



Hot-Shot Shaggy

"Angel" by Shaggy (MCA) ascends to the top spot on this week's R&R CHR/Pop chart. The second single release from his *Hot Shot* album picked up nearly 600 plays last weekend and also returns to No. 1 on R&R's Callout America survey.



RADIO & RECORDS

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Annual News/Talk Special

In conjunction with R&R's Sixth Annual Talk Radio Seminar this week in Los Angeles, we present our annual News/Talk special, *Brave New World*. News/Talk Editor Al Peterson explores the challenges and opportunities this growing format faces, beginning on Page 23.



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**Already
Over 80
Million
Audience
Impressions**

**Janet Makes History!
100% Closed At
Urban Radio
CHR Radio
Rhythmic Radio
First Week Out!**

**World
Tour
Starts
July
2001**

See The Video "All For You" On:
• 3/9 - World Premiere of the Video at 4 PM
• 3/9 - 106 & Park
• 3/11 - Top 20 Countdown

Appearing On:
Letterman - 3/12
Rosie - 3/13

Janet

ALL FOR YOU

The title track from the much-anticipated new album.

Album In Stores 4/24

See Janet on **TV /CON** Janet Jackson
Premiering 3/13, 8-9:30 PM



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RADIO NETWORKS



Does your station get the kind of media coverage it deserves? Most of you will say no, but Sales & Marketing Editor Pam Baker suggests in her column this week that much of the blame for that lies with the radio stations. She offers a bunch of tips that will get your station started on the road to stardom. This week's Management, Marketing & Sales section also contains another installment of Dan O'Day's popular Commercial Copy Makeover. It's all about keeping your commercials legal. And in this week's GM Spotlight: WINS/New York's Scott Herman.

Pages 9-14

LARRY LUJACK REDUX

R&R's resident historian, Bob Shannon, couldn't resist finishing the story about Chicago legend Larry Lujack he began a few issues ago. So here it is, including the amazing saga of Lujack's back-and-forth between WLS and WCFL.

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HUMBLE HARVEY

Nationally known entertainer Steve Harvey is helping elevate KKBT/Los Angeles' morning ratings to new heights. Our very own Walt "Baby" Love recently sat down with Harvey to discuss the secrets to his success.

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IN THE NEWS

- Rob Scorpio becomes PD at KKBT/Los Angeles
- Bill Richards appointed Clear Channel SVP/Programming, SW

Page 3

THIS #1 WEEK

- CHR/POP**
 - SHAGGY Angel (MCA)
- CHR/RHYTHMIC**
 - JA RULE 'UJ!' MO ... Put ... (Murder Inc./Def Jam/DJMG)
- URBAN**
 - JOE 'MYSTIKAL' Stutter (Jive)
- URBAN AC**
 - DAVE HOLLISTER One ... (Def Squad/DreamWorks)
- COUNTRY**
 - TOBY KEITH You Shouldn't Kiss Me ... (DreamWorks)
- AC**
 - 'N SYNC This I Promise You (Jive)
- HOT AC**
 - MATCHBOX TWENTY If You're Gone (Lava/Atlantic)
- HAC/SMOOTH JAZZ**
 - KIRK WHALUM Now Til Forever (Warner Bros.)
- ROCK**
 - AEROSMITH Jaded (Columbia)
- ACTIVE ROCK**
 - A. LEWIS & F. DURST Outside (Flawless/Geffen/Interscope)
- ALTERNATIVE**
 - A. LEWIS & F. DURST Outside (Flawless/Geffen/Interscope)
- ADULT ALTERNATIVE**
 - U2 Walk On (Interscope)

NEWSSTAND PRICE \$6.50



Radio Industry Revenues Hold Their Own In January 2001

By RON RODRIGUES
R&R EDITOR-IN-CHIEF
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The latest set of RAB numbers has confirmed what execs in publicly held radio had warned of for weeks: January was a soft month. But the figures were somewhat of a relief to industry-watchers who were expecting a repeat of December 2000, when local ad revenues dipped on a year-to-year basis for the first time in more than eight years.

According to the latest revenue figures, local radio revenues actually rose by 1% in January compared to the previous January. That's rather remarkable, considering the huge influx of dot-com money that a number of major markets enjoyed last year, only to see it dry up six months later. The national advertising picture, on the other hand, continued to crumble. Business in January was off 15% compared to January 2000. When the local and national numbers are combined, business declined 3%.

RAB President/CEO Gary Fries said that the industry recovered from what could have been a harrowing January by picking up paces toward the end of the month.

The RAB also unveiled a new indexing system that compares the current month to the corresponding month in 1998. Using that system, January 2001 local revenues indexed at 134.5 (which

RAB/See Page 20

San Francisco Tops Five-Year Revenue Growth

Revenues for the Bay Area grew a whopping 140% over a five-year span, from \$229.7 million in 1996 to \$475.8 million last year. That's according to the soon-to-be-released 2001 Duncan's RadioMarket Guide, which ranked Atlanta second and Las Vegas third in revenue increases. Austin; Raleigh; Boston; Wilmington, NC; Phoenix; Seattle; and Los Angeles round out the top 10.

XM, Sirius Raise Additional Funds

By JEFFREY YORKE
R&R WASHINGTON BUREAU CHIEF
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Satellite radio broadcasters Sirius Satellite Radio and XM Satellite Radio had a rough go of it in February as their stocks tumbled along with the rest of the sector and each group sought additional financing to get its operations off the ground. But as the month ended and a new one began, both have met with success.

Sirius last week completed its offering of 11.5 million shares of common stock at a price of \$21 per share, netting \$230 million in financing. The offering was originally planned for 10 million shares but was amended when Lehman Brothers agreed

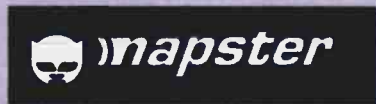
SATELLITE/See Page 8

Napster Removes Copyrighted Songs

It will continue to press its case in court

By STEVE WONSIEWICZ
R&R MUSIC EDITOR
swonz@ronline.com

The other shoe finally dropped in the legal battle between Napster and the record industry as U.S. District Court Judge Marilyn



Hall Patel issued a preliminary injunction on Monday that requires the file-sharing service to begin blocking access to unauthorized music files.

Under the terms of Patel's ruling, Napster has five days to file with the court the steps it has taken to comply with

Who Owns The 'Kiss' Name?

Bakersfield battle raises trademark questions

By JOE HOWARD
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A nasty battle has developed in California's San Joaquin Valley between American General Media and Clear Channel Communications over who has the rights to the "Kiss" nickname. While AGM has been using the moniker on its CHR/Rhythmic KISV/Bakersfield for four years, Clear Channel recently adopted the name for one of its stations in the market, claims a legal right to use it exclusively and wants AGM to stop using it. R&R spoke to attorneys on both sides of the issue and, not surprisingly, heard two very different points of view.

Last month Clear Channel's CHR/Pop KKXX switched its nickname from "X 96.5" to "96.5 Kiss FM." Clear Channel sent AGM a cease-and-desist order in November 2000 over the

use of the Kiss name on KISV, but a judge ruled that Clear Channel's case for the order, was insufficient and issued a temporary restraining order against Clear Channel. However, the judge overturned that order, and the two parties were ordered to file temporary injunctions to determine which of the two should stop using the name. At press time both stations were using it.

The battle hinges on how broad a reach Clear Channel can claim for its trademarks on the Kiss name. The company holds two Kiss trademarks: one for its KIIS-FM/Los Angeles, whose call letters are pronounced "Kiss" on the air, and a second, more generic trademark on the term "Kiss FM." Clear Channel attorney Scott Volke argues that the KIIS trademark affords

KISS/See Page 46

CRB Salutes Humanitarians



The Country Radio Broadcasters honored Country Artist and Radio Humanitarians of the Year at last week's Country Radio Seminar in Nashville. The artist award went to Epic/Nashville's Collin Raye, and the radio awards went to WPOC/Baltimore, WIVK/Knoxville and KGEE/Midland, TX. Celebrating the occasion are (l-r) Westwood One President/Programming and CRB President Ed Salamon, Raye, KGEE PD Boomer Kingston, WPOC VP/GM Jim Dolan, WIVK OM Mike Hammond and CRB board member and Sony/Nashville Sr. VP/Promotion Jack Lameier.

Music Meeting To Showcase Unsigned Recording Artists

In a groundbreaking effort to foster the discovery and exposure of new recording artists,



Music Meeting — R&R's web-based music-auditioning service in partnership with Liquid Audio — has begun streaming songs from unsigned artists highlighted each week in Music Editor Steve Wonsiewicz's Launching Pad column.

Each week Launching Pad will feature a different unsigned artist whose music is receiving

MUSIC MEETING/See Page 20



OLIVIA

BIZBOUNCE

HER BLAZIN' FIRST SINGLE FROM HER FORTHCOMING J RECORDS DEBUT ALBUM.

"OLIVIA DEFINITELY SOUNDS LIKE SHE'S WALKING THE WALK. SHE HAS THE MOUTH OF A BAD GIRL AND THE VOICE OF AN ANGEL".
BILLBOARD MAGAZINE, FEBRUARY 2001

"HER SOULFUL, THROATY PURRS AND STASCATO RHYMES REVEAL A VERSATILE TALENT."
VIBE MAGAZINE, MARCH 2001



R&R CHR/RHYTHMIC 26 - 21

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| WEZB | KLUC | KIKI | WBTS | KXJM | KBXX | KTFM | KZFM | KXHT |
| KGGI | KBBT | KQBT | WJFX | KPTY | Z90 | WHHH | WLLD | WNVZ |
| KOHT | WOCQ | KDGS | KTTB | KTHT | WJHM... | | | |

GOING FOR CHR/POP ADDS NOW!

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Richards Rises To Regional SVP/Prog. For Clear Channel

Clear Channel Radio has promoted **Bill Richards** to Regional Sr. VP/Programming for the Southwest area. Richards was most recently Sr. VP/Programming for Clear Channel's Premiere Radio Networks, which he joined when Premiere bought his Rate TheMusic.com



Richards

in August. "Bill is going to be a huge asset to our Product SVP Team," Clear Channel Radio Sr. VP Tom Owens said. "We have wanted to integrate Bill into our product division for some time, and this was the perfect opportunity to do so. Bill's strengths include intelligence, organization and an intense focus on

RICHARDS/See Page 46

Scorpio Signs On As KKBT/L.A. PD

Rob Scorpio, most recently Operations Director of Urban KBXX (The Box)/Houston, has officially been named PD of Radio One Urban sister **KKBT (The Beat)/Los Angeles**. He takes duties previously held by former Radio One VP/Programming Steve Hegwood, who has left the company.

"We needed someone with a proven ability to lead and someone who we believe could continue the momentum in L.A. that we are experiencing right now," Radio One COO Mary Catherine Sneed said. "Scorpio is one of the most highly regarded programming professionals in the industry, and I have every reason to believe that he is the

SCORPIO/See Page 28

Calococci Named KZZP/Phoenix PD

Former WBOT/Boston PD and Radio One East Coast Director/Programming **Tom Calococci** has been promoted to PD at Clear Channel's CHR/Pop **KZZP/Phoenix**. Calococci replaces Marc Summers, who exited KZZP a few weeks ago.

Calococci was previously PD at WPHI/Philadelphia and OM/PD at WERQ/Baltimore and oversaw the programming efforts of WPHI, WERQ and WWIN and suburban

CALOCOCCI/See Page 46

Bisceglia, Ford 'Turn' To Edel

They'll oversee operations for joint venture

Music-industry veterans **Rick Bisceglia** and **Douglas Ford** have inked a joint venture with **edel Entertainment** called **turnmusic**. Bisceglia and Ford, who recently formed the membership-based Internet promotion company **promosquad.com**, will oversee operations at New York-based **turnmusic**. The venture's first two signings are female pop vocalist **Soda** and active rock act **CTOE**.



Bisceglia

"[Edel President/CEO] **Ron Urban** and **edel** have created a wonderful situation for **Doug** and **me**," Bisceglia noted. "Given the solid infrastructure that **edel** has recently built, we have the freedom and support to really put our creativity and experience to work in developing and breaking new music."

Ford remarked, "I am excited to be working with **Rick** and **Ron**, for whom I have a great deal of respect and admiration, as well as the entire **edel** staff. **Edel** is a very successful and forward-thinking company that will allow us not only to

work on an international level, but also to adapt to the current rapidly changing industry environment quickly and efficiently."

Bisceglia most recently was Exec. VP at the **Epic Records Group**. Prior to that he served as Sr. VP at **Arista Records** and President of **Sony Music Entertainment-Mariah Carey** imprint **Crave Records**. Ford's background includes extensive experience in music production, performance and independent label ownership.

"Joining forces with **turnmusic** was a natural step for **edel**," Urban said. "Rick and Doug are outstanding music people who have the ability and desire to be very successful, and we are very fortunate to be working with them. Their dedication to artists fits directly with our mission to develop projects thoroughly, and we are in a position to provide for them the specialized services they will need to see their vision through."

Jeff-Pilot Ups Benson To SVP

Jefferson-Pilot Radio has promoted 17-year company veteran **Don Benson** from Corporate VP to Sr. VP/Operations & Programming. He will continue to report to **Jefferson-Pilot Radio** President **Clarke Brown**.

"Don's talents touch each of our radio stations through his skills in programming, research, promotions, marketing and talent selections," **Jefferson-Pilot** Communications President **Terry Stone**



Benson

commented. "He is an integral part of growing our stations both in ratings and financially."

Brown said, "Don is widely respected throughout the radio industry. With his leadership, our stations have thrived year in and year out. We're excited about the opportunities ahead and Don's role in making each and every one a success story."

BENSON/See Page 46

Stacey Set As Lost Highway SVP/Promo

Lost Highway Records, the recently formed joint venture between **Mercury/Nashville** Chairman **Luke Lewis** and **Island Def Jam Music Group**, has named **Chris Stacey** Sr. VP/Promotion & Artist Development. Based in **Nashville**, he reports to **Lewis**.

"Throughout our time together at **Mercury/Nashville** **Chris** has proven himself to be one of the most passionate and dynamic promotion executives in the business," **Lewis** said. "We are thrilled that he has joined the **Lost**



Stacey

Highway team and have every confidence in his ability to continue his successful track record."

Stacey noted, "Being a part of **Lost Highway** from **Day One** is a tremendous opportunity. Starting a label from the ground up has always been a dream of mine, and to do it with someone like **Luke** and the caliber of artists he has assembled is a real privilege."

Prior to joining **Lost Highway**

STACEY/See Page 28

MARCH 9, 2001

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Wheeler To Program KSLZ/St. Louis

Walker takes over as PD for Country KSD

Clear Channel/St. Louis Chief PD **Mike Wheeler** has added day-to-day PD duties for **CHR/Pop KSLZ** and has relinquished his day-to-day PD duties at **Country** sister **KSD**. At the same time, **KSD** Asst. PD **Rob Walker** has been promoted to PD of the station. Wheeler remains Chief PD over **Urban** combo **KATZ-AM & FM**, **Oldies KLOU**, **Urban AC KMJM**, **KSD**, **KSLZ** and the **Rams Radio Network**.

A former **CHR** programmer at **WVKS/Toledo**, Wheeler told **R&R**, "It's great to be back programming **CHR**. Former PD **Jeff Kapugi** has done an unbelievable job with this radio station, the staff is in place, and my job is to come in and not screw it up."

Prior to moving to **St. Louis** in **April '99** Wheeler spent 10 years programming **WVKS** and the **Toledo** cluster for **Jacor**. He also programmed **Urban WQMG/Greensboro, NC** and **CHR/Pop WRQN/Toledo** and worked as an air personality at **Detroit** radio stations **WVIC**, **WABX** and **WCZY**.

Salem Presents 'The Fish' In Chicago

Salem Communications flipped **WYLL-FM/Chicago** to Contemporary Christian as "106.7 The Fish" on **March 2**, with new calls **WZFS**. **WYLL** had been simulcasting its "Christian Talk & Teaching" format on **WXRT-AM** at **1160 kHz**, which the company recently acquired from **Infinity**. That format remains on the **AM** with the **WYLL** calls. **WZFS** is **Salem's** third "Fish" outlet with contemporary Christian

music, and the company has stated that it hopes to own an **FM** music station in most, if not all, of its major markets.

The **Fish** is playing "40 days and 40 nights" of nonstop contemporary Christian music to introduce itself to the market. "There will be a lot of people who are new to this music," Sr. VP **George Toulas** told

FISH/See Page 28

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Radio Unica Loss Widens In Q4, Ad Revenues Up

■ **Saga in acquisition mode, Gaylord revenues down**

By JEFFREY YORKE
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Radio Unica, which owns and operates Spanish News/Talk stations and distributes a national Spanish-language News/Talk network that prides itself on giving a high profile to internationally known radio and television personalities, last week reported a loss of \$10.1 million during the quarter that ended Dec. 31. That's a loss of 48 cents per share, compared to a loss of 38 cents per share, or \$7.3 million, in Q4 '99. First Call analysts had expected a 37 cent loss for Q4 '00. For the year, Radio Unica lowered its losses from \$54.1 million to \$32.3 million, and the company said that Q4 ad revenues rose 45%.

"We posted an 86% increase in our 2000 revenues despite a very challenging advertising environment in the final three months of the year," Radio Unica Chairman/CEO Joaquin Blaya told analysts during a Feb. 28 teleconference. "We are proud of this growth rate, yet we know we can do better."

Blaya blamed Arbitron's methodology for his group's lackluster ratings and told analysts that changes being made to the ratings service

should result in improved results for Radio Unica later this year. He stressed that the personalities in the Radio Unica stable are happy and that all are under contract, and he noted that several large retail operations, including Sears and Wal-Mart, have made large advertising commitments to the group.

During a particularly contentious round of questioning from Dreyfus institutional investor John Kerber, Radio Unica Exec. VP/CFO Steve

Dawson defended the group's guidance and its 2003 forecast. After Kerber voiced concern that the company would not meet its 2003 debt service, Dawson told analysts, "We are not selling the company." Kerber pressed Dawson on whether the group has discussed selling stations if it fails to generate the revenue necessary to pay its bills, and Dawson replied, "We are not out there marketing the company to be sold. We're operating this thing with the true goal of generating significant profits and great returns for our shareholders." Reached later by R&R, Kerber acknowledged that he owns shares of Radio Unica stock but did not wish to discuss the company.

Saga Ready To Buy

On the heels of reporting a Q4 net revenue increase of 15% to \$28.1 million, and a BCF increase of 23%.

ANALYSTS/See Page 8

It's sports talk One-On-One with all the hits
all the Hall Mays
all the hard hitting interviews
all the missed assignments
all the field goals
all the touchdowns
all the blowouts
all the expert commentary
all the shotgun formations
all the quarterback snafus
all the late-breaking news
all the flea flickers
all the double reverses
all the blocked kicks
all the insider news
all the checkered flags
all the spinouts
all the snow cone catches
all the no hitters
all the locker room insights
all the suicide squeezes
all the triple plays
all the upper deck blasts
all the bench clearing brawls
all the broken bat singles
all the sacrifice flies
all the entertaining hosts
all the alley oops
all the slam dunks
all the shattered backboards
all the trash talking
all the behind the backs
all the no look passes
all the nothing but nets
all the buzzer beaters
all the in your faces
all the three pointers
all the pick 'n' rolls
all the up to the minute scores
all the give 'n' goes
all the slapshots
all the hat tricks
all the high sticking
all the body checking
all the power plays
all the glove-drip passes
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Bloomberg

BUSINESS BRIEFS

Viacom CFO Reynolds Steps Down

Fredric Reynolds stepped down this week as CFO of Viacom. The New York-based company will move Reynolds into an executive post on the West Coast, allowing him to spend more time with his family in Southern California. Reynolds, who joined Viacom in 2000, when it acquired CBS, will continue to report to President Mel Karmazin and will assist in finding a new CFO. Analysts told Bloomberg that Reynolds helped convert Westinghouse, which acquired CBS in 1995, into a broadcasting company. ABN Amro's David Londoner said, "Reynolds handled it, and he changed the company around."

FCC Actions

FCC Commissioner Gloria Tristani has again expressed her disagreement with an FCC Enforcement Bureau decision to dismiss an indecency complaint. The complaint was filed last year against Entercom's Sports WGR-AM/Bufalo, whose *Bauerle* and *The Bulldog* morning show aired a discussion about urinal splash guards with the logos of NHL hockey teams imprinted on them; specifically, the complaint centered on the hosts' use of an objectionable term for urination. Tristani argued that the repeated use of the term fits the commission's definition of an indecent broadcast. Tristani has recently dissented from dismissals of complaints against WRLR/Birmingham and KLOU-FM/St. Louis (R&R 2/16).

The FCC has opened a hearing to determine whether it should revoke the amateur radio and wireless licenses of Tampa's Leslie Brewer, saying that Brewer "continues to broadcast on the FM band without a license in flagrant disregard of FCC rules." The commission also said that Brewer has been operating pirate FMs from Tampa since 1996 and has marketed and sold unauthorized transmitting equipment. The FCC has issued \$11,000 in fines against Brewer and seized his broadcasting equipment, and, it said, "His continuing course of conduct raises questions as to whether he possesses the requisite character qualifications to remain a commission licensee."

The FCC this week fined Infinity \$7,000 for airing indecent language on CHR/Rhythmic WLLD/Tampa-St. Petersburg. During a live concert broadcast on *The Last Damn Show*, one of the performers made "patently offensive" references to oral sex, the commission ruled. Infinity's arguments that the references were momentary and that it believes the FCC's indecency rules to be unconstitutional were rejected.

The FCC has imposed a \$3,000 fine on WKRK-AM/Murphy, NC for failing to register its tower structure. WKRK owner Radford Communications argued that it had hired an engineer to measure and register the tower, but the engineer never completed the work. Radford said it has hired another engineer and is currently awaiting completion of a Federal Aviation Administration study so it can register the tower.

Continued on Page 8

R&R Stock Index

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

	Change Since				
	3/2/00	2/23/01	3/2/01	3/9/00	2/23/01-3/2/01
R&R Index	322.11	249.44	256.29	-20%	+2.7%
Dow Industrials	10,164.92	10,441.90	10,446.90	+2.8%	+2.3%
S&P 500	1381.76	1245.72	1234.04	-11%	-0.9%

FCC Asks Court To Reinstate EEO Rules

■ **Commission requests partial rehearing**

By JOE HOWARD
R&R WASHINGTON BUREAU
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The FCC has gone back to court seeking permission to reinstate its embattled EEO rules. On March 2 the commission filed a petition with the DC Circuit Court seeking a partial rehearing of the court's January ruling that invalidated the rules (R&R 1/19).

The court found only one part of the EEO rules unconstitutional in January, and the commission wants it to reconsider its decision to strike down the rules in their entirety. The FCC argued that it had set up parts of the rules so they could be treated separately for purposes of judicial review, and it would now like a rehearing on the sections of the rules the court did not find unconstitutional.

The FCC argued that the court's decision conflicted with established

case law that says that an agency is entitled to have its regulations treated as severable in judicial review when the agency "clearly states its intent and when such intent is rational." The commission said that it had met that burden.

FCC Commissioner Gloria Tristani issued a statement expressing disappointment that the commission had not sought reconsideration of the part of the rules that was judged unconstitutional but supported the decision to seek a partial rehearing.

Experience. Stability. Vision. *And Bob Agnew.*

When Bob Agnew joined Susquehanna, he came home... to the city he loved, and an opportunity he relished.

Susquehanna needed to make some changes at KNBR, a heritage AM station in San Francisco. It was to become Talk & Sports. There would be no more music.

Everyone in the business knows that format changes can lead to chaos. But with Susquehanna it was different. "They have the vision to make changes," says Bob, "and they're smart enough to stay the course and not

panic." Hired as the Program Director to implement the transition, Bob is now KNBR's Operations Manager. In Bob's words, "When you work for Susquehanna Radio, you can make a difference and you can grow: You not only have opportunities to succeed, but you can create opportunities as well."



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Bob Agnew
Operations Director
KNBR, San Francisco



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DEAL OF THE WEEK

• **KGVO-AM/Missoula, MT**
\$19 million

2001 DEALS TO DATE

Dollars to Date: \$527,480,101
(Last Year: \$24,942,427,133)

Dollars This Quarter: \$499,440,100
(Last Year: \$594,863,000)

Stations Traded This Year: 370
(Last Year: 1,796)

Stations Traded This Quarter: 355
(Last Year: 240)

TRANSACTIONS AT A GLANCE

All transaction information provided by BIA's MEDIA Access Pro, Chantilly, VA.

- **KNXN-AM/Sierra Vista, AZ** \$300,000
- **WSGC-AM/Eiberton, GA** \$100,000
- **WWRK-FM/Eiberton, GA** \$78,001
- **WESO-AM/Southbridge, MA** \$250,000
- **KULH-FM/Wheeling, MO** \$350,000
- **KXPC-FM/Lebanon, OR** Undisclosed
- **WLAK-FM/Huntingdon and WIEZ-AM & WMRP-FM/Lewistown, PA** \$2.5 million
- **KATP-FM/Amarillo, TX** \$1.5 million
- **KULF-FM/Brenham, TX** \$1.5 million
- **KZAM-FM/Ganado, TX** \$1.5 million
- **KMBV-FM/Navasota (Bryan-College Station), TX** \$900,000
- **WXMY-AM/Saltville, VA** \$62,000

Clear Channel Captures Marathon AM In Montana

■ **Grabs KGVO in \$19 million deal; First Media takes PA trio for \$2.5 million**

Deal Of The Week

Montana

KGVO-AM/Missoula

PRICE: \$19 million
TERMS: Asset sale for cash
BUYER: Clear Channel Communications, headed by Radio CEO Randy Michaels. Phone: 859-655-2267. It owns 1,170 other stations. This represents its entry into the market.
SELLER: Marathon Media Group, headed by President Chris Devine. Phone: 312-204-9900
FREQUENCY: 1290 kHz
POWER: 5kw
FORMAT: News/Talk

headed by President Gordon Van Mol. Phone: 706-613-7030

Georgia

WGHC-AM & WRBN-FM Clayton, WEHR-FM Eiberton and WNEG-AM Toccoa

FREQUENCY: 1370 kHz; 104.1 MHz; 105.1 MHz; 630 kHz
POWER: 3kw; 190 watts at 1,296 feet; 6kw at 328 feet; 500 watts day/44 watts night
FORMAT: Adult Standards; AC; AC; Adult Standards

North Carolina

WFSC-AM & WNCC-FM Franklin

FREQUENCY: 1050 kHz; 96.7 MHz
POWER: 1kw day/153 watts night; 6kw at -331 feet
FORMAT: Country; Country

Arizona

KNXN-AM/Sierra Vista

PRICE: \$300,000
TERMS: Asset sale for cash
BUYER: Good News Broadcasting,

headed by President Douglas Martin. Phone: 520-790-2440. It owns two other stations. This represents its entry into the market.

SELLER: Nogales Community Service Broadcasters, headed by President/Secretary Rufino Cantu. Phone: 520-459-1470
FREQUENCY: 1470 kHz
POWER: 3kw day/39 watts night
FORMAT: Spanish Misc.

Georgia

WSGC-AM/Eiberton

PRICE: \$100,000
TERMS: Asset sale for cash
BUYER: Sorenson Broadcasting Corp., headed by President Dean Sorenson. Phone: 605-334-1117. It owns 19 other stations. This represents its entry into the market.
SELLER: Radio Eiberton Inc. Phone: 706-283-1400
FREQUENCY: 1400 kHz
POWER: 1kw
FORMAT: Adult Standards

WWRK-FM/Eiberton

PRICE: \$78,001
TERMS: Asset sale for cash

BUYER: Sutton Radiocasting Corp., headed by Chairman/CEO Douglas Sutton Jr. Phone: 864-427-2242. It owns two other stations. This represents its entry into the market.
SELLER: Radio Eiberton Inc. Phone: 706-283-1400
FREQUENCY: 92.1 MHz
POWER: 3kw at 299 feet
FORMAT: Country

Massachusetts

WESO-AM/Southbridge

PRICE: \$250,000
TERMS: Asset sale for cash
BUYER: Money Matters Radio Inc., headed by President Susan Armstrong. Phone: 617-964-1817. It owns one other station. This represents its entry into the market.
SELLER: Eastern Media Inc., headed by President John Neuhoff. Phone: 508-764-4500
FREQUENCY: 970 kHz
POWER: 1kw day/21 watts night
FORMAT: Country

Missouri

KULH-FM/Wheeling

PRICE: \$350,000

TERMS: Asset sale for cash
BUYER: Resources Management Unlimited Inc., headed by President Stan Saunders. Phone: 660-646-2231. It owns no other stations.
SELLER: PAR Broadcasting Company Inc., headed by GM Mike Ransdell. Phone: 660-359-2261
FREQUENCY: 105.9 MHz
POWER: 6kw at 328 feet
FORMAT: Classic Rock

Oregon

KXPC-FM/Lebanon

PRICE: Undisclosed
TERMS: Unavailable
BUYER: Portland Broadcasting LLC, headed by Managing Member Bruce Buzil. Phone: 312-204-9900. It owns no other stations.
SELLER: Spotlight Media Corp., headed by GM Rich Cole. Phone: 541-928-1926
FREQUENCY: 103.7 MHz
POWER: 100kw at 1,099 feet
FORMAT: Country

Continued on Page 8

Multistate Deal

Chase/Sorenson Station Deal

PRICE: \$3.02 million
TERMS: Asset sale for cash
BUYER: Sorenson Broadcasting Corp., headed by President Dean Sorenson. Phone: 605-334-1117. It owns 19 other stations. This represents its entry into the market.
SELLER: Chase Broadcasting Inc.,

Stimulating
Saturday Night
Country Radio

Just Added
WKLB/Boston

The Bo Reynolds Show

Saturday Nights will Never be the Same

"During the period when Bo was not hosting our Saturday night show I went crazy! Bo has the type of show that fits my station perfectly. We are a true music and personality radio station and that's what Bo does. It makes all the difference in the world to have him on Saturday nights entertaining people like he's doing a morning show! The listener interaction entertainment values are superb! I want top notch programming on the station at all times and the Bo show takes Saturday nights to a new level!"

- Mike Kennedy KBEQ-FM Infinity Kansas City

"With our 25-54 persons number up 75% from a 3.2 to a 5.6 Winter to Spring, we love this show Bo really brings a party atmosphere, and the listeners show up every Saturday Night. Lots of phones-lots of entertainment value. Go Bo!"

-Randy Brooks WGH-FM The Eagle 97.3 Norfolk

Fed via Satellite 7-12 midnight
in all time zones (with Automation Tones)

FISHER
ENTERTAINMENT

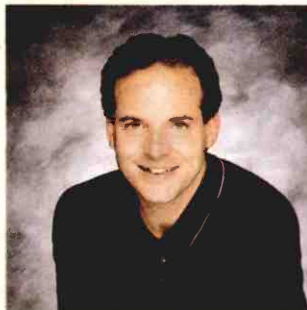
831-420-1400

"I'm glad Paragon is on our team."

David Benjamin, President/CEO Triad Broadcasting

One of the most positive outgrowths from consolidation is a healthier breed of medium and small market station owners. Medium and small market radio is now highly competitive, pitting mega-groups in one corner against smaller operators in the other corner. However, the new breed of surviving local operators are applying the same type of intelligence and fire power that has proved so successful in major markets. By providing research, consulting, marketing and top-flight personnel to their multi-station market clusters, these operators are staking claim to more than their fair share of the local market revenue.

One such group is Triad Broadcasting Company. Triad is operated by radio veteran David Benjamin, who previously headed Community Pacific Broadcasting. David reinvested his gains from consolidation into Triad, and he has acquired or assimilated market clusters in Biloxi, Lincoln, Fargo, Rapid City, and subject to FCC approval, Tallahassee, Savannah and Bluefield, West Virginia. In the past year, Triad has attained ownership of 42 stations, and now ranks as the 14th largest radio group in America in terms of number of stations.



As we have seen in radio very recently, it is not hard to buy stations, but it is a greater challenge to operate them successfully. Triad uses research as a strategic tool in two ways:

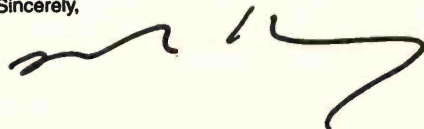
- ◆ Paragon conducts market research on the prospective cluster of stations before the purchase is made. This allows Triad to understand the true potential for each station and the steps required to maximize each station's position in the marketplace. In some cases, after the research is in, Triad has walked from purchases in better judgement. In most cases, Triad enters a new market with a game plan and with confidence in their ability to provide a substantial return on investment.
- ◆ Market studies, lifegroup studies and music research are applied to Triad stations to identify the most lucrative combination of formats, and to maximize ratings and revenue market-wide. With this intelligence in hand, and typically consulting and marketing to back it up, Triad stations are quickly entrenching into the radio marketplace for the long haul.

In Biloxi, Triad improved on a five-station cluster that already dominated males in the market. Classic Rocker WXRG gained over one full share point 12+. After reviewing Paragon's research, Regional Manager Steve Fehder, Operations Director Kenny Vest, Program Director Wayne Watkins and DeMers Programming flipped an under-performing AC to a jammin' Oldies format. The format switch nearly tripled the station's ratings. AOR WCPR and CHR The Monkey maintained their forward momentum as well.

David Benjamin adds, "Paragon has proven to be a vital component of our strategic blueprint for Triad. The research they provide, along with the strategic direction they develop for each station and market cluster, has paid early dividends for Triad. I'm glad Paragon is on our team."

If you would like to consider Paragon for your team, please contact me or Paragon's Vice President/Radio, Michael Henderson. Both of us can be reached at the number below or via email. We look forward to hearing from you!

Sincerely,



Mike Henry
Managing Partner



Michael Henderson
Vice President/Radio
mhenders@paragon-research.com

(303) 922-5600
www.paragon-research.com

STRATEGIC PLANNING

- Perceptual Studies
- Auditorium Music Tests
- Online Studies
- Focus Groups
- Tracking Studies
- Sales Assessment Studies

AFTRA-Clear Channel Labor Dispute Unfolds In Albany

The American Federation of Radio and Television Artists has accused Clear Channel Communications of unfair labor practices in regard to the radio group's Albany stations. The union has been bargaining with Clear Channel representatives for WGY, WHRL & WRVE/Albany since the stations' contract with the union expired on June 30, 2000.

The parties had reached an accord on wage increases, including a provision for retroactive raises, for about 15 AFTRA-covered station employees. But Clear Channel then canceled talks that had been scheduled for Feb. 13-14, leading to AFTRA's complaint of unfair labor practices. Specifically, the union claimed that Clear Channel violated the Federal Labor Act by

failing and refusing to continue negotiations and by "unilaterally withdrawing recognition from the union as the lawful collective bargaining representative of the unit." AFTRA also said that Clear Channel is claiming that the union has lost the confidence of the employee-members of the bargaining unit and that it can no longer represent station employees.

AFTRA Exec. Director Greg Hessinger told R&R, "[Clear Channel has] a duty to bargain under federal labor law, and we believe it is not fulfilling that obligation." He added that AFTRA "generally has a positive relationship with Clear Channel in other markets."

Clear Channel Corporate Counsel Neal Murphy wouldn't discuss the Albany situation because it is being litigated, but he told R&R, "We have enjoyed a good relationship with AFTRA in the past and expect to continue to have a good relationship, but we have a difference of opinion on the matters in Albany."

—Jeffrey Yorke

Transactions

Continued from Page 6

Pennsylvania

WLAK-FM/Huntingdon and WIEZ-AM & WMRF-FM/Lewistown

PRICE: \$2.5 million

TERMS: Asset sale for cash

BUYER: First Media, headed by President Alex Kolobelski. Phone: 410-822-3301. It owns three other stations. This represents its entry into the market.

SELLER: Mifflin County Broadcasting Co., headed by President Frank Troiani. Phone: 717-248-6757

FREQUENCY: 103.5 MHz; 670 kHz; 95.7 MHz

POWER: 160 watts at 1,427 feet; 5kw; 4kw at 407 feet

FORMAT: Hot AC; News/Talk; Hot AC

Texas

KATP-FM/Amarillo

PRICE: \$1.5 million

TERMS: Asset sale for cash

BUYER: Clear Channel Communications, headed by Radio CEO Randy Michaels. Phone: 859-655-2267. It owns 1,170 other stations, including KIXZ-AM, KMML-FM, KMXJ-

FM & KPRF-FM/Amarillo.

SELLER: Cropper Broadcasting Inc., headed by GM John Fulton. Phone: 806-359-5999

FREQUENCY: 101.9 MHz

POWER: 100kw at 935 feet

FORMAT: Country

KULF-FM/Brenham

PRICE: \$1.5 million

TERMS: Asset sale for cash

BUYER: Roy Henderson. Phone: 713-227-2600. He owns 16 other stations. This represents its entry into the market.

SELLER: May Broadcasting Inc., headed by President/GM Roy May Jr. Phone: 979-836-9411

FREQUENCY: 94.1 MHz

POWER: 25kw at 328 feet

FORMAT: Country

KZAM-FM/Ganado

PRICE: \$1.5 million

TERMS: Asset sale for cash

BUYER: Roy Henderson. Phone: 713-227-2600. He owns 16 other stations. This represents his entry into the market.

SELLER: Hooten Broadcasting Inc., headed by President Bill Hooten. No phone listed.

FREQUENCY: 104.7 MHz

POWER: 50kw at 459 feet

FORMAT: Country

KMBV-FM/Navasota (Bryan-College Station)

PRICE: \$900,000

TERMS: Asset sale for cash

BUYER: Roy Henderson. Phone: 713-227-2600. He owns 16 other stations. This represents his entry into the market.

SELLER: Nicol Broadcasting Ltd., headed by Chairman Ansel Bradshaw. Phone: 936-544-9350

FREQUENCY: 92.5 MHz

POWER: 3kw at 459 feet

FORMAT: Soft AC

Virginia

WXMY-AM/Saltville

PRICE: \$62,000

TERMS: Asset sale for cash

BUYER: Continental Media Group LLC, headed by President Jeffrey Raynor. Phone: 540-496-7402. It owns no other stations.

SELLER: Robert Flannigan. No phone listed.

FREQUENCY: 1600 kHz

POWER: 5kw

FORMAT: Country

Analysts

Continued from Page 4

to \$11.3 million. Saga Communications held a teleconference Feb. 28 at which President/CEO Ed Christian told analysts that the group is "very much in the acquisition mode" and that he is happy to take advantage of slow times in the industry to build his company. Christian said that he sees a number of "very nice" opportunities for growth.

Although it has moved into television ownership, Christian said that Saga is still primarily a radio company, with its TV properties being operated like radio stations. Treasurer Sam Bush said the company has about \$95 million available under a new credit facility for future acquisitions.

Gaylord Sees Q4 Revenue Decline

Gaylord Entertainment said that its fourth-quarter revenues were

\$137.8 million, a decline of 1% from Q4 '99. Including nonrecurring items, the company's net loss for the quarter was \$105.1 million, or \$3.14 per diluted share, vs. net income of \$268.6 million, or \$8.05 per diluted share, for the fourth quarter of 1999.

Operating cash flow (operating income plus depreciation and amortization and excluding nonrecurring charges) was \$2 million for the quarter vs. \$7.8 million for the same quarter in 1999. For the year, revenues were \$514.4 million, a decline of 3.4% from 1999. Including nonrecurring items, the company's net loss for 2000 was \$153.5 million, a loss of \$4.60 per diluted share, compared with net income of \$349.8 million, or \$10.53 per diluted share, for 1999. Operating cash flow was a negative \$8.9 million for the year, compared with a positive \$47.9 million in 1999.

"2000 was a difficult year from a financial perspective" said Gaylord

President/CEO Dennis Sullivan. "A number of our investment initiatives, particularly in the Internet world, proved unfruitful. That, combined with unplanned senior-management departures and weakness at our Word Entertainment group, led to poor financial performance." He said that Gaylord began a top-to-bottom review of all its businesses in the latter part of 2000 with the goal of returning the company to profitability. As part of that process Gaylord shut down its Internet start-up Gaylord Digital and sold Musicforce.com and Lightsource.com.

American Tower Revenues Up, NYT To Miss Forecasts

American Tower reported that its Q4 2000 revenues increased to \$243.8 million, and EBITDA rose to \$62.8 million. For the year, revenues increased to \$735 million, and EBITDA was up to \$208.9 million. However, American Tower's net loss

was \$54.4 million, or 30 cents per share. American Tower Chairman/CEO Steve Dodge said, "We will continue to focus on driving down our weighted average cost per tower and tower operating expenses."

The New York Times Co. will miss its Q1 profit forecasts. The company said this week that its per-share earnings for the quarter will fall to between 35 cents and 38 cents, well below the 47 cents it delivered in Q1 2000. First Call analysts had forecast that the company would earn 45 cents per share. NYT said it still expects per-share growth of 10%-15% for the year; it reported profits of \$2.10 a share last year. "We are now two-thirds of the way through the first quarter of 2001," CEO Russell Lewis said, "and we are clearly in even more of an economic slowdown than we anticipated."

Radio's Rough Spell Over?

There is renewed optimism among some Wall Street analysts

that radio's rough spell may be nearing an end. In a bulletin released last week by Morgan Stanley Dean Witter media analyst Frank Bodenchak and entertainment analyst Rich Bilotti, the duo expressed optimism in the wake of the RAB's January revenue figures, which showed a 1% rise in local revenues. While comparisons will remain difficult through June, the analysts said, they believe that the radio industry could enter a recovery mode in the second half of the year.

Bodenchak and Bilotti also suggested that large-cap investors consider moving out of such higher-multiple entertainment companies as Disney and into companies like Clear Channel, which the duo rated "strong buy." They noted that Clear Channel should benefit from a pickup in radio ad trends.

Washington Bureau Assoc. Editor Joe Howard contributed to this story.

Bloomberg

BUSINESS BRIEFS

Continued from Page 4

GlobalMedia.com Requests Nasdaq Hearing

Internet streaming provider GlobalMedia.com has asked for a hearing before a Nasdaq Listing Qualification Panel to review the scheduled delisting of its common stock from the National Market System. The company received notice Feb. 21 that its stock had failed to maintain the minimum bid price of at least \$1 required for continued Nasdaq listing. Under Nasdaq rules the delisting has been stayed pending the outcome of the hearing, which is set for March 30. GlobalMedia is pursuing measures to bring the company back into compliance with Nasdaq rules.

Ceridian To Redeem Notes

Ceridian Corp. will redeem \$5 million in 7.25% notes due June 1, 2004, the company announced last week. The effective date is March 29, 2001.

Cox/Tampa FMs Get Traffic.com

Cox Radio's WBBY, WDUV, WFJO, WHPT, WSUN & WWRM/Tampa-St. Petersburg began using digital traffic information supplied by Philadelphia-based Traffic.com on March 1. Traffic.com uses aircraft, mobile reporters and a traffic operations center to compile its data. The stations had been using traffic information from Metro Networks and Airwatch.

SBS To Begin Operating KFSG/Los Angeles

Spanish Broadcasting System has agreed to a time-brokerage agreement for International Church of the Foursquare Gospel's Religious KFSG/Los Angeles and will debut a Spanish-language format on the station within the next few weeks. SBS agreed to buy the station in November of last year (R&R 11/10/00) for \$250 million; the deal is expected to close late this year.

Satellite

Continued from Page 1

to purchase an additional 1.5 million shares in exchange for an extended deadline by which Sirius must prove its system works. If Sirius cannot do so by May 31, it will not receive a \$150 million loan from Lehman. On March 2 Bear, Stearns & Co. analyst Robert Peck reiterated his "buy" rating on Sirius and maintained his 12-month target price of \$64 for the issue. Then on Tuesday Banc of America analyst Armand Musey reiterated his "buy" rating on Sirius with a target price of \$53 per share. The issue closed Tuesday at \$24.50, up 37.5 cents for the day.

At the same time Musey reiterated his "buy" rating on XM but cut the target price from \$42 to \$37 per share. That was on news that XM raised \$201.4 million from the sale of 7.5 million class A shares, sold at \$10.19 each, and \$125 million of its 7.75% convertible notes due in 2006.

The notes may be converted into class A shares at \$12.22 each. When XM announced the sale nearly two weeks earlier, it said it will use the proceeds to fund the company's overall operations, and the proceeds are expected to help DC-based XM make it into next year. Bear Stearns handled the sale. By Tuesday shares of XMSR closed at \$10, up nearly 60 cents from the previous day and appearing to head away from the \$9 52-week low it nearly touched days before.

XM had other good news last week when it announced that over the past several years some 3 million Pioneer receivers sold were retro-ready for XM's modules. The car stereo manufacturer said that several of its receiver models are compatible with both Pioneer and Alpine head units. The head units are traditionally sold during the spring and summer, when the most car stereos are sold. Consumers will be able to buy XM tuner modules and antennas later this summer in the \$300 price range.

- Scott Herman in the GM Spotlight, Page 12
- Industry Calendar of Events, Page 14
- Dan O'Day's Commercial Copy Makeover, Page 13

MMS

management marketing sales

"There is no such thing as bad publicity — except your own obituary."
—Brendan Behan

THOSE EVIL JOURNALISTS

Why isn't your station getting press coverage?

By Pam Baker

Sales & Marketing Editor
pambaker@ronline.com



PAM
BAKER

"I hate the media," complains a Midwest morning show personality. "The newspapers never print anything about our station. They never cover any of our events. When a local TV station finally did show up at one of our events, they didn't give us credit — they referred to us as a 'local radio station'! I hate them all!"

Those evil journalists. We know they're only interested in radio if there's a scandal. But is that really true? Now that I'm on the other

side and am one of those journalists, I want to share with you some of my observations.

First, most radio stations — I'm talking about 90% — don't send out press releases. Does your station? If not, why don't you? Newspapers, local magazines and TV stations can't cover one of your events or promotions if they don't know about it. It's a pretty basic concept.

Last November, when I showcased station-produced CD projects, I was caught off-guard by the irate calls I received. "Why didn't you include our morning show's CD?" screamed a major-market host. "What CD?" I answered, and added, "Did your station send me a press release?" He replied in a put-out tone, "I'm sure we sent one to R&R, but you probably threw it away."

JUST THE FACTS, MAN

When your station sends out press releases, keep in mind that editors and reporters want the facts, and only the facts. Don't try to be cute or funny or outrageous. I remember receiving a press release a couple of years ago from a major-market station that related a completely implausible story about the afternoon personality and the GM. The release claimed that the morning show host showed up for work and found the afternoon personality in the corner of the studio, crying, because he was afraid that the GM was going to fire him for giving away \$10,000 to a listener the day before. Yeah, right. If you lose your credibility, your press releases will be tossed.

When you decide to issue a release, be sure to include all pertinent information — and don't forget to include a contact name, with a phone number and an e-mail address. I can't tell you how many press releases come my way without phone numbers. Don't make journalists have to track you down; 99.9% of them won't bother.

Another big problem is spelling errors. It's hard to take a News station seriously when the press release promoting its award-winning election coverage misspells the names of the candidates. That's not hypothetical — it really happens.

RELATIONSHIPS MAKE OR BREAK YOU

The sales team works hard to develop strong relationships with clients. You should do the same when it comes to public relations. When was the last time you asked a local newspaper reporter to lunch or for a station tour? Do you invite local media to attend your events? Do you send thank you notes to reporters who give your station press coverage?

Although this may seem very basic, it deserves a special mention: Return your calls promptly! I can't tell you how frustrating it is to call someone once, twice,

three times without getting a call back. If you avoid the press in a crisis, you will only make matters worse. Most reporters also request a return receipt when they send an e-mail, so they know you've seen it. Members of the press should be treated like your most prized clients.

TURNING ON THE TUBE

One of the complaints I hear most frequently is that stations don't get television coverage. Let me assure you, the problem is partly your own fault. I'll let you in on a little secret: Most TV producers and editors are lazy. They want you to do their work for them.

When I was handling local market promotions for Disneyland, I was able to get some great television coverage. Why? Because I pitched ideas that would work well on television. For the opening of Disneyland's Indiana Jones Adventure attraction, I had several fun visuals that TV reporters could participate in as part of their live reports. We created a "Snake Pit of Death" where reporters could sit in a plexiglass box with 50



THE PUBLICITY PLANNER

Anticipating an appearance by Epic recording artist Jennifer Lopez, KTLA-TV/Los Angeles *Morning News* weatherman Mark Kriski spent the morning broadcasting live reports from the KIIS-FM studios in L.A. with Premiere Radio syndicated morning personality Rick Dees.

snakes. Most snakes are naturally attracted to warmth, and they slithered all over the reporters' bodies. We also found park guests to participate in a "Tastes Like Chicken" bit where we gave them prizes if they ate a huge cockroach. We hired a whip handler who could snap a playing card out of a reporter's mouth. All these elements added excitement to the TV reports.

When your team has come up with a promotional idea, take a few minutes to consider adding elements with a visual "splash" that will make the event more appealing for local news. Don't just send out press releases — personally pitch your ideas to news producers and assignment desks.

THINGS TO CONSIDER

What types of events are TV stations looking to cover? "The press releases that we receive from radio stations usually aren't unique or special," says KTLA-TV/Los Angeles publicist Carolyn Aguayo. "Our station looks for unique, high-profile events that are touching or that have an impact on thousands of people."

Keep in mind that camera crews are scarce on the weekends and that Mondays and Tuesdays are usually slower news days. So don't get angry if a local TV station doesn't cover your weekend event, get creative. Plan a "prepromotion" for earlier in the week that can help raise interest in an upcoming weekend event.

Once you've decided to start sending press releases,

don't blanket every TV station with releases on every event. Try to find angles that complement a station's audience. "Since we're a WB affiliate and have shows like *Buffy the Vampire Slayer* and *Popstars*, we are always looking for stories or events that would appeal to that audience," Aguayo says. "For example, this morning Shaggy was performing on the *KTLA Morning News*, and Rick Dees [of KIIS-FM/Los Angeles] called in and was part of the show. There was coverage on both our TV show and his radio show. It was mutually beneficial."

One way to develop a better relationship with local TV stations is to work with them in landing big-name celebrity guests. By joining efforts and creating a one-stop interview opportunity where the artist is interviewed live on the radio station and then immediately conducts a live or taped interview with the TV station, you're giving the celebrity's management an enticing two-for-one deal. This also creates a partnership between you and the TV station so they'll be more inclined to give you press coverage for your own events in the future. Remember the old saying: "I'll scratch your back if you scratch mine."

Another cross-promotional opportunity Aguayo endorses is having a TV anchor or reporter fill in as a guest co-host on a morning or afternoon radio show. Next time one of your morning show personalities wants to take the day off, don't run a "best of" show. Team up the other show members with a special television guest host. Guest hosts work for Regis Philbin, and they can work for you.

THE SCOOP

Every person has something fascinating and unique about them. Dig a little, and you might find some hidden treasures that would make a great story. Each week I look forward to putting together the GM Spotlight and having executives complete the sentence "You'd be surprised to know that...." Over the past months we've learned that one GM dated Elvis Presley, another attended New York's High School of Music & Art, and another owns a single-engine plane. These are the kinds of "fun facts" that newspaper and magazine reporters search high and low to find.

I would bet that there are many hidden treasures waiting to be discovered in your radio station. Spend some time "interviewing" your air personalities. The information you find may give you the perfect excuse to call a local writer and pitch a story idea.

When your station has breaking news, personally call those reporters who are most valuable to your station and give them the basic information over the phone. Follow up by sending the official press release. Reporters love to feel like you've gone out of your way to get them timely information, and they're more apt to run with the breaking story.

THE TALENT TAKES CONTROL

If you're a morning show personality and your show's events or antics are not receiving any press coverage, you need to take responsibility. Does your station have adequate personnel to conduct public relations efforts? Do you approve press releases before they're sent out?

My suggestion is that you be active on your own behalf. Positive public relations not only boosts your ratings, it helps establish you in the marketplace, thereby making you a more valuable commodity. In many cases it can be beneficial for you to hire your own public relations representative. Depending on the market, the cost can range from \$200 to \$2,000 a month.

Next time you catch yourself saying, "I hate the media," consider if there is anything you can do to improve the situation. After all, it's only your career.

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IN AUDIENCE / *Year-to-Year, 12+**

#1 RANK IN 18 OF THE TOP 25 MARKETS**

New York	WABC-AM	# 2	Minneapolis-St. Paul	KSTP-AM	# 2
Los Angeles	KFI-AM	# 2	Cleveland	WTAM-AM	# 1
Chicago	WLS-AM	# 1	Miami-Ft. Lauderdale	WIOD-AM	# 1
Philadelphia	WPHT-AM	# 3	Phoenix	KFYI-AM	# 1
San Francisco	KSFO-AM	# 1	Denver	KOA-AM	# 1
Boston	WRKO-AM	# 1	Sacramento	KFBK-AM	# 1
Dallas-Ft. Worth	WBAP-AM	# 1	Pittsburgh	KDKA-AM	# 1
Washington, DC	WMAL-AM	# 1	St. Louis	KMOX-AM	# 1
Detroit	WXYZ-AM	# 2	Orlando	WDBO-AM	# 1
Atlanta	WGST-AM	# 1	Portland, OR	KEX-AM	# 1
Houston	KPRC-AM	# 2	Baltimore	WBAL-AM	# 4
Seattle-Tacoma	KVI-AM	# 1	San Diego	KOGO-AM	# 1
Tampa-St. Pete	WFLA-AM	# 1			

R&R GM spotlight

SCOTT HERMAN
VP/GM of WINS-AM (1010 WINS)/New York
(Infinity)



■ From production assistant to GM at the same station

This week's GM Spotlight pays tribute to Scott Herman of Infinity/New York. "Scott is an inspiration to us all," e-mails an R&R reader, who adds, "Because he's worked his way up from the ranks, he has a complete understanding of our entire operation." Another WINS staffer comments, "Not only is Scott a great GM, he has a wicked sense of humor, especially when things get crazy here at the station." Congratulations!

I decided to enter the world of broadcasting because:

"I found radio at Brooklyn College's WBCR in 1976. School and my psychology major weren't doing it for me, and I was ready to work full-time in the family hardware business when my father persuaded me to find a club or an activity to keep me occupied and fill up my campus downtime. I started at WBCR as a sportscaster, anchoring one 30-second sportscast a week, and I wound up as the station's President/GM as a senior."

**1010
WINS**
ALL NEWS. ALL THE TIME.

First job in broadcasting:

"News production assistant at 1010 WINS."

Career highlight:

"It definitely came in 1993, when Group W Radio President Dan Mason offered me the GM job at WINS. I started my career there in the newsroom in 1978 and came up through the news ranks, eventually becoming News Director in 1984. To have come full circle and run the station you started at is truly special and something I never lose sight of."

The most challenging aspect of being a GM:

"Staying focused and finding new and interesting ways to motivate the troops. We have an outstanding veteran staff and a talented, long-tenured group of managers. It's my job to make sure we keep moving in the right direction and realize that there's no finish line to our mission. We need to continue to get better each and every day."

My most unforgettable moment at a radio station:

"My first day as GM of WINS, Jan. 4, 1994, and March 1, 1988, the day we flipped WMAQ in Chicago to News. I was the PD."

I'm most proud of:

"My family. Beth, my childhood sweetheart, and our three kids: Sean, 15; Jamie, 12; and Greg, 9. And my staff — they keep me juiced and make me want to come to work each and every day."

The best words of advice I've ever received were:

"From my friend and mentor former Group W executive John Waugaman, who told me that running WINS would be the best job I'd ever have in my life and said, 'Keep it for as long as you can.' And from my dad, who handles every personal and professional milestone of my life the same way — by telling me, 'I'm not surprised. What's next?'"

You'd be surprised to know that...

"Even though I've spent my entire professional life in News radio, I'm not that serious all the time. I would leave radio for only one job that I can think of: running the New York Knicks."

The GM Spotlight is selected by your nominations. Acknowledge the GM who made a difference in your career! E-mail nominations to pambaker@rronline.com.

Contents under pressure



WARNING!

Prolonged exposure will
cause ratings to rise.

Interactive Direct Mail,
TV Campaigns that don't Suck

In the event of fallout, call this number - (859) 491-1064



Contents under pressure

Responsible for increased listenership, rise in ratings, increase earnings, and ads everyone will talk about. This is not a contest, however our judges decision is final. This ad is in no way affiliated with any real radioactive or harmful material, but it can be for a small price. Please attach a self addressed, stamped envelope. All inquiries will be treated with the utmost respect, unless you call after 5pm EDT. Any complaints should be forwarded to (cant say that on radio)... Radio Activity is not affiliated with anyone who doesn't like us. For more information call (859) 491-1064

DON'T END UP IN THE DOGHOUSE

■ Keeping your commercials legal

By Dan O'Day

Attention, GMs: You might consider saving a copy of this article to pull out the next time you get into an argument with a client, manager or account executive who insists, "No, it's perfectly legal!"

THE ARGUMENT

Act I: The Production Room

Account Executive: Here's the new commercial copy for Ed's Submarine Sandwich Shop. By the way, for music they want us to use The Beatles' "Yellow Submarine"

Producer: We can't do that. That would violate federal and international copyright law.

Account Executive: Excuse me?

Producer: "Yellow Submarine" is a copyrighted song, and The Beatles' recording of it is a copyrighted performance.

Manager: Yes, but we pay BMI and ASCAP fees, so it's OK for us to use this song.

Producer: No, the BMI and ASCAP fees are for entertainment broadcast purposes only. If we pay those fees, we have the right to play BMI and ASCAP songs as part of our programming. But that does not give us the right to use the songs in commercials.

Manager: That's ridiculous! Unfair!

Producer: Really? If you turn on the TV and see a national ad campaign that uses a hit song, do you assume the advertiser paid a substantial fee for the rights to use that song?

Manager: Yes, I guess.

Producer: And do you think it's fair that the advertiser couldn't use that song in the commercial without paying a lot of money to the copyright holder?

Manager: Sure, that's fair. But we're just talking about a local sandwich shop, not a national campaign.

Producer: Right. But if that same song is being used by local sandwich shops all over the country — none of which are paying licensing fees — how will the copyright holder be able to charge a substantial fee to a national advertiser? When any advertiser illegally appropriates a copyrighted work, it diminishes the market value of the copyrighted asset.

Account Executive: Well, what about the station promos we run that feature clips from our playlist? Isn't that advertising?

Producer: We're allowed to excerpt brief samples of copyrighted works in order to advertise the sale or performance of those works.

Account Executive: What about a commercial for a concert?

Producer: Same thing. Even if you don't pay BMI and ASCAP fees, you can air a concert commercial that includes audio snippets from performances by the concert act. But if you don't pay BMI and ASCAP, you'll get in trouble if you celebrate the upcoming concert by playing an entire CD by that act.

Manager: Then why do I hear TV drop-ins on every radio morning show in town? I'm sure The Simpsons is copyrighted, but I hear Homer's voice used as comedy "wild tracks" and even in commercials.

Producer: Illegal. If your morning show tapes The

Simpsons and uses excerpts as drop-ins, it's a copyright violation. And using those lines in a commercial is a big no-no.

There is one way to use such drop-ins legally. If you took the drop-ins from a commercially released recording, then it's OK to air them for entertainment purposes — assuming the copyrighted materials are licensed by one of the agencies with which you have an agreement.

In fact, there's a service that provides radio stations with drop-ins from TV, movies, even radio. But all of its original sources are commercial recordings — cast albums, best-of CDs, that kind of thing. But even if your original source is a commercial recording, you can't legally use that type of material in a commercial. I've never heard of a radio station being sued for improperly using such drop-ins on a morning show, but stations and ad agencies and production houses are regularly sued for illegally incorporating copyrighted materials in commercials.

THE MYTH OF THE 'SEVEN-SECOND RULE'

Act II: The Production Room Heats Up

Manager: Ah, but you are forgetting one thing: the "seven-second rule."

Account Executive: What's the seven-second-rule?

Manager: It's OK to use copyrighted material as long as you don't use more than seven seconds of it.

Producer: There is no such thing as the seven-second rule. Never has been.

Manager: But everyone knows about the seven-second rule!

Producer: Hey, in the 18th and much of the 19th century everyone in America knew that if you ate the poisonous "wolf peach" you'd die a quick yet painful death.

Account Executive: What are wolf peaches?

Producer: Today we call them tomatoes.

Account Executive: But tomatoes aren't poisonous today.

Producer: And they weren't back then, either. By the way, did you know that even though the tomato is a fruit, the U.S. government calls it a vegetable for tax purposes?

Manager: Do we really need to know that?

Producer: OK, no. But my point is, even if "everyone" knows about the seven-second rule, they're wrong. Unauthorized use of a copyrighted work becomes illegal when it exceeds the vaguely defined area of "fair use." For commercial purposes, it is not "fair use" if the "heart" of the copyrighted work is used.

In fact, in the late 1940s a lawsuit was filed over a single second of audio: Cartoon voice legend Mel Blanc provided the voice of Woody Woodpecker in three cartoons. But then Blanc signed an exclusive contract with Warner Bros., and the producers had to find a new voice for Woody, but they continued to use the distinctive, five-note laugh that Blanc had created for the character. And that laugh was used in a hit novelty record, "The Woody Woodpecker Song." Blanc sued and lost, but only because he had not copyrighted the laugh in the first place.

By the way, to use copyrighted, recorded music in a commercial, you must obtain two licenses: one from whoever owns the copyright to the song, usually the writer, and the other from whoever owns the copyright to the recording, usually the record company. That's why on some national campaigns you'll hear a classic oldie that isn't sung by whoever had the hit. In those cases the

advertiser got permission to use the song but not the performance.

Just a few months ago I drove from one Ohio seminar site to another, and I was shocked to hear a local commercial on a Cincinnati radio station that used the words "Mamma mia! Mamma mia" from Queen's classic "Bohemian Rhapsody."

I forget what the sponsor was — maybe an Italian restaurant. Maybe someone inside the radio station came up with the idea, or maybe it emanated from the client. But the radio station aired it. And this particular radio station is owned by a large company with very, very deep pockets, which is very relevant to this question: "Who pays the piper when your radio station airs a commercial that violates someone's copyright?"

Whoever has the money, starting with your radio station and including any outside agency involved in the creation or production of the commercial, but probably not the client, unless the client actually produced the offending commercial. "But the client paid me to air that illegal commercial" is not much of a defense against a copyright-infringement suit. If you can demonstrate that you didn't realize the music was protected by copyright and, more importantly, that you couldn't have reasonably been expected to know, maybe you'll just be slapped on the wrist.

But please note that the above paragraph does not say you can use "I didn't know it wasn't OK to use copyrighted music in commercials" as a defense. If the music in question is some obscure piece that no one at your station has ever heard of, and if the advertiser assured you that the commercial rights had been secured, maybe you've got a chance.

But if your defense is, "Gee, I didn't realize that 'Yesterday' is a copyrighted song," your best hope is that the court's mercy is heightened by all the laughter that will ensue from your "defense."

WHAT TO SAY TO THE CLIENT

So what happens when you tell a client that no, he can't put "American Pie" (Don McLean's or Madonna's or anyone else's version) underneath the commercial for Uncle Rudy's Homemade Apple Pies?

Act III: The Meeting With the Client

Account Executive: We can't do that; that's illegal.

Client: But one of the other stations in town always does it for us!

Account Executive: If that's true, then I'm disappointed to hear that. I know a few stations are willing to violate federal copyright laws. Some stations engage in double-billing — that's illegal too. Some stations don't run all the commercials their clients pay for. Some stations will do anything for money, even if it's against the law. But not my station.

If someone at my station did what you're asking, they'd be fired. And if my station allowed its account executives to break the law to land a new account, I'd quit. Do you really want to entrust the financial success of your business to a radio station that will cheat and break the law and rip off the work of others? If so, that's your choice to make. But we didn't achieve the level of success we have for ourselves and for our clients by breaking the law.

This column is excerpted from The Dan O'Day Radio Advertising Letter. For your free e-mail subscription, send a request to danoday@danoday.com with "R&R ad request" in the subject line, or subscribe online at www.danoday.com.



DAN O'DAY

STERN'S LUCKY HAND

Imagine betting \$100,000 on a single hand of blackjack. That's exactly what happened when Infinity syndicated personality and "King of All Media" Howard Stern and Alternative WXRK (K-Rock)/New York recently staged a one-hand blackjack game at the Hard Rock Casino in Las Vegas.

American Media & Special Promotions indemnified the radio station for up to \$200,000 in prize money. The tension mounted as lucky Stern show listener Tracy Whitehead called the hand. She was dealt a 19 and the dealer an 18, so she won \$100,000!

Why did the station insure the bet for \$200,000? Because in casino blackjack a player dealt certain pairs has the option to "split" — that is, double his or her bet and use the pair to start two new hands. AMSP would have paid \$200,000 if Whitehead had split and lost both hands. With crazy radio stunts, you've got to be prepared for anything!



HOWARD'S GOT THE FEVER

Anticipating the results of a single hand of blackjack worth \$100,000, Jackie "The Jokeman" Martling, Howard Stern and Robin Quivers broadcast live from the Hard Rock Casino in Las Vegas.

RADIO GETS RESULTS

SUCCESS STORIES FROM THE RAB

ZIPPING INTO HIGH PERFORMANCE

Are you hoping to reach highly educated, affluent and professional and managerial consumers? Radio can deliver the upscale customers you need. Each week radio reaches 98.9% of adults who earn more than \$50,000 per year and 98.1% of adults in professional and managerial careers. Radio outperformed print advertising in delivering qualified buyers to Zipper BMW in Los Angeles, thanks to a creative campaign with a consistently updated message.

Category: Auto Dealers — New Imports
Market: Southern California
Submitted by: Interep
Client: Zipper BMW

Situation: Selling BMWs is a classy way to make a living, but, with more than 425 dealers in the United States, there's a lot of competition. Los Angeles leads the nation in BMW sales, and Zipper BMW in Beverly Hills, CA, needed a campaign and a medium that would reach potential buyers and separate its message from the clutter. Zipper GM Hans Geisler had been committed to print ads, but he decided to make the change to radio.

Objective: To brand the Zipper name in the minds of Southern Californians and reach qualified BMW buyers.

Campaign: Geisler hired Richard Pearlmuter of Radio Play Productions to develop spots that revolved around the kidding between Geisler and his sales manager. The spots have now developed a cult following, says Geisler. In addition to its regular spot schedule, Zipper sponsors six 10-second traffic reports every night on a major News/Talk station in Los Angeles, changing the spots continually. Geisler comments that special weekend radio "blitzes" cost only \$2,500, and, he says, they "bring Zipper a lot more recognition than the equivalent in the *Los Angeles Times*."

Results: Geisler knows that radio is working for Zipper, and he says that the dealership can attribute about 11% of its sales to radio. The typical BMW buyer is a male between 30 and 60, but Geisler says that he is reaching and selling to more women by running ads on a variety of radio formats. Zipper's profits are up, and the dealership's staff has grown by 50%. "Wherever I go," says Geisler, "people say, 'I heard you on the radio.' Very seldom do they say, 'I read your ad in the *Los Angeles Times*.'"

RAB TOOLBOX

More marketing information and resources from the RAB

Here you'll find more marketing information and resources from the RAB. For more information, call the RAB's Member Service HelpLine at 800-232-3131, or log on to www.rab.com.

INSTANT BACKGROUND — AUTO SALES

European luxury auto models appealing to younger buyers have the highest share of buyers who shop online. A mid-1999 survey by JD Power & Associates found that 22% of men and 28% of women have time only on weekends to shop for new vehicles. (JD Power & Associates, 1999)

A 2000 study by Dohring Co. identified the most frequently mentioned disadvantages of purchasing a car through the Internet: unable to see the vehicle, 58%; unable to take a test drive, 16%; wouldn't know where to take it for service, 6%; no customer-service followup, 6%. (Dohring Co., 2000)

MARK YOUR CALENDARS

Important dates and events in the coming months.

2001



• **March 9-18** — South By Southwest Music, Film and Interactive Conference & Festival. Austin; register online at www.sxsw.com

• **March 25** — 73rd Annual Academy Awards. Shrine Auditorium, Los Angeles

• **March 29-June 20** — Spring Arbitron

• **March 30-April 4** — MOBE 2001: Advanced Marketing and Technology Symposium. Sheraton Universal Hotel, Los Angeles; 773-651-8008

• **April 21-26** — NAB 2001: Broadcast Engineering Conference; Las Vegas. The Ninth NAB MultiMedia World: The Convergence Marketplace and the fifth NAB Satellite & Telecommunications Conference will be held in conjunction with NAB 2001.

• **April 21-26** — Christian Music and Video Retailers 2001, held during Gospel Music Association Week. Nashville Convention Center and Renaissance Nashville Hotel, Nashville; 615-620-1000

• **April 26** — The 32nd Annual Dove Awards/Gospel Music Association. Grand Ole Opry House, Nashville; 615-599-7746

• **April 26-28** — Adventures In Broadcasting: Promotion Directors School. Weston Tabor Center, Denver; 713-522-4273

• **May 11-16** — National Association of Black Owned Broadcasters' 25th Annual Spring Broadcast Management Conference. Maho Beach Hotel & Casino, St. Martin Island; 202-463-8970

• **May 31** — American Women In Radio & Television's 26th Annual Gracie Allen Awards. Plaza Hotel, New York; 703-506-3290

• **June 6** — 2001 Radio-Mercury Awards Luncheon. Waldorf-Astoria Hotel, New York; 212-681-7212

• **June 11** — Service to America Summit & Awards Gala 2001, presented by the NAB Education Foundation and Bonneville International Corporation. Ronald Reagan Building and World Trade Center, Washington, DC; 202-775-2559

• **June 13-16** — R&R Convention 2001. Century Plaza Hotel, Los Angeles

• **June 20-23** — PROMAX & BDA 2001. Miami Beach Convention Center, Miami; 310-789-1518

• **June 28-Sept. 19** — Summer Arbitron

• **July 18-22** — The Conclave 2001. Minneapolis Marriott City Center, Minneapolis; 952-927-4487

• **July 24-26** — NAB Americas Radio and Television Conference for Latin America. Ritz Carlton Resort, Key Biscayne, Miami; 202-429-7423

• **Aug. 9-11** — Talentmasters' 13th Annual Morning Show Boot Camp. Mandalay Bay Resort and Hotel, Las Vegas; 770-926-7573

• **Sept. 5-8** — 2001 NAB Radio Show. Ernest N. Morial Convention Center, New Orleans; 800-342-2460

• **Sept. 20-Dec. 12** — Fall Arbitron

• **Sept. 25-28** — National Association of Black Owned Broadcasters' 25th Annual Fall Broadcast Management Conference. Monarch Hotel, Washington, DC; 202-463-8970

• **Oct. 1-4** — NAB Satellite Uplink Operators Training Seminar. NAB Headquarters, Washington, DC; 202-429-5300

• **Nov. 11-13** — NAB European Radio Conference. Sofitel Paris Bercy, Paris; contact Mark Rebholz at 202-429-3191

When Success Isn't Success: Turning Listeners Away

■ Fees force small webcaster to discourage listening

By Paul Maloney

RAIN: Radio And Internet
Newsletter



PAUL
MALONEY

When is streaming
success not success?
Ron Cutler of Ron

Diamond.com (www.rondiamond.com) is an independent webcaster whose station is becoming an example of one of the business world's cruelest ironies: It's a victim of its own success.

"Something has to give. There has to be a light at the end of the tunnel," says Cutler, whose alter ego, Ron Diamond, is the site's sole air personality. The difficulty Cutler faces is finding a way to provide 360,000 hours of streaming each month to 425,000



unique listeners — December 2000 numbers that, he says, came straight from his streaming provider. He adds, "The audience is obviously there, but the going's pretty tough."

Cutler started Ron Diamond.com early in 2000 as an outlet for his creativity after he sold his Cutler Productions company — and as a memorial to his son Seth, who passed away in November of 1995. Instead of a real-time stream or a group of channels, Ron Diamond.com features a menu of 30-to-45-minute gold-based radio shows that cover the music of specific time periods, genres or artists. Cutler hosts all the shows in the guise of Ron "The Cool Jewel" Diamond.

A Labor Of Love

The site started out, says Cutler, as a labor of love without a real business plan, and he hadn't planned to devote a lot of resources to it. He finances the project himself, sharing duties with just one other employee, Creative Director Don Goldberg, about whom Cutler says, "He's invaluable. He has a tremendous amount of technical knowledge and creative skills too."

How did the site become so popular? "We don't spend any money on promotion or ads," Cutler says.



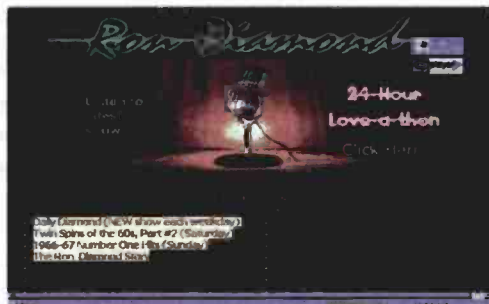
RAIN: Radio And Internet Newsletter
Publisher and Editor Kurt Hanson is a well-known researcher and consultant who also serves as Chairman of Strategic Media Research, the firm he founded in 1980. RAIN is available daily at www.kurthanson.com.

"Windows Media reviewed the site, and we got into the Windows Media Guide, and that's basically been it." After that review, however, he says the response and site traffic were overwhelming: "It completely blew me away. I never thought in my wildest dreams we'd pull these audience sizes." During December 2000 Ron Diamond.com streamed almost 2 million shows.

On Dec. 8, the 20th anniversary of the death of John Lennon, Ron Diamond.com posted a show called *A Tribute to John Lennon*, which was promoted only by a mention in the Windows Media Guide. Early the next morning Cutler received a very distressed call from his streaming provider. "They said I was going to put them out of business," he recalls. "When my provider was one of the three that handled the Madonna webcast [of a Nov. 28 concert from London], it peaked at around 3,500 simultaneous streams. On Dec. 8 Ron Diamond.com hit more than 7,000!"

