been around for 10 years. Jon and many of his band members played in Emmylou Harris' "Nash Ramblers." If this band goes on the road, watch out! Better still, on Jon's new record, the energy of his live performance came through my car speakers.

EIGHT FEET HIGH AND GROWING: There was even more excitement at Printer's Alley in Nashville, where Columbia's Stacy Dean Campbell performed. A slew of radio and record folks gathered for the show and a lavish sit-down dinner. (By the way, if anyone has the chance to sit for an entire evening at the same table as Coyote Calhoun, take it!)

Not only is he one of the best PDs in Country music, as fresh and exciting as his sophomore release, judging by their set-up, it feels like the kind of priority emphasis they'd be giving a new artist. To be sure, he certainly deserves it. The new single, "Eight Feet High," hits radio on April 3rd. Pick it up and you'll quickly see (and hear) what everyone was yelling about last week.

MI VIDA GOLDA: Sony/Tree and ASCAP threw a big party for Pam Tillis to celebrate her #1 record, "Mi Vida Loca." Pam's been on a two-year hot streak, take into account that she co-wrote, co-produced, co-published and was solely responsible for the vocals on this single, she deservedly took home a lot of heavy plaques for her efforts. Stopping by to help Pam haul away her latest bullIon were Emmylou Harris, Arista Nashville President Tim DuBois (who took a couple home himself), co-producer Steve Fishell and Ronna Rubin, Pam's longtime publicist.

PEAKING AT THE RIGHT TIME: Clay Walker's current album, If I Could Make A Living, (Giant) was certified Gold this week and appropriately enough, his single, "This Woman and This Man" hit #1 on Network 40's Country PPW Chart last week. To top it all off, Clay was able to sell out his first major show as a headliner late last month. More than 58,000 fans were on hand at the Houston Livestock and Rodeo. Event Manager Lori Renfrow noted that, "His performance was electric and certainly the highlight of the year's event."

FLETCH RETURNS: Fletcher Foster is flying from Burbank to Nashville within the next couple of weeks. After leaving Arista Records to become VP of MCA Publicity, he returns to the label, this time in Nashville as VP of Media and Artist Development. Long one of the best label/artist representatives in the industry, it's certainly good to have him back where he belongs.

INSIDE STROKE: Hot on the heels of last week's cover interview with legendary producer /MCA Publishing head Jerry Crutchfield, we're proud to announce a major promotion in conjunction with Liberty Records surrounding the release of Come Together - America Salutes The Beatles. We're mailing the new CD to all Network 40 stations this week. As for the music itself, you really can't go wrong with any of the tracks. Our current favorite: Billy Dean's sparkling performance of "Yesterday."

- Barry Freeman

MUSICAL CHAIRS: It's official, KMLE Phoenix APD Jeff Daniels is the new PD for KZDG Denver. So the next question must be who will be the new APD in Phoenix? Since the departure of Tom Jordan for KWNR Las Vegas, Dave Collins will be acting PD at KBUL Reno until a permanent replacement is found. Anyone up for the "Biggest Little City In The World" should contact the station ASAP.

MORE MUSICAL CHAIRS: Brad Chalker is doing afternoons at KRST Albuquerque; he was previously doing mornings at KIKK Houston. Scott Stewart is the new MD at WZZK Birmingham; he comes from WAKT Panama City. As Steve Miller departs KAGG Bryan-College Station, the new Asst. MD is Scott Free, who hails from WWWQ Pensacola.

ROLODEX ALERT: KFRC Oklahoma City has some new digs. You can now reach PD Mike McCoy and MD Jim Nash at 50 Penn Place, Suite 100, Oklahoma City, OK 73101...new phone: (405) 840-5271...fax (405) 840-4025. WILS Lansing flips from Country to Top 40, effective immediately.

MOTOR CITY MANIA: WWWW Detroit is gearing up for the first of four listener appreciation summer festivals. The first weekend will be May 19-21 and will feature performances by Doug Stone, Kathy Mattea, John Berry, Ty Herndon, Wesley Dennis, Woody Lee, Russ Taff and Chely Wright. (This looks like a wonderful excuse to use my frequent-flyer miles.)

KIK'N IT OFF: Last week, KIKF Anaheim's morning personality Charlie Tuna began broadcasting from the morning show's new home... The World's Greatest Burgers at the Universal City Walk. To celebrate the first show, KIKF held a breakfast where several artists stopped by, including Daron Norwood, The Tractors and the original Ready Lunch-Marcia, Maureen McCormick.

MORE FINALISTS: In addition to KZLA Los Angeles, congrats to KNIX Phoenix and WSIX Nashville for becoming nominees for the ACM Station Of The Year. The winner will be announced on the ACM Awards, May 10, which will be hosted by Clint Black, Tanya Tucker and Jeff Foxworthy.

SPRING IS IN THE AIR: (As if you didn't know...) The Spring Book starts March 30th. Best of luck to everyone... Speaking of which, this week's Conference Call deals with how programmers are preparing for the all-important book on page 12.

P.S. Don't forget to fax your playlists on Monday and call me at 1-800-443-4001 with any interesting info. The publicity's cheap and the dimes on us.

- Jamie Matteson
BILLY RAY CYRUS
One Last Thrill
Airplay Date: April 3rd

Produced by Joe Stilie & Jim Cotten
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<td>Woody Lee “Get Over It”</td>
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<td>Collin Raye “If I Were You”</td>
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<td>Mary C. Carpenter “House Of Cards”</td>
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<td>Collin Raye “If I Were You”</td>
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<td>Tracy Byrd “The Keeper Of The Stars”</td>
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<td>Russ Taff “One And Only Love”</td>
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<td>WWYZ/Hartford</td>
<td>Terry Radigan “Half A Million Tear Drops”</td>
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<td><strong>Greg Rambin</strong></td>
<td>WDOD/Chatanooga</td>
<td>Hal Ketchum “Stay Forever”</td>
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<td>Kenny Chesney “Fall In Love”</td>
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<td>Mary C. Carpenter “House Of Cards”</td>
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<td>Sawyer Brown “I Don’t Believe In...”</td>
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CARY ROlFE
KZLA/Los Angeles
Sammy Kershaw "If You're Gonna Walk..."
Toby Keith "You Ain't Much Fun...
Patty Loveless "You Don't Even Know..."

CHARLIE CASSIDY
KKCS/Colorado Springs
Kathy Mattea "Clown In Your Rodeo"
Collin Raye "If I Were You"
Russ Taff "One And Only Love"

PAM GREY
WTRS/Gainesville
Woody Lee "Get Over It"
George Strait "Adalida"
Ty Herndon "What Mattered Most"

KELLY THOMPSON
KKKC/Lafayette
Kenny Chesney "Fall In Love"
James House "This Is Me Missing You"
Tracy Lawrence "Texas Tornado"

LOYD FORD
WSSL/Greenville
Ty Herndon "What Mattered Most"
Lisa Brokop "One Of These Nights"
Patty Loveless "You Don't Even Know..."

LARRY SANTIAGO
KJUG/Visalia
Tracy Lawrence "Texas Tornado"
Clint Black "Summer's Comin"
Russ Taff "One And Only Love"

JEFF ANCELL
KLLL/Lubbock
Tracy Lawrence "Texas Tornado"
Kathy Mattea "Clown In Your Rodeo"
Kenny Chesney "Fall In Love"

DENNIS CARTER
KASH/Anchorage
4 Runner "Cain's Blood"
Ty Herndon "What Mattered Most"
Tracy Byrd "The Keeper Of The Stars"

VIC ROBERTS
WSTH/Columbus
Philip Claypool "She Kicked My Dog"
4 Runner "Cain's Blood"
Patty Loveless "You Don't Even Know..."