The Popularity Problem

And so the problems began. Cutler says, "The provider wanted to change our bandwidth agreement. I faced a 500% increase in bandwidth and hosting costs." He had to do something that would ordinarily



be unthinkable in business: discourage customers from coming. "We didn't produce any new shows for January or February," he says. "We asked Windows Media Guide not to feature us."

One of the obstacles to generating revenue that could help pay streaming costs has been Cutler's inability thus far to get Ron Diamond.com rated. "If we had been in MeasureCast or the Arbitron Internet Ratings, we'd have been No. 1, or at least up there, in December," he avers. But, he says, his streaming provider hasn't been able to come to an agreement with MeasureCast and has privacy concerns about dealing with Arbitron.

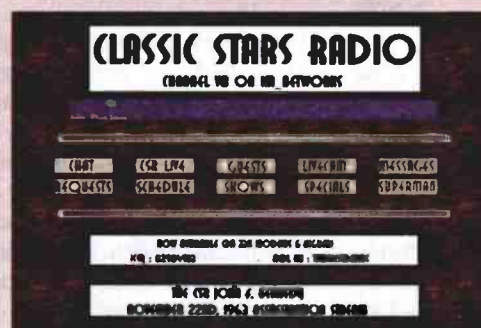
But an even bigger problem, according to Cutler, is that e-businesses are undervalued right now. He explains, "The whole image of the web in advertisers' and investors' eyes is pretty poor. A little over a year ago people were irrational in spending. Now we have an extremely negative state, and people are being irrational in the opposite way." Cutler agrees with those



The Golden Age Lives At Classic Stars Radio

The Internet is usually considered the roadway that will carry us into the future, but lately I've been enjoying the ride with the car in reverse. It's now possible to experience the radio of the past as it truly was — without a trip to a broadcast museum or library — at Classic Stars Radio Online at www.titanicstreams.com.

The first thing you need to know is that you can't access the stream from the site. Classic Stars Radio is



channel V-8 on the iM Networks tuner, and it can be accessed only from there. But you can download the iM tuning software from the CSRO site and access everything on iM's network without purchasing the iM Tuner appliance. I'm not sure why there is no way to hear the programs directly from the site; perhaps it has something to do with financing the stream. Nonetheless, I'm sure that more than one visitor has left the site disappointed without having understood how to listen — and those listeners have missed a treat.

Boy, has radio changed over the course of 75 years. In this age of cable and satellite television, the Internet and digital music and video, it takes some effort to imagine a time when broadcast radio was the predominant source of entertainment and information for the United States — and most of the world. With radio holding such an important place in society, its programming had to be much deeper and more engrossing than that of the "passive" medium that radio is usually considered to be today.

Listen to some of the dramas or news updates on CSRO, and think about what went into that programming. Hear music that was often composed specifically for the show it aired on. Hear original stories performed by first-rate actors — backed by musicians who were live in the studio. Hear real reporters who have gone out and done their own legwork on breaking news.

CSRO's programming is served up as a scheduled mix of shows. You can tune in at regular times for, among many other programs, *Fibber McGee and Molly*, *The Great Gildersleeve*, *Inner Sanctum* and *The Fred Allen Show*, and, from time to time, the station features such specials as *Jack Benny Presents the Best of Olde Tyme Radio*. To add to the experience, old commercials and

Continued on Page 16

Continued on Page 16

Is Napster Cutting Into CD Sales?

■ **Maybe. But is it as bad as the RIAA contends?**

According to sales figures recently released by the RIAA (R&R 3/2), shipments of CD singles fell by 39% last year. Recording-industry officials, including RIAA President Hilary Rosen, said that those figures prove that Napster has cut into the labels' business. But the numbers don't appear to support that contention — or at least not without some qualification.

According to the RIAA's figures, sales of CD singles did indeed drop, from 55.9 million in 1999 to 34.2 million last year, for a loss of 38.8%. Due to price hikes, revenue dropped a bit less, 36%. But the fact is that CD singles account for not quite 1% of the RIAA's profits. (They accounted for about 1.5% in '99.) So it might be more accurate to say that the record industry lost 36% of 1% of its profits.

That doesn't mean that the labels don't have a legitimate beef. Napster use is clearly very closely analogous to purchasing a CD single. If Napster use is replacing any record purchases, CD singles seem most likely to be affected. But, according to the RIAA's numbers, sales of CD singles have been dropping since 1997 — long before Napster was around to have an effect. And, of course, different formats for recorded music have come and gone in the past without the help of file-sharing. Eight-track tapes went away simply because cassettes are better.

What About Full-Lengths?

Full-length CD sales, the bread and butter of the recording industry, were up in 2000 by 0.4% in units, to 942.5 million from 938.9 million. Dollars were up as well, by 3.1%, mostly due to an increase in the average CD price from \$13.65 to \$14.02. The full-length CD format represents the vast majority of the RIAA's revenues: In 2000 album-length CD sales accounted for 92.26% of total industry revenue, up from about 87.88% in 1999.

Right now Napster doesn't seem to be affecting sales of full-length CDs. Why not? It's quite possible that Napster users aren't employing downloads to replace purchases of full-lengths. First, to get the equivalent of a full-length CD, a user would have to hunt down 15 or more files that may have been uploaded by a number of different users and could vary widely in quality. In addition, Napster fans often justify their use of the service by complaining that most full-lengths have just one or two good songs. It's possible that

many users don't even want entire albums and that, if they aren't able to download just one or two songs, they'll simply do without.

Where Are The Losses?

A case could be made that the real losses for the recording industry last year came in categories that Napster doesn't directly affect: cassettes, vinyl and music videos. The combined drop in sales in those media was reported by the RIAA as \$579.5 million. The digital formats, including CDs, that can be traded on Napster actually showed a revenue increase of north of \$318 million.

Of course, it's not necessarily safe to say that the sales of nondigital media are absolutely unaffected. A potential music buyer who would prefer to purchase a cassette or vinyl may, if the music is free, settle for a download. Moreover, while Napster doesn't directly substitute for the purchase of nondigital music, it may be taking up users' time that would otherwise be spent on that and other entertainment options.

Peaceful Co-Existence?

Yes, the sales of CD singles are down significantly. And, yes, at least some of that may be attributable to Napster. But the recording industry is certainly not on the verge of collapse, and to say, as the RIAA's website does, that the music market has been "dragged down by a significant decline in singles shipments" seems like something of an exaggeration.

Is it possible that the present situation — growing sales of full-length CDs and increased Napster use — may be a sign that Napster and the labels can co-exist? I'm certainly not trying to credit Napster with spurring record sales. It's just that the picture the numbers paint shows that peer-to-peer file trading may not be ruinous to the record industry. The numbers may, in fact, be an indication that the RIAA should embrace file-sharing technology rather than trying to stamp it out.

—Paul Maloney

The opinions expressed in this column are not necessarily those of R&R. Writers contributing editorials to R&R are solely responsible for their content.

Ron Diamond

Continued from Page 15

who believe that the web-audio industry will eventually develop a working, profitable business model. But the challenge, of course, is surviving the wait.

Unique Identity, Passionate Fans

Cutler credits his site's ongoing but problematic popularity to his own programming experience and understanding of what people want from radio. He notes, "The shows are unique and compelling. Most other web-audio sites out there go for personalization. The user picks the music and does all the work; there's no unique identity." He says that Ron Diamond.com is instead based on personality; host Ron Diamond is a companion for listeners, helping them become

involved in the music and programming.

Cutler observes, "We've received 25,000 e-mails in the last year. People have very emotional, personal and passionate connections to the music and to the site." He says that the fierce devotion of the listeners is the biggest reason he wants Ron Diamond.com to live on — but he makes no bones about the fact that he'd like to see it backed by an interest more capable of making money from the project and handling the consequences of success.

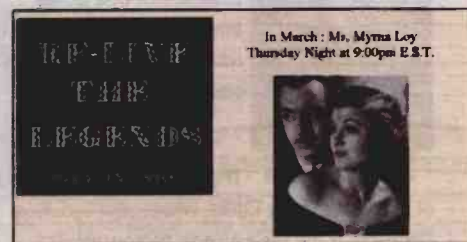
"I'm really surprised that we haven't been approached by the big players. I have to believe it's because they aren't aware of us," Cutler says. "People will eventually understand the differences between terrestrial and web radio, and that will speed up the curve of becoming profitable. We're meeting our visitors' needs."



Continued from Page 15

newscasts play between the featured programs.

The website itself offers a bit of background on most of the shows. Visitors can click on links to find out more about *The Shadow*, *My Favorite Husband*, *Amos and Andy* and the truly scary *Lights Out*. There's a daily vintage *Superman* comic strip (as historical ambiance, I guess), a chat function, a guest book and even a black-and-white webcam. The entire project seems to be the hobby of one or two people, as evidenced by the unsophisticated site design and the webcam, which shows what looks like someone's living room.



The Musicbox Theater here in Chicago recently featured the 1934 William Powell-Myrna Loy classic *The Thin Man* as a Saturday matinee. On CSRO I was able to enjoy it again; Miss Loy is the featured star for March on the *Relive the Legends* show, which will be airing the radio versions of the *Thin Man* mystery series throughout the month.



Classic Stars Radio Online is an excellent resource for radio fans who want to relive — or discover — the radio of an earlier time. There is a wealth of different shows, enhanced by the in-period commercials and newscasts. All together, it creates an exciting and interesting window on our industry's and this country's past.

With such terrific content already in place, some work on the nonradio elements of the project could really make it shine. Some professional design work would be a good starting point, and it would be particularly nice to see more photographs of the stars on the shows' background pages. And, of course, the ability to access the stream directly from the site would be a useful addition.

Having a spot on the iM Tuner is great, but taking fuller advantage of the material's potential and improving the experience of visiting the site could help CSRO build an even bigger audience.

—Paul Maloney

DIGITAL BITS

Live365.com Names Sales Management Execs

Internet broadcaster Live365.com has named **Terrence Higham** Director/Advertising Sales, **Ron Denman** VP/New Business Sales and **Garrett Jamison** Director/New Business Sales. Higham joins from SurferNETWORK, where he was National Sales Manager. Denman has spent the last four years as Exec. VP at Spot Magic, and Jamison was most recently Director/Business Development for OnAir Streaming Networks.

Custom-CD Service Imix Shuts Down

Custom-CD service imix.com has ceased operations, and the company is for sale, according to the single page of the www.imix.com website still accessible. Among the company's investors were AMFM, BMG, Sony Music and Muse. The Stamford, CT-based company had licensed more than 200,000 songs from more than 250 record companies for customers to use to create customized music CDs and had planned to launch a similar DVD service as well.



NBG Launches Bigg Snoop Dogg Radio Site

NBG Radio Network has launched a website at www.biggsnoopdoggradio.com for its nationally syndicated *Big Snoop Dogg Radio*. Visitors to the website can request songs, e-mail host Snoop Dogg, chat with other fans and purchase music and merchandise.



CYBERSPACE

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

Net Chats

- Onetime Kid Rock DJ **Uncle Kracker** now has a hit of his own with "Follow Me." Talk to him about life as a solo artist Monday (3/12) at 6pm ET, 3pm PT ([chat.yahoo.com](#)).
- Join the "After Party": It's a video chat with ultrasmooth R&B duo **Koffee Brown**, Monday (3/12) at 8pm ET, 5pm PT ([chat.yahoo.com](#)).
- Mike, Q, Slim and Daron add up to 112, and the Atlanta-based foursome are available to chat Thursday (3/15) at 8pm ET, 5pm PT ([www.twec.com](#)).

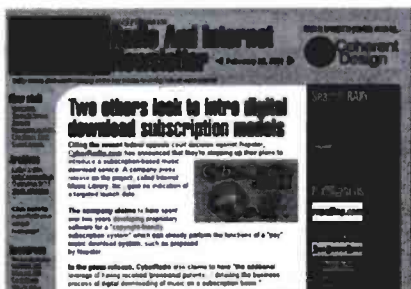
On The Web

- Adult Alternative darling **Jonatha Brooke** talks about her new CD, *Steady Pull*, in a video interview and performance Thursday (3/15) at 6pm ET, 3pm PT ([www.getmusic.com](#)).
- DreamWorks country cuties **Rascal Flatts** hit the House of Blues in a video performance Sunday (3/11) at 9pm ET, 6pm PT ([www.hob.com](#)).



• **The Silos** (above) play their hooky, no-frills folk pop Sunday (3/11) at 6pm ET, 3pm PT ([www.liveconcerts.com](#)).

—Brida Connolly



Can Legal File-Sharing Work?

Is it possible for a file-sharing service to be both legal and profitable? How many people would use a label-approved (and, presumably, fee-based) version of Napster? We'd like to hear your thoughts on this and on the latest Napster court developments (see story, Page 1). Read **RAIN: Radio And Internet Newsletter** and give us your feedback at [www.kurthanson.com](#).

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Note To The Labels: Take The Money

At the end of the movie *Arthur*, Arthur makes Linda and Bitterman wait by his Bentley while he discusses whether or not to take \$700 million from his grandmother. "I've always had money, and I've never been happy," he muses. We're all relieved when he actually takes the money.



David Lawrence

My advice to the record labels regarding the Napster offer: Take the money. I mean, you're not stupid, right? Just drop the lawsuit and take the money.

Do the math. Fifty million people on Napster, according to the company. I know that's more than some estimate use the Internet all told, but who cares? Just follow me for a second. Fifty million, while Napster's holding the back door of the record store open. Once it starts charging admission, the number will probably drop to one-tenth of that, or 5 million people. At \$5 a month for all you can eat, that's \$25 million a month. Yearly, \$300 million. Nice business for Napster, and it'll be able to pay its bill to you, the labels.

And, hey, remember: \$50 million each year is earmarked for independents. Did I mention that Lawrence Records is now open for business?

But now let's be real and use third-party numbers, not something Napster made up. Media Matrix, the service we use to track traffic for our *Net Music Countdown* reporters, says that Napster had 9 million unique visitors in January. That's the cume. So let's say that once Napster starts asking for real names and credit card numbers that drops to 900,000 visitors. That's less than \$5 million a month and not nearly enough to pay you your nut. Oops.

Get the lawyers involved before you say yes. Look at it this way: Napster is offering you what is essentially a mortgage on the company. Don't just say yes, say yes with a security interest in the company so you get to call in the note if it fails to make a payment.

You'll own Napster within a year.

Now let's be really honest: Maybe Napster can generate enough customers to pay that nut. \$30 million apiece



for the major labels is, in my estimation, as fair an assessment as any other of the real cannibalizing of CD sales. On what do I base this? On how difficult acquiring MP3 music still is. On how many people really know what an MP3 player is, how to rip, what a bitrate is and what joint stereo means. You're not talking about most users. Not even close.

Don't fool yourselves and pass up an opportunity for some real cash. You can always renegotiate if the landscape changes.

Questions? Comments? david@netmusiccountdown.com, or post to the Internet folder on the www.rroonline.com message board.

David Lawrence is heard on WGN/Chicago, is the host of *Online Today* and *Online Tonight*, syndicated high-tech/pop culture radio talk shows from Dame-Gallagher, and is the host of the *Net Music Countdown* radio shows from United Stations. A 25-year radio veteran, Lawrence was a founder of the American Comedy Network, is the voice of America Online, and is a leading expert on Internet entertainment.

e-charts

NOTE TO NAPSTER: DON'T MESS WITH MP3 FILES

Here's the real hypocrisy to the SDMI-like security overlay on MP3 files that Napster is proposing: It's misguided. The labels insist on sending out CDs. Those CDs can be thought of as a platter from a hard drive, filled with data. Unencrypted, raw, accessible data. The very same thing that Napster users are starting with.

There are a couple of reasons the labels should think long and hard before leaping into the chasm of encryption. Number one, users hate it. Even when it's supposedly invisible, there's always some sort of lag between the time a user pushes the play button and the time the

hardware and software spit out the sound. Not good. Second, it's a sure target for hackers. Hearing that there is encryption on the horizon for MP3 files is music to hackers' ears. Add the words "impossible to break," and it becomes a symphony — the ultimate challenge.

Third, encryption is expensive. How much money has everybody already spent on SDMI, with nothing to show for it and lots of examples of its defeat? Once defeated, it has to be fixed. And all for what? To tick off users? No. Don't do it. People will pay for convenience. Just ask them to pay a little bit for MP3 files. They will.

— David Lawrence

CHR/Pop

LW	TW	ARTIST CD/Title
1	1	JENNIFER LOPEZ <i>J. Lo</i> /"Cost"
2	2	LENNY KRAVITZ <i>Greatest Hits</i> /"Again"
3	3	SHAGGY <i>Hot Shot</i> /"Angel"
5	4	MADONNA <i>Music</i> /"Tell"
4	5	DREAM <i>It Was All A Dream</i> /"Loves"
6	6	DIDO <i>No Angel</i> /"Thankyou"
9	7	U2 <i>All That You Can't Leave Behind</i> /"Beautiful"
8	8	K-CI & JOJO <i>X</i> /"Crazy"
11	9	PINK <i>Can't Take Me Home</i> /"Sick"
10	10	CREED <i>Human Clay</i> /"Arms"
7	11	MATCHBOX TWENTY <i>Mad Season</i> /"Gone"
13	12	DAVID GRAY <i>White Ladder</i> /"Babylon"
20	13	THE CORRS <i>In Blue</i> /"Breathless"
14	14	BACKSTREET BOYS <i>Black & Blue</i> /"Call"
16	15	DESTINY'S CHILD <i>Charlie's Angels Soundtrack</i> /"Women"
17	16	MOBY <i>Play</i> /"Southside"
—	17	CRAZY TOWN <i>Gift Of Game</i> /"Butterfly"
12	18	O-TOWN <i>O-Town</i> /"Liquid"
—	19	LIFHOUSE <i>No Name Face</i> /"Hanging"
15	20	MYA <i>Fear Of Flying</i> /"Ex"

Country

LW	TW	ARTIST CD/Title
2	1	LEE ANN WOMACK <i>I Hope You Dance</i> /"Ashes"
1	2	OIXIE CHICKS <i>Fly</i> /"Fall," "Without"
6	3	JAMIE O'NEAL <i>Shiver</i> /"Arizona"
10	4	DIAMOND RIO <i>One More Day</i> /"Day"
4	5	KEITH URBAN <i>Keith Urban</i> /"Grace"
7	6	TOBY KEITH <i>How Do You Like Me Now</i> /"Kiss"
3	7	FAITH HILL <i>Breathe</i> /"Wings"
8	8	RASCAL FLATTS <i>Rascal Flatts</i> /"Everyday"
15	9	JESSICA ANDREWS <i>Who I Am</i> /"Who"
9	10	JO DEE MESSINA <i>Burn</i> /"Burn"
14	11	ALABAMA <i>When It All Goes South</i> /"South"
11	12	DARRYL WORLEY <i>Hard Rain Don't Last</i> /"Run"
5	13	TIM MCGRAW <i>Place In The Sun</i> /"Thirty"
13	14	GARTH BROOKS <i>No Fences</i> /"Horses"
18	15	TRAVIS TRITT <i>Down The Road I Go</i> /"Great"
—	16	SARA EVANS <i>Born To Fly</i> /"Ask," "Born"
16	17	ANDY GRIGGS <i>You Won't Ever Be Lonely</i> /"Made"
12	18	LONESTAR <i>Lonestar</i> /"Tell"
20	19	WARREN BROTHERS <i>King Of Nothing</i> /"Move"
—	20	CAROLYN DAWN JOHNSON <i>Georgia</i> /"Georgia"

Hot AC

LW	TW	ARTIST CD/Title
2	1	DIDO <i>No Angel</i> /"Thankyou"
1	2	LENNY KRAVITZ <i>Greatest Hits</i> /"Again"
4	3	U2 <i>All That You Can't Leave Behind</i> /"Beautiful"
5	4	DAVID GRAY <i>White Ladder</i> /"Babylon"
7	5	THE CORRS <i>In Blue</i> /"Breathless"
3	6	CREED <i>Human Clay</i> /"Arms"
8	7	MADONNA <i>Music</i> /"Tell"
6	8	MATCHBOX TWENTY <i>Mad Season</i> /"Gone"
11	9	FAITH HILL <i>Breathe</i> /"Love"
13	10	BARENAKED LADIES <i>Maroon</i> /"Pinch"
9	11	EVAN AND JARON <i>Evan And Jaron</i> /"Crazy"
15	12	DAVE MATTHEWS BAND <i>Everyday</i> /"Did"
14	13	MOBY <i>Play</i> /"Southside"
10	14	3 DOORS DOWN <i>Better Life</i> /"Kryptonite"
12	15	NELLY FURTADO <i>Whoa Nelly!</i> /"Bird"
20	16	LEE ANN WOMACK <i>I Hope You Dance</i> /"Dance"
17	17	N SYNC <i>No Strings Attached</i> /"Promise"
—	18	FUEL <i>Something Like Human</i> /"Hemorrhage"
—	19	VERTICAL HORIZON <i>Everything You Want</i> /"Best"
—	20	AEROSMITH <i>Just Push Play</i> /"Jaded"

Urban

LW	TW	ARTIST CD/Title
1	1	SHAGGY <i>Hot Shot</i> /"Wasn't"
2	2	JILL SCOTT <i>Who Is Jill Scott?</i> /"Walk"
10	3	JOE MY NAME IS JOE <i>"Stutter"</i>
4	4	ERYKAH BADU <i>Mama's Gun</i> /"Know"
14	5	JA RULE <i>Rule 3:36</i> /"Put"
7	6	MUSIQ <i>Nutty Professor 2 Soundtrack</i> /"Love," "Friends"
12	7	AVANTI <i>My Thoughts</i> /"First"
9	8	DAVE HOLLISTER <i>Chicago 85: The Movie</i> /"Woman"
8	9	CARL THOMAS <i>Emotional</i> /"Emotional"
11	10	R. KELLY <i>TP-2.com</i> /"Wish"
13	11	MYSTIKAL <i>Let's Get Ready</i> /"Danger"
6	12	OUTKAST <i>Stankonia</i> /"Jackson"
19	13	JAEHIM <i>Ghetto Love</i> /"Could"
15	14	TAMIA <i>A Nu Day</i> /"Stranger"
16	15	JAY-Z <i>The Dynasty: Roc La Familia 2000</i> /"Love"
17	16	JAGGED EDGE <i>JE Heartbreak</i> /"Promise"
18	17	112 <i>Room 112</i> /"Over"
—	18	JESSE PDWELL <i>It's A Lie</i> /"It"
—	19	KOFFEE BROWN <i>Mars/Venus</i> /"Party"
—	20	SNOOP DOGG <i>The Last Meal</i> /"Snoop"

NAC/Smooth Jazz

LW	TW	ARTIST CD/Title
1	1	SADE <i>Lovers Rock</i> /"Side"
14	2	JEFF GOLUB <i>Dangerous Curves</i> /"Drop"
10	3	FOURPLAY <i>Yes, Please</i> /"Double"
3	4	BONEY JAMES & RICK BRAUN <i>Shake It Up</i> /"R.S.V.P."
—	5	WALTER BEASLEY <i>Won't You Let Me Love You</i> /"Comin'"
—	6	YULARA <i>Future Tribe</i> /"Flyin'"
5	7	DAVE KOZ <i>The Dance</i> /"Love"
2	8	GEORGE BENSON <i>Absolute Benson</i> /"Medicine"
11	9	JEFF KASHIWA <i>Another Door Opens</i> /"Hyde"
4	10	CHIELI MINUCCI <i>Sweet On You</i> /"Sunday"
12	11	DAVID BENOIT <i>Professional Dreamer</i> /"Miles"
15	12	RIPPINGTONS <i>Life In The Tropics</i> /"Caribbean"
7	13	NORMAN BROWN <i>In Celebration</i> /"Paradise"
20	14	RICK BRAUN <i>Kisses In The Rain</i> /"Rain"
17	15	CRAIG CHAQUICO <i>Panorama</i> /"Cafe"
9	16	BRIAN BROMBERG <i>Relentless</i> /"Relentless"
8	17	CHUCK LOEB <i>Listen</i> /"Blue"
—	18	BONA FIDE <i>Royal Function</i> /"Hip"
—	19	RICHARD ELLIOT <i>Chill Factor</i> /"Who?"
—	20	WALTER BEASLEY <i>For Your Pleasure</i> /"Nice"

Alternative

LW	TW	ARTIST CD/Title
1	1	COLDPLAY <i>Parachutes</i> /"Yellow"
2	2	MOBY <i>Play</i> /"Southside"
3	3	U2 <i>All That You Can't Leave Behind</i> /"Walk"
4	4	LIFHOUSE <i>No Name Face</i> /"Hanging"
9	5	DAVE MATTHEWS BAND <i>Everyday</i> /"Did"
6	6	LENNY KRAVITZ <i>Greatest Hits</i> /"Again"
5	7	LINKIN PARK <i>Hybrid Theory</i> /"Step"
7	8	CRAZY TOWN <i>The Gift Of The Game</i> /"Butterfly"
12	9	INCUBUS <i>Make Yourself</i> /"Drive"
—	10	FUEL <i>Something Like Human</i> /"Innocent"
8	11	RADIOHEAD <i>Kid A</i> /"Optimistic"
11	12	DAVID GRAY <i>White Ladder</i> /"Babylon"
13	13	AARON LEWIS & FRED DURST <i>Family Values Tour 1999</i> /"Outside"
15	14	LIMP BIZKIT <i>Chocolate Starfish...</i> /"Rollin'"
14	15	GREEN DAY <i>Warning</i> /"Warning"
17	16	3 DOORS DOWN <i>Better Life</i> /"Duck"
16	17	RAGE AGAINST THE MACHINE <i>Renegades</i> /"Funk"
20	18	STRAIT UP <i>Strait Up</i> /"Angel's"
18	19	OFFSPRING <i>Conspiracy Of One</i> /"Want"
—	20	GOODSMACK <i>Awake</i> /"Awake"

e-charts are based on weekly rankings of CD sales, downloads and streams of artists online compiled and tabulated directly from the logfiles of reporting websites. Reporters include Amazon.com, Artist Direct.com, BarnesandNoble.com, CDNow.com, ChoiceRadio.com, City Internet Radio, DMX Music, KIS97.com, Lycos Radio, MSN-Chat, Music Choice, Musicplex, MusicMatch, NetRadio.com, NYLiveRadio.com, Radiowave.com, Radio Free Cash.com, Radio Free Virgin, Rolling Stone.com, Spinner.com, The Everstream Network, UBL.com and XTRAI.com. Data is weighted based on traffic reports by web traffic monitor MediaMatrix. Charts are ranked with a 50/50 methodology of sales data and streaming/airplay data for the six reporting formats. © 2001 R&R Inc. © 2001 Online Today, Net Music Countdown.

Radio Disney Bows On KIID/Sacramento

The Radio Disney children's format entered its 50th market on March 2, as ABC Radio officially flipped the switch on its newly acquired **KRAK/Sacramento** and changed the AM station's calls to **KIID**. **Joey Sommers**, who has served as Station Manager for fellow Radio Disney O&O **KMKY/San Francisco-Oakland**, adds similar duties at **KIID**.

"KIID will be a strong addition to the stations that feature Radio Disney," said ABC Radio President **John Hare**. "Radio Disney now broadcasts in 18 of the top 20 DMAs, with 54% national coverage."

KIID/See Page 20

Isaacs Rises To GSM At KRBE/Houston

Susquehanna has promoted **Kevin Isaacs** to GSM at **KRBE/Houston**. He was most recently Sales Manager for the company's **WFMS & WGRL/Indianapolis**, where he spent six years.

Isaacs began at **WFMS & WGRL** as an AE, was promoted to Direct Marketing Sales Manager and then to Sales Manager. Prior to joining Susquehanna he spent three years as Marketing PD for American Collegiate Marketing in Lansing, MI.

For The Record

Universal/Motown Records Group Sr. Director/National Crossover Promotion **Gary Marella's** previous positions were misidentified in last week's issue (**R&R 3/2**). Marella was most recently Sr. National Director/Promotion at Priority Records. The posts at **MCA Records**, **Red Ant Records** and **KDWB** and **KEGE** in Minneapolis were held by his brother, **MCA** national promotion executive **Greg Marella**.

Souriall Now Hollywood Exec. Dir./Mktg.

Hollywood Records has tapped **Rob Souriall** as Exec. Director/Marketing. Based in Los Angeles and reporting to Sr. VP/Sales & Marketing **Daniel Savage**, **Souriall** will be responsible for identifying and creating corporate partnerships and sponsorships for the label's artists and exploring synergy opportunities within the **Walt Disney Co.'s** other entertainment assets.

"Rob's impact has been immediate and profound, already landing major promotions for our artists with such powerful and prestigious companies as **Kodak**, **Pillsbury** and **Givenchy**," **Savage** said. "With his



Souriall

experience and marketing savvy, he is an extremely valuable player in all of our efforts."

Souriall joined **Hollywood** in 1998 as National Director/Promotion. Before that he was VP/Marketing at the **Marketing Mix** in **Beverly Hills**, where he created national radio promotional campaigns for such companies such as **VH1**, **TNT**, **TBS**, **Cartoon Network**, **ESPN**, **Disney Channel**, **FX Network** and others. From 1993-95 he was Manager/National Promotion at the **Dresbach Company** in **Los Angeles**. He began his music-industry career in 1990 as a member of the **Howard Rosen Promotion** staff.

CC/Honolulu Names Wilson Dir./Prog.

Paul Wilson has been appointed Director/Programming for **Clear Channel's Honolulu** cluster, which includes **Business KHBZ**, **Talk KHVH**, **CHR/Rhythmic KIKI-FM (I-94)**, **AC combo KSSK-AM & FM**, **Hawaiian/Reggae KDNN (Island Rhythm 98.5)** and **Hot AC KUCD (Star 101.9)**. He will also directly oversee **KSSK-AM & FM** as their PD. **Wilson** previously served as PD of **Trumper Communications' KOSY/Salt Lake City** and will officially assume his new

duties in **Oahu** on **March 12**.

"Paul has 28 years of radio experience, 16 as a programmer," **Clear Channel/Honolulu Market Manager Chuck Cotton** told **R&R**. "He has managed station operations with multiple properties and has extensive experience in **AC radio**."

Wilson has also served as PD of **Pacific Northwest Broadcasting's Country KQFC/Boise, ID**. He succeeds **Jeff Silvers**, who departed for PD duties at **WPCH/Atlanta** in **November (R&R 11/17/00)**.

Meacham Moves Up To Eagle Mktg. Pres.

RJ Meacham has been elevated to President of **Eagle Marketing Services**. He was previously VP/Operations.

Meacham takes over for his father, **Paul Meacham**, who retains the title of Chairman. **Eagle Marketing Services** works with radio and TV stations to develop direct-mail, telemarketing and e-marketing campaigns.

"For 20 years we have set the standard for companies like ours by always giving our clients the best service, creative, targeting and technology available," **Paul Meacham** said. "RJ brings the energy, talent and passion to the table that **Eagle** needs to continue this tradition and stay at the forefront of the ever-changing industry."

UPDATE

Emmis/Indy Elevates Chapman To Dir./FM Sales

Emmis has realigned the top sales-management tier at its **Indianapolis** FMs. As a result, **J Chapman** has been named Director/FM Sales for **WENS, WNOU & WYXB**. **Chapman** formerly served as GSM for **WTLCA-AM & FM**, which were sold to **Radio One**, and now takes on additional responsibilities as **LSM** for **'NOU**.

Chapman is a 13-year **Emmis** vet and replaces **Donna Dwyer-Pitz**, who will now serve as GSM for the company's FMs in the market. In particular, **Dwyer-Pitz** will focus her attention on sales at **WENS**.

"I am really excited to be in the position of overseeing the FM stations," **Chapman** said. "We have a strong base of account executives and the enthusiasm to make **Indianapolis** radio spectacular."

In additional moves at **Emmis/Indianapolis**, **WENS & WNOU** **LSM Mary Young** and **WENS Promotions Director Kim Moore** add **WYXB** to their respective duties.

Graham Goes To Entercom/Sacto As Dir./Sales

Michael Graham has been appointed Director/Sales for **Entercom's Sacramento** cluster: **Adult Standards KCTC**, **CHR/Pop KDND**, **Active Rock KRXQ**, **Classic Rock KSEG** and **NAC/Smooth Jazz KSSJ**. He comes from **Clear Channel's** six stations in **Charleston, SC**, where he held a similar post.

"Michael has produced substantial results in every position he has held," **Entercom/Sacramento VP/Market Manager John Geary** said. "He is a positive, energetic leader who understands that sales success is all about creating marketing solutions for our advertisers. I know he will have a pronounced effect on the continued growth of our cluster's revenue shares."

Before coming to **Clear Channel/Charleston**, **Graham** spent much of his career in **Cleveland**. He began as an AE at **WERE** in 1986, then moved to co-owned **WNCX**. He became **WNCX's** GSM in 1990 and was elevated to GSM for **WERE, WENZ & WNCX** when the trio was acquired by **Clear Channel** in 1994.

Comedy World Teams With Jones Media Networks

Comedy World Radio Network, which produces and syndicates a **Talk** radio format featuring comedians and entertainment personalities, has partnered with **Jones Media Networks** companies **Jones Radio Networks** and **Jones MediaAmerica** for station-affiliation and advertising-sales services. At the same time, **Comedy World** has named former **Univision** and **Comedy Central** executive **Jamie Weissenborn** VP/Revenue, responsible for managing the **JRN** and **JMA** relationships and setting the strategy for all of **Comedy World's** affiliation and advertising efforts.

"Comedy World is filling a programming void that is making broadcasters and advertisers take notice," **JRN CEO Ron Hartenbaum** remarked. "They have the host talent, production values and programming experience to make their brand of **Talk radio** a true success."

Comedy World President/CEO Jody Sherman said, "**Jones Radio Network's** and **Jones MediaAmerica's** experience and industry clout can help us rapidly grow the national audience for our **Talk radio** format and sell to advertisers who want to reach our listeners. We are excited to be working together and that **Jamie Weissenborn** is on board to drive this relationship."

What's Next?

78 million boomers are asking.

WEISSBACH

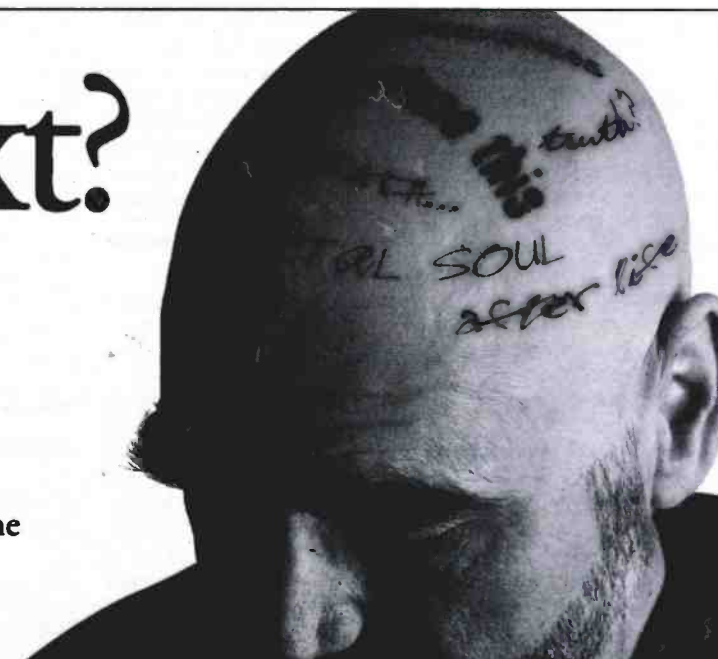
takes 35 - 54's on a quest for the answers.
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JONES BROADCAST PROGRAMMING

800.426.9082

bpradio.com



National Radio

• **WESTWOOD ONE/CBS RADIO SPORTS** presents *Selection Sunday*, broadcast live from Indianapolis as the 64 NCAA Men's Basketball Tournament teams are chosen. Hosted by John Rooney, Larry Conley and Dave Gavitt, the show airs Sunday, March 11 from 6:30-9pm ET. Contact Todd Goodman at 212-641-2177; tgoodman@westwoodone.com.

• **WESTWOOD ONE** broadcasts the 2000-01 National Hockey League regular-season *Game of the Week* live, Sundays at 7:45pm ET, from March 4-April 8.

Radio

• **BRENDA HOLLAND** joins Jones MediaAmerica as Managing Director/Western Region. She was previously Nat'l Dir./Marketing at Metro Networks.

• **TODD CORBETT** rises to Producer of NBG Radio Networks' *Honky Tonk Sundays*. He was previously an engineer on several NBG programs.

• Dial Communications announces the following promotions:

STACEY GOLDFADEN is upped to NSM. She was most recently Account Manager.

AIDA LANGLADE rises to Sales Planning Coordinator. She was previously office manager.

• The Wall Street Journal Radio Network announces the following promotions and additions:

ARTHUR KRIEMELMAN rises to Dir./Advertising Sales. He was most recently Regional Sales Manager.

NANCY ABRAMSON is upped to Dir./Affiliate Relations. She was previously Mgr./Affiliate Marketing.

BETH FREED is appointed Eastern Regional Advertising Sales Manager. She was most recently Dir./Eastern Sales for Radio Disney.

Records

• **HELEN MURPHY** is named Exec. VP/CFO at Warner Music Group. She was most recently Chief Financial & Administrative Officer at Martha Stewart Living Omnimedia.



Murphy

CHRONICLE

CONDOLENCES

Singer-songwriter John Fahey, 61, Feb. 22.



Lomeli

• **ALBERT LOMELI** rises to CFO at MCA Records. He was most recently VP/Finance.

• **ROB WEITZNER** joins TVT Records as VP/Business Development & Digital Strategy. He was most recently VP/Content & Strategy and GM/New York for Emusic.com.



Weitzner

Fish

Continued from Page 3

R&R. "It will give them a chance to learn the music and artists and get the overall flow of the radio station. We've done that in other markets, and it's been very successful."

Salem has high hopes for the full-market signal. "Chicago is the No. 3 market in the country, with a huge interest in contemporary Christian music, as evidenced by sales figures," Toulas said. "We recognize there is a tremendous opportunity to superserve what we think is a growing audience for this format. The format is easy to listen to and safe for the whole family to listen to, and people can very quickly get hooked on the message in the music. We're delighted to be on in Chicago and look forward to many happy years there."

Consultant John Frost further describes the Fish format: "It's a mass-appeal, competitive, ratings-driven format that will be good for Salem. We believe that contemporary Christian music is at a point in its development where it's growing so quickly that it's becoming very mass-appeal. We position the radio stations as an alternative to the other things on the dial. It's uplifting and encouraging, and there's a brightness and a positive nature to the format that people find very appealing. A lot of listeners are coming from AC and CHR radio."

A PD and airstaff will be named soon.

RAB

Continued from Page 1

means business was 34.5% higher than the benchmark month in 1998); national business finished the month at 125.2, and combined revenues were at 132.1.

KIID

Continued from Page 19

Sommers told R&R that the addition of KIID comes following an outpouring of interest from those in California's state capital. "There's been a lot of interest on the part of Sacramento to begin with. It's a good complement to the San Francisco operation and will fall under the KGO Inc. banner. There will be a dedicated staff in the Sacramento

area, but I will continue to be based on Front Street at the KGO building."

Sommers, who is the wife of ABC Radio/Los Angeles VP/GM Bill Sommers, served as Sales Manager for KNX/Los Angeles for 12 years and also worked in sales at Crosstown KFWB. Joey Sommers has also been an elementary school teacher, giving her a well-rounded background for managing a Children's radio format.

Music Meeting

Continued from Page 1

airplay on one or more of R&R's 1,000-plus monitored and reporting stations. News updates and contact information will appear in R&R, and songs from the recording artist will be streamed in the "Set Up" section of Music Meeting for at least two weeks, courtesy of R&R.

"This is a natural evolution of Music Meeting that offers extraordinary benefits to the record com-

panies seeking new talent, radio programmers searching for fresh new music and recording artists looking for the right record deal," R&R Publisher/CEO Erica Farber said. "We're delighted to play a leading role in the discovery of new music and talented young artists, and we are confident the new service will soon play a pivotal role in launching the careers of many Platinum-selling acts."

Music Meeting is a format-by-format website that allows programmers to hear music when they desire. Music Meeting is a free service to commercially licensed U.S. radio stations, regardless of market size. Currently, there are nearly 1,100 registered users in 12 R&R formats.

Scorpio

Continued from Page 3

right person to fulfill our need in that market."

Scorpio has served as KBXX's Operations Director since 1997 and joined Radio One following the sale of KBXX by Clear Channel in August 2000. Before joining KBXX in 1991 as PD/afternoon host Scorpio served as Asst. PD/afternoon host of WPGC-FM/Washington. He has also been Operations Director of KHYS/Beaumont-Port Arthur, TX. He began his career in 1987 at WINX/Rockville, MD.

Stacey

Continued from Page 3

Stacey was VP/National Promotion for Mercury/Nashville. He began his tenure with the company as Manager/Southwest Regional Promotion and was later elevated to Director/National Alternative Promotion, a position in which he created the label's alternative division.

NATIONAL RADIO FORMATS

ADDED THIS WEEK

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

Rock

EVERCLEAR Out Of My Depth
LIMP BIZKIT My Way
GARY MOORE Enough Of The Blues
OLEANDER Are You There
SALIVA Your Disease

Alternative

EVERCLEAR Out Of My Depth
UNION UNDERGROUND Killing The Fly

CHR

COLDPLAY Yellow
DREAM This Is Me
R. KELLY I Wish

Mainstream AC

AMERICAN HI-FI Flavor Of The Week

Lite AC

SUZIE K Broken Wings
VITAMIN C As Long As You're Loving Me
TAMARA WALKER Didn't We Love

NAC

CHUCK LOEB North, South, East And West

UC

INDIA ARIE Video
LIL' ZANE None Tonight.
PUBLIC ANNOUNCEMENT Man Ain't Suppose To Cry
SHYNE I/B. LEVY Bonnie & Shyne

JONES BROADCAST PROGRAMMING
Ken Moultrie • (800) 426-9082

Alternative
Teresa Cook
POE Hey Pretty

Active Rock

Steve Young/Craig Aitmaier
MONSTER MAGNET Heads Explode
PAPA ROACH Between Angels And Insects

Heritage Rock

Steve Young/Craig Aitmaier
SPACEHOG I Want To Live

Hot AC

Steve Young/Josh Hosler
UNCLE KRACKER Follow Me

CHR

Steve Young/Josh Hosler
DESTINY'S CHILD Survivor
DREAM This Is Me

Rhythmic CHR
Steve Young/Josh Hosler

DESTINY'S CHILD Survivor
OB'S FINEST I/MAS Oochie Wally

Soft AC

Mike Bettell
98 DEGREES My Everything

Mainstream AC

Mike Bettell
SEAL This Could Be Heaven

Dellah

Mike Bettell
R. MARTIN I/C. AGUILERA Nobody Wants To Be...

JONES RADIO NETWORK

Jon Holiday • (303) 784-8700

Adult Hit Radio

JJ McKay
LIFEHOUSE Hanging By A Moment
MOBY I/GWEN STEFANI Southside
S CLUB 7 Never Had A Dream Come True

Rock Classics

Rich Bryan
No Adds

Adult Contemporary

Rick Brady
THE CORRS Breathless

RADIO ONE NETWORKS

(970) 949-3339

Choice AC

Yvonne Day
COLLECTIVE SOUL Perfect Day
LIFEHOUSE Hanging By A Moment
LEE ANN WOMACK I Hope You Dance

New Rock

Steve Leigh
AMERICAN HI-FI Flavor Of The Week
SPACEHOG I Want To Live

WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (661) 294-9000
Bob Blackburn

Adult Rock & Roll

Jeff Gonzer
AC/DC Safe In New York City

Soft AC

Andy Fuller
LIONEL RICHIE Angel

Bright AC

Jim Hays
R. MARTIN I/C. AGUILERA Nobody Wants To Be...



Artist/Title	Total Plays
AARON CARTER That's How I Beat Shaq	67
3LW No More (Baby I'ma Do Right)	67
BRITNEY SPEARS Lucky	66
BRITNEY SPEARS Stronger	65
A*TEENS Bouncing Off The Ceiling	64
BACKSTREET BOYS The Call	64
BAHA MEN Who Let The Dogs Out	64
'N SYNC It's Gonna Be Me	64
'N SYNC Bye Bye Bye	63
DREAM He Loves U Not	35
HAMPTON THE HAMPSTER The Hampsterdance 2	34
AARON CARTER Aaron's Party (Come...)	34
EIFFE 65 Blue (Da Ba Dee)	33
SMASH MOUTH All Star	33
JENNIFER LOPEZ Love Don't Cost A Thing	32
BACKSTREET BOYS Shape Of My Heart	30
'N SYNC This I Promise You	24
HANSON Smile	24
PLUS ONE Last Flight Out	23
K-CI & JOJO Crazy	23



Video playlist for the week ending March 4.

DATEBOOK

MONDAY, MARCH 19

National Agriculture Day
1831/In the first recorded bank heist in history, City Bank in New York is robbed of \$245,000. Convicted of the obvious inside job, Edward Smith is sentenced to five years.

1931/Alka Seltzer goes on sale for the first time. It's still popular today among music-industry professionals. Also ... Attempting to relieve the state during the Depression, the Nevada state legislature votes to legalize gambling. Gambling taxes now account for more than 40% of Nevada's tax revenues.

1977/The final episode of *The Mary Tyler Moore Show* airs.

Born: Wyatt Earp 1848-1929, Glenn Close 1947, Bruce Willis 1955

In Music History

1957/Elvis Presley pays \$100,000 for Graceland, a 23-room mansion in Memphis. He's found dead there in '77.

1982/Ozzy Osbourne guitarist Randy Rhoads, 26, is killed when the small plane in which he is riding attempts to "buzz" the Osbourne tour bus and crashes.

1990/A jury decides that Boston's Tom Scholz was not in breach of contract when he failed to deliver a third album to CBS Records. Scholz's attorney argues that a "creative dry spell" is causing the delay.

TUESDAY, MARCH 20

Great American Meatout

1854/In Ripon, WI, former members of the Whig party meet to establish a new party: the Republicans.

1976/Patty Hearst is sentenced to seven years in prison for taking part in an armed robbery with the Symbionese Liberation Army. Originally kidnapped by the SLA, Hearst later declares she joined them of her own free will.

1992/America Online goes public, offering its stock at \$11.50 a share.

Born: Carl Reiner 1922, Fred "Mr." Rogers 1928

In Music History

1990/Gloria and Emilio Estefan and their son are injured when their tour bus is hit by a truck outside Scranton, PA. Gloria Estefan is hospitalized for months but eventually makes a complete recovery.

1991/Eric Clapton's 4 1/2-year-old son, Conor, is killed in a fall from a 53rd-floor window. Clapton later writes "Tears in Heaven" as a tribute to Conor.

Born: Carl Palmer (ex-Emerson, Lake & Palmer) 1950

WEDNESDAY, MARCH 21

National French Bread Day

1963/Alcatraz, the maximum-security prison once home to Al Capone, closes.

1965/Dr. Martin Luther King Jr. begins leading a five-day civil rights march in Alabama.

1995/Fulfilling a campaign promise, New Jersey Governor Christine Todd Whitman renames a Route 295 rest stop after shock jock Howard Stern.



Stern: A potty stop for the potty mouth.

Born: Gary Oldman 1958, Matthew Broderick 1962

In Music History

1992/Bruce Springsteen picks up the Best Song Oscar for "Streets of Philadelphia" from Philadelphia.

1994/Newsweek reports a claim by a friend of Axl Rose that the singer had him steal pictures of dead dogs from Rose's ex-wife's house so Rose could "transfer their souls" to living dogs.



Rose: Back on, bitch!

Born: Roger Hodgson (ex-Supertramp) 1951

THURSDAY, MARCH 22

National Goof-Off Day

1894/Montreal defeats Ottawa in the first Stanley Cup championship. The Cup itself was purchased the year before by Sir Frederick Arthur Stanley for \$48.67.

1974/The 27th Amendment to the constitution — also known as the Equal Rights Amendment — is passed by the Senate and sent to the states for ratification. It's never ratified.

Born: William Shatner 1931, James T. Kirk 2228

In Music History

1974/Beloved English art rockers Ten Years After play their last show, at the Rainbow Theater in London. They break up the following year.

1983/The Los Angeles Times reports that newly released documents reveal that the FBI tried to have John Lennon deported in 1972.

Born: George Benson 1943, Andrew Lloyd Webber 1948

FRIDAY, MARCH 23

National Chip And Dip Day

1983/President Ronald Reagan calls for the Strategic Defense Initiative, commonly referred to as the "Star Wars" program, a space-based shield against nuclear attack.

1925/Tennessee bans the teaching of evolution in schools. Teacher John Scopes ignores the ban and is later prosecuted in what becomes known as "The Monkey Trial."

1998/Titanic takes home 11 Oscars at the 70th Annual Academy Awards. Best Director James Cameron declares himself "King of the World" in his acceptance speech.



Cameron: A night to remember.

In Music History

1978/A&M Records signs The Police. Their demo, "Roxanne," is

their first song to chart in the U.S.

1988/Mick Jagger plays solo for a crowd of more than 45,000 in Tokyo. It's the first time he's played Japan; The Rolling Stones were banned there for years by authorities who thought they might use drugs.

1993/Bruce Springsteen surprises and alarms fans at a charity show in New Jersey by doing Billy Ray Cyrus' "Achy Breaky Heart" as an encore.

Born: Ric Ocasek 1949, Chaka Khan 1953

SATURDAY, MARCH 24

Chocolate-Covered Raisins Day

1985/Bolero wins big at the Golden Raspberry Awards. It picks up Worst Film, with John and Bo Derek taking home the awards for Worst Director and Worst Actress, respectively.

1989/The Exxon Valdez runs aground on a reef in Alaska, unleashing the worst oil spill, some 10 million gallons, ever to occur in U.S. territory.

Born: Harry Houdini 1874-1926, Steve McQueen 1930-1980

1966/New York becomes the first state to ban the sale of bootleg recordings.

1991/The Black Crowes are dropped as ZZ Top's opening act after they criticize tour sponsor Miller Beer.

1992/A judge approves partial refunds for customers taken in by the lip-synching Milli Vanilli. Arista eventually pays almost 80,000 claims to erstwhile fans, most for \$2-\$3.

Born: Lene Lovich 1949, Mena 1960

SUNDAY, MARCH 25

National Lobster Newburg Day

1901/The Mercedes is introduced during the five-day Week of Nice competition in France.

1954/RCA begins commercial production of color TV sets.

1991/Dances With Wolves wins Best Picture at the 63rd Annual Academy Awards. Best Actor goes to Jeremy Irons for *Reversal of Fortune*, and Kathy Bates wins Best Actress for *Misery*.

1995/Former heavyweight champ Mike Tyson is released from an Indiana prison three years after his rape conviction.

Born: Howard Cosell 1918-1995, Gloria Steinem 1935

In Music History

1956/Eleven teenagers are arrested at Alan Freed's Rock 'N' Roll Show in Hartford. Police also lift the license of the theater.

1965/Jeff Beck replaces Eric Clapton in The Yardbirds. Clapton reportedly objected to the group's move away from blues-based rock in favor of occasional hit records.

1967/The Who play their first U.S. show, at a Murray The K extravaganza in New York.

Born: Hoyt Axton 1938-1999, Aretha Franklin 1942, Elton John 1947, Nick Lowe 1949

— Bria Connolly & Frank Correia

zinescene

The Grammys: Time To Rock



The 'zines and the tabs provide the inside scoop on the Grammys — everything from the nominees and winners to the attendees' fashion statements (it seems Toni Braxton is giving Jennifer Lopez a run for her money in this year's That Dress department) and the goings-on at the post-Grammy parties.

The duet pairing Eminem and Elton John garnered the most pre-Grammy buzz. "I did the duet because Elton was sticking up for me in the press," Eminem tells *Us Weekly*. "The press hasn't been good to me." But the rapper is providing good fodder for the press. A *National Enquirer* headline screams "Eminem Rages Out of Control — He Cuts up Dressing Room Sofa and Smears Walls With Food." The bad behavior allegedly took place backstage at the Grammys.

Maybe Eminem's practicing for his new film roles. *Rolling Stone* reports that he's considering an offer to star in an action film — as the villain. And *Globe* says that Eminem — *The Movie*, a warts-and-all biopic of the rapper starring Eminem as himself (a la Howard Stern in *Private Parts*), may soon receive the green light to begin production.

Speaking of temper tantrums, Eddie Money wasn't even nominated for a Grammy, but the *National Enquirer* says that he threw a fit after a post-Grammy party — and landed in jail because of it. Apparently he was upset following the parties and took out his anger on his wife, who called 911 to summon police to calm the rocker down.

What Is Success?

A few of this year's Grammy winners tell *Interview* what success means to them:

"The whole time that this Grammy buzz was going on we've been on the road, so I haven't had time to look in the mirror and realize how fascinating and talented I am." — Best Female Pop Vocal Performance winner Macy Gray

"It would be difficult to find something else that's like walking onstage in front of 20,000 people who are all basically saying, 'We're pleased to see you.'" — Best Male Pop Vocal Performance winner Sting

"I have the opportunity to play music, which is what I've always wanted to do. God said, 'Here. Have it. Enjoy it.' I'm gonna be miserable?" — Best Male Rock Vocal Performance winner Lenny Kravitz

TAKING STOCK — "If you're gonna be honest as an artist, you're gonna realize that some of your worst mistakes were your best hits. If you have the balls to make a mistake, then you can go somewhere. I love all the No. 1 hits and all that stuff, but there comes a place where if I can't look at [lead guitarist] Joe [Perry] and say, 'I can't wait to get onstage and play this,' then it's over." — Aerosmith frontman Steven Tyler tells *Rolling Stone* what success means to him.

The Most Important Thing

"We may not win an award, but our breath smells good," says 'N Sync's Chris Kirkpatrick. That's a good attitude, considering that the band lost in three Grammy categories. (*Rolling Stone*)

The battle between the boy bands is heating up again. The *Stars* says 'N Sync member Lance Bass blocked Backstreet Boy Kevin Richardson from getting a plum movie role. Bass — the producer and star of the upcoming movie *On the L* — threatened to pull out of the film if Richardson was cast.

A new Internet-only movie about Britney Spears' life at 50 is generating mega-hits on the website Warner Bros. Online, according to the *Star*. In the satirical flick starring Sara Van Horn, the singer is reduced to signing copies of her autobiography, *Oops!... I'm Still Alive*, and dealing with obnoxious fans. In one of the exchanges the singer snarls when a grungy male fan asks her out on a date and rejects him by saying she "could have married Prince William."

Paula Abdul couldn't be looking that old already. While she and Spears were waiting for their cars recently after lurching together, a teen approached Spears and asked for her autograph. Spears obliged and introduced the fan to the 38-year-old Abdul. "Are you her mother?" the fan asked. (*Globe*)

Talk about an age-defying feat: Dolly Parton confesses to the *National Enquirer* that while shooting a movie in L.A. she stripped bare-naked on a dare from two galpals — and streaked across Tom Jones' lawn!

— Deborah Overman

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

72 million households

70 million households

Paul Marszalek
VP/Music Programming

Plays

DAVE MATTHEWS BAND I Did It	24
JENNIFER LOPEZ Love Don't Cost A Thing	24
BLACK EYED PEAS Request Line	20
R. MARTIN V.C. AGUILERA Nobody Wants To...	19
EVE Who's That Girl	18
SHAGGY Angel	18
CRAZY TOWN Butterfly	17
AEROSMITH Jaded	17
LIMP BIZKIT My Way	16
JA RULE (LIL' MO & VITA Put It On Me	16
DIDO Thankyou	15
BACKSTREET BOYS The Call	15
MYSTIKAL UNVEA Danger (Been So Long)	15
TRICK DADDY USNS EXPRESS Take It To Da House	14
K-CI & JOJO Crazy	14
JOE (MYSTIKAL) Stutter	14
MADONNA Don't Tell Me	14
MYA Free	13
INCUBUS Drive	13
LIFEHOUSE Hanging By A Moment	13
LINXIN PARK One Step Closer	12
AMERICAN HI-FI Flavor Of The Weak	12
AARON LEWIS & FRED DURST Outside	12
SNOOP DOGG Snoop Dogg	12
MONICA Just Another Girl	12
NELLY FURTADO I'm Like A Bird	11
JILL SCOTT A Long Walk	11
FUEL Innocent	10
TAMIA Stranger In My House	10
JAY-Z I Just Wanna Love U (Give It 2 Me)	10
COLDPLAY Yellow	9
LUDACRIS Southern Hospitality	9
3LW No More (Baby I'ma Do Right)	9
JAGGED EDGE Promise	8
112 It's Over Now	8
GREEN DAY Warning	8
PINK You Make Me Sick	8
O-TOWN Liquid Dreams	8
S CLUB 7 Never Had A Dream Come True	7
OFFSPRING Want You Bad	6
LENNY KRAVITZ Again	6
UNCLE KRACKER Follow Me	6
SOULDECISION Ooh It's Kinda Crazy	5
THE CORRS Breathless	4
MATCHBOX TWENTY Mad Season	4
KOFFEE BROWN After Party	3
'N SYNC This I Promise You	3
ATC Around The World (La La...)	3
JON B Don't Talk	3
MUDWYNE Dig	3
98 DEGREES My Everything	2
BBMAK Sell On Your Side	2
MOBY (GIVEN STEFANI) Southside	2
LIL' BOW WOW Puppy Love	2
DAVE HOLLISTER One Woman Man	1
DISTURBED Voices	1
JAHHEIM Could It Be	1
AT THE DRIVE-IN One Armed Scissor	1
JAY-Z (BEANIE SIGEL & MEMPHIS... Change The Game	1
PROJECT PAT Chickenhead	1
SALIVA Your Disease	1
SNOOP DOGG Lay Low	1

Video playlist for the week ending March 4

55 million households

Peter Cohen,
VP/Programming

Rap Box Adds

BBALL & MJG /DJ QUIK Buck Bounce
JURASSIC 5 The Influence
NELLY Ride Wit Me

Pop Box Adds

SAMANTHA MUMBA Baby, Come Over (This...)
--

Urban Box Adds

SUNSHINE ANDERSON Heard It All Before
DESTINY'S CHILD Survivor
GINUWINE There It Is
JANET All For You
MAXWELL Get To Know Ya
LIL' MO Supervoman
SADE King Of Sorrow

Rhythmic Box Adds

DAFT PUNK One More Time
DESTINY'S CHILD Survivor
JANET All For You
JENNIFER LOPEZ Play
DAVE MATTHEWS BAND I Did It
SAMANTHA MUMBA Baby, Come Over (This...)

Rock Box Adds

(P.E.) PLANET EARTH Killing Time
MAPA ROACH Between Angels And Insects
SLASH'S SNAKEPT Mean Bone

Video playlist for the week of March 12

ADDS

SUNSHINE ANDERSON Heard It All Before
BUCKCHERRY Ridin'
DESTINY'S CHILD Survivor
NINA GORDON Now I Can Die
INCUBUS Drive
JANET All For You
SADE King Of Sorrow

HOTS

AEROSMITH Jaded
DIDO Thankyou
LENNY KRAVITZ Again
JENNIFER LOPEZ Love Don't Cost A Thing
MADONNA Don't Tell Me
DAVE MATTHEWS BAND I Did It
LIFEHOUSE Hanging By A Moment
U2 Beautiful Day
BARNAKED LADIES Too Little Too Late
80N JOVI Thank You For Loving Me
THE CORRS Breathless
FUEL Hemorrhage (In My Hands)
DON HENLEY Everything is Different Now
MATCHBOX TWENTY If You're Gone
MOBY (GIVEN STEFANI) Southside
JILL SCOTT A Long Walk
UNCLE KRACKER Follow Me
3 DOORS DOWN Loser
COLDPLAY Yellow
NELLY FURTADO I'm Like A Bird
GREEN DAY Warning
K-CI & JOJO Crazy
R. MARTIN V.C. AGUILERA Nobody Wants To...
SHAGGY Angel
AC/DC Safe In New York City
INDIA ARIE Video
JON B Don't Talk
ERYKAH BADU Didn't Cha Know
JOE (MYSTIKAL) Stutter
JOSH JOPLIN GROUP Camera One
MAXWELL Get To Know Ya
MONICA Just Another Girl
SALIVA Your Disease
SEMISONIC Chemistry
SOGGY BOTTOM BOYS I Am A Man Of Constant Sorrow
ROD STEWART I Can't Deny It
TAMIA Stranger In My House

Video airplay for March 12-18

36 million households

Cindy Mahmood
VP/Music Programming
& Entertainment

VIDEO PLAYLIST

JAGGED EDGE Promise
LUDACRIS Southern Hospitality
JOE (MYSTIKAL) Stutter
MUSIQ Love
JA RULE (LIL' MO & VITA Put It On Me
TANK Maybe I Deserve
EVE Who's That Girl
KOFFEE BROWN After Party
TAMIA Stranger In My House
JON B Don't Talk

RAP CITY

SLIKK THE SHOCKER That's Cool
SNOOP DOGG Lay Low
OB'S FINEST (NINA) Oochie Wally
TRICK DADDY (USNS EXPRESS) Take It To Da House
JA RULE (LIL' MO & VITA Put It On Me
OUTKAST So Fresh, So Clean
JAY-Z (BEANIE SIGEL & MEMPHIS... Change The Game
PROJECT PAT Chickenhead
ICMIZ Get Crunked Up
LUDACRIS Southern Hospitality

Video playlist for the week ending March 11

TELEVISION

TOP TEN SHOWS FEB. 26 - MARCH 4

Total Audience (95.9 million households)	Adults 18-49
1 <i>Survivor II</i>	1 <i>Survivor II</i>
2 <i>E.R.</i>	2 <i>E.R.</i>
3 <i>CSI</i>	3 <i>Temptation Island</i>
4 <i>Who Wants To Be A Millionaire (Sunday)</i>	4 <i>CSI</i>
5 <i>ABC Original Movie (Amy & Isabelle)</i>	5 <i>The Simpsons</i>
6 <i>Law & Order</i>	(tie) <i>Will & Grace</i>
7 <i>West Wing</i>	7 <i>Friends (8:30pm)</i>
8 <i>Everybody Loves Raymond</i>	(tie) <i>Law & Order</i>
9 <i>The Simpsons</i>	9 <i>Malcolm In The Middle</i>
10 <i>Who Wants To Be A Millionaire (Thursday)</i>	10 <i>Ally McBeal</i>

Source: Nielsen Media Research

COMING NEXT WEEK

Tube Tops

MTV's *mtvICON: Janet Jackson* is slated to pay tribute to the recording artist with vocal performances by *Destiny's Child*, *Macy Gray*, *'N Sync* and *OutKast* and dance performances by *Mya*, *Pink* and *Usher* (Tuesday, 3/13, 8pm).

Friday, 3/9

- *Volanda Adams* and others are slated to appear when FOX presents the 32nd annual *NAACP Image Awards*, where comedian and *KKBT/Los Angeles* morning host *Steve Harvey* will be named Entertainer of the Year (8pm).

Saturday, 3/10

- *Green Day*, *Mad TV* (FOX, 11pm).
- *Don Henley*, *Saturday Night Live* (NBC, 11:30pm).

Sunday, 3/11

- *Billy Ray Cyrus* stars in *Doc*, a new series premiering on PAX (8pm).

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

MUDWYNE Dig
NELLY FURTADO I'm Like A Bird
DAVE MATTHEWS BAND I Did It
JA RULE (LIL' MO & VITA Put It On Me
LIFEHOUSE Hanging By A Moment
DIDO Thankyou
JILL SCOTT A Long Walk
INCUBUS Drive
AARON LEWIS & FRED DURST Outside
AEROSMITH Jaded
CRAZY TOWN Butterfly
LIMP BIZKIT My Way
3 DOORS DOWN Duck And Run
COLDPLAY Yellow
BLACK EYED PEAS Request Line
DOVES Catch The Sun
FUEL Innocent
EVE Who's That Girl
LENNY KRAVITZ Black Velveteen
LINXIN PARK One Step Closer
AMERICAN HI-FI Flavor Of The Weak
JOSH JOPLIN GROUP Camera One
AT THE DRIVE-IN One Armed Scissor

MADONNA Don't Tell Me
OUTKAST So Fresh, So Clean
112 It's Over Now
GRANDDADDY The Crystal Lake
UNCLE KRACKER Follow Me
MATTHEW GOOD BAND Hello Time Bomb
THEY MIGHT BE GIANTS Boss Of Me
DISTURBED Voices
BARNAKED LADIES Too Little Too Late
SUNNIA I'm Not Trading
TRICK DADDY (USNS EXPRESS) Take It To Da House

Video playlist for the week of February 26-March 4

FILMS

BOX OFFICE TOTALS March 2-4

Title	Distributor	Weekend (\$ To Date)
1 <i>The Mexican</i>	DreamWorks*	\$20.10 (\$20.10)
2 <i>Hannibal</i>	MGM/UA	\$10.05 (\$142.78)
3 <i>See Spot Run</i>	WB*	\$9.71 (\$9.71)
4 <i>Down To Earth Hidden Dragon</i>	Sony Classics	\$7.81 (\$88.65)
5 <i>Crouching Tiger, Hidden Dragon</i>	USA	\$4.90 (\$92.26)
6 <i>Traffic</i>	USA	\$4.47 (\$92.26)
7 <i>Chocolat</i>	Miramax	\$4.20 (\$45.73)
8 <i>Recess: School's Out</i>	Buena Vista	\$3.96 (\$27.58)
9 <i>3000 Miles To Graceland</i>	WB	\$3.11 (\$12.25)
10 <i>Sweet November</i>	WB	\$2.27 (\$21.43)

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

COMING ATTRACTIONS:

This week's openers include *Get Over It*, starring Kirsten Dunst and recording artist *Sleeko*. *Dunst* contributes "Dream of Me" to the film's *Island/IDJMG* soundtrack, which also sports *Shorty 101's* "Get With Me," *Fatboy Slim's* "Sho' Nuff," *Basement Jaxx's* "Bingo Bingo," *American Hi-Fi's* "Another Perfect Day," *Mikaila's* "Perfect World," *Elvis Costello & The Attractions's* "Alison," *Bady Drawn Boy's* "The Shining," *Caviar's* "Goldmine," *The Captain & Tennille's* "Love Will Keep Us Together," *The Wondermint's* "Arnaldo Said," *Spitsville's* "I'll Never Fall in Love Again," *Resident Filters's* "Get on It," *Mr. Natural's* "That Green Jesus" and *Touch & Go's* "Would You?"

Robert De Niro and Edward Burns star in *15 Minutes*, which also opens this week. The film's Milan soundtrack contains *God Lives Underwater's* cover of David Bowie's "Fame," as well as a remix of *Moby's* "Porcelain." *Prodigy's* "3 Kilos," *Gus Gus's* "Gun," *Maxim's* "Carmen Queasy," *Rhinoceros's* "La Guitaristic House Organisation," *David Holmes's* "Out Run," *Ballistic Mystic's* "52 Pickup," *Breakbeat Era's* "Ultra-Obscene" and *Johann Langle's* "Exedrene" round out the ST.

— Julie Gidlow

THE BRAVE NEW WORLD

OF NEWS/TALK RADIO

The radio business in 2001 is a far cry from the one in which many of us first went to work. Every day we find there are new technologies to embrace, new competition to watch and new ways of merging and managing that mean new rules to learn, since many of the old ones just don't seem to fit anymore. Here's a preview of the pages ahead:

- **DISCONNECTED AMERICA** Are ever-expanding media choices doing more to isolate us than they are to bring us together? Consultant and author Ed Shane voices his concerns and offers broadcasters food for thought about the darker side of our changing media world. Page 24
- **THE NEW RULES OF WINNING** Now that consolidation isn't just a concept anymore, several of America's most influential programmers offer their opinions on what today's most successful News/Talk PDs have learned about winning in the modern Talk radio world. Page 26
- **TALK FROM SPACE and BREAKING TRADITIONAL RULES** Satellites capable of offering listeners 100-plus channels of commercial-free radio — many of them devoted to news and talk programming — are poised to orbit the earth. Subscriber-based satellite radio is here. Should you be worried? XM Satellite's Kevin Straley and Sirius Satellite Radio's Elana Sofko and Dave Cooke give us an insider's peek at the competition you'll soon face. Page 30 and Page 33
- **BUILDING YOUR CYBER-BRAND** In 2001 your station's website needs to be more than just pictures of the hosts and a place to dump value-added promotions. Technology talk host Kim Komando, Clear Channel Internet Group's Andy Friedman and the Insider Radio Network's David Radin all agree that the web is where smart News/Talkers are going to extend their brands in the new media world. Page 34
- **FUTURE TALK** How might traditional News/Talkers respond to new competition? Several of the format's leading programming gurus, including Walter Sabo, Valerie Geller, Michael Packer and Holland Cooke, get out their crystal balls to offer their predictions of what the audience will demand from us in the years ahead. Page 36
- **THE ROLE OF NETWORK NEWS IN THE NEW MEDIA WORLD** While some might say that radio news networks are "old news" in the year 2001, ABC's Chris Berry, CBS' Harvey Nagler and CNN's Robert Garcia make a compelling case that today's information-driven society demands that you have the right news network on your team. And AP Radio's Thomas Callahan discusses how today's Associated Press isn't just an old-fashioned wire service anymore. Page 38
- **WHY MARKETING STILL MATTERS** The most successful News/Talkers are those that make smart promotional and marketing decisions to help them maintain top-of-mind awareness in the crowded media world of 2001 in spite of tighter budgets. Murtagh Marketing and Media's Frank Murtagh offers real-world advice for today's cost-conscious News/Talk radio marketing professionals. Page 41

Finally, if hosts you can recognize by a single name — like Rush, Laura, Art and Imus — have largely defined Talk radio over the past 10 years, who are some of today's rising stars? Throughout the pages of this special issue you'll find our **FUTURE STARS: CLASS OF 2001**, featuring a dozen talk hosts who many believe are poised to become the Talk radio superstars of the decade ahead.



AL PETERSON

DISCONNECTED AMERICA

In the year 2001 we have seen the enemy — and it just might be us!



Could anyone have imagined just 20 years ago what the media world of 2001 would look like? While consumers continue to spend much of their media time with traditional radio and TV, they're also spending a lot of it with a seemingly endless array of new media and entertainment options. But is all this media doing much to bring us together, or is it, in fact, doing just the opposite?

Media consultant and veteran radio broadcaster Ed Shane believes that as we plug in to more and more media, we're actually becoming a more disconnected society. In his new book, *Disconnected America: The Consequences of Mass Media in a Narcissistic World* (M.E. Sharpe), Shane writes, "Disconnected America is written as a warning, but call it a complaint instead.

"Its message: that we have allowed the cabaret of the information explosion to lull us into thinking we know what's happening around us, that we have inter-

"No talk show listener is ever going to want to study every single bit of information on an issue, but I do think we really need to be sure that the few pieces of information they get from us have come from the right place."

nalized the experience of electronic media to such a point that we diminish interpersonal contact or, as Harvard's Robert Putnam describes it, we've diminished 'social capital.'"

SO MUCH TO DO, SO LITTLE TIME

Let's look at just some of the options today's media consumer may choose from for information and entertainment. Instead of just the Big Three television networks most of us grew up watching and a handful of local radio stations, there are hundreds of TV channels from which to choose.

Along with all the usual TV fare, there are also movies on-demand 24/7 for every taste and mood and more sports than even the most avid fan could watch in a whole month of Sundays.

Of course, there's still traditional radio available on AM and FM for all kinds of music, talk, sports and news. And soon subscription-based satellite radio will add another 100+ audio options to the media mix, offering listeners an opportunity to hear what they want, when they want it, much of it commercial-free.

Next, how about firing up the old PC and surfing the astonishing array of websites that didn't even exist just a few years ago. Almost overnight they've become increasingly popular as individuals use them to shop, plan travel, chat with friends and strangers, do their banking, manage their investments, play video games with a partner across the world and more.

Oh, and let's not forget to mention everyone's electronic leash, that cellular phone you're carrying. It can also be used to connect to the Internet to retrieve your e-mail messages on an LCD screen while you're listening to those old-fashioned voice-mail messages.

And the U.S. Post Office still delivers your daily mountain of snail mail even as Federal Express and UPS show up before breakfast with an overnight letter from almost anywhere in the world. Roll over, Marconi. It sure ain't your grandfather's media world anymore.

FEELING DISCONNECTED

Shane, who is also the author of several other books, including *Selling Electronic Media*, *Cutting Through: Strategies and Tactics for Radio and Programming Dynamics: Radio's Management Guide*, has written a book that is unlike any of his previous efforts.

"This book reflects something that has been festering inside of me for some time now," he says. "While I don't want to be a critic — because I'd be biting the hand that feeds me — I do want to take

some true responsibility for the way that we present media and the way that we use it. There is always time for a warning about how we manipulate our own perceptions."

If you think the title of Shane's new book sounds a little weighty, you'd be right. The book's foreword, by Boston College's Donald A. Fishman, suggests right up front that this isn't going to be a feel-good book about the media.

"The information society has not only brought a 'new dawn' of instantaneous communication," Fishman writes, "it has also been accompanied by a 'darkening shadow,' as individuals find themselves in a world of voyeuristic television programs, attention-getting stunts, trivialized information and glorified crisis events. Shane contends that there is an inherent but unfortunate bias within the media against offering complex interpretations that provide history and meaning to the reporting of news events."

THE WAY WE WERE

Shane contends that the media world of 2001 is one that caters to individuals, not the masses, as it once did. "Radio was truly a mass medium in its so-called Golden Age during the 1930s and '40s," he says. "It brought the nation together and gave the nation a unique common experience. Perhaps that sounds like a contradiction, but what I mean is that the common experiences that all Americans had at that time came to them through their radio and, to a lesser extent, from movies.