JIM KELLEY
WRVF/Dayton
George Strait "Adalida"
Rodney Crowell "Please Remember Me"
Western Flyer "Cherokee Highway"

DON RILEY
WKOA/Lafayette
Mary C. Carpenter "House Of Cards"
Kathy Mattea "Clown In Your Rodeo"
4-Runner "Cain's Blood"

RANDY BLACK
KATM/Modesto
John M. Montgomery "I Can Love You...
John Berry "Standing On The Edge...
Party Loveless "You Don't Even Know..."

R.G. JONES
WQBE/Charleston
4 Runner "Cain's Blood"
Toby Keith "You Ain't Much Fun...
Kenny Chesney "Fall In Love"

JEFF DANIELS
KMLE/Phoenix
George Strait "Adalida"
John Berry "Standing On The Edge...
Billy Montana "Didn't Have You"

KEVIN SCALLIN
WWWWDetroit
Wade Hayes "I'm Still Dancing With You"
Lisa Brokop "One Of Those Nights"
Jeff Carson "Yeah Buddy"

LESLIE FAYE
KOUL/Corpus Christi
Holly Dunn "I Am Who I Am"
Alison Krauss "When You Say Nothing..."
Lisa Brokop "One Of Those Nights"

Let Us Make You Famous...
HOT-LINE YOUR HOT COUNTRY PICKS TO JAMIE
1-800-443-4001
SOUND-ALIKES: Years ago when I was a jock, I was amazed, flattered, and sometimes insulted when people who were reportedly fans of the radio station said, "You guys all sound alike." In fact, these same people said that all radio people sounded alike! How could that be? I worked with extremely talented, yet wildly diverse and different jocks. We worked at Rock, Top 40, Oldies and Country stations. How could they think we all sounded the same? Then it came to me—they really didn't listen as closely as I did. In fact, I later found out that they were listening but often didn't actually "hear" anything. The point is that we, the people who make radio, have a vastly different view of our medium than the average listener.

ON BECOMING UNIQUE: If all of this is true, how can we make our radio station more important, more interesting and provide something the listeners need in their lives? How can we make our radio station the one that they report in the all-important Arbitron diaries? There is no simple answer, but we can help ourselves if we can eliminate the station's weaknesses and accentuate the strengths. The best way to identify these strengths and weaknesses is by doing a credible perceptual study. Short of that, try answering the following questions as honestly as possible:

1. If your station went off the air...why would your listeners miss you?
2. What need does your radio station serve that no one else in the market fills?
3. Who are your "P1" listeners? Why? What need of theirs do you fill?
4. Do your listeners buy the whole line of programming elements? What elements are most popular? Which ones generate the most cume or TSL?
5. What do your listeners ask for that you don't provide? Except for obvious, budget-oriented reasons, why don't you provide it/them?
6. What need of your listeners could you fill...if you really wanted to?
7. What makes you different from your direct competitor?
8. Have you honestly taken the time to assess the competitive situation in the market...the way an outsider would? Drawing conclusions on only what comes out of the speakers, how does your station stack up?
9. If you got fired tomorrow and a new programmer was hired, what do you think would be the first thing he/she would change? Why?
10. Where are the listeners you want to capture for your radio station? Look at your competitors' exclusive cume...why are they still exclusive to them?

THE "V" WORD: The point of all this is that listeners, being consumers, are looking for value. In the case of radio, they want great listening value for the time they invest. Time has value. Our sales departments sell it to advertisers. The listeners' time is precious and we should provide the best product or programming value.

D.I.Y. PERCEPTUALS: Again, perceptual research projects can help find answers to some of these questions, but talented and honest programmers should be able to take the time to arrive at some of the correct conclusions themselves. Now the perfect time to stop what you're doing and wrestle with these 10 questions. Any programmer who thinks their radio station is strong enough to pass this test should be able to take the time to arrive at some of the correct conclusions themselves.

THE REPORT

-Jim Wood
BILLY MONTANA

Didn't Have You

Now Playing At:

WBCS  WPOC  KMLE
KYGO  WYCD  WSIX
WRBQ  WSM  WWYZ
WGNA  KASE  KEBC
WSSL  KEDK  WRKZ
KUZZ  KSKS  KRKY
KFDI  KNAX  WDRM
WAXX  WIOV  WAYZ
WXCL  KBUL  WCUZ
WTCM  KGE  KXDD
WDEM  KXKC  KTTS
KLUR  KUG  WTHI
WTCR  KNCQ

From the upcoming album,

NO YESTERDAY,

the debut release from

MAGNATONE

RECORDS

Written: Billy Montana/Jamie K. Watson
Produced: Jim McKell/David Flint/Billy Montana.
**A Three Amigos**


**A Hitchers Unanimous**

Seen looking for a ride are (l-r): Atlantic artist Neal McCoy and WFMS afternoon-drive personality J.D. Cannon.

**A CRS Stars of '95**


**A On The Move**

Returning from the CRS with more bags than they left L.A. with are (l-r): KZLA Los Angeles PD R.J. Curtis, M.D. Cary Rolfe and Prom Dir. Teri Watson.

**A Career Moves**

Artists Brett James (l) and Lee Roy Parnell (r) listen intently while Dir. of Nat. Promo. Denise Nichols (c) talks about their new label, Career Records.

**A They Did**

(l-r): WXRB PD/morning co-host Tommy Nyecees while contest winners Monica Steigner and Paul Clark exchange vows. Witnessing the studio o’ love festivities are WXRB’s Julie Fox (center) and morning co-host Joe Nasti (far rt).

*You, too, can get your mug on these pages. Send your PR pix to Network 40, 120 N. Victory Blvd., Burbank, CA 91502*
Especially Made For Country Radio...

New Sweatin’ Stetson Mix
- Remixed By Brian Tankerslay

Sent To You In This Week’s Issue!

#1 SoundScan Country Single Sales For 2 Weeks In A Row!

Early BDS Action: WXRB, WCFB, WOKO WSTH, WGEE, WYCD
12 YEARS OF HARD WORK AND NO GOLD WATCH:
Inspirational news from the fun-loving city of San Diego, where Z90 has hired an afternoon talent from the surrounding area. Remember areas that "surround" San Diego include Los Angeles, Phoenix, Las Vegas and Mexico - major metropolitan centers seemingly loaded with talent. Ignoring convention, our heroes, PD Lisa Varquez and MD Jeff Nelson combed the cacti of El Centro and found their man. After 12 years at KSIQ in the Imperial Valley, Ray Morales gets a shot in the big leagues. Adding another million or so to your cume is a positive career step...so we've been told.

THE NEW TEMPS: The Motown catalog is responsible for millions of shower-singing hours throughout this great nation. (Now we know who to blame for a water shortage!) The next inspiration may come from the MCA act IV Xample. A recent show at the House Of Blues gave us a peek into future greatness. Well-dressed and well-rehearsed, the band capped a show that also included Immature, Monteco, London Jones & Ebony Vibe Everlasting. If this is a glance at the next six months of the Gorlick regime, momentum is the least of their worries.

RICKI REYEZ' BIG ADVENTURE: From six months on the air to PD is not how things usually work in this business, but that's how it went for Ricki Reyuez of KMVR Las Cruces. Ricki got the PD nod last week as the station changed direction from rhythmic to something more closely related to the gee-tar. In Las Cruces, a 70% Hispanic marker, management is hoping that sales of Prince Springsteen Greatest Hits will go through the roof. (A mentality also found at your local Pinto dealer). If the sold-out Boyz II Men concert is better rehearsed, the band capped a show that also included Immature, Monteco, London Jones & Ebony Vibe Everlasting. If this is a glance at the next six months of the Gorlick regime, momentum is the least of their worries.

— Stephen Meade
FROM THE NEW ALBUM "POVERTY'S PARADISE"
MANAGEMENT: QUEEN LATIFAH AND SHA-KIM FOR FLAVOR UNIT MANAGEMENT

OVER 8.6 MILLION COMBINED LISTENERS!
OVER 400 PLAYS COMBINED! OVER 65 STATIONS COMBINED!

REPORTED AIRPLAY!
Power 106 L.A. New!
92Q Baltimore
WPGC Washington D.C.
290 San Diego
B96 Chicago
WJMH Greensboro
KDON Salinas

KMEL S.F. New!
KBXX Houston
KWIN Stockton

EARLY ACTION!
KJYK Tucson New!
HOT 97 N.Y.
WJMN Boston
WHJX Jacksonville
KCAQ Oxnard

KTFM San Antonio
WPOW Miami
Lots of tempo equals lots of fun. Radio has warmed up to this act over the past several months and it looks as though they're here to stay. From a Bad Boys soundtrack that's packed with great tunes, the 69 Boyz have a head start on the rest of the field with this one.

THE B.U.M.S (Brothas Unda Madness)

"Elevation (Free My Mind)"

(PRIORITY/ALL CITY MUSIC)

In a commentary on the state of Rap music as it relates to the record industry, the B.U.M.S tell us that as in the end, it's the music that matters, politics be damned. A Teddy Pendergrass sample lends familiarity to the song, which is getting attention from KKBV, KMEL, 92Q and WPGC. Look for the B.U.M.S to be a topic of conversation for some time.

RUFFNEXX SOUND SYSTEM

"Luv Bump"

(QWEST/WB)

A record that just screams summertime. A Reggae-flavored groove that has tempo, bounce and some interesting lyrics. Already some signs of acceptance from WOVV and several record pools throughout the East Coast. In the grand scheme of things, couldn't we all use a Luv Bump?

MORE OF THE STORY

This week's most-talked-about record award goes to Jon B. featuring Babyface: "Someone To Love" (550 Music). This project was the hot topic of a recent cross-country blitz by Polly Anthony's minions. The consensus of programmers who heard the record is that this is an automatic. Find it on the Bad Boys soundtrack and live it up...After a successful showcase in L.A. last week, Joya is set to take on the world. Her "Like What You're Doing To Me" (Atlas /A&M) is a song assured of a Crossover radio following. Much like Jade and Brownstone before her, Joya has a soulful mid-tempo smash...A story is developing for Madonna without her personally being the focus. The second release for Dana

JOYA

Dane, "Rollin' Wit Dane," (Maverick/Sire/WB) is getting a buzz from Z90 and WHJX. Some very clean rhymes that favor neither coast is served up in a neat four-minute package...Madonna does have a word to share in the wake of her MTV appearance. The Junior Vasquez mixes of "Bedtime Story" (Maverick/Sire/WB) are in the works and should be coming your way soon. If the video is any indication, this is not a song, it's an event...Stations in search of the next big thing must put an ear on the Method Man track "All I Need" (Def Jam/Island). Sampling a classic Marvin Gaye and Tammi Terrell tune, Method uses Mary J. Blige to help him as he breaks off some rhymes. On the air at WPGC and 92Q.

Stephen Meade

PEACE AND LOVE to Eric (Eazy-E) Wright and his entire family as he battles AIDS in an L.A. hospital. Founder of the breakthrough Rap group Niggaz With Attitude, Eazy, along with Ice Cube, Dr Dre and M.C. Ren were instrumental in taking Rap from the underground to become a nationwide multi-million-dollar force. As President/CEO of Ruthless Records, Eazy just scored with the already-Platinum Cleveland rappers Bone Thugs-N-Harmony.

Eazy's illness came just as N.W.A. was considering a six-year anniversary reunion. Cube and Dre are by his side, watching hospital switchboard operators handle over 2,500 calls per day!

IT'S WHERE HE'S AT: Hip-Hop legend/rapper Doug E. Fresh showed up last Saturday night for an impromptu live show on KKBV/ KMEL's "Wake Up Show" with mix show hosts Sway and King Tech. In L.A. for the Soul Train Awards, Doug E. decided to hang for a couple of months to produce his next album. He's hit The Beat twice for live shows, offering straight Hip-Hop history and mad Freestyle raps alone, with harp, and with guest emcees such as Mercury McKnight's cover of Van Morrison's "Brown Eyed Girl." 

TRUE TO THE STREET: The Roots rock the mic with "Silent Treatment" (DCG), Mona Lisa at Wild Pitch/EMI sold me on The Coup, "Fat Cats/Bigga Fish" - especially after seeing the video. Don't wait on Redman's "Can't Wait" (Def Jam/Island) or Common Sense's "Resurrection" (Relativity). Also, don't miss King Tee's album, IV LIFE (MCA). Snippets of the album sound like pure smash. Check out remixes by Brandy (Atlantic/AG) and Mary J. Blige (Uptown/MCA). E-40's "I Luv" (Jive), Keith Murray's "Get Lifted" (Jive), Da Bush Babes' "Remember We" (WB), Naughty By Nature's "Craziest" (Tommy Boy), Rottin Razkals 'Oh Yeah!' (Illtown/ Motown) and KRS One's remix of Channel Live's "Mad Izm" (Capitol).

ON ITS WAY: Biggie Smalls' "Who Shot Ya?" (BadBoy/Arista), "Every Little Thing You Do" from Soul For Real (Uptown/MCA), and check this line-up: "Freedom," featuring every major female R&B singer - Aaliyah, TLC, Salt-N-Pepa, En Vogue, Queen Latifah, Mary J. Blige, Zhane, N'Dea Davenport, SWV and many more, all on the Black Panther OST (Mercury).

Debbie Peterson
"ELEVATION (FREE MY MIND)"

Already Reported At KMEL San Francisco!

Selection #551

THE BUMS
BROTHAS UNDA MADNESS
AUSTIN WRAP-UP: Word coming out of the SXSW convention was that it was well-attended by commercial Alternative programmers. As usual, the talent line-ups were excellent and the panels were interesting. Just as predictably, the convention setting was no place to solve any of the pressing issues. While a pragmatic perspective would applaud the confab for the free exchange of ideas and different points of view, there were still several parties who were unsatisfied with the discussions. One prevalent objection was that many panels served primarily to showcase the careers of a select few. Despite all the hoopla during topics such as record company-sponsored radio festivals and radio playing indie label projects, you undoubtedly could derive more insight from any of the on-line forums.

THE WORLD ACCORDING TO BRETT: An undeniable highlight of the SXSW was listening to Eyanaph owner Brett Gurewitz. The instant millionaire several-times-over still expresses the innocence of a young up-and-coming indie label exec. But, he has proved to be a quick-learner and well-informed player in the industry. His integrity regarding maintaining his band-friendly label hopefully was an inspiration to the truly jaded attendees.