"Television continued in that vein until the fragmentation of TV began in the 1980s with the goal of one man/one channel. And now, in 2001, with the Internet, we have actually achieved one man/one channel."

To illustrate his point, Shane recalls a recent Internet search he did. "I did a Google search on something I needed, and they told me that I can search 1,326,920,000 web

pages," he says. "And you know there have to be even more pages out there, but Google just hasn't gotten to them yet.

"We're moving from the mass media to individualized media in such a way that it could mean that we may not, ultimately, as a society, have a common experience again. It takes the Super Bowl or the Florida election recount to even come close to something that's a universal experience for Americans today. And we're getting fewer and fewer of those. That's where the book's title comes from. We are becoming more and more a 'disconnected America.'"

TALKING HEADS

Shane says last fall's presidential election was a very visible example of the kind of disconnection he's talking about. "During the weeks following the election there really weren't that many big events that took place," he says. "You can identify them easily: There was a count, a recount, the stopping of a recount, a lawsuit and

the final Supreme Court decision; there just weren't that many big things happening.

"But radio and TV's news cycle was unforgiving of that. It had to have something. So we developed 'talking heads,' and TV showed us lots of pictures from the few big events that did happen over and over again. I mean, how many times did you see that guy looking all bug-eyed at the dimpled chads?"

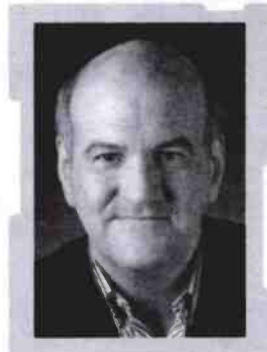
Shane's contention is that such coverage is hurting us in the long run. "Suddenly we had this trivialization of the very event that had riveted us in the beginning," he says. "By the end of it, people were saying, 'Thank goodness it's over,' and, 'I don't care who's in the White House, just get this over with.'

"That is all part of the disconnect. when we begin to look so closely at the trivial aspects of a story because we have nothing else to put in between the events. And the result is that people ultimately just stop caring about it."

TV MOST PERSVASIVE

TV gets a lot of attention in Shane's book because he says it has become our most pervasive medium. "TV really does show up everywhere," he says. "After Hurricane

Continued on Page 43



Ed Shane

FUTURE STARS: CLASS OF 2001



Liz Wilde: *The Liz Wilde Show*

Syndicated By:
Fisher Entertainment

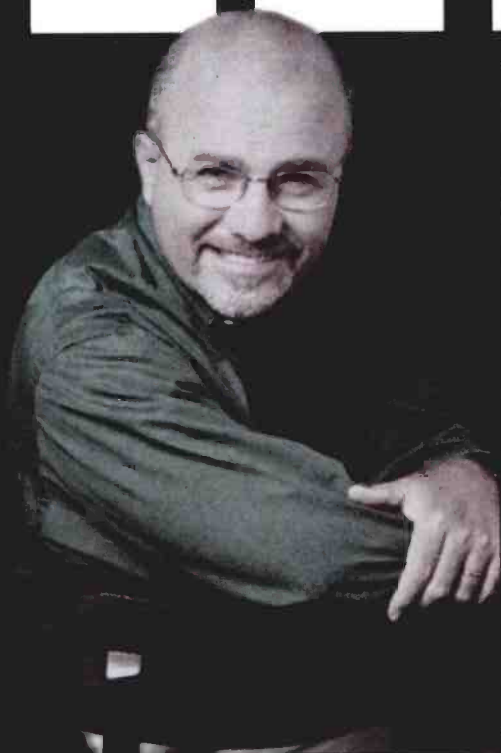
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THE NEW RULES OF WINNING

Lessons learned from some of today's most successful Talk programmers



While buyers and sellers consummating deals continue to make news, the fact is that the feeding frenzy that followed deregulation and the subsequent consolidation of radio has slowed considerably. The real news is that the new broadcast environment has created new rules for defining those who are winners in just about every department of your station.

The winners we're focusing on here are those who have survived and thrived in the new media world of News/Talk, a world where consolidation is no longer a theory, but a reality. A world where many of the old rules no longer apply and where many of the new rules are being written on the fly. A world where programmers who resist change rather than embracing it end up feeling like aliens and outcasts in a world they once thought they knew so well.

With that in mind, I asked several key News/Talk programmers to share their thoughts on how they think things are shaking out now that most of the deals have been done. As the business of radio has gone back to being more about day-to-day operations and less about "who's buying who," what are some of the common traits you'll find in those programmers who have learned what it takes to win and succeed in today's Talk radio business?

NO 'MOM AND POP' OPERATIONS

Clear Channel Communications National Director/News, Talk & Sports Gabe Hobbs believes the biggest change he's seen come about for programmers in the

"The most obvious change is the prerequisite that today's program director must be multifaceted in his or her management skills."

Gabe Hobbs

wake of consolidation is the new skill set that's needed to be effective in that job. "The most obvious change is the prerequisite that today's program director must be multifaceted in his or her management skills," he says.

"To succeed as a PD today, you need to have a broad depth of experience and be able to deal effectively with many more issues in more different areas of the radio station than ever before. With the top-line revenue pressures that radio stations face as publicly traded companies, program directors need to be plugged into those concerns and understand how they impact their day-to-day job as a manager."

Hobbs cites personnel issues as just one example of how things are different for today's programmer in a cluster situ-

ation. "Unlike in the past, today's PD must deal with personnel who might work for them, but who are based in another city, so they don't often see them face to face," he says. "Then there are personnel who sort of work for you because they're on your station, but they are on your sister station in the cluster, too, and they have another program director to answer to as well as you.

"There may also be cases where someone who works for you has another responsibility that you tend to view as a distraction, but it's something that's providing additional benefit to the company or the overall cluster. So you need to deal with that as part of the team. These are the kinds of issues that most program directors have not had to deal with in the past.

"To succeed as a programmer today, you must be more cognizant of the business of radio. We're not a bunch of 'mom and pop' operations anymore.

Radio is a real business in today's world, not unlike other big businesses such as IBM or Microsoft. That means it takes program managers who can function at a higher level than what the job previously required. You must be able to do more in less time, deal effectively with a multitude of personnel issues and learn to work within established systems. Frankly, that means learning to deal with a bit more bureaucracy and red tape than maybe we all had to in the old days."

COMMUNICATION BREAKDOWN

One byproduct of managing ever-growing clusters of stations is the increasing difficulty of communicating effectively and efficiently with all of those stations. "Most of us haven't gotten the communication part of all this down to a science yet," Hobbs says. "Before, you may have had to communicate with perhaps 15 or 20 managers who made up the entire company. It was pretty easy to do, even before e-mail.

"Today that list has grown enormously, and the challenge of keeping everyone in the loop, as they say, is daunting when you need to communicate to 200+ program directors, not to mention their GMs, regional VPs, senior VPs, news directors, promotion directors and more. I would have to say that, from a personal standpoint, one of my biggest disappointments has been that I haven't yet really found a way to corral and manage the com-

munication aspect of dealing with so many people at so many stations as well as I would like to."

Hobbs sees one solution in the development of more regional programming managers who each deal

"To succeed as a programmer today, you must be more cognizant of the business of radio. We're not a bunch of 'mom and pop' operations anymore."

Gabe Hobbs

with a smaller group of stations on a day-to-day basis, something that his company is actively pursuing. "People ask me if adding another level of management isn't just going to make things more cumbersome, but I disagree," he says. "We are a product-intensive company, and that's why I believe we are one of the few companies to be developing that kind of a structure.

"Our growing group of regional brand managers will help our local programmers and station management get more daily attention and communication than we are always able to provide right now. If there is any area in which I think consolidation and cluster management has created a new challenge for broadcasters, it's in learning to effectively manage all the communication necessary to successfully operate all of our stations."

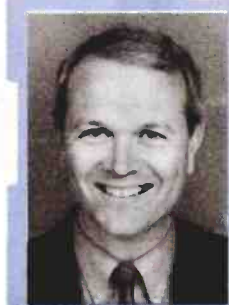
Some have suggested that consolidation has meant fewer PDs focusing on more stations, which has resulted in less attention to the on-air product. Hobbs couldn't disagree more, saying, "That sounds like an excuse from someone who doesn't want to do what needs to be done to succeed today. We actually have more people focused on the product than ever before.

"While some brand managers are stretched a little thin at times — owing to the fact that they are doing something we've never really done in radio before — I don't think

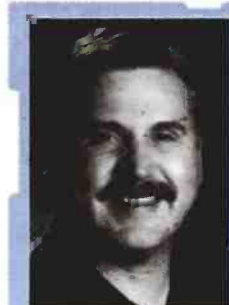
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Gabe Hobbs



Ken Beck



Brian Jennings

FUTURE STARS: CLASS OF 2001

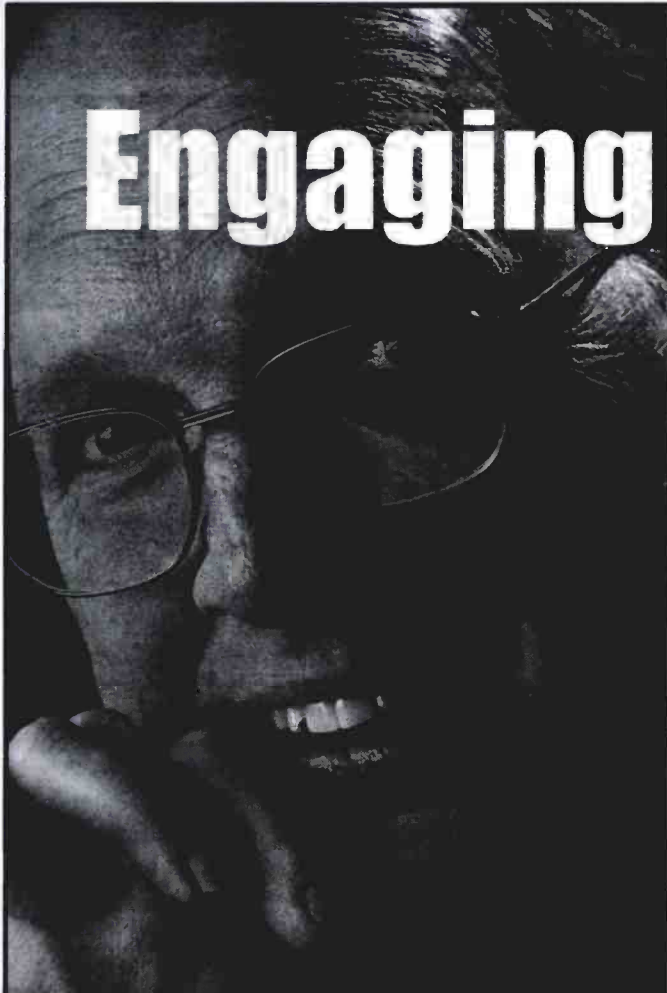
Clark Howard:
The Clark Howard Show

Syndicated By: Cox Radio Syndication

Airs: 1-4pm (ET) Monday-Friday

The Show: "America's Consumer Champion is an incredible teacher of life, empowering his listeners on how to spend less, save more and avoid getting ripped off."





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M 35-54 4.5 to 6.2 **Up 38%**
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A 35-54 2.4 to 4.9 **Up 50%**

WBDO Orlando
M 25-54 3.3 to 6.4 **Up 94%**
M 35-54 4.9 to 7.5 **Up 51%**
A 25-54 2.9 to 3.9 **Up 34%**
A 35-54 4.2 to 4.8 **Up 14%**

WSB Atlanta
M 25-54 14.8 share **#1 rank**
M 35-54 16.8 share **#1 rank**
WNIS Norfolk
M 35-54 6.6 to 11.0 **#1 rank**

Source: ARB Metro Shares Sun 00-000

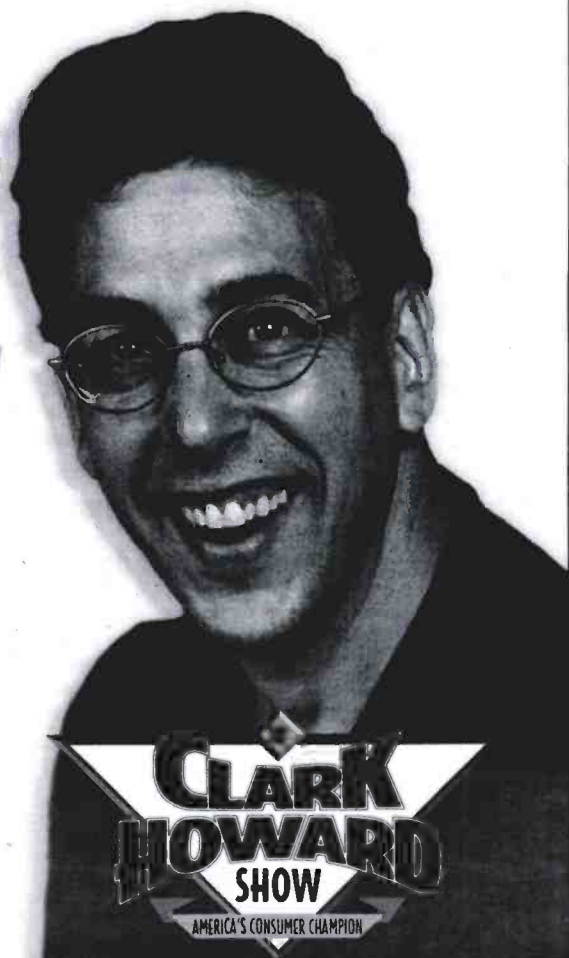
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WTMJ Milwaukee:
M 25-54 7.0 to 8.8 **Up 26%** ... **Rank 3rd**
M 35-54 6.3 to 7.9 **Up 25%** ... **Rank 4th**

WPTF Raleigh-Durham:
A 35-54 4.0 to 5.5 **Up 38%**
M 35-54 3.9 to 7.6 **Up 95%** ... **Rank 4th**

Proven talk from **COX** RADIO, INC.

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THE NEW RULES OF WINNING

Continued from Page 26

program directors at individual stations are stretched to where they can't do their best job. But the fact is that even though things like brand managers and product-development people have been around in other industries for a long time, much of that kind of management is new to us in radio. We are all learning as we go along."

OPPORTUNITY KNOCKS

Entercom Dir. of News/Talk Programming Ken Beck recently moved to his new job overseeing programming for that company's News/Talk stations. While he sees efficiencies that can be gained from cluster management, he also cautions that there can be some downsides for PDs. "Having focus on an individual radio station at the programming level is still a very important thing," he says. "And that can be awfully hard to do when you make one person responsible for programming several stations in a cluster that all have somewhat different missions.

"Every station, at some point, still needs to have someone focused on its programming and strategy. But that is often hard to do today, because there is a lot of what I call 'cluster noise' going on around the PD. Day-to-day operations within a cluster tend to be more time-consuming than they are when you are overseeing just one radio station."

That doesn't mean that Beck thinks programming in a cluster environment isn't the right way to go today. "I do believe that when you work in a cluster situation you are exposed to a lot more different ideas and people to bounce those ideas off of," he says. "And there are generally more resources available to you if you take the time to learn how to use them. The unique opportunity for programmers in a cluster environment is that it presents many opportunities for you to grow and expose your value to the company.

"In every cluster there are vacuums in various areas of the building. In some cases it's operations, in others it might be engineering, promotions, marketing or any number of other areas. Talented and creative program directors can recognize these opportunities and get themselves seen by management in a different light. The new cluster environment allows

"Consolidation has made radio's best people even better at what they do."

Brian Jennings

PDs an opportunity to grow their careers beyond the traditional boundaries of programming if they so desire."

Beck also suggests that programming in a cluster environment can make you a better PD. "If you sit in the same building every day and think only about News/Talk and things like how many time checks are built into your morning news block, you can really get stale," he says. "In today's environment you can pick up tips and ideas from other formats right within your own building as you interact with other programmers and personalities from other formats.

"Personally, I think it is great to have multiple formats operating within your cluster with which you can create various synergies. On the other hand, there is also an advantage to having several News/Talk and Sports/Talk properties clustered together. That kind of setup allows you to intensify your focus on the for-

"Having focus on an individual radio station at the programming level is still a very important thing. That can be awfully hard to do when you make one person responsible for programming several stations in a cluster that all have somewhat different missions."

Ken Beck

mat and concentrate on some of the intricacies of separating those stations' appeal across differing demographics and lifestyles.

"It's really hard to say what's the totally right or wrong way to do it. And frankly, I like the energy of having several stations working together in the same building. It just takes some getting used to for most people."

BUSIER BUT BETTER

Citadel Communications VP/News, Talk & Sports Brian Jennings suggests that consolidation has increased the workload for most PDs. "There is no question that today's program directors are busier than ever and have more demands placed on them than ever before," he says. "But it's no different from what has happened to GMs and other management in the postconsolidation environment.

"And while the new environment has made programmers busier, in most cases it has also made them better. They have been forced to become better organized and more adept at multitasking their day. This isn't just true in radio; it's true of most businesses in general today. This is the new chapter in the American economy, and radio is no longer immune to the changes in business at large. Consolidation has made radio's best people even better at what they do."

When businesses like airlines consolidate, however, it still takes a pilot to fly every plane, no matter how many companies merge their assets. But radio's consolidation has often meant that PDs are now required to do the equivalent of flying more than one plane as they are charged with overseeing several stations in the cluster. Does Jennings think that the programming focus on individual stations has suffered be-

cause of this? "I absolutely do not subscribe to that theory," he says.

"I've thought about this for a long time, ever since consolidation first began to take place in our industry. What I see, frankly, is that for the most part stations are being managed more effectively and efficiently. Ratings and revenues are generally better than they were just a few years ago, and as long as that is the bottom line, I really don't see any basis for the argument that consolidation has hurt program directors' abilities to do a good job. Most creative programmers tend to get bored with one station, so the challenge of programming two or sometimes even three stations is one that most of them I know have welcomed."

Jennings says that he doesn't think consolidation and cluster management have changed the News/Talk landscape all that much for programmers, and that those who are winners in today's environment are those who have likely always been winners. "Radio — and, by association, News/Talk radio — is a better business than it's ever been," he suggests. "Consolidation has shaken out a lot of mediocrity in the ranks.

"The fundamentals of good News/Talk and Sports/Talk programming are pretty much the same as they've always been. It's a format that re-

"The unique opportunity for programmers in a cluster environment is that it presents many opportunities for you to grow and expose your value to the company."

Ken Beck

quires people and personalities who understand 'opportunistic' programming. In other words, if you can recognize what the biggest stories are that people are talking about or the news story that everyone wants to know more about and seize the opportunity to really own it, you're going to win. Consolidation has done nothing to change that rule."



FUTURE STARS: CLASS OF 2001



Ray Lucia:
On the Money!

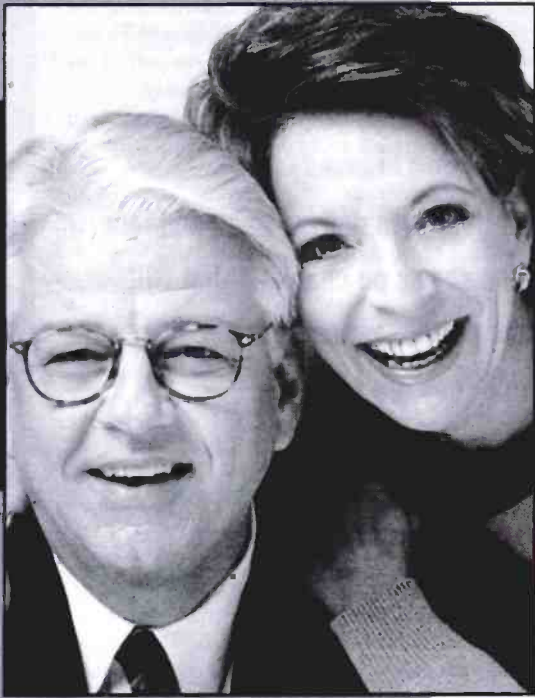
Syndicated By:
Business Talk Radio Network

Airs: Noon-3pm (ET) Monday-Friday

The Show: "A financial show with attitude — entertaining, informative and fun. This ain't your grandfather's finance show!"

Welcome to TRS!

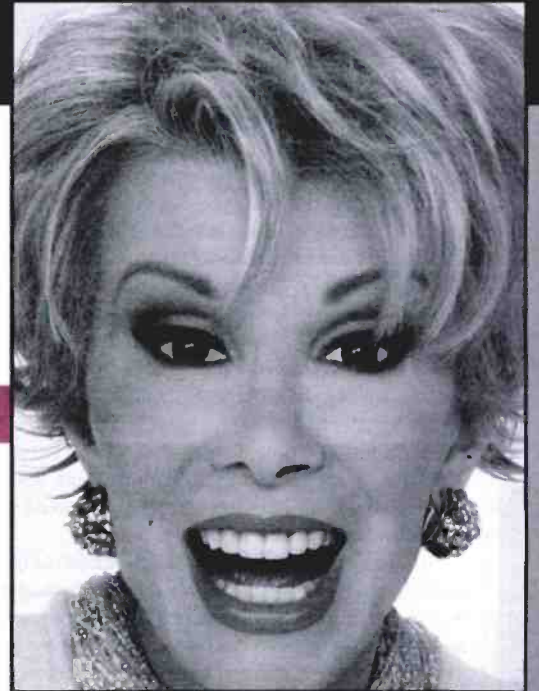
DR. JOY BROWNE



MUST-BUY RADIO

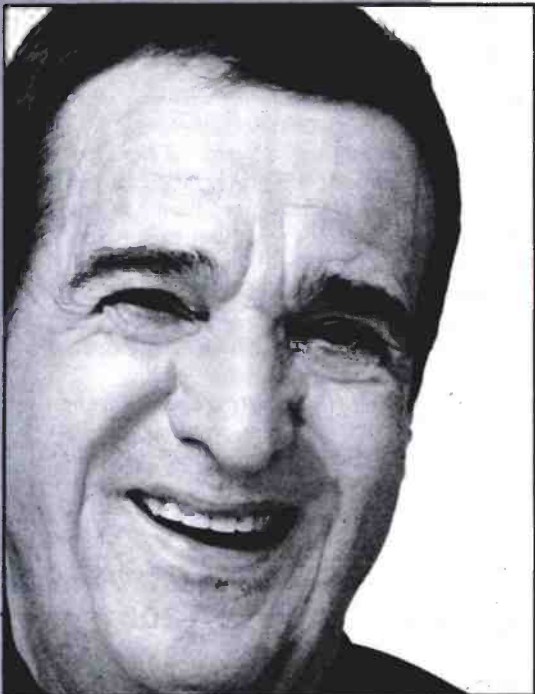
THE DOLANS

*Nominees, 2001
Syndicated Personality
Of The Year*



JOAN RIVERS

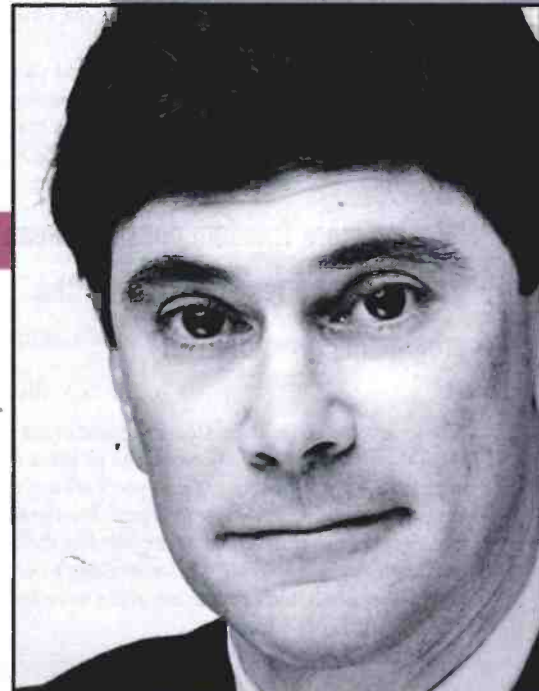
*Luncheon Keynote,
Friday, March 9th*



JOEY REYNOLDS

*"...To Hell and Back" Panel
Saturday, March 10th*

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TALK FROM SPACE

XM's Kevin Straley talks about life after radio in the new satellite world

It's pretty hard to talk to anybody in the radio business these days without the subject of satellite radio coming up somewhere in the conversation. Will it impact radio as much as some think, or will consumers have a tough time adjusting to the idea of paying money every month to listen to the radio, even if it is commercial-free and offers them options that are not available from terrestrial stations?

To get some insight into and an update on the progress of radio's new competition, I spoke with XM Satellite Radio Dir./Talk Programming Kevin Straley. A former PD at WRKO/Boston, Straley is an affable and disarming kind of guy who has spent the better part of the past year revisiting the way he looks at the Talk radio business.

After a number of years in traditional Talk radio, Straley had to change some old habits and train himself to think differently. And when arguments are made about the short-term and long-term potential of this new medium, you can count him firmly on the side that says, as William Shatner did in those priceline.com commercials, "This could be big — really big."

R&R: What's it like being an "old media" kind of guy on the front line of the "new media" world?

KS: The biggest difference is that this is something we are literally building from scratch. That's a lot different for me, as a programmer, than what it is like to walk into an established radio station. There was no existing lineup to work with here like you would usually find when you take a PD gig at a station.

As programmers for XM, it's been our job to question everything and to constantly rethink the way this is going to sound when we launch. I've never had the kind of creative freedom that has been given to me here. The mission I was charged with by Lee Abrams and Dave Logan was, "We want you to re-create the sound of Talk radio."

R&R: With the amount of time you've had to plan this new creation, do you ever feel like the foreplay will never end?

KS: Being given the creative freedom and also the time to go through this process has been a blessing. In most traditional station situations you are under the gun to create magic yesterday. But real, true magic takes

"Having more freedom does not mean we will not be responsible with the programming we deliver."

time to develop and nurture. Consider some of the music, TV or films that we all consider to be great masterpieces — when you look at them, you learn that most have taken considerable time to create. Masterpieces are not created overnight, and not to overstate the case, but that really is our goal. We are working to create great radio, and I think people are going to be blown

away by what they hear coming out of their speakers.

R&R: How will XM's Talk programming differ from what listeners are getting from terrestrial radio today?

KS: First of all, Talk radio has proven that it can attract a targeted audience as long as you superserve them with content that they care about and present it in a way that makes them feel that they are included in sort of an exclusive club. Both young males and females have been attracted to FM talk, younger-demo males have flocked to Sports/Talk, upper income executives are tuning to business and financial Talk stations, and African Americans and Hispanic Americans are finding talk they can relate to from stations that target them with hosts that they can relate to and who speak about issues that matter to them.

Because we have the freedom, we can offer listeners forms of Talk radio that have not been considered to be viable by terrestrial stations in the past. That gives us a lot more freedom to create programming that is very targeted at a specific group. We can blow them away with topics, production and presentation that are fresh and that hit them at a gut level. We can create a channel that makes someone feel that it speaks to them personally.

R&R: For example?

KS: The NASCAR channel is a great example. It's Sports radio that has been taken to another niche. The goal is to make the fan of that sport have the same kind of an emotional reaction that they have when they are at the races. If you are not a NASCAR fan, this probably is not going to be the channel for you. But if you are, it's going to be your home — you'll think you can smell the burning rubber through the speakers.

R&R: Would it be fair to say that you consider traditional terrestrial Talk radio to be a department store and XM Talk a mall full of boutiques?

KS: That would be fair. There are still plenty of people who like to shop in department stores, and there probably always will be. But if we deliver the same product that you can get at the "department store" Talk station in town, we'll be dead in the water really quickly. Local and general-interest talk is not something we are going to be delivering in any kinds of large doses.

Our goal is to deliver fresh and innovative shows on channels that will make perfect sense to the audience to which they are targeted. If we do that right, we'll build a fan base that will go out there and spread the gospel to others in their peer group. The next thing you know, that channel will become larger-than-life for that particular community.

R&R: Do you see this as being a little like the cable TV revolution of years past?

KS: Sure. If someone had told you 20 years ago that someday you

could watch a 24/7 channel devoted to food, you would've laughed. It looked crazy to a traditional TV executive. But that vision, and many others like it that were too small for traditional TV, were perfect for cable television and are doing very well today.

R&R: Early cable TV was attractive because it had no commercials and contained, quite frankly,

"Our goal is to deliver fresh and innovative shows on channels that will make perfect sense to the audience to which they are targeted."

risque content and language that viewers could not get from traditional television. How critical are those kinds of elements going to be to the success of satellite radio?

KS: The commercial-load issue is very important. Most traditional Talk stations' commercial loads today have gotten extremely high — up to 20-24 minutes an hour in some cases. So, yes, low or no commercials is a huge selling point. As far as language, we're not going to be risque just for the sake of shock value, but because we are a subscriber service, we will have more freedom. Having more freedom, however, does not mean we will not be responsible with the programming we deliver.

R&R: You'll also be competing with your peers from Sirius. What will make XM stand apart?

KS: It's not something you can put on paper, because we believe strongly that the big difference will be in what comes out of the speakers. Each XM Talk channel will have a unique sound that is extremely well-branded. If you are someone who is floating down the channels, and you've listened before, you're not going to have to look down to know that you are on "Channel 86"; you'll recognize it from the sound, the pacing, the hosts, the production values, etc.

Our goal is always to win that war against whom ever we do battle with, satellite or terrestrial. And we think we'll win any one-on-one competition based on the quality of the programming that's coming out of the speakers.



Kevin Straley



FUTURE STARS: CLASS OF 2001



John And Jeff:
The John and Jeff Show

Syndicated By: Fisher Entertainment

Airs: 10pm-3am (PT) Monday-Friday

The Show: "John and Jeff take lots of calls and lots of chances to give you fast-moving late-night talk."

QUESTION: Can I win with FM Talk?

ANSWER: YES! Sabo Media Busts Some Myths to Show You How.

"Talk on FM is a format invented and developed by Walter Sabo of Sabo Media. Walter is, literally, light years ahead of anyone else in the game."

— DAVE MICHAELS, KLOU/ST LOUIS

The FM talk experts, Sabo Media, answers your tough questions:

Q: Why should I go talk with one of our cluster FM's?

- A:
- You'll increase your station's value immediately. Higher commercial loads mean increased profits.
 - Foreground content gets better response for retailers than music.
 - You'll always be market exclusive. No one can duplicate your hosts.

Q: Isn't it more expensive?

- A:
- Absolutely not. Sabo Media clients know that talk is more efficient.
 - Sure, old fashioned AM talk might be pricey, but we've shown our clients that modern FM talk is not.

Q: How long does it take to be successful?

- A:
- New Jersey 101.5 was number 1, total audience in their first book and has been number 1 for eleven years.
 - "Real Radio 104.1" Orlando, won double digit shares in its target, year one.

Q: Where's the talent?

- A:
- Everywhere. We help you recruit and train them.
 - Dr. Ruth Westheimer, Jon and Ken, Deminski and Doyle, Karen Kay, Russ Rollins, The Regular Guys, Ken Ober, and dozens more were discovered doing "something else" then trained at a Sabo Media member FM station.

Q: Won't it compete with our AM talk station?

- A:
- Your AM Standards doesn't compete with your FM CHR even though both play music. Targeted-talk means no overlap.
 - You'll have full demo control because you're not putting on random talk shows. Stations that just put on a bunch of shows fail. Sabo Media's Targeted-talk format wins.

Q: Can we sell this FM talk thing?

- A:
- Look at these clients and non-clients that are often number 1 local billers: KLSX Los Angeles, WTKS Orlando, New Jersey 101.5, WJFK Washington, WCKG Chicago.
 - Highest conversion ratios in the industry, often 2 : 1.

Q: How does this work? We've never used a consultant. I'm not sure we can hire a consultant.

- A:
- Successful CEO's are happy to cut ramp-up time. You're not hiring a consultant. You're gaining access to proprietary facts that will cut risk and speed up your success. No smart boss objects to that.

- Discover how you can make more profit with Targeted FM talk than FM music.
- Call Harry Valentine or Walter Sabo. 212 681 8181 confidentially.
- Boy, do we have stories. Success stories.

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BREAKING TRADITIONAL RULES

Sirius to offer Talk that's 'more, better, different'

By Jeffrey Yorke
R&R Washington Bureau Chief
yorke@rronline.com



To Elana Sofko, Sirius Satellite Radio's News, Talk and information channels are summed up in three words: more, better and different. Sofko, Sirius' Director/Sales & Alliances, is overseeing the satellite broadcaster's 50 nonmusic channels, an array of entertainment, News/Talk and information programming including 10 News channels and five Talk channels created exclusively for Sirius.

CHOICES, CHOICES

For starters, news junkies will have a choice of two National Public Radio channels. One will broadcast national and world news along with modularized and time-shifted elements from NPR, such as *Talk of the Nation*. NPR2 will come from the new divisions NPR Talk and NPR Now and will feature a new program called *The Way In*, a morning news show targeting a younger audience.

Public Radio International will produce a "News and Views" channel, a mixed bag of news, information and lifestyle pieces. The BBC World Service will feature shows like *World Update*, *Newshour*, *Outlook*, *World Business Report* and *Letter From America*. The BBC will also deliver world news in Spanish.

"World Radio Network" will offer Americans a rare outsider's look at the world with news programming from around the globe, including regularly scheduled programs from Radio Canada International, Radio France Internationale, ABC Radio Australia, Radio Netherlands, Channel Africa, ORF Radio Austria International, Voice of Moscow, RTE Ireland and the Caribbean News Agency.

Political animals will have a C-SPAN channel, while business news fans have a choice of Bloomberg or CNBC. Sports fans will have "Sports Byline USA."

Another channel, "Wisdom Radio," will be aimed at women, with discussions of personal growth, social consciousness and healthier living. It'll include such notables as Deepak Chopra and Marianne Williamson and celebrities Naomi Judd, Kenny Loggins and Christopher Reeve.

Veteran News/Talk programmer Dave Cooke has teamed with Sofko to create and direct Sirius' Talk channels. As VP/Programming for IN Radio, a San Francisco-based start-up company, Cooke is developing five channels exclusive to Sirius.

They are: "Yak!" targeted to 18-to-34-year-old males; "Intimate," lifestyle talk targeted mainly to women aged 25-to-44; "The Hookup," aimed at young, upwardly mobile African Americans; "Buzz," where dirt is dished; and "Empower," targeting a wide audience, ranging from Generation X'ers to baby boomers, interested in personal-development topics such as personal finance, career and business skills, health and relationships.

Cooke's programming reach extends beyond Sirius' sphere, as IN Radio will also provide two foreign-language channels to XM Satellite Radio.

A DIFFERENT FOCUS

Sofko said her goal is to reach the traditional News/Talk listener, but to also cross-pollinate with Sirius' 50 noncommercial music channels. For instance, singer Emmylou Harris was recently in Sirius' New York City studios to discuss and perform her music. When she mentioned to VP/Industry & Talent Affairs Cindy Sivak that she was an Atlanta Braves fan, Sivak took her down the hall to the "Major League Baseball" channel, where Harris began discussing her favorite team and baseball in depth.

Rocker Alice Cooper, an Arizona Diamondbacks fan who has sung at several of the team's home games, had a similar experience during a visit to the Sirius studios, and he'll also be heard talking about baseball on the MLB channel. Sivak says Sofko has a knack for getting musical artists "multipurposed and multitasked" while they are in the studios.

Asked if his programming job with Sirius is different from one in terrestrial Talk radio, Cooke says, "The more things change, the more they stay the same. The basic role of the programmer in satellite Talk radio is not unlike that of a programmer in terrestrial Talk radio. The key to success in both venues is to scout out the best talent you can find and to maintain a positive, supportive environment for the talent where they can do their best work."

He notes, however, that there are some significant differences too. "Satellite radio is, by design, more narrowly focused than traditional radio," he says. "Therefore, it's even more critical to create a unique brand, powerful imaging and an easily identifiable position for each channel."

"Each channel must have a very specific demographic and psychographic target, and the programming must offer a genuine alternative to the standard fare offered by conventional radio. That presents a very special challenge to the programmer. Your goal is to create programming that is consistently innovative."

Sofko agrees, and she understands that Sirius will have to go up against some mighty titans of traditional Talk. "It's a tough nut to crack in the traditional sense of Talk, but we will be more, better and different," she says. "I've focused on *different*."

Different is USA Network's "SCI FI" channel. It will deliver 15 new shows weekly featuring original, exclusive programming comprised of radio dramas starring TV and film personalities, dramatic readings and author interviews, as well as a weekly *SF Entertainment* news show.

Also different will be audio channels for "Speedvision" and "Outdoor Life" and a performing arts channel that will draw from



Dave Cooke

Five New Sirius Channels From IN Radio

- "Yak!" is targeted to 18-34-year-old males. It's Alternative radio without the music. It'll be in-your-face talk with lots of attitude. It's extreme lifestyle talk on topics such as sex, music, sex, sports and sex.

- "Intimate" will be lifestyle talk targeted mainly to women aged 25-44. It will deal with the female perspective on the world and be created by, about and for women. Topics will include relationships, health and fitness, personal finance, business and fashion.

- "The Hookup" will be Talk radio for young, upwardly mobile African Americans. It will have a hip-hop flavor in both content and packaging. The target is 18-34-year-old males and females.

- "Buzz" will be the scandal channel, Talk radio that dishes the dirt. It will be tabloid radio designed for consumers interested in entertainment, celebrities and gossip. Its target is 25-44, with a slight female skew.

- "Empower" will be designed for listeners who are interested in personal development in areas such as personal finance, career and business skills, health and relationships. It's essentially a self-help seminar in your car. The target is Generation X through baby boomers.

some 3,900 performances held annually at the John F. Kennedy Center in Washington, DC.

NEW CONTENT PARAMETERS

"On satellite radio, we can do anything that conventional radio can do, plus things it can't do," Sofko says. "From a content standpoint, it's like the difference between cable TV and broadcast TV. Dennis Miller was

Continued on Page 44

FUTURE STARS: CLASS OF 2001



Tom Martino:
Troubleshooter Tom Martino

Syndicated By: Westwood One
Airs: 2-5pm (ET) Monday-Friday w/refeed 5-10pm (ET)

The Show: "America's foremost consumer advocate investigates fraud and illegal business activity to help consumers in need. Martino is media with a purpose."

BUILD YOUR CYBER-BRAND

Extending your News/Talker's brand on the web makes sense



In the year 2001 your station's website needs to be more than just pictures of the hosts and a place to dump value-added promotions. But, sadly, too many stations have either taken their sites only that far, or they've added so many gimmicks to them that listeners can scarcely recognize the site's connection to the station, let alone navigate it.

While arguments continue on how to best mine your station's website for new revenues and about who will pay for what when it comes to streaming audio, the following trio of techno-experts believes that the real challenge is to "cyber-brand" your radio station.

WestStar TalkRadio Network host Kim Komando, Clear Channel Internet Group's Andy Friedman and Insider Radio Network's David Radin all agree that extending your valuable brand on to the web should be a high priority for any News/Talk station looking to maximize success in the new media world.

EXTEND YOURSELF

Friedman says that he believes branding is the most important thing a station should be considering when developing a strategy for its website. "It's all about extending your brand to a new medium," he says. "Radio-station brands have been around a long time. Most people tend to think of their favorite radio station as a lot more than just something they listen to in the car on the way to work. It's a friend and companion that is made up of any number of people whom they know and trust.

"And, perhaps most importantly, it's a brand that offers information in which you place credibility. To extend that kind of branding and trust into the Internet world makes perfect sense for any News/Talk station."

Asked if he's seen some early signs of the future for the branding of stations on the Internet, Friedman cites News/Talker WOAI/San Antonio as an example. "WOAI actually has moderated chats on its website associated with every show on the radio station," he says. "People can send instant messages to the host in the studio and continue talking to one another even after a show is finished airing.

"The lines are becoming a little blurry today: You can listen to a station on the air or on the Internet and also interact with others over the air or over the 'Net. I really think that's where the future is going. It's all going to become one brand, even though the delivery system for that brand may come from several different sources."

SEARCH SECRETS

As someone responsible for developing content for Clear Channel's News/Talk stations, Friedman cruises the web daily, seeking new sites and information for the company's stations. Are there secrets he has learned for finding the kind of content on the web that stations can

use? "There's no one single right way to search for content," he says. "It's all about what your brand is and what your strategy is for extending that brand into the new media world. Your site's content really needs to reflect what your radio station is all about.

"For example, WTKS-FM/Orlando is a Talk station, but it is a fun station that has a specific target audience. Its Internet site offers a real reflection of what that station is all about, as well as who it is trying to appeal to. That's a very important thing to remember as you develop content for your website. You need to be sure that your website content reinforces and reflects the brand identity that you've already worked hard to establish with your radio station."

Friedman's radio background comes through when he's asked what the primary focus of any station's website should be. "You can have a lot of dancing baloney on your site, and people might look at it and think it's kind of cool if they stick around long enough for it to load," he says. "But at the end of the day what keeps people coming back over and over again is dynamic content. That's what people want.

"If you realize that ultimately people are going to use your website in a lot of the same ways that they use your station, you'll be way ahead. You go to your favorite News/Talk station because you want information or because you want to be entertained by a specific personality that you like. That's what a News/Talk radio station's brand is all about, and I think that extending that kind of brand to the Internet is really a function of leveraging the strengths of what you have on the air to the web."

On the question of streaming or not streaming, Friedman is direct. "I think you have to," he says. "There are now ways to monetize streaming, which has been an obstacle that has kept many stations from doing it. And you'd better be sure that your stream is done well, because if it isn't, you may not get a second chance.

"If people want to listen to your station on their computers, you need to make it possible for them to do so reliably. If they can't hear your station because they're in an office building or for some other reason, and your audio streaming is not reliable, they will simply go somewhere else. Even though, admittedly, the current numbers are small for streaming listening, those numbers are only going to get bigger in the future. And,

as we all know, you can't fight the future."

KEEPING UP WITH YOUR LISTENERS

Komando, who hosts the weekly *Kim Komando Show*, finds it somewhat surprising how many stations are not keeping up with their listeners' growing usage of the Internet and the web when it comes to station websites. "It surprises me how many stations are still just putting up host pictures and station schedules with not much more to draw listeners," she says.

"There is still too much of that 'If we build it, they will come' mentality at a lot of radio stations, from what I have seen. Talk radio is personality-driven, and your website needs to reflect that same sort of dynamic to draw and engage listeners."

On the plus side, Komando says she believes that many station websites are going through a sort of metamorphosis now that they have been up for a few years. "In the beginning they slapped a few host photos up there and made some deals with people to put buttons on their sites that were supposed to generate revenue," she says. "But all of a sudden GMs have started saying, 'Hey, where's all the money?'

"Now many stations are realizing that the key is to get back to their roots and analyze what has made their terrestrial radio stations successful and to try to apply some of those same principles to their websites. Rather than making their website one big infomercial, smart radio stations have learned that the key to success is giving users interactive content they can really use."

BRAND-EXTENSION

Komando is also a proponent of making brand-extension your focus when it comes to your station website. "What I believe stations should be doing today is not just using their sites to rebroadcast what people can already get on the radio, but to extend into cyberspace the kind of brand identity and personality that have made their radio stations successful in the first place," she says.

"Some things I have seen that can help engage the listener are those stations that use their sites to create even more of a bond with their fans. Things that are going to keep listeners coming back to your website are

Continued on Page 43



Andy Friedman



David Radin



Kim Komando

FUTURE STARS: CLASS OF 2001

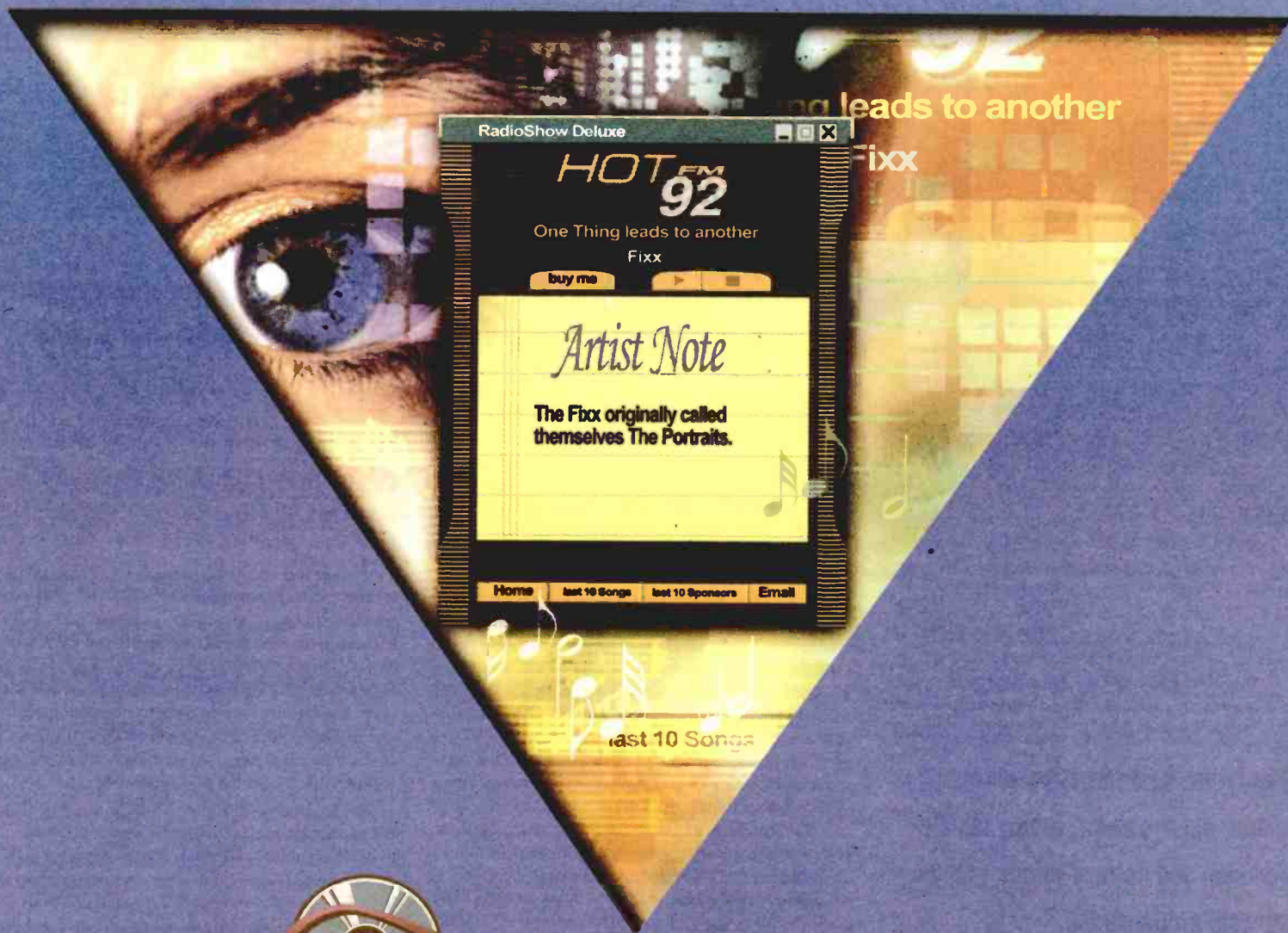


Dave Ramsey:
The Dave Ramsey Show

Syndicated By: Independent

Airs: 2-5pm (ET) Monday-Friday w/ 24/7 refeeds

The Show: "Real people, real problems, real solutions. Where life happens, caller after caller."



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FUTURE TALK 2001

What will Talk radio sound like in the years ahead?

Few will deny that the '90s were Talk radio's watershed decade. The number of stations programming the format grew dramatically during the past 10 years, and Talk has become the most-listened-to radio format in the country.

Although Talk remains a strong ratings force and shows signs of significant growth potential in the years ahead, there is no doubt that new competition and new technologies combined with changing demographics and aging personalities will present the format with a number of challenges to its future success.

With that in mind, I asked a number of the format's resident thinkers to offer their thoughts on how some of those challenges might be met by tomorrow's Talk radio programmers.

MAKE 'EM ALL TALK!

Sabo Media President Walter Sabo related a conversation he had recently with the company's Exec. VP, Harry Valentine. "I told Harry that a cluster-owning client of ours was trying to decide which FM station he should turn to Talk," Sabo recalls. "And Harry replied, 'He should make 'em all Talk!' Of course, he's right. He's right because Talk radio is a stronger business. It is a foreground format,

"The future is in targeting young women, older women, teens, middle-aged men and defined ethnic groups with talk programming."

Walter Sabo

and it does a better job of delivering customers for advertisers — especially retail advertisers."

Sabo says that it's the traditional approach to Talk radio that has been the format's worst enemy. "The problem has been that doing traditional Talk delivered traditional results — 65+ demos," he says. "With the programming strategies that have been developed today, that is not a problem. Talk can deliver the same demos as music with the same precision. The future is in targeting young women, older women, teens, middle-aged men and defined ethnic groups with Talk programming."

Sabo suggests that it is Talk radio programmers who will be responsible for charting the format's future course. "The audience didn't get any memos about how radio should or should not evolve," he says. "Therefore, the programmer with the best knowledge of the needs and interests of the target listener will win."

DIVERSITY WILL WIN

Sabo urges Talk programmers to think the same way that music radio programmers do when looking at their

format options. "During the past 15 years Talk programming has diversified, just as music programming diversified, and that will continue," he says.

"The first true new form, beyond interviews and phone calls, was News. Next came Sports. As far back as 1979 we saw the first talk program that won dominant shares of adults 18-34 in New York City. That program was hosted by Dr. Ruth Westheimer, who was the very first FM Talk star.



Walter Sabo

"In 2001 there are dozens of FM Talk stations across the country aiming at young men, and many of them are actually No. 1 in local billing. The format is so appealing to advertisers that even without dominant shares it is often dominant in billing.

"Examples of this phenomenon are KLSX/Los Angeles and WJFK/Washington. WTKS-FM/Orlando, which applies all the rules of music formatting to Talk, is dominant in both ratings and revenue in its market — No. 1 in both. None of that seemed possible just 10 years ago, when we started

doing it at WKXW-FM (New Jersey 101.5)/Trenton, NJ."

Sabo believes that women are the key to expanding Talk radio's fan base. "Most radio ad money is aimed at 25-54 women," he says. "The next big FM Talk format will be aimed at 30-year-old women. It will deliver the demos of a Hot AC combined with the sales clout of Talk radio's foreground programming, and it will be untouchable in its market.

"TV has already learned the importance of talking to 18-34-year-old women on programs like *The View*, *Jenny Jones* and *Ricki Lake*. And magazines such as *Glamour* and *Mademoiselle* have long grossed \$100 million-plus by providing targeted information to that same audience. Targeting in Talk is as important as targeting in music. The same principles apply, because the measurement of success is identical: unaided recall in an Arbitron diary."

NEW TALK FORMAT ON HORIZON

Packer TalkRadio Consulting President Michael Packer believes there is a new Talk format on the horizon. "Currently there are four types of spoken-word formats: News, News/Talk, Talk and Sports/Talk. But on the horizon there is a new variation of the format emerging that I call 'InfoRadio.'

"Imagine running all your current week-

end specialty programming — i.e., handyman shows, consumer advice, health talk, personal finance, computer shows, etc. — Monday through Sunday, 24/7. Think about all the direct dollars that could be generated by it. Program directors will complement their nationally syndicated shows like *Clark Howard*, *Dr.*

Dean Edell, *Kim Komando* and *The Motley Fool* with their own local specialists to fill out an entire broadcast day."

Packer also thinks that there are changes ahead for some of the mainstream Talk formats that are currently prevalent across the

dial. "First, look for a decrease in the number of pure all-news-all-the-time stations," he predicts. "Because of their typical low TSL, they need huge cume numbers to generate competitive AQH shares. This is a very expensive and labor-intensive format that is hard to support in markets below the top 20.

"Look for a decrease in the number of pure all-news-all-the-time stations. Because of their typical low TSL, they need huge cume numbers to generate competitive AQH shares."

Michael Packer

Packer feels that traditional News/Talkers will see their fair share of changes too. "News/Talk stations that combine morning- and afternoon-drive news and talk with issue-oriented talk shows throughout the rest of the day will begin to see some erosion," he says. "Expect to hear less play-by-play sports and sports talk shows on these stations as they fight to maintain their news image while at the same time keep their talk show listeners from defecting to the new Talk radio stations that will pop up on both the AM and FM bands."

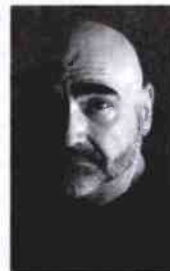
Packer believes that pure Talk formats will flourish in the decade ahead. "Talk radio stations will continue to grow in number and will pull audience from both traditional News/Talkers and music-formatted stations," he says. "Instead of spending their resources on news product or sports, Talk stations will invest their money in finding and developing local superstar talk personalities, many of whom will be discovered working at music stations in their markets. Format content will be dictated by the audience targeted."

As for Sports/Talk, Packer thinks that market may already be becoming saturated. "In the Sports/Talk arena, look for one dominant winner in each market," he predicts. "That will be the station that has a monopoly on local play-by-play rights. By surrounding the games with highly entertaining sports talk hosts, they will become the Sports/Talk stations in their markets that are nearly unbeatable. Other local stations trying



Michael Packer

FUTURE STARS: CLASS OF 2001



Peter Weissbach:
Weissbach: The Quest

Syndicated By:
Jones Broadcast Programming
Airs: 7-10pm (PT) Monday-Friday w/
continuous feeds 6pm-midnight (PT)
The Show: "An exploration of outer
and inner space, piercing the illusion
we are told is reality."



to compete with sports talk shows will simply become 24/7 promos for the competition that has cornered play-by-play."

THE FUTURE LOOKS BRIGHT

Veteran Talk and talent consultant Bill McMahon weighed in with his thoughts on the decade ahead, saying, "Talk is a communication mode, not a format. Thinking of Talk as a format unnecessarily limits the potential of this communication mode for radio programmers. It's like thinking of a collection of television programs containing dialogue as somehow constituting a format. The real focus in format development must be on what is talked about and how it is talked about or presented."

Like Packer, McMahon says we've only tapped into about four kinds of Talk formats to date and that more are out there. "Talk radio has developed just four real formats that utilize the spoken-word communication mode," he says. "They are, talk about sports, talk about news, talk about politics from a conservative perspective and



Bill McMahon

"The real focus in format development must be on what is talked about and how it is talked about or presented."

Bill McMahon

talk about what men discuss in a locker room. Certainly there are many other things that can be talked about successfully on the radio."

McMahon suggests that we have limited our options, which is something we'll need to address to grow the format beyond its present boundaries. "The presentation style currently employed by Talk stations is limited," he says. "Most rely on in-your-face, bombastic, opinionated, high-testosterone hosts. Obviously, this style does not appeal to everyone, and there are, in my opinion, many other possibilities."

McMahon is still bullish on the format's future, however. "The years ahead for programming that utilizes the spoken-word communication mode are bright," he says. "But our growth and success will depend on our ability to explore the nearly limitless subjects to talk about. And we must tap into

"Today in radio we're still locked into a view of content as stuff that is pushed 'at' consumers. Content on the most-used Internet sites continues to be like that of Ebay — interactive content."

Holland Cooke

the full range of styles and personalities with which to present them.

"For inspiration, we need look no further than the magazine industry. Consider the wide variety of subjects written about and the wide range of styles and voices used to present these subjects in magazines. I also think we are seeing hints of new format possibilities from radio programs hosted by Dr. Laura, Clark Howard, Phil Hendrie and Tommy Mischke."

THE TRIBAL TOWN HALL

Geller Media International President Valerie Geller thinks that Talk radio's future lies in its ability to connect people in an increasingly isolated world. "Talk radio will serve the purpose it always has — to open a window on people, ideas and news that



Valerie Geller

the audience cannot get elsewhere," she says. "It will also serve as a connective 'tribal town hall' for people who feel isolated from their 'tribe' in these alienated days of freeways and home offices."

Geller also believes that the format will continue to thrive when it seeks out good stories. "Talk radio will always be about stories," she says, "and it will always be about ideas as it chronicles the changes we face as a society while offering ideas to implement those changes."

"I also believe that it will become a more diverse format overall, and it will go on the Internet in a real and unique way. If you don't believe me, check out Wonderhorse (www.wonderhorse.com), where anybody can be a talk host. But most of all, Talk radio will always need to be fun. And it will always need to be informative and entertaining, otherwise listeners will not have any interest in hanging out with our hosts."

LOOK FOR A 'SHE' NOT A 'HE'

Finally, McVay Media News/Talk specialist Holland Cooke thinks that the state of Talk radio in 2001 is a bit stale. "Right now Talk radio has no Tiger Woods," he suggests. "Nobody is to radio what The Rock is to the WWF. We have no character with the gravitas of Jesse Ventura, no character who is to this decade what Imus was in the early '70s, when he moved from Cleveland to the old WNBC/New York; or Howard Stern,



Holland Cooke

when he was so against the grain by '80s standards; or what Rush Limbaugh was for stations in the early '90s, when most operators had given up AM radio for dead."

Who does Cooke think the future stars of Talk radio will be? "It will be a 'she' not a 'he,'" he predicts. "Someone younger rather than older, and definitely not another 50-year-old white male. And she will be apolitical, not yet another conservative. Look for someone to surface who bears more than a passing resemblance to Annabelle Gurwitch, the gangly, wisecracking, ultra-approachable co-host of TBS' Friday-night *Dinner and a Movie*."

Are there any current personalities whom he feels are most likely to succeed? "Talk America's Rhona, from *Rhona at Night*," says Cooke. "She is clearly the next-

generation Dr. Laura without the castrating anger that Schlessinger now spews. Rhona's a fresh voice offering advice on love, sex and relationships. She is a nonjudgmental character who will remind many listeners of the sister they could confide in, and her listeners are the demo that is sheer gravy to Talk radio: young women whose TSL is late at night."

Cooke doesn't believe, as do some, that Talk radio's next star will come from the Internet. "The Internet's star won't be someone else," he says. "It will be *you*, the user, in the same way that Amazon.com holds up a clearer mirror to you every time you log on. Today in radio we're still locked into a view of content as stuff that is pushed 'at' consumers. Content on the most-used Internet sites continues to be like that of Ebay — *interactive* content."

Cooke sees models on the Internet that are worthy of our attention. "Already the best talk shows are like chat rooms," he says. "Note that many effective talk show hosts today never say goodbye

"Talk radio will serve the purpose it always has — to open a window on people, ideas, and news that the audience cannot get elsewhere."

Valerie Geller

to callers; they only welcome in new callers, as if more and more people were entering the room."

Last, but not least, Cooke recommends a start-up that he says bears watching by the Talk radio industry. "Watch the new Michigan Talk Radio Network," he suggests. "Based in tony Charlevoix, MI, it launched 24/7 long-form programming this past Jan. 1 and is already well-cleared around the state. It's offering free, barter programming that sounds less like it's from somewhere else than other typical syndicated long-form shows. Granted, it might not fly in every state, but Michigan has enough geography, stations, ad dollars, talk talent and topics to make a go of it."

FUTURE STARS: CLASS OF 2001

Neal Boortz:
The Neal Boortz Show

Syndicated By:
Cox Radio Syndication

Airs:
10am-1pm (ET) Monday-Friday
The Show: "The IQ of a near genius, the emotional energy of a 15-year old — an unparalleled mixture in one of radio's greatest hosts."



THE ROLE OF NETWORK NEWS IN THE NEW MEDIA WORLD

Why networks should continue to be an integral part of your station's news team



When one thinks about the Golden Age of radio broadcasting, there's no denying the huge role network news played in shaping that era. CBS, NBC, ABC, Mutual — they all produced legendary news personalities and commentators who became part of the daily lives of Americans who relied on them for news and information from around the country and around the world.

As we enter a new millennium filled with an ever-growing array of media choices, some might say that networks are old news in the year 2001. But a distinguished panel of network radio news executives makes a compelling case that, in a world driven by the need for accurate news and information 24/7, having the right network news team on your side may be more important than ever before.

NAGLER ON NETWORKS

Longtime News radio veteran Harvey Nagler is VP/ CBS Radio News. Nagler is never one to shy away

"No credible News or Talk station can rely on the Internet as any kind of major source for news information."

Harvey Nagler

from strong opinions when it comes to the news business. Asked to comment on the possibility that the Internet could be a primary source of news for a station, he is typically blunt: "As a listener, I wouldn't be too sure how reliable that station's news will be.

"Let's face it, the wonder of the Internet is that anybody can put information out there on it, but the question is always going to be, just how credible is that information? No credible News or Talk station can rely on the Internet as any kind of major source for news information."

When asked how he would answer the question, "Why does a station need a news network in the year 2001?" Nagler again didn't hesitate: "The five weeks following election 2000 give you a perfect example of why you need a news network. The fall numbers for News and Talk stations speak volumes about how important a story like that is to the population as a whole. Only by association with a major network can your station have access to all the information, resources and stories that come out of an event like that.

"Today, when many local news staffs have been severely impacted by budget cuts, they are simply not in a position to have their people in Tallahassee, Austin, Palm Beach, Washing-



Harvey Nagler

ton and a myriad of other places. Network radio had two, three or even more correspondents in each of those locations.

"Network radio today is not just in the business of supplying newscasts. We also offer stations one-on-one talks between our network correspondents on the scene and the people making the news. It's the services beyond the regular newscasts that are an extraordinarily important reason for stations to associate with a major network news provider.

Nagler believes that networks are still a station's best source for information when big news breaks. "Clearly, one of the best and main reasons for a station to affiliate with a network is for

crisis coverage," he says. "When a major story breaks, you need to know that you have a network on your team that has the resources and the people to cover that story for you. Crisis coverage is probably the No. 1 reason that every radio station should have a news network."

In Nagler's book the name of the game in network radio is resources. "The main reason to affiliate with any network is because it has the resources to make your station's news product sound better," he says. "If we can't do that, there's no reason to affiliate.

"In the case of CBS, through Viacom we own a major News radio station in every single one of the top-10 markets. What does that mean to an affiliated station? It means that when stories break in those markets, we have local reporters on the scene who can cover that story for you 24/7. I don't believe that there is any other network that can make that claim."

THE ABC'S OF NETWORK NEWS

Next, ABC News Radio VP Chris Berry offers his take on the Internet vs. networks as a news source in today's media world. While he certainly has his concerns about accuracy and credibility issues, he also suggests

that the Internet is not nearly as efficient as networks when it comes to news-gathering efforts.

"Probably the primary reason a station would want to get its news from a network vs. the Internet is because the Internet is so much slower," he suggests. "Network news organizations and, to some extent, local newsrooms have learned that the telephone has really become the world's most

portable microphone. The fact that we can reach out wherever news is happening and put someone on the air live from the scene is a very compelling reason to have a network as part of your newsroom arsenal.

"Being able to take your listeners directly to the scene of breaking news anywhere in the world is a very compelling tool. The Internet is not nearly as timely and quick at bringing breaking news to listeners. That is a tremendous advantage that news networks have over any other medium."

Berry also says that the telephone advantage has actually been increased by the expansion of cellular technology. "Take, for example, when Chinese troops moved into Tienemen Square, or when the Berlin Wall fell," he says. "To be able to take your station's listeners right to the middle of those kinds of stories and talk to people involved about what is going on live, as it's happening, is an extraordinary thing.

"While I would not negate the Internet as a research tool, local newsrooms have to remember that when it comes to being there on the scene when breaking news is happening, network News radio is hard to beat."

A SERIOUS COMMITMENT

As we have reached the year 2001, have the questions that a station should ask when looking to find the right network news partner changed? "Yes, I think they have," says Berry. "Technology is moving at such a pace that local stations have found that much of the cutting-edge technology that was once available only at the network level is now available to them too.

"But if a station wants to have a serious commitment to offering credible news product, it needs to look for several things from its network. First, you need a network that can respond quickly with global resources that can reach into any location anywhere in the country or around the world when news is breaking.

"You also need a network that is committed to developing niche-oriented products that fit your radio station's style and product as opposed to simply taking

Continued on Page 40



Chris Berry



Robert Garcia

FUTURE STARS: CLASS OF 2001

Rhona Raskin: Rhona at Night

Syndicated By:
Talk America Radio Networks

Airs: 8pm-midnight (PT) Monday-Friday
and 8-11pm (PT) Sunday

The Show: "Forget the flowers and fluff, Registered Clinical Counselor Rhona Raskin brings love and sex into the real world with straight talk and honest advice."

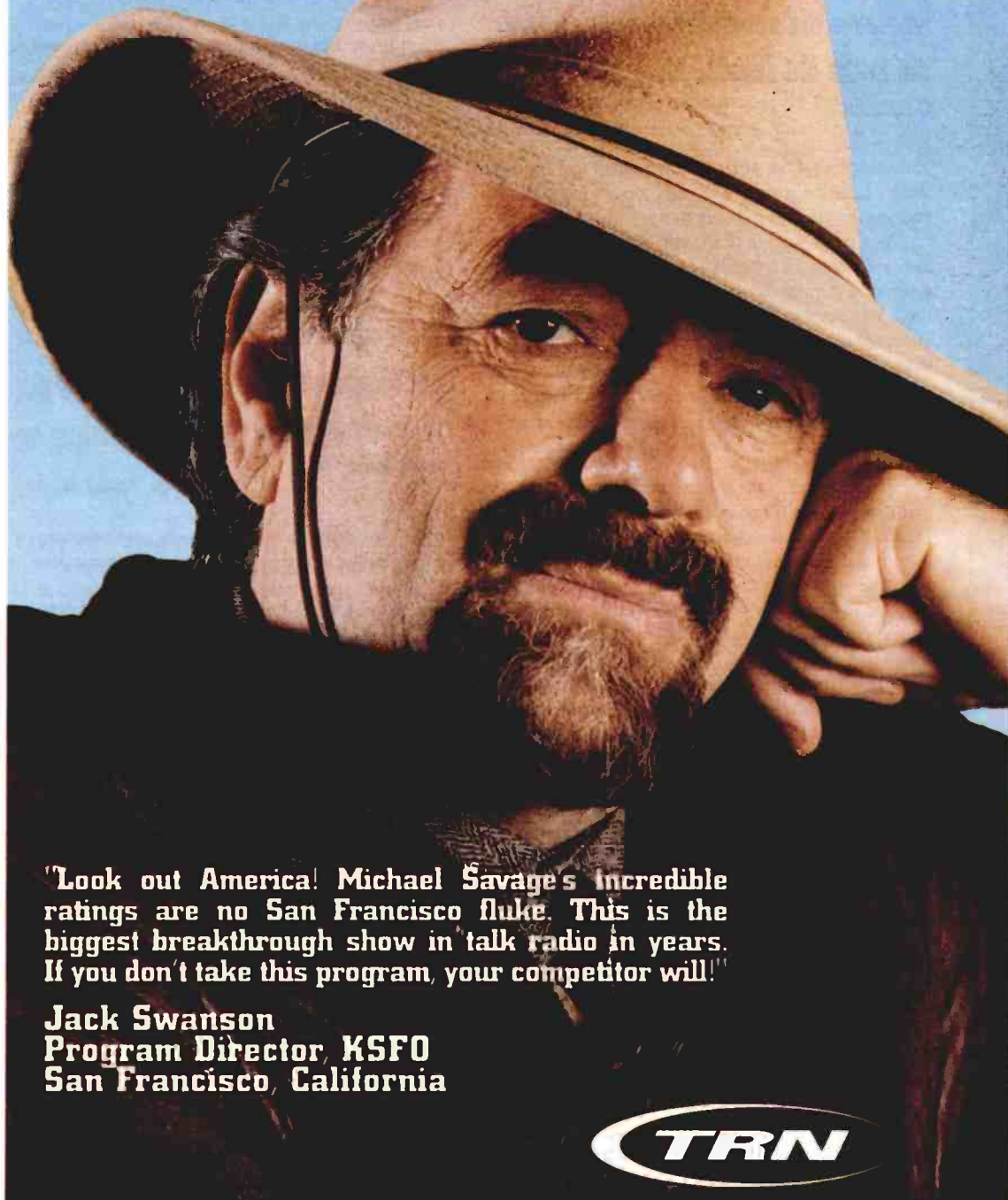


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Program Director, KSFO
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WAPI AM 1070
BIRMINGHAM

KKOH AM 780
RENO

WGTK AM 970
LOUISVILLE

KXL AM 750
PORTLAND

KGA AM 1510
SPOKANE

WNTM AM 710
MOBILE

KBOJ AM 670
BOISE

KMJ AM 580
FRESNO

WQBE AM 950
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WGOW AM 1150
CHATTANOOGA

WAIM AM 1230
GREENVILLE

KHFS AM 1650
FORT SMITH

WWBA AM 1040
TAMPA - ST. PETERSBURG

THE ROLE OF NETWORK NEWS IN THE NEW MEDIA WORLD

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whatever the network gives you, as we did in the old days.

"And it's very important that your news network

AP: NOT JUST A WIRE SERVICE ANYMORE

Thomas Callahan is GM/Radio Division for the Associated Press. While AP is unquestionably one of the industry's oldest news organizations, Callahan wants you to know that the company isn't the same old wire service anymore.



Thomas Callahan

"AP Radio today is much different from the AP Radio of even a few years ago," he says. "We are proactively involved with all of our members, showing them ways in which they can generate new revenues from AP content. We don't view ourselves as an operational cost to a station. On the contrary, we'd like to think that we can be a revenue-stream generator for stations that understand the value of the products that we offer.

"AP is unique in that we are a not-for-profit cooperative. As a result, we serve all of our members equally. We believe that the healthier your station is when it comes to generating revenues, the better it is for you and for AP."

In the new media world of 2001 the idea of AP being an old-fashioned "wire service" is about as outdated as vinyl records. "Not only can we deliver just about any type of news service to your radio station via dish, the Internet or other methods," says Callahan, "the sheer amount of our content and the level of service we can offer you has increased dramatically in the past few years.

"Along with international and national news, we also offer a detailed business news service to members. But it's our state and regional news that is the hidden jewel of our service. We now have 145 bureaus throughout the United States, and we are constantly sending and receiving local, regional, national and state news from all of our members. That is something that your station cannot get from a traditional network relationship."

NEW PRODUCTS

As the new millennium begins, Callahan says that AP is on the leading edge of Internet technologies for radio, citing two major products for broadcasters. "The Wire is a fully produced text, video and photo service that offers stations a completely produced website with all sorts of information, including news, entertainment, business and sports," he says.

"AP Online is our fully produced text service, delivered in a format that allows stations to customize their own websites using AP content. All AP members can use the on-air text service on their website at no charge by simply signing an agreement with us.

"More and more stations are learning that AP is a tremendous resource that they already have that can be used to provide customized, format-relevant content to their websites. It's another way that we are showing our members how AP products can be even more valuable to their overall efforts, both on the air and on the 'Net.'"

is a 24/7 service. News happens all the time, and you need to be confident that when it does, your station's network can instantly bring your listeners up to the minute on the details of the story."

Berry's best argument for affiliating with a news network in today's information-hungry world? "Being able to deliver the story *now*," he says. "If you are the News/

"You need a network that is committed to developing niche-oriented products that fit your radio station's style and product as opposed to simply taking whatever the network gives you, as we did in the old days."

Chris Berry

Talk station that has made a commitment to your community to be the station of record for news in your town, you need an alliance with a network.

"You never want to be the only station that isn't able to cover a story like the Oklahoma City bombing or the death of a president or war breaking out in the Middle East. You need to be able to cover it credibly, reliably and quickly. And you simply cannot do that adequately today without the resources of a worldwide network news organization."

CNN LOOKS TO THE FUTURE

CNN Radio News VP Robert Garcia sees a whole new world ahead in the relationship between networks and their radio affiliates. "Ironically, as the Internet is breaking some of the old rules when it comes to news, networks are moving into the Internet space in a huge way," he says. "For example, CNN is set to begin offering virtually all of our products — with the exception of our newscasts — via MP3 files from a password-protected website.

"No longer will stations need to wait around for the old-style network feed at seven after the hour or whenever. They'll be able to get the information they need whenever they want it, at their leisure, via the Internet. It's a technology that makes so much sense as a distribution vehicle for many of the things that we do.

"The Internet is going to become an additional weapon in the arsenal of radio networks in the future, and I'm pleased to report that CNN Radio News is leading the industry in this groundbreaking area."

Perhaps no other network is better poised on the threshold of the new media's future than CNN Radio, owing to the recent megamerger between AOL and Time Warner (the parent company of the network). Garcia is obviously enthused by the possibilities that it presents, saying, "It is going to be a very aggressive company with regard to the development of new technologies, new platforms and new delivery systems.



"Although right now there is not yet a lot of use of wireless audio platforms in the U.S., there will be in the very near future. And AOL is a company that is very aggressive in that regard. That will be just one of the many benefits that CNN Radio will gain from this very important merger."

CREDIBILITY COUNTS

Garcia also thinks that today's News/Talkers use networks differently than they may have in the past and that CNN has recognized that. "The whole network landscape has changed," he says. "Stations are much less devoted to the signature network newscast. Stations are opting for more local newscasts and depending less on network newscasts.

"That's forced network radio to diversify our services and programming to target what I see as a huge trend toward customization. And that is an area where we, at CNN, have dedicated a tremendous amount of our resources and thinking."

But Garcia says that in spite of the new trends toward individualized and customized services, the traditional network can still play a big role at your station. "You still cannot underestimate the value of having the credibility of a network brand when it comes to breaking news," he says. "There is still a tremendous value to stations to be able

"The Internet is going to become an additional weapon in the arsenal of radio networks in the future."

Robert Garcia

to offer listeners a one- or two-minute breaking-news bulletin with a branded news name like CNN.

"What you need to look for in a network today is one that can offer you a myriad of services so that you may put together the components you really need to make your station sound better. And when it comes to offering services and elements that most stations simply cannot do on their own, news networks are more viable today than ever."

FUTURE STARS: CLASS OF 2001



Michael Savage:
The Savage Nation

Syndicated By: Talk Radio Network
Airs: 4-7pm (PT) Monday-Friday

The Show: "Eclectic is an understatement. Savage's unique and entertaining show spans everything from improv-style comedy to gut-wrenching high drama."



WHY MARKETING STILL MATTERS

Real-world advice for marketing pros in today's cost-conscious industry



In radio's post-deregulation world just about every department and every person who works at your radio station has experienced changes in the way they do their job every day. And few have witnessed more change than those charged with the marketing and promotion efforts of a radio station in the year 2001.

In fact, many radio marketing and promotion people have seen their duties expanded from overseeing one or two stations in the market to responsibility for a growing cluster of multiformatted outlets. And while some marketing and promotion people are actually degreed marketing professionals, more often than not radio stations have grown their own people from the ranks of former promotion assistants who began their broadcast careers hanging banners and setting up the remote booth at station promotions.

Frank Murtagh, President of Murtagh Media and Marketing, is one of those up-through-the-ranks kind of guys. The Boston native began his career as Promotions Director at hometown hit radio station WHTT-FM (now WODS) before moving over to News/Talk promotion at Boston's WBZ Radio and TV in 1987.

From there he segued to crosstown Talk trio WRKO/WHDH/WEEI to take over the stations' mar-

"When it comes to effective marketing, it's never a good idea to put all your eggs in any one basket, no matter how good that basket might seem to be."

keting and promotions. It was there that Murtagh really established his reputation for an aggressive and creative style of marketing and promotions, along with community involvement, public relations and event marketing.

Two years ago Murtagh struck out on his own to form a consultancy dedicated to providing experienced help to clients in maximizing their marketing, promotion, PR and event efforts. To that end he has worked with a broad cross-section of both broadcast and nonbroadcast clients both domestically and internationally.

When I called to ask him if he thought marketing still matters in the new radio world, the always-colorful Murtagh had more than a few words to say in reply.

R&R: *Is it fair to say that you are not a school-trained, but rather a "street trained" marketer?*

FM: I started out as a street-trained marketer, but fairly early in my career I embraced an opportunity that was given to me to learn about marketing from a more traditional perspective. When I worked for Westinghouse, they would literally drag some of us promotions directors from radio into corporate marketing meetings. A lot of people there were used to their jobs being primarily about hanging banners and being sure everybody in the station signed off on the new logo before it went to the printer, and they weren't too interested in what was going on at these meetings. But I saw

them as an opportunity to learn more about marketing from a big company whose marketing efforts were about much more than just radio. It made me want to learn more on my own about the way great companies marketed themselves, not just how radio stations looked at marketing.

R&R: *What else did you learn about marketing from that experience?*

FM: While I was studying how companies like Federal Express approach their marketing, I was also studying the marketing methods of candidates running for office. It occurred to me that marketing radio had a lot in common with political-campaign marketing. You've got to not only get people to know who you are, you also have to convince them to actively go out there and vote for you.

It's not like selling a can of soup off the shelf — that's relatively simple. You can tell how well your marketing is working by how many cans of soup have moved off of the shelf. But in radio you've got to literally get out the vote for your station, because the way radio judges how well its marketing efforts are doing is usually by Arbitron results.

R&R: *Have you found that News/Talk stations are too often underbudgeted when it comes to marketing dollars?*

FM: I don't think I've ever had the luxury of a big marketing and promotion budget anywhere I have worked. And in today's consolidated environment — more than ever — much of the marketing budgets for AM stations are sucked up by the FMs in your cluster.

Like it or not, there are a lot of companies and products spending a lot of marketing dollars to get the attention of the same people you want to listen to your radio station. Radio people need to remember that you still have to pay if you want to play, and that's true today more than ever.

All too often the plans for spending whatever dollars a News/Talk station does get for a marketing campaign are made by the GM and PD without any real plan as to what they want to accomplish by spending that money. Already-limited dollars are spread even thinner because decisions are made to spend this amount on TV and that amount on billboards, etc., without first considering what the best way to spend those dollars might be. You really have to think like a marketing guy, and that often means not thinking like a typical radio guy.

R&R: *Tell me what you mean by that.*

FM: The typical radio guy says, "Oh, we can't just promote one daypart or one talent, because the other ones will all get mad," or, "We can't just promote traffic, because we're a News station." You can't simply create a product in a vacuum and then go out and spend marketing dollars to tell people to tune in and buy it. You first need to find out what the audience wants and needs and then effectively market to the audience that you are the station that can fill that need for them. After you get them to use your station

for what they need, then you can tell them about the rest of your product.

R&R: *What do you see as some of the new challenges to effective marketing in today's environment?*

FM: You have the same competitive landscape that you had before, but the big change is that now you have to make your marketing decisions while being cognizant of the effect those decisions could have on other stations in your group. You don't want to cannibalize one of your own, so to speak. Previously, News/Talkers might have had to look out for their co-owned FM, but most of the time it was a Rocker or CHR that didn't really affect your station all that much.

But today, let's say you're an FM Talker targeting young males and females, and the company has three or four other FMs targeting the same group right in your own building. The big challenge for marketers today is to learn how to work within your

group to identify common ground between co-owned stations that can benefit from marketing targeted at peeling away listeners from other companies' stations.

R&R: *Most stations have long used one person as the "marketing and promotions" director. Is that still efficient in today's environment?*

FM: In my opinion, marketing and promotions are totally different jobs. In the business world outside of radio most companies realize that promotions is really an offshoot of marketing, as is PR. Marketing people are the ones who need to figure out who we're going after, where they are, how we're going to get them and how much it is going to cost to do that. Marketing is the science of how to get customers. Promotion is more of a consequence of your marketing plan. It's really more a job of executing the plan as opposed to conceptualizing the plan. Ideally, there should be separate people handling those jobs at your radio station.

R&R: *Can you still come up through the promotion ranks the way you did?*

FM: Sure. A lot of good marketing people still start at the street promotions level. They're the ones on the front lines who most often come face to face with your customers, so promotions can still be a great training

Continued on Page 44



Frank Murtagh

FUTURE STARS: CLASS OF 2001



Mitch Albom:
The Mitch Albom Show

Syndicated By: ABC Radio Today

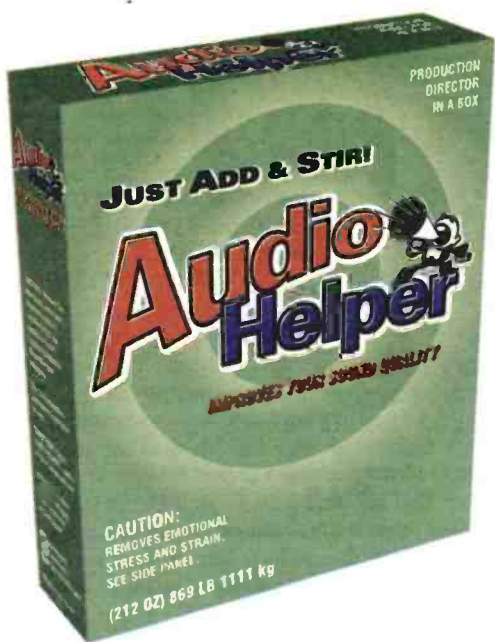
Airs: 3-5pm (ET) Monday-Friday

The Show:
"Where *Nightline* meets *Leno*."



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DISCONNECTED AMERICA

Continued from Page 24

Andrew in South Florida people actually put up new TV antennas before they'd even repaired their roofs.

"There's just no way to ignore how much television has become a part of our lives. But since we've not done a very good job of teaching our children how to interpret the visual and perceptual language of television and advertising, we have kids who grow up believing that all the things that happen on TV happen in real life."

While television gets the bulk of Shane's criticism, he says radio — specifically Talk radio — plays its part in the disconnect effect too. "One of the things we should take a look at is what I call the 'bumper-sticker mentality' on Talk radio," he says.

"Because of the nature of the business, talk show hosts need to generate attention and trigger a response. They'll pull the bumper-sticker 'trigger,' because the idea is to say something outrageous or something that people can understand quickly in order to generate a response. If the listener only gets that bumper-sticker trigger from you, he or she generally has a bumper-sticker kind of response."

And that's where Shane says Talk radio contributes to the disconnect effect. "Our discussions on Talk radio are too often about slogans and not issues," he says. "Sooner or later people begin to believe that the slogans are all there is to know about the issue, so they formulate a reaction rather than an opinion based on a study of the facts."

"No talk show listener is ever going to want to study every single bit of information on an issue, but I think we really do need to be sure that the few pieces of information they get from us have come from the right place."

Shane's warnings also include the new media world of the Internet. "It's so easy to have a piece of fraudulent information widely transmitted over the Internet in mere moments," he says. "The Internet, in and of itself, is not bad, but the instant replication of the wrong information is. Just think about how many e-mails you receive or how many stories you can find on the Internet that simply are not true."

INFORMATION ANXIETY

Shane says the pervasiveness of media has caused what he calls "information anxiety." "There's only so much attention that any of us has to give," he suggests. "Attention is a finite commodity — we all have just so much of it. But information — or data, as I sometimes call it in the book, because we all get a lot of data every day that has no real informational quality — is never-ending in today's world. It is multiplying so fast that most people are completely overwhelmed by it."

"And when people can't get through the mounds of paper that comes through their lives and the 25 new e-mails that they have every time they check, they begin to become anxious. They start to feel true anxiety, because they feel that things are either speeding up or piling up on them."

Shane says the evolution of the 24-hour news cycle has contributed a lot to our information anxiety. "Because of the 24/7 news cycle, people think that there's a lot more information out there than there really is," he says. "But there isn't any more information just because we have more time devoted to news. It's mostly just repetition of information that has already been delivered."

"Again, this contributes to the disconnect effect, because information overload causes people anxiety, and

anxiety causes stress. The more you're stressed out, the more you disconnect. You begin to react toward your fellow man in a different way; you don't want to see and speak to him as much anymore. You don't want to deal with him, because he's just going to bring you more stuff. So we either begin to get into our own cocoons or we go find some community that is uniquely our own and that is disassociated from other communities."

NOT WITHOUT HOPE

While his book sometimes seems a bit pessimistic, Shane is adamant that he is not without hope for the future. "I do believe that while there is a darkness to *Disconnected America*, there is also hope," he says. "It's fair to say that the genie is out of the bottle, so to speak. Right now there are probably hundreds of kids working on things in their garages that are going to blow our minds in a few years. We can't stop the progress of technology, but we have to stop using technology as a second god. We can't respond to it simply because it's there."

Shane suggests that we could all benefit from some simple perspective. "We need to learn to better balance our technology with real life," he says. "There's so much that we get from our technology every day that we don't really need, yet we have created a need for it out of our own desire, greed and the need to always be entertained by something new."

"I certainly would never wish to see technology stop, because it has done many wonderful things for all of our lives, but I do hate to see us either mesmerized by it — which I think we are — or paralyzed by it, which I truly think we could become."

ticles or opinion pieces to help them learn about the research a host has done on a subject that he or she cannot possibly have time to share with them on the air."

SET YOUR PRIORITIES

Radio-station management that sees one dot-com company after another closing their doors and little or no revenue coming from their station website might be tempted to think that the whole idea of devoting resources to this new medium is premature. "It is safe to say that we are out of the sizzle phase of the Internet and into the steak phase," says Radin. "It's still important, and it's still growing."

"We in the media have focused on those many web entrepreneurs who have fallen by the wayside because they were funded on dreams, but they are really only a small percentage of the real companies out there on the 'Net.'"

"The users are still there, and the aggregate spending is still there. The use of the Internet by everyday people is continuing to grow and influence more and more of our everyday lives. It may not seem as amazing to those of us who are in the media reporting on it every day, but that is because it is quietly and steadily becoming more and more integrated into people's daily lives."

"We need to keep it in perspective. It's not that things are all that bad in the cyberworld today, it's just that they are not quite as good as we were led to expect they would be. We are experiencing a lull that was inevitable as the market returns to a sense of reality, but this is not the time to consider cutting back on your station's web efforts. Rather, it is a time to refocus on what the real priorities for your site should be."

BUILD YOUR CYBER-BRAND

Continued from Page 34

really more about how you market it to them and how you show listeners the value of going to your website and not in the technical bells and whistles that you add to it."

So what's the case to make to management, which is looking to curb expenses, for increasing the development of your station website? "In the beginning many people were promising radio untold riches from the Internet through revenue-sharing agreements, etc.," says Komando. "For most stations, that has not happened, and today's station managers can only fight so many fires on so many fronts at one time."

"Should your website be the focus of a lot of your resources, time and energy? Probably not. But you need to understand what it is going to take for your station to have a website that will satisfy your users. The most important thing is to have a long-term plan and strategy in place and to understand that this is something you are getting into for the long haul, not just a short-term pay-off."

HAVE A CLEAR FOCUS

Radin, who is President of the Internet Insider Radio Network, as well as host of the weekly *Internet Insider* radio show, is a guy who came into radio through the back door. "I had an Internet consulting business back

in 1994 and was doing a presentation for KDKA/Pittsburgh," he recalls. "While I didn't necessarily sell them on the value of the Internet at that particular point in time, they did call on me to be a guest on several talk shows to discuss this growing medium. After I appeared on a number of different shows on the station, they ended up offering me my own weekly show, which is now syndicated."

Radin suggests that one of the most important things to remember is that the terms "web" and "Internet" are not interchangeable. "It's easy to get into the trap of believing that the Internet is the World Wide Web and vice versa," he says. "Probably 80% of the population and 99% of radio people think that is the case. If you do that, you are really shorting yourself. If you think of the terms as synonymous, you lose out on a huge amount of the power of the 'Net.'"

Like our other panelists, Radin suggests that radio stations need to have a much clearer focus on what it is they want to accomplish with regard to their websites. "From a programming standpoint, stations can use the web as a wonderful supplement," he says. "It's a way to extend the relationship between listeners and your radio station."

"For example, when your hosts express an opinion on the air, chances are they have come to that from research or reading they have done on the subject. Your website offers a perfect platform from which to share that information with listeners. It's a way they can also read ar-

WHY MARKETING STILL MATTERS

Continued from Page 41

ground for marketing people. I tell clients to look for people who come from political campaigns as potential promotion people. They're used to being tuned in to what has the public's attention and getting their candidate's face and name into the middle of the editorial fabric of what's happening that will be on the news that day. They're street fighters who need to be cunning and creative.

R&R: *But as more and more radio companies begin to look like traditional corporate entities, isn't the day of the degreed marketing professional for radio at hand?*

FM: Even with all the changes, radio is still a unique product to market. There's nothing wrong with having a schooled marketing background, but if you can find someone who combines that with good street sense and who has that intangible radio-in-their-blood thing going on, you have a marketing winner for your station. When you get in a room with someone who has radio in their blood, you know it. It's a unique energy; and when you find someone who has it and a sense of marketing, too, you have found a winning combination of skills for a marketing director.

R&R: *Aside from political-campaign people, where else do you look for marketing and promotions people today?*

FM: I've also found that public-service agencies are often a good place to look for people. They're usually responsible for advertising, PR, marketing and promotions with no staff and no budget. Their job is to go out and

get things for free. They have experience at staging event promotions and usually know who to call at every TV station and newspaper in town. They're usually overworked and generally not paid very well. It's a similar background

"When you get in a room with someone who has radio in their blood, you know it. It's a unique energy; and when you find someone who has it and a sense of marketing, too, you have found a winning combination of skills for a marketing director."

to what you get from working in radio promotions, so those people often work out well, if they have an interest in radio.

R&R: *Many have suggested that the real key to marketing in News/Talk is to focus your efforts on advertising and promoting the station's talents. Would you agree?*

FM: It is very important that you not forget to pro-

mote your radio station while you're promoting the talent. If you have a star on your station, and you decide that he or she is the horse you are going to run with, that's fine. But don't just promote the horse. Your talent must also be a conduit for promoting your radio station. When you spend all of your dollars promoting just the talents, listeners will often remember them, but not your station. The talent is the lure for a Talk station, and it's important to promote them. But you need to also remember that your job is to make sure that people who love that host know what station he or she can be found on.

R&R: *Finally, what method of marketing would you urge any station to do in today's new media world?*

FM: E-mail. It's a very viable and affordable way to communicate with both your audience and potential audience in today's world. Use your station's website as a place to sign them up, then communicate with them regularly and appropriately. But don't kill them with too much b.s.; rather, focus your messages on really cool station info, promotions, special offers and ways they can personally communicate with their favorite hosts.

As more and more people get wired, e-mail marketing can be a very effective marketing tool. However, as good a tool as e-mail can be, it's important to always keep in mind the percentage of your listeners who are not wired. You still need to use other marketing tools and methods to reach them too. When it comes to effective marketing, it's never a good idea to put all your eggs in any one basket, no matter how good that basket might seem to be.

BREAKING TRADITIONAL RULES

Continued from Page 33

funny on *Saturday Night Live*, but he's even funnier on HBO. Because satellite radio is subscriber-focused, it opens up new content parameters."

Asked if that means Sirius' Talk channels will also be more risqué than terrestrial radio, Sofko is quick to repeat her now-famous line, first uttered last year during an NAB Radio Show panel session: "How much risqué are you looking for?"

"We are subscriber-based and car-focused, and we are driver-safety-sensitive, so we don't want anyone having an accident," she adds with a chuckle. "If surveys show that's what subscribers want, we can do that. We can do anything that conventional radio can do, and then some."

Sofko notes that there will be plenty of family oriented programming too.

When it comes to revealing who is in the Sirius stable of stars, Sofko isn't ready to provide a traditional list, but she does note that actors Lou Diamond Phillips and Tony Danza have had leading parts in already-recorded *Sei-Fi Theater* performances.

There is no fear like fear of the unknown, and there has been plenty of speculation about the potential impact of satellite broadcasting on terrestrial radio. But Cooke isn't worried for either side. "I believe there's room for terrestrial and satellite radio to coexist peacefully and profitably," he says. "Just as the proliferation of cable TV channels did not destroy the network and broadcast TV business, neither will satellite Talk radio kill conventional Talk radio."

"And it doesn't need to. The business model for satellite radio works great at subscriber levels well below those that would kill terrestrial radio as we know it. Natu-

rally, as satellite subscriber levels begin to reach certain critical-mass points, listening levels to terrestrial radio will be impacted negatively. But there will always be room left for local radio, with its local perspectives, traffic and news."

HOW TO JOIN

How can a current talk star or a budding host interested in the new world of satellite radio grab Sirius' attention and be considered for a spot? "When it comes to IN Radio's channels on Sirius," Cooke advises, "be different. Be bold. Don't be afraid to go where no conventional talk show host or show has gone before."

Cooke says he and PD Paul Wells are scouting for talent now. Send tapes and resumes to Dave Cooke, IN Radio, 1500 Sansome St., San Francisco, CA 94111.

Acknowledgments

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LARRY LUJACK: THE REST OF THE STORY

One hundred cigarettes, a gallon of coffee and 12-hour days

In the last installment of our adventure with Larry Lujack (2/2), our hero had just arrived in Chicago. It was 1967, and WCFL PD Ken Draper had just hired him away from WMEX/Boston to do overnights.

Lujack's feelings about Boston aren't generous. "I hated Boston," he says, "so I was only there for four months and then went to 'CFL.'"

THE STORY SO FAR

OK. Let's review. In his first five years in radio Lujack had had six jobs and been fired from four. After that, very discouraged, he returned to KRPL/Moscow, ID and enrolled at the University of Idaho to study forestry. In the fall of 1963 he decided to quit the business.

"My parents thought radio was stupid," says Lujack. They encouraged his college plans, but then he heard a rumor about an opening at KJR/Seattle, applied and, to his surprise, got the job.

So, giving up his dream of being a forest ranger, Lujack U-Hauled to Seattle, where he had to rework his on-air approach, if for no other reason than that Dick Curtis, whom Lujack had worshiped and copied, worked at KJR too. "I came to the realization that it was far easier to just be myself on the air," Lujack says.

Three years later Lujack was in Chicago, at WCFL. "This was the age of the super Boss Jock approach," says former WLS talent Scotty Brink. "We were fast-paced and tightly produced, but Larry pretty much abandoned all that stuff. He was sloppy in a lot of ways, and he really stood out as a result of it."

Lujack says that Brink's observation is very perceptive and confirms that kicking trash cans on the air wasn't out of the question. He also says that he'd only been at WCFL for four months when he got a call from across town offering afternoon drive and more money. "I went to WLS when I was 27," he says.

YOUNG MAN ON THE MOVE

It's a jock meeting at WLS, where the important stuff is getting said for Chicago. Gene Taylor's the manager. Young Mr. Lujack is in a room full of Rock radio legends: Art Roberts, Clark Weber and Ron Riley, to mention but a few — and Taylor says,



Larry Lujack

"Larry's doing it the way I'd like the radio station to sound, and I'd like the rest of you to listen and get closer to that sound."

It was at WLS that Lujack started "The Crank Letter of the Day," which eventually evolved into "The Clunk Letter of the Day." "I changed the name because a lot of the letters were really stupid," Lujack says. Still, some of his other listeners weren't: David Letterman at Ball University and one Jeff Christy (a.k.a. Rush Limbaugh) would both rise early to check out the Big 89.

In 1971 Lujack called John Rook the "greatest program director of our time or any other time." There was mutual admiration, and when Rook returned to Chicago the next year to take over WCFL, Lujack got a call.

"I had it so good at WLS that I was a little leery about leaving, so I threw them what I thought was an outrageous proposal for that time. It was basically a five-year no-cut deal for 100K a year [\$408,000 a year in 2001 dollars]," Lujack, of course, acknowledges that radio salaries have grown since then. "Some of the contracts I read about today amaze me," he says. "But, for that time, I don't think anything like that existed."

In 1972 Lujack returned to WCFL and stayed for four years. "Initially, it worked out great," he says. "We beat WLS, and that had never been done." But then, about three years into Lujack's deal, WCFL gave up the fight and went Beautiful Music.

Lujack, however, had a no-cut deal, and he also had Marty Greenberg, GM of WLS, on his side. "WCFL had changed formats, and Larry was required to announce beautiful music," says Greenberg. He sensed there might be an opportunity to get Lujack back to WLS. What happened next was unprecedented.

"I called Lew Witz to ask for permission to talk to Larry, and Lew said to me, 'Marty, not only will I let you talk to him, but I'll pay for part of it,'" Greenberg says. A deal was structured to bring Lujack back to WLS, and, for the remaining time on the contract, WCFL paid half of Lujack's WLS salary. Greenberg remembers that ABC's legal department in New York couldn't believe the stations had negotiated that kind of deal.

HE'S BACK

Lujack came to work at three or four in the

morning to prep. He'd smoke a hundred cigarettes, down a gallon of coffee, do his four hours, take a walk and then come back and listen to an aircheck of the show. "This is a guy who worked very hard at what he did," says Greenberg.

"He came in early because he was cheap and wanted to park on Lower Wacker," jokes John Gehron. Gehron, an Infinity VP based in Chicago, was PD of WLS when Lujack returned, and he remembers it well. "WLS was a very unique radio station, and I always tried to make sure the format didn't get in the way of what the talent did best," Gehron explains. He says this allowed Lujack to be who he was, "cynical, creative and loose," and remembers, "His punch lines came out of left field and were generally something you didn't even think of."

Which brings us to "Animal Stories" and the notorious ant eater story.

"Anteater tongues are incredibly fast, so off the top of my head I made this comment: 'I'll bet a lot of housewives would like to have an anteater around,'" Lujack recalls. Tommy Edwards was Lujack's "Animal Stories" sidekick, and when he started laughing, Lujack realized that what Edwards was thinking wasn't what he'd intended. "It suddenly came to me what he was laughing about, and I burst into hysterical laughter and started falling on the floor," he recalls.

Edwards, who today is PD of KCBS-FM/Los Angeles, says Lujack "just makes me laugh. His mind is so unusual."

"I was on the air what I was off the air," says Lujack, "and listeners can sense that." Indeed. Anonymous listeners recall Lujack opening the mike and saying things like, "We'll be doing a show in Fargo, ND Saturday night, and if Larry Lujack can fly across the frozen tundra to go there, you clowns in Fargo better turn out to see me."

And, of course, they did.

Larry Lujack — Superjock — is, as Marty Greenberg puts it, "worthy of recognition and a nice guy."

"Few people know the teddy bear he really is," he continues.

P.S.: Uncle Lar, enjoy those New Mexico sunsets.

Bob Shannon writes, voices, produces and consults from his Bainbridge Island, WA-based business, bobshannonworks. Shannon, who continues to consult his former employer, TM Century, can be reached at bob@shannonworks.com.

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Kordus Sues SBS Over KLAX Ax

Former KLAX/Los Angeles GM Marie Kordus has sued KLAX parent Spanish Broadcasting System over her October 2000 dismissal, claiming that she was terminated because she is not Hispanic. Kordus filed suit March 3 in L.A. Superior Court. According to online entertainment magazine Inside.com, Kordus says she was treated differently following her promotion from GSM in May 2000 and believes that her authority was undermined by SBS executives on several occasions. Kordus alleges that she was told by SBS Western Division VP Chuck Brooks, who runs the company's Dallas stations, that WLEY/Chicago — which offered a playlist similar to KLAX's — was successful because the GM and PD were Hispanic. She further claims that she was offered two months' severance pay but received no reply from SBS when she asked for six months' severance, as outlined in her contract. Another complaint involved the hiring of a Hispanic traffic assistant, which occurred despite the selection of another individual, who was also recommended by Kordus, by the traffic manager. When the assistant was fired for incompetence after three weeks, Kordus says that SBS CFO Joseph Garcia became angry and insisted that the assistant return to the station in an accounting post. Kordus, who now claims to be nauseated and sleepless, is being represented by Allred, Maroko & Goldberg. When asked for comment, SBS counsel Jason Shrinsky told ST, "We disagree with the suit factually and legally, and we will defend the SBS position."

R&R's annual Talk Radio Seminar kicks off this week in the City of Angels, and there's talk that Clear Channel is *thisclose* to flipping on another Talk station in L.A. Word has it that Adult Standards **KLAC** will be dropping "Standards, Swing & Big Band Too" in favor of a chat-heavy presentation as "The Buzz." ST's sleuths discovered yesterday that the domain name "buzz570.com" is owned by Clear Channel, and there's been much speculation that current KFI host **Phil Hendrie** could shift to The Buzz.

If **KLAC** is indeed becoming The Buzz, will **Don Imus** be airing in morning drive? An MSNBC report says the acerbic host will be returning to L.A., as well as Dallas. When questioned on the subject by Don Barrett's *laradio.com*, Clear Channel reps denied that Imus will be airing on any of their stations.

And while we're discussing the biggest annual event for Talk radio, the paparazzi will be out in full force at the opening-night "Talktail" party. Among the Hollywood celebs slated to appear will be former *Three's Company* and *Step by Step* co-star and Thigh-Master queen **Suzanne Somers**. Somers is no stranger to Talk radio, having guested on many talk shows across the country in her role as author of several best-selling health and fitness books.

ST bestows kudos on Virgin Sr. VP Michael Plen and the entire staff of Virgin Records, as Janet (Jackson, that is) racks up a grand total of 342 adds and earns Most Added honors at four R&R formats: CHR/Pop, CHR/Rhythmic, Urban and Hot AC. Even more impressive was Janet's ability to nail 100% of the pop, rhythmic and Urban panels in her single's first week!

Radio Stars Earn Top Dollar

Radio personalities turn up in *Forbes* magazine's just-published list of the 100 most-powerful celebrities. "What radio lacks in glamour, it makes up in dollars," the *Forbes* piece says. "With rich profit-sharing deals and hours more airtime to sell, deejays do just fine." No kidding. The publication ranked **Rush Limbaugh** as the 27th-largest moneymaker, with a \$31 million take (and access to a corporate jet, thanks to his latest deal with Premiere Radio Networks). Close behind at No. 29 is **Howard Stern**, who took in \$30 million in earnings (which, *Forbes* says, will grow even more next year, thanks to his new deal with Infinity Broadcasting). ABC Radio Networks' **Paul Harvey** landed at No. 31, with \$29 million in income.

Speaking of Stern, the *Ft. Worth Star-Telegram* reports that an organization called the Dallas Association for Decency is organizing a protest of Howard's syndicated morning show and plans to ask advertisers to pull spots from the program. Stern's show recently returned to the market via Infinity FM Talker **KYNG**. His program aired on **KEGL** several years ago but was dropped due to a lack of advertisers.

Last week ST told you **Doug "Grease" Tracht** would be returning to radio, courtesy of **WCDW/Binghamton, NY**. It was also rumored that the Greaseman would be back on the DC airwaves. Turns out the rumor is true, but the Grease is paying for his airtime. Concurrent with his March 5 premiere in morning drive at **CDW**, Greaseman's new syndicated wakeup program debuted on **KGUY/Portland, OR** and **WZHF/Washington**, a brokered AM owned by Multicultural Broadcasting.

WZHF is presently airing just the first two hours of the Greaseman's program but plans on offering the entire 6-10am program shortly. Vietnamese programming follows Tracht's truncated airshift at 'ZHF, and he referred to the abrupt change in programming on the air by saying that Washington listeners would hear a "two-hour reading of the play *Miss Saigon*." According to the *Washington Post*, Tracht will pay \$18,000-\$20,000 per month for daily 'ZHF studio time, plus the costs to beam his program to Binghamton and Portland. Those stations will pay Tracht \$2,000 a month to air the program.



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RESULTS MARKETING
CREATIVE PROMOTIONS

Continued from Page 48

Emmis has made considerable changes at the home of Sweetmeat, Classic Rocker **KSHE/St. Louis**. GM **David Kelley** has exited the building, as has 20-year air talent and Asst. PD/MD **Al Hofer**. **John Beck** will assume Kelley's former duties on a permanent basis, and **Katie Kruze** will hold down Hofer's 1-3pm airshift. Other moves include the departure of Promotion Director **Carl Middleman**, overnigher **K.C. Clarke**, part-timer **Peter "The Shirt" Matusak** and Asst. Production Director **Brian Hartman**.

The recent relocation of longtime Urban **WTLC/Indianapolis** from 105.7 MHz to 106.7 MHz has drawn criticism from central Indiana's African-American community. WTLC's new signal is just 6kw, compared to its former 50kw home. As a result, the station can no longer be heard in such towns as Kokomo and Muncie. Paul Barrett, of Kokomo's Mt. Bisgah Missionary Baptist Church, told AP that he'll assist a group of former 'TLC listeners in getting the attention of radio station owners and that a caravan to Indianapolis or an economic boycott are possibilities. "We will have a station for us by the end of the year," Barrett said.

The appearance of rap artist Snoop Dogg in a pornographic release from Hustler Video has led activist Najee Ali to demand that Radio One's **KKBT (The Beat)/L.A.** drop *Big Snoop Dogg Radio*, a weekly program syndicated by NBG Radio Networks. The *Los Angeles Times* reports that KKBT GM Nancy Leichter is reviewing the station's deal with NBG, but she tells the newspaper, "For the time being, we support Snoop's artistic freedom of expression."

CRS Attendees Stunned By Indecent Apparition

Whoever said "truth is stranger than fiction" must have had last week's Country Radio Seminar in mind. While there were more than 100 performances at CRS 2001 in Nashville, none stuck out more than the one witnessed by over 400 people gathered in the Renaissance Hotel's Bridge Bar. They were stunned as the image of a man was literally "beamed" from his top-floor room onto the perfectly angled glass ceiling of the bar. Since this is a family newspaper, we'll let you get the debauched details from a buddy who was, um, "on hand" for the show. Suffice it to say that the activity was most definitely *not* for the PG crowd. Indeed, the gathered throng heartily cheered his every effort. Hoping to save this Lone Ranger from further embarrassment, a few people rushed to the room to tell him that he wasn't as alone as he thought. (Word from

Records

- Arista taps Restless crossover pro **Rick Sackheim** as Sr. Director/Rhythm & Crossover, West Coast.
- **Matt Farber** departs the chief executive post at online music company Tonos Entertainment.
- Is ex-Epic promo pro **Brian Rhodes** *thisclose* to co-chairing the Reprise pop promo department with Nat'l Dir./Pop Promo **Bob Weil**?
- Atlantic promo assistant **Krystal Prickett** joins Epitaph as Director/Promo.

Rumbles

- **Brian Rickman** is named PD/MD for Active Rock simulcast **WANJ & WXQR/Greenville, NC**.
- **KZZP/Phoenix PD Marc Summers** exits.
- **KHF/Austin** morning host **Jay Shannon** adds PD duties as **Matt Killion** steps down to concentrate on afternoons.
- **KBTE, KCCG & KKPT/Corpus Christi, TX OM Jason Hillery** joins **KKMG (Magic FM)/Colorado Springs** as PD.
- **WLAN/Lancaster, PA PD/middayer Vince D'Ambrosio** exits.
- **KCHZ/Kansas City APD/nighttimer Mike O'Reilly** exits.
- **WIOG/Saginaw, MI part-timer Brandon Edwards** rises to APD/MD.
- **KDOT/Reno, NV** promotes middayer **Martina Davis** to MD.
- **WNOU/Indianapolis APD/afternoon host Chris Ott** adds interim MD duties.
- **WRTS/Erie, PA middayer Karen Black** rises to MD, and **Kris Kane** joins for nights.
- **WFIS/Greenville, SC** adds *Westwood One's Don & Mike* for afternoons.
- **KACD & KBCD/Los Angeles**, part of Entravision's "Super Estrella" trimulcast, change calls to **KSSC & KSSD**, respectively.
- **WQXA/Harrisburg** reups *The Howard Stern Show* for an additional five years.
- **WXRA/Greensboro** gets new calls **WVBZ** to go along with its new moniker, "The Buzzard." *WVBZ's* revamped lineup includes the syndicated *John Boy & Billy Show* in mornings, *Monica* in middays, *Mad Dog* in afternoons and *Kennedy* at night.

one of these folks is that the guy was watching ESPN on TV.) It took a while to convince the soloist that he had company, but when he came to the window, he was greeted by thunderous applause.

On a more serious CRS note, seminar officials and label reps were disturbed by an Internet posting offering a CRS New Faces Show ticket for \$125 and a laminate to the Class of 2000 concert for \$40. A series of e-mail contacts finally revealed the seller to be a well-known Country consultant.

Clear Channel has closed the SFX Radio Network/Nashville office. Exiting the company are **Liz Becker** and **Joe Redmond**.

Budget cuts at Metro Networks/Shadow Broadcast Services have resulted in the layoffs of 48 staffers. While it wasn't known how many markets will be affected by the downsizing, two traffic anchors, two producers and a news staffer were released from Metro/Shadow's Washington, DC operations.

KFAN's All In The Family

KFAN/Minneapolis has set April 2 as the debut date for what it calls the first-ever "all-family" morning drive team: **Dan "Common Man" Cole** will shift from noon-2pm to wake-ups and share the stage with his older brother, **Alex**, and younger sister, **Ann**.

Emmis News/Talker **KTAR/Phoenix** inks a deal with husband 'n' wife team **Jim and Melissa Sharpe** to host mornings. Jim was at Clear Channel's crosstown **KFYI**, while Melissa was previously at crosstown **NAC/SJ KYOT**. The duo replace longtime **KTAR** morning host **Bill Heywood**, whose contract was not renewed.

Continued on Page 52

Eric Benét

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Street Talk.

Continued from Page 50

Additional adjustments have been made at NAC/Smooth Jazz KYOT/Phoenix. **Barbara Blake** recently resigned from her evening *Desert Nights* program, and midday talent **Glen Edwards** has been given his walking papers. Edwards tells *ST* that his former shift will be voicetracked via the Prophet system after May 1.

There's a new sign-on in McAllen-Brownsville, as **KVBP** bows with a CHR/Rhythmic format. **Alex Duran** takes programming chores.

WTKS/Oriando's *Monsters of the Midday* program and evening talk host **Drew Garabo** add Clear Channel FM Talker **WZZR**/West Palm Beach as their very first affiliate. Both shows will be heard live in their present time slots, the *Orlando Sentinel* reports, as *The Love Doctors* moves from middays to replace the syndicated *Lex & Terry* in wakeups. Garabo displaces Westwood One syndicated talker **Tom Leykis**.

Clear Channel/Colorado Springs OM **Kevin Callahan** adds OM duties for the company's recently acquired Pueblo, CO cluster, which includes **KCCY**, **KCSJ**, **KDZA** & **KGHF**. At the same time, former **KKCS**/Colorado Springs PD **Travis Dally** joins **KCCY** as PD/MD. Daily spent 10 years with **KKCS**, the last two as PD and six before that as Asst. PD/MD.

Kovas Communications shuffles its stations in Ft. Wayne, IN: CHR/Rhythmic **WCKZ** adds **WYSR** as a simulcast partner and will move from 102.3 MHz to **WYSR**'s 94.1 MHz facility on March 12. Concurrently, Alternative **WEJE** will shift from 96.3 MHz to 102.3 MHz, and a new Country station will take the 96.3 FM dial position. Meanwhile, **WCKZ** PD **Brian Michel**, Asst. PD/MD **Mike Thomas** and morning host **Aaron Bone** all exit, as **Bob Shannon**, a former AE for crosstown **WMEE**, joins 'CKZ as OM/morning host. **Sammy Squez** comes aboard to serve as **WCKZ**'s Asst. PD/MD/afternoon host, and 'CKZ morning co-host **Nate** segues to middays.

Comedian **Bobby Slayton**, the biggest name on *Comedy World*'s roster, departs after failing to come to terms on a new contract.

UPDATE: **WXRK**/New York Asst. PD **John Loscalzo** has not been named Director of Viacom Local Networks. A press release announcing Loscalzo's new title was put out in error.

ST sends birthday wishes to **KUBE**/Seattle, which 20 years ago dropped the **KBLE** call letters and debuted a CHR format. The station became an *R&R* reporter in January 1982, and Hall & Oates' "I Can't Go for That" topped the first **KUBE** playlist to appear in *R&R*. **KUBE** is now a CHR/Rhythmic reporter, and this week's top song at the station is Joe featuring *Mystikal*'s "Stutter."

Congrats to *R&R*'s own **Carol Archer**, who was presented with the Oasis Winelight Award for exceptional contributions to smooth jazz at the second annual National Smooth Jazz Awards on March 3. The award is named

RADIO RECORDS



1

- **Bob Roof** raised to Sr. VP/Operations for AMFM/Pittsburgh.
- **Lance Panton** promoted to PD of **WENZ**/Cleveland.
- **Nick Ferrara** becomes PD of **WCKW**/New Orleans.
- **Tim Murray** named PD of **WSM-FM**/Nashville.
- **R&R** acquires Spanish-language trade *Radio & Música*.

5

- **Clear Channel** buys U.S. Radio for \$140 million, becomes industry's biggest owner with 61 stations.
- **Infinity** buys **Granum** in \$410 million deal, expands ownership to 45 stations in 15 markets.
- **Ken O'Keefe** ascends to Exec. VP/Operations for **Evergreen Media**.
- **Marie Kordus** advances to GM of **KPWR** (Power 106)/Los Angeles.
- **Tim Dukes** tapped as OM of **XTRA-FM**/San Diego.

10

- **John Barbis** recruited as Sr. VP of **PolyGram** Label Group.
- **Dave Samp** set as **KISW**/Seattle GM.
- **WEGX**/Philadelphia taps **John Lander** as OM/mornings and **Brian Phillips** as PD.
- **PD Carey Curetop** to captain **KQLZ** (Pirate Radio)/L.A.

15

- **Columbia Records** appoints **John Fagot** VP/Promotion and **Ruben Rodriguez** VP/Black Music & Jazz Promotion.
- *Miami Moves:* **Harry Lyles** becomes OM at **WAIA** as **Jere Sullivan** goes to **WIOD** for PD duties.
- **Tom Leykis** upped to PD of **KFYI**/Phoenix.
- **WAVA**/Washington MD **Gene Baxter** acquires the Asst. PD title.

20

- **Ed Boyd** selected President of **Columbia Pictures Industries** Radio Division.
- **J. Ray Padden** advances to President/GM of **KIIS-FM/LA**.
- **Jay Cook** promoted to President/GM of **KSD-FM**/St. Louis.
- **Walt Tiburski** elevated to VP/GM of **WMMS**/Cleveland.
- **Joe Gillespie** tapped as Exec. Editor of **WINS/N.Y.**

25

- **Art Laboe** appointed PD of **KRLA/LA**.
- PD **Steve Rivers** goes from **KNDE**/Sacramento to crosstown **KROY**.
- **Art Bell** is named MD of **KDON**/Monterey-Salinas.

to honor the memory of saxophonist **Grover Washington Jr.**

ST extends its sincerest condolences to the friends and family of record industry veteran **Byron Pitts**, who succumbed to a heart attack Monday.

If you have *Street Talk*, call the *R&R* News Desk at 310-788-1699, or e-mail streettalk@ronline.com

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Digital Subscriptions Revisited

■ Webnoize survey says pay online services will thrive and predicts who'll win the race

Will digital-music subscription services finally turn into a \$1 billion-plus industry? Online research firm Webnoize certainly thinks so, and it's betting that established entertainment retailers — not online music companies — will play a lead role.

In a surprisingly bullish report on the future of digital-music subscriptions, Webnoize estimates that this year — provided the licensing quagmire is resolved — 2.1 million consumers will shell out \$20 a month for such services. The services center on unlimited access to streamed music, the opportunity to create personalized radio stations and the ability to participate in chat rooms, as well as other sundry products. The online market researcher predicts that the amount of subscribers will swell to 11.7 million by 2003, making the market worth close to \$3 billion in annual revenue.

Webnoize reached its conclusions by using information obtained from its fifth college consumer survey, conducted last October. Webnoize sampled 3,000 students at 10 New England universities and also analyzed Napster usage based on data collected by the software maker's file-duplicating servers over a three-month period.

Pieces Of The Puzzle

The Webnoize report — called "Solving The Digital Music Puzzle" and written by analyst Matt Bailey — comes at an ideal time. Napster has begun to disclose more details about its proposed subscription service: Vivendi and Sony Music Entertainment revealed that it will launch a paid service sometime in May; and on Feb. 28 Amazon.com announced the expansion of its free music-download section. That's on top of the services MP3.com and EMusic.com have been peddling for the last year or so.

Webnoize accurately states those facts in the opening to its report: "Despite titanic demand for digital music, the supply side of the industry is a fragmented mess" that requires consumers to "crawl through a host of sites and software applications to find, access and store digital music." The research firm believes a new breed of content provider, which it dubs the digital music aggregator (DMA), will arrive on the scene to offer one-stop-shopping services for a music-hungry online audience.

Anchoring the DMAs will be retail hardware and software giants such as Best Buy or savvy entertainment soft-

ware sellers like Tower Records, or possibly even Wal-Mart or Target. That makes sense given the longtime relationships these retailers have had with the labels.

What's not included in the report, however, is the fact that the retailers are getting stronger while many online companies are getting weaker, as evidenced by significant layoffs at EMusic.com, Listen.com, MyPlay.com and scads of other online music companies. That said, however, the technical side of online music, including con-

"If Napster were to close down, the number of downloads would drop by half or two-thirds, but what's left over still represents a huge potential market."

Matt Bailey

tent players, will still play a key role in the subscription services.

Webnoize observes, "No single company can create a successful digital-music subscription service. Instead, DMAs will be collaborations between brick-and-mortar retailers and online music companies. Big CD outlets such as Best Buy bring consumer reach, while companies such as MP3.com provide the technical expertise to deliver large quantities of music." With brick-and-mortar music retailers supplying subscribers, online music companies will provide the technology, the report said.

Major Retailers, Major Clout

The megaretailer will play the lead role for many key reasons other than just sheer number of stores and bargaining power with the labels for cheaper licensing rates. Webnoize says,

"CD outlets provide point-of-sale relationships with large numbers of active music consumers. Best Buy, the second-largest seller of CDs and the largest seller of [Internet service provider] services, could channel its vast marketing power" to build its subscription service.

Webnoize suggests the music tech companies narrow their focus: "While most music technology companies claim to be in negotiations with major labels, few seem to be speaking to influential chains. By going it alone, technology companies will pay inflated prices for nonexclusive licensing agreements and then struggle without significant brand recognition or consumer reach in a competitive marketplace. Instead, tech companies should partner with established music outlets and leave the negotiation of licenses to their more influential retail partners."

Lastly, like many research firms, Webnoize predicts the DMAs will use central-server-based architecture instead of the peer-to-peer model because the former is faster, more convenient and virtually bug-free. The flip side, however, is cost. Webnoize says, for instance, that if MP3.com had to handle Napsterlike traffic on its system, its annual bandwidth costs would total \$299 million. That's a hefty bill for dot-coms that can no longer tap the public capital markets for tons of cash. Venture capital firms are also dramatically scaling back dot-com investments.

That's the bad news. The good news is that Webnoize predicts bandwidth costs will be far less in a few years. Case in point: The company estimates that MP3.com's total operating expenses were \$65 million in 1999. Those costs will plummet to about \$38 million once more high-speed bandwidth comes online.

Napster Decision May Spur Alliances

In discussing the report with its author, one thing became clear: Things are going to change dramatically this year. "With the exception of Napster, the future of digital-music subscriptions is not in downloading," Bailey says. "Napster will continue to use the download model for the time being or

"I want Yahoo! to have a file-sharing service. I want AOL to have one, and I want MSN to have one. It's great. People want the service, and there's no reason why it can't be made available more broadly."

Hank Barry

as long as the courts will allow, but even Napster will have to change at some point in the immediate future and will have to move its architecture to something that's more centrally served.

"At that point you'll find consumers streaming music from Napster rather than downloading. If Napster were to close down, the number of downloads would drop by half or two-thirds, but what's left over still represents a huge potential market."

Bailey believes Napster and Vivendi-Sony will have to partner for their services; even AOL would need to do so. "If AOL rolls out a subscription service using only Time Warner music, it will be doomed to fail, because consumers want more choice," he says.

Bailey stresses that the music industry shouldn't underestimate the potential of centrally served streamed services, even though downloading seems to be Generation Y's favorite pastime these days. "Right now consumers don't have much of a choice, but streaming offers a much better consumer experience," he explains. "You get a high-quality stream of the music you want, even with a 56K modem. You don't have to do lengthy searches. The stream is reliable and won't break down like with Napster, and file configuration won't be an issue."

Tough Negotiating

While all of that sounds good on paper, the simple fact is that a Best Buy-MP3.com-Yahoo alliance has yet to come to fruition. Bailey observes, "The reason such partnerships have not been announced is that there is a lot of tough negotiating going on. Both retailers and technology companies see the potential of subscription services but must get a better idea about the economic terms at which licenses become available before negotiating revenue splits.

"Licensing terms will become far clearer if the labels reach an agreement with Napster. Such an agreement will increase the urgency of current negotiations by other parties looking at the subscription space and will trigger announcements on exactly what partnerships are in place."

Bailey predicts such coalitions will surface this year. "The recent court ruling against Napster will speed things up, because Napster is perhaps more desperate for a deal than it was a month ago," he says. "You saw that in the fact that it offered the labels significantly

more money than what was inferred in the past.

"Something's going to happen with Napster fairly soon. I wouldn't be surprised if it was this year. Once that happens, the labels will have effectively sanctioned subscription music licenses. By the end of this year you'll see DMAs come on stream."

Between CDs And Radio

In the meantime, Napster continues to fine-tune its model. According to a



Hank Barry

December 2000 survey by Harris Interactive, 70% of 2,391 Napster users aged 13 and older said they would be willing to pay a monthly fee. Napster is looking at offering a basic membership plan that would cost between

\$2.95 and \$4.95 per month for a limited number of song copies. Premium membership would cost \$5.95-\$9.95 per month and offer unlimited duplicating. CD burning and file exporting would cost extra, and sound quality would be limited to 128 kbps or lower.

In a recent teleconference Napster CEO Hank Barry said, "We've been positioning Napster somewhere between radio and CDs. That's the value proposition for consumers, and it's the same thing I've been saying since I first met with Universal Music Group on May 24, 2000. We don't want to compete with high-quality downloads of CDs."

As far as the potential of luring paying consumers, one scenario has Napster signing up 1.5 million consumers this year, with that total climbing to 5 million in 2006. A more aggressive scenario estimates 5 million sign-ups this year and 17 million in 2006. Barry noted, "We're very confident in our revenue models."

Barry also said he welcomes competition in the music subscription sector. "I want Yahoo! to have a file-sharing service. I want AOL to have one, and I want MSN to have one. It's great. People want the service, and there's no reason why it can't be made more broadly available. Best Buy is incredibly well-positioned for a service like this, and I would love to have a conversation with them."

How true. Now, if the courts will just give him the time.



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- **OAB Annual General Meeting By Invitation Only** Join OAB President Paul Larche and Board Chairs for an update on OAB activities and learn about the Association's positioning for 2002 and beyond. Sponsored by Broadcast News Limited
- **Opening Session** Another year and another round of career and business enhancing sessions kicks off with words from our distinguished Honorary Chair and past Executive Of The Year, Universal Canada President & CEO Randy Lennox. Marc Tellier, President of Sympatico Lycos introduces a CMW favourite, John Parikh, CEO of Joint Communications who will give a welcoming Keynote Address on Surviving & Thriving In The New Entertainment Economy.
- **State of the Industry - It's the End of the World as We Know it!** The rules are dead. Here's your heads-up on the new ones. An absolute don't miss town hall meeting. Moderator: Denise Donlon, Sony Music Canada. Sponsored by "Sympatico Lycos"
- **OAB President's Awards Luncheon** Don't miss this year's knockout keynote speaker, Rubin Hurricane Carter. Sponsored by Broadcast Dialogue
- **Broadcast Super Session: Focus on the Future** How are market and technological forces impacting today's Broadcasters? Moderator: Don Shafer, Toronto Star Television
- **Here's How To Get My Money: How Radio Stations Can Garner Better Shares from Client Promotions** Hear how radio can better serve their clients and products from the clients point of view.
- **Net Ratings: Arbitron Does Cyberspace** Edison Research and Arbitron team up to bring you the most up-to-the-modern information on measuring the streams. Presenter: Larry Rosin, Edison Media Research
- **Generation Wireless - The Power Panel** Come learn the habits at a live focus group of power users that are ahead of the curve and are leading the way for the Wireless Generation. Moderator: Kaan Yigit, Solutions Research Group sponsored by Sympatico Lycos
- **The Viewer of Tomorrow - Fragmentation & Integration** This panel will consider the viewing habits of 21st century consumers, and how to reach them in an increasingly fragmented marketplace. Moderator: Rob Salem, The Toronto Star Sponsored by Sympatico Lycos
- **OAB Cocktail Reception: Invitation only** President Paul Larche welcomes the new members into the quarter century club.

- **Crystal Awards Gala Cocktail Reception** Crystal on the Rocks - Join us for some light entertainment in the hour of speculation before the Awards. Sponsored by Musicmasters
- **Crystal Awards Gala Dinner** The Radio Marketing Bureau celebrates the best in radio creative at the Gala Crystal Awards. Jann Arden is your host.

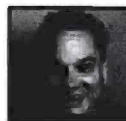


Friday, March 30, 2001

- **RMB Keynote Breakfast** RMB's President & CEO John Harding and conference Chair, Claude Beaudoin, share their "view from the top" and present the results of the KPMG / RMB / CAB / TVB Study "The Future Of Advertising". Keynote Address: David Lawrence, host of the syndicated Internet radio show "Online Tonight", gives you the bottom line on where the Net is headed. Sponsored by Broadcast Dialogue
- **The Inner Game of Negotiation** Joe Caruso is recognized as a leading expert in the field of communication. Learn why people don't seem to get it - when you can't get them to see things your way. Fast-moving and highly memorable, this program will give you the tools to get what you want more often and enjoy the process.
- **Doug Harris, 10 Commandments Of Broadcast Success** Holy Moses: Doug Harris is back!
- **Brand New World - Making Your Mark In The Million Channel Universe** VP's of marketing behind some of the most far-sighted brands in the country give their perspective.
- **The Secrets of Radio's Top Sales Producers** Presented by Chris Lytle, author of "The Accidental Salesperson: How to Take Control of Your Sales Career and Earn the Respect and Income You Deserve."
- **The Talent Prospectors - Finding, Coaching, Motivating** This session is designed for GM's and PD's who need to develop on-air personalities. Moderator: Valerie Geller, Geller Media International
- **Doing The Right Thing: Standards & Trade Practices** So how far is too far and what's our responsibility? Moderator: Ronald Cohen, Canadian Broadcast Standards Council
- **RMB Keynote Luncheon - Jack Trout "Differentiate or Die"** Jack Trout, best selling author, will present ideas from his latest book "Differentiate or Die" sponsored by Broadcast Dialogue
- **Radio is from Mars, Listeners are from Venus** Robert Balon, President of The Benchmark Company, examines the misconceptions in radio research.



- **Chasing The Almighty Ad Dollars - TV's top producers** Find out what motivates great sellers and how they get the job done! Moderator: Jim Patterson, Television Bureau Of Canada
- **Earning a Place in the Consumers Memory** Doug Harris explores the dynamics of attention-getting in today's cluttered market place.
- **New Country - Old News: Format Forum** For a genre that's been called "The People's Music", country sure has a way of getting kicked around by the people. Our experts will clue you in to the real backbone of the music - a constituency independent of fashion, and talk about how the industry can weather the genre's periodic trendiness. Moderator: Jaye Albright, McVay Media - WA sponsored by RCS



- **Great Idea, But Is It Legal?** Your website may put your company in cyberspace, but it still orbits under the influence of legal gravity. Moderator: Brenda Pritchard, Gowling, Strathy & Henderson
- **Ask The Commish: CRTC Secrets Revealed** All you ever wanted to know about the Commission's broadcasting processes but were afraid to ask. Moderator: Eric Rothschild, Eric Rothschild & Co. sponsored by Skywords Traffic Network
- **Generational Transitional Marketing** Phil Goodman - one of the foremost experts on the ongoing demographic impact of the Baby Boom generation.
- **Format Forum AC - The Perfect Boomer Mix** Not too hard, not too soft... are you an adult contemporary programmer or Goldilocks? And with Boomers in their 50's, is there even such a thing as an identifiable sound for this demographic? It's a still-lucrative market, and a lot of money hangs on the answer. This panel picks the brains of major-market AC program directors. Moderator: Mike Kinosian, R&R The Industry's Newspaper. sponsored by RCS



- **Happy Hour: Music Industry Awards Cocktail Reception** See old friends and catch up on the latest gossip in the hour of speculation before the CMW Awards.
- **Music Industry Awards Dinner** This is "The Show," the annual gala that feeds the gossip mill and puts you face-to-face with 1,000 of your closest friends in the industry. Help us pay a special heartfelt tribute to Canadian super-agent Sam Feldman & legendary Broadcaster Alden Deihl. sponsored by "Air Canada Centre, Skydome, SFX / Core, TicketMaster

Saturday, March 31, 2001

- **Consultantpalooza: The Power Breakfast** It's our annual breakfast session of roundtable musical-chairs, in which you get face time with some of the top programmers in the industry. Moderator: JJ Johnston, Corus

Entertainment Inc. sponsored by RCS, Corus Entertainment

- **Our 10th Caller Wins Tickets To... Who's Promo-ing who?** Concert promoters and radio stations - it's a relationship virtually carved in stone. But what's the reality? Moderator: JJ Johnston, Corus Entertainment Inc. sponsored by RCS Skywords Traffic Network
- **Canadian Radio Music Awards** Join host Leslie Neilsen for the 4th Annual Canadian Radio Music Awards as we celebrate the achievements of Canadian artists charting for the first time in 2000.



- **All Blab, All The Time: News Talk Sports** The nay sayers have been on it from the beginning but, talk radio- all-news all-sports all-rant - is the industry's most combative format and is popping up in market after market like arguments in a bar. And if everybody's talking, who's listening? The experts on this panel/yakfest will consider these issues, as well as the missing key youth demographic that is their format's one major weakness. Moderator: John Derringer, CILQ-FM (107.1) Q107
- **Rawk On! Format Forum Rock** Classic rock, modern rock, album rock, pop rock, alternative rock, hard rock, lite rock, metal rock - if rock 'n'roll ever does die, it'll probably be from fragmentation rather than lack of interest. In this session, top rock programmers of all stripes and allegiances bang heads and try to agree on a concrete vision for the future of the genre that changed the world. Moderator: Paul Heine, FMQB-Friday Morning Quarterback sponsored by RCS

- **It's Not Testing Well** Don't miss this nuts and bolts session on the latest array of choices in music research, from call-out to the Internet. Moderator: Kurt Hanson, Coherent Design
- **60 Ideas in 60 Minutes** A treasure trove of ideas you can immediately implement back at the office.
- **Pop Goes the World: Format Forum CHR** The Format Forum series continues with a panel of experts in the contemporary hits radio genre, dishing and analyzing the most remarkable hits and misses of the past year as the most volitive and exciting format heads into 2001. Moderator: Sean Ross, Airplay Monitor sponsored by RCS

- **Cume Magnets** The most successful, the most outrageous and the most irreverent personalities together on one stage. Moderator: Sky Daniels, R&R The Industry's Newspaper sponsored by Skywords Traffic Network

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Coldplay Paint The Charts 'Yellow'

After a long absence, Britpop is slowly making its way back onto the U.S. airwaves. A case in point is the amazing success of U.K. act Coldplay, whose debut U.S. single, "Yellow," is bubbling under the CHR/Pop chart after bowing at No. 28 on the Hot AC chart three weeks ago and having climbed into the top 10 at Alternative and Adult Alternative.



Coldplay

Key CHR/Pop stations that have added the record as of March 5 include KBKS/Seattle, KHFI/Austin, KXXM/San Antonio, WNCI/Columbus, KZHT/Salt Lake City, WKQI/Detroit, WZPL/Indianapolis, WNKS/Charlotte, WSTR/Atlanta and WHYI/Miami. Influential Hot ACs supporting the single include WPLJ/New York, KYSR/Los Angeles, WPLT/Detroit, WTMX/Chicago, WBMX/Boston, KPLZ/Seattle, KLLC/San Francisco, KZZO/Sacramento, KRSK/Portland and KAMX/Austin.

Coldplay is the second consecutive British act to make its mark on this side of the Atlantic for veteran Canadian artist manager and label owner Terry McBride, who serves as President/CEO of Nettwerk Records Group. McBride's company, aside from representing Sarah McLachlan and The Barenaked Ladies, also represents platinum-selling singer-songwriter Dido. Coldplay is signed to McBride's label, Nettwerk America, a joint venture with EMI Music.

Formed in early 1998, Coldplay hit the ground running and independently released their debut disc, *The Safety EP*. A year later the band released the EP *Brothers and Sisters* on British indie imprint Fierce Panda. All the activity caught the attention of EMI Music U.K. subsidiary Parlophone, which signed the group in April 1999.

Rather than wait to release another full-length album, the quartet issued a limited-edition, five-track EP in the fall of 1999, *The Blue Room*, and followed that up with two more EPs, *Shiver* and *Yellow*, last spring. Shortly thereafter came their first full-length release for Parlophone, *Parachutes*, which received much critical and commercial acclaim. The group won the awards for Best British Band and Best British Album at the recently held Brit Awards, the U.K.'s equivalent to the Grammys.

Not surprisingly, Coldplay quickly made it onto McBride's A&R radar screen. He remembers, "After we heard 'Shiver,' we lobbied Parlophone and Roy Lott hard. It was difficult at the time, because a lot of English bands weren't having a lot of success in America. It was hard to convince them. We ended up sending our GM, Dave Holmes, who met with the band and really got along with them. That helped, because it showed them we're not a bunch of 60-year-old guys who sit behind their desks all day smoking cigars; it went a long way in showing them we're fans of their music and that we understand what they're all about, because we're not that much older than the band."

Interestingly, McBride lobbied Parlophone and Coldplay's management against bringing the group over early on during the setup phase for "Yellow." "I wanted to break them on the quality of the song and the album," he says. "As you would expect, their manager was pretty concerned about that. But our reasoning was that having the band over here would only distract from what we were trying to do. Plus, the band more than likely would end up having to do things they probably wouldn't like doing. We did the same thing with Dido, and it worked."

As for radio, Nettwerk America opted to start "Yellow" at Alternative and Adult Alternative and began working programmers at those formats toward the end of last summer. Nettwerk America Head/Promotion Tom Gates comments, "We kept it pretty low key at the beginning and sent the album to people who love music. I'd send them about 10 cop-

ies and tell them to give away the rest to friends. It snowballed from there, and pretty soon I was getting calls from programmers asking me more about the band."

Nettwerk America's carefully scripted radio plans were pretty much thrown out the window late last September, when KROQ/Los Angeles and KNRK/Portland began playing "Yellow" and immediately got results. "They came in on it way early and really got things going," Gates says. "After that we got everything ready for Capitol to take it home."

Once Capitol officially came aboard, the label's promotion department set about two tasks: cementing the base at Alternative and prepping for the inevitable crossover to Pop. Sr. VP/Promotion Burt Baumgartner comments, "[Capitol VP/Alternative & Rock Promotion] Gary Spivack was aware of the record early on and worked with Tom Gates last year. By the time we officially got involved, the promotion at Alternative was essentially done.

"We wanted to make sure the band and the record continued on their exciting path at Alternative. We had to continue building and protecting that base before we crossed it over. We knew the next logical place to go was to Hot AC and Pop/Alternative, and then CHR. We already had a good indication of the potential there when KBKS added the record in December, and it immediately became one of its most-requested records."

Coldplay are currently in the middle of a mini European tour. The band returns to the U.S. for an April 7 appearance on *Saturday Night Live* and will perform at New York's Roseland Ballroom on April 9.

Ready For Takeoff

A&R pros looking for a road-tested singer-songwriter might want to take a close look at Will Hoge, who currently has three songs being played at two formats. Alternative WRAX/Birmingham last week added "Let Me Be Lonely" and spun it eight times for the week ending March 4. Most of the exposure came during drive times and in middays. Adult Alternatives WRLT/Nashville and WMP5/Memphis have been playing "Mrs. Williams" for over a month, while WXPB/Philadelphia added "She Don't Care" two weeks ago. All three songs appear on Hoge's album *Carousel*, which was released Jan. 30.



Will Hoge

WRAX PD Dave Rossi says he's having a lot of success with softer rock, but that Hoge adds an element to the music he spins. "He has a spirit that I believe is missing in music these days," Rossi explains. He also says he's already getting a lot of requests from fans in the area. "He's been coming to town on a regular basis, and now people kind of expect us to be playing his music," he says.

Manager Jerrod Wilkins says he plans to keep Hoge, who is signed to Warner/Chappell Publishing, on the road while talking with the many majors that have expressed interest in him. "Right now we have some great stations on the record, which has allowed us to create retail and press awareness in those markets," Wilkins says. "But right now our main focus is on keeping him on the road. We want to continue building and cultivating that fan base. Fortunately, the labels we've been talking about have expressed an interest in doing that same thing and giving us the tour support needed to do that."

Contact Wilkins at 843-937-0002 for more information. Also, check out Hoge's "Let Me Be Lonely" and "Mrs. Williams" in the "Set Up" section at Alternative and Adult Alternative, respectively, at R&R's Music Meeting: www.rmmusicmeeting.com.

— Steve Wonsiewicz

MUSIC NEWS & VIEWS

'Now 6' Bows April 3

Epic Records Group has set April 3 as the release date for the sixth American edition of the compilation disc *Now That's What I Call Music*. Volume six features such tracks as Destiny's Child's "Independent Woman Pt. 1," Creed's "With Arms Wide Open," Jennifer Lopez's "Love Don't Cost a Thing," Shaggy's "It Wasn't Me," 'N Sync's "Bye Bye Bye," Samantha Mumba's "Gotta Tell You," Everclear's "AM Radio," Coldplay's "Yellow" and U2's "Beautiful Day." The series — a joint venture between Sony Music Entertainment, Universal Music Group, EMI Group and the Zomba Group of Labels — made its U.S. debut in 1998. The series has scanned close to 15 million copies in America.



Destiny's Child

Love Countersues Universal

Courtney Love has turned up the heat in her legal feud with Universal Music Group. In a counterclaim filed in Los Angeles Feb. 28, Love is seeking to annul her recording contract with the record company by invoking a provision of the California labor code that limits personal-service contracts to seven years. Love also alleges that UMG engaged in unfair and unlawful business practices. UMG, which first sued Love in January 2000, after the artist said she would no longer record for the company, declined to comment on the lawsuit. Meantime, the *Los Angeles Times* reports that Love has begun work on a new album for Epitaph Records.

New-Release Update

RCA R&B singer-songwriter Tyrese will release his sophomore album, *2000 Watts*, on May 22. The leadoff single, "I Like Them Girls," hits radio March 19 ... MTV reports that Pearl Jam might release an album of b-sides and rarities by year's end. The cable channel also reports that the R&B quartet Jodeci have finished recording eight songs for their new album, which could be released before the end of 2001 ... Multiplatinum hard rockers Tool have delayed the release of their new album from April 17 to May 15 ... The *Los Angeles Times* reports that Urban singer-songwriter Joe has begun work on his new album. The newspaper also writes that Steve Greenberg's S-Curve Records, home to The Baha Men, has signed a recording deal with *General Hospital* actor Jacob Young.

This 'n' that: Universal Records has partnered with MTV2 to produce *Universal Access*, a new 30-minute show devoted to the label's acts ... MP3.com has inked a licensing deal with Maverick Records that will allow the online music site to feature Maverick's music on its My.MP3.com service ... Kenny G has reupped with Arista for a new long-term deal ... E-zine Allstar.com reports that an all-Aussie tour featuring the surviving members of INXS, along with Midnight Oil and Men At Work, will begin May 28 in Atlanta ... Evan And Jaron hit the road April 17, in Seattle ... Congrats to the following 2000 John Lennon Songwriting Contest winners: Gran Torino for Best Pop Song, "Moments With You"; Marie "Ginger" Jackson for Best R&B Song, "Cool Out"; and Bubble, Share Ross and Barn Ross for Best Rock Song, "Sparkle Star."



Kenny G

POLLSTAR CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)	Among this week's new tours:
1	'N SYNC	\$1,070.4	
2	TINA TURNER	\$827.7	
3	TIM MCGRAW/FAITH HILL	\$686.3	
4	DIXIE CHICKS	\$581.4	AMEN
5	LIMP BIZKIT	\$553.5	BIG OUMB FACE
6	BON JOVI	\$532.1	FASTBALL
7	CREED	\$351.4	BONEY JAMES
8	MANNHEIM STEAMROLLER	\$337.5	POWDERFINGER
9	BARENAKED LADIES	\$310.5	WAR
10	ALAN JACKSON	\$228.2	
11	KID ROCK	\$221.1	
12	SARAH BRIGHTMAN	\$201.4	
13	REO SPEEDWAGON/STYX	\$162.6	
14	TRAGICALLY HIP	\$146.6	
15	WIDESPREAD PANIC	\$126.3	

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



TONY NOVIA
tnovia@rronline.com

PART ONE OF A TWO-PART SERIES

One Wild Radio Station

■ Tampa's WLLD succeeds on gut instinct and staff tenacity

In May 1998 Entercom completed its upgrade of WISP-FM/Holmes Beach, FL. The station, which had been a 6kw Soft AC serving Sarasota and Bradenton, was now a 50kw power house capable of covering the entire Tampa Bay region. Concurrent with the power increase, Entercom decided to flip WISP to CHR/Rhythmic and assume the call letters WLLD. Tampa's "Wild 98.7" was born.

WLLD's launch got a lot of attention, since it was molded around fictional characters named Josh and Brian and their "pirate radio station," which supposedly originated from a boat in the Gulf of Mexico. The duo were portrayed as hanging out in their boat, dancing and drinking and inviting people down to party with them. They asked listeners to call them on their cell phone for requests, and call they did — even though the station was only playing a loop of 30 songs.

The pirate party actually started off with Tone Loc's "Wild Thing," which played continuously for 48 hours. Between that and "Josh and Brian," WLLD received lots of attention. PD Orlando credits the successful launch to veteran consultant Jerry Clifton. He says that, three years later, listeners still ask about Josh and Brian. His standard reply is that the duo are on the 12-year plan at the University of Hawaii.

Wild 98.7, now owned by Infinity, is one of those rare radio stations in a major market that was launched with gut and a staff of people who believed they could win big and have a lot of fun. Orlando says the station, which began under former PD Dr. Dave Ferguson, is shaped around Tampa's nighttime likes and preferences.

"Tampa has a strong club scene, with Ybor City being the epicenter," he says. "It's a historic place where they made a lot of the cigars, and

there's a strip of about 40 bars side by side, akin to Bourbon Street in New Orleans." It's these clubs and these clubheads that originate the music vibe and attitude of Tampa. They also set the tone for Wild. "I always like to say that we came in and bitch-slapped the market, and now they're like, 'Whoa!'" says Orlando.

After knocking off Eden's legendary CHR WRBQ-FM (Q105) in 1989, Clear Channel's CHR/Pop WFLZ had ruled the market with a golden fist. WLLD arrived three years ago and set off to make its own mark. It accomplished the feat by earning the respect of both local competitors and stations from throughout the U.S. that look at Wild's music and promotions each week. In the fall 2000 Arbitron Wild beat WFLZ in the 12+ derby, 6.9-6.6. This week we explore Wild's rise to prominence, and next week former WFLZ PD Domino will share his thoughts.

R&R: *Have any changes been made since Infinity picked up Wild 98.7 a year and a half ago?*

Orlando: No. I can tell you it's been great to have a guy like Bill Figenshu, our VP/Programming, as a good source to bounce stuff off of. It's great not to have a boss you fear, but one you can call when you have a question and actually get an answer with substance. I've made a lot of corporate calls during my tenure with

"Other stations in this market hire professionals who clock in and do their four and hit the door. We hang together all day and all night, and it bleeds over on the air."

other companies where I've had a question and was more confused when I hung up the phone than when I picked it up. With Bill, you get a real answer that you can actually sink your teeth into. Infinity is hot, plus this energy between all of the stations is incredible.

R&R: *What drives you as a PD?*

Orlando: It's definitely my interest in the music. I like hits, but I like to listen to everything. Before I got into radio, I studied music at Florida State University in Tallahassee, and I used to sing; so I have a great respect for the music, but from a different point of view. This is the best job. Every day I get packages of music that people want me to listen to and see if it fits the station.

I am a product of everyone I work with. The label nationals, regionals and locals take the time to talk to me about more than just their product. I am surrounded by an incredible staff of people who contribute every day. When we get an award or a ratings bump, I remember that all of these people are running through walls for this radio station.

R&R: *What drives that success?*

Orlando: The people. I went to [former WFLZ PD] Domino's going-away party last week, and it was kind of weird, because people were like, "What is he doing here?" But Dom and I are good friends. I started talking to some of the WFLZ staff, and



HANGIN' WITH MY HOMIES!

OK, so he wanted to rub it in with the palm trees in the background, but at least they are in black and white. Front row center it's WLLD (Wild)/Tampa Asst. PD Scantman along with (l-r) Promotion Director Drew Flemming, Programming Diva Beata and Research Director Alli. The man wearing the cap in the 85-degree weather is none other than PD Orlando.

as soon as they discovered I was cool, they asked over and over again, "Where did you guys come from? On the air and at your events, you guys are arm-in-arm, supporting each other. Where does that come from?"

Honestly, this station was built on fate. We all knew each other before we got here. We all worked together or worked with co-workers at other places. It was just fate. It's like a family here. We get along, and it comes off on the air. Other stations in this market hire professionals who clock in and do their four and hit the door. We hang together all day and all night, and it bleeds over on the air.

R&R: *What hits home with the listeners?*

Orlando: Just being real. We're not radio broadcasters, we're just guys who get on a radio and happen to be playing songs. The people who listen to us feel like they can walk down to the station and do the same thing. It's not that different from watching reality TV: People are so into it because it feels like it's something they could do if they were on camera. We're not doing time checks and saying the time four or five different ways. That's not us.

R&R: *And your music?*

Orlando: We are the soundtrack to Tampa. It's the only lifestyle station in the market. You can get behind Wild whether you are a frat boy, club-hopper, doctor or lawyer. Everyone gets wild in their own way. People get behind this station, and they feel personal about it.

As far as music goes, Tampa's really big on techno. We have a feature called "The X Factory," where our mixers and my Programming Assistant, Biada, pick the best records in the market. Those styles include break-beat, dance, trance and techno music. That is our entree to the market, and it's huge for us. Hip-hop is also big, but we also play the pop hits from 'N Sync and The Backstreet Boys.

R&R: *And your audience accepts those artists?*

Orlando: Yeah. We're not that big

heritage station that wants to force different music down people's throats. Rather, we play what the audience wants to hear. When *No Strings Attached* was released, you couldn't turn on the television without seeing something about those guys. The audience was in such a frenzy about them that we would be betraying our audience if we didn't play what they wanted.

R&R: *What promotions work for you?*

Orlando: We do grass-roots promotions. We believe that if we have a van full of T-shirts, a couple of vehicles and our street team, we can street-hustle our way into the ratings. We don't have to give away money, air the "be the 20th caller at 1-800-trick-me" gimmick or whatever it is to trick people into doing stuff. We just want to be out there and be real with the listeners.

R&R: *What happened the day the numbers rolled off the computer and you beat WFLZ 12+ for the first time?*

Orlando: I fell down, and the tremor was heard around the Tampa Bay area. Truthfully, I never get excited about ratings, because I was taught that if you get too excited, they'll leave you. In the next book you're going to be explaining to people why you're not the man anymore. I do remember screaming, "Oh my God!" and I just had to sit back. I really did fall. I went into the office and sat down for a minute to just let it soak in.