OH, AND THERE WAS MUSIC, TOO: SXSW basically originated as a feeding ground for A&R and concert promoter-types to spot new talent to sign or book. Bands from across the country would come to play in the many Austin clubs with the dream of getting that one big break. Although there was no shortage of new music this year, they were all slightly overshadowed by major acts like Soul Asylum and Bush. Soul Asylum topped the convention, since their next album isn't due for several months, yet they played a majority of new material. What a treat! (Helpful Future Booking Suggestion: It would be nice to see these major acts play at times that wouldn't conflict with performances by the young and undiscovered talent.)

...AND I WASN'T EVEN THERE! Missing SXSW for a friendly jaunt to England wasn't the biggest sacrifice one could make, to say the absolute least. Seattle and London are both still feeding the myth to vacationers that "It's always raining here" to stop potential movers, but not a drop of rain hit my head. Nonetheless, there is no shortage of record stores and a music scene. Blur is still bigger than life and that country's Pearl Jam. New acts like Elastics and Tricky are generating the biggest buzz among new talents for more than just their new hits, "Connection" and "Ponderosa," respectively. Elastics just settled out of court in a dispute with the group Wire, whose management accused Elastics of ripping off parts from Wire's song "Three Girl Rumba." Ex-Massive Attack member Tricky has a new solo record whose material (which rides along the same vein as Portishead) garnered three encores during his opening slot at the PJ Harvey show.

STAR TIME: PJ Harvey made an all-star London debut on stage. Bjork, Nick Cave, Michael Hutchence, Adam Clayton and Naomi Campbell were in attendance, to name a few, as she put on the rock concert of the year. Lights, props, dancing and a rip-roaring set of arrangements, including "Blankets" and "The Down of the River." A music that rides along the same vein as Portishead garnered three encores during her closing set at the PJ Harvey show.

—Karen Holmes
#1* Billboard Club Chart!

More permission to break the commandment of your choice.

WATERLILIES
NEVER GET ENOUGH
from the album
TEMPTED

Early Airplay At:
KRBE Houston 14 Plays
KSMB Lafayette Add!
K106 Beaumont Add!
KOKZ Waterloo Add!

Produced and Arranged by Ray Carroll  Contact: Steve Lau / Kinetic Records
1 2 PAC
Me Against The World
Out Da Gutter/Interscope/AG


Primary Media Exposure: Huge word-of-mouth buzz from hardcore fans. Crossover/Urban radio a solid second.

2 ANNIE LENNOX
Medusa
Arista

Regional Sales Breakout: Consistent nationwide. Top-10 sales in New York City and state, New England, Maryland, Illinois, Missouri, Ohio/Indiana, Texas/New Orleans, Florida, Arizona/Las Vegas, entire West Coast.

Primary Media Exposure: Strong Top 40 airplay leads, VH1 exposure a strong second.

3 E-40
In A Major Way
RadioActive/Interscope

Regional Sales Breakout: Strong everywhere but the East. Top-10 sales in Illinois, Ohio/Indiana, Michigan, northern California, Pacific northwest, Colorado, Phoenix.

Primary Media Exposure: Word-of-mouth from hardcore following leads; Crossover/Urban/Rap airplay not far behind.

4 MAD SEASON
Above
Columbia

Regional Sales Breakout: Consistently strong nationwide. Top-10 sales in Minnesota, Nebraska, Columbus, Cleveland, Michigan, Arizona/Nevada, Pacific northwest.

Primary Media Exposure: Crossover/Urban/Rap airplay leads; MTV exposure and fans’ word-of-mouth battle for second.

5 COLLECTIVE SOUL
Collective Soul
Atlantic/AG


Primary Media Exposure: Multi-format radio airplay leads, but positive word-of-mouth creating a renewed buzz.
ADINA HOWARD
FREAK LIKE ME

It's no secret - you've never had a freak like this.

The premiere single and video from the forthcoming debut album Do You Wanna Ride.

Produced by Mass Order for Double Lady Productions
Executive Producers: Max Guisse, Gerry Griffith, Royce Romain, Livio Harris
Management: Biggie Management, New York/Los Angeles

Single Sales Explode!
#7 Selling Single In America!
Single Approaching Gold!
★ #2 Most Played
MTV #10 Requests

NETWORK: Closing In On 2,000 Spins!
Rhythm Crossover Monitor #6

#1 Most Played Record At:
WJMN WPGC
KDON KJYK 92Q
Z90 WJJS WWKX

Breaking The Mainstream Barrier:
KHKS WKSS
WFLZ WNVZ KQKQ
KKFR WKSE WKSS
PLUGGED IN
THE NATION'S HOTTEST MUSIC VIDEO ROTATIONS

---

**BRANDY**
Baby

**the cranberries**
Ode To My Family

**SHERYL CROW**
Strong Enough

**DAVE MATTHEWS BAND**
What Would You Say?

**LIVE**
Lightning Crashes

**MADONNA**
Bedtime Story

**THE NOTORIOUS B.I.G.**
Big Poppa

**BRUCE SPRINGSTEEN**
Murder Incorporated

**TLC**
Red Light Special

**VAN HALEN**
Can't Stop Lovin' You

**BREAKTHROUGH VIDEO:**
WAX
California

**JAM OF THE WEEK:**
MARY J. BLIGE
I'm Goin' Down

**WATCH FOR IT!**

**NINE INCH NAILS**
Hurt

---

**EAGLES**
Love Will Keep Us Alive

**HOOTIE & THE BLOWFISH**
Hold My Hand

**MADONNA**
Bedtime Story

**MELISSA ETHERIDGE**
If I Wanted To

**SHERYL CROW**
Strong Enough

**LARGE**

**BONNIE RAITT**
You Got It

**BOYZ II MEN**
On Bended Knee

**BRUCE SPRINGSTEEN**
Murder Incorporated

**DIJONNE FARRIS**
I Know

**ELTON JOHN**
Believe

**ANNIE LENNOX**
No More '1 Love You's

**GLORIA ESTEFAN**
Everlasting Love

**MADONNA**
Take A Bow

**TOM PETTY**
It's Good To Be King

---

**MARKET BREAKS**

**NEW YORK, NY**

**1 Rap**
Channel Live, Mad-Izm

**2 Rap**
Mary J. Blige, I'm Goin' Down.

**1 Urban**
Stevie Wonder, For Your Love

**1 Rock Alt.**
Sons Of Elvis, Formaldehyde

**SELECTION #**

- Fabu, JustBall 423
- Common Sense, Resurrection 416
- Track Lords, Control 445
- Holy Gang, Free Tyman Free 439

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**SAN FRANCISCO-OAKLAND-SAN JOSE**

**1 Rap**
Ice Cube, What Can I Do

**1 Rap**
Rednex, Cotton Eye Joe

**1 Urban**
Shabba Ranks, Let's Get It On

**1 Rock Alt.**
Bush, Everything Zen

**SELECTION #**

- Big L, Put It On 541
- Blackstreet, Joy 494
- Brian McKnight, Crazy Love 527
- Bruce Springsteen, Murder Incorporated 564
- The B.U.M.S., Elevation (Free My Mind) 551
- Changing Faces, Keep It Right There 553

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**ADD OUTS**

- Dis-N-Dat, Freak Me Baby
- Elastica, Connection
- Fun-Da-Mental, Dog Tribe
- Jemini The Gifted One, Funk Soul Sensation
- Kam, Pull Your Heart Card
- Lords Of The Underground, What I'm After
- Madonna, Bedtime Story
- Marilyn Manson, Lunchbox
- Matthew Sweet, Sick Of Myself
- Megadeth, A Tout Le Monde
- 95 South, Redo
- Questionmark Asylum BBlackgirl, Hey, Look Away
- Raphael Saadiq, Ask Of You
- Smil-F-Wessum, Wintertime
- Smooth, Mind Blowin'
- Spragga Benz, At Lover
- Tha Alkaholiks, The Next Level

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**FIELD OF FOOLS**

It's the Awayboys vs. the Homeboys this Saturday, April 1st on MTV's sixth annual 'Rock 'N' Jock Softball Challenge'. Dusting off their uniforms are pro players David Justice, Roger McDowell, Roger Clemens, Mike Piazza and Bobby Bonilla. Celebs on hand will be George Clooney, Pamela Anderson, Melissa Etheridge, Corbin Bernsen, and Cameron Daddio among others. Sportscaster: Steve Albert handles play-by-play, Chris Connely offers color commentary and MTV VJ Idalis is field reporter. Catch game highlights premiering 4/1 at 1:00 pm (ET/PT).
SPANISH FLY “Daddy's Home”

MONITOR RHYTHM CROSSOVER CHART 31
MORE THAN 600 TOP 40 BDS DETECTIONS!

ALREADY TOP-10 CALL-OUT & TOP-5 REQUEST:
HOT 97.7 74 PLAYS  KYLD 52 PLAYS  KTFM 44 PLAYS  KGCI 30 PLAYS  KHTN 40 PLAYS  KDON 20 PLAYS

MAJOR MARKET AIRPLAY:
Z90 27 PLAYS  KUBE 22 PLAYS  KBOS 48 PLAYS  KWIN 45 PLAYS  KKXX 35 PLAYS
KCAQ 32 PLAYS  KYK 30 PLAYS  WOYV 28 PLAYS  KFMB 14 PLAYS  PLUS MANY MORE!

“DADDY’S HOME IS DOING WELL FOR ALBIE DEE’S NATIONALLY SYNDICATED SHOW – 415 REQUESTS, MOVING 14-12 ON NATIONAL SALES CHART.” – ALBIE DEE, MD, WPGC

“NO MATTER WHO YOUR TARGET AUDIENCE IS, DADDY’S HOME IS AN ACROSS-THE-BOARD TOTAL SMASH.” – MARK SHANDS, NEW WORLD COMMUNICATIONS

“THIS ISN’T JUST A ‘HISPANIC’ RECORD – THIS IS AN ACROSS-THE-BOARD SMASH. A MAJOR SECRET WEAPON THAT WORKS.” – SONIA JIMENEZ, MD, KGCI

“I’m Alive” SEAL

AS PERFORMED ON THE GRAMMYS FROM HIS PLATINUM LP SEAL!

LOOK FOR SEAL ON HIS MASSIVE SPRING/SUMMER TOUR!

HOT ROTATIONS:
Q99 29 PLAYS  KLRZ 51 PLAYS  KIOC ADD 20 PLAYS
KCHX 19 PLAYS  KFRX 19 PLAYS  KZIO ADD 10 PLAYS
KTR5 16 PLAYS  WPRR 15 PLAYS  KMTT 15 PLAYS
WQGN ADD  WTWR 15 PLAYS  WZPK 14 PLAYS

Dana Dane “Rollin’ Wit Dane”

FEATURING ADINA HOWARD

SECOND MOST ADDED AT CROSSOVER RADIO INCLUDING:
92Q WPGC  HOT 97.7  Z90  KDON  WHJX 5 PLAYS  KLUC  WJJS AND MORE!
WJMH 28 PLAYS

ALSO NEW AT:
WEJM  WZAK  WJHM  WHRK  WTMP  WTLG

COMING SOON... TOM PETTY “IT’S GOOD TO BE KING” – ALREADY ON Q99, WDDJ AND WRFY...R.E.M. “STRANGE CURRENCIES” – ALREADY ON WPLY, WKSE, WKBQ, Q99, G105, WPST, WZJM AND WGRD.
and have been picking up steam ever since.

They spent summers together in Canada.

Their current single is "Here And Now."
The first single, 12" & video

-Control-

Produced by Juno Reactor with mixes by The Overlords, DJ Digit & DJ E FX

ON YOUR DESK NOW

Early Add-WWKX Providence!  Video Out Now!

Spinning: Z100  KRBE  Q99  XL106  KZHT  WPST  WGRD
WABB  WAQZ  KEDG  XHRM  91X  KEDJ  K-CL  X96

"'Control', already a white label favourite with the likes of Paul Oakenfold and a Billboard top five dance hit in the U.S., is a high-energy demonic pop song that has already found its niche in the clubs without anyone really knowing that Traci Lords was the voice behind it. The album that it heralds, however, mixes high camp with low rent, ambient washes with hard-edged aggressive techno pop. 1,000 Fires is a sophisticated autobiographical take on the life of Traci Lords."

- The Face - March 1995

From The Debut Album 1,000 Fires
1. Rednex / Cotton Eye Joe
2. TLC / Red Light Special
3. Green Day / When I Come Around
4. Firehouse / I Live My Life For You
5. Boyz II Men / Thank You
6. Gillette / Mr. Personality
7. Live / Lightning Crashes
8. REAL McCoy / Run Away
9. Blessed Union Of Souls / I Believe
10. Sheryl Crow / Strong Enough

WKSS Hartford, Michael Maze
1. Soul For Real, Candy Rain
2. Green Day, When I Come Around
3. Max-A-Million, Fat Boy
4. Boyz II Men, On Bended Knee
5. Weezer, Buddy Holly
6. TLC, Red Light Special
7. Ini Kamoze, Here Comes The Sun
8. Jamie Walters, Hold On
9. Brandy, Baby
10. T L C, Creep

WKBQ St Louis, Rick Idol
1. Gillette, Mr. Personality
2. Boyz II Men, Water Runs Dry
3. Pearl Jam, Better Man
4. Duran Duran, White Lines
5. Green Day, When I Come Around
6. Stone Temple Pilots, Pretty Penny
7. Live, Lightning Crashes
8. Bush, Everything Zen
9. Hoobie & The Blowfish, Let Her
10. Sponge, Plowed
Hine Farris

I know

The #1 Top 40/Mainstream song in America is a bit for every audience. Just ask Russ Allen at 92Q, who says, "I'm convinced this record can and will work for rhythm radio, and Danny Clayton at WKTI adds, "Our #1 call-out record," and Chuck Geiger from KISF says, "#6 in call-out and fits perfectly with our pop-modern mix."

Toad's sold-out national tour with Hootie & The Blowfish continues. Hot 100 airplay on Fly From Heaven in these cities: Hartford, Philadelphia, Cleveland, Chicago, Cincinnati, Columbus, Milwaukee, Kansas City, St. Louis, New Orleans and Sacramento. New major airplay commitments include KRBE, WKSS, KISF, WZJM and WSTW.

www.sony.com
Today's Best Music!

KIOK Tri-Cities, Michael Dean
1. Blessid Union Of Souls, I Believe
2. Rednex, Cotton Eye Joe
3. Firehouse, I Live My Life
4. Boyz II Men, Thank You
5. Sheryl Crow, Strong Enough

XL93

KXXL Grand Forks, Trevor Dee
1. Rednex, Cotton Eye Joe
2. Blessid Union Of Souls, I Believe
3. Gillette, Mr. Personality
4. TLC, Red Light Special
5. Live, Lightning Crashes

WNOK FM Columbia, Jo Jo Friday
1. Rednex, Cotton Eye Joe
2. Live, Lightning Crashes
3. TLC, Red Light Special
4. Pearl Jam, Better Man
5. Boyz II Men, Thank You

FM 97 WLAN

WLAN Lancaster, Dana Dana
1. Real McCoy, Run Away
2. Rednex, Cotton Eye Joe
3. Soul For Real, Candy Rain
4. Live, Lightning Crashes
5. Gillette, Mr. Personality

The Coast 95.9 FM

WOSC Ocean City, Kym McKay
1. Green Day, When I Come Around
3. Sheryl Crow, Strong Enough
4. Hootie & The Blowfish, Let Her
5. Live, Lightning Crashes

Tonight's Best Music!