I reminded myself that they have a great company that's doing some very weird things right now, but they still have their bag of tools. They've got Jeff Kapugi coming in, and he's been in the market, so he's going to try to do some different things. I expect us to go back and forth with it, but I don't think it's our last time beating them.

R&R: *What do you think about BJ Harris' decision to leave his position at Clear Channel and his morning duties at WFLZ?*

Wildly Successful Numbers

In the key demographics for CHR WLLD/Tampa is consistently a major player. Numbers listed are Arbitron, Monday through Sunday, 6am-midnight.

	Fall '00	Summer '00	Spring '00	Winter '00
12+	6.9 (No. 3)	6.1	6.9	6.2
12-17	35.1 (No. 1)	32.6	39.5	38.0
12-24	28.3 (No. 1)	26.6	30.1	27.4
18-34	15.0 (No. 1)	12.4	14.2	12.2
18-49	9.1 (No. 2)	7.5	8.5	7.7
25-54	5.3 (No. 6)	4.2	4.5	4.6

Continued on Page 63

POP STARS

From  Hit Series

#1

Friday night series

Record-breaker with females 18 - 34

and with female teens eight weeks and counting...

Introducing Eden's Crush

The first single "Get Over Yourself"



Rosanna

Malie

Jette

Nicole

Ana Maria

Single in stores March 13th

Album in stores May 1st

Video premiere May 9th on
On tour with N'Sync - Spring



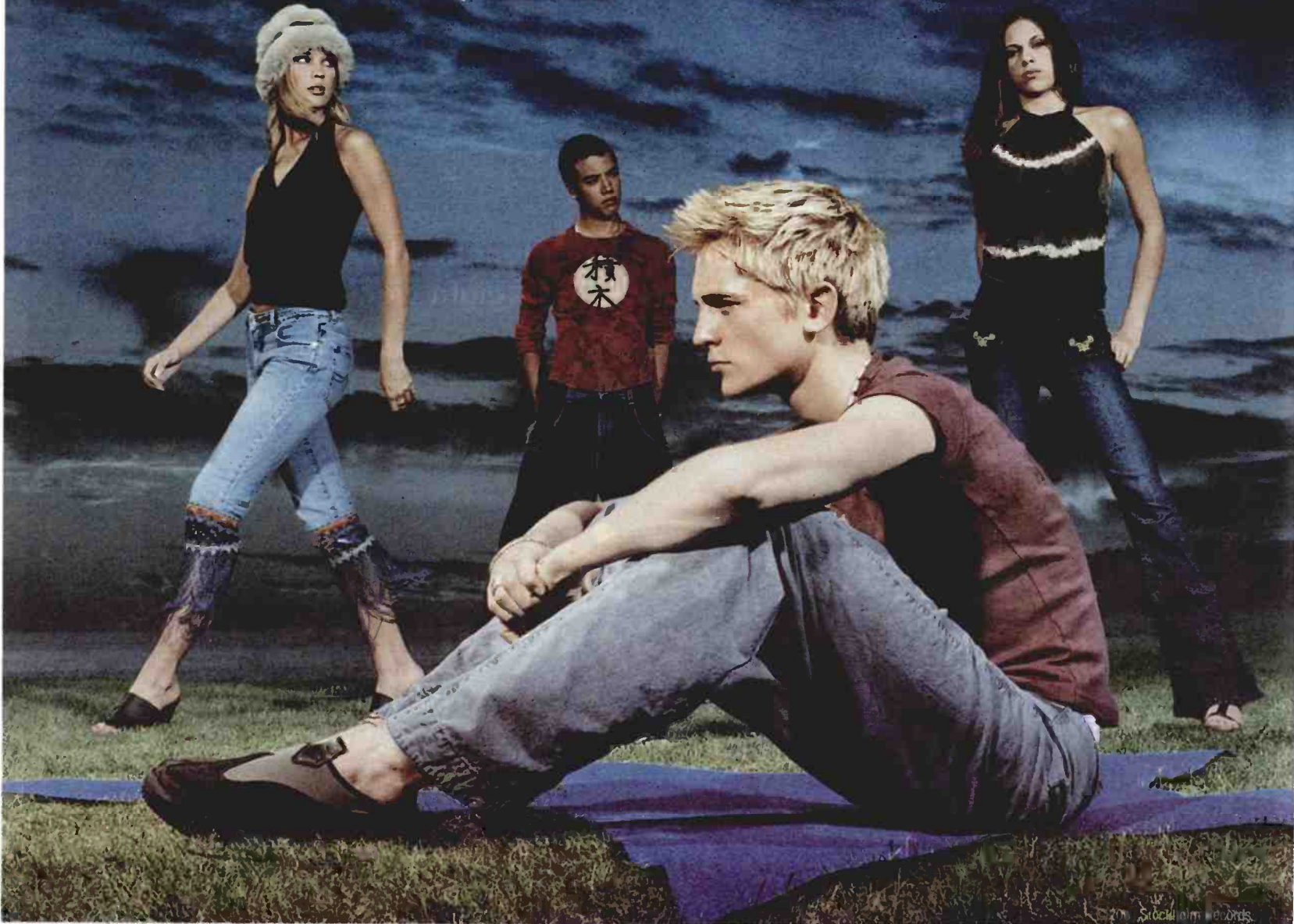
"We've been on it for 24 hrs and it's
already **TOP TEN PHONES!**"
-Paul "Cubby" Bryant
Z100 - NYC

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New & Active

DREAM This Is Me (*Bad Boy/Arista*)
Total Plays: 802, Total Stations: 101, Adds: 23

BLACK EYED PEAS Request Line (*Interscope*)
Total Plays: 773, Total Stations: 75, Adds: 13

TRAIN Drops Of Jupiter (Tell Me) (*Columbia*)
Total Plays: 746, Total Stations: 73, Adds: 17

ASHLEY BALLARD Hottie (*Atlantic*)
Total Plays: 738, Total Stations: 65, Adds: 5

INCUBUS Drive (*Immortal/Epic*)
Total Plays: 640, Total Stations: 59, Adds: 9

AMERICAN HI-FI Flavor Of The Weak (*Island/DJMG*)
Total Plays: 561, Total Stations: 53, Adds: 13

MELANIE C I Turn To You (*Virgin*)
Total Plays: 559, Total Stations: 19, Adds: 0

MODJO Lady (Hear Me Tonight) (*Barclay/MCA*)
Total Plays: 522, Total Stations: 28, Adds: 6

Songs ranked by total plays

One Wild Radio Station

Continued from Page 58

Orlando: Honestly, it was a surprise to me. I was a big fan of Randy Michaels when I first got into radio. I would read everything that Mel Karmazin and Randy said in *R&R* and every other place I could. There was something about Randy that was so wild and so irreverent that it really attracted me to the Jacor mentality back in the '80s and '90s, before the Clear Channel merger.

To see BJ step out when that fun Jacor mentality no longer exists really isn't that surprising. I'm not an expert on it, I'm just giving an opinion. But I know that the way it used to be was magical, and it's not that way anymore. That ride is over. Will there be another ride? Maybe. But it won't be the magical thing that it was in the past. Remember the Chicago Bulls before Michael Jordan returned from retirement? They just didn't have that magic.

R&R: What are your thoughts on the CHR/Rhythmic format today?

Orlando: Rhythmic music is at the top of its cycle right now. Everything dries up after a while, but I think artists are a lot smarter now. Every record producer seems to know that you have to drive the hook home and that you can't spit rhymes for 18 or 24 bars. You have to get back to that hook and drive it.

I'm seeing that with the success of Ludiacris,

Mystikal and Outkast, just to name a few. They all have phonetically sound pieces that follow a successful formula. That's smart! The regional excuse that PDs used to use — like Outkast is a Southern record, and Snoo Dogg is a West Coast record, blah, blah — that's all finally going away. People are beginning to play music true to the format, no matter where it's from.

R&R: How do you keep your station Tampa Bay-driven?

Orlando: We just remain real. The music has to be real, and the on-air presentation has to be real. You've seen people where you put them behind a microphone and they get the deep voice and start talking in that big, huge, phony way. You have to tell them, "No. I want you to sound like you did when you walked through the door. Sound real." That point is conveyed to our audience. We have to be topical, but I think voicetracking is great as long as Clear Channel keeps doing it. I want them to.

R&R: What's the next step for you?

Orlando: I love Tampa and Infinity. I'm still just a plain ol' kid and afternoon jock. They're going to have to kill me to pry this "Wild" banner out of my hands, because I love it here, and I love the people I work with. I'm open to do whatever the company needs me to do, but it has to be housed here. I'm loving it here, and this is something that we all built together, so we fight to protect it.



LEAVING TOWN, AFTER TOWN, AFTER TOWN

Capitol recording band Dexter Freebish kicked off 2001 with a series of radio promo dates in support of their debut album, *A Life of Saturdays*, which features the hit single "Leaving Town." During their tour the band hooked up with Jeri Banta and Dina Hart of WYKS/Gainesville. Pictured are (l-r) the band's Chris Lowe, Banta, Hart, the band's Kyle and Charles Martin and Ric from Capitol.



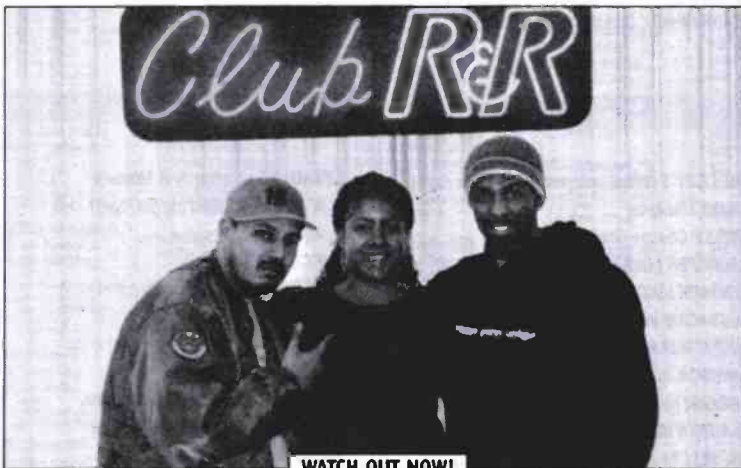
DANGER—REMIX

During his radio promo tour Jive recording artist Mystikal stopped by WXSS studios in Milwaukee in support of his hit single "Danger (Been So Long)." He is pictured here with WXSS PD Brian Kelly and Asst. PD JoJo Martinez, discussing a possible remix featuring the two. Though JoJo had some skills, Brian must stick with his day job.

Is Polarizing Music Hurting CHR?

Scooter
PD, KQBT/Austin

Some of the problems are with the "Disney Groups," as I call them, because my daughter sees them on the Disney Channel and knows the names of artists I've never heard of. They have saturated the sound of CHR. So many CHR stations play too much of that sound and neglect the balance that has made CHR a winner so many other years. If the hot sound was Dance Polka, you'd see those same stations start going in that direction. PDs should follow charts less and look at their own cities more.



WATCH OUT NOW!

Recently The Beatnuts came to visit with R&R staffers, take some pics and sign autographs, and they couldn't leave before they heard Assistant CHR Editor Renee Bell freestyle. This pic was taken after the two had stopped laughing hysterically and resumed breathing.

PLEASE SEND YOUR PHOTOS

R&R wants your best snapshots (color or black and white).

Please include the names and titles of everyone pictured and send photos to:

Renee Bell c/o R&R:
10100 Santa Monica Blvd., 5th Floor,
Los Angeles, CA 90067

March 9, 2001

Most Played Recurrents

MYA Case Of The Ex (Whatcha...) (University/Interscope)

CREED With Arms Wide Open (Wind-up)

3 DOORS DOWN Kryptonite (Republic/Universal)

EVAN AND JARON Crazy For This Girl (Columbia)

PINK Most Girls (LaFace/Arista)

SOULDECISION Faded (MCA)

SAMANTHA MUMBA Gotta Tell You (Wildcard/Polydor/Interscope)

'N SYNC This I Promise You (Jive)

MADONNA Music (Maverick/WB)

DEBELAH MORGAN Dance With Me (DAS/Atlantic)

CREED Higher (Wind-up)

DESTINY'S CHILD Jumpin' Jumpin' (Columbia)

MATCHBOX TWENTY Bent (Lava/Atlantic)

KANDI Don't Think I'm Not (So So Def/Columbia)

FAITH HILL The Way You Love Me (Warner Bros.)

VERTICAL HORIZON Everything You Want (RCA)

NELLY Country Grammar (Fo' Reel/Universal)

PINK There You Go (LaFace/Arista)

'N SYNC It's Gonna Be Me (Jive)

NINE DAYS Absolutely (Story Of A Girl) (Epic)

CHR/POP

Going For Adds 3/13/01

BEE GEES This Is Where I Came In (Universal)

BROOKE ALLISON The Kiss-Off (Goodbye) (2KSounds)

EVAN AND JARON From My Head to My Heart (Columbia)

LIONEL RICHIE Angel (Island/IDJMG)

MINIBAR Holiday From Myself (Cherry/Universal)

MYSTIKAL I/NIVEA Danger (Been So Long) (Jive)

OLIVIA Bizounce (J)

WILD ORCHID Stuttering... (RCA)

Register now for Music Meeting, the industry's No. 1 online destination for new music: www.rronline.com

MUSIC MEETING



JON B AND HIS FANS

Edmonds/Epic recording artist Jon B may have vacated the scene for a stint, but his fans remained loyal. Celebrating the return of Jon B are (front row, l-r) Lawman Promotions' Desiree Omelas and Gary Spangler. (In back, l-r): Lawman's Dan Posner and Greg Lawley; Epic's Amanda Walk; Jon B; Epic's John Kleirf and Mike Leiberman; and Lawman's Jason Baker.

TUNED-IN

CHR/POP

R&R/MEDIABASE 24/7

98.5

WKSE/Bufalo

3am

LIFEHOUSE Hanging By A Moment
R. KELLY I Wish
SALT-N-PEPA I/EN VOGUE Whatta Man
BACKSTREET BOYS The Call
MYSTIKAL I/NIVEA Danger (Been So Long)
LENNY KRAVITZ Again
STONE-LOC Wild Thing
ATC Around The World (La La...)
NELLY Country Grammar
U2 Beautiful Day
JA RULE I/C. MILIAN Between Me And You
UB40 Red Red Wine
K-CI & JOJO Crazy
CRAZYTOWN Butterfly

11am

SALT-N-PEPA Push It
SOULDECISION Ooh It's Kinda Crazy
3LW No More (Baby I'ma Do Right)
SARAH MCLACHLAN Angel
R. MARTINIC. AGUILERA Nobody Wants To Be Lonely
MADONNA Don't Tell Me
ENRIQUE IGLESIAS The Rhythm Divine
LEANN RIMES I Need You
R. KELLY I Wish
FATBOY SLIM Praise You
SHAGGY Angel
SOAP This Is How We Party

4pm

TLC Waterfalls
SOULDECISION Ooh It's Kinda Crazy
K-CI & JOJO Crazy
MATCHBOX 20 3 AM
MADONNA Music
AEROSMITH Jaded
MARIAH CAREY Heartbreaker
LENNY KRAVITZ Again
DESTINY'S CHILD Independent Women Part 1
'N SYNC I Drive Myself Crazy
SHAGGY It Wasn't Me
LAURYN HILL Doo Wop (That Thing)

8pm

DESTINY'S CHILD Independent Women Part 1
DIDD Thankyou
NELLY Country Grammar
JENNIFER LOPEZ Love Don't Cost A Thing
EMINEM I/DIDD Stan
LUDACRIS What's Your Fantasy
CHRISTINA AGUILERA Come On Over Baby (All I...)
MONICA Just Another Girl
DREAM He Loves U Not
LAURYN HILL Can't Take My Eyes Off You
R. KELLY I Wish

Q102

WIOQ/Saginaw

3am

SAMANTHA MUMBA Baby, Come Over (This...)
ANASTACIA I'm Outta Love
BLESSID UNION OF SOULS I/3XL Storybook Life
TOW DOWN Country Rap Tune
THEY MIGHT BE GIANTS The Boss Of Me
AARON LEWIS & FRED DURST Outside
GREEN DAY Warning
VITAMIN C As Long As You're Loving Me
COLDPLAY Yellow
MATCHBOX TWENTY If You're Gone
CRAZYTOWN Butterfly
PINK You Make Me Sick
MARC ANTHONY I Need To Know
LENNY KRAVITZ Again

11am

LEE ANN WOMACK I Hope You Dance
R. MARTINIC. AGUILERA Nobody Wants To Be Lonely
BON JOVI It's My Life
3LW No More (Baby I'ma Do Right)
CREED With Arms Wide Open
LENNY KRAVITZ Again
SHAGGY It Wasn't Me
FUEL Hemorrhage (In My Hands)
UNCLE KRACKER Follow Me
CRAZYTOWN Butterfly
R. KELLY I Wish
SANTANA I/PRODUCT G&B Maria Maria

4pm

JENNIFER LOPEZ Love Don't Cost A Thing
BLINK-182 All The Small Things
VERTICAL HORIZON Best I Ever Had
SHAGGY It Wasn't Me
UNCLE KRACKER Follow Me
3 DOORS DOWN Kryptonite
SAMANTHA MUMBA Gotta Tell You
MATCHBOX TWENTY If You're Gone
MADONNA Don't Tell Me
R. KELLY I Wish
LENNY KRAVITZ Again

8pm

LIFEHOUSE Hanging By A Moment
3LW No More (Baby I'ma Do Right)
R. KELLY I Wish
THE CORRS Breathless
UNCLE KRACKER Follow Me
CRAZYTOWN Butterfly
K-CI & JOJO Crazy
SHAGGY Angle
MATCHBOX TWENTY If You're Gone
SAMANTHA MUMBA Gotta Tell You
CREED Higher



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 2/26. © 2001, R&R Inc.

Stations and their adds listed alphabetically by market

WFLY/Albany, NY VP/Prog: Michael Morgan PD: Rob Dawes MD: Ellen Rockwell 7 DESTINY'S CHILD "Sanitar" 4 JAMET "AF" BLACK EYED PEAS "Request" AMANDA "DoanT"	WXXS/Boston, MA PD: John Ivey APD/MD: David Corey 17 JAMET "AF" 10 DESTINY'S CHILD "Sanitar" TRAM "Drop"	WKDF/Dayton, OH PD/MD: Dino Roubille 14 JAMET "AF" 10 DESTINY'S CHILD "Sanitar" TRAM "Drop"	WKZL/Greensboro, NC PD: Jeff McHugh APD/MD: Romie Alexander 23 JAMET "AF" BLACK EYED PEAS "Request" JOSH JOPLIN GROUP "Camera" STELLA SOLE "Yes"	WWST/Knoxville, TN PD: Rich Bailey APD/MD: Brad Jeffries 6 BAKED BEANS "Lulu" 5 JAMET "AF" 3 BELLY FURADO "Yes" TRAM "Drop"	KDWB/Minneapolis, MN PD: Rob Morris APD/MD: Derek Moran 21 JAMET "AF" 22 DESTINY'S CHILD "Sanitar"	WIOQ/Philadelphia, PA PD: Brian Bridgman APD: Chris Marino MD: Marian Newsome 11 JAMET "AF" 10 DESTINY'S CHILD "Sanitar" 15 DESTINY'S CHILD "Sanitar"	WPST/Trenton, NJ PD: Dave Wheeler APD/MD: Chris Fuoro 15 JAMET "AF" 12 DESTINY'S CHILD "Sanitar" 2 JOE HANSTAL "Slater"	WFLY/Albany, NY VP/Prog: Michael Morgan PD: Rob Dawes MD: Ellen Rockwell 7 DESTINY'S CHILD "Sanitar" 4 JAMET "AF" BLACK EYED PEAS "Request" AMANDA "DoanT"	WXXS/Boston, MA PD: John Ivey APD/MD: David Corey 17 JAMET "AF" 10 DESTINY'S CHILD "Sanitar" TRAM "Drop"	WKDF/Dayton, OH PD/MD: Dino Roubille 14 JAMET "AF" 10 DESTINY'S CHILD "Sanitar" TRAM "Drop"	WKZL/Greensboro, NC PD: Jeff McHugh APD/MD: Romie Alexander 23 JAMET "AF" BLACK EYED PEAS "Request" JOSH JOPLIN GROUP "Camera" STELLA SOLE "Yes"	WWST/Knoxville, TN PD: Rich Bailey APD/MD: Brad Jeffries 6 BAKED BEANS "Lulu" 5 JAMET "AF" 3 BELLY FURADO "Yes" TRAM "Drop"	KDWB/Minneapolis, MN PD: Rob Morris APD/MD: Derek Moran 21 JAMET "AF" 22 DESTINY'S CHILD "Sanitar"	WIOQ/Philadelphia, PA PD: Brian Bridgman APD: Chris Marino MD: Marian Newsome 11 JAMET "AF" 10 DESTINY'S CHILD "Sanitar" 15 DESTINY'S CHILD "Sanitar"	WPST/Trenton, NJ PD: Dave Wheeler APD/MD: Chris Fuoro 15 JAMET "AF" 12 DESTINY'S CHILD "Sanitar" 2 JOE HANSTAL "Slater"	KROQ/Tucson, AZ PD: Mark Medina APD/MD: Randy Williams 19 JAMET "AF" 4 DESTINY'S CHILD "Sanitar" 4 MCDL "Lulu" 2 BELLY FURADO "Yes" AMANDA "DoanT"	KHTT/Tulsa, OK OM: Sean Phillips PD: Cary Rush MD: Derrick Hayes 9 JAMET "AF" 6 DESTINY'S CHILD "Sanitar" AMERICAN "Hater" AMANDA "DoanT"	KZIS/Tulsa, OK PD/MD: Dave Dallow 6 JAMET "AF" 4 DESTINY'S CHILD "Sanitar" 1 TOW DOWN "Country" 1 DREAM "The"	WWKZ/Tupelo, MS PD/MD: Rick Stevens 6 LIFHOUSE "Hanging" JAMET "AF" 1 DESTINY'S CHILD "Sanitar" TRAM "Drop"	WWSK/Utica-Rome, NY OM/MD: Peter Schwartz APD/MD: Gina Jones 15 ASHLEY BALLARD "Hello" BLACK EYED PEAS "Request" AMANDA "DoanT" TRAM "Drop"	KWTX/Waco, TX PD: Jay Charles MD: John Oakes 10 JAMET "AF" 2 DESTINY'S CHILD "Sanitar" JOSH JOPLIN GROUP "Camera" AMANDA "DoanT"	WNZZ/Washington, DC PD: Mike Edwards APD/MD: Sean Sellers 13 DESTINY'S CHILD "Sanitar" DAFT PUNK "Time" AMANDA "DoanT"	WIFC/Wausau, WI PD: Danny Wright APD: Tony Brestki 18 JAMET "AF" 15 BELLY FURADO "Yes"	WLD/West Palm Beach, FL PD: Jordan Walsh APD: Dave Vayda 40 SHAGGY "Ziggy" 14 JAMET "AF" 2 DESTINY'S CHILD "Sanitar" AMANDA "DoanT"	KKRD/Wichita, KS PD: Jack Oliver APD/MD: Craig Hubbard 9 JAMET "AF" 6 DESTINY'S CHILD "Sanitar" TRAM "Drop" AMANDA "DoanT"	WBHT/Wilkes Barre, PA PD: Mark McKay 2 MCDL "Lulu" 2 JESSIE OWEN "Lulu" 1 JAMET "AF" 1 DESTINY'S CHILD "Sanitar" BLACK EYED PEAS "Request"	WSTW/Wilmington, DE PD: John Wilson APD/MD: Mike Rossi 11 JAMET "AF" 1 JOSH JOPLIN GROUP "Camera"	KFFW/Yakima, WA PD: Jason Smith MD: Justin Riley 23 JAMET "AF" 2 DESTINY'S CHILD "Sanitar" AMANDA "DoanT" AMERICAN "Hater"	WYCR/York, PA PD: Davy Crockett MD: Sally Vichetti 16 JAMET "AF" 9 DESTINY'S CHILD "Sanitar" 8 DREAM "The"	WWKZ/Youngstown-Warren, OH PD/MD: Jerry Mac 27 JAMET "AF" 2 DESTINY'S CHILD "Sanitar" 4 DESTINY'S CHILD "Sanitar" 1 LITTLE WANDER "Follow"	WHD/Youngstown-Warren, OH PD: Tom Pappas APD/MD: Jay Kline 5 JAMET "AF" 1 DESTINY'S CHILD "Sanitar"
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* = Mediabase 24/7 monitored

176 Total Reporters
176 Current Reporters
176 Current Playlists

R&R CHR/Rhythmic Top 50

March 9, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	JA RULE F/LIL' MO AND VITA Put... (Murder Inc./Def Jam/IDJMG)	4796	+11	699468	10	71/0
2	2	JOE F/MYSTIKAL Stutter (Jive)	4199	+311	557751	9	72/1
3	3	SHAGGY Angel (MCA)	3618	-50	469487	15	59/0
5	4	NELLY Ride Wit Me (Fo' Reel/Universal)	3427	+238	422494	11	65/0
7	5	MYSTIKAL F/NIVEA Danger (Been So Long) (Jive)	3070	-51	468647	11	68/1
6	6	K-CI & JOJO Crazy (MCA)	3062	-111	349484	19	55/0
9	7	JAGGED EDGE Promise (So So Def/Columbia)	3050	+189	426381	10	62/3
4	8	JENNIFER LOPEZ Love Don't Cost A Thing (Epic)	2941	-354	341216	13	57/0
11	9	CRAZY TOWN Butterfly (Columbia)	2463	+335	213233	7	46/1
8	10	OUTKAST Ms. Jackson (LaFace/Arista)	2337	-528	297454	17	64/0
12	11	LUDACRIS Southern Hospitality (Def Jam South/IDJMG)	2122	+46	361607	8	63/2
10	12	JAY-Z I Just Wanna Love U... (Roc-A-Fella/IDJMG)	2116	-237	339462	19	62/0
14	13	EVE Who's That Girl (Ruff Ryders/Interscope)	1976	+99	318255	7	65/0
13	14	MONICA Just Another Girl (Epic)	1887	-46	257605	7	59/0
	15	BREAKER JANET All For You (Virgin)	1672	+1672	271703	1	73/73
15	16	LUDACRIS What's Your Fantasy (Def Jam South/IDJMG)	1581	-169	188703	26	56/0
16	17	MYA Free (Ruffnation/WB/University/Interscope)	1504	-192	139712	13	50/0
18	18	SHAGGY It Wasn't Me (MCA)	1460	-155	297047	22	58/0
20	19	JON B Don't Talk (Edmonds/Epic)	1436	-37	142717	6	50/0
19	20	DESTINY'S CHILD Independent Women Pt. 1 (Columbia)	1397	-120	211965	25	55/0
26	21	OLIVIA Bizouance (J)	1269	+266	109352	4	55/2
23	22	TAMIA Stranger In My House (Elektra/EEG)	1192	+107	182025	5	57/1
24	23	OUTKAST So Fresh, So Clean (LaFace/Arista)	1183	+115	186133	8	52/2
	24	BREAKER QB'S FINEST F/NAS Oochie Wally (Columbia)	1097	+338	266822	3	39/11
21	25	CASH MONEY MILLIONAIRES Project Chick (Cash Money/Universal)	1033	-299	134079	14	38/0
46	26	SNOOP DOGG Lay Low (No Limit/Priority)	952	+393	179222	2	42/3
22	27	PINK You Make Me Sick (LaFace/Arista)	908	-256	67370	11	39/0
28	28	WYCLEF JEAN Perfect Gentleman (Ruffhouse/Columbia)	906	+58	82437	6	34/5
25	29	112 It's Over Now (Bad Boy/Arista)	901	-111	223166	13	34/0
37	30	TRICK DADDY Take It To Da House (Slip 'N Slide/Atlantic)	876	+184	81154	2	50/5
27	31	R. MARTIN F.C. AGUILERA Nobody Wants To Be Lonely (Columbia)	869	-82	125867	7	33/0
33	32	DAFT PUNK One More Time (Virgin)	857	+104	119272	7	30/0
36	33	CASE Missing You (Def Soul/IDJMG)	817	+113	130372	5	37/1
30	34	ATC Around The World (La La La...) (Republic/Universal)	813	+37	92049	5	28/1
29	35	KOFFEE BROWN After Party (Arista)	810	-23	119145	8	38/3
35	36	BLACK EYED PEAS Request Line (Interscope)	767	+59	87348	4	47/2
31	37	GINUWINE There It Is (Epic)	760	-13	61825	5	44/0
	38	DEBUT DESTINY'S CHILD Survivor (Columbia)	697	+686	110948	1	67/67
48	39	FREDRO STARR Shining Through (Hollywood)	661	+128	57012	2	33/0
43	40	PHILLY'S MOST WANTED Cross The Border (Atlantic)	632	+30	68116	4	29/2
45	41	ASHLEY BALLARD Hottie (Atlantic)	626	+40	47777	3	29/0
38	42	SARINA PARIS Look At Us (Playland/Priority)	609	-68	56091	11	19/0
39	43	XZIBIT X (Loud/Columbia)	598	-70	104204	11	31/0
34	44	LIL BOW WOW Bow Wow (That's My Name) (So So Def/Columbia)	577	-132	52053	15	41/0
42	45	SILKK THE SHOCKER That's Cool (No Limit/Priority)	577	-32	41811	4	32/1
	46	DEBUT MISSY "MISDEMEANOR" ELLIOTT Get... (Gold Mind/EastWest/EEG)	573	+175	158854	1	18/4
49	47	JAY-Z Change The Game (Roc-A-Fella/IDJMG)	553	+29	151958	3	22/1
44	48	MODJO Lady (Hear Me Tonight) (Barclay/MCA)	527	-66	109159	9	21/0
41	49	MR. C THE SLIDE MAN Cha-Cha Slide (Universal)	495	-132	56585	8	29/0
50	50	PROJECT PAT Chickenhead (Hypnotize Minds/Loud/Columbia)	492	+13	84745	2	13/3

Most Added.

ARTIST TITLE LABEL(S)	ADDS
JANET All For You (Virgin)	73
DESTINY'S CHILD Survivor (Columbia)	67
SUNSHINE ANDERSON Heard It All Before (Soulife/Atlantic)	22
DOGGY'S ANGELS Pleezbaleevit! (Doggy Style/TVT)	15
MUSIQ Love (Def Soul/IDJMG)	12
QB'S FINEST F/NAS Oochie Wally (Columbia)	11
EDEN'S CRUSH Get Over Yourself (London Sire)	11
BACKBONE Five Deuce Four Tre (Universal)	9
LIL BOW WOW Puppy Love (So So Def/Columbia)	8
JT MONEY Hi-Lo (Freeworld/Priority)	7
WHO YOU CALLIN' COUNTRY Shawty (Freeworld/Capitol)	7

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JANET All For You (Virgin)	+1672
DESTINY'S CHILD Survivor (Columbia)	+686
SNOOP DOGG Lay Low (No Limit/Priority)	+393
QB'S FINEST F/NAS Oochie Wally (Columbia)	+338
CRAZY TOWN Butterfly (Columbia)	+335
JOE F/MYSTIKAL Stutter (Jive)	+311
OLIVIA Bizouance (J)	+266
NELLY Ride Wit Me (Fo' Reel/Universal)	+238
SAMANTHA LUMBA Baby... (Wildcard/Polydor/Interscope)	+205
JAGGED EDGE Promise (So So Def/Columbia)	+189

Breakers.

JANET		All For You (Virgin)		CHART
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
1672/1672	73/73			15

QB'S FINEST F/NAS		Oochie Wally (Columbia)		CHART
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
1097/338	39/11			24

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



73 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 2/25-Saturday 3/3. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 1000 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

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The New Single

"LOVE"

New This Week:

WHHH 27x	KMEL	KBMB
WJMN	WBHJ	KBLZ
KOHT	KWNZ	KKWD
KDGS	KKUU	KCAQ

Top 5 Phones at:

WJMH 44x	WPGC 61x
92Q 44x	KBXX 46x

and Phones at:

HOT 97 24x	WJBT 29x
WJWZ 16x	WHHH 27x
WBHJ 25x	WOCQ 22x

Crossover Monitor 21* - 18* AIRPOWER! (+104)

Urban Monitor 8* - 6* (+157)

R&R Urban **11** - **5**

3 HEAVY **1** Soul Add!

Touring with Erykah Badu
February 18th - March 27th



From the Platinum album

A I J U S W A N A S I N G

(I JUST WANT TO SING)

In Stores Now

Congratulations to Soul Train on your 30th Anniversary

def soul

Mama's Boys

THE ISLAND DEF JAM MUSIC GROUP
A UNIVERSAL MUSIC COMPANY
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R&R Hip Hop Top 20

March 9, 2001

Table with columns: LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS, LW, TOTAL STATIONS/ADDS. Lists top 20 hip hop songs including JA RULE... Put It On Me, MYSTIKAL F/NIVEA Danger, LUDACRIS Southern Hospitality, etc.

73 CHR/Rhythmic and 84 Urban reporters combine into a custom chart. Hip Hop titles are ranked by total plays for the airplay week of Sunday 2/25-Saturday 3/3.

New & Active

Table listing new and active songs with columns: ARTIST TITLE LABEL(S), TOTAL PLAYS, TOTAL STATIONS, ADDS. Includes DARUDE Sandstorm, INDIA.ARIE Video, S. MUMBA Baby..., etc.

Songs ranked by total plays

CHR/Rhythmic Reporters Stations and their adds listed alphabetically by market

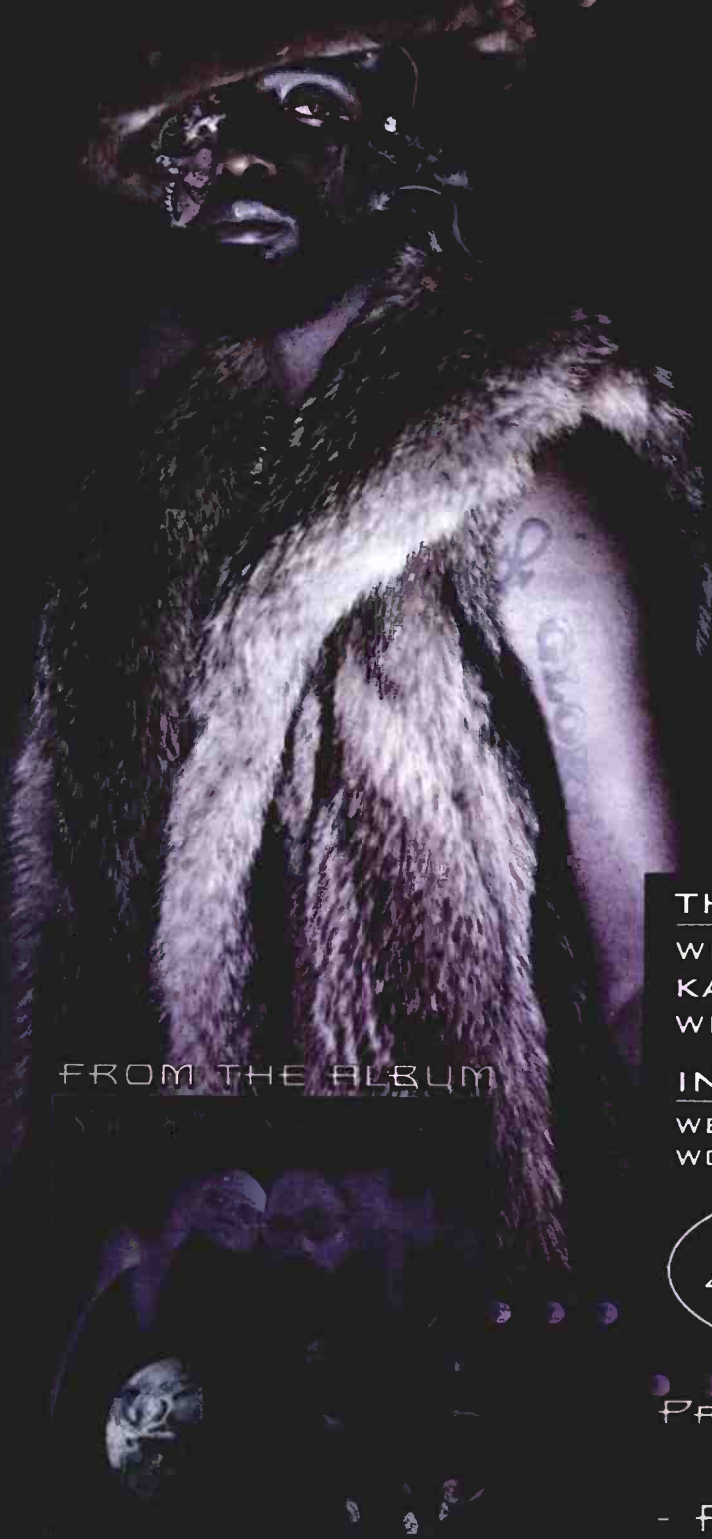
Large grid of market listings for CHR/Rhythmic Reporters. Columns include market name, station call letters, and reporter name. Markets include Albuquerque, Chicago, Greensboro, Little Rock, New York, Palm Springs, San Antonio, Stockton, etc.

* = Mediabase 24/7 monitored

73 Total Reporters, 73 Current Reporters, 73 Current Playlists

8BALL & MJG

BUCK BOUNCE FEAT. DJ QUIK



FROM THE ALBUM

THESE STATIONS ARE BOUNCING:

WFUN/ST. LOUIS	51X	WHRK/MEMPHIS	27X
KATZ/ST. LOUIS	41X	WJMI/JACKSON	21X
WHTA/ATLANTA	30X		

IN THE MIX AT:

WENZ	WJLB	WDTJ	WEDR
WQQK	KBFB	KXHT	KMEL

OVER
300 SPINS,
4 MILLION IN
AUDIENCE

ADDED TO



"RAP CITY"

PRODUCED BY DJ QUIK

- ADDED AT 

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8ways
entertainment LLC

PIAB LLC

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R&R Mix Show Top 30

® March 9, 2001

- 1 JA RULE /LIL' MO... Put It On Me (Murder Inc./Def Jam/IDJMG)
- 2 JOE /MYSTIKAL Stutter (Jive)
- 3 MYSTIKAL /NIVEA Danger (Been So Long) (Jive)
- 4 EVE Who's That Girl (Ruff Ryders/Interscope)
- 5 LUDACRIS Southern Hospitality (Def Jam South/IDJMG)
- 6 JAY-Z I Just Wanna Love U (Give It...) (Roc-A-Fella/IDJMG)
- 7 QB'S FINEST /NAS Oochie Wally (Columbia)
- 8 NELLY Ride Wit Me (Fo'Reel/Universal)
- 9 OUTKAST Ms. Jackson (LaFace/Arista)
- 10 SNOOP DOGG Lay Low (No Limit/Priority)
- 11 112 It's Over Now (Bad Boy/Arista)
- 12 JAY-Z Change The Game (Roc-A-Fella/IDJMG)
- 13 JENNIFER LOPEZ Love Don't Cost A Thing (Epic)
- 14 MISSY ELLIOTT Get Ur Freak On (GM/EastWest/EEG)
- 15 SHAGGY Angel (MCA)
- 16 DAFT PUNK One More Time (Virgin)
- 17 DR. DRE The Next Episode (Aftermath/Interscope)
- 18 MONICA Just Another Girl (Epic)
- 19 XZIBIT X (Loud)
- 20 SHAGGY It Wasn't Me (MCA)
- 21 KOFFEE BROWN After Party (Arista)
- 22 DESTINY'S CHILD Independent Women Part 1 (Columbia)
- 23 LUDACRIS What's Your Fantasy (Def Jam South/IDJMG)
- 24 JA RULE /C. MILIAN Between Me And You (Murder Inc./Def Jam/IDJMG)
- 25 NELLY E.I. (Fo' Reel/Universal)
- 26 MOS DEF/NATE DOGG Oh No (Rawkus/Priority)
- 27 JAGGED EDGE Promise (So So Def/Columbia)
- 28 K-CI & JOJO Crazy (MCA)
- 29 DARUDE Sandstorm (Groovilicious/Strictly Rhythm)
- 30 MODJO Lady (Hear...) (Barclay/MCA)



37 CHR/Rhythmic Mix Show Reporters

Contributing Stations

KKSS/Albuquerque, NM	KBOS/Fresno, CA	KDON/Monterey-Salinas, CA	KBMB/Sacramento, CA
KQBT/Austin, TX	KSEQ/Fresno, CA	WQHT/New York, NY	KSFM/Sacramento, CA
KISV/Bakersfield, CA	KIKI/Honolulu, HI	WNVZ/Norfolk, VA	KTFM/San Antonio, TX
WBHJ/Birmingham, AL	KXME/Honolulu, HI	KQCH/Omaha, NE	XHTZ/San Diego, CA
WJMN/Boston, MA	KBXX/Houston-Galveston, TX	WPYO/Orlando, FL	KMEL/San Francisco, CA
WBBM/Chicago, IL	KLUC/Las Vegas, NV	KCAQ/Oxnard-Ventura, CA	KYLD/San Francisco, CA
KZFM/Corpus Christi, TX	KPWR/Los Angeles, CA	KKFR/Phoenix, AZ	KUBE/Seattle-Tacoma, WA
KPRR/EI Paso, TX	KXHT/Memphis, TN	KXJM/Portland, OR	WLLD/Tampa, FL
WJFX/Ft. Wayne, IN	WPOW/Miami, FL	WVXX/Providence, RI	KOHT/Tucson, AZ
			WPGC/Washington, DC

ARTIST BREAKDOWN

**SUNSHINE
ANDERSON**

Track: "Heard It All Before"
Label: Soulfire/Atlantic



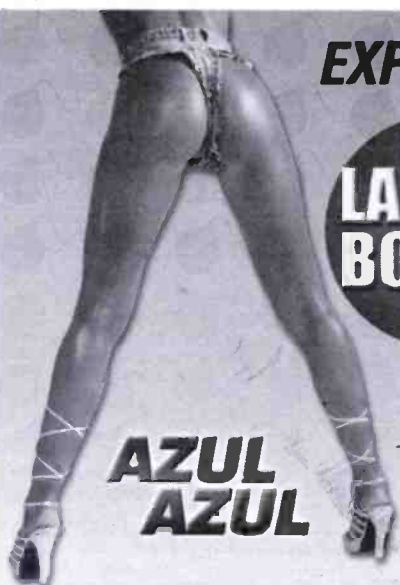
Several months ago radio, record, retail and trade were invited to celebrate the launch of a new label, Soulfire, at the upscale L.A. restaurant Rein. Along with a co-worker and partner in crime (as Tony Novia would call her), I had received an invitation that read no tennis shoes, jeans or T-shirts. I'd visited Rein prior to this event and learned my lesson the first time — I had to enter from the alley, go through the kitchen and then be led upstairs by management to be seated, after which I was told I couldn't get up unless I was leaving. My apprehensive feeling about revisiting the restaurant quickly vanished as we were greeted by Soulfire teammates, including renowned songwriter-producer Mike City and publicist Regina Danlels. It was there that I met Sunshine Anderson — and a ray of light she was. ● Though Soulfire has a host of great talent waiting to be heard, choosing Sunshine Anderson to be the first was genius. Her debut single, "Heard It All Before," is making noise all across the country. I heard this track in a club and couldn't believe the welcome it received from clubgoers. Within the first few notes of the song, everyone had gathered on the dance floor and sang along. I thought to myself, "Who is this, and where can I get a copy?" ● Sunshine sings, "Coming home late, it seems you barely beat the sun/ Tapping my shoulder, thinking you gonna get you some." It seems that after her lover comes in from one of his nightly creeps, he slides into the bed thinking she hadn't missed him at all. Tired of his lies and infidelity, Sunshine shuts him down, gives dude the boot and even changes the locks to assure him that the relationship is over. "I heard it all before/But your lies ain't working now/Look who's hurting now/See I had to shut you down." ● The arrangement and production of Mike City take this single to another level and bring new meaning to rhythm and groove. "Heard It All Before" can best be described as an uplifting hymn for the brokenhearted. I know what you're thinking, "Great, another male-bashing tune." But if you haven't heard it, you should. If you're not playing it, you're sleeping.

— Renee Bell
Asst. CHR Editor

INDUSTRY PROFILE

KKFR/Phoenix
Charlie Huero. APD/MD

I'm checkin' in from Phoenix with some hot "ish" I'm feelin' right now. Another 2Pac CD? Yup, the new single is called "Until the End of Time" from his upcoming CD of the same title. The song samples Mr. Mister's "Broken Wings" with R.L. from Next on vocals. It's pretty tight. Check it out. Another track I'm feeling is DMX's "No Sunshine," which samples what else, "Ain't No Sunshine" from Bill Withers! Nice track. Of course, you should all have the new Janet and Tyrese singles. The remix of Janet with DJ Quik is tight! Can the Neptunes get any HOTTER?! I had the chance to meet them in Miami, and they are some down-to-earth cats! Check out their project Nerd and "Lapdance." Check out the Xzibit CD for "Been a Long Time" and "Don't Approach Me," featuring Eminem. The Bone single on the *Down to Earth* soundtrack is cool too. My favorite "sing-song club track" is "Get Crunked Up" by I.C.O.N.Z. It's the alert on my two-way right now. There is a bunch of great music out there. Too bad I don't have enough room to play it all. Of course, that's just my opinion. I could be wrong.



**EXPLODING across the country...Azul Azul "La Bomba"
the BIGGEST Crossover Dance Craze!**

**LA
BOMBA**

"If you need a feel good fun party reaction record...Azul Azul "La Bomba"
is THE record...put it on, now, for instant phones"
OM/PD-Frankie Blue, APD - Jeff Z & MD - Geronimo KTU/New York

"#1 Phones, 4 Weeks in a row. The next Macarena!"
APD - Steve Chavez/KTFM

**HUGE
Phone Record!**

The Bomb has EXPLODED at...

WKTU/New York	KYLD/San Francisco	KLNA/Sacramento
KTFM/San Antonio	KPRR/EI Paso	KZFM/Corpus Christi
KOHT/Tucson	KBFM/McAllen	WPOW/Miami
WPYO/Orlando		

SONY DISCOS CROSSOVER

Most Played Recurrents

- DREAM He Loves U Not (*Bad Boy/Arista*)
- 3LW No More (Baby I'ma Do Right) (*Epic*)
- JA RULE F/CHRISTINA MILIAN Between... (*Murder Inc./Def Jam/IDJMG*)
- NELLY E.I. (*Fo' Reel/Universal*)
- MYA Case Of The Ex (Whatcha...) (*University/Interscope*)
- R. KELLY I Wish (*Jive*)
- PINK Most Girls (*LaFace/Arista*)
- JAY-Z Big Pimpin' (*Roc-A-Fella/IDJMG*)
- NELLY Country Grammar (*Fo' Reel/Universal*)
- DR. DRE The Next Episode (*Aftermath/Interscope*)
- DESTINY'S CHILD Jumpin' Jumpin' (*Columbia*)
- AALIYAH Try Again (*BlackGround/Virgin*)
- RUFF ENDZ No More (*Epic*)
- DMX Party Up (Up In Here) (*Ruff Ryders/IDJMG*)
- JAGGED EDGE Let's Get Married (*So So Def/Columbia*)
- SISQO Thong Song (*Dragon/Def Soul/IDJMG*)
- MYSTIKAL Shake Ya Ass (*Jive*)
- DESTINY'S CHILD Say My Name (*Columbia*)
- 'N SYNC This I Promise You (*Jive*)
- JUVENILE Back That Thang Up (*Cash Money/Universal*)

CHR/RHYTHMIC Going For Adds 3/13/01

- BEE GEES This Is Where I Came In (*Universal*)
- 112 Peaches And Cream (*Bad Boy/Arista*)
- JAY-Z I/R. KELLY Guilty Until Proven Innocent (*Roc-A-Fella/IDJMG*)
- LIL' WAYNE Everything (*Cash Money/Universal*)

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TUNED-IN CHR/RHYTHMIC

R&R/MEDIABASE 24/7

3A 1043 KQBT/Austin

11am

- JAY-Z I Just Wanna Love U (Give It...)
- JON B Don't Talk
- EVE Who's That Girl
- OUTKAST Ms. Jackson
- JOE I/MYSTIKAL Stutter
- R. KELLY Bump 'N Grind
- MYSTIKAL Shake Ya Ass
- JAGGED EDGE Promise
- DRU HILL How Deep Is Your Love
- NELLY Ride Wit Me
- DESTINY'S CHILD Independent Women Part 1

4pm

- BRIAN MCKNIGHT Anytime
- MYA Free
- DMX Party Up (Up In Here)
- ASHLEY BALLARD Hottie
- MYSTIKAL I/NIVEA Danger (Been So Long)
- R. KELLY I Can't Sleep Baby (If I)
- JOE I/MYSTIKAL Stutter
- CASH MONEY... Project Chick
- POSITIVE K I Got A Man
- OUTKAST Ms. Jackson
- TONI BRAXTON He Wasn't Man Enough
- DR. DRE Nuthin' But A 'G' Thang

8pm

- JENNIFER LOPEZ Love Don't Cost A Thing
- BLAQUE 808
- CASH MONEY... Project Chick
- R. MARTIN I.C. AGUILERA Nobody Wants To Be Lonely
- JAY-Z I Just Wanna Love U (Give It...)
- RUFF ENDZ No More
- BLACK EYED PEAS Request Line
- MONICA Just Another Girl
- ASHLEY BALLARD Hottie
- LUDACRIS What's Your Fantasy
- MARIAH CAREY Heartbreaker

B97 KBOS/Fresno

11am

- JAGGED EDGE Promise
- JA RULE I/LIL' MO & VITA Put It On Me
- AALIYAH Are You That Somebody
- GINUWINE There It Is
- LIL BOW WOW Bow Wow (That's Why Name)
- 3LW No More (Baby I'ma Do Right)
- MYSTIKAL I/NIVEA Danger (Been So Long)
- JOE I/MYSTIKAL Stutter
- MONICA Just Another Girl
- OUTKAST Ms. Jackson
- PINK You Make Me Sick
- BLACK EYED PEAS Request Line

4pm

- MYSTIKAL I/NIVEA Danger (Been So Long)
- JOY ENRIQUEZ Tell Me How You Feel
- CASH MONEY... Project Chick
- JON B Don't Talk
- SHAGGY Angel
- MONICA Just Another Girl
- JAY-Z I Just Wanna Love U (Give It...)
- DESTINY'S CHILD Independent Women Part 1
- OUTKAST Ms. Jackson
- 112 It's Over Now
- BLACK EYED PEAS Request Line

8pm

- JAY-Z I Just Wanna Love U (Give It...)
- R. KELLY Fiesta
- MISSY ELLIOTT Get Ur Freak On
- JAGGED EDGE Promise
- OUTKAST So Fresh, So Clean
- CASH MONEY... Project Chick
- PINK Most Girls
- JON B Don't Talk
- JA RULE I/LIL' MO & VITA Put It On Me
- XZIBIT X
- MYA Case Of The Ex (Whatcha...)



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PART ONE OF A TWO-PART SERIES

Steve Harvey Makes A Difference In L.A.

■ A no-holds-barred talk with the city's hot new morning man

Morning shows and their success — or lack thereof — are always of interest to people in our business, and the 6-10am shift on KKBT (The Beat)/Los Angeles is on fire! Comedian and Beat morning host Steve Harvey has hit his stride with the people of Los Angeles.

I'm not just talking about audience share. I'm talking about age cells, gender and all the different racial groups in a city whose school district has students who speak more than 220 languages among them.

Harvey seems to have touched a heart or two with his sincerity and a mind or two with his comedic antics, as the fall 2000 Arbitrons show. In KKBT's first ratings period with *The Steve Harvey Morning Show* in place, the 6-10am daypart surged from 1.9 to 4.5 among persons 12+, good for a rise from 19th to fourth place.

A Free Spirit

I believe there's something in Harvey's philosophy that can teach radio-industry professionals. Much of what he does on the air is contrary to what most of us have learned in our years in this industry, and it's also at odds with what we believe in and have done ourselves. The obvious first question was why Harvey thinks his show is experiencing such growth.

"As everybody probably knows, I have no formal technical or radio training," he replied. "I mean, I can't work the board. I didn't go to the Columbia School of Broadcasting. I didn't major in this in college, and I have no technical expertise in it at all. I think that right there is what's behind the success. It's because I'm unlike most anybody else on the radio. I'm just different, man.

"There are so many things I don't have. I don't have a DJ's voice. No technical training. Basically, the real success behind it is that I don't care. That's a very rare commodity, especially in Urban radio. Urban radio has been taught to be so formatic in its presentation and so time-related. Everything has to happen at the exact same time every single day so that it becomes predictable. I hate that about radio. Yes, I have to do some format-ics, but, for the most part, I try to remain pretty free-spirited."

During the course of our conversation I mentioned to Harvey that there



Steve Harvey

were times back in the day when freedom of presentation by air personalities was Urban radio's biggest asset — and those have been the times when the format has shown some of its greatest ratings growth. I'm talking about the mid-'60s into the early '70s and again from the mid-'70s through the early '80s.

During the early to mid-'70s WBLS-FM/New York, under the leadership of Frankie Crocker, gave its air personalities opportunities for musical and creative input during each hour. The 'BLS format was not only innovative, it was revolutionary, giving the audience structured, formatic radio with a variety of music and a chance to enjoy the spontaneous creativity of the air personalities. Crocker had a unique radio station with personalities who knew how to pull off the station's highly original format in a natural way.

About his own show's presentation, Harvey said, "What I really am is your uncle with a radio show — your crazy uncle who comes over to the house. I'm that guy, but I'm on every morning. I'm old crazy-ass Uncle Willie who comes over. He's funny, he says crazy stuff, but he's real. Some family members like him, and some don't, because he talks too much. He runs his mouth and thinks he knows everything — but he doesn't. That's uncle though. That's really who I am."

Giving Praise

There's another thing that's very important about Harvey's "realness": Throughout his show he gives honor and praise to God. At the end of each day's program he reads a very strong close, something heartfelt that he has decided to drive home as an important point for his listeners.

Harvey replied to my observations about what he's doing with, "Listen, brother, it's like this: God is the foundation of your success. If you have success, true success, God is the foundation of it. You may be a dope dealer, but there ain't no such thing as a suc-

cessful dope dealer — 'dope dealer' is a negative. 'Successful' is a positive. So you can't be a successful dope dealer or a successful crackhead. You can't be a successful gangbanger. You can't be a successful inmate. You can't be that!

"As I said, it's a negative vs. a positive. If you are truly successful, though, with a job, ambition, a dream come true or good health. God is the reason that happened. You are a fool if you don't think that's the reason; you are an utter fool. So if God, who gives me the desire of my heart.... You understand that I live my life in the 'want' column. I've been out of the 'need' column years back. I don't need another house. I don't need another car. I don't need any clothes. I don't need to worry about the rent. If

"Everything has to happen at the exact same time every single day. I hate that about radio."

God has given you the desires of your heart, is it not your obligation to thank him for that?

"And know that you don't have to go to God in a reverent way — just go! The reason that I do this on my show is to show young people — and, sometimes, old people — that you can be yourself and still thank God for what he's done. Thanking him reminds you of his existence, and being reminded of and consistently acknowledging his existence puts him in the forefront of your day and helps you get through. Then he blesses all that you do."

Something Real

"I give honor to God at the top of the show, then again in the middle, whenever there is an opportunity to do it without forcing the issues," Harvey continued. "Because you can't ram God down these cats' throats out

"I ain't gonna save the world. I'm just Steve Harvey with a radio show. But God gave this radio show to me. So what am I supposed to do with it except try to talk some good things?"

here! These cats are gangbanging! These cats are slanging! They're having sex out of marriage while they're only in high school. Brother, they are doing it all. They're committing adultery and will tell you they're doing it. Everything is happening out there. You can't ram it down their throats, but you can feed it to them in small doses, and they'll be more accepting of it. You throw some comedy in the middle, and then you've got something working.

"At the end of the show, when we're done with the laughing and all of that, I try to leave the audience with something real, something to grab on to, because 'Shake It Fast' ain't gonna keep you. You need some words of wisdom. You need to know that God is real. You need to know that wisdom comes in a lot of forms. I got my wisdom from reading Proverbs in the Bible when I was 15. My mother told me about the book of Proverbs, and that's the only book in the Bible I've ever read front to back.

"I'm not bragging about that, because that ain't nothing to brag about. I've read Proverbs probably 25 times so far, because it's the book of wisdom. Wisdom is more precious than silver and gold: it is 'worth the cattle on a thousand hills.' When you have wisdom, it replaces all you don't get moneywise. It replaces all you'll ever be careerwise. So I share that with my audience at the end of the show. It's what God gives me.

"I just try to give people a whole show, man. Let's open the show, then let's party a little bit. I'm gonna make you laugh, then there are some issues we need to talk about here in L.A. There are some hungry people here we need to feed. There are some kids without books, and we need to get all those kids some books. There's some gangbanging and killing in the streets. We need to help slow it down. We're gonna play these songs for you, and we're gonna laugh, and then we'll deal with these issues. Then, at the end, here goes one more! I'm gonna drop one more on you, just something for you to think about.

"Love everybody. Tell your children you love them. Love your wife. Men, go home. Be supportive. Follow your dreams. Something motivational, then we close. Brother, I ain't gonna save the world. You know what I'm saying. I'm just Steve Harvey with a radio show. But God gave this radio show to me. So if he gave it to me, just like I asked him for it, what am I supposed to do with it except try to talk some good things? I know that's a long answer, but it's the truth."

A Mission In The Industry

Here are some more ratings numbers that show how Harvey's approach is making a difference in Los Angeles. I've already told you about the jump from being tied for 19th in the market to being tied for fourth. Now get this: In the 18-34 demographic, Harvey's morning show has moved KKBT from 10th to No. 3. The station's share increase for 6-10am was 3.0-7.4. In the big-money 25-54 demo, Harvey did it again, taking The Beat from No. 22 to fourth in the market with a share increase of 1.6-4.6.

Harvey went into more detail about his mission in life and in this industry. "Listen, I have to tell you, God's got something on me," he said. "My mama used to tell me, 'His ways are as high above the earth as are the heavens.' See, I ain't your preacher, I ain't your reverend, and I ain't your minister. I don't come to you holding up this moral standard of life, because I can't. God's got me doing this thing another way.

"Who is anyone else to sit up and judge me and say, 'That ain't the right way.' Nobody knows how God's got this thing laid out for me. When I get a negative fax, I read it on the air. I ain't no fool; everybody doesn't like me. Here's the deal: I'm doing some good stuff, but I'm gonna make some mistakes on the air. I've made a bunch of them already, and I'm gonna make more, because I'm live. I don't record phone calls. I don't do any of that fake stuff. I don't set you up and tell you what I'm gonna ask you. I go butt-naked every morning; that's how I roll. What you hear is what I hear, and the answer you get is the same answer I get and I give. There's no fixing it on any level.

"In all of that there are gonna be some mistakes, but that's how God is using me to do this work. Whether it's feeding some hungry people, getting kids books or stopping some violence, that's my mission. I didn't know I would be feeding the hungry. I'm gonna be honest with you: My main goal when I took the radio show and the reason I wanted to work in radio in L.A. was to help stop the gang violence. That was my No. 1 reason for taking the gig. My second reason for taking this job was so I could make some money without being concerned about a TV rating. Third, the job empowers me in a very, very popular and famous community, the second-largest market in the United States. I know that, with that power, I have to do great things."

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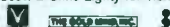
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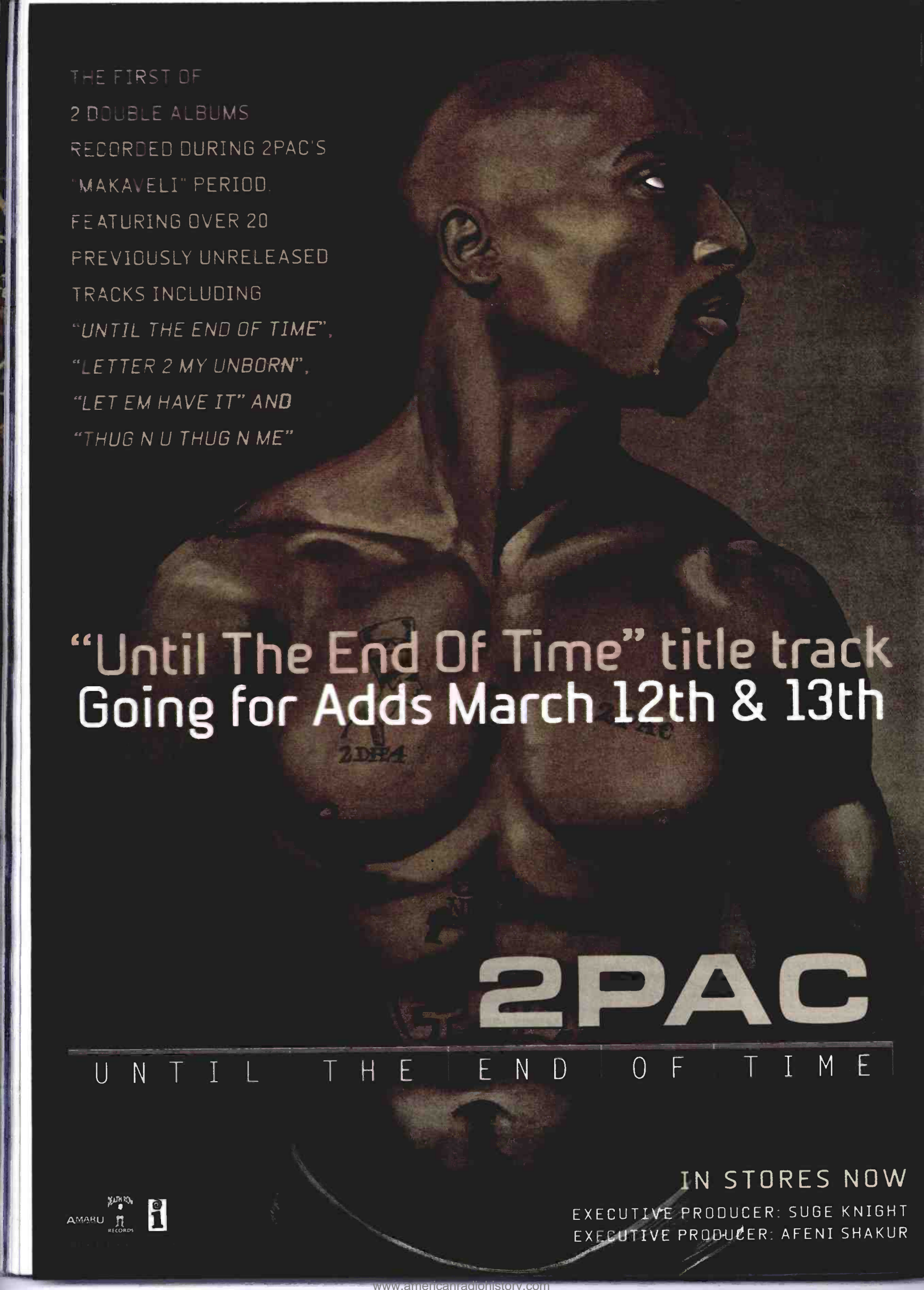
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ARTIST BREAKDOWN

ARTIST: **JAMIE HAWKINS**
ALBUM: **JAMIE HAWKINS**
LABEL: **MONAMI/EASTWEST/
EEG**

"Tanya, I need you to listen to the **Jamie Hawkins CD.**" Elektra Promotions Asst. Jay Gross states firmly to me. "Excuse me?" I ask, making a mental note to tell VP/Urban Promotions Michelle Madison that she's working her assistant too hard. Gross then reiterates his request. Damn! What happened to the days when you could call up a good friend and ask for money or sexual favors without them wanting something in return?

I digress. Looking through my stack of CDs, I come across the single "Lost My Mind." I move it from under my desk to on top of it. "Tanya, have you heard the Jamie Hawkins CD?" Music Meeting's Herb Jones asks me. (I gotta get another job!) Hmmm. OK, it's good. Yeah, I'm feelin' it. S**t! Where has this CD been hiding?

A few days later Gross says, "Tanya, you need to hear the album. It's really good." (Well, of course he'd say so; he's on the payroll.) While thinking, "I need a new set of friends," I say to my persistent buddy, "OK, send me a copy. I'll check it out." However, before I have a chance to listen to it, Hawkins: his manager, James Edmond; and Elektra rep Earl "Country" Jackson come by R&R for a visit. After taking pictures, signing glossies (which I had to make Hawkins personalize a little more to my liking



and touring the office, the trio leave.

After their departure I play "postal worker" and mail a package to Edmond. While sitting in my office (Who am I kidding? I have a cubicle, but I do have a view) and thinking of the great jacket Hawkins was wearing, I put on the debut single again. Once I receive the self-titled album, I realize I have in my possession some mellow, romantic and tender tunes to relax and unwind to. This CD could easily become a mainstay in my "favored collection."

The infectious flow of "Lost My Mind" can actually make you go crazy. This midtempo track keeps its place *underneath* the soft flow of Hawkins' smooth vocals. Why do I want to sing "Dance with me, come on dance, pretty baby?" when I hear track No. 3? "Next to You" is drenched with that Marvin Gaye "I Want You" vibe. If ever vocals complement lyrics and melody, they do in the pleading "Tell Me." This is one of the those times when all three components (vocals, lyrics and melody) are on the same page.

Dude is cool on the concept of a relationship with homegirl in track No. 8. In "It's Over Now," he tells homegirl the status of her romantic partnering with dude — after all, he did see her with another dude. Oh, I'm about to cry! "Thought You Should Know" contains a calm, simple melody that is just enough to carry the tender lyrics that Hawkins softly sings. This is such a touching song; it's one of my favorites, and it's a tear-jerker. Not overly emotional, but gently sentimental, the song gets its impassioned point across without being mushy.

Jamie Hawkins is a great CD for an unwinding, chill-down evening. It doesn't focus on sexual innuendos or appearances (as R.C. says in "Slo Bum" — the *physicalities*). However, this joint, though romantically based, touches on the emotions in a delicate manner. It's good to have annoying friends like Gross and Jones, because without them I might not have discovered the lovingly tender essence of *Jamie Hawkins*. Peace.

— Tanya O'Quinn
Asst. Urban Editor

IN MY OPINION

with **Lance Panton**

Case
"Missing you"
(Def Soul/IDJMG)

WENZ/Cleveland PD
and WZAK/Cleveland PD & MD

"Missing You" is pretty both melodically and lyrically, and its message is something that everyone can relate to. The beautiful melody is very dominant; it's not a sampled loop that gets stale. This romantic tune is a nice blend of passionate vocals and a loving melody. It's comparable to Brian McKnight's "Anytime" as far as the message is concerned, and though the lyrics and melody are dreamy, they are extremely relatable.

"Missing You" is not your typical Case song, as far as I'm concerned. His vocals are usually the dominant factor, but in "Missing You" this incredible, distinctive melody is so dominant that it takes center stage in the song. The piano riff at the end of the song is my favorite part. I can listen to the instrumental and be satisfied.

ADVANCE NOTICE

Giving you fair warning. These are the singles that are going for adds on Tuesday (3/13).

112 Peaches & Cream (Bad Boy/Arista)

ERIC BENET Love Don't Love Me (Warner Bros.)

LIL' WAYNE Everything (Cash Money/Universal)

MISSY ELLIOTT Get Ur Freak On (Gold Mind/EastWest/EEG)

SNOOP DOGG Lay Low (No Limit/Priority)

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KKDA / Dallas
WQUE / New Orleans
KMJJ / Shreveport, LA
WPEG / Charlotte, NC
WJTT / Chattanooga, TN
WEUP / Huntsville, AL
WEMX / Baton Rouge, LA

KRRQ / Lafayette, LA
KBMB / Sacramento, CA
WQK / Nashville
KDKS / Shreveport, LA
WBHJ / Birmingham, AL
WEAS / Savannah, GA
WBLK / Buffalo, NY



New & Active

TONI BRAXTON *Maybe (LaFace/Arista)*

Total Plays: 522, Total Stations: 39, Adds: 0

TALIB KWELI/AI TEK *The Blast (Rawkus/Priority)*

Total Plays: 469, Total Stations: 39, Adds: 4

JT MONEY *Hi-Lo (Freeworld/Priority)*

Total Plays: 461, Total Stations: 57, Adds: 11

RL *Good Love (Warner Bros.)*

Total Plays: 460, Total Stations: 53, Adds: 7

LIBERTY CITY FLA. *I Met Her In Miami (Harrell/Jive)*

Total Plays: 438, Total Stations: 37, Adds: 0

SHAGGY *Angel (MCA)*

Total Plays: 421, Total Stations: 24, Adds: 23

8BALL & MJG *Buck Bounce (Jcor)*

Total Plays: 410, Total Stations: 38, Adds: 6

PHILLY'S MOST WANTED *Cross The Border (Atlantic)*

Total Plays: 405, Total Stations: 36, Adds: 3

DESTINY'S CHILD *Survivor (Columbia)*

Total Plays: 373, Total Stations: 81, Adds: 81

DIRTY *Hit Da Floe (Universal)*

Total Plays: 341, Total Stations: 21, Adds: 3

FREDRO STARR *Shining Through (Hollywood)*

Total Plays: 313, Total Stations: 31, Adds: 3

SPARKLE *Good Life (Motown)*

Total Plays: 263, Total Stations: 36, Adds: 2

SADE *King Of Sorrow (Epic)*

Total Plays: 234, Total Stations: 31, Adds: 4

L-BURNA F/BABY S *Make My Day (Ruthless/Epic)*

Total Plays: 198, Total Stations: 24, Adds: 4

C. THOMAS F/S. DAWES *Cold, Cold... (Bad Boy/Arista)*

Total Plays: 182, Total Stations: 27, Adds: 0

LUCY PEARL *You (Pookie/Beyond/Hollywood)*

Total Plays: 180, Total Stations: 15, Adds: 1

BEATNUTS *No Escapin' This (Loud/Columbia)*

Total Plays: 152, Total Stations: 16, Adds: 1

CHARLIE WILSON *Without You (Major Hits)*

Total Plays: 142, Total Stations: 8, Adds: 0

KURUPT F/NATE DOGG *Behind The Walls (Avatar)*

Total Plays: 125, Total Stations: 8, Adds: 0

LIL D *Dream Girl (Universal)*

Total Plays: 117, Total Stations: 9, Adds: 0

RC *Slo Burn (Dombrowski & Glasker)*

Total Plays: 110, Total Stations: 12, Adds: 4

BACKBONE *Five Deuce Four Tre (Universal)*

Total Plays: 90, Total Stations: 28, Adds: 28

CED F/CHAUNCEY *Black Whatcha Say (Judgment/RCA)*

Total Plays: 86, Total Stations: 12, Adds: 0

DOGGY'S ANGELS *Pleezbaaleevit! (Doggy Style/TVT)*

Total Plays: 55, Total Stations: 24, Adds: 24

LUKE *Lollipop (Koch)*

Total Plays: 45, Total Stations: 8, Adds: 4

RAPHAEL BROWN *Maybe (Arista)*

Total Plays: 24, Total Stations: 24, Adds: 24

Songs ranked by total plays

Most Played Recurrents

- AVANT My First Love (Magic Johnson/MCA)
- MUSIQ Just Friends (Sunny) (Def Soul/IDJMG)
- DESTINY'S CHILD Independent Women Pt. 1 (Columbia)
- R. KELLY I Wish (Jive)
- 3LW No More (Baby I'ma Do Right) (Epic)
- NELLY E.I. (Fo' Reel/Universal)
- MYSTIKAL Shake Ya Ass (Jive)
- LUDACRIS What's Your Fantasy (Def Jam South/IDJMG)
- ERYKAH BADU Bag Lady (Motown)
- KELLY PRICE You Should've Told Me (T-Neck/Def Soul/IDJMG)
- YOLANDA ADAMS Open My Heart (Elektra/EEG)
- NEXT Wiley (Arista)
- JAGGED EDGE Let's Get Married (So So Def/Columbia)
- RUFF ENDZ No More (Epic)
- SISQO Incomplete (Dragon/Def Soul/IDJMG)
- BEENIE MAN F/MYA Girls Dem Sugar (Virgin)
- PRDFYLE Liar (Motown)
- COMMON The Light (MCA)
- TONI BRAXTON Just Be A Man About It (LaFace/Arista)
- AALIYAH Try Again (BlackGround/Virgin)

TUNED-IN URBAN

R&R/MEDIABASE 24/7

WAJZ/Albany 3am

JOE I/MYSTIKAL Stutter
 DAVE HOLLISTER One Woman Man
 ICONZ Get Crunked
 SHABBA RANKS Mr. Lover Man
 JA RULE I/LIL' MO & VITA Put It On Me
 3LW No More (Baby I'ma Do Right)
 CASE Missing You
 BLACK ROB Whoa!
 K-CI & JOJO Wanna Do You Right
 MOS DEF I/NATE DOGG... Oh No
 MYSTIKAL I/NIVEA Danger (Bean So Long)
 MAXWELL Get To Know Ya
 AVANT My First Love
 SYLK-E-FYNE I/CHILL Romeo & Juliët

11am

112 It's Over Now
 3LW No More (Baby I'ma Do Right)
 OUTKAST So Fresh, So Clean
 JUVENILE Back That Thang Up
 LUDACRIS Southern Hospitality
 JA RULE I/C. MILIAN Between Me And You
 JILL SCOTT A Long Walk
 SISQO Gotta Get It
 PRDFYLE Jam
 OUTKAST Ms. Jackson
 EVE Who's That Girl
 JENNIFER LOPEZ Love Don't Cost A Thing

4pm

PINK You Make Me Sick
 ANGIE MARTINEZ I/JAY-Z Mi Amor
 MOS DEF I/NATE DOGG... Oh No
 CUBAN LINK Still Telling Lies
 DREAM He Loves U Not
 CANDYMAN Knockin' Boots
 SHAGGY Angel
 JAY-Z I/JA & AMIL Can I Get A..
 JOE I/MYSTIKAL Stutter
 LIL' TROY Wanna Be A Baller
 OUTKAST Ms. Jackson
 MARY J. BLIGE You Don't Have To Worry
 FUNKMASTER FLEX I/FAITH EVANS Good Life

8pm

OLIVIA Bizouace
 TANK Maybe I Deserve
 JON B Don't Talk
 NELLY Ride Wit Me
 LIL' ZANE None Tonight
 EVE Who's That Girl
 PHILLY'S MOST WANTED Cross The Border
 INDIA.ARIE Video
 MOS DEF I/NATE DOGG... Oh No
 JA RULE I/LIL' MO & VITA Put It On Me
 TRICK DADDY Take It To Da House
 ERYKAH BADU Bag Lady
 JAY-Z Change The Game
 MYSTIKAL I/NIVEA Danger (Bean So Long)



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 2/26. © 2001, R&R Inc.

WIKS/Greenville 3am

NEXT Wiley
 SPINNERS I'll Be Around
 JAGGED EDGE Promise
 BABYFACE & FRIENDS This Is For The Lover In You
 JOE I/MYSTIKAL Stutter
 ANITA BAKER You Bring Me Joy
 JAHEIM Could It Be
 FUNKAEDELIC Knee Deep
 MONICA Before You Walk Out...
 MAXWELL Get To Know Ya
 R. KELLY I Wish
 LUTHER VANDROSS For You To Love

11am

EARTH, WIND & FIRE Fantasy
 MARY J. BLIGE Give Me You
 LOOSE ENDS Hanging On A String...
 AVANT My First Love
 STEVIE WONDER Superstition
 JESSE POWELL II I
 EVELYN KING Shame
 JON B Don't Talk
 NEXT Wiley
 DRU HILL In My Bed

4pm

BLACKSTREET No Diggity
 AVANT My First Love
 ISLEY BROTHERS Choosey Lover
 KOFFEE BROWN After Party
 EARTH, WIND & FIRE September
 KENNY LATTIMORE For You
 NEXT Wiley
 BRANDY Best Friend
 DELLS A Heart Is House For Love
 JESSE POWELL II I
 ERYKAH BADU Bag Lady

8pm

NEXT Wiley
 OUTKAST Ms. Jackson
 ANGIE STONE No More Rain...
 MYA I/JADAKISS Best Of Me
 MYSTIKAL Shake Ya Ass
 ERYKAH BADU Bag Lady
 SHAGGY It Wasn't Me
 TAMIA Stranger In My House
 NELLY E.I.
 KOFFEE BROWN After Party
 EVE Who's That Girl
 SISQO Incomplete



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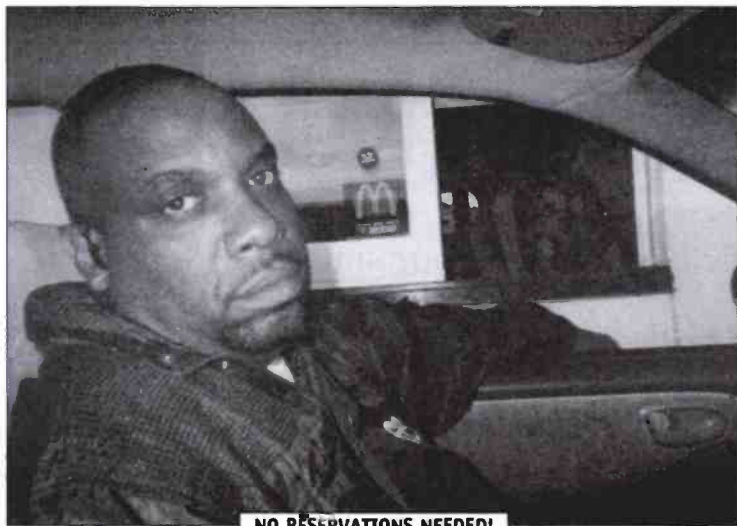
Most Played Recurrents

- SADE By Your Side (Epic)
- SISQO Incomplete (Dragon/Def Soul/IDJMG)
- R. KELLY I Wish (Jive)
- JOE I Wanna Know (Jive)
- DONELL JONES Where I Wanna Be (Untouchables/LaFace/Arista)
- MARY MARY Shackles (Praise You) (Columbia)
- ERYKAH BADU Bag Lady (Motown)
- JILL SCOTT Gettin' In The Way (Hidden Beach/Epic)
- TONI BRAXTON Just Be A Man About It (LaFace/Arista)
- CARL THOMAS I Wish (Bad Boy/Arista)
- KELLY PRICE You Should've Told Me (T-Neck/Def Soul/IDJMG)
- JOE Treat Her Like A Lady (Jive)
- ANGIE STONE No More Rain (In This Cloud) (Arista)
- DONELL JONES U Know What's Up (Untouchables/LaFace/Arista)
- MAXWELL Fortunate (Rock Land/Interscope/Columbia)
- WHITNEY HOUSTON & DEBORAH COX Same Script, Different Cast (Arista)
- GERALD LEVERT Mr. Too Damn Good (EastWest/EEG)
- BRIAN MCKNIGHT Back At One (Motown)
- KEVON EDMONDS 24/7 (RCA)
- ERIC BENET Spend My Life With You (Warner Bros.)

URBAN AC Going For Adds 3/13/01

- AL JARREAU It's How You Say It (GRP/VMG)
- JANET All For You (Virgin)

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NO RESERVATIONS NEEDED!

During a recent convention, DreamWorks rep Chris Barry took R&R Asst. Urban Editor Tanya O'Quinn out for lunch. While O'Quinn opted for evening wear, Barry chose to remain suited in his "panel" gear. Once she saw the golden arches, O'Quinn realized why there was no need for her to change clothes. Captured on film is Barry's priceless expression when O'Quinn asked for super-sized fries.

TUNED-IN URBAN AC

R&R/MEDIABASE 24/7

WBAV/Charlotte 3am

- MARIAH CAREY Make It Happen
- CARL THOMAS Emotional
- RACHELLE FERRELL I Forgive You
- LUTHER VANDROSS So Amazing
- AVANT My First Love
- CASE Missing You
- JODECI Stay
- ATLANTIC STARR Secret Lovers
- 702 Get It Together
- KEITH WASHINGTON I Love You

11am

- SHALAMAR For The Lover In You
- TAMIA Stranger In My House
- BOBBY WOMACK If You Think You're Lonely...
- GUY Piece Of My Love
- JOE I Wanna Know
- D. HATHAWAY & R. FLACK The Closer I Get To You
- R. KELLY I Believe I Can Fly
- GLADYS KNIGHT... Save The Overtime For Me
- CHANTE MOORE Bitter
- STEVIE WONDER That Girl

4pm

- DAVE HOLLISTER One Woman Man
- TEDDY PENDERGRASS Close The Door
- FIRST CHOICE Let No Man Put Asunder
- MUSIQ Just Friends (Sunny)
- O'JAYS Darlin' Darlin' Baby
- DIANA ROSS Love Hangover
- KEITH SWEAT Real Man
- S.O.S. BAND Just Be Good To Me
- JOE All The Things...
- KOFFEE BROWN After Party

8pm

- SHAI Comforter
- JILL SCOTT A Long Walk
- GLADYS KNIGHT If I Were Your Woman Pt. II
- HARLOD MELVIN... I Miss You
- ANN NESBY I'll Do Anything For You
- JESSE POWELL If I
- AVANT My First Love
- KLYMAXX I Miss You
- FOURPLAY Sexual Healing
- MTUME You, Me & He

WCFB/Orlando 3am

- GAP BAND Party Train
- TONI BRAXTON Maybe
- LUTHER VANDROSS Creepin'
- AARON HALL When You Need Me
- JONES GIRLS You Gonna Make Me Love...
- MARVIN GAYE Sexual Healing
- RACHELLE FERRELL I Forgive You
- ISLEY BROTHERS That Lady Pt. I
- S.O.S. BAND Tell Me If You Still Care
- ERYKAH BADU Bag Lady
- TEDDY PENDERGRASS Joy
- MARY J. BLIGE Not Gon' Cry

11am

- NATALIE COLE I Live For Your Love
- MAXWELL Get To Know Ya
- ARETHA FRANKLIN Respect
- MUSIQ Just Friends (Sunny)
- MAZE I/F. BEVERLY Back In Stride
- GLENN JONES We've Only Just Begun...
- CARL THOMAS Emotional
- AL GREEN Call Me (Come Back Home)
- STEVIE WONDER Ribbon In The Sky
- JR. WALKER... What Does It Take...

4pm

- TEVIN CAMPBELL Can We Talk
- EMOTIONS Don't Ask My Neighbor
- MARVIN GAYE Sexual Healing
- STEVIE WONDER Send One Your Love
- YOLANDA ADAMS Open My Heart
- TEMPTATIONS I Can't Get Next To You
- O'JAYS Livin' For The Weekend
- JACKSON 5 The Love You Save
- MUSIQ Just Friends (Sunny)
- STEPHANIE MILLS Power Of Love

8pm

- FREDDIE JACKSON Rock Me Tonight...
- DAVE HOLLISTER One Woman Man
- SPINNERS Sadie
- MARY J. BLIGE Everything
- L. T. D. Where Did We Go Wrong
- BOYZ II MEN I'll Make Love To You
- SIMPLY RED Holding Back The Years
- ĀALIYAH At Your Best
- JON B. They Don't Know
- SISQO Incomplete
- L. VANDROSS & M. CAREY Endless Love



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 2/26 © 2001, R&R Inc.

R&R Urban AC Top 30

March 9, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	DAVE HOLLISTER One Woman Man (Def Squad/DreamWorks)	943	-15	115653	17	39/0
2	2	TAMIA Stranger In My House (Elektra/EEG)	893	+9	127925	16	39/0
4	3	JILL SCOTT A Long Walk (Hidden Beach/Epic)	754	-7	133805	9	28/0
3	4	CARL THOMAS Emotional (Bad Boy/Arista)	734	-87	95765	18	36/0
5	5	MAXWELL Get To Know Ya (Columbia)	700	+80	104549	6	38/1
6	6	ERYKAH BADU Didn't Cha Know (Motown)	579	-3	90846	11	31/0
8	7	AVANT My First Love (Magic Johnson/MCA)	575	+25	71974	23	34/0
7	8	MUSIQ Just Friends (Sunny) (Def Soul/IDJMG)	488	-66	67240	14	28/0
9	9	CHARLIE WILSON Without You (Major Hits)	470	-20	60627	26	31/0
12	10	JOE F/MYSTIKAL Stutter (Jive)	470	+30	58762	11	26/0
13	11	JESSE POWELL If I (Silas/MCA)	466	+35	65157	10	30/1
10	12	RACHELLE FERRELL I Forgive You (Capitol)	460	+3	35498	12	29/0
17	13	PUBLIC ANNOUNCEMENT Man Ain't Suppose To Cry (RCA)	458	+65	60963	4	29/0
19	14	KOFFEE BROWN After Party (Arista)	416	+31	56961	4	29/2
15	15	YOLANDA ADAMS Open My Heart (Elektra/EEG)	399	-9	62365	42	31/0
BREAKER	16	DONNIE MCCLURKIN We Fall Down (Verity)	396	+107	83845	2	33/0
18	17	JAHEIM Could It Be (Divine Mill/WB)	396	+5	56668	8	23/1
BREAKER	18	TANK Maybe I Deserve (BlackGround)	387	+50	33749	7	19/2
20	19	CHANTE' MOORE Bitter (Silas/MCA)	363	+13	67434	5	25/0
14	20	GLADYS KNIGHT If I Were Your Woman II (MCA)	354	-66	38000	4	29/1
16	21	JAGGED EDGE Promise (So So Def/Columbia)	354	-43	56337	8	19/0
24	22	INDIA.ARIE Video (Motown)	310	+29	46244	2	20/3
22	23	YOLANDA ADAMS I Believe I Can Fly (Elektra/EEG)	297	-15	39411	5	28/0
11	24	PRU Candles (Capitol)	295	-160	34487	18	22/0
28	25	TONI BRAXTON Maybe (LaFace/Arista)	291	+32	33272	4	25/0
25	26	SPOOKS Sweet Revenge (Antra/Artemis)	254	-22	38020	9	21/1
DEBUT	27	MUSIQ Love (Def Soul/IDJMG)	237	+59	62440	1	27/23
27	28	BABYFACE Reason For Breathing (Arista/Epic)	224	-44	23197	16	26/0
DEBUT	29	KEITH SWEAT Real Man (Elektra/EEG)	211	+32	19187	1	20/1
DEBUT	30	DESMOND PRINGLE With Arms Wide Open (Tommy Boy)	211	+30	28263	1	14/0

Most Added

ARTIST TITLE LABEL(S)	ADDS
MUSIQ Love (Def Soul/IDJMG)	23
SUNSHINE ANDERSON Heard It All Before (Soulife/Atlantic)	22
PATTI LABELLE Why Do We Hurt Each Other (MCA)	14
SADE King Of Sorrow (Epic)	6
RL Good Love (Warner Bros.)	6
R. KELLY A Woman's Threat (Jive)	4
INDIA.ARIE Video (Motown)	3
KOFFEE BROWN After Party (Arista)	2
TANK Maybe I Deserve (BlackGround)	2
FORSHE' My World Is Empty Without You (HDH)	2
FUNKMASTER FLEX Good Life (Loud)	2
HIL ST. SOUL For Your Love (Dome/Select-O-Hits)	2
SHAGGY Angel (MCA)	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JANET All For You (Virgin)	+138
SADE King Of Sorrow (Epic)	+129
RL Good Love (Warner Bros.)	+108
DONNIE MCCLURKIN We Fall Down (Verity)	+107
R. KELLY A Woman's Threat (Jive)	+84
MAXWELL Get To Know Ya (Columbia)	+80
PUBLIC ANNOUNCEMENT Man Ain't Suppose To Cry (RCA)	+65
MUSIQ Love (Def Soul/IDJMG)	+59
HIL ST. SOUL For Your Love (Dome/Select-O-Hits)	+58
TANK Maybe I Deserve (BlackGround)	+50

Breakers

DONNIE MCCLURKIN		
We Fall Down (Verity)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
396/107	33/0	16
TANK		
Maybe I Deserve (BlackGround)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
387/50	19/2	18

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

39 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 2/25-Saturday 3/3. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 350 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

SADE King Of Sorrow (Epic) Total Plays: 177, Total Stations: 24, Adds: 6	R. KELLY A Woman's Threat (Jive) Total Plays: 106, Total Stations: 20, Adds: 4
MR. C THE SLIDE MAN Cha-Cha Slide (Universal) Total Plays: 177, Total Stations: 8, Adds: 0	HIL ST. SOUL For Your Love (Dome/Select-O-Hits) Total Plays: 58, Total Stations: 6, Adds: 2
CASE Missing You (Def Soul/IDJMG) Total Plays: 163, Total Stations: 4, Adds: 1	BRENDA RUSSELL Something About Your Love (Hidden Beach/Epic) Total Plays: 53, Total Stations: 6, Adds: 0
SUNSHINE ANDERSON Heard It All Before (Soulife/Atlantic) Total Plays: 141, Total Stations: 23, Adds: 22	FUNKMASTER FLEX Good Life (Loud) Total Plays: 47, Total Stations: 6, Adds: 2
WALTER BEASLEY I Wanna Know (Shanachie) Total Plays: 126, Total Stations: 16, Adds: 1	FORSHE' My World Is Empty Without You (HDH) Total Plays: 38, Total Stations: 6, Adds: 2
RL Good Love (Warner Bros.) Total Plays: 118, Total Stations: 18, Adds: 6	PATTI LABELLE Why Do We Hurt Each Other (MCA) Total Plays: 31, Total Stations: 14, Adds: 14
RIPPINGTONS F/MWARD HEWETT I Found Heaven (Peak/Concord) Total Plays: 117, Total Stations: 17, Adds: 1	

Songs ranked by total plays

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WILD/Boston

WHUR/Washington

KMJQ/Houston

WALR/Atlanta

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WMCS/Milwaukee

WFLM/Pierce

WKXJ/Jackson

WRBV/Macon

WAGH/Columbus

All Songs Written by Diane Warren

Single Produced by Jimmy Jam & Terry Lewis

for First Time Productions, Inc.

Co-Produced by "Big Jim" Wright

Management: Gookie Inc. - Stacey Holte

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Looking Back At CRS 2001

CRS 2001 brought Country radio's elite to Nashville last week to discuss the state of the industry and provided ample opportunities to hear some great live music. Among the surprises was Academy Award-nominated actor Russell Crowe showing up at the Wildhorse Saloon to hear Mercury's Jamie O'Neal, who was performing at the downtown club with Rascal Flatts and Dar-ryl Worley. Here's a look back at what was happening in Nashville during one of country music's biggest weeks of the year.



KICKOFF TO CRS 2001

The 2001 Country Radio Seminar got off to a rousing start on Thursday, March 1, with all of those pictured playing key roles in the festivities. From left to right, Epic/Nashville's Billy Gilman sang the national anthem, Sam Donaldson of ABC News was the keynote speaker, handler Al Cecere sent Challenger the American bald eagle on a flight over the crowd, Epic/Nashville's Collin Raye was honored as the Country Radio Broadcasters' Artist Humanitarian of the Year for 2001, RCA/Nashville's Clint Black was the 2000 Humanitarian award recipient and on hand to bestow the honor on Raye, and Westwood One President/Programming and CRB President Ed Salamon gav-elled open the seminar.



BROOKS WOWS ASCAP LUNCH CROWD

Garth Brooks supercharged his career with a 1990 appearance at the ASCAP luncheon. He returned to the ASCAP event Friday to field questions from the audience while delivering an informal solo acoustic performance of his hits and songs that provided early inspiration. On hand to congratulate Brooks on one of the most riveting appearances in CRS history are (l-r) CRB Executive Director Paul Allen, GB Management's Kelly Brooks, Capitol/Nashville President Mike Dungan, Brooks, ASCAP Sr. VP Connie Bradley, GB Management's Bob Doyle, Capitol/Nashville Sr. VP/GM Bill Catino and Westwood One President/Programming and CRB President Ed Salamon.



ACM PUTS ON SUPER FACES WITH TRITT

The Academy of Country Music teamed with United Stations Radio Networks to present the 2001 Super Faces Show on Wednesday night. ACM officers joined Sony/Nashville executives — and a couple of fans — to congratulate Travis Tritt on a stellar performance of past hits and music from his new album. Backstage are (l-r) ACM board Chairman and Blue Hat Records President David Corlew, ACM board member and Sony/Nashville Sr. VP/Promotion Jack Lameier, ACM Executive Director Fran Boyd, Eddie Montgomery of Montgomery Gentry, Tritt, Troy Gentry of Montgomery Gentry, Sony/Nashville President Allen Butler and ACM President and RPM Management's Scott Siman.



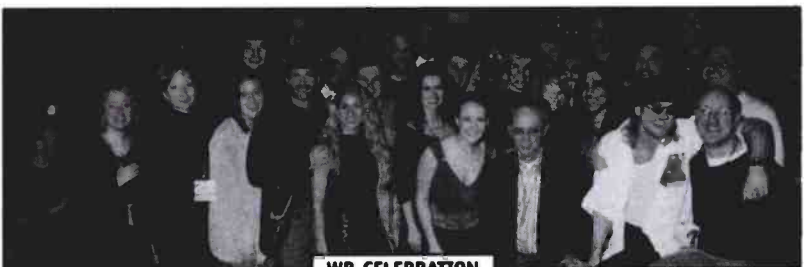
MCA MATTERS

Thursday's MCA/Nashville luncheon featured the label's Trisha Yearwood and Gary Allan, who played their hits while previewing new material. Yearwood's set included her new single, "I Would've Loved You Anyway," from a new album that arrives in June. Pictured after the show are (l-r) MCA/Nashville Sr. VP/Promotion David Haley, CRB board member Corinne Baldassano, MCA comedian and show host T. Bubba Bechtol, Yearwood, Allan and CRB board member John Blass-ingame.



CMA CELEBRATES SINGLES

The CMA delivered with Saturday's luncheon featuring "Singles of the Year" from the past 34 years. Performers included Jack Greene ("There Goes My Everything," 1967), The Oak Ridge Boys ("Elvira," 1981), John Anderson ("Swingin'," 1983), Vince Gill ("When I Call Your Name," 1990), John Michael Montgomery ("I Swear," 1994), Steve Wariner ("Holes in the Floor of Heaven," 1998) and Sons Of The Desert, who backed Lee Ann Womack on the 2000 Single of the Year, "I Hope You Dance." Scheduling conflicts prevented Womack from appearing. Pictured after the show are (l-r) Warner, Gill, Sons Of The Desert's Tim Womack, Greene, SOD's Drew Womack, Montgomery, SOD's Doug Virden and Anderson.



WB CELEBRATION

Warner Bros. executives were excited about sharing new music from Trick Pony and Lila McCann during a reception at a restaurant in downtown Nashville. Trick Pony, whose self-titled debut album arrives in stores Tuesday, also performed at the CRS New Faces Show. McCann, who also appeared at the Ryman Auditorium during the Warner Music Group show, introduced "Come a Little Closer," the first single from her upcoming album, *Complete*. See if you can pick out McCann and Trick Pony in this group shot with Country programmers.



MERCURY MANIA

When Mercury newcomer Meredith Edwards performed during a CRS showcase, radio programmers noticed the presence of 'N Sync member Lance Bass. Edwards' "A Rose Is a Rose" is the first single from Freelance Entertainment, a joint venture between Bass and Mercury. The week also provided a chance for Mercury's promotion department to talk about the company's new sister label, Lost Highway Records. Pictured here are (standing, l-r) Mercury's Damon Moberly; Haley McLemore; Lost Highway's Chris Stacey; Edwards; and Mercury's John Ettinger, Pat Surnegie, Chad Shultz, (seated, l-r) Rocco Cosco and Michael Powers.

More CRS Photos on Page 90

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CRS Photos Continued



RLG GATHERING

After a great evening of performances at Nashville's 6 Degrees, RCA Label Group artists and executives get together for some laughs and a quick photo. Pictured here are (l-r) BNA VP/National Promotion Tom Baldrice, The Warren Brothers' Brett Warren, RLG Chairman Joe Galante, RCA VP/National Promotion Mike Wilson, Arista artist Carolyn Dawn Johnson, BNA recording artist John Rich, The Warren Brothers' Brad Warren, Arista artist Phil Vassar, RCA artist Coley McCabe, Arista VP/National Promotion Bobby Kraig, BNA artist Shannon Brown and RLG Sr. VP/GM Butch Waugh.



ATLANTIC SUITE

Atlantic spent the week introducing newcomer Kristyn Garner and emphasizing Craig Morgan's new single, "I Want Us Back." Visiting at the Atlantic suite are (l-r) WBBS/Syracuse's Rick Jordan; WCTK/Providence's Sam Stevens; Morgan; WFRG/Utica, NY's Matt Raismon; and Atlantic Manager/Northeast Promotion Lee Adams.



EPIC HOBNOBBING

Epic recording artist Patty Loveless made the rounds when a bar at the Renaissance Hotel was turned into "Jack's Place" for the evening. Pictured are (l-r) KBUL/Reno MD Chuck Reeves, Loveless and Epic VP/National Promotion Rob Dalton.



JACK'S PLACE

On chart nights Sony/Nashville Sr. VP/National Country Promotion Jack Lameier welcomes friends, artists and business associates to his office for a cocktail hour referred to as "Jack's Place." CRS provided an opportunity to move the party downtown. Pictured are (l-r) Sony/Nashville Sr. VP/A&R Blake Chancey, Columbia recording artist Mary Chapin Carpenter, United Stations' Neil Haislop, independent promoter Debbie Gibson-Palmer and Lameier.



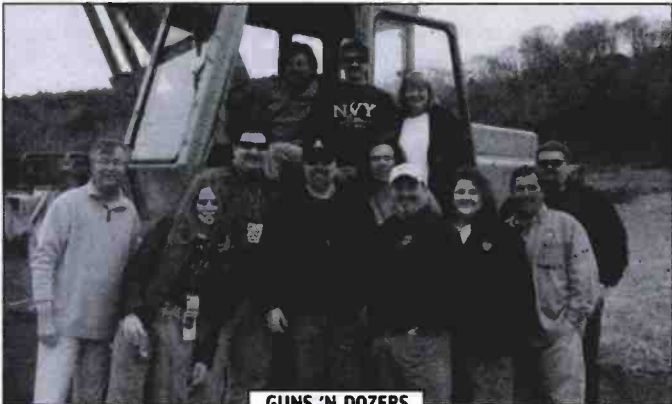
COUNTRY MONUMENT

The week gave programmers and artists a chance to form new alliances, but CRS is all about maintaining long-standing friendships. Such was the case when Monument recording artist Billy Ray Cyrus ran into *American Country Countdown* host Bob Kingsley. Pictured are (l-r) Monument Director/National Promotion Bart Allmand, Kingsley and Cyrus.



DREAMWORKS AT PLAY

DreamWorks was hard at play during CRS, co-hosting a showcase and casino night at the Hermitage Hotel. Pictured are (front row, l-r) Joanna Janet; DreamWorks' Scott Borchetta; Jolie & The Wanted's Jolie Edwards; Jessica Andrews; DreamWorks' Jimmy Harnen, Rick Ferrell and (top row, l-r) George Briner; Lisa Angelle; DreamWorks' James Stroud; Mike Walker; Darryl Worley; DreamWorks' Wayne Halper; Emerson Drive's Jeff Loberg and Mike Melancon; and DreamWorks' Jody Van-Alin.



GUNS 'N DOZERS

Lyric Street recording artist Aaron Tippin hosted the return of his annual "Guns & Dozers" event, which allows his friends to drive a bulldozer, operate a backhoe and shoot guns with a certified instructor. Pictured with heavy machinery are (l-r) Lyric Street VP/Promotion Dale Turner; WKXC/Augusta, GA's Stacy Canaday; WKXJ/Jackson, MI's Rob Bennett; KUPL/Portland's Rick Taylor; Lyric Street Sr. Director/Promotion Kevin Herring; Tippin; KTPI/Tehachapi, CA's Eric John; KUPL's Cary Rolfe; and WDEN/Macon, GA's Laura Starling, Beth Edmonson, Mike Harbin and Brian Edmonson.



HECTIC SCHEDULE

Dreamcatcher vocal group Marshall Dyllon got into the swing of things during their first-ever CRS. The group's interview schedule included a visit with *Racing Country* host Cathy Martindale. Pictured are (l-r) Marshall Dyllon's Todd Sansom and Paul Martin; Martindale; and Marshall Dyllon's Dan Cahoon, Michael Martin and Jesse Littleton.

R&R Country Top 50

March 9, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS TW	TOTAL PLAYS TW	GROSS IMPRESSIONS (100)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	TOBY KEITH You Shouldn't Kiss Me Like... (DreamWorks)	27537	5491	625597	18	146/0
1	2	DIAMOND RIO One More Day (Arista)	27330	5447	621225	17	145/0
3	3	JESSICA ANDREWS Who I Am (DreamWorks)	26660	5301	608685	15	145/1
4	4	KEITH URBAN But For The Grace Of God (Capitol)	26620	5364	594284	19	145/0
5	5	LEE ANN WOMACK Ashes By Now (MCA)	22887	4641	508659	21	145/0
8	6	FAITH HILL If My Heart Had Wings (Warner Bros.)	21054	4206	477490	9	144/0
9	7	TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	18745	3695	432295	9	145/2
15	8	BROOKS & DUNN Ain't Nothing 'Bout You (Arista)	15717	3064	367279	5	138/3
12	9	KENNY CHESNEY Don't Happen Twice (BNA)	15687	3139	356379	8	141/1
11	10	TIM RUSHLOW She Misses Him (Atlantic)	15652	3187	348021	17	137/1
10	11	SHEDAISY Lucky 4 You (Tonight I'm...) (Lyric Street)	15583	3209	342414	18	135/1
17	12	DIXIE CHICKS If I Fall You're Going With Me (Monument)	13856	2725	322037	4	140/5
13	13	MARTINA MCBRIDE It's My Time (RCA)	13695	2785	305927	10	135/1
14	14	WARREN BROTHERS Move On (BNA)	12618	2617	275522	19	139/2
16	15	TRICK PONY Pour Me (H2E/WB)	12575	2595	272623	17	128/3
19	16	GARY ALLAN Right Where I Need To Be (MCA)	10447	2141	231566	22	121/1
18	17	PHIL VASSAR Rose Bouquet (Arista)	9708	1978	215240	9	126/6
20	18	PAM TILLIS Please (Arista)	9190	1919	197754	11	110/0
BREAKER	19	MARK MCGUINN Mrs. Steven Rudy (VFR)	8209	1609	190364	7	98/13
24	20	PATTY LOVELESS The Last Thing On My Mind (Epic)	7456	1512	163600	9	103/3
22	21	STEVE HOLY The Hunger (Curb)	7198	1508	153998	14	112/1
27	22	AARON TIPPIN People Like Us (Lyric Street)	6290	1327	133469	9	102/5
25	23	CLAY DAVIDSON Sometimes (Capitol)	6132	1253	137109	7	98/2
30	24	MONTGOMERY GENTRY She Couldn't Change Me (Columbia)	5795	1188	126399	6	96/4
26	25	ERIC HEATHERLY Wrong Five O'Clock (Mercury)	5741	1199	124334	16	95/0
29	26	VINCE GILL Shoot Straight From Your Heart (MCA)	5296	1107	114496	8	81/1
BREAKER	27	SARA EVANS I Could Not Ask For More (RCA)	5215	1072	117858	4	92/12
28	28	KINLEYS I'm In (Epic)	4811	1031	101746	16	84/2
37	29	ALAN JACKSON When Somebody Loves You (Arista)	4457	884	102273	2	81/15
32	30	CHALEE TENNISON Go Back (Asylum/WB)	4153	862	90369	13	66/0
33	31	KENNY ROGERS There You Go Again (Dreamcatcher)	4088	843	90189	7	83/3
48	32	GEORGE STRAIT If You Can Do Anything Else (MCA)	3942	761	92813	2	73/33
34	33	TERRI CLARK No Fear (Mercury)	3892	821	83719	5	78/1
35	34	LEANN RIMES But I Do Love You (Curb)	2877	544	68911	3	54/18
36	35	NEAL MCCOY Beatin' It In (Giant)	2572	587	50459	5	71/0
40	36	CHRIS CAGLE Laredo (Capitol)	2402	456	60960	4	49/9
41	37	MEREDITH EDWARDS A Rose Is A Rose (Mercury)	2281	477	49602	7	64/2
39	38	LORRIE MORGAN & SAMMY KERSHAW He Drinks Tequila (RCA)	2156	491	41940	5	38/2
42	39	SONS OF THE DESERT What I Did Right (MCA)	2069	468	40868	4	61/4
45	40	CLAY WALKER Say No More (Giant)	2006	393	46996	2	46/7
44	41	HAL KETCHUM She Is (Curb)	1947	396	43258	2	43/1
47	42	LISA ANGELLE I Will Love You (DreamWorks)	1674	361	35670	3	33/1
38	43	BILLY RAY CYRUS Burn Down The Trailer Park (Monument)	1188	245	24954	8	37/0
46	44	TYLER ENGLAND I Drove Her To Dallas (Capitol)	1084	238	22941	5	33/0
DEBUT	45	COLLIN RAYE You Still Take Me There (Epic)	1029	222	21671	1	26/2
50	46	SOUTH SIXTY FIVE The Most Beautiful Girl (Atlantic)	826	144	22678	2	13/1
DEBUT	47	SOGGY BOTTOM BOYS I Am A Man Of Constant Sorrow (Mercury)	795	140	19754	1	7/4
49	48	HANK WILLIAMS III I Don't Know (Curb)	775	160	16247	3	9/0
DEBUT	49	CHARLIE ROBISON I Want You Bad (Columbia)	757	113	23187	1	5/0
DEBUT	50	MARSHALL DYLLON You (Dreamcatcher)	639	165	10961	1	29/5



146 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week of Sunday 2/25-Saturday 3/3. Bullets appear on songs gaining points/plays or remaining flat from previous week. If two songs are tied in total points/plays, the song being played on more stations is placed first. Breaker status is assigned to songs achieving airplay at 60% of reporter base for the first time. Songs that are down in points/plays for three consecutive weeks and below No. 1 are moved to recurrent. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

Most Added.

ARTIST TITLE LABEL(S)	ADDS
GEORGE STRAIT If You Can Do Anything Else (MCA)	33
LEANN RIMES But I Do Love You (Curb)	18
BRAD PAISLEY Two People Fell In Love (Arista)	17
ALAN JACKSON When Somebody Loves You (Arista)	15
MARK MCGUINN Mrs. Steven Rudy (VFR)	13
SARA EVANS I Could Not Ask For More (RCA)	12
CHRIS CAGLE Laredo (Capitol)	9
T. BYRD W.M. CHESNUTT A Good Way To Get On... (RCA)	8
CLAY WALKER Say No More (Giant)	7
TIM MCGRAW Grown Men Don't Cry (Curb)	7

Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
BROOKS & DUNN Ain't Nothing 'Bout You (Arista)	+3937
DIXIE CHICKS If I Fall You're Going With Me (Monument)	+3430
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	+3143
GEORGE STRAIT If You Can Do Anything Else (MCA)	+3041
ALAN JACKSON When Somebody Loves You (Arista)	+2454
KENNY CHESNEY Don't Happen Twice (BNA)	+2295
MARK MCGUINN Mrs. Steven Rudy (VFR)	+2144
GARY ALLAN Right Where I Need To Be (MCA)	+2002
FAITH HILL If My Heart Had Wings (Warner Bros.)	+1743
PATTY LOVELESS The Last Thing On My Mind (Epic)	+1502
MONTGOMERY GENTRY She Couldn't... (Columbia)	+1446
PHIL VASSAR Rose Bouquet (Arista)	+1260
PAM TILLIS Please (Arista)	+1217
TIM RUSHLOW She Misses Him (Atlantic)	+1137
KEITH URBAN But For The Grace Of God (Capitol)	+1045

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BROOKS & DUNN Ain't Nothing 'Bout You (Arista)	+796
DIXIE CHICKS If I Fall You're Going With Me (Monument)	+700
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	+609
GEORGE STRAIT If You Can Do Anything Else (MCA)	+595
ALAN JACKSON When Somebody Loves You (Arista)	+503
KENNY CHESNEY Don't Happen Twice (BNA)	+460
MARK MCGUINN Mrs. Steven Rudy (VFR)	+443
GARY ALLAN Right Where I Need To Be (MCA)	+406
FAITH HILL If My Heart Had Wings (Warner Bros.)	+353
PATTY LOVELESS The Last Thing On My Mind (Epic)	+292

Breakers.

MARK MCGUINN
Mrs. Steven Rudy (VFR)
67% of our reporters on it (98 stations)
13 Adds • Moves 23-19

SARA EVANS
I Could Not Ask For More (RCA)
63% of our reporters on it (92 stations)
12 Adds • Moves 31-27

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most increased Points/Plays lists the songs with the greatest week-to-week increases in total Points/Plays.



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R&R Country Indicator™

March 9, 2001

R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

ARTIST TITLE (LABEL)	TOTAL STATIONS/ ADDS	TOTAL POINTS	TOTAL PLAYS	50+	30-49	30-39	20-29	10-19	1-9
GARY ALLAN Right Where I Need To Be (MCA)	32/0	1963	610	0	1	3	11	13	4
JESSICA ANDREWS Who I Am (DreamWorks)	37/0	4382	1329	1	7	23	5	1	0
LISA ANGELLE I Will Love You (DreamWorks)	5/0	162	45	0	0	0	0	3	2
TERRI CLARK No Fear (Mercury)	23/2	943	305	0	0	1	3	14	5
BILLY RAY CYRUS Burn Down The... (Monument)	4/0	145	34	0	0	0	0	1	3
CLAY DAVIDSON Sometimes (Virgin)	31/0	1567	470	0	0	1	7	19	4
DIXIE CHICKS If I Fall You're Going... (Monument)	37/0	2573	788	0	1	2	19	12	3
MARSHALL DYLLON Live It Up (Dreamcatcher)	1/0	115	31	0	0	1	0	0	0
MARSHALL DYLLON You (Dreamcatcher)	4/2	80	19	0	0	0	0	0	4
MEREDITH EDWARDS A Rose Is A Rose (Mercury)	7/0	301	82	0	0	0	0	6	1
TYLER ENGLAND I Drove Her To Dallas (Capitol)	4/0	174	58	0	0	0	1	3	0
SARA EVANS I Could Not Ask For More (RCA)	27/4	1166	349	0	0	2	4	11	10
VINCE GILL Shoot Straight From Your Heart (MCA)	29/0	1615	495	0	0	0	10	17	2
ERIC HEATHERLY Wrong Five O'Clock (Mercury)	20/0	1118	326	0	0	1	5	11	3
STEVE HOLY The Hunger (Curb)	19/0	1049	301	0	0	1	7	8	3
ALAN JACKSON When Somebody Loves You (Arista)	27/8	991	308	0	1	0	3	12	11
KORTNEY KAYLE Don't Let Me Down (Lyric Street)	5/0	141	36	0	0	0	0	1	4
TOBY KEITH You Shouldn't Kiss Me... (DreamWorks)	37/0	4346	1317	1	8	23	3	2	0
HAL KETCHUM She Is (Curb)	4/1	183	51	0	0	0	1	1	2
KINLEYS I'm In (Epic)	14/1	712	205	0	0	1	2	11	0
TRACY LAWRENCE Unforgiven (Atlantic)	7/4	236	74	0	0	0	1	4	2
PATTY LOVELESS The Last Thing On My Mind (Epic)	34/0	1809	547	0	0	0	8	23	3
MARTINA MCBRIDE It's My Time (RCA)	34/0	2622	793	0	1	5	19	9	0
NEAL MCCOY Beatin' It In (Giant)	15/1	530	168	0	0	0	2	8	5
MONTGOMERY GENTRY She Couldn't... (Columbia)	26/3	1245	361	0	0	1	2	17	6
MORGAN & KERSHAW He Orinks Tequila (RCA)	7/1	392	106	0	0	0	2	3	2
BRAD PAISLEY Two People Fell In Love (Arista)	6/6	54	18	0	0	0	0	1	5
COLLIN RAYE You Still Take Me There (Epic)	8/2	137	46	0	0	0	0	2	6
KENNY ROGERS There You Go Again (Dreamcatcher)	16/0	733	240	0	0	0	3	9	4
TIM RUSHLOW She Misses Him (Atlantic)	35/0	2868	874	1	0	7	20	6	1
SAWYER BROWN Looking For Love (Curb)	4/0	165	48	0	0	0	1	1	2
SHEDAISY Lucky 4 U... (Lyric Street)	35/0	2980	899	1	2	7	19	3	3
SONS OF THE DESERT What I Did Right (MCA)	11/1	435	121	0	0	0	2	5	4
SOUTH SIXTY FIVE The Most Beautiful Girl (Atlantic)	3/0	150	41	0	0	0	0	3	0
CHALEE TENNISON Go Back (Asylum/WB)	18/1	918	261	0	0	0	6	9	3
PAM TILLIS Please (Arista)	32/1	1825	554	0	0	1	11	18	2
TRICK PONY Pour Me (H2E/WB)	34/1	2321	709	0	2	2	18	9	3
TRAVIS TRITT It's A Great Day (Columbia)	37/0	3541	1069	1	2	13	17	4	0
KEITH URBAN But For The Grace... (Capitol)	36/0	4331	1323	1	8	24	2	1	0
CLAY WALKER Say No More (Giant)	12/1	351	108	0	0	0	0	7	5
WARREN BROTHERS Move On (BNA)	35/0	2341	715	0	1	0	21	11	2
HANK WILLIAMS III I Don't Know (Curb)	4/0	137	40	0	0	0	0	2	2
BILLY YATES What Do You Want... (Columbia)	1/0	41	11	0	0	0	0	1	0

37 Country Indicator reporters in markets 124-202. Songs ranked alphabetically for the airplay week of Sunday 2/25-Saturday 3/3.
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Most Added®

ARTIST TITLE LABEL(S)	ADDS
GEORGE STRAIT If You Can Do Anything Else (MCA)	16
ALAN JACKSON When Somebody Loves You (Arista)	8
BRAD PAISLEY Two People Fell In Love (Arista)	6
LEANN RIMES But I Do Love You (Curb)	5
SARA EVANS I Could Not Ask For More (RCA)	4
TRACY LAWRENCE Unforgiven (Atlantic)	4
MONTGOMERY GENTRY She Couldn't... (Columbia)	3
TERRI CLARK No Fear (Mercury)	2
MARK MCGUINN Mrs. Steven Rudy (VFR)	2
CHRIS CAGLE Laredo (Capitol)	2
COLLIN RAYE You Still Take Me There (Epic)	2
K.T. OSLIN Live Close By (And Visit...) (BNA)	2
MARSHALL DYLLON You (Dreamcatcher)	2
TRACY BYRD W/MARK CHESNUTT A Good Way..... (RCA)	2

Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
GEORGE STRAIT If You Can Do Anything Else (MCA)	+800
DIXIE CHICKS If I Fall You're Going... (Monument)	+512
BROOKS & DUNN Ain't Nothing 'Bout You (Arista)	+490
ALAN JACKSON When Somebody Loves You (Arista)	+458
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	+424
FAITH HILL If My Heart Had Wings (Warner Bros.)	+412
SARA EVANS I Could Not Ask For More (RCA)	+359
TIM RUSHLOW She Misses Him (Atlantic)	+316
KENNY CHESNEY Don't Happen Twice (BNA)	+310
PHIL VASSAR Rose Bouquet (Arista)	+277
TERRI CLARK No Fear (Mercury)	+220
MONTGOMERY GENTRY She Couldn't... (Columbia)	+212
AARON TIPPIN People Like Us (Lyric Street)	+207
MARK MCGUINN Mrs. Steven Rudy (VFR)	+199
TRACY LAWRENCE Unforgiven (Atlantic)	+194

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GEORGE STRAIT If You Can Do Anything Else (MCA)	+226
ALAN JACKSON When Somebody Loves You (Arista)	+150
DIXIE CHICKS If I Fall You're Going With Me (Monument)	+148
BROOKS & DUNN Ain't Nothing 'Bout You (Arista)	+133
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	+129
FAITH HILL If My Heart Had Wings (Warner Bros.)	+125
SARA EVANS I Could Not Ask For More (RCA)	+107
TIM RUSHLOW She Misses Him (Atlantic)	+95
KENNY CHESNEY Don't Happen Twice (BNA)	+91
PHIL VASSAR Rose Bouquet (Arista)	+91
TERRI CLARK No Fear (Mercury)	+76
MONTGOMERY GENTRY She Couldn't... (Columbia)	+71
MARK MCGUINN Mrs. Steven Rudy (VFR)	+65
AARON TIPPIN People Like Us (Lyric Street)	+61
TRACY LAWRENCE Unforgiven (Atlantic)	+60
JESSICA ANDREWS Who I Am (DreamWorks)	+57
LEANN RIMES But I Do Love You (Curb)	+57

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES March 9, 2001

BULLSEYE® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of February 11-17.



By Kevin McCabe

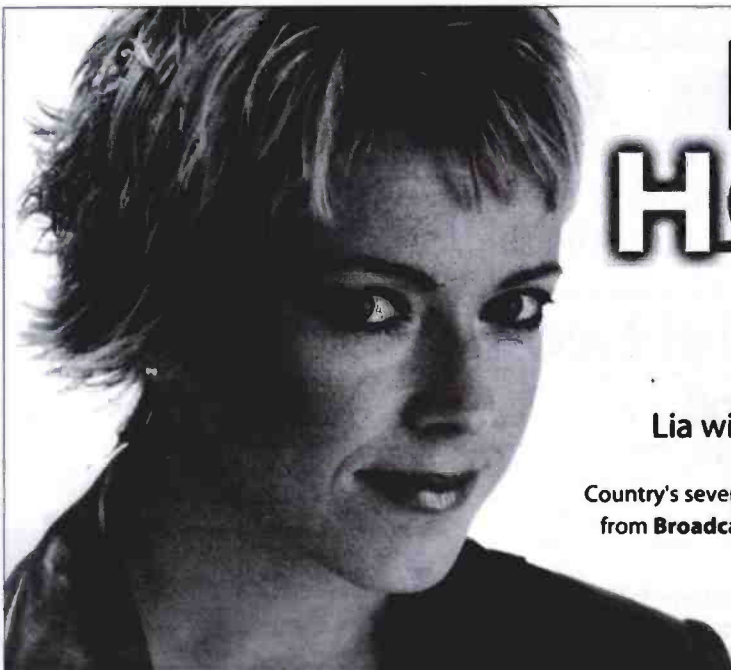
PASSWORD OF THE WEEK:

Brown
Question of the week: What is your favorite television show, the one you try never to miss and make time in your schedule to see?

- Total Sample**
 CSI 3%
 E.R. 9%
 Everybody Loves Raymond 2%
 Frasier 4%
 Friends 7%
 JAG 3%
 News/Info 5%
 NYPD Blue 2%
 Seventh Heaven 2%
 Sports 5%
Male
 CSI 3%
 E.R. 6%
 Everybody Loves Raymond 2%
 Frasier 4%
 Friends 7%
 JAG 2%
 News/Info 3%
 NYPD Blue 3%
 Seventh Heaven 1%
 Sports 8%
Female
 CSI 3%
 E.R. 11%
 Everybody Loves Raymond 2%
 Frasier 4%
 Friends 7%
 JAG 3%
 News/Info 3%
 NYPD Blue 1%
 Seventh Heaven 3%
 Sports 2%
25-34s
 CSI 5%
 E.R. 8%
 Everybody Loves Raymond 3%
 Frasier 5%
 Friends 6%
 JAG 0%
 News/Info 1%
 NYPD Blue 0%
 Seventh Heaven 5%

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
TOBY KEITH You Shouldn't Kiss Me Like This (DreamWorks)	34.5%	74.3%	17.0%	97.3%	4.5%	1.5%
JO DEE MESSINA Burn (Curb)	27.0%	69.0%	20.3%	99.3%	5.5%	4.5%
DIAMOND RIO One More Day (Arista)	31.0%	67.8%	20.5%	96.8%	5.8%	2.8%
GARTH BROOKS Wild Horses (Capitol)	32.8%	66.8%	25.3%	99.8%	4.3%	3.5%
KEITH URBAN But For The Grace Of God (Capitol)	27.3%	66.3%	22.3%	98.0%	6.8%	2.8%
TIM RUSHLOW She Misses Him (Atlantic)	34.3%	66.0%	18.8%	95.0%	7.0%	3.3%
JESSICA ANDREWS Who I Am (DreamWorks)	30.3%	66.0%	21.3%	96.3%	7.3%	1.8%
DARRYL WORLEY A Good Day To Run (DreamWorks)	28.5%	65.5%	24.8%	98.0%	5.5%	2.3%
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	24.0%	64.8%	25.5%	98.0%	6.5%	1.3%
LEE ANN WOMACK Ashes By Now (MCA)	29.3%	64.3%	25.0%	98.8%	5.0%	4.5%
KENNY CHESNEY Don't Happen Twice (BNA)	21.0%	63.8%	24.0%	98.0%	8.0%	2.3%
DWIGHT YOAKAM What Do You Know About Love (Reprise/WB)	27.3%	62.8%	25.8%	97.8%	6.5%	2.8%
FAITH HILL If My Heart Had Wings (Warner Bros.)	28.0%	62.5%	26.3%	96.8%	5.8%	2.3%
SHEDAISY Lucky 4 You (Tonight I'm...) (Lyric Street)	21.3%	61.8%	23.8%	96.0%	8.0%	2.5%
MONTGOMERY GENTRY She Couldn't Change Me (Columbia)	28.0%	61.0%	24.0%	93.5%	7.8%	0.8%
BROOKS & DUNN Ain't Nothing 'Bout You (Arista)	26.5%	60.3%	24.3%	94.5%	8.0%	2.0%
AARON TIPPIN People Like Us (Lyric Street)	25.5%	60.0%	26.5%	98.8%	9.8%	2.5%
KENNY ROGERS There You Go Again (Dreamcatcher)	24.0%	59.5%	28.0%	93.5%	5.3%	0.8%
VINCE GILL Shoot Straight From Your Heart (MCA)	22.3%	59.5%	27.5%	94.3%	6.8%	0.5%
GARY ALLAN Right Where I Need To Be (MCA)	20.5%	59.5%	25.3%	96.8%	9.5%	2.5%
DIXIE CHICKS If I Fall You're Going Down With Me (Monument)	23.5%	59.3%	25.8%	93.8%	7.0%	1.8%
TRICK PONY Pour Me (H2E/WB)	25.8%	58.8%	24.5%	96.8%	8.5%	5.0%
PATTY LOVELESS The Last Thing On My Mind (Epic)	24.5%	57.5%	28.8%	94.8%	7.3%	1.3%
WARREN BROTHERS Move On (BNA)	23.3%	57.0%	30.3%	95.0%	6.5%	1.3%
KINLEYS I'm In (Epic)	19.5%	56.3%	31.5%	96.3%	7.3%	1.3%
TERRI CLARK No Fear (Mercury)	22.0%	55.8%	29.5%	92.0%	6.5%	0.3%
PHIL VASSAR Rose Bouquet (Arista)	19.8%	55.8%	27.5%	90.3%	5.8%	1.3%
CHALEE TENNISON Go Back (Asylum/WB)	19.3%	55.8%	26.0%	93.3%	9.3%	2.3%
ERIC HEATHERLY Wrong 5 O'Clock (Mercury)	22.5%	55.5%	27.0%	94.3%	8.8%	3.0%
STEVE HOLY The Hunger (Curb)	14.0%	52.3%	26.3%	87.5%	8.0%	1.0%
CLAY DAVIDSON Sometimes (Capitol)	21.0%	51.5%	29.8%	91.3%	8.5%	1.5%
SARA EVANS I Could Not Ask For More (RCA)	18.5%	50.5%	31.0%	89.5%	8.0%	0.0%
PAM TILLIS Please (Arista)	18.3%	50.3%	31.0%	92.5%	9.0%	2.3%
MARTINA MCBRIDE It's My Time (RCA)	21.0%	49.0%	28.5%	94.5%	13.0%	4.0%
MARK MCGUINN Mrs. Steven Rudy (VFR)	14.3%	47.3%	29.5%	90.0%	10.8%	2.5%

Total sample size is 400 persons weekly with a +/- 5% margin of error. Scoring is done each week using live interviewers conducting the interview with each respondent. Scores are: a) I Like It A Lot, In Fact It's One Of My Favorites b) I Like It c) It's Okay, Just So-So d) I Don't Like It e) I'm Tired Of Hearing It On The Radio f) I Don't Recognize It. To be included in the weekly callout songs must enter the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54 year-old persons who identify Country as their favorite music and who listen daily to competitive country radio in the sample markets. The sample is 50% male/female ... 1/3 each in the 25-34, 35-44, and 45-54 demos. The sample is balanced by region, and markets within that region. Bullseye Callout is conducted in these regions and markets. Market selection is determined by Bullseye. **NORTHEAST:** Washington, DC., Harrisburg, PA., Providence, Rochester, NY., Springfield, MA., Hartford, Portland, ME., Portsmouth, NH. **SOUTHEAST:** Charlotte, Atlanta, Tampa, Nashville, Chattanooga, Mobile, AL., Charleston, SC., Jackson, MS. **MIDWEST:** Milwaukee, Cincinnati, Cleveland, Kansas City, Lansing, MI., Ft Wayne, IN., Rockford, IL., Indianapolis. **SOUTHWEST:** Dallas-Ft. Worth, Tucson, Albuquerque, Oklahoma City, Houston-Galveston, Phoenix, Lafayette LA., San Antonio. **WEST:** Portland, OR., Salt Lake City, Fresno, Bakersfield, Spokane, WA., Riverside-San Bernardino, Boise, Denver, Monterey-Salinas. © 2001 R&R Inc. © 2001 Bullseye Marketing Research Inc.



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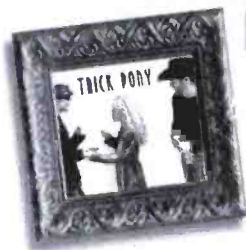
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BROADCAST PROGRAMMING

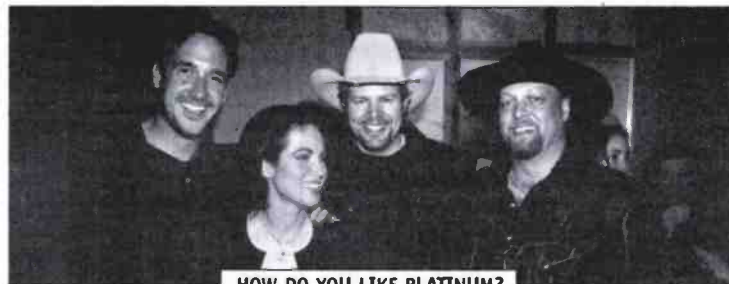
The New Album Gallery



Trick Pony

Trick Pony (Warner Bros.)

Trick Pony's explosive live show won them additional admirers at last week's Country Radio Seminar in Nashville. With the band's debut, "Pour Me," having climbed to No. 15 on this week's R&R Country chart, the world is about to find out more about Trick Pony with the release of their self-titled debut album. The three members — Heidi Newfield, Keith Burns and Ira Dean — have worked previously in other bands and in solo settings, but they've found the perfect chemistry in Trick Pony. Newfield says, "That's the great thing about not being solo: We have each other to work off of. We know each other backward and forward, so we're very comfortable working with each other." They should be comfortable with each other, since they've spent the last few years performing an average of 200 dates per year. The teamwork is apparent throughout the album, too, and there's no doubt that the band has learned how to capture an audience's attention. Describing the music, Burns says, "It's the people out there ... the guy who shows up on Saturday night to drink and dance and get rid of his worries for the weekend. That's the guy we're playing for. When you get a positive reaction, you know you have something special." In approaching the music, Newfield says, "All three of us are writers and wanted to have our own sound and our own material. Our favorite artists were those who wrote their own material, and we fully intended to do that." In addition to the original songs, one of the album's highlights is a cover of Johnny Cash's "Big River," which features guest appearances by Cash and another country legend, Waylon Jennings. Dean says, "We wanted to cut an old song from the Sun Records days. When I first moved to town and I was starving, Johnny Cash's son snuck me into their house and gave me a place to sleep. Johnny and I became friends. I told him if I ever got a record deal, I'd like to record 'Big River,' and I asked him if he'd sing it with me. When he said yes, I'm sure he never believed I'd actually get a deal."



HOW DO YOU LIKE PLATINUM?

Toby Keith had plenty to celebrate at CRS, including a Platinum album for his Dream-Works project, *How Do You Like Me Now?!*, and a No. 1 single, "Don't Kiss Me Like This." Stopping by was Montgomery Gentry's Eddie Montgomery, who will be joining Keith on Brooks & Dunn's upcoming tour. Pictured are (l-r) KMLE/Phoenix PD Jeff Garison, Lisa Angelle, Keith and Montgomery.



Georgia Middleman

Endless Possibilities (Giant)

San Antonio native Georgia Middleman has been writing songs professionally since she was 17. During the past five years in Nashville her songs have been recorded by Martina McBride, The Kinleys and Radney Foster — and she co-wrote six of the 12 songs on her Giant debut album, *Endless Possibilities*. In describing her approach to music,

Middleman says, "I like to think of my songs as slices of life," adding, "There are really no limits to what you can talk about as long as you are being honest." Middleman spent her college years in New York, where she continued to write songs while performing in off-Broadway productions. She says, "One of the big lessons I learned in acting school was the importance of paying attention to detail. When you are an actor onstage who is general, no one can relate to you. As a songwriter, attention to detail means making a story vivid and bringing a listener into a picture by showing them the little things. Also, another thing I learned was that it's one thing to call up an emotion to play a scene, but it's another to communicate it to the audience. As a singer, I can be moved by a song; but in order for the audience to be moved by my performance, I have to communicate it effectively. As a songwriter, you have three minutes to do that." In working with producers Russ Zavitsos and Tony Haselden, Middleman says, "I wanted to make an honest record, and I wanted it to be my voice — what I want to say musically and lyrically." As for the album's title, she explains, "Life is about choices. It has endless possibilities. We get into ruts in our life, and some of the songs are about that. There is always a way out; there's always another side of the coin, and it's endless. Sometimes our imaginations get shortsighted, and we don't know we have options. I talk about life on life's terms. We don't know everything, and life has more to offer us than we even understand."

C O U N T R Y FLASHBACK

1 YEAR AGO

• No. 1: "My Best Friend" — Tim McGraw (third week)

5 YEARS AGO

• No. 1: "The Beaches Of Cheyenne" — Garth Brooks (second week)

10 YEARS AGO

• No. 1: "Loving Blind" — Clint Black

15 YEARS AGO

• No. 1: "We've Got A Good Fire Goin'" — Don Williams

20 YEARS AGO

• No. 1: "Do You Love As Good As You Look" — Bellamy Brothers

25 YEARS AGO

• No. 1: "Till The Rivers All Run Dry" — Don Williams

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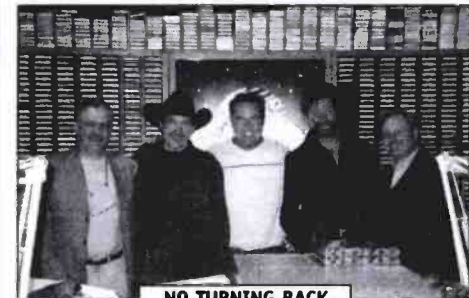
New & Active

KORTNEY KAYLE Don't Let Me Down (*Lyric Street*)
Total Stations: 25, Adds: 5, Points: 630, Plays: 147 (+49)

TRACY LAWRENCE Unforgiven (*Atlantic*)
Total Stations: 12, Adds: 5, Points: 342, Plays: 68 (+37)

BRAD PAISLEY Two People Fell In Love (*Arista*)
Total Stations: 17, Adds: 17, Points: 175, Plays: 34 (+34)

Songs ranked by total points.



NO TURNING BACK

Lyric Street recording artist Kortney Kayle has been visiting radio stations across the U.S., such as WUSY/Chattanooga, on a radio promotion tour since October. Her first single, "Don't Let Me Down," is from her debut album, *No Turning Back*, which will be released June 5. Pictured (l-r) are WUSY MD Dex, Kayle and PD Clay Hunnicutt.



AIN'T NOTHIN' AFTER MIDNITE

Arista recording artists Brooks & Dunn visited with Blair Garner at After Midnight recently during their west coast run. Pictured (l-r) are Arista SVP/Promotion Bobby Kraig, Kix Brooks, Garner, Ronnie Dunn and RLG GM Butch Waugh.

PLEASE SEND YOUR PHOTOS

R&R wants your best snapshots
(color or black & white).

Please include the names and titles
of all pictured and send them to:

R&R c/o Heidi Van Alstyne:
10100 Santa Monica Blvd., 5th Floor,
Los Angeles, CA 90067

National Radio Formats

ABC RADIO NETWORKS

Coast-To-Coast

Mark Edwards • (972) 991-9200

Adds:
STEVE HOLY The Hunger

Hottest:
DIXIE CHICKS If I Fall You're Going Down...
BROOKS & DUNN Ain't Nothing 'Bout You
ALAN JACKSON When Somebody Loves You
MARK MCGUINN Mrs. Steven Rudy

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818

Gary Knoll

Adds:
HAL KETCHUM She Is
SOUTH SIXTY FIVE The Most Beautiful Girl
GEORGE STRAIT If You Can Do Anything Else...

Hottest:
SHEDAISY Lucky 4 You (Tonight...)
TRICK PONY Pour Me

JONES BROADCAST PROGRAMMING

Ken Moultrie • (800) 426-9082

Mainstream Country

Ray Randall/Hank Aaron

Adds:
MONTGOMERY GENTRY She Couldn't Change Me
TRICK PONY Pour Me
WARREN BROTHERS Move On

Hottest:
JESSICA ANDREWS Who I Am
FAITH HILL If My Heart Had Wings
TRAVIS TRITT It's A Great Day To Be Alive
KEITH URBAN But For The Grace Of God
TOBY KEITH You Shouldn't Kiss Me Like This

New Country

L.J. Smith/Hank Aaron

Adds:
GARY ALLAN Right Where I Need To Be
MONTGOMERY GENTRY She Couldn't Change Me

Hottest:
JESSICA ANDREWS Who I Am
FAITH HILL If My Heart Had Wings
TRAVIS TRITT It's A Great Day To Be Alive
KEITH URBAN But For The Grace Of God
TOBY KEITH You Shouldn't Kiss Me Like This

Lia

Ken Moultrie/Hank Aaron

Adds:
GARY ALLAN Right Where I Need To Be
BROOKS & DUNN Ain't Nothing 'Bout You
DIXIE CHICKS If I Fall You're Going Down...
TRICK PONY Pour Me
WARREN BROTHERS Move On

Hottest:

JESSICA ANDREWS Who I Am
FAITH HILL If My Heart Had Wings
TRAVIS TRITT It's A Great Day To Be Alive
KEITH URBAN But For The Grace Of God
TOBY KEITH You Shouldn't Kiss Me Like This

JONES RADIO NETWORK

Jim Murphy • (303) 784-8700

CD COUNTRY

John Hendricks

Adds:
No Adds

Hottest:
ALABAMA When It All Goes South
BROOKS & DUNN Ain't Nothing 'Bout You
DIAMOND RIO One More Day
TOBY KEITH You Shouldn't Kiss Me Like This
TRICK PONY Pour Me

US COUNTRY

Penny Mitchell

Adds:
T. BYRD I/M. CHESNUTT A Good Way To Get...
JAMIE O'NEAL When I Think About Angels
BRAD PAISLEY Two People Fell In Love
RASCAL FLATTS While You Loved Me
GEORGE STRAIT If You Can Do Anything Else

Hottest:
KEITH URBAN But For The Grace Of God
DIAMOND RIO One More Day
TOBY KEITH You Shouldn't Kiss Me Like This
JESSICA ANDREWS Who I Am
TRAVIS TRITT It's A Great Day To Be Alive

GREAT AMERICAN COUNTRY

John Hendricks

Adds:
SARA EVANS I Could Not Ask For More
RICK FERRELL The Girl's Got It Goin' On
GREAT DIVIDE Let's Get Out Of Here Tonight

Elite:

JESSICA ANDREWS Who I Am
DIAMOND RIO One More Day
JO DEE MESSINA Burn
JAMIE O'NEAL There Is No Arizona
TOBY KEITH You Shouldn't Kiss Me Like This
KEITH URBAN But For The Grace Of God
LEE ANN WOMACK Ashes By Now
DARRYL WORLEY A Good Day To Run
TIM RUSHLOW She Misses Him
TRICK PONY Pour Me

PREMIERE RADIO NETWORKS

After Midnight

KELLY ERICKSON • (818) 461-5435

Adds:
STEVE HOLY The Hunger
TIM MCGRAW Grown Men Don't Cry
MARK MCGUINN Mrs. Steven Rudy

Hots:
TOBY KEITH You Shouldn't Kiss Me Like This
DIAMOND RIO One More Day
JESSICA ANDREWS Who I Am
FAITH HILL If My Heart Had Wings
SHEDAISY Lucky 4 You (Tonight I'm Just Me)
TRAVIS TRITT It's A Great Day To Be Alive
TIM RUSHLOW She Misses Him

RADIO ONE COUNTRY PLAYLIST

JIM WEST • (970) 949-3339

Adds:
No Adds
Hottest:
FAITH HILL If My Heart Had Wings
KEITH URBAN But For The Grace Of God
TOBY KEITH You Shouldn't Kiss Me Like This

WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (661) 294-9000

Mainstream Country

David Felker

Adds:
ALAN JACKSON When Somebody Loves You
GEORGE STRAIT If You Can Do Anything Else

Hottest:
DIAMOND RIO One More Day
KEITH URBAN But For The Grace Of God
TOBY KEITH You Shouldn't Kiss Me Like This
JESSICA ANDREWS Who I Am
LEE ANN WOMACK Ashes By Now

Hot Country

Jim Hays

Adds:
SARA EVANS I Could Not Ask For More
LEANN RIMES But I Do Love You
GEORGE STRAIT If You Can Do Anything Else

Hottest:
DIAMOND RIO One More Day
LEE ANN WOMACK Ashes By Now
TOBY KEITH You Shouldn't Kiss Me Like This
JESSICA ANDREWS Who I Am
FAITH HILL If My Heart Had Wings



ADDS

GREAT DIVIDE Out Of Here Tonight
SARA EVANS I Could Not Ask For More
RICK FERRELL The Girl's Got It Goin' On

TOP 10

JESSICA ANDREWS Who I Am
TOBY KEITH You Shouldn't Kiss Me Like This
KENNY CHESNEY Don't Happen Twice
JO DEE MESSINA Burn
SARA EVANS Born To Fly
DIAMOND RIO One More Day
JAMIE O'NEAL There Is No Arizona
RASCAL FLATTS This Everyday Love
LEE ANN WOMACK Ashes By Now
KEITH URBAN But For The Grace Of God

Information current as of March 8, 2001.



42 million households
Chris Parr, Director/Programming
Paul Hastaba, VP/PM

ADDS

SARA EVANS I Could Not Ask For More
CHARLIE ROBINSON I Want You Bad

TOP 12

JO DEE MESSINA Burn
DARRYL WORLEY A Good Day To Run
TOBY KEITH You Shouldn't Kiss Me Like This
DIAMOND RIO One More Day
JESSICA ANDREWS Who I Am
RASCAL FLATTS This Everyday Love
GARY ALLAN Right Where I Need To Be
ALISON KRAUSS Maybe
DOWIGHT YOAKAM What Do You Know About Love
SOGGY BOTTOM BOYS I Am A Man Of Constant Sorrow
TRAVIS TRITT It's A Great Day To Be Alive
KEITH URBAN But For The Grace Of God

HEAVY

JO DEE MESSINA Burn
DARRYL WORLEY A Good Day To Run
DIAMOND RIO One More Day
JESSICA ANDREWS Who I Am
KEITH URBAN But For The Grace Of God
KENNY CHESNEY Don't Happen Twice
TOBY KEITH You Shouldn't Kiss Me Like This
RASCAL FLATTS This Everyday Love

HOT SHOTS

CHARLIE ROBINSON I Want You Bad
SARA EVANS I Could Not Ask For More
MARK MCGUINN Mrs. Steven Rudy
SOGGY BOTTOM BOYS I Am A Man Of Constant Sorrow

Heavy rotation songs receive 28 plays per week. Hot Shots receive 21 plays per week.

Information current as of March 7, 2001

Most Played Recurrents

JAMIE O'NEAL There Is No Arizona(*Mercury*)

JO DEE MESSINA Burn(*Curb*)

GARTH BROOKS Wild Horses(*Capitol*)

TIM MCGRAW My Next Thirty Years(*Curb*)

RASCAL FLATTS This Everyday Love(*Lyric Street*)

DIXIE CHICKS Without You(*Monument*)

DARRYL WORLEY A Good Day To Run(*DreamWorks*)

PHIL VASSAR Just Another Day In Paradise(*Arista*)

LONESTAR Tell Her(*BNA*)

SARA EVANS Born To Fly(*RCA*)

BRAD PAISLEY We Danced(*Arista*)

TRAVIS TRITT Best Of Intentions(*Columbia*)

JOHN MICHAEL MONTGOMERY The Little Girl(*Atlantic*)

LONESTAR What About Now(*BNA*)

KENNY CHESNEY I Lost It(*BNA*)

AARON TIPPIN Kiss This(*Lyric Street*)

LEE ANN WOMACK I Hope You Dance(*MCA/Universal*)

TOBY KEITH How Do You Like Me Now?(*DreamWorks*)

FAITH HILL The Way You Love Me(*Warner Bros.*)

ALABAMA When It All Goes South(*RCA*)

TUNED-IN COUNTRY

R&R/MEDIABASE 24/7

WCTQ/Sarasota 3am

MARTINA MCBRIDE It's My Time
GEORGE STRAIT You Look So Good In Love
TOBY KEITH Who's That Man
DIXIE CHICKS If I Fall You're Going Down...
ALAN JACKSON www.Memory
SHENANDOAH I Want To Be Loved Like That
GARTH BROOKS Rodeo
KENNY CHESNEY Don't Happen Twice
LEANN RIMES I Need You
LILA MCCANN I Wanna Fall In Love
NITTY GRITTY DIRT... Fishin' In The Dark
LEE ANN WOMACK Ashes By Now
BOY HOWDY She'd Give Anything
TIM MCGRAW One Of These Days

11am

TIM MCGRAW Something Like That
REBA MCENTIRE Fancy
TOBY KEITH You Shouldn't Kiss Me Like This
KORTNEY KAYLE Don't Let Me Down
TRAVIS TRITT Best Of Intentions
TRICK PONY Pour Me
KENNY CHESNEY She Thinks My Tractor's Sexy
LEE ANN WOMACK Ashes By Now
GARTH BROOKS Friends In Low Places
MONTGOMERY GENTRY All Night Long
CHRIS CAGLE Laredo
SHEDAISY Little Good-Byes
ALAN JACKSON It Must Be Love
LITTLE TEXAS What Might Have Been
RASCAL FLATTS This Everyday Love
CHALEE TENNISON Go Back

4pm

RHETT AKINS That Ain't My Truck
LONESTAR Tell Her
NEAL MCCOY Beatin' It In
STEVE WARNER/GARTH BROOKS Katie Wants...
CHALEE TENNISON Go Back
KEITH URBAN Your Everything
LORRIE MORGAN/SAMMY KERSHAW He Drinks...
SHANIA TWAIN (If You're Not...) I'm Outta...
TIM MCGRAW My Next Thirty Years
SARA EVANS I Could Not Ask For More
CLINT BLACK Killin' Time
GEORGE STRAIT I Cross My Heart
LEE ANN WOMACK Ashes By Now

8pm

LONESTAR What About Now
ALAN JACKSON Livin' On Love
FAITH HILL If My Heart Had Wings
PHIL VASSAR Rose Bouquet
TOBY KEITH How Do You Like Me Now?!
ERIC HEATHERLY Wrong Five O'Clock
CHAD BROCK Yes!
KEITH URBAN But For The Grace Of God
MARK WILLS Back At One
JO DEE MESSINA Burn
AARON TIPPIN People Like Us
TRAVIS TRITT Here's A Quarter (Call...)
MARK CHESNUTT It's A Little Too Late
DIAMOND RIO One More Day
TRICK PONY Pour Me
YANKEE GREY All Things Considered
CHALEE TENNISON Go Back

WKHK/Richmond 3am

MARTINA MCBRIDE It's My Time
GEORGE STRAIT You Look So Good In Love
TOBY KEITH Who's That Man
DIXIE CHICKS If I Fall You're Going Down...
ALAN JACKSON www.Memory
GARTH BROOKS Rodeo
KENNY CHESNEY Don't Happen Twice
LEANN RIMES I Need You
NITTY GRITTY DIRT... Fishin' In The Dark
LEE ANN WOMACK Ashes By Now
TIM MCGRAW One Of These Days

11am

JO DEE MESSINA Burn
ALABAMA Song Of The South
ALAN JACKSON It Must Be Love
RESTLESS HEART Why Does It Have To... (Wrong...)
TRAVIS TRITT It's A Great Day To Be Alive
TOBY KEITH You Shouldn't Kiss Me Like This
KEVIN SHARP Nobody Knows
RASCAL FLATTS Prayin' For Daylight
GARTH BROOKS That Summer
SARA EVANS Born To Fly
TANYA TUCKER Love Me Like You Used To
MARTINA MCBRIDE My Baby Loves Me
KEITH URBAN But For The Grace Of God

4pm

TOBY KEITH You Shouldn't Kiss Me Like This
PAM TILLIS Maybe It Was Memphis
LONESTAR Amazed
ALAN JACKSON Don't Rock The Jukebox
DIXIE CHICKS If I Fall You're Going Down...
JOHN M. MONTGOMERY Angel In My Eyes
KEITH URBAN But For The Grace Of God
CHAD BROCK Yes!
JO DEE MESSINA Heads Carolina, Tails...
KENNY CHESNEY Me And You
BOY HOWDY She'd Give Anything
BRAD PAISLEY We Danced

8pm

JO DEE MESSINA Burn
GARTH BROOKS Ain't Going Down (Til The...)
LONESTAR What About Now
DIAMOND RIO One More Day
TIM MCGRAW Indian Outlaw
ALLISON KRAUSS/U. STATION When You Say...
TOBY KEITH You Shouldn't Kiss Me Like This
ALAN JACKSON Little Man
GEORGE STRAIT Go On
GARTH BROOKS Much Too Young (To Feel...)
MARTINA MCBRIDE There You Are
DIXIE CHICKS There's Your Trouble

COUNTRY

Going For Adds 3/12/01

JAMIE O'NEAL When I Think About Angels (*Mercury*)

TAMMY COCHRAN Angels In Waiting (*Epic*)

TIM MCGRAW Grown Men Don't Cry (*Curb*)

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MUSIC MEETING



MADD ABOUT BOB

Award-winning songwriter Bob DiPiero hosted a celebrity fund-raising event recently for MADD (Mothers Against Drunk Driving)/Tennessee Chapter. Bob invited some of his friends from Music Row to take part in an acoustic "songwriter in the round" concert event. Pictured (l-r) are Al Anderson, Jeffrey Steele, Bekka Bramlett, DiPiero and Vince Gill.



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 2/26. © 2001, R&R Inc.