Night Person
Brad Douglas KIXY San Angelo

1. TLC / Red Light Special
2. Rednex / Cotton Eye Joe
3. Subway /702 / This Lil' Game We Play
4. Max-A-Million / Fat Boy
5. Adina Howard / Freak Like Me

KCLD St Cloud, Mike Danger
1. Rednex, Cotton Eye Joe
2. Firehouse, I Live My Life
3. Gillette, Mr. Personality
4. Blessid Union Of Souls, I Believe
5. Real McCoy, Run Away

KFKD St Cloud, Mike Danger
1. Rednex, Cotton Eye Joe
2. Blessid Union Of Souls, I Believe
3. Real McCoy, Run Away
4. Boyz II Men, Thank You
5. Firehouse, I Live My Life

WVSR Charleston, McFly
1. TLC, Red Light Special
2. Rednex, Cotton Eye Joe
3. Adina Howard, Freak Like Me
4. Boyz II Men, Thank You
5. Firehouse, I Live My Life
6. Gillette, Mr. Personality
7. Letters To Cleo, Here And Now
8. Soul For Real, Candy Rain
9. Brandy, Baby

WNTQ Syracuse, Ragman
1. Firehouse, I Live My Life
2. Pearl Jam, Better Man
3. Rednex, Cotton Eye Joe
4. Nikki French, Total Eclipse Of
5. Green Day, When I Come Around
6. Live, Lightning Crashes
7. Boyz II Men, Thank You
8. 2 Unlimited, Get Ready For This
9. The Cranberries, Ode To My Family

WAYV 95.1 FM

KSLY San Luis Obispo, Craig Payne
1. Rednex, Cotton Eye Joe
2. Jamie Walters, Hold On
3. Boyz II Men, Thank You
4. Green Day, When I Come Around
5. Ini Kamoze, Here Comes The

WAYV Atlantic City, Paul Kelly
1. Real McCoy, Run Away
2. Green Day, When I Come Around
3. TLC, Red Light Special
4. Boyz II Men, Thank You
5. The Human League, Tell Me
"As I Lay Me Down"

Sophie B. Hawkins

"Sophie's live on-air performance created major listener response."
- Casey Keating, PD, Y100, Miami

"The best live performance I've ever seen...and we've had PEOPLE here! Sophie has an incredible energy and a rawness that's mesmerizing! The glass in the studio was steaming, she was so hot!"
- Vic The Brick, Rick Dees In The Morning, KIIS FM, Los Angeles

"Sophie's performance on the Z Morning Zoo was spectacular!"
- Ken Penson, PD, KKRZ, Portland

"Our morning show had more fun with Sophie than with any other artist I can remember! Her personality, charm, and charisma mirror her talents and we welcome her back anytime!"
- Tim Richards, MD, KRQ, Tucson

"Extremely active phone record with impressive call-out."
25 SPINS!
- Danny Clayton, PD, WKTi, Milwaukee


From the album "WHALER."
C754X 55340
Produced by Stephen Lipson.

COLUMBIA

NEW ROTATION:
WNVZ KKRZ
WGTZ Y107 WSTW
KEITH MARTIN
NEVER FIND SOMEONE LIKE YOU

KEITH MARTIN
NEVER FIND SOMEONE LIKE YOU

25* Top 40 Rhythm Chart
Album It's Long Overdue
in-store April 18th
Over 600 Hot 100 Spins

Boston
WJMN 41 Spins #22 SoundScan Single
Washington, D.C.
WPGC 12 Spins D-74 SoundScan Single
New Airplay

Jacksonville
WHJX 25 Spins (Increased Airplay) #44 SoundScan Single
WAPE 16 Spins (Increased Airplay)

San Francisco
KYLD 44 Spins (Increased Airplay) #16 SoundScan Single
KMEL 11 Spins (Increased Airplay)

Houston
KBXX 28 Spins #26 SoundScan Single

Seattle
KUBE 28 Spins #11 SoundScan Single

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

"Columbia" Reg. U.S. Pat & TM. Off. Made and Printed in Canada by:
Columbia Records International
**MO:

**

**BUZZ RECORDS**

1. Hootie & The Blowfish / Let Her Cry
2. the cranberries / Ode To My Family
3. Elton John / Believe
4. Boyz II Men / Thank You
5. Technotronic / Move It To The Rhythm

---

1. Firehouse, I Live My Life
2. Van Halen, Can’t Stop Lovin’
3. Bruce Springsteen, Murder in the Heartland
4. Patti Smith, Look What Love Has Done
5. The Human League, Tell Me
6. Dionne Farris, I Know
7. Blessid Union Of Souls, I Believe
8. Gloria Estefan, Everlasting Love
9. Jamie Walters, Hold On
FOREIGNER

Until The End Of Time

One Of The Most Added!

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OVER 100 STATIONS!

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MUSIC FIRST

Add!

Management: Steve Barnett & Stewart Young

©1995 Rhythm Safari
There was only one Charlie Minor.

And if the long distance connection can be done, he’ll make the call.
hear it, feel it, read about it
and then watch it blow up!

this is what they're saying:

"Mad Flava, Def Jam is kickin' some ole' R&B vibe for the 95"

Lucious Ioc, KBXX Houston

"The music in this record with this man's incredible vocal talent will
definitely do some damage. The project is Billboard Chart bound"

Dj Spen, WERQ Baltimore

A CROSSOVER SMASH!

KYLD 69 Plays
WPGC 56 Plays
92Q 37 Plays
WJMN 31 Plays
KKBT 25 Plays

KHQ 66 Plays
WHJX 54 Plays
KBXX 35 Plays
KIKI 30 Plays
WQHT 22 Plays
KUBE 16 Plays

WJMH 64 Plays
KMEL 53 Plays
KGGI 33 Plays
KPWR 27 Plays
KSFM 19 Plays
KZFM 14 Plays

Z90 63 Plays
WHHH 52 Plays
KTFM 32 Plays
KPRR 26 Plays
KLUC 18 Plays

TOP-5 PHONES: KMEL

SOUNDSCAN SINGLE 7-3*
RHYTHM CROSSOVER MONITOR 13-7*
Charlie,

we love you...we'll always miss you!

There will never, ever be another friend like you.

You are a true inspiration.

Your buddies at COLUMBIA and the WORK group.
To our beloved friend, Charlie.

You will be missed.

The Elektra Entertainment Group
"There's no love song finer
But how strange the change
From major to Minor...."

"EVERY TIME WE SAY GOODBYE"

—Cole Porter

For Charlie,

From your friends at Warner Bros. and Reprise Records
charlie minor

a great friend to us all

we will miss you
In Memory of

Charlie Minor

...a very special individual.

What made Charlie special was whether you were a president or a mail clerk, he treated all with equal respect and dignity. He went out of his way to help everyone in the industry, regardless of position or title.

No one will ever take his place.

–Marc Benesch
Charlie,

we love you
and we'll miss you.