Country Reporters

March 9, 2001 R&R • 97

Stations and their adds listed alphabetically by market

<p>WDMX/Alton, OH * OM: Kevin Mason MD: Toni Fox 1 KENNY O'NEAL "Happen"</p>	<p>WZZK/Birmingham, AL * PD: Rick Shodley APD/MD: Scott Stewart 2 BROOKS & DUNN "Nothing" SARA EVANS "Coud"</p>	<p>KPLX/Dallas-Ft. Worth, TX * PD: Brian Philips APD: Smokey Rivers MD: Cody Alan No Adds</p>	<p>KSXS/Fresno, CA * PD: Mike Peterson SOUTH SIXTY FIVE "Most"</p>	<p>WXBQ/Johnson City, TN * PD: Bill Hagy 17 K.L. OSLIN "Live" 14 GEORGE STRAIT "Can"</p>	<p>WDEN/Macon, GA PD: Gary Marshall APD/MD: Laura Staring 11 GEORGE STRAIT "Can" 11 TRACY LAWRENCE "Unforgotten"</p>	<p>KGEE/Odessa-Midland, TX APD/MD: Boomer Kingston GEORGE STRAIT "Can"</p>	<p>KBUL/Reno, NV * OM: Tom Jordan APD/MD: Chuck Reeves No Adds</p>	<p>WJCL/Savannah, GA PD: Bill West GEORGE STRAIT "Can" CLAY WALKER "Say" BRAD PASLEY "Two" SARA EVANS "Coud"</p>	<p>KHM/Tucson, AZ * PD: Herb Crowe MD: John Collins No Adds</p>
<p>WGNA/Albany, NY * PD: Buzz Brindle MD: Bill Early 2 MONTGOMERY GENTRY "Change" LEANN RIMES "Do"</p>	<p>KIZN/Boise, ID * OM: Rich Summers PD/MD: Spencer Burke 1 ALAN JACKSON "Somebody" COLLIN RAYE "Take"</p>	<p>KSCS/Dallas-Ft. Worth, TX * PD: Dan James APD/MD: Linda O'Brian No Adds</p>	<p>WBCT/Grand Rapids, MI * OM/MD: Doug Montgomery MD: Dave Tait BRAD PASLEY "Two" SOGGY BOTTOM BOYS "Man" GEORGE STRAIT "Can"</p>	<p>WMTZ/Johnstown, PA PD: Steve Walker MD: Lara Mosby 5 SARA EVANS "Coud"</p>	<p>WWDM/Madison, WI * PD: Mark Grantin MD: Mel McKenzie 2 CHRIS CAGLE "Lando" 2 SARA EVANS "Coud" 2 TRACY LAWRENCE "Unforgotten"</p>	<p>KTST/Oklahoma City, OK * OM/MD: Ted Stecker APD: Crash BYRD WICHESMUTT "Good" SARASOAN "Two" BRAD PASLEY "Two" CLAY WALKER "Say"</p>	<p>WNKH/Richmond, VA * PD: Mike Tice No Adds</p>	<p>KWPS/Seattle-Tacoma, WA * PD: Becky Brenner MD: Tony Thomas BRAD PASLEY "Two" GEORGE STRAIT "Can"</p>	<p>KVOD/Tulsa, OK * OM/MD: Dave Block MD: Scott Woodson SARA EVANS "Coud" LEANN RIMES "Do"</p>
<p>KBOI/Albuquerque, NM * PD: Tommy Carera MD: Sammy Cruise SARA EVANS "Coud" BRAD PASLEY "Two" MARK MCGURRY "Seven" TRICK PONY "Four" ALAN JACKSON "Somebody" SONS OF THE DESERT "What"</p>	<p>WKL/Boston, MA * PD: Mike Brophy APD/MD: Garry Rogers No Adds</p>	<p>WGNE/Daytona Beach, FL * PD/MD: Bill Kramer No Adds</p>	<p>WTOR/Greensboro, NC * PD/MD: Paul Franklin 14 AARON TIPPIN "People" PHIL VASSAR "Rose"</p>	<p>KBEO/Kansas City, MO * PD: Mike Kennedy MD: T.J. McEneaney SONS OF THE DESERT "What" BRAD PASLEY "Two"</p>	<p>KTEX/McAllen, TX * OM/MD: Worly Lewis MD: Sonny Laguna GEORGE STRAIT "Can"</p>	<p>KOOK/Oklahoma City, OK * OM/MD: Ted Stecker MD: Bill Reed 1 BRAD PASLEY "Two" CLAY WALKER "Say"</p>	<p>WYD/Randolph-Lynchburg, VA * PD/MD: Robyn Jaymes 22 DIXIE CHICKS "If" 21 BROOKS & DUNN "Nothing" 17 AARON TIPPIN "People" GEORGE STRAIT "Can" ALAN JACKSON "Somebody" SARA EVANS "Coud" TAMMY COCHRAN "Angels"</p>	<p>KRMD/Shreveport, LA * PD: Gary McCoy MD: James Anthony 10 GEORGE STRAIT "Can"</p>	<p>WWZD/Tupelo, MS OM/MD: Tom Freeman APD/MD: Matt Chatham No Adds</p>
<p>KRST/Albuquerque, NM * PD: Brad Barnett MD: J.T. Jones 1 CLAY WALKER "Say"</p>	<p>WYRK/Buffalo, NY * PD: John Paul APD/MD: Chris Keyzer 2 MARK MCGURRY "Seven"</p>	<p>KYGO/Denver-Boulder, CO * PD: Joel Barlow MD: Ted Svendsen No Adds</p>	<p>WRNS/Greenville, NC * PD/MD: Wayne Carlyle 1 MARK MCGURRY "Seven"</p>	<p>KFKF/Kansas City, MO * PD: Dale Carter APD/MD: Tony Stevens 1 MARK MCGURRY "Seven" LEANN RIMES "Do" CHRIS CAGLE "Lando"</p>	<p>WGWK/Memphis, TN * PD: Greg Madrop APD: Brian Driver MD: Mark Gillingsley GEORGE STRAIT "Can" LEANN RIMES "Do"</p>	<p>KOOT/Omaha, NE * PD: Tom Goodwin MD: John Glenn No Adds</p>	<p>WBEE/Rochester, NY * OM: Dave Symonds PD/MD: Coyote Collins No Adds</p>	<p>WBYT/South Bend, IN PD: Ralph Cherry APD/MD: Lisa Kosti 25 TERRI CLARK "Star" 25 GEORGE STRAIT "Can"</p>	<p>WQWZ/Waco, TX PD/MD: Zack Owen APD/MD: Jennifer Allen No Adds</p>
<p>WCTO/Allentown, PA * PD: Chuck George APD/MD: Ed Pereira No Adds</p>	<p>WYRK/Charlotte, SC * PD: T.J. Phillips MD: Gary Griffin 6 KENNY ROGERS "There"</p>	<p>KYGO/Denver-Boulder, CO * PD: Joel Barlow MD: Ted Svendsen No Adds</p>	<p>WSSS/Greenville, SC * PD: Bruce Logan No Adds</p>	<p>WDAF/Kansas City, MO * PD/MD: Ted Cramer 2 ALAN JACKSON "Somebody" 2 GEORGE STRAIT "Can"</p>	<p>WKIS/Miami, FL * PD: Robert Walker APD: R.J. McCoy MD: Darlene Evans DIXIE CHICKS "If" MARK MCGURRY "Seven"</p>	<p>KKMX/Omaha, NE * PD: Tom Quinn APD/MD: Tom Scott LEANN RIMES "Do" BRAD PASLEY "Two" CLAY WALKER "Say"</p>	<p>WYD/Randolph-Lynchburg, VA * PD/MD: Robyn Jaymes 22 DIXIE CHICKS "If" 21 BROOKS & DUNN "Nothing" 17 AARON TIPPIN "People" GEORGE STRAIT "Can" ALAN JACKSON "Somebody" SARA EVANS "Coud" TAMMY COCHRAN "Angels"</p>	<p>KDRK/Spokane, WA * OM/MD: Ray Edwards APD/MD: Tony Travato 2 SOGGY BOTTOM BOYS "Man" 1 CHRIS CAGLE "Lando" 1 TRISHA YEARWOOD "Would've" BYRD WICHESMUTT "Good" TERRI CLARK "Star"</p>	<p>WMZQ/Washington, DC * OM/MD: Jill Wyatt APD/MD: Jon Anthony No Adds</p>
<p>WYAY/Atlanta, GA * OM: Dave Hallam MD: Steve Mitchell MD: Johnny Gray No Adds</p>	<p>WYRK/Charlotte, SC * PD: Daryl Chandler MD: Pam Morgan 5 MARSHALL DYLLON "You" TIM MCGRAW "Grown"</p>	<p>WYD/Dothan, AL PD/MD: David Sommers 13 KOLEY'S "It" 11 ALAN JACKSON "Somebody" 10 TERRI CLARK "Star" 10 CHARLIE THOMSON "Back"</p>	<p>WSSS/Greenville, SC * PD: Bruce Logan No Adds</p>	<p>WVAF/Kansas City, MO * PD/MD: Ted Cramer 2 ALAN JACKSON "Somebody" 2 GEORGE STRAIT "Can"</p>	<p>WVIL/Milwaukee, WI * OM: Kerry White APD: Scott Dolphin MD: Mitch Morgan SARA EVANS "Coud"</p>	<p>WYD/Randolph-Lynchburg, VA * PD/MD: Robyn Jaymes 22 DIXIE CHICKS "If" 21 BROOKS & DUNN "Nothing" 17 AARON TIPPIN "People" GEORGE STRAIT "Can" ALAN JACKSON "Somebody" SARA EVANS "Coud" TAMMY COCHRAN "Angels"</p>	<p>WYD/Dothan, AL PD/MD: David Sommers 13 KOLEY'S "It" 11 ALAN JACKSON "Somebody" 10 TERRI CLARK "Star" 10 CHARLIE THOMSON "Back"</p>	<p>WYD/Dothan, AL PD/MD: David Sommers 13 KOLEY'S "It" 11 ALAN JACKSON "Somebody" 10 TERRI CLARK "Star" 10 CHARLIE THOMSON "Back"</p>	<p>WYD/Dothan, AL PD/MD: David Sommers 13 KOLEY'S "It" 11 ALAN JACKSON "Somebody" 10 TERRI CLARK "Star" 10 CHARLIE THOMSON "Back"</p>
<p>WYAY/Atlanta, GA * OM: Dave Hallam MD: Steve Mitchell MD: Johnny Gray No Adds</p>	<p>WYRK/Charlotte, SC * PD: Daryl Chandler MD: Pam Morgan 5 MARSHALL DYLLON "You" TIM MCGRAW "Grown"</p>	<p>WYD/Dothan, AL PD/MD: David Sommers 13 KOLEY'S "It" 11 ALAN JACKSON "Somebody" 10 TERRI CLARK "Star" 10 CHARLIE THOMSON "Back"</p>	<p>WSSS/Greenville, SC * PD: Bruce Logan No Adds</p>	<p>WVAF/Kansas City, MO * PD/MD: Ted Cramer 2 ALAN JACKSON "Somebody" 2 GEORGE STRAIT "Can"</p>	<p>WVIL/Milwaukee, WI * OM: Kerry White APD: Scott Dolphin MD: Mitch Morgan SARA EVANS "Coud"</p>	<p>WYD/Randolph-Lynchburg, VA * PD/MD: Robyn Jaymes 22 DIXIE CHICKS "If" 21 BROOKS & DUNN "Nothing" 17 AARON TIPPIN "People" GEORGE STRAIT "Can" ALAN JACKSON "Somebody" SARA EVANS "Coud" TAMMY COCHRAN "Angels"</p>	<p>WYD/Dothan, AL PD/MD: David Sommers 13 KOLEY'S "It" 11 ALAN JACKSON "Somebody" 10 TERRI CLARK "Star" 10 CHARLIE THOMSON "Back"</p>	<p>WYD/Dothan, AL PD/MD: David Sommers 13 KOLEY'S "It" 11 ALAN JACKSON "Somebody" 10 TERRI CLARK "Star" 10 CHARLIE THOMSON "Back"</p>	<p>WYD/Dothan, AL PD/MD: David Sommers 13 KOLEY'S "It" 11 ALAN JACKSON "Somebody" 10 TERRI CLARK "Star" 10 CHARLIE THOMSON "Back"</p>

* = Mediabase 24/7 monitored

183 Total Reporters
146 Monitored Reporters

37 Country Indicator

Reported Frozen Playlist (3):
WKSF/Asheville, NC
KHAK/Cedar Rapids, IA
WPOR/Portland, ME
Did Not Report, Playlist Frozen (1):
WKNN/Biloxi-Gulfport, MS

Country Playlists

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1

WYNY/New York
Big City
(212) 592-1071
Beat/Mitchell
12+ Cumc 619,800

107 NEW COUNTRY

PLAYS	LTW	ARTIST/TITLE	GI (800)
29	41	DIAMOND RIO/One More Day	12374
38	38	TRAVIS TRITTS/It's A Great Day...	12312
30	30	TOBY KEITH/You Shouldn't...	12312
37	37	JESSICA ANDREWS/Who I Am	11968
32	32	JAMIE O'NEAL/There's No Arizona...	11688
31	31	LEE ANN WORMACK/Aches By Now	10368
33	33	FAITH HILL/If My Heart Had...	10044
36	36	KEITH URBAN/But For The Grace...	9720
32	32	GARTH BROOKS/Wild Horses	9396
29	29	VINCE GILL/Shoot Straight...	8100
25	25	JESSICA ANDREWS/Who I Am	8100
15	15	BROOKS & DUNN/Am'n Thing...	7776
22	22	TRAVIS TRITTS/It's A Great Day...	7776
14	14	KENNY CHESNEY/Don't Happen Twice	7452
23	23	CHARLIE HARRIS/You're My Life	7452
14	14	CHALEE TENNESON/Good Back	7452
22	22	PAM TILLS/Peace	7452
24	24	MARTINA MCBRIDE/It's My Time	7128
16	16	DOIE CHICKS/If I Fall You're...	7128
14	14	PATTY LOVELESS/The Last Thing On...	6804
31	31	RASCAL FLATTS/This Everyday Love	6804
22	22	WARRIN' BROTHERS/Move On	6180
24	24	PHIL VASSAR/Rose Bouquet	6180
14	14	CLAY DAVIDSON/Sometimes	4860
13	13	TRICK PONY/You Me	4860
10	10	ALAN JACKSON/When Somebody...	4860
15	15	TIM RUSH/DW/She Misses Him	4536
11	11	GEORGE STRAIT/If You Can Do...	4536
13	13	STEVE HOELY/Hunger	4212
13	13	SARA EVANS/Could Not Ask...	4212
11	11	LEANN RIMBLE/You Do Love You	4212
12	12	FAITH HILL/If My Heart Had...	3888
11	11	BRAD PASELY/You're My Life	3888
11	11	PHIL VASSAR/Just Another Day...	3888
15	15	SARA EVANS/Born To Fly	3888
12	12	KENNY CHESNEY/Ready To Run	3888
12	12	VINCE GILL/If My Heart Had...	3564
16	16	TIM MCGRAW/My Next Thirty Years	3564
13	13	KENNY CHESNEY/You Lost It	3564

MARKET #2

KZLA/Los Angeles
Emmis
(312) 882-8000
Curtis/Campes
12+ Cumc 625,100

COUNTRY 93.9 KZLA

PLAYS	LTW	ARTIST/TITLE	GI (800)
50	32	JESSICA ANDREWS/Who I Am	21112
50	31	TOBY KEITH/You Shouldn't...	20706
32	45	JAMIE O'NEAL/There's No Arizona...	18270
42	44	SARA EVANS/Born To Fly	17064
43	42	PHIL VASSAR/Just Another Day...	17052
36	48	LEE ANN WORMACK/Aches By Now	16240
30	38	DOIE CHICKS/If I Fall You're...	15428
43	38	KEITH URBAN/But For The Grace...	15428
34	36	DIAMOND RIO/One More Day	14180
27	30	MARTINA MCBRIDE/It's My Time	12616
29	29	LEE ANN WORMACK/Aches By Now	11774
29	29	BRAD PASELY/You're My Life	11774
22	28	JOHN M. MONTGOMERY/The Little Girl	10528
21	25	RASCAL FLATTS/Prayer For Daylight	10150
23	25	LEANN RIMBLE/Need You	10150
34	24	FAITH HILL/If My Heart Had...	9744
31	24	TRAVIS TRITTS/It's A Great Day...	9744
31	24	SHE DASTYS/Will... But	9744
22	22	CLAY WALKER/She Misses Him	9328
25	21	DOIE CHICKS/Without You	8526
24	21	SARA EVANS/Could Not Ask...	8526
23	21	LEANN RIMBLE/Need You	8526
20	21	PHIL VASSAR/Rose Bouquet	8526
15	20	JO DEE MESSINA/Born To Fly	8216
15	20	BROOKS & DUNN/Am'n Thing...	8120
16	20	TRAVIS TRITTS/Best Of Intentions	8120
18	20	ALAN JACKSON/When Somebody...	8120
18	20	LEANN RIMBLE/Need You	8120
21	17	GARTH BROOKS/Wild Horses	6902
17	17	JOHN M. MONTGOMERY/Here's A Good Back	6902
14	14	MARK MCGUINN/Mrs. Steven Rudy	5684
18	14	BRAD PASELY/You're My Life	5684
13	14	WARRIN' BROTHERS/Move On	5684
13	14	GEORGE STRAIT/If You Can Do...	5684
11	11	COLLIN HAY/You Still Talk To Me	4466
8	11	GEORGE STRAIT/If You Can Do...	4466
11	11	DAVID GRAY/Strong Enough	4466
21	11	KENNY CHESNEY/Ready To Run	4466
21	11	VINCE GILL/If My Heart Had...	4466
9	11	TIM MCGRAW/My Next Thirty Years	4466
9	11	GARY ALLAN/Fight Where I...	4060

MARKET #3

WUSN/Chicago
Infinity
(312) 649-0099
Case/Bonido
12+ Cumc 648,900

US 99

PLAYS	LTW	ARTIST/TITLE	GI (800)
36	37	JESSICA ANDREWS/Who I Am	14662
36	36	JAMIE O'NEAL/There's No Arizona...	14256
35	35	RASCAL FLATTS/This Everyday Love	13850
34	35	KEITH URBAN/But For The Grace...	13464
26	34	PHIL VASSAR/Just Another Day...	13060
26	34	TOBY KEITH/You Shouldn't...	12674
26	32	LEE ANN WORMACK/Aches By Now	12674
32	31	TIM MCGRAW/My Next Thirty Years	12464
32	31	TRAVIS TRITTS/It's A Great Day...	12276
19	27	BROOKS & DUNN/Am'n Thing...	10692
26	29	TRAVIS TRITTS/It's A Great Day...	9900
26	29	LEE ANN WORMACK/Aches By Now	9504
24	24	DOIE CHICKS/If I Fall You're...	9504
21	24	TIM MCGRAW/Things Change	9104
23	23	JO DEE MESSINA/Born To Fly	9104
23	23	SOUTH SOUTHWEST/The Most...	9108
23	23	GARTH BROOKS/Wild Horses	9108
23	23	FAITH HILL/If My Heart Had...	9108
21	23	TIM RUSH/DW/She Misses Him	9108
26	22	MARTINA MCBRIDE/It's My Time	8712
26	22	DIAMOND RIO/One More Day	8712
18	19	MARTINA MCBRIDE/It's My Time	7524
13	19	CHRIS CAGLE/Let Me Be Your	7524
10	16	DARRYL WORLEY/You Good Day To Run	6336
16	16	CHALEE TENNESON/Good Back	6336
14	16	JO DEE MESSINA/That's The Way	5940
11	16	AARON TIPPIN/People Like Us	5940
11	16	MARK MCGUINN/Mrs. Steven Rudy	5940
12	14	DOIE CHICKS/Without You	5544
12	14	LEANN RIMBLE/Need You	5544
12	14	MARTINA MCBRIDE/Here's A Good Back	5544
14	14	LEE ANN WORMACK/Aches By Now	5544
11	14	KENNY CHESNEY/Ready To Run	5544
10	14	FAITH HILL/If My Heart Had...	5148
12	13	JOHN M. MONTGOMERY/The Little Girl	5148
8	13	PHIL VASSAR/Just Another Day...	5148
13	13	CHAD BROOKS/You	4752
10	12	TOBY KEITH/You Shouldn't...	4152
11	12	LEE ANN WORMACK/Aches By Now	4152
4	11	CLAY DAVIDSON/Sometimes	4356
7	9	WARRIN' BROTHERS/Move On	3564

MARKET #4

KVCY/San Francisco
Infinity
(415) 391-9330
Thomas/Jordan/Ryan
12+ Cumc 357,100

COUNTRY

PLAYS	LTW	ARTIST/TITLE	GI (800)
44	47	KEITH URBAN/But For The Grace...	8519
36	40	DIAMOND RIO/One More Day	8142
44	46	LEE ANN WORMACK/Aches By Now	8142
43	45	JAMIE O'NEAL/There's No Arizona...	7965
46	45	JESSICA ANDREWS/Who I Am	7965
44	45	TOBY KEITH/You Shouldn't...	7965
44	47	GARTH BROOKS/Wild Horses	6549
29	33	FAITH HILL/If My Heart Had...	5841
21	30	BROOKS & DUNN/Am'n Thing...	5310
28	29	KENNY CHESNEY/Don't Happen Twice	5133
30	29	TRICK PONY/You Me	5133
27	29	TRAVIS TRITTS/It's A Great Day...	5133
28	28	DOIE CHICKS/If I Fall You're...	4956
20	28	TIM RUSH/DW/She Misses Him	4956
20	28	LEE ANN WORMACK/Aches By Now	4956
21	26	PATTY LOVELESS/The Last Thing On...	4602
21	26	MARTINA MCBRIDE/Here's A Good Back	4602
28	28	DWIGHT YOAKAM/What Do You Know...	4425
20	23	DARRYL WORLEY/You Good Day To Run	4071
22	22	FAITH HILL/If My Heart Had...	3894
36	22	JO DEE MESSINA/Born To Fly	3894
19	21	MARTINA MCBRIDE/It's My Time	3186
19	21	RASCAL FLATTS/This Everyday Love	3186
13	18	LISA ANGELE/If I Fell Like You	3186
17	17	STEVE HOELY/Hunger	3009
17	17	SHANE KERRY/You're My Life	3009
13	17	PHIL VASSAR/Just Another Day...	3009
13	17	WARRIN' BROTHERS/Move On	3009
10	17	HALEY BIRDSONG/You're My Life	2832
16	16	STEVE HOELY/Hunger	2832
10	16	VINCE GILL/If My Heart Had...	2655
10	16	MONTGOMERY GENTRY/She Couldn't...	2655
12	16	DOIE CHICKS/Without You	2478
12	16	TOBY KEITH/You Shouldn't...	2478
11	16	LEE ANN WORMACK/Aches By Now	2478
12	16	MORGAN & KERSHAW/He Drinks Tequila	2478
12	16	AARON TIPPIN/People Like Us	2478
14	16	SHANE KERRY/You're My Life	2301
12	16	WARRIN' BROTHERS/Move On	2301
11	12	ERIC HEATH/Ry/Ry/Ry/Five O'Clock	2124

MARKET #5

WXIU/Philadelphia
Beasley
(610) 667-0000
McKay/Jack
12+ Cumc 486,800

92.5 X10

PLAYS	LTW	ARTIST/TITLE	GI (800)
35	30	FAITH HILL/If My Heart Had...	12236
21	35	TRAVIS TRITTS/It's A Great Day...	11592
35	30	KEITH URBAN/But For The Grace...	11592
36	35	SHANE KERRY/You're My Life	11270
35	35	JESSICA ANDREWS/Who I Am	11270
35	35	TOBY KEITH/You Shouldn't...	11270
34	34	DIAMOND RIO/One More Day	10948
37	34	LEE ANN WORMACK/Aches By Now	10948
18	27	MARTINA MCBRIDE/It's My Time	8694
15	23	PAM TILLS/Peace	7406
21	21	PATTY LOVELESS/The Last Thing On...	6762
19	21	GARY ALLAN/Fight Where I...	6762
31	21	DOIE CHICKS/If I Fall You're...	6762
20	21	PHIL VASSAR/Just Another Day...	6762
15	20	BROOKS & DUNN/Am'n Thing...	6440
19	20	ERIC HEATH/Ry/Ry/Ry/Five O'Clock	6440
34	19	TRICK PONY/You Me	6118
17	19	WARRIN' BROTHERS/Move On	6118
34	19	GARTH BROOKS/Wild Horses	6118
17	19	TIM RUSH/DW/She Misses Him	6118
15	19	KENNY CHESNEY/Don't Happen Twice	5474
15	19	CHAD BROOKS/You	5474
10	18	LEE ANN WORMACK/Aches By Now	4830
13	18	VINCE GILL/If My Heart Had...	4830
17	18	STEVE HOELY/Hunger	4830
13	18	SHANE KERRY/You're My Life	4830
11	18	PHIL VASSAR/Just Another Day...	4508
11	18	WARRIN' BROTHERS/Move On	4508
10	18	HALEY BIRDSONG/You're My Life	4186
13	18	MONTGOMERY GENTRY/She Couldn't...	4186
10	18	VINCE GILL/If My Heart Had...	3864
12	18	SOUTH SOUTHWEST/The Most...	3864
12	18	TOBY KEITH/You Shouldn't...	3864
11	18	LEE ANN WORMACK/Aches By Now	3542
11	18	MARK MCGUINN/Mrs. Steven Rudy	3542
11	18	JO DEE MESSINA/That's The Way	3542
10	18	PHIL VASSAR/Just Another Day...	3542
11	18	SARA EVANS/Born To Fly	3542
11	18	LEANN RIMBLE/Need You	3542
10	18	RASCAL FLATTS/Prayer For Daylight	3220
10	18	FAITH HILL/If My Heart Had...	3220
10	18	JO DEE MESSINA/Born To Fly	3220

MARKET #6

KPLX/Dallas-Ft. Worth
Susquehanna
(214) 526-2400
Philip/Rivers/Alan
12+ Cumc 558,300

99.5 the Wolf

PLAYS	LTW	ARTIST/TITLE	GI (800)
43	56	DIAMOND RIO/One More Day	21448
50	55	KENNY CHESNEY/Don't Happen Twice	21065
54	54	JESSICA ANDREWS/Who I Am	20863
53	53	BROOKS & DUNN/Am'n Thing...	20299
54	53	DOIE CHICKS/If I Fall You're...	20299
35	51	CHRIS CAGLE/Let Me Be Your	19533
51	51	TRAVIS TRITTS/It's A Great Day...	19533
44	49	TOBY KEITH/You Shouldn't...	18767
48	49	GARY ALLAN/Fight Where I...	18394
37	49	SARA EVANS/Could Not Ask...	14171
50	34	MARK MCGUINN/Mrs. Steven Rudy	13022
29	34	JAMIE O'NEAL/There's No Arizona...	13022
34	32	DARRYL WORLEY/You Good Day To Run	12256
34	32	GREEN & MORROW/Texas On My Mind	12256
31	31	CHARLIE ROBERTSON/What You Bad	11873
18	30	GEORGE STRAIT/If You Can Do...	11430
30	30	LEE ANN WORMACK/Aches By Now	11430
30	28	FAITH HILL/If My Heart Had...	10724
17	28	DWIGHT YOAKAM/What Do You Know...	10724
17	28	BRAD PASELY/You're My Life	6511
13	17	TRICK PONY/You Me	6128
13	17	CHRIS CAGLE/Let Me Be Your	6128
18	18	LEONESTAR/Tell Her	6128
15	18	TIM MCGRAW/My Next Thirty Years	5745
12	18	SARA EVANS/Born To Fly	5745
13	15	SHE DASTYS/Will... But	5745
15	14	THREE OF HEARTS/Love Is Enough	5362
14	14	LEE ANN WORMACK/Aches By Now	5362
13	14	FAITH HILL/If My Heart Had...	4979
14	13	TRAVIS TRITTS/It's A Great Day...	4979
13	13	BROOKS & DUNN/Am'n Thing...	4979
13	13	RASCAL FLATTS/Prayer For Daylight	4979
13	13	GREEN & MORROW/Texas On My Mind	4979
11	13	TRAVIS TRITTS/Best Of Intentions	4979
12	13	TRACY LAWRENCE/You Learned	4596
11	13	KENNY CHESNEY/You Lost It	4596
14	12	TIM MCGRAW/My Next Thirty Years	4596
11	11	DOIE CHICKS/Without You	4213
8	11	WARRIN' BROTHERS/Move On	4213
7	10	TOBY KEITH/You Shouldn't...	3830

MARKET #6

KSCS/Dallas-Ft. Worth
ABC
(817) 640-1963
James/O'Brian
12+ Cumc 482,500

The Country

PLAYS	LTW	ARTIST/TITLE	GI (800)
43	47	DOIE CHICKS/If I Fall You're...	13877
24	45	DIAMOND RIO/One More Day	13099
43	43	ALAN JACKSON/When Somebody...	12513
42	42	KENNY CHESNEY/Don't Happen Twice	12222
32	28	JESSICA ANDREWS/Who I Am	8148
26	26	KENNY ROBERTS/There You Go Again	7566
22	24	BROOKS & DUNN/Am'n Thing...	6984
26	23	WARRIN' BROTHERS/Move On	6939
18	22	FAITH HILL/If My Heart Had...	6102
22	22	TRAVIS TRITTS/It's A Great Day...	6102
21	21	MONTGOMERY GENTRY/She Couldn't...	6011
19	21	GREEN & MORROW/Texas On My Mind	6128
18	20	KEITH URBAN/But For The Grace...	5820
18	20	TRICK PONY/You Me	523



MIKE KINOSHIAN
mkinosox@ronline.com

Kansas City's Chief Rivals

■ KUDL and KSRC go toe-to-toe

One constant over the years has been KUDL's presence in Kansas City's AC tussles. Going back to 1990, for example, the race was among KUDL, KLSI and KRVK (formerly NAC/SJ KCWV). The trio experienced upper-demo woes later that year, when Bonneville evolved Beautiful Music/Easy Listening KMBR to Soft AC. Call-letter changes were in order the following year for KLSI (to KMXV) and KMBR (to KLTH). By 1992 KRVK had transitioned to Rock KQRC, making K.C.'s AC race once again a three-way affair.

KLTH enjoyed No. 1 status among adults 35-64 and a third-place finish among adults 25-54 in 1993's fall book. Those stats (and the absence of a dominant CHR) may have contributed to KMXV's decision in April 1994 to leave AC and become CHR/Pop.

The mainstream/Soft AC field was finally narrowed to one, KUDL, three years ago, when KLTH adopted a Rock format and the calls KYYS. Simultaneously, KOZN (The Zone) entered the picture on the Hot AC side. It was a short stay, however, as the station soon transitioned to Adult Alternative. In January 1999 The Zone flipped formats again, this time to AC as KSRC (Star 102). Last summer Entercom's KRBZ (The Buzz) became the most recent format player to arrive on the scene, with a Rock AC hybrid.



Jon Zellner

Fall Arbitron results show KSRC and KUDL first and second, respectively, among women 25-54. It's a similar scenario among females 35-64, with the two stations flip-flopping positions. After a modest debut summer book The Buzz exploded to second among women 18-34.

Star Wars

"Two years is a very short time to beat a station that's been in the format for 25," remarks KSRC OM/PD Jon Zellner, who has also programmed Star's crosstown Infinity sister CHR/Pop KMXV (Mix 93.3) for the past five years. "While I prefer slow and steady growth, I never predict how fast a station will grow. Staying No. 1 is a lot harder than getting there. What we tried doing with Star was to find things our audience could get excited about."

One such example was the decision to do nonstop Christmas and holiday music throughout December. "This was an area that we felt would get us noticed and put us on the map," explains Zellner. "There was great suc-

cess when we first did it in 1999. This past year we ended up being the market's top station in every demo throughout December. Holiday music transcends generations, and we were able to create something that our listeners felt passionate about."

Interspersed with seasonal music were greetings from military personnel overseas who recorded messages for their families in Kansas City. Local listeners also commented on-air about the magic behind holidays. "It doesn't matter if you're 12 or 84, everyone's a fan of the holidays, and Star reached out to all of them in December," Zellner comments. "Hopefully, some of the people who weren't aware of what we do the other 11 months of the year might like what they hear."

Another Star fall activity that caused excitement was a Win the American Dream promotion, through which the station gave away a \$200,000 home with a \$30,000 BMW in the garage. "We used direct-mail and television to support it," Zellner recalls. When someone heard a designated song that played between 6am-7pm, they had to be the 102nd caller to win one of 102 keys, one of which would unlock the door of the house.

"All 102 people were there on a Saturday in November, and the 89th person won the house and car," Zellner says. "We'd been involved with artist flyaways and movie premieres, but this was the first real promotion Star had ever done. That's usually what Mix is known for."

Larger Than Life

Considering his CHR background, it's not surprising that Zellner's promotional approach is to make things larger than life. "Whatever we do has to sound like a million bucks," he says. "If we're giving away the same prize as someone else, we have to make our contest sound bigger. If it's concert tickets, we throw in backstage passes, dinner with the band before the show or an autographed guitar."

"If there's one thing I want people on the staff to learn, it's to sell the hell out of the things we're doing and to create a sense of urgency for the lis-

Ratings Recap

Here's how Kansas City (market No. 30) format players performed this in fall 2000 among three female demos. Fall-to-fall fluctuations follow a station's overall market rank. DNS denotes a station did not show in last fall's book.

Calls	W 18-34	W 25-54	W 35-64
KRBZ	No. 2 (DNS)	No. 8 (DNS)	No. 15 (DNS)
KSRC	No. 5 (-7%)	No. 1 (+9%)	No. 2 (+7%)
KUDL	No. 9 (-40%)	No. 2 (-22%)	No. 1 (-7%)

• Infinity CHR/Pop KMXV (Mix 93.3) holds a 13.2-10.8 advantage among women 18-34 over newly launched Entercom Rock AC hybrid KRBZ (The Buzz).

• Infinity's KSRC (Star) has an 0.8-share lead over Entercom's KUDL among females 25-54 (8.7-7.9).

• Conversely, KUDL's lead over KSRC among women 35-64 is 9.0-7.9.

"Staying No. 1 is a lot harder than getting there. What we tried doing with Star was to find things our audience could get excited about."

Jon Zellner

tener. Our personalities know how important it is to me that they sell the music, the station and the city. Whenever they open the microphone, they have to talk about one of those three things."

Since women 35-49 are KSRC's target, it's fortunate for Zellner that Star 102's younger-demo growth didn't come at Mix's expense. "KMXV continued to see growth among women this fall," he notes. "It worked out quite nicely from a sales standpoint that we were still No. 1 18-34, 25-49 and everywhere in between. We've also been able to get 'presents' on events that come to town."

"If clients want to target Kansas City women, we reach nearly 70% of that market. I'm able to promise a certain number of promos on both stations. I'd much rather be at a chili cook-off with moms and strollers than at a concert with 1,500 people."

"Star has always been tight and focused and tries finding a niche as a Bright AC between KUDL and Mix. Our goal is to target people who may have outgrown the CHR lifegroup but weren't ready for a Soft AC with image baggage. I love the fact that Mix and Star are mass-appeal, mainstream stations. People like one-stop shopping, where they can hear their favorite music."

Zellner says that a more contemporary feel is what separates Star from KUDL. "I'm not saying that KUDL is a bad station," he explains. "When you've been around for so long, it's very difficult to constantly reinvent yourself and stay competitive with the times. For 20 years KUDL meant 'soft,' but they suddenly started telling people they weren't soft. It was like McDonald's trying to

take credit for something other than hamburgers.

"Star doesn't play any '70s music. We also don't rely on AC-only songs that don't have much market exposure. I'd much rather play a Mix recurrent than go early on something that will get played four times a week."

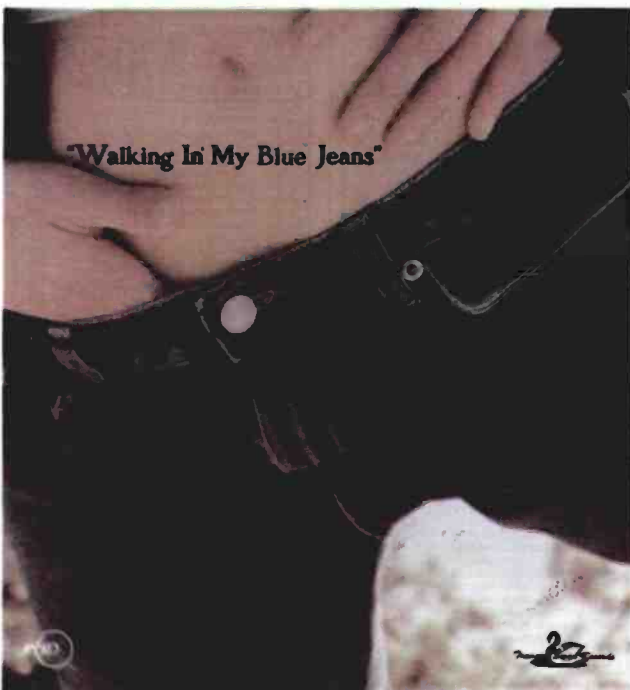
Star's demo win has produced great rewards. "Mix is still the market's No. 1 biller, but Star has cracked the top 10," Zellner points out. "It's a phenomenal achievement for Star to jump from 15th to ninth in billing in just two years. From a revenue standpoint, KSRC will continue to grow. Whether we can maintain our No. 1 ranking among women 25-54 remains to be seen, but we'll do everything we can to make it happen."

Music, Mornings And Marketing

When comparing Star with Entercom-owned KUDL, KUDL OM Thom McGinty doesn't mince words. "Star is an exact copy of KUDL," he claims. "They copied everything this station did, including the music, from top to bottom. The only difference now is that Star might be a shade younger. The battle is music, mornings and marketing. Both stations do a lot of music testing and play an equal number of currents."

Massive head-to-head battles between two stations can get personal. "There are days that I absolutely hate Zellner so much that I could pound him into the dirt," asserts McGinty, who arrived at KUDL slightly less than two years ago from the PD post at KRWM/Seattle. "But he's just a damn good competitor. You sometimes get so mad that you

Continued on Page 102



March 9, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	'N SYNC This I Promise You (Jive)	2613	+15	316139	22	115/0
2	2	BACKSTREET BOYS Shape Of My Heart (Jive)	2371	-114	290448	20	110/0
3	3	FAITH HILL The Way You Love Me (Warner Bros.)	2309	+22	281443	27	114/0
4	4	LEE ANN WOMACK I Hope You Dance (MCA/Universal)	2234	+48	245843	15	110/0
5	5	BBMAK Back Here (Hollywood)	1805	-69	202108	28	106/0
9	6	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	1756	+98	227548	12	94/3
6	7	HUEY LEWIS & GWYNETH PALTROW Cruisin' (Hollywood)	1736	-39	196758	23	102/0
8	8	LEANN RIMES I Need You (Sparrow/Curb/Capitol)	1725	+31	215249	48	103/0
7	9	MARC ANTHONY My Baby You (Columbia)	1683	-18	190342	25	98/0
10	10	DON HENLEY Taking You Home (Warner Bros.)	1422	-50	161973	43	102/0
11	11	FAITH HILL Breathe (Warner Bros.)	1404	+4	195444	58	106/0
17	12	RICKY MARTIN F/C. AGUILERA Nobody Wants To Be Lonely (Columbia)	1267	+171	171790	6	100/4
13	13	SAVAGE GARDEN I Knew I Loved You (Columbia)	1198	-59	149091	71	98/0
15	14	THE CORRS Breathless (143/Lava/Atlantic)	1194	+54	124193	25	79/1
12	15	MARC ANTHONY You Sang To Me (Columbia)	1185	-96	154939	53	105/0
16	16	LONESTAR Amazed (BNA)	1162	+24	149128	75	98/0
14	17	CELINE DION That's The Way It Is (Epic)	1073	-132	135022	68	94/0
18	18	BON JOVI Thank You For Loving Me (Island/IDJMG)	1007	-27	103671	9	90/3
19	19	ROD STEWART I Can't Deny It (Atlantic)	999	+50	113550	6	93/2
23	20	LIONEL RICHIE Angel (Island/IDJMG)	821	+90	104075	3	92/9
25	21	GLORIA ESTEFAN You Can't Walk Away From Love (Epic)	781	+131	106328	6	91/9
22	22	SEAL This Could Be Heaven (London Sire)	731	-2	62542	8	87/1
26	23	98 DEGREES My Everything (Universal)	680	+58	105500	4	73/2
21	24	SADE By Your Side (Epic)	655	-92	84919	17	73/0
27	25	ENYA Only Time (Reprise)	635	+86	55321	5	80/8
24	26	DON HENLEY Everything Is Different Now (Warner Bros.)	635	-37	60849	11	64/0
28	27	DAVID GRAY Babylon (ATO/RCA)	495	+5	31565	6	52/0
29	28	EVAN AND JARON Crazy For This Girl (Columbia)	300	-12	43352	6	20/0
DEBUT	29	DIDO Thankyou (Arista)	242	+54	27762	1	21/7
30	30	SHAWN COLVIN Whole New You (Columbia)	232	+14	19137	2	39/7

Most Added.

ARTIST TITLE LABEL(S)	ADDS
PETER CETERA Perfect World (DDE)	31
LIONEL RICHIE Angel (Island/IDJMG)	9
GLORIA ESTEFAN You Can't Walk Away From Love (Epic)	9
ENYA Only Time (Reprise)	8
SHAWN COLVIN Whole New You (Columbia)	7
DIDO Thankyou (Arista)	7
DOOBIE BROTHERS Ordinary Man (Legacy)	6
TAMARA WALKER Didn't We Love (Curb)	5
R. MARTIN F/C. AGUILERA Nobody Wants... (Columbia)	4
JOURNEY All The Way (Columbia)	4
BETTE MIDLER Love TKO (Warner Bros.)	4
JON SECADA Break The Walls (Epic)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
R. MARTIN F/C. AGUILERA Nobody Wants... (Columbia)	+171
98 DEGREES I Do (Cherish You) (Universal)	+153
GLORIA ESTEFAN You Can't Walk Away... (Epic)	+131
KENNY G W/L. ARMSTRONG What A Wonderful... (Arista)	+115
EDWIN MCCAIN I Could Not Ask For More (Lava/Atlantic)	+102
MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	+98
LIONEL RICHIE Angel (Island/IDJMG)	+90
ENYA Only Time (Reprise)	+86
BACKSTREET BOYS Show Me The Meaning Of... (Jive)	+83
BACKSTREET BOYS I Want It That Way (Jive)	+80

116 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 2/25-Saturday 3/3. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 875 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

SASHA ALEXANDER Let Me Be The One (Reprise)
Total Plays: 176, Total Stations: 37, Adds: 3

JOURNEY All The Way (Columbia)
Total Plays: 169, Total Stations: 28, Adds: 4

BETTE MIDLER Love TKO (Warner Bros.)
Total Plays: 144, Total Stations: 27, Adds: 4

JON SECADA Break The Walls (Epic)
Total Plays: 137, Total Stations: 25, Adds: 4

TAMARA WALKER Didn't We Love (Curb)
Total Plays: 115, Total Stations: 27, Adds: 5

JESSE COOK Fall At Your Feet (Narada)
Total Plays: 94, Total Stations: 21, Adds: 1

VITAMIN C As Long As You're Loving Me (Elektra/EEG)
Total Plays: 91, Total Stations: 15, Adds: 2

SUZY K Broken Wings (Vellum)
Total Plays: 79, Total Stations: 20, Adds: 0

DOOBIE BROTHERS Ordinary Man (Legacy)
Total Plays: 36, Total Stations: 14, Adds: 6

PETER CETERA Perfect World (DDE)
Total Plays: 10, Total Stations: 32, Adds: 31

Songs ranked by total plays

Breakers.

No Songs Qualified For Breaker Status This Week

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

Only time
from A DAY WITHOUT RAIN

Over 1,600,000
albums sold!

27 - 25 R&R 26*-23* Monitor #3 MOST ADDED!

Reacting at Radio and now TV!

"The audience response was incredible. Our phones were ringing for days with people calling to find out what the song was, or just to tell us how deeply it affected them." — Ann Kline, Music Supervisor/NBC's "Third Watch"



Most Played Recurrents

CHRISTINA AGUILERA I Turn To You (RCA)

BRIAN McKNIGHT Back At One (Motown/Universal)

PHIL COLLINS You'll Be In My Heart (Hollywood)

BACKSTREET BOYS Show Me The Meaning Of Being Lonely (Jive)

98 DEGREES I Do (Cherish You) (Universal)

BACKSTREET BOYS I Want It That Way (Jive)

SANTANA I/ROB THOMAS Smooth (Arista)

SARAH McLACHLAN I Will Remember You (Arista)

CHER Believe (Warner Bros.)

'N SYNC (God Must Have Spent) A Little More Time On You (RCA)

SIXPENCE NONE THE RICHER Kiss Me (Squint/Columbia)

EDWIN McCAIN I Could Not Ask For More (Lava/Atlantic)

98 DEGREES The Hardest Thing (Universal)

MARC ANTHONY I Need To Know (Columbia)

ENRIQUE IGLESIAS Bailamos (Overbrook/Interscope)

SHANIA TWAIN Man! I Feel Like A Woman! (Mercury/IDJMG)

MACY GRAY I Try (Epic)

W. HOUSTON & E. IGLESIAS Could I Have This Kiss Forever (Arista)

STING Desert Rose (A&M/Interscope)

'N SYNC w/GLORIA ESTEFAN Music Of My Heart (Epic)

Kansas City's Chief Rivals

Continued from Page 100

can't see straight, but you realize that competition makes you a better programmer and gives you a stronger work ethic.

"You either get sharper, or you lose. That's probably the way it is in Chicago between WLIT and WNND and how it was in San Francisco with KOIT and KIOI [until the latter changed to '80s]."

A Teri Garr television spot and direct mail are among KUDL's marketing tools. "We have a huge database," explains McGinty. "Star spent a ton of dough to launch that station, but Entercom said this was our territory, and they're not taking it from us."

Fighting Back

A Tell a Friend breast cancer public-awareness campaign highlighted KUDL's fall promotional calendar. "We received hundreds of postcards and took a group of women to Las Vegas to support the promotion," recalls McGinty. "Our feeling was to do something worthwhile that also had a big payoff, which was a women's weekend in Vegas."

This marked the second consecutive year that KUDL has conducted such a campaign in October, the month designated to draw attention to breast cancer. The station also featured a Christmas in the Sky fireworks display. "Our friends across the street pulled out all the stops with their Christmas-music promotion," McGinty remarks. "They took a huge hit the first month of the book. They were back midway through the second month and badly wanted to win that third month."

While Star grabbed top overall fall honors among women 25-54, KUDL retains bragging rights among females 35-64. But, as McGinty

"Star is an exact copy of KUDL. They copied everything this station did, including the music, from top to bottom. The only difference now is that Star might be a shade younger."

Thom McGinty

points out, "It's like running a political campaign; we had to morph when Star tried to reposition us. You have to answer when someone calls you 'old, sleepy and boring,' even if you aren't."

"We responded by saying we weren't, and we showed it. KUDL's been around for 25 years and doesn't go after other stations by slamming them. But if you're launching a new station, and you see its weaknesses, you go after it."

As noted earlier, Star's decision to play all-Christmas and holiday music contributed to that station's powerful fall numbers. "After doing that they just bolted over the entire market," observes McGinty. "It's a lifestyle thing. Several other ACs around the country did something similar, and it paid off for some of them."

"Star's a very solid, well-programmed station and a great competitor. Their execution is fast and furious. We need to be — and are — on our toes at all times. The battle continues, but the fat lady hasn't sung yet. I know they're not rolling over, and you can put it down on paper that we're not, either. This is a 15-round fight, and I'd like to win in the 12th round by knockout."

TUNED-IN AC

R&R/MEDIABASE 24/7

92.5 KLSY

KLSY/Seattle

3am

JOHN COUGAR MELLENCAMP Jack & Diane
 FAITH HILL The Way You Love Me
 FOUR SEASONS December 1963 (Oh What A...)
 PAT BENATAR We Belong
 'N SYNC Bye Bye Bye
 SHANIA TWAIN Man! I Feel Like A Woman!
 BREATHE Hands To Heaven
 R. MARTIN I/C. AGUILERA Nobody Wants To Be...
 LEANN RIMES How Do I Live
 STEVE WINWOOD Higher Love
 BACKSTREET BOYS Shape Of My Heart
 OAN HARTMAN I Can Dream About You
 SAVAGE GARDEN I Knew I Loved You
 PHIL COLLINS Another Day In Paradise
 ENYA Only Time

11am

SADE By Your Side
 AMY GRANT Takes A Little Time
 STEVE PERRY Oh Sherrie
 'N SYNC This I Promise You
 TEARS FOR FEARS Shout
 SHANIA TWAIN You're Still The One
 PRINCE When Doves Cry
 MATCHBOX TWENTY If You're Gone
 POLICE Every Little Thing She Does...

4pm

LEANN RIMES I Need You
 PRINCE Let's Go Crazy
 ROXETTE It Must Have Been Love
 STING Desert Rose
 SOFT CELL Tainted Love/Where Did Our...
 BACKSTREET BOYS Show Me The Meaning Of Being...
 KENNY LOGGINS Footloose
 THE CORRS Breathless
 DON HENLEY The End Of Innocence
 SAVAGE GARDEN Crash And Burn

8pm

JOURNEY Faithfully
 THE CORRS Breathless
 BONNIE TYLER Total Eclipse Of The Heart
 BRYAN ADAMS (Everything I Do) I Do It...
 SAVAGE GARDEN Truly Madly Deeply
 FAITH HILL The Way You Love Me
 'N SYNC (God Must Have Spent) A Little...
 BERLIN Take My Breathe Away
 SEAL This Could Be Heaven
 TONI BRAXTON You Mean The World To Me



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 2/26. © 2001, R&R Inc.

Warm 106.9fm KRWM/Seattle

3am

JOE COCKER You Are So Beautiful
 98 DEGREES I Do (Cherish You)
 L. VANDROSS & M. CAREY Endless Love
 FOREIGNER I Want To Know What Love Is
 30 SPECIAL Second Chance
 LEANN RIMES I Need You
 R. FLACK & P. BRYSON Tonight, I Celebrate My...
 CELINE DION The Power Of Love
 CLIMAX BLUES BAND I Love You
 TAKE THAT Back For Good
 MARIAH CAREY I'll Be There
 BOB CARLISLE Butterfly Kisses

11am

TINA TURNER What's Love Got To Do With It
 PAUL DAVIS I Go Crazy
 JIM BRICKMAN The Love I Found In You
 P. AUSTIN & J. INGRAM Baby, Come To Me
 BEATLES I'll Follow The Sun
 WHITNEY HOUSTON I Have Nothing
 FOUR SEASONS December 1963 (Oh What A...)
 FAITH HILL Breathe
 LIONEL RICHIE All Night Long (All Night)
 SIMON & GARFUNKEL Bridge Over Troubled Water
 CELINE DION Because You Loved Me
 HUMAN LEAGUE Human

4pm

GROVER WASHINGTON Just The Two Of Us
 GORDON LIGHTFOOT Beautiful
 SHANIA TWAIN From This Moment On
 CHRISTOPHER CROSS Never Be The Same
 SUPREMES Stop In The Name Of Love
 BRYAN ADAMS (Everything I Do) I Do It...
 BARBRA STREISAND Woman In Love
 R. MARTIN I/C. AGUILERA Nobody Wants To Be Lonely
 EAGLES I Can't Tell You Why
 AL GREEN Let's Stay Together
 NATALIE IMBRUGLIA Torn

8pm

TAYLOR DAYNE I'll Always Love You
 EDWIN MCCAIN I'll Be
 HALL & DATES You've Lost That Lovin' Feelin'
 BETTE MIDLER Wind Beneath My Wings
 CHICAGO You're The Inspiration
 'N SYNC This I Promise You
 CHRISTINA AGUILERA I Turn To You
 ELTON JOHN The One
 ROD STEWART Tonight's The Night

AC

Going For Adds 3/12/01

Each week, R&R lists songs going for adds in the newspaper, in the AC format fax, and on Music Meeting. To see your song listed, please contact R&R AC/Hot AC Assistant Editor Mike Davis at (310) 788-1651, or via e-mail at mdavis@rronline.com.

Register now for Music Meeting, the industry's No. 1 online destination for new music: www.rronline.com

MUSIC MEETING

FIND COMPLETE PLAYLISTS FOR ALL AC REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1
WLTW New York
Clear Channel
(212) 603-4600
Ryan
12+ Cume 2,562,700

PLAYS

LW	RTW	ARTIST/TITLE	GI
24	24	BACKSTREET BOYS/Shape Of My Heart	41256
23	24	FAITH HILL/The Way You Love Me	41258
22	24	'N SYNC/This I Promise You	41256
21	24	FAITH HILL/Breathe	41256
20	24	MATCHBOX TWENTY/If You're Gone	39537
19	24	LEE ANN WOMACK/If Hope You Dance	37618
18	24	WINEHEADS/Just Say Yes	37618
17	24	MARTIN FAGULLERA/Nobody Wants...	32661
16	24	GLORIA ESTEFAN/You Can't Walk	30942
15	24	98 DEGREES/Just Say Yes	25785
14	24	ROD STEWART/Can't Deny It	24066
13	24	SAVAGE GARDEN/Knew I Loved You	19599
12	24	LARA FABIAN/Love By Grace	17190
11	24	MACY GRAVY/Try	17190
10	24	MARC ANTHONY/My Baby You	17190
9	24	THE CORRS/Desert Rose	17190
8	24	BRIAN MCKNIGHT/Back At One	17190
7	24	MARC ANTHONY/You Sang To Me	15471
6	24	LARA FABIAN/If You Love Again	15471
5	24	DON HEMLEY/Taking You Home	15471
4	24	LEWIS & PALTRON/Cruisin'	15471
3	24	LEANN RIME/S1 Need You	15471
2	24	SADE/By Your Side	15471
1	24	MARC ANTHONY/I Need To Know	15471

MARKET #2
KOST Los Angeles
Clear Channel
(818) 546-1035
Kaye
12+ Cume 1,278,600

PLAYS

LW	RTW	ARTIST/TITLE	GI
24	24	BACKSTREET BOYS/Shape Of My Heart	16978
23	24	'N SYNC/This I Promise You	16978
22	24	BBMAK/Back Here	16325
21	24	FAITH HILL/The Way You Love Me	16325
20	24	LEANN RIME/S1 Need You	16672
19	24	MARTIN FAGULLERA/Nobody Wants...	15019
18	24	98 DEGREES/Do (Cherish You)	14366
17	24	MARC ANTHONY/My Baby You	9795
16	24	FAITH HILL/Breathe	8489
15	24	LEWIS & PALTRON/Cruisin'	8489
14	24	CHRISTINA AGUILERA/Turn To You	7836
13	24	HOUSTON & IGLESAS/Could I Have This...	7836
12	24	ROD STEWART/Can't Deny It	7836
11	24	EVAN AND JARON/Crazy For The Girl	7183
10	24	MARC ANTHONY/You Sang To Me	7183
9	24	CELINE DION/That's The Way It Is	7183
8	24	WRESTLE SWEET/It Again	7183
7	24	DIXIE/Thank You	6530
6	24	ENRIQUE IGLESAS/Be With You	6530
5	24	LORESTAR/Arnold	5277
4	24	PHIL COLLINS/You're In My...	5277
3	24	ENRIQUE IGLESAS/Balamos	5277
2	24	SAVAGE GARDEN/Knew I Loved You	5277
1	24	'N SYNC/Do (Cherish You)	4571

MARKET #3
WLIT/Chicago
Clear Channel
(312) 329-9002
Cochran
12+ Cume 590,380

PLAYS

LW	RTW	ARTIST/TITLE	GI
24	24	'N SYNC/This Promise You	10336
23	24	BBMAK/Back Here	10013
22	24	BACKSTREET BOYS/Shape Of My Heart	9044
21	24	MARTIN FAGULLERA/Nobody Wants...	8398
20	24	LEWIS & PALTRON/Cruisin'	5814
19	24	LEANN RIME/S1 Need You	4845
18	24	FAITH HILL/The Way You Love Me	4522
17	24	FAITH HILL/Breathe	4522
16	24	LORESTAR/Arnold	4522
15	24	MARC ANTHONY/You Sang To Me	3876
14	24	CELINE DION/That's The Way It Is	3553
13	24	CHRISTINA AGUILERA/Turn To You	3553
12	24	PHIL COLLINS/You're In My...	3553
11	24	ENRIQUE IGLESAS/Be With You	3553
10	24	SAVAGE GARDEN/Knew I Loved You	3553
9	24	LARA FABIAN/Love By Grace	3230
8	24	SARAH MCLACHLAN/Will Remember You	3230
7	24	LEANN RIME/S1 Need You	2907
6	24	MARC ANTHONY/My Baby You	2907
5	24	BACKSTREET BOYS/Want It That Way	2907
4	24	HOUSTON & IGLESAS/Could I Have This...	2907
3	24	STING/Desert Rose	2261
2	24	SADE/By Your Side	2261
1	24	MARC ANTHONY/I Need To Know	2261

MARKET #3
WNND/Chicago
Bonneville
(312) 297-5100
Hamlin/Joins
12+ Cume 602,000

PLAYS

LW	RTW	ARTIST/TITLE	GI
24	24	LEWIS & PALTRON/Cruisin'	11286
23	24	BBMAK/Back Here	10944
22	24	BACKSTREET BOYS/Shape Of My Heart	10944
21	24	'N SYNC/This I Promise You	10602
20	24	MATCHBOX TWENTY/If You're Gone	8892
19	24	LEE ANN WOMACK/If Hope You Dance	8892
18	24	WINEHEADS/Just Say Yes	8550
17	24	MARC ANTHONY/My Baby You	8550
16	24	98 DEGREES/Do (Cherish You)	8550
15	24	LEANN RIME/S1 Need You	8550
14	24	MARTIN FAGULLERA/Nobody Wants...	7866
13	24	SAVAGE GARDEN/Knew I Loved You	7182
12	24	THE CORRS/Desert Rose	6440
11	24	PHIL COLLINS/You're In My...	6156
10	24	LORESTAR/Arnold	5814
9	24	SAVAGE GARDEN/Cash And Burn	5814
8	24	MARC ANTHONY/You Sang To Me	5814
7	24	FAITH HILL/Breathe	5472
6	24	SARAH MCLACHLAN/Will Remember You	5472
5	24	WINEHEADS/Just Say Yes	5130
4	24	JON SEADRA/Back The Walls	5130
3	24	LORESTAR/Arnold	5130
2	24	SOXPENCE/...Kiss Me	4446
1	24	CELINE DION/That's The Way It Is	4446

MARKET #5
WBEB/Philadelphia
WEAZ Radio, Inc.
(610) 358-1223
Conley
12+ Cume 752,300

PLAYS

LW	RTW	ARTIST/TITLE	GI
24	24	MATCHBOX TWENTY/If You're Gone	14800
23	24	FAITH HILL/The Way You Love Me	13230
22	24	DON HEMLEY/Everything Is...	13230
21	24	MARC ANTHONY/My Baby You	10780
20	24	LEANN RIME/S1 Need You	10780
19	24	'N SYNC/This I Promise You	8280
18	24	BRIAN MCKNIGHT/Back At One	5880
17	24	SARAH MCLACHLAN/Will Remember You	5880
16	24	THE CORRS/Desert Rose	5390
15	24	CELINE DION/That's The Way It Is	5390
14	24	SOXPENCE/...Kiss Me	5390
13	24	PHIL COLLINS/You're In My...	5390
12	24	LORESTAR/Arnold	5390
11	24	CHER/Believe	4900
10	24	MACY GRAVY/Try	4900
9	24	ENRIQUE IGLESAS/Be With You	4900
8	24	LEWIS & PALTRON/Cruisin'	4900
7	24	SAVAGE GARDEN/Knew I Loved You	4900
6	24	ELTON JOHN/Someday Out Of...	4410
5	24	LEANN RIME/S1 Need You	4410
4	24	CHRISTINA AGUILERA/Turn To You	4410
3	24	ENRIQUE IGLESAS/Balamos	4410
2	24	SARAH MCLACHLAN/Will Remember You	4410
1	24	BACKSTREET BOYS/Want It That Way	4410

MARKET #6
KVLV/Dallas-Fi. Worth
Infinity
(972) 691-1037
Curtis/King
12+ Cume 435,200

PLAYS

LW	RTW	ARTIST/TITLE	GI
25	24	MATCHBOX TWENTY/If You're Gone	6625
24	24	LEE ANN WOMACK/If Hope You Dance	5005
23	24	BACKSTREET BOYS/Shape Of My Heart	5625
22	24	'N SYNC/This I Promise You	5625
21	24	LEANN RIME/S1 Need You	5625
20	24	DON HEMLEY/Taking You Home	5100
19	24	LORESTAR/Arnold	5475
18	24	BBMAK/Back Here	3375
17	24	MARC ANTHONY/My Baby You	3060
16	24	FAITH HILL/Breathe	4650
15	24	DON HEMLEY/Everything Is...	3375
14	24	THE CORRS/Desert Rose	3675
13	24	FAITH HILL/The Way You Love Me	3375
12	24	ROD STEWART/Can't Deny It	2925
11	24	LEWIS & PALTRON/Cruisin'	2925
10	24	MARC ANTHONY/You Sang To Me	2700
9	24	SAVAGE GARDEN/Knew I Loved You	2250
8	24	MARC ANTHONY/My Baby You	2025
7	24	PHIL COLLINS/You're In My...	1575
6	24	CELINE DION/That's The Way It Is	1575
5	24	MARTIN FAGULLERA/Nobody Wants...	1575
4	24	SADE/By Your Side	1575
3	24	GLORIA ESTEFAN/You Can't Walk	1350
2	24	BACKSTREET BOYS/Want It That Way	1125
1	24	EWY/Only Time	1125

MARKET #8
WMJX/Boston
Greater Media
(617) 822-6324
Keley/Terry/Laudence
12+ Cume 583,100

PLAYS

LW	RTW	ARTIST/TITLE	GI
26	26	MATCHBOX TWENTY/If You're Gone	8008
25	26	DON HEMLEY/Taking You Home	8008
24	26	'N SYNC/This I Promise You	7700
23	26	FAITH HILL/Breathe	7004
22	26	CHRISTINA AGUILERA/Turn To You	6160
21	26	FAITH HILL/The Way You Love Me	4928
20	26	LEWIS & PALTRON/Cruisin'	4628
19	26	MARC ANTHONY/My Baby You	4628
18	26	BRITNEY SPEARS/Sometimes	3696
17	26	BRIAN MCKNIGHT/Back At One	3388
16	26	LEE ANN WOMACK/If Hope You Dance	3388
15	26	PHIL COLLINS/You're In My...	3080
14	26	SAVAGE GARDEN/Knew I Loved You	3388
13	26	BACKSTREET BOYS/Show Me...	3388
12	26	LEANN RIME/S1 Need You	3080
11	26	BACKSTREET BOYS/Want It That Way	2772
10	26	ENRIQUE IGLESAS/Be With You	2772
9	26	CHER/Believe	2772
8	26	CELINE DION/That's The Way It Is	2772
7	26	MACY GRAVY/Try	2772
6	26	ENRIQUE IGLESAS/Be With You	2464
5	26	LORESTAR/Arnold	2464
4	26	SANTANA/Rob Thomas/Smooth	2156
3	26	GLORIA ESTEFAN/You Can't Walk	2156
2	26	DAVID GRAY/By Your Side	2156
1	26	MARTIN FAGULLERA/Nobody Wants...	2156

MARKET #9
WASH/Washington, DC
Clear Channel
(301) 994-9110
Alan/Martin
12+ Cume 443,500

PLAYS

LW	RTW	ARTIST/TITLE	GI
24	24	LEANN RIME/S1 Need You	5564
23	24	MARTINA MCGRAW/There You Are	5136
22	24	DON HEMLEY/Taking You Home	4274
21	24	BACKSTREET BOYS/Shape Of My Heart	4494
20	24	FAITH HILL/The Way You Love Me	4494
19	24	BRIAN MCKNIGHT/Back At One	4280
18	24	SADE/By Your Side	4082
17	24	HOUSTON & IGLESAS/Could I Have This...	4082
16	24	'N SYNC/This I Promise You	4066
15	24	LEWIS & PALTRON/Cruisin'	3852
14	24	MARC ANTHONY/You Sang To Me	3638
13	24	TOWN BRANTON/Spanish Guitar	3638
12	24	SANTANA/Rob Thomas/Smooth	3424
11	24	98 DEGREES/Do (Cherish You)	3424
10	24	GLORIA ESTEFAN/You Can't Walk	3210
9	24	MACY GRAVY/Try	3210
8	24	SAVAGE GARDEN/Knew I Loved You	2996
7	24	CHER/Desert Rose	2724
6	24	FAITH HILL/Breathe	2354
5	24	MACY GRAVY/Try	2772
4	24	SANTANA/Rob Thomas/Smooth	2354
3	24	SOXPENCE/...Kiss Me	2354
2	24	MARC ANTHONY/My Baby You	2140
1	24	98 DEGREES/Do (Cherish You)	2140

MARKET #11
WPCH/Atlanta
Clear Channel
(404) 367-0949
Silvers/Goss
12+ Cume 393,000

PLAYS

LW	RTW	ARTIST/TITLE	GI
23	23	MARC ANTHONY/My Baby You	4945
22	23	BACKSTREET BOYS/Shape Of My Heart	4730
21	23	'N SYNC/This I Promise You	4730
20	23	BACKSTREET BOYS/Shape Of My Heart	4515
19	23	MATCHBOX TWENTY/If You're Gone	4085
18	23	LEE ANN WOMACK/If Hope You Dance	3655
17	23	CHER/Desert Rose	3022
16	23	MARC ANTHONY/You Sang To Me	3010
15	23	LEWIS & PALTRON/Cruisin'	2795
14	23	PHIL COLLINS/You're In My...	2580
13	23	FAITH HILL/Breathe	2580
12	23	SANTANA/Rob Thomas/Smooth	2580
11	23	CELINE DION/That's The Way It Is	2580
10	23	GLORIA ESTEFAN/You Can't Walk	2580
9	23	'N SYNC/This I Promise You	2150
8	23	SOXPENCE/...Kiss Me	1935
7	23	CHER/Desert Rose	1720
6	23	MARC ANTHONY/I Need To Know	1505
5	23	BACKSTREET BOYS/The One	1505
4	23	CELINE DION/That's The Way It Is	1505
3	23	LEE ANN WOMACK/If Hope You Dance	1505
2	23	BACKSTREET BOYS/Show Me...	1505
1	23	BACKSTREET BOYS/Want It That Way	1290

MARKET #14
KLSY/Seattle-Tacoma
Sandusky
(425) 553-9462
McKay/Thomas
12+ Cume 269,500

PLAYS

LW	RTW	ARTIST/TITLE	GI
46	46	THE CORRS/Desert Rose	7056
45	46	BACKSTREET BOYS/Shape Of My Heart	7056
44	46	FAITH HILL/The Way You Love Me	7056
43	46	LEWIS & PALTRON/Cruisin'	7056
42	46	MATCHBOX TWENTY/If You're Gone	6612
41	46	LEE ANN WOMACK/If Hope You Dance	6612
40	46	LEANN RIME/S1 Need You	6612
39	46	CHER/Desert Rose	6162
38	46	'N SYNC/This I Promise You	5528
37	46	STING/Desert Rose	3381
36	46	MALCOLM/Don't Tell Me	3234
35	46	MACY GRAVY/Try	3234
34	46	'N SYNC/This I Promise You	3234
33	46	SAVAGE GARDEN/Cash And Burn	1617
32	46	SUGAR RAY/Someday	1470
31	46	98 DEGREES/Everything	1323
30	46	MARC ANTHONY/You Sang To Me	1323
29	46	FAITH HILL/Breathe	2410
28	46	LOU BEGA/Mambo No. 3...	1176
27	46	CHER/Desert Rose	1176
26	46	SEAL/This Could Be Heaven	1176
25	46	BACKSTREET BOYS/Want It That Way	1029
24	46	PHIL COLLINS/You're In My...	1029
23	46	'N SYNC/This I Promise You	1029
22	46	ROD STEWART/Can't Deny It	1029

MARKET #16
KRWM/Seattle-Tacoma
Sandusky
(206) 373-5545
Coles
12+ Cume 241,900

PLAYS

LW	RTW	ARTIST/TITLE	GI
16	16	LEANN RIME/S1 Need You	2614
15	16	FAITH HILL/Breathe	2496
14	16	LEE ANN WOMACK/If Hope You Dance	2278
13	16	LORESTAR/Arnold	1936
12	16	LEWIS & PALTRON/Cruisin'	1936
11	16	SADE/By Your Side	1846
10	16	GLORIA ESTEFAN/You Can't Walk	1846
9	16	MARTIN FAGULLERA/Nobody Wants...	1846
8	16	BACKSTREET BOYS/You Sang To Me	1420
7	16	BETTE MIDLER/Just Say Yes	1420
6	16	MARC ANTHONY/My Baby You	1276
5	16	BRIAN MCKNIGHT/Back At One	1176
4	16	98 DEGREES/Do (Cherish You)	1136
3	16	BACKSTREET BOYS/Shape Of My Heart	

March 9, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	3489	-120	377937	22	89/0
2	2	LENNY KRAVITZ Again (Virgin)	3463	+8	367740	19	89/0
3	3	DIDO Thankyou (Arista)	3208	+111	345116	14	86/0
6	4	MADONNA Don't Tell Me (Maverick/WB)	2523	+129	274784	10	75/1
5	5	U2 Beautiful Day (Interscope)	2492	+17	292377	20	84/2
4	6	CRED With Arms Wide Open (Wind-up)	2423	-118	232320	26	85/0
7	7	EVAN AND JARON Crazy For This Girl (Columbia)	2214	-157	247601	28	76/0
9	8	NELLY FURTADO I'm Like A Bird (DreamWorks)	1977	+102	200024	12	76/3
10	9	VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)	1945	+122	189493	8	81/2
11	10	AEROSMITH Jaded (Columbia)	1927	+126	194022	6	68/2
8	11	BARENAKED LADIES Pinch Me (Reprise)	1831	-122	204546	27	81/0
12	12	THE CORRS Breathless (143/Lava/Atlantic)	1761	+5	199079	24	63/0
13	13	DAVID GRAY Babylon (ATO/RCA)	1551	-175	192495	19	67/0
14	14	3 DOORS DOWN Kryptonite (Republic/Universal)	1514	-141	171244	32	62/0
16	15	BARENAKED LADIES Too Little Too Late (Reprise)	1488	+66	149012	7	77/2
15	16	FAITH HILL The Way You Love Me (Warner Bros.)	1483	-22	164465	24	53/0
17	17	MATCHBOX TWENTY Bent (Lava/Atlantic)	1328	+21	141363	45	75/0
18	18	EVERCLEAR Wonderful (Capitol)	1258	-7	134930	34	62/0
20	19	LEE ANN WOMACK I Hope You Dance (MCA/Universal)	1223	+102	125490	6	52/0
22	20	MOBY F/GWEN STEFANI Southside (V2)	1155	+106	114206	8	40/3
25	21	UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	1150	+214	132508	4	52/7
21	22	BON JOVI Thank You For Loving Me (Island/IDJMG)	1096	+18	123160	9	60/2
24	23	FUEL Hemorrhage (In My Hands) (Epic)	1052	+70	102347	9	43/2
27	24	COLOPLAY Yellow (Nettwerk/Capitol)	1035	+195	123647	3	52/4
28	25	LIFEHOUSE Hanging By A Moment (DreamWorks)	1034	+209	102324	3	54/6
23	26	DAVE MATTHEWS BAND I Did It (RCA)	1024	-7	130772	8	51/3
30	27	TRAIN Drops Of Jupiter (Tell Me) (Columbia)	948	+228	117907	2	51/3
DEBUT	28	STING After The Rain Has Fallen (A&M/Interscope)	782	+95	85878	1	47/4
—	29	DEXTER FREEBISH Leaving Town (Capitol)	771	-80	59959	18	36/0
—	30	DELERIUM F/SARAH MCLACHLAN Silence (Engine/Nettwerk/Arista)	746	+31	79377	2	35/3

Most Added

ARTIST TITLE LABEL(S)	ADDS
JANET All For You (Virgin)	9
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	7
LIFEHOUSE Hanging By A Moment (DreamWorks)	6
OLD 97'S King Of All The World (Elektra/EEG)	6
ROD STEWART I Can't Deny It (Atlantic)	5
ANGIE APARO Cry (Melisma/Arista)	5
CHANTAL KREVIASZUK Before You (Columbia)	5
COLOPLAY Yellow (Nettwerk/Capitol)	4
STING After The Rain Has Fallen (A&M/Interscope)	4
COLLECTIVE SOUL Perfect Day (Atlantic)	4
A. LEWIS OF STAND W.F. DURST Outside (Flawless/Geffen/Interscope)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	+228
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	+214
LIFEHOUSE Hanging By A Moment (DreamWorks)	+209
COLOPLAY Yellow (Nettwerk/Capitol)	+195
INCUBUS Drive (Immortal/Epic)	+139
R. MARTIN F/C. AGUILERA Nobody Wants... (Columbia)	+132
JANET All For You (Virgin)	+131
MADONNA Don't Tell Me (Maverick/WB)	+129
AEROSMITH Jaded (Columbia)	+126
VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)	+122

91 Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 2/25-Saturday 3/3. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 1300 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

R. MARTIN F/C. AGUILERA Nobody... (Columbia)
Total Plays: 733, Total Stations: 32, Adds: 2

JOSH JOPLIN GROUP Camera One (Artemis)
Total Plays: 732, Total Stations: 46, Adds: 2

NINA GORDON Now I Can Die (Warner Bros.)
Total Plays: 716, Total Stations: 48, Adds: 0

SEMISONIC Chemistry (MCA)
Total Plays: 563, Total Stations: 38, Adds: 0

INCUBUS Drive (Immortal/Epic)
Total Plays: 510, Total Stations: 28, Adds: 3

JENNIFER LOPEZ Love Don't Cost A Thing (Epic)
Total Plays: 444, Total Stations: 15, Adds: 0

COLLECTIVE SOUL Perfect Day (Atlantic)
Total Plays: 438, Total Stations: 31, Adds: 4

GREEN DAY Warning (Reprise)
Total Plays: 379, Total Stations: 31, Adds: 3

3 DOORS DOWN Loser (Republic/Universal)
Total Plays: 332, Total Stations: 22, Adds: 3

ROD STEWART I Can't Deny It (Atlantic)
Total Plays: 212, Total Stations: 20, Adds: 5

BLESSID UNION OF SOULS (3XL) Storybook Life (V2)
Total Plays: 187, Total Stations: 19, Adds: 1

JANET All For You (Virgin)
Total Plays: 131, Total Stations: 9, Adds: 9

AMERICAN HI-FI Flavor Of The Weak (Island/IDJMG)
Total Plays: 112, Total Stations: 9, Adds: 2

ANGIE APARO Cry (Melisma/Arista)
Total Plays: 30, Total Stations: 9, Adds: 5

Songs ranked by total plays

Breakers

No Songs Qualified For Breaker Status This Week

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

On Tour
With EVE 6
March - April

tsar

As Heard on
Fox TV's
Freaky Links

THE SLEEK NEW SINGLE

SILVER SHIFTER

5 New Adds:

WKDD/Akron WCPT/Albany KALZ/Fresno WMEE/Ft. Wayne KCDA/Spokane

"Their debut is packed with tight melodies anchored by punchy guitar hooks and whimsical harmonies. Bowie-meets-Cheap Trick-meets-Oasis!"