From your friends
at RCA.
Charlie Minor

His undaunted enthusiasm
made even the impossible,

possible.

We will always miss him.
CHARLIE MINOR

“A truly great man never puts away the simplicity of a child.”
CHINESE PROVERB

FOREVER,
Your Friends and Family at Geffen Records
In memory of Charlie Minor:

Hey Buddy, you treated every person like a prince because you were a prince.
Thanks for being a friend to us all.

We will miss you dearly.

Your friends at Mercury Records.
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<td>66</td>
<td>Stevie B.</td>
<td>Dream About You</td>
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<tr>
<td>67</td>
<td>Toad The Wet Sprocket</td>
<td>Fly From Heaven</td>
<td>Page 49</td>
</tr>
<tr>
<td>68</td>
<td>Richard Marx</td>
<td>Nothing Left Behind Us</td>
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<tr>
<td>69</td>
<td>Brandy</td>
<td>I Wanna Be Down</td>
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<tr>
<td>70</td>
<td>Crystal Waters</td>
<td>100% Pure Love</td>
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<tr>
<td>71</td>
<td>Siouxsie &amp; The Banshees</td>
<td>O Baby</td>
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<tr>
<td>72</td>
<td>Notorious B.I.G.</td>
<td>Big Poppa</td>
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<td>73</td>
<td>K7</td>
<td>Move It Like This</td>
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<tr>
<td>74</td>
<td>K-Ci Hailey</td>
<td>If You Think You're Lonely Now</td>
<td></td>
</tr>
<tr>
<td>75</td>
<td>Stone Temple Pilots</td>
<td>Pretty Penny</td>
<td></td>
</tr>
<tr>
<td>76</td>
<td>Nirvana</td>
<td>The Man Who Sold The World</td>
<td></td>
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<tr>
<td>77</td>
<td>Fun Factory</td>
<td>Close To You</td>
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<td>78</td>
<td>Max-A-Million</td>
<td>Fat Boy</td>
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<td>79</td>
<td>Immature</td>
<td>Constantly</td>
<td></td>
</tr>
<tr>
<td>80</td>
<td>John Mellencamp</td>
<td>Wild Night</td>
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</table>
### MOST ADDED

<table>
<thead>
<tr>
<th>Artist/Song/Label</th>
<th>Total/Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. HOOTIE &amp; THE BLOWFISH, Let Her Cry (Atlantic/AG)</td>
<td>135/56</td>
</tr>
<tr>
<td>2. SHERYL CROW, D'Yer Maker (Atlantic/AG)</td>
<td>49/31</td>
</tr>
<tr>
<td>3. DES'REE, Feel So High (550 Music/Epic)</td>
<td>85/30</td>
</tr>
<tr>
<td>4. MADONNA, Bedtime Story (Maverick/Sire/WB)</td>
<td>33/26</td>
</tr>
<tr>
<td>5. HOOTIE &amp; THE BLOWFISH, Let Her Cry (Atlantic/AG)</td>
<td>105/25</td>
</tr>
<tr>
<td>6. 4 PM, Lay Down Your Love (Next Plateau/London/Island)</td>
<td>37/23</td>
</tr>
<tr>
<td>7. DES'REE, Feel So High (550 Music/Epic)</td>
<td>173/19</td>
</tr>
<tr>
<td>8. STONE TEMPLE PILOTS, Pretty Penny (Atlantic/AG)</td>
<td>69/19</td>
</tr>
<tr>
<td>9. LETTERS TO CLEO, Here And Now (Giant)</td>
<td>126/18</td>
</tr>
<tr>
<td>10. BLACKSTREET, Joy (Interscope/AG)</td>
<td>29/18</td>
</tr>
<tr>
<td>11. JAMIE WALTERS, Hold On (Atlantic/AG)</td>
<td>158/17</td>
</tr>
<tr>
<td>12. BLUES TRAVELER, Run-Around (A&amp;M)</td>
<td>128/16</td>
</tr>
<tr>
<td>13. ANNE LENNOX, No More “I Love You’s” (Arista)</td>
<td>43/16</td>
</tr>
<tr>
<td>14. BLACKSTREET, Joy (Interscope/AG)</td>
<td>131/15</td>
</tr>
<tr>
<td>15. REDNEX, Cotton Eye Joe (Battery/Live)</td>
<td>120/13</td>
</tr>
<tr>
<td>16. SOUL FOR REAL, Candy Rain (Uptown/MDA)</td>
<td>49/13</td>
</tr>
<tr>
<td>17. NIKKI FRENCH, Total Eclipse Of The Heart (Critique)</td>
<td>31/13</td>
</tr>
<tr>
<td>18. FOREIGNER, Until The End Of Time (RCA)</td>
<td>121/12</td>
</tr>
<tr>
<td>19. DURAN DURAN, White Lines (Capitol)</td>
<td>104/12</td>
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</tbody>
</table>

### ACCELERATED AIRPLAY

<table>
<thead>
<tr>
<th>Artist/Song/Label</th>
<th>Increased Airplay</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. THE HUMAN LEAGUE, Tell Me When (Elektra/EGG)</td>
<td>1343</td>
</tr>
<tr>
<td>2. DES'REE, Feel So High (550 Music/Epic)</td>
<td>722</td>
</tr>
<tr>
<td>3. JAMIE WALTERS, Hold On (Atlantic/AG)</td>
<td>690</td>
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<tr>
<td>4. REAL MCCOY, Run Away (Arista)</td>
<td>677</td>
</tr>
<tr>
<td>5. BLESSID UNION OF SOULS, I Believe (EMI Records)</td>
<td>633</td>
</tr>
<tr>
<td>6. TLC, Red Light Special (Laface/Arista)</td>
<td>615</td>
</tr>
<tr>
<td>7. SHERYL CROW, Strong Enough (A&amp;M)</td>
<td>613</td>
</tr>
<tr>
<td>8. VAN HALEN, Can’t Stop Lovin’ You (WB)</td>
<td>611</td>
</tr>
<tr>
<td>9. BLESSID UNION OF SOULS, I Believe (EMI Records)</td>
<td>573</td>
</tr>
<tr>
<td>10. HOOTIE &amp; THE BLOWFISH, Let Her Cry (Atlantic/AG)</td>
<td>515</td>
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<tr>
<td>11. KEITH KOCH, KJIO WQED KJON WYSP WSOM WYUM WYXK</td>
<td>476</td>
</tr>
<tr>
<td>12. STONE TEMPLE PILOTS, Pretty Penny (Atlantic/AG)</td>
<td>453</td>
</tr>
<tr>
<td>13. REAL MCCOY, Run Away (Arista)</td>
<td>450</td>
</tr>
<tr>
<td>14. FIREHOUSE, I Love My Life For You (Epic)</td>
<td>455</td>
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<tr>
<td>15. KISS XOC KJIO WQED KJON WYSP WSOM WYUM WYXK</td>
<td>427</td>
</tr>
<tr>
<td>16. LETTERS TO CLEO, Here And Now (Giant)</td>
<td>371</td>
</tr>
<tr>
<td>17. MARTIN PAGE, In The House Of Stone And Light (Mercury)</td>
<td>344</td>
</tr>
<tr>
<td>18. SOUL FOR REAL, Candy Rain (Uptown/MDA)</td>
<td>339</td>
</tr>
<tr>
<td>19. NIKKI FRENCH, Total Eclipse Of The Heart (Critique)</td>
<td>339</td>
</tr>
<tr>
<td>20. TECHNOTRONIC, Move It To The Rhythm (SBK/EMI Records)</td>
<td>314</td>
</tr>
</tbody>
</table>

Top 10 Most Requested

Hottest Buzz Records Of The Week

Spin Cycle - In-Depth Airplay Analysis

The Chart Page
the highwaymen

the road goes on forever

Johnny Cash, Willie Nelson, Kris Kristofferson, Waylon Jennings
going for immediate airplay
<table>
<thead>
<tr>
<th>Artist/Song/Label</th>
<th>ZW</th>
<th>LW</th>
<th>TW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> MADONNA, Take A Bow (Maverick/Sire/WB)</td>
<td>10537</td>
<td>9950</td>
<td>9281</td>
</tr>
<tr>
<td><strong>2</strong> DIONNE FARRIS, I Know (Columbia)</td>
<td>8255</td>
<td>8687</td>
<td>8967</td>
</tr>
<tr>
<td><strong>3</strong> SHERYL CROW, Strong Enough (A&amp;M)</td>
<td>7363</td>
<td>7859</td>
<td>8472</td>
</tr>
<tr>
<td><strong>4</strong> MELISSA ETHERIDGE, I Want It To (Island)</td>
<td>6619</td>
<td>6660</td>
<td>6778</td>
</tr>
<tr>
<td><strong>5</strong> MARTIN PAGE, In The House Of Stone And Light (Mercury)</td>
<td>5637</td>
<td>5878</td>
<td>6217</td>
</tr>
<tr>
<td><strong>6</strong> HOOTIE &amp; THE BLOWFISH, Hold My Hand (Atlantic/AG)</td>
<td>6831</td>
<td>6542</td>
<td>6178</td>
</tr>
<tr>
<td><strong>7</strong> JAMIE WALTERS, Hold On (Atlantic/AG)</td>
<td>4987</td>
<td>5478</td>
<td>6168</td>
</tr>
<tr>
<td><strong>8</strong> GREEN DAY, When I Come Around (Reprise)</td>
<td>5994</td>
<td>6107</td>
<td>6108</td>
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<tr>
<td><strong>9</strong> REAL MCCOY, Run Away (Arista)</td>
<td>4443</td>
<td>5192</td>
<td>5869</td>
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<tr>
<td><strong>10</strong> BLESSED UNION OF SOULS, I Believe (EMI Records)</td>
<td>4715</td>
<td>4652</td>
<td>4729</td>
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<tr>
<td><strong>11</strong> DES'REE, You Gotta Be (SST Music/Epic)</td>
<td>6167</td>
<td>5986</td>
<td>6000</td>
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<tr>
<td><strong>12</strong> FIREHOUSE, I Live My Life For You (Epix)</td>
<td>4830</td>
<td>4935</td>
<td>5390</td>
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<tr>
<td><strong>13</strong> LONDONBEAT, Come Back (Radioactive)</td>
<td>4715</td>
<td>5064</td>
<td>5186</td>
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<tr>
<td><strong>14</strong> BROWNSTONE, If You Love Me (MJU Music/Epic)</td>
<td>4705</td>
<td>4729</td>
<td>4629</td>
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<tr>
<td><strong>15</strong> BOYZ II MEN, On Bended Knee (Motown)</td>
<td>6401</td>
<td>5336</td>
<td>4572</td>
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<tr>
<td><strong>16</strong> ELTON JOHN, Believe (Rocket/Island)</td>
<td>3218</td>
<td>4135</td>
<td>4562</td>
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<tr>
<td><strong>17</strong> TLC, Creep (LaFace/Arista)</td>
<td>5386</td>
<td>4751</td>
<td>4434</td>
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<tr>
<td><strong>18</strong> EAGLES, Love Will Keep Us Alive (Geffen)</td>
<td>4877</td>
<td>4769</td>
<td>4376</td>
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<tr>
<td><strong>19</strong> GLORIA ESTEFAN, Everlasting Love (Epix)</td>
<td>3943</td>
<td>3940</td>
<td>3955</td>
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<tr>
<td><strong>20</strong> TOM PETTY, You Don't Know How It Feels (WB)</td>
<td>5320</td>
<td>4531</td>
<td>3867</td>
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<tr>
<td><strong>21</strong> BOYZ II MEN, Thank You (Motown)</td>
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<td>3641</td>
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<tr>
<td><strong>22</strong> VAN HALEN, Can't Stop Lovin' You (WB)</td>
<td>2563</td>
<td>3106</td>
<td>3717</td>
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<tr>
<td><strong>23</strong> TLC, Red Light Special (LaFace/Arista)</td>
<td>2441</td>
<td>3022</td>
<td>3637</td>
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<tr>
<td><strong>24</strong> SOUL FOR REAL, Candy Rain (Uptown/MCA)</td>
<td>3199</td>
<td>3287</td>
<td>3631</td>
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<tr>
<td><strong>25</strong> REAL MCCOY, Another Night (Arista)</td>
<td>4567</td>
<td>4032</td>
<td>3623</td>
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<tr>
<td><strong>26</strong> BONNIE RAITT, You Got It (Arista)</td>
<td>3540</td>
<td>3574</td>
<td>3530</td>
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<tr>
<td><strong>27</strong> THE HUMAN LEAGUE, Tell Me When (Elektra/EEG)</td>
<td>316</td>
<td>2163</td>
<td>3506</td>
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<tr>
<td><strong>28</strong> SIMPLE MINDS, She's A River (Virgin)</td>
<td>3135</td>
<td>3458</td>
<td>3262</td>
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<tr>
<td><strong>29</strong> BRANDY, Baby (Atlantic/AG)</td>
<td>2948</td>
<td>3068</td>
<td>3163</td>
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<td><strong>30</strong> PEARL JAM, Better Man (Epic)</td>
<td>3130</td>
<td>2927</td>
<td>3015</td>
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<td><strong>31</strong> PHILIPPE AFTER, Lightning Strikes (Radioactive)</td>
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<td>2635</td>
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<td><strong>32</strong> BON JOVI, Always (Mercury)</td>
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<td>3291</td>
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<td><strong>33</strong> THE CRANBERRIES, Ode To My Family (Island)</td>
<td>2479</td>
<td>2640</td>
<td>2786</td>
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<tr>
<td><strong>34</strong> CORONA, The Rhythm Of The Night (Eastwest/EEG)</td>
<td>3354</td>
<td>2897</td>
<td>2584</td>
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<tr>
<td><strong>35</strong> ANNE LENNOX, &quot;I'm Gonna Dance (Island)</td>
<td>1817</td>
<td>2252</td>
<td>2520</td>
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<tr>
<td><strong>36</strong> 4PM, Sukiyaki (Next Plateau/London/Island/Tokyo)</td>
<td>3596</td>
<td>3077</td>
<td>2379</td>
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<tr>
<td><strong>37</strong> BRUCE SPRINGSTEEN, &quot;I'm On Fire&quot; (Columbia)</td>
<td>3091</td>
<td>2578</td>
<td>2369</td>
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<tr>
<td><strong>38</strong> BLUES TRAVELER, Run Around (A&amp;M)</td>
<td>1471</td>
<td>1992</td>
<td>2272</td>
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<tr>
<td><strong>39</strong> HOOTIE &amp; THE BLOWFISH, Let Her Cry (Atlantic/AG)</td>
<td>1072</td>
<td>1712</td>
<td>2227</td>
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<tr>
<td><strong>40</strong> 2 UNLIMITED, Get Ready For This (Radioactive/Critique)</td>
<td>2197</td>
<td>2193</td>
<td>2195</td>
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