—Los Angeles Times

"Silver Shifter" fuses pop and alternative into a sound that is tailor made for the Modern Adult and Hot AC Listener!

—Andy Warhol/Arts Connoisseur



Most Played Recurrents

VERTICAL HORIZON You're A God (RCA)

STING Desert Rose (A&M/Interscope)

VERTICAL HORIZON Everything You Want (RCA)

NINE DAYS Absolutely (Story Of A Girl) (Epic)

CREED Higher (Wind-up)

SANTANA I/ROB THOMAS Smooth (Arista)

THIRD EYE BLIND Never Let You Go (Elektra/EEG)

SMASH MOUTH Then The Morning Comes (Interscope)

MACY GRAY I Try (Epic)

SMASH MOUTH All Star (Interscope)

SUGAR RAY Someday (Lava/Atlantic)

GOO GOO DOLLS Black Balloon (Warner Bros.)

TRAIN Meet Virginia (Aware/Columbia)

SISTER HAZEL Change Your Mind (Universal)

BON JOVI It's My Life (Island/IDJMG)

SIXPENCE NONE THE RICHER Kiss Me (Squint/Columbia)

TAL BACHMAN She's So High (Columbia)

BBMAK Back Here (Hollywood)

MARC ANTHONY I Need To Know (Columbia)

FAITH HILL Breathe (Warner Bros.)

TUNED-IN

HOT AC

R&R/MEDIABASE 24/7

WVOR/Rochester

3am

SISTER HAZEL Champagne High
 EAGLES Take It Easy
 TONIC If You Could Only See
 EDDIE MONEY Take Me Home Tonight
 STEVE MILLER The Joker
 DAVE MATTHEWS BAND Crush
 U2 Where The Streets Have No Name
 CREED With Arms Wide Open
 NIGHT RANGER When You Close Your Eyes
 RED SPEEDWAGON Keep On Loving You
 TOM PETTY AND THE HEARTBREAKERS Refugee
 BARENAKED LADIES Too Little Too Late
 DON MCLEAN American Pie

11am

SHERYL CROW My Favorite Mistake
 DEF LEPPARD Photograph
 FLEETWOOD MAC Go Your Own Way
 BARENAKED LADIES Pinch Me
 38 SPECIAL Hold On Loosely
 BILLY JOEL Movin' Out (Anthony's Song)
 SISTER HAZEL Change Your Mind
 EDDIE MONEY Shakin'
 STYX Babe
 RED SPEEDWAGON Don't Let Him Go
 VERTICAL HORIZON Best I Ever Had (Grey Sky...)
 SUPERTRAMP Give A Little Bit

4pm

MARC COHN Walking In Memphis
 BLUES TRAVELER Run-Around
 STEVE MILLER Jet Airliner
 POLICE Every Breathe You Take
 AEROSMITH Jaded
 ELTON JOHN Don't Let The Sun Go Down...
 MATCHBOX 20 Real World
 SCORPIONS No One Like You
 FLEETWOOD MAC Rhiannon
 BARENAKED LADIES Pinch Me
 YES Owner Of A Lonely Heart
 AMERICA Sister Golden Hair

8pm

PETER SCHILLING Major Tom (Coming Home)
 COREY HART Sunglasses At Night
 CLASH Should I Stay Or Should I Go
 EDDY GRANT Electric Avenue
 WHITESNAKE Here I Go Again
 EURYTHMICS Sweet Dreams (Are Made Of This)
 U2 Desire
 QUARTERFLASH Harden My Heart
 DURAN DURAN Save A Prayer
 JOHN COUGAR MELLENCAMP Jack & Diane
 PETER GABRIEL Sledgehammer
 BILLY IDOL Eyes Without A Face

94.1 In Zone WZNE/Rochester

3am

FLYING BLIND Smokescreen
 SARAH MCLACHLAN Ice Cream
 BARENAKED LADIES Pinch Me
 GREEN DAY When I Come Around
 VERTICAL HORIZON Best I Ever Had (Grey Sky...)
 EVERCLEAR Everything To Everyone
 AARON LEWIS & FRED DURST Outside
 DAVE MATTHEWS BAND Satellite
 RED HOT CHILI PEPPERS Scar Tissue
 DAVID GRAY Babylon
 LENNY KRAVITZ Again
 COLLECTIVE SOUL Vent
 LIVE I Alone
 BLINK-182 What's My Age Again
 DISHWALLA Counting Blue Cars

11am

MATCHBOX TWENTY If You're Gone
 PEARL JAM Jeremy
 SARAH MCLACHLAN Ice Cream
 AMERICAN HI-FI Flavor Of The Weak
 SUBLIME Wrong Way
 U2 Beautiful Day
 THIRD EYE BLIND How's It Going To Be?
 SR-71 Right Now
 RUSTED ROOT Ecstasy
 RED HOT CHILI PEPPERS Californication
 COLLECTIVE SOUL Vent
 FOO FIGHTERS Everlong

4pm

PEARL JAM Daughter
 LENNY KRAVITZ Again
 SUBLIME What I Got
 RED HOT CHILI PEPPERS Scar Tissue
 INCUBUS Drive
 311 All Mixed Up
 U2 Walk On
 BUSH The Chemicals Between Us
 COLLECTIVE SOUL The World I Know
 FUEL Hemorrhage (In My Hands)
 JANE'S ADDICTION Jane Says
 NINA GORDON Tonight And The Rest Of My Life
 UNCLE KRACKER Follow Me

8pm

SUGAR RAY Someday
 FILTER Take A Picture
 MATCHBOX TWENTY If You're Gone
 VERTICAL HORIZON Best I Ever Had (Grey Sky...)
 DAVE MATTHEWS BAND Tripping Billies
 U2 Beautiful Day
 COLLECTIVE SOUL Vent
 AARON LEWIS & FRED DURST Outside
 GARBAGE Special
 LIFEHOUSE Hanging By A Moment
 FOO FIGHTERS Next Year

HOT AC

Going For Adds 3/12/01

BEE GEES There Is Where I Came In (Universal)
 EVAN AND JARON From My Head To My Heart (Columbia)
 A. LEWIS OF STAIND w/F. DURST Outside (Flawless/Geffen/Interscope)
 MINIBAR Holiday From Myself (Cherry/Universal)

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Hot AC Playlists

March 9, 2001 R&R • 107

FIND COMPLETE PLAYLISTS FOR ALL HOT AC REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1
WPLJ/New York
Clear Channel
(212) 613-8900
Cuddy/Shannon/Kascano
12x Cume **2,879,800**

PLAYS	LT	TW	ARTIST/TITLE	GI (800)
48	48	48	AFROSMITH/Jaded	40560
49	46	48	THE CORRS/Breathless	38870
44	46	44	DIDD/Thankyou	38870
45	44	45	MATCHBOX TWENTY/If You're Gone	38025
46	45	44	LENNY KRAMITZ/Again	38025
47	45	44	BOB JOVI/Thank You For...	35335
48	44	45	MADONNA/Don't Tell Me	34645
49	43	45	UZ/Beautiful Day	34645
34	34	34	EVAN AND JARON/Crazy For This Girl	28730
32	32	32	3 DOORS DOWN/Kryptonite	28730
31	31	31	DAVID GRAY/Babykin	26195
30	31	31	LEE ANN WOMACK/I Hope You Dance	26195
29	30	30	NELLY FURTADO/Im Like A Bird	25350
28	29	29	BARENAKED LADIES/Pinch Me	24505
27	29	29	VERTICAL HORIZON/Best I Ever Had...	24505
26	27	27	FAITH HILL/That I Promise You	22815
25	26	26	VERTICAL HORIZON/You're A God	21970
24	24	24	BARENAKED LADIES/Too Little Too Late	20280
23	24	24	UNCLE KRACKER/Follow Me	20280
22	24	24	DAVE MATTHEWS BAND/Did It	19435
21	22	22	COLDPLAY/Yellow	18590
20	22	22	SEMS/DON'T CHASE THE GIRL	18590
19	21	21	FUEL/Henrietta	17745
18	19	19	STING/After The Rain...	16555
17	18	18	STING/Desert Rose	14365
16	17	17	JOSH JOPLIN GROUP/Camera One	13520
15	16	16	MATCHBOX TWENTY/Bent	12675
14	15	15	SMASH MOUTH/When The Morning...	12675
13	15	15	LIFEHOUSE/Hanging By A Moment	12675
9	13	13	NINE DAYS/Absolutely...	10985

MARKET #2
KBIG/Los Angeles
Clear Channel
(818) 546-1043
Kaye/Baker
12x Cume **1,032,100**

PLAYS	LT	TW	ARTIST/TITLE	GI (800)
31	29	29	FAITH HILL/That I Promise You	15341
29	29	29	LENNY KRAMITZ/Again	15341
27	29	29	MATCHBOX TWENTY/If You're Gone	15341
20	20	20	MADONNA/Don't Tell Me	14812
27	25	25	DIDD/Thankyou	13225
21	21	21	JENNIFER LOPEZ/Love Don't Cost...	11109
21	21	21	MARTIN MURRAY/A Nobody Wants...	11109
20	20	20	EVAN AND JARON/Crazy For This Girl	10580
21	20	21	SAMANTHA MUMBA/Gotta Tell You	10051
20	20	20	DIDD/Thankyou	10051
14	14	14	IN SYNC/That I Promise You	7406
14	14	14	KONIE RICHIE/Ange!l	7406
10	11	11	CHER/Belle	5819
10	11	11	ROD STEWART/I Can't Deny It	5290
9	10	10	BACKSTREET BOYS/Shape Of My Heart	5290
12	10	10	SOPHIE - Kiss Me	5290
9	10	10	FAITH HILL - Promise	5290
9	10	10	EMILIE KLEIN/As I Am	5290
9	10	10	UNCLE KRACKER/Rhythm Divine	5290
6	6	6	DAVE MATTHEWS BAND/Did It	4761
6	6	6	DESTRINY'S CHILD/Say My Name	4761
9	6	6	DREAMA/He Loves U Not	4761
9	6	6	SOUL DISORDER/In The Morning...	4761
10	6	6	CHRISTINA AGUILERA/Come On Over...	4761
7	6	6	MARC ANTHONY/Need To Know	4761
7	6	6	IN SYNC/That I Promise You	4761
6	6	6	MARC ANTHONY/You Sang To Me	4761
6	6	6	LIFEHOUSE/Hanging By A Moment	4761
6	6	6	EMILIE KLEIN/As I Am	4761
5	6	6	SMASH MOUTH/When The Morning...	4761

MARKET #3
KYSR/Los Angeles
Clear Channel
(818) 955-7000
Kaplan/Peckay
12x Cume **1,221,600**

PLAYS	LT	TW	ARTIST/TITLE	GI (800)
47	47	47	UZ/Beautiful Day	34650
47	47	47	DIDD/Thankyou	24200
46	43	43	MADONNA/Don't Tell Me	23650
19	30	30	BARENAKED LADIES/Pinch Me	20900
23	30	30	DAVID GRAY/Babykin	20900
24	30	30	COLDPLAY/Yellow	19800
22	31	31	MARTIN MURRAY/A Nobody Wants...	14550
32	32	32	LENNY KRAMITZ/Again	17800
16	29	29	NELLY FURTADO/Im Like A Bird	15950
27	29	29	DIDD/Thankyou	15950
19	29	29	EVAN AND JARON/Crazy For This Girl	15400
22	27	27	DELEBRUM/FUCK A PLANET	14550
16	26	26	MOBY/FWEN STEPHAN/Southside	14300
9	23	23	DAVE MATTHEWS BAND/Did It	12650
16	20	20	TRAIN/Drops Of Jupiter...	11000
14	18	18	VERTICAL HORIZON/Best I Ever Had...	10450
15	18	18	NELLY FURTADO/Im Like A Bird	9900
12	17	17	3 DOORS DOWN/Kryptonite	8250
13	17	17	THE CORRS/Breathless	8250
-	16	16	LIFEHOUSE/Hanging By A Moment	8250
11	14	14	CREEDEX/Higher	7700
9	14	14	MATCHBOX TWENTY/Bent	7700
12	14	14	LENNY KRAMITZ/American Woman	7150
12	13	13	NINE DAYS/Absolutely...	7150
8	13	13	TRAIN/Meet Virginia	7150
7	12	12	DIDD/Thankyou	6600
10	12	12	STING/After The Rain...	6600
6	12	12	UZ/Beautiful Day	6600
12	11	11	MACY GRAY/Try	6050
5	11	11	NO DOUBT/Just A Girlfriend	6050

MARKET #4
WTMX/Chicago
Clear Channel
(312) 946-1019
Kaye/Kachisla
12x Cume **811,500**

PLAYS	LT	TW	ARTIST/TITLE	GI (800)
54	56	56	MICHELLE KRAKOR/Follow Me	21396
53	53	53	UZ/Beautiful Day	20193
52	52	52	TRAIN/Drops Of Jupiter...	19612
44	43	43	BARENAKED LADIES/Pinch Me	16383
42	42	42	LENNY KRAMITZ/Again	16002
42	42	42	NELLY FURTADO/Im Like A Bird	16002
41	41	41	NINE DAYS/Am	15621
40	40	40	NELLY FURTADO/Im Like A Bird	15240
38	38	38	MATCHBOX TWENTY/If You're Gone	14478
27	28	28	DAVE MATTHEWS BAND/Did It	10668
29	28	28	NINA GOLD/Now I Can Die	10668
29	28	28	NINA GOLD/Now I Can Die	9906
30	28	28	DAVE MATTHEWS BAND/Did It	9525
26	25	25	FIVE FOR FIGHTING/Easy Tonight	9525
21	23	23	VERTICAL HORIZON/You're A God	8763
23	23	23	3 DOORS DOWN/Kryptonite	8382
22	22	22	BARENAKED LADIES/Too Little Too Late	8382
14	22	22	THE CORRS/Breathless	8382
19	22	22	SISTER HAZEL/Change Your Mind	8382
24	21	21	FUEL/Henrietta	8001
22	20	20	MOBY/FWEN STEPHAN/Southside	7720
13	19	19	THRU EVER/IN REM/Whatever Let You Go	7720
10	18	18	EVERCLEAR/Wonderful	6858
17	17	17	SUGAR RAY/It's About That Way	6477
10	17	17	BOB JOVI/Thank You For...	6096
10	17	17	CREEDEX/Higher	6096
6	17	17	TRINITY/When The Morning...	6096
12	16	16	UZ/Beautiful Day	6050
14	15	15	MACY GRAY/Try	5715
14	15	15	MATCHBOX TWENTY/Bent	5715

MARKET #5
KLCC/San Francisco
Infinity
(415) 765-4187
Kaplan/Stoeckel
12x Cume **642,600**

PLAYS	LT	TW	ARTIST/TITLE	GI (800)
36	39	39	SADE/By Your Side	10073
38	39	39	EVAN AND JARON/Crazy For This Girl	9766
41	37	37	LENNY KRAMITZ/Again	9509
35	37	37	MATCHBOX TWENTY/If You're Gone	8995
31	35	35	NINE DAYS/Absolutely...	8995
24	33	33	STING/Desert Rose	8481
26	31	31	DAVE MATTHEWS BAND/Did It	7987
27	30	30	CREEDEX/Higher	7710
29	30	30	3 DOORS DOWN/Kryptonite	7453
28	29	29	NELLY FURTADO/Im Like A Bird	7453
27	29	29	INCLUS/Drive	7453
29	29	29	THE CORRS/Breathless	7453
24	28	28	MACY GRAY/Try	7196
20	27	27	NELLY FURTADO/Im Like A Bird	7196
26	27	27	SEMS/DON'T CHASE THE GIRL	7196
25	27	27	AFROSMITH/Everything	6939
27	27	27	FUEL/Henrietta	6939
27	27	27	BARENAKED LADIES/Pinch Me	6939
27	27	27	THE CORRS/Breathless	6939
26	27	27	EVERCLEAR/Wonderful	6939
23	27	27	DAVID GRAY/Babykin	6939
24	26	26	MORY FOWEN STEPHAN/Southside	6858
27	26	26	COLDFPLAY/Yellow	6682
26	26	26	RED HOT CHILI LIPS/Other Side	6682
23	25	25	BECK/Weed Business	6425
25	25	25	MADONNA/Don't Tell Me	6425
29	25	25	UZ/Beautiful Day	6425
21	25	25	DELEBRUM/FUCK A PLANET	5911
23	25	25	GREEN DAY/Warning	5911
26	21	21	VERTICAL HORIZON/Everything You Want	5397

MARKET #6
KDMX/Dallas-Ft. Worth
Clear Channel
(972) 931-1029
McMahon/Thomas
12x Cume **501,400**

PLAYS	LT	TW	ARTIST/TITLE	GI (800)
30	30	30	CREEDEX/Higher	5700
29	29	29	EVAN AND JARON/Crazy For This Girl	5510
27	29	29	MATCHBOX TWENTY/Bent	5510
27	27	27	MATCHBOX TWENTY/If You're Gone	5130
25	27	27	VERTICAL HORIZON/You're A God	4750
23	25	25	DIDD/Thankyou	4370
21	23	23	MADONNA/Don't Tell Me	3990
21	23	23	DEXTER FREEBY/Whatever Let You Go	3990
20	21	21	THE CORRS/Breathless	3800
19	21	21	LENNY KRAMITZ/Again	3800
18	20	20	NELLY FURTADO/Im Like A Bird	3420
18	20	20	SING/After The Rain...	3420
17	18	18	COLLECTIVE SOUL/Perfect Day	3420
17	18	18	SMASH MOUTH/When The Morning...	3420
14	17	17	VERTICAL HORIZON/Best I Ever Had...	3230
14	17	17	AEROSMITH/Jaded	3230
4	16	16	BARENAKED LADIES/Too Little Too Late	3040
16	16	16	JOSH JOPLIN GROUP/Camera One	3040
15	16	16	SOPHIE - Kiss Me	2860
13	14	14	UZ/Beautiful Day	2660
14	14	14	FAITH HILL/That I Promise You	2660
13	14	14	REMARK/Back Here	2470
14	13	13	SANTANA/FROB THOMAS/Smooth	2470
13	13	13	STING/Desert Rose	2280
9	12	12	TAL BACKLASH/She's So High	2280
11	11	11	FATBALL/Out Of My Head	2090
9	11	11	NINE DAYS/Absolutely...	2090
11	11	11	CREEDEX/Higher	2090
10	11	11	SOPHIE - Kiss Me	2090
8	10	10	SUGAR RAY/Somebody	1520

MARKET #7
WPLT/Detroit
ABC
(313) 871-3030
O'Brien/Mazerion/Deissi
12x Cume **441,300**

PLAYS	LT	TW	ARTIST/TITLE	GI (800)
50	50	50	LENNY KRAMITZ/Again	8946
45	52	52	UNCLE KRACKER/Follow Me	7743
42	51	51	MATCHBOX TWENTY/If You're Gone	7596
42	51	51	NINE DAYS/Am	7599
51	50	50	DIDD/Thankyou	7450
35	46	46	FUEL/Henrietta	6854
36	46	46	DAVID GRAY/Babykin	5364
27	35	35	NELLY FURTADO/Im Like A Bird	5215
34	35	35	LIFEHOUSE/Hanging By A Moment	5015
33	34	34	BARENAKED LADIES/Too Little Too Late	5066
15	24	24	MOBY/FWEN STEPHAN/Southside	5066
32	34	34	VERTICAL HORIZON/Best I Ever Had...	5066
42	32	32	UZ/Beautiful Day	4917
17	30	30	COLDFPLAY/Yellow	4761
51	20	20	NELLY FURTADO/Im Like A Bird	4172
20	20	20	EVERCLEAR/Wonderful	4172
19	20	20	SANTANA/FROB THOMAS/Smooth	2980
22	20	20	FOD/FREESH/Lean On Fly	2980
22	20	20	GOO GOO DOLLS/Black Balloon	2980
22	20	20	3 DOORS DOWN/Kryptonite	2682
18	20	20	COLDFPLAY/Yellow	2682
17	20	20	CREEDEX/Higher	2682
13	18	18	SEMS/DON'T CHASE THE GIRL	2682
13	18	18	SMASH MOUTH/When The Morning...	2682
12	18	18	MADONNA/Don't Tell Me	2470
12	18	18	SMASH MOUTH/When The Morning...	2470
10	18	18	VERTICAL HORIZON/You're A God	2470
10	18	18	FAITH HILL/That I Promise You	2470
9	18	18	SMASH MOUTH/When The Morning...	2470
12	18	18	CREEDEX/Higher	2470
11	18	18	VERTICAL HORIZON/Everything You Want	2384
13	16	16	MATCHBOX TWENTY/Bent	2384
12	16	16	SISTER HAZEL/Change Your Mind	2384
13	16	16	SOPHIE - Kiss Me	2384
14	16	16	BARENAKED LADIES/Pinch Me	2096

MARKET #8
WBWX/Boston
Infinity
(617) 779-2000
Strassel/Muloney
12x Cume **718,600**

PLAYS	LT	TW	ARTIST/TITLE	GI (800)
45	45	45	DAVID GRAY/Babykin	14766
47	43	43	LENNY KRAMITZ/Again	13803
43	43	43	MATCHBOX TWENTY/If You're Gone	13803
42	42	42	UZ/Beautiful Day	13482
34	40	40	DESTRINY'S CHILD/Independent Women...	12840
41	38	38	DIDD/Thankyou	12519
37	38	38	AEROSMITH/Jaded	12138
36	38	38	NELLY FURTADO/Im Like A Bird	12138
34	38	38	JENNIFER LOPEZ/Love Don't Cost...	10914
42	34	34	MADONNA/Don't Tell Me	10914
28	31	31	MOBY/FWEN STEPHAN/Southside	9951
29	31	31	EVAN AND JARON/Crazy For This Girl	9309
26	31	31	BARENAKED LADIES/Too Little Too Late	8346
36	28	28	DIDD/Thankyou	8346
25	28	28	DELEBRUM/FUCK A PLANET	8025
27	25	25		



CAROL ARCHER
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Smooth Jazz's Second Annual Accolades

Stars shine in Chicago, as Dave Koz sweeps the awards

The Windy City's Chicago Theater was recently the scene of honors — and grooving — for a standing-room-only crowd of attendees at the second annual National Smooth Jazz Awards.

In its second year, the awards ceremony, held March 3, was an elegant and joyful affair. The crowd of 3,500 remained wildly enthusiastic throughout the celebration as deafening cheers erupted from the audience when hometown NAC/Smooth Jazz WNUA was honored as Best Smooth Jazz Station of the Year.

The show's host, Dave Koz, swept the awards with honors in four categories — Sax, Male Artist, CD and Artist. Great performances — notably those by musical director Jeff Lorber, Bob James and Keiko Matsui, Larry Carlton, Peter White, Jeff Golub, Brenda Russell, Chuck Loeb, Bona Fide, Euge Groove, Jeff Kashiwa, Paul Taylor, Steve Cole, Brian Culbertson and Marion Meadows — complemented an equally stellar group of presenters.

We've collected some snapshots from the night's festivities and will share them with you this week. All photos are courtesy of Scott Numi, of RemoteReality.



AN EXTRAORDINARY VENUE

The historic Chicago Theater was constructed in 1921 at a cost of \$4 million and was America's largest and most lavish theater of its time. The theater was restored in 1986 and reopened with a gala concert featuring Frank Sinatra. Meticulous craftsmanship is apparent throughout the theater's interior, and it is once again considered one of the finest venues in the nation.



A LIFETIME OF ACHIEVEMENT

Saxophonist David Sanborn and jazz legend Joe Sample were presented with Lifetime Achievement Awards at the National Smooth Jazz Awards. Sample, a pianist who co-founded The Jazz Crusaders, has been a soloist in recent years and demonstrated imagination and virtuosity of monumental proportions in his later work.



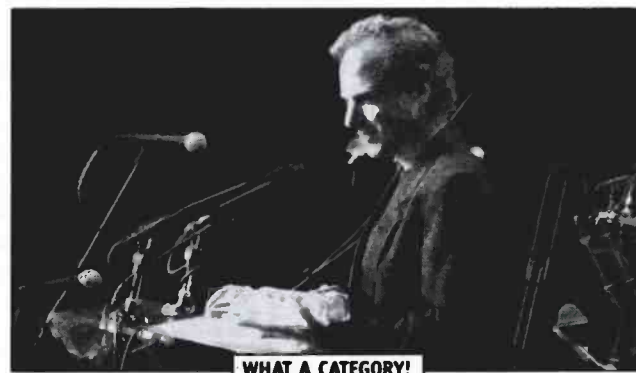
LET'S HEAR IT FOR THE ARTISTS

Dave Koz, Jeff Lorber and a few others are missing from this "It's a wrap" shot, but performers seen here include (l-r) Peter White, Euge Groove, Jason Miles, Brenda Russell, Brian Culbertson, Jimmy Reed, Marion Meadows, The Roberts Brothers, Russ Freeman and Samantha Siva.



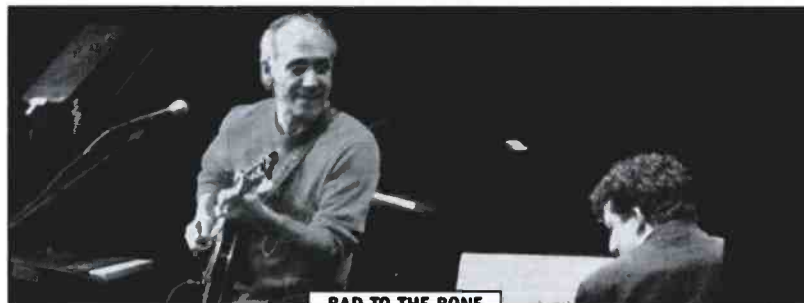
SHE WALKS THIS EARTH

Brenda Russell performed twice during the awards, first singing "She's in Love," then with Dave Koz (l) and Jason Miles (r) on the Ivan Lins composition "She Walks This Earth." Russell wrote the lyrics to "Walks" for Lins at producer Miles' request for the Telarc release *A Love Affair: The Music of Ivan Lins*.



WHAT A CATEGORY!

The Rippingtons' founder, Russ Freeman, accepts the award for Best Producer of the Year. Other nominees included Paul Brown, Brian Culbertson, Steve Dubin, Chuck Loeb, Tommy LiPuma and Jeff Lorber.



BAD TO THE BONE

The guitarist *Rolling Stone* once characterized as being responsible for one of the three, best riffs in rock 'n' roll history (on Steely Dan's "Kid Charlamagne"), Larry Carlton (l), and "His Royal Badness," keyboard legend Jeff Lorber, got together for a musical moment people will still be talking about decades from now.



EIGHTY-EIGHT KEYS, FOUR HANDS

During a night that inspires overuse of superlatives, one of the most artful and dramatic performances was the duet by Keiko Matsui and Bob James. The two recently completed a Japanese tour and will launch domestic dates in support of James' CD *Dancing on the Water* later this month.

March 9, 2001

LAST WEEK	THIS WEEK	ARTIST	TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	KIRK WHALUM	Now Til Forever (Warner Bros.)	839	+8	89876	15	39/0
5	2	RICHARD ELLIOT	Who? (Blue Note)	813	+45	102060	11	40/0
2	3	GEORGE BENSON	Medicine Man (GRP/VMG)	810	-20	101129	15	41/0
3	4	BONA FIDE	X-Ray Hip (N-Coded)	753	-36	97030	16	38/0
6	5	KIM WATERS	In The Groove (Shanachie)	700	+33	88711	13	39/0
7	6	DAVE KOZ	Love Is On The Way (Capitol)	686	+112	73983	11	38/1
4	7	JEFF GOLUB	Droptop (GRP/VMG)	682	-101	74365	12	38/0
9	8	RICK BRAUN	Kisses In The Rain (Warner Bros.)	567	+83	72412	5	41/0
13	9	RIPPINGTONS	Caribbean Breeze (Peak/Concord)	468	+39	58386	7	37/1
11	10	SADE	By Your Side (Epic)	456	+11	73450	21	33/0
12	11	STING	She Walks This Earth (Telarc)	432	-11	33569	21	31/0
14	12	YULARA	Flyin' High (Higher Octave)	425	+11	41981	8	34/0
8	13	GROVER WASHINGTON JR.	Chameleon (Telarc)	387	-111	39898	22	29/0
10	14	BONEY JAMES & RICK BRAUN	R.S.V.P. (Warner Bros.)	382	-66	50763	17	28/0
15	15	JEFF LORBER	Snakebite (Samson)	372	+17	31579	4	38/1
16	16	GREGG KARUKAS	Chasing The Wind (N-Coded)	333	+4	29423	11	29/0
17	17	JONATHAN BUTLER	Forever Tonight (N-Coded)	285	-26	14308	9	19/0
30	18	MICHAEL MCDONALD	Open The Door (Ramp)	283	+126	18263	2	24/4
19	19	JAZZMASTERS	Shine (Hardcastle/Trippin 'N' Rhythm)	253	0	20458	12	23/0
24	20	COUNT BASIC	Wes Who? (Instinct)	250	+46	23877	3	27/1
21	21	TIM BOWMAN	Smile (Insync)	250	+19	23577	6	24/1
20	22	GARDEN PARTY	Rikki Don't Lose That Number (Samson)	232	-2	41247	8	22/1
DEBUT	23	CHUCK LOEB	North, South, East And Wes (Shanachie)	204	+76	25899	1	25/5
25	24	SEAL	This Could Be Heaven (London Sire)	194	+5	8325	4	15/0
27	25	EUGE GROOVE	Romeo & Juliet (Warner Bros.)	191	+26	21798	4	18/2
DEBUT	26	FREDDIE RAVEL	Sunny Side Up (GRP/VMG)	175	+40	27781	1	17/0
29	27	INCOGNITO F/MAYSA	Change (Talkin Loud/Blue Thumb/VMG)	165	+7	2470	4	12/0
23	28	CHUCK LOEB	Blue Kiss (Shanachie)	164	-43	13953	20	12/0
DEBUT	29	KEN NAVARRO	Delicioso (Positive)	160	+17	10982	1	20/4
28	30	FOURPLAY	Double Trouble (Warner Bros.)	147	-12	8342	2	16/1

42 NAC/Smooth Jazz reporters. Songs ranked by total plays for the airplay week of Sunday 2/25-Saturday 3/3. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 400 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

STEVE COLE Waterfalls (Atlantic)

Total Plays: 140, Total Stations: 15, Adds: 2

KOMBO Tip Of The Hat (GRP/VMG)

Total Plays: 124, Total Stations: 11, Adds: 0

GOTA Unforgettable Feeling (Instinct)

Total Plays: 114, Total Stations: 11, Adds: 0

FOUR 80 EAST Bumper To Bumper (Higher Octave)

Total Plays: 111, Total Stations: 13, Adds: 3

JOE I Wanna Know (Jive)

Total Plays: 111, Total Stations: 9, Adds: 1

VARIOUS ARTISTS Don't Get Around Much Anymore (Shanachie)

Total Plays: 108, Total Stations: 10, Adds: 0

DOWN TO THE BONE Righteous Reeds (Internal Bass/Q/Atlantic)

Total Plays: 96, Total Stations: 10, Adds: 0

ED CALLE Spanish Rose (Concord)

Total Plays: 87, Total Stations: 10, Adds: 0

MICHAEL LINGTON Sunset (Samson)

Total Plays: 83, Total Stations: 23, Adds: 12

CHARLIE WILSON Without You (Major Hits)

Total Plays: 75, Total Stations: 11, Adds: 3

Songs ranked by total plays

Most Added®

ARTIST	TITLE LABEL(S)	ADDS
MICHAEL LINGTON	Sunset (Samson)	12
DAVID MANN	Stone Groove (N-Coded)	6
CHUCK LOEB	North, South, East And Wes (Shanachie)	5
MICHAEL MCDONALD	Open The Door (Ramp)	4
KEN NAVARRO	Delicioso (Positive)	4
WAYMAN TISDALE	Can't Hide Love (Atlantic)	4
FOUR 80 EAST	Bumper To Bumper (Higher Octave)	3
CHARLIE WILSON	Without You (Major Hits)	3
PAUL JACKSON JR.	Bounce Wid' It (Blue Note)	3
EUGE GROOVE	Romeo & Juliet (Warner Bros.)	2
STEVE COLE	Waterfalls (Atlantic)	2

Most Increased Plays

ARTIST	TITLE LABEL(S)	TOTAL PLAY INCREASE
MICHAEL MCDONALD	Open The Door (Ramp)	+126
DAVE KOZ	Love Is On The Way (Capitol)	+112
RICK BRAUN	Kisses In The Rain (Warner Bros.)	+83
CHUCK LOEB	North, South, East And Wes (Shanachie)	+76
COUNT BASIC	Wes Who? (Instinct)	+46
RICHARD ELLIOT	Who? (Blue Note)	+45
FREDDIE RAVEL	Sunny Side Up (GRP/VMG)	+40
RIPPINGTONS	Caribbean Breeze (Peak/Concord)	+39
MICHAEL LINGTON	Sunset (Samson)	+38
KIM WATERS	In The Groove (Shanachie)	+33

Breakers®


No Songs Qualified For Breaker Status This Week

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

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NAC notes

with Carol Archer

With a 5-2* move, **Richard Elliot's** "Who" (Blue Note) is making a strong bid for No. 1, but the momentum on **Dave Koz's** "Love Is on the Way" (Capitol), which is second Most Increased at +112 plays and slides up to 6*, makes Koz a strong contender for the top too.

Because my hometown NAC/SJ station, KTWV (The Wave)/Los Angeles, isn't playing **Jeff Lorber's** "Snakebite" (Samson) yet. I didn't have a chance to hear the track on the air until last weekend, when I was attending the Smooth Jazz Awards in Chicago. WNUA sounds awesome, folks, and so does Lorber's record. It's been added at WJCD/Norfolk. I hope the remaining stations not playing it (only four holdouts) will re-examine their reticence.

The Rippingtons' "Caribbean Breeze" (Peak) bursts into our top 10. An add at

KSSJ/Sacramento helped fuel the Ripp's move from 13-9*.

Michael McDonald's "Open the Door" (Ramp) is an extremely appealing record — that voice! Strong hook, killer lyrics — strong enough to leap tall buildings in a single bound and vault 30-18*. Rightly, the track is top Most Increased with a gain of 126 plays.

With five adds and a gain of 76 plays, **Chuck Loeb's** "North, South, East & West" (Shanachie) makes an impressive debut at 23*. Loeb's masterful solo during Marion Meadows' performance at the Smooth Jazz Awards made my jaw drop!

Ken Navarro's "Delicioso" (Positive) picks up four new adds — including WQCD/New York and KYOT/Phoenix — and debuts at 29*.

Also earning four adds is **Wayman Tisdale's** fabulous cover of Earth, Wind & Fire's "Can't Hide Love" (Atlantic). The Wave's Ralph Stewart couldn't restrain himself last week; now he's joined by WLOQ/Orlando, WSJZ/New Orleans and others. Check this one out, or check into your neighborhood ear, nose and throat clinic for a checkup.

Another huge week for **Michael Lington's** "Sunset" (Samson). Nearly 60% of the panel's on this track already, including new believers WQCD, WJZW/Washington, WNWV/Cleveland and nine others.

Up Leads

Bob James
Dancing On The Water
Warner Bros.



The best thing about *Dancing on the Water*, the latest offering from one of jazz's finest chameleons, **Bob James**, is how it eloquently highlights the various colors that make up James' talents as a composer, improviser and technician. His prowess and poise have never been more evident. The duets that make up half of the album are playful and intimate conversations placed in very specific settings to bring out a special chemistry and reconcile passionate voices in a custom-made moment. James' piano is consistently warm and delicate, so natural and seemingly effortless that it gives the impression of a sly cat making a carefree go at musical greatness. James' command of the instrument is crystal-clear, and his refusal to consider anything trite or contrived is what makes the album so innovative and listenable. Call me crazy, but I believe I hear the voices of Dave Grusin, Astor Piazzola, Yo Yo Ma and Sergei Rachmaninoff sewn into these performances, brought together in a form that inspires and soothes. "Altair & Vega," featuring James and Keiko Matsui, has particular flair and is a startling example of James' gifts as an arranger. "Last Night When We Were Young" is played with all the disappointed naivete that the title suggests. Musicians sometimes allude to the barrier between composition and improvisation being an artificial one. These songs demonstrate that it is, through craftsmanship and individual voices brought together to produce beautiful results.

— Peter Petro

The second annual National Smooth Jazz Awards show, held at the Windy City's elegant Chicago Theater on Saturday, March 3, was a defining event for NAC/Smooth Jazz. Along with a celebration of this format's artistic accomplishments, the awards represent another milestone in its quest to achieve the recognition it deserves. I asked several who attended for their impressions of the event.

UNDER THE RADAR

R&R'S EXCLUSIVE BAROMETER FOR NEW MUSIC

Saxophonist Dave Koz: It was great winning awards, but above that, it was a great night that made me proud to be part of this smooth jazz community. It feels more and more like a family. Events such as this one really illustrate that we're more than a genre; we're a tightly knit family with one purpose — to promote the good vibes of the music that we make. I'm honored and flattered that I won, but more honored to be a part of this family.



Dave Koz



Peter White

Guitarist Peter White: To me the awards are important because they're about listeners. For many people in the audience the Smooth Jazz Awards show was more smooth jazz than they've ever seen live before — 12 artists who performed and more as presenters. It's the Grammys of smooth jazz we're talking about here! We don't have Jennifer Lopez, but we have Brenda Russell. The high point for me was meeting Larry Carlton, who is one of my heroes, although I was a bit nervous, because I had to follow him onstage.

Artist manager Bill Darlington: The awards are important for all of us to get together as a group and figure out how we can make everything we do better so we can continue. I see the possibilities of the awards as being great. What's important is that maybe some of the 3,500 people in the audience had never seen these artists live before. For Euge Groove, it was his first show in Chicago, which is one of his two biggest-selling markets.



Bill Darlington

Record producer Jason Miles: It was an important night, because we still need to bring attention to instrumental jazz in the United States and to spread the word that there are other forms of music besides straight-ahead. It's important that people recognize that jazz encompasses many styles of music, and those artists also need to be recognized as real artists. At the end, when Bob James and Larry Carlton played, it was amazing, and Bob and Keiko Matsui were brilliant, but how can someone like Jeff Lorber be treated like the "invisible band leader"? Jeff Lorber should be acknowledged as the artist who had the very first hit album ever in contemporary jazz, on Inner City Records in 1979. It was a whole new hybrid of music!

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Stations and their adds listed alphabetically by market

WZMR/Albany, NY PD: Patrick Ryan No Adds KRQS/Albuquerque, NM PD: Paul Lavoie MD: Jeff Young 2 GLORIA ESTEFAN "Walk" DAVID MANN "Stone" KNIK/Anchorage, AK OM: Aaron Wallender PD: Dallas Scott MD: Jennifer Summers 7 FOUR 80 EAST "Bumper" 7 PAUL JACKSON JR. "Bounce" 7 WAYMAN TISDALE "Can't" WNWA/Chicago, IL PD: Bob Kaake APD/MD: Carl Anderson SADE "Sorrow" WNWV/Cleveland, OH PD/MD: Bernie Kimble 17 MICHAEL MCDONALD "Open" MICHAEL LINGTON "Sunset" DAVID MANN "Stone" WJZA/Columbus, OH OM/MD: Bill Harman APD: Gary Wolter No Adds	KOAI/Dallas-Ft. Worth, TX PD: Maxine Todd APD/MD: Bret Michael 8 WARREN HILL "Mambo" 3 JOE "Wanna" 2 MICHAEL MCDONALD "Meaning" BONEY JAMES "Night" KJCD/Denver-Boulder, CO PD: John St. John MICHAEL LINGTON "Sunset" WVMV/Detroit, MI PD: Tom Sleeker MD: Sandy Kovach No Adds KEZL/Fresno, CA PD: J. Weidenheimer 2 MICHAEL LINGTON "Sunset" 2 DAVID MANN "Stone" WYJZ/Indianapolis, IN PD/MD: Carl Frye MICHAEL LINGTON "Sunset" KCIY/Kansas City, MO PD: Steve Wiersman MD: Michelle Chase No Adds WSMJ/Knoxville, TN PD/MD: Tom Miller 5 MICHAEL MCDONALD "Open"	KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart PAUL JACKSON JR. "Bounce" WLVE/Miami, FL PD: Rich McMillan MD: Shirilita Colon No Adds WJZI/Milwaukee, WI OM/MD: Chris Moreau DAVID MANN "Stone" MICHAEL LINGTON "Sunset" KSBR/Mission Viejo, CA OM/MD: Terry Wedel MD: Logan Parris WAYMAN TISDALE "Can't" MICHAEL MCDONALD "Open" PAUL JACKSON JR. "Bounce" KRRV/Modesto, CA PD: Jim Bryan MD: Doug Wulff STEVE COLE "Waterfalls" DOTSERO "Or" FOUR 80 EAST "Bumper" EUGE GROOVE "Romeo" MICHAEL LINGTON "Sunset" CHUCK LOEB "North" WCOD/New York, NY OM: John Mullen PD/MD: Charley Connolly KEN NAVARRO "Delicoso" DAVID MANN "Stone" MICHAEL LINGTON "Sunset"	WSJZ/New Orleans, LA OM/MD: Mark Edwards 10 WAYMAN TISDALE "Can't" 9 MICHAEL MCDONALD "Open" 6 MICHAEL LINGTON "Sunset" 5 CHUCK LOEB "North" CHARLIE WILSON "Without" WJCD/Norfolk, VA PD: Jay Lang MD: Larry Hollowell JEFF LORBER "Shakebite" WLOO/Orlando, FL PD: Dave Kosh MD: Patricia James WAYMAN TISDALE "Can't" WJPL/Peoria, IL PD/MD: Rick Hirschmann No Adds KYOT/Phoenix, AZ PD: Shaun Holly APD/MD: Greg Morgan 4 KEN NAVARRO "Delicoso" KKJZ/Portland, OR PD: Chris Miller MD: David Shult APD: Heather Baldwin MICHAEL LINGTON "Sunset" CHUCK LOEB "North"	KJZS/Reno, NV PD: Jay Davis MD: LouAnn Travers CHUCK LOEB "North" EUGE GROOVE "Romeo" WJZV/Richmond, VA OM/MD: Tommy Fleming MICHAEL LINGTON "Sunset" KSSJ/Sacramento, CA PD: Steve Williams RIPPINGTONS "Caribbean" WSSM/St. Louis, MO PD: Mike Watermann 5 W.G. SNUFFY WALDEN "Once" K6ZN/Salt Lake City, UT PD/MD: Rob Riesen FOURPLAY "Double" KIFM/San Diego, CA PD: Mike Vasquez APD/MD: Kelly Cole No Adds KKSF/San Francisco, CA PD: Paul Goldstein MD: Laurie Cobb No Adds	KMGQ/Santa Barbara, CA PD: Mark De Anda APD/MD: Steve Bauer. KEN NAVARRO "Delicoso" MICHAEL LINGTON "Sunset" KJZY/Santa Rosa, CA PD: Gordon Zlot APD/MD: Rob Singleton 2 EVERETTE HARRP "Plu" 2 CHUCK LOEB "North" KWJZ/Seattle-Tacoma, WA PD: Carol Handley MD: Dianna Rose PAUL CARRACK "Where" VOODOO DOGS "Crazy" WEIB/Springfield, MA PD: Ben Casey MD: Darrel Cutting 5 DAVE KOZ "Way" 3 DAVID MANN "Stone" 3 VARIOUS ARTISTS "Caravan" STEVE COLE "Waterfalls" GARDEN PARTY "Rikki" 42 Total Reporters 42 Current Reporters 41 Current Playlists Did Not Report, Playlist Frozen (1): WJZZ/Philadelphia, PA	WSJT/Tampa, FL PD: Ross Block MD: Kathy Curtis No Adds KOAZ/Tucson, AZ PD/MD: Erik Fox TIM BOWMAN "Smile" KEN NAVARRO "Delicoso" WJZW/Washington, DC PD/MD: Kenny King MICHAEL LINGTON "Sunset" KWSJ/Wichita, KS PD: Ron Allen MD: Patrick Murphy 1 CHARLIE WILSON "Without" STEELY DAN "Durree" FOUR 80 EAST "Bumper" COUNT BASIC "Wes" JRN/(Jones NAC)/National PD: Steve Hibbard MD: Cheri Marquart CHARLIE WILSON "Without" JEFF LORBER "Crowd"
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Most Played Recurrents

CHIELI MINUCCI My Girl Sunday (Shanachie)

RONNIE LAWS Old Days/Old Ways (HDH)

JOE MCBRIDE Texas Rhythm Club (Heads Up)

JEFF KASHIWA Hyde Park ("Ah, Oooh" Song) (Native Language)

WALTER BEASLEY Comin' At Cha (Shanachie)

MICHAEL LINGTON Twice In A Lifetime (Samson)

BRIAN BROMBERG Relentless (Native Language)

STEVE COLE Got It Goin' On (Atlantic)

CRAIG CHAQUICO Cafe Carnival (Higher Octave)

VARIOUS ARTISTS Manenberg (Heads Up)

MICHAEL MCDONALD The Meaning Of Love (Ramp)

DAVE KOZ Can't Let You Go (The Sha...) (Capitol)

DOWN TO THE BONE The Zodiac (Internal Bass)

JEFF GOLUB F/PETER WHITE No Two Ways About It (GRP/VMG)

BONEY JAMES & RICK BRAUN Grazin' In The Grass (Warner Bros.)

NORMAN BROWN Paradise (Warner Bros.)

RICHARD ELLIOT Moomba (Blue Note)

URBAN KNIGHTS Sweet Home Chicago (Narada)

ACOUSTIC ALCHEMY Beautiful Game (Higher Octave)

PAUL TAYLOR Avenue (Peak/Unity/N-Coded)

NAC/SMOOTH JAZZ Going For Adds

3/12/01

ERIC ESSIX Southbound (Zebra)
 NESTOR TORRES Doesn't Really Matter (Shanachie)
 PIECES OF A DREAM RU Ready (Heads Up)
 URBAN JAZZ COALITION San Juan Nights (Major 6th)

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David Mann

Stone Groove

Dave Koz Radio Show

Renee DePry
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no adds

NAC/Smooth Jazz Playlists

FIND COMPLETE PLAYLISTS FOR ALL NAC REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1
WDCB/New York
 Infinity
 (212) 352-1019
 Connolly
 12+ Cume 1,596,580

PLAYS

LT	TW	ARTIST/TITLE	GI (800)
23	21	RICHARD ELLIOT/Who?	2296
24	24	BONA FIDE/Ray Hip	2296
24	24	GARDEN PARTY/Ride Don't Lose	2296
16	24	RICK BRAUN/Kisses In The Rain	2296
24	23	GEORGE BENSON/Medicine Man	21947
24	23	JEFF GOLDB/Drop	21947
23	23	DAVE KOZA/Low Is On The Way	21947
18	18	SADE/By Your Side	17172
18	18	KOMBO/Tip Of The Hat	17172
17	17	VARIOUS ARTISTS/Don't Get Around	16218
17	17	PAUL TAYLOR/Heart	16218
17	17	STEVE COLE/Waterfalls	16218
23	16	EDGE GROOVE/Romeo & Juliet	9524
7	8	GOTI/Unforgettable	5764
5	8	RICKIE LEE/JONES For No One	5724
5	8	COLEMAN BASKAS/Who?	5724
5	8	KIM WATERS/In The Groove	5724
5	8	HIPPINGTONS/Caribbean Breeze	5724
7	8	GREGG KARUKAS/Chasing The Wind	4770
7	8	TIM BOWMAN/Smile	4770
5	8	BETTE MIDLER/Two T Kings	4770
5	8	GEORGE BENSON/Party/Don't Lose	4770
6	5	KIRK WHALIM/Now Till Forever	4770
4	4	YULIARIA/Fly High	3816
4	4	JEFF LOEB/Blue Kiss	3816
5	4	FOURPLAY/Double Trouble	3816
-	-	KEN NAHARRO/Delicious	0
-	-	DAVID MARSH/Slow Groove	0
-	-	MICHAEL LINGTON/Sunset	0

MARKET #2
KTWV/Los Angeles
 Clear Channel
 (310) 840-7100
 Brodie/Stewart
 12+ Cume 986,580

PLAYS

LT	TW	ARTIST/TITLE	GI (800)
23	23	FRIDAY NIGHTS/Caribbean Breeze	14868
23	23	FREDDIE HART/Summery Side Up	13806
25	24	KIRK WHALIM/Now Till Forever	12744
24	22	JAMES & BRAUN/R.S.V.P.	11682
18	18	JEFF GOLDB/Drop	9558
15	18	CHUCK LOEB/North, South...	9027
17	17	MARCOS ARELLI/Magic Eyes	9027
15	17	JOE MCBRIDE/Texas Rhythm Club	9027
13	17	BRYAN SAUVAGE/Rush Hour	9027
16	17	KIM WATERS/In The Groove	9027
16	17	DAN SEGEL/From The Heart	9027
16	17	WARRIOR/She Walks This Earth	9027
14	18	RICHARD ELLIOT/Who?	8496
14	18	RONNIE LAWS/Old Days/Old Ways	8496
16	18	SADE/By Your Side	7965
16	18	STING/She Walks This Earth	7965
14	14	EVERETTE HARRP/Where Were You	7434
14	14	STEELY DAN/Back Of My Head	7434
14	13	CHARLIE WILSON/Without You	5943
10	13	RICK BRAUN/Kisses In The Rain	5841
10	13	RICHARD ELLIOT/Who?	5841
7	8	JOEY ESPINOZA/My Night In...	4248
7	8	PAUL JACKSON, JR./Bounce With It	0

MARKET #3
WUAB/Chego
 Clear Channel
 (312) 645-9550
 Kaake/Anderson
 12+ Cume 727,488

PLAYS

LT	TW	ARTIST/TITLE	GI (800)
25	25	KIRK WHALIM/Now Till Forever	12950
25	25	RICHARD ELLIOT/Who?	12950
25	25	GEORGE BENSON/Medicine Man	12950
24	22	JAMES & BRAUN/In The Groove	10360
20	20	YULIARIA/Fly High	10360
20	20	RICK BRAUN/Kisses In The Rain	10360
18	18	HIPPINGTONS/Caribbean Breeze	9820
11	18	DOWN TO THE BONE/The Zodiac	9820
15	18	BONA FIDE/Ray Hip	9820
11	18	COUNT BASIC'S/Who?	6314
9	12	JOEY ESPINOZA/My Night In...	6276
9	11	BETTE MIDLER/Two Kings	5698
13	11	JEFF LOEB/Blue Kiss	5698
11	11	JAZZMASTERS/London Chimes	5698
5	11	JAMES & BRAUN/R.S.V.P.	5698
9	10	MICHAEL MCCONNELL/Open The Door	5180
9	11	CHUCK LOEB/North, South...	5180
11	10	STEVE COLE/Waterfalls	5180
9	10	NORMAN BRUNER/Ride Don't Lose	4144
11	9	SADE/By Your Side	4144
10	8	SADE/Over Love	4144
-	8	MICHAEL LINGTON/Sunset	3108
-	-	SADE/By Your Side	0

MARKET #4
KKSF/San Francisco
 Clear Channel
 (415) 975-5555
 Goldstein/Cobb
 12+ Cume 538,500

PLAYS

LT	TW	ARTIST/TITLE	GI (800)
22	22	JIM BRICKMA/My Glory	8027
22	22	MARCOS ARELLI/Magic Eyes	8027
22	22	BONA FIDE/Ray Hip	7678
22	22	JEFF KASH/Wanna Know	7678
22	22	DAVE KOZA/Low Is On The Way	7678
22	22	NORMAN BRUNER/Paradise	7678
11	21	JAZZMASTERS/London Chimes	7329
22	20	WALTER BEASLEY/Comin' At Cha	5584
17	14	YULIARIA/Fly High	4880
17	14	MICHAEL LINGTON/Who?	4880
13	14	KIRK WHALIM/Now Till Forever	4880
13	14	STEVE COLE/Waterfalls	4880
15	14	JAZZMASTERS/London Chimes	4537
13	13	HIPPINGTONS/Caribbean Breeze	4537
13	13	KIM WATERS/In The Groove	4537
10	12	MARC ANTONIO/Chasing The Wind	4188
11	14	STING/She Walks This Earth	3839
10	10	GEORGE BENSON/Medicine Man	3450
5	8	SADE/By Your Side	3141
5	8	BETTE MIDLER/Two Kings	2792
5	8	BELLE GULBE/RTS/So	2792
5	8	TOM BRIDGES/Spain's Rose	2792
6	7	SADE/Comin' At Cha	2443
6	7	RICK BRAUN/Kisses In The Rain	2094
5	8	JAMES & BRAUN/R.S.V.P.	1745

MARKET #5
KOAI/Dallas-Ft. Worth
 Infinity
 (214) 630-3011
 Todd/Michael
 12+ Cume 312,700

PLAYS

LT	TW	ARTIST/TITLE	GI (800)
27	27	JEFF LOEB/Blue Kiss	7047
27	27	GARDEN PARTY/Ride Don't Lose	6804
27	27	KIRK WHALIM/Now Till Forever	6561
27	27	RICHARD ELLIOT/Who?	6561
27	27	BONA FIDE/Ray Hip	6561
27	27	KIM WATERS/In The Groove	6561
17	17	SADE/By Your Side	6561
12	12	CHARLIE WILSON/Without You	2916
8	12	STEVE COLE/Waterfalls	2916
10	12	RICK BRAUN/Kisses In The Rain	2916
10	12	ERIC ESPINOZA/My Night In...	2916
11	12	STING/She Walks This Earth	2916
12	12	CHUCK LOEB/Blue Kiss	2916
12	12	JEFF GOLDB/Drop	2916
11	11	DAVE KOZA/Low Is On The Way	2673
11	11	GREGG KARUKAS/Chasing The Wind	2673
11	11	RONNIE LAWS/Old Days/Old Ways	2673
11	11	JAZZMASTERS/London Chimes	2673
11	11	ACUSTIC ALL CHERRY/Once In A Lifetime	2673
11	11	MICHAEL LINGTON/Who?	2430
9	8	BETTE MIDLER/Two Kings	1944
9	8	RONNIE LAWS/Old Days/Old Ways	1944
9	8	JOEY ESPINOZA/My Night In...	1944
9	8	JOEY ESPINOZA/My Night In...	729
9	8	MICHAEL MCCONNELL/The Meaning Of Love	486
-	-	BONEY JAMES/All Night Long	0

MARKET #6
WVMT/Detroit
 Infinity
 (248) 855-5100
 Steiner/Kovach
 12+ Cume 439,300

PLAYS

LT	TW	ARTIST/TITLE	GI (800)
23	23	BONA FIDE/Ray Hip	6185
23	23	RICHARD ELLIOT/Who?	6185
23	23	GEORGE BENSON/Medicine Man	6185
23	23	KIRK WHALIM/Now Till Forever	6185
23	23	DAVE KOZA/Low Is On The Way	6185
13	13	JOEY ESPINOZA/My Night In...	3835
9	13	SADE/By Your Side	3835
12	12	RICK BRAUN/Kisses In The Rain	3540
12	12	JEFF LOEB/Blue Kiss	3540
12	12	JEFF GOLDB/Drop	3540
11	11	KIM WATERS/In The Groove	3245
11	11	RICKIE LEE/JONES For No One	3245
9	11	HIPPINGTONS/Caribbean Breeze	3245
14	11	YULIARIA/Fly High	3245
10	11	MICHAEL LINGTON/Who?	2950
10	11	VARIOUS ARTISTS/Menendez	2950
10	11	CHUCK LOEB/North, South...	2950
10	11	KEN NAHARRO/Delicious	2950
9	10	JEFF GOLDB/Drop	2950
9	10	STEVE COLE/Waterfalls	2950
9	10	JEFF KASH/Wanna Know	2950
9	10	JAZZMASTERS/London Chimes	2950
9	10	JAMES & BRAUN/R.S.V.P.	2950
7	8	BONEY JAMES/All Night Long	2655
7	8	URBAN KNIGHTS/Sweet Home Chicago	2360
7	8	TIM BOWMAN/Smile	2360
7	8	BRIAN BRUNER/Ride Don't Lose	2360
7	8	CLUB 100/SR	2360
7	8	WALTER BEASLEY/Comin' At Cha	2055

MARKET #9
WJAZ/Washington, DC
 ABC
 (202) 895-2300
 King
 12+ Cume 347,900

PLAYS

LT	TW	ARTIST/TITLE	GI (800)
28	28	KIRK WHALIM/Now Till Forever	6664
28	28	KIM WATERS/In The Groove	6664
28	28	RICHARD ELLIOT/Who?	6664
28	28	DAVE KOZA/Low Is On The Way	6664
28	28	GEORGE BENSON/Medicine Man	6664
28	28	BONA FIDE/Ray Hip	6664
9	17	RONNIE LAWS/Old Days/Old Ways	4046
17	17	AL JARRE/As I Am	4046
9	16	STING/She Walks This Earth	3808
16	16	MICHAEL MCCONNELL/Open The Door	3808
16	16	SADE/By Your Side	3808
11	12	RICK BRAUN/Kisses In The Rain	2856
9	11	GREGG KARUKAS/Chasing The Wind	2618
11	11	GARDEN PARTY/Ride Don't Lose	2618
11	11	JAMES & BRAUN/R.S.V.P.	2618
11	11	JEFF GOLDB/Drop	2618
11	11	GROVER WASHINGTON, Jr./Charmelon	2618
11	11	CHUCK LOEB/North, South...	2380
10	11	KEN NAHARRO/Delicious	2380
10	11	JEFF LOEB/Blue Kiss	2380
10	11	CHUCK LOEB/North, South...	2380
8	10	RICK BRAUN/Kisses In The Rain	2380
8	10	STEVE COLE/Waterfalls	2380
8	10	WALTER BEASLEY/Comin' At Cha	2380
8	10	VARIOUS ARTISTS/Don't Get Around	2380
8	10	DOWN TO THE BONE/The Zodiac	2142
8	10	YULIARIA/Fly High	2142
11	8	HIPPINGTONS/Caribbean Breeze	2142
11	8	CHELIE MINICELLI/My Girl Sunday	2142
11	8	CLUB 100/SR	2142
8	10	JOYCE COOLING/Cafe	2142

MARKET #12
WVLE/Miami
 Clear Channel
 (305) 654-9404
 McMillan/Cohn
 12+ Cume 483,800

PLAYS

LT	TW	ARTIST/TITLE	GI (800)
21	24	JEFF GOLDB/Drop	816
24	24	JAMES & BRAUN/R.S.V.P.	816
24	24	CHUCK LOEB/North, South...	816
24	23	KIRK WHALIM/Now Till Forever	782
23	23	GEORGE BENSON/Medicine Man	782
11	23	RICHARD ELLIOT/Who?	6664
14	17	STING/She Walks This Earth	578
13	17	BETTE MIDLER/Two Kings	408
12	13	SADE/By Your Side	442
11	12	KIM WATERS/In The Groove	408
10	12	BRIAN BRUNER/Ride Don't Lose	408
9	12	RICK BRAUN/Kisses In The Rain	408
9	12	BETTE MIDLER/Two Kings	408
24	23	GROVER WASHINGTON, Jr./Charmelon	510
11	12	SADE/By Your Side	442
14	11	CRAIG CHADLOCK/Carnival	374
9	11	MICHAEL MCCONNELL/The Meaning Of Love	374
6	10	HIPPINGTONS/Caribbean Breeze	340
6	10	BETTE MIDLER/Two Kings	340
10	10	DAVE KOZA/Low Is On The Way	340
10	10	BONA FIDE/Ray Hip	340
6	7	JOE MCBRIDE/Texas Rhythm Club	238
6	7	ED CULLIE/Spain's Rose	238
6	7	STING/She Walks This Earth	238
6	7	JAMES & BRAUN/R.S.V.P.	238
6	7	YULIARIA/Fly High	136

MARKET #14
KWJZ/Seattle-Tacoma
 Sandusky
 (425) 373-5536
 Handley/Rose
 12+ Cume 241,300

PLAYS

LT	TW	ARTIST/TITLE	GI (800)
26	27	KIRK WHALIM/Now Till Forever	4428
26	27	KIM WATERS/In The Groove	4428
26	27	CHUCK LOEB/North, South...	4428
26	27	JEFF GOLDB/Drop	4428
26	27	RICHARD ELLIOT/Who?	4428
26	27	GEORGE BENSON/Medicine Man	4100
16	16	JONATHAN BUTLER/Forever Tonight	2624
16	16	JANET JACKSON/Control	2624
16	16	STING/She Walks This Earth	2624
16	16	SADE/By Your Side	2460
10	13	RICK BRAUN/Kisses In The Rain	2132
10	13	GARDEN PARTY/Ride Don't Lose	1968
10	13	JEFF LOEB/Blue Kiss	1968
10	13	COURT BASIC'S/Who?	1804
10	13	KEN NAHARRO/Delicious	1804
10	13	YULIARIA/Fly High	1804
11	11	CLUB 100/SR	1804
11	11	STING/She Walks This Earth	1640
10	10	CHELIE MINICELLI/My Girl Sunday	1640
10	10	BONA FIDE/Ray Hip	1640
11	10	FOUR ON EAST/Bumper To Bumper	1640
10	10	GREGG KARUKAS/Chasing The Wind	1640
10	10	HIPPINGTONS/Caribbean Breeze	1640
10	10	SADE/By Your Side	1640
11	9	WARREN HILL/Album 2000	1476
9	9	DOWN TO THE BONE/The Zodiac	1476
9	9	DAVE KOZA/Low Is On The Way	1476
9	9	BRAD NEELY/Drop	1476
9	9	VARIOUS ARTISTS/Don't Get Around	1476
9	9	STEVE COLE/Waterfalls	1476

MARKET #15
KYOT/Phoenix
 Clear Channel
 (480) 966-6236
 Holly/Morgan
 12+ Cume 251,800

PLAYS

LT	TW	ARTIST/TITLE	GI (800)
22	22	RICK BRAUN/Kisses In The Rain	3696
22	22	KIRK WHALIM/Now Till Forever	3696
22	22	BONA FIDE/Ray Hip	3696
22	22	GEORGE BENSON/Medicine Man	3696
21	21	JAZZMASTERS/London Chimes	3528
21	21	RICHARD ELLIOT/Who?	3192
21	21	JAMES & BRAUN/R.S.V.P.	3192
21	21	STING/She Walks This Earth	3192
11	18	SADE/By Your Side	2658
11	18	SEAL/This Could Be Heaven	2658
11	18	MICHAEL MCCONNELL/The Meaning Of Love	2520
12	11	YULIARIA/Fly High	1848
12	11	LARRY CARLTON/Grass	1848
11	11	BRIAN BRUNER/Ride Don't Lose	1848
11	11	RONNIE LAWS/Old Days/Old Ways	1848
11	11	ACUSTIC ALL CHERRY/	



CYNDEE MAXWELL
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Pure Rock Fury: Real Or Imagined?

■ Fall ratings down, but whether it's serious is debatable

This week we examine the results of the fall 2000 Arbitron ratings period for Active Rock stations (next week we'll check out Rock stations). Is it time to pull out our formatic thermometer and take our temperature? Some worriers have already made the claim that the fall book was ugly. Let's look more closely before we decide.

The 12+ demo is a great place to start. KISS/San Antonio and KFMW/Waterloo, IA both ranked No. 1 there in their respective markets. That's one more Active Rock station at the top 12+ than there was in the fall '99 survey period. Nine percent of Active stations ranked No. 2 12+ in their markets, compared to 13% last fall. The No. 2 stations are: KQRC/Kansas City; KICT/Wichita; KIL0/Colorado Springs; WCPR/Biloxi, MS; WGIR/Manchester, NH; KZRK/Amarillo, TX; and KQWB/Fargo, ND. Twelve percent of Active Rock stations ranked No. 3 in their markets, an increase from 8% a year ago. All together, 24% of Active Rock stations were in one of the top three spots in their markets, which is the same percentage as last fall.

On to the demos. The table above shows the percentage of Active Rock stations that were at No. 1, No. 2 and No. 3 in two important demos (men 18-34 and men 25-54) in their respective markets for the books indicated. While the first-place percentages were down in fall 2000 in both demos, they were still higher than they were in fall '98.

In the case of second place in men 18-34, the percentage of Active Rock stations land-

ing there was higher than it was in the previous two years, probably due to the conversion of the No. 1s to No. 2s. Similarly, some of the stations that were in second place in men 25-54 appear to have become third-place rankers, increasing the percentage of stations in that slot.

	Men 18-34	Fall 1998	Fall 1999	Fall 2000
No. 1	57%	66%	61%	
No. 2	20%	15%	21%	
No. 3	6%	9%	9%	

	Men 25-54	Fall 1998	Fall 1999	Fall 2000
No. 1	17%	26%	22%	
No. 2	18%	20%	17%	
No. 3	13%	13%	17%	

Overall, I believe the format is still operating within its normal healthy range. Could the lower numbers be due to the election or to Alternative competitors playing a lot of Active's music? Or is it something else? It's really anyone's guess. But it's important to state that anyone who would insinuate that the format's in trouble (which even some within our own ranks have been tempted to do) ought to consider the big picture before calling the doctor's office.

The Nonpoint Chronicles

■ The latest installment of our continuing "life on the road" saga of MCA artists Nonpoint

• February 17 — The land (well, close enough to be considered the land) of The "Deftones," and one of the baddest stations in the land — KRXQ, Orangevale, Cali-form—a rocks. Those in attendance were able to get close to the bands. I like that. You get a better reaction from them, because they can see your face, and they can tell you mean that shit you're singing and screaming about. I have every intention of getting my band's point across at every show ... no matter what.

• February 18 — We made it to Los Angeles. Barely, but nonetheless we made it. Unfortunately, we are canceling the show due to illness in the Mudvayne camp. I hope those guys are doing OK. I don't like seeing my friends sick. Mainly because there's really nothing you can do for them to help the sickness, other than maybe running to the store for them. Another canceled show. Don't wanna cancel another one. Can't wait for the bus! It comes at midnight tomorrow. (What the fuck, is this thing a pumpkin?) No more van, PLEASE!

• February 19 — Thank God for In 'N Out Burger.

• February 20 — A travel day in the bus. Let me rephrase: Our first travel day in the bus, on
Continued on Page 115

Active Rock

Mkt.	Call/City	12+ AQH Share (Rank) AQH Persons (00)	M18-34 AQH Share (Rank)	M25-54 AQH Share (Rank)
5	WYSP/Philadelphia	4.8 (8) 320	14.1 (1)	9.4 (1)
6	KEGL/Dallas	3.0 (14) 186	7.2 (3)	3.3 (9)
7	WRIF/Detroit	4.9 (6) 295	14.7 (1)	9.2 (1)
8	WAAF/Boston	2.8 (14) 161	11.7 (1)	4.6 (5)
12	WZTA/Miami	2.3 (19) 127	6.2 (3)	3.7 (11)
15	KIOZ/San Diego	4.5 (8) 160	13.3 (1)	7.3 (2)
16	KUPD/Phoenix	4.5 (8) 169	15.4 (1)	6.6 (2)
17	KXXR/Minneapolis	4.9 (7) 172	15.6 (2)	5.7 (4)
20	WYYV/Baltimore	3.0 (11) 100	9.5 (3)	5.3 (6)
21	WXTB/Tampa	5.3 (6) 167	22.8 (1)	9.2 (1)
23	KBPD/Denver	3.8 (8) 110	13.2 (1)	5.3 (6)
25	KUFO/Portland, OR	4.2 (10) 100	18.8 (1)	6.9 (4)
29	KRXQ/Sacramento	5.4 (3) 114	15.9 (1)	7.7 (4)
30	KQRC/Kansas City	6.0 (2) 124	20.2 (1)	7.8 (3)
31	WLZR/Milwaukee	5.6 (5) 125	17.5 (1)	10.9 (1)
32	KISS/San Antonio	7.5 (1) 163	23.6 (1)	9.8 (2)
34	WAZU/Columbus, OH	1.9 (15) 37	5.7 (5)	1.3 (18)
34	WBZX/Columbus, OH	5.0 (8) 96	15.7 (2)	7.5 (2)
36	WNOR/Norfolk	5.7 (4) 108	17.5 (2)	8.5 (2)
37	WXRC/Charlotte	2.3 (14) 40	6.5 (5)	3.9 (11)
39	WJRR/Orlando	4.8 (8) 89	13.4 (1)	6.6 (3)
44	WCCC/Hartford	3.7 (7) 53	13.0 (2)	7.3 (4)
46	WMFS/Memphis	2.8 (13) 42	10.0 (2)	3.5 (12)
47	WRAT/Monmouth	2.7 (14) 40	9.3 (2)	5.7 (4)
52	WVVE/Rochester, NY	4.7 (8) 64	16.8 (1)	8.6 (3)
55	WRLR/Birmingham	2.7 (14) 33	10.9 (3)	4.5 (10)
58	WTPT/Greenville, SC	5.5 (7) 59	18.1 (1)	7.0 (5)
59	WGBK & WQB/Albany, NY	5.2 (7) 59	14.8 (2)	8.4 (4)
62	KRTQ/Tulsa	2.8 (16) 27	9.0 (2)	3.8 (10)
65	KRZR/Fresno	5.0 (5) 48	14.2 (1)	6.9 (2)
66	WKLO/Grand Rapids	4.8 (8) 45	16.9 (1)	7.9 (3)
73	KRQC/Omaha	2.9 (13) 22	8.8 (2)	3.5 (11)
77	WQXA/Harrisburg	5.8 (8) 45	21.8 (1)	9.3 (3)
79	WRWK/Toledo	2.2 (14) 16	8.7 (2)	2.8 (11)
81	WXQR/Greenville, NC	4.0 (8) 27	11.2 (2)	5.7 (5)
84	KICT/Wichita	8.0 (2) 51	20.4 (1)	9.8 (1)
86	KRAB/Bakersfield	5.6 (4) 37	11.4 (1)	6.7 (2)
90	WRUF/Gainesville	6.1 (4) 39	17.4 (1)	9.5 (1)
91	KHTQ/Spokane	5.9 (5) 36	18.6 (1)	7.7 (3)
92	KAZR/Des Moines	7.8 (3) 48	24.3 (1)	11.2 (1)
94	KILO/Colorado Springs	7.9 (2) 47	22.9 (1)	8.7 (1)
101	WBVR/Ft. Wayne, IN	8.0 (3) 49	23.2 (1)	12.6 (1)
104	WRXR/Chattanooga, TN	3.3 (9) 19	15.2 (1)	2.9 (9)
114	WCHZ/Augusta, GA	3.5 (11) 19	9.1 (4)	5.5 (5)
115	WJXQ/Lansing, MI	6.5 (6) 34	24.4 (1)	13.8 (2)
119	WBNF/Flint, MI	2.9 (9) 16	9.4 (3)	3.6 (7)
119	WRXF/Flint, MI	0.9 (20) 5	2.4 (11)	1.2 (18)
120	WJJO/Madison, WI	5.3 (6) 27	18.8 (1)	5.7 (6)
121	WRRX/Pensacola, FL	2.7 (11) 13	6.4 (4)	3.9 (9)
121	WTKX/Pensacola, FL	6.5 (5) 32	19.2 (1)	9.2 (3)
126	WRCQ/Fayetteville, NC	3.4 (8) 15	9.9 (3)	4.1 (8)
128	KDOT/Reno, NV	6.2 (5) 32	16.5 (1)	8.4 (2)
134	WWXX & WXWX/Appleton, WI	5.1 (7) 21	11.1 (2)	3.8 (8)
136	WCPR/Biloxi, MS	7.1 (2) 33	11.4 (2)	12.2 (1)
144	WAMX/Huntington, WV	8.6 (3) 27	23.1 (2)	11.8 (2)
146	KZRQ/Springfield, MO	5.7 (8) 20	20.8 (1)	8.3 (3)
149	KLFX/Killeen, TX	8.1 (3) 28	22.7 (1)	8.7 (2)
150	WZBH/Salisbury, MD	5.8 (5) 21	17.3 (1)	11.7 (1)
152	WGBF/Evansville, IN	5.9 (6) 20	17.4 (2)	10.7 (3)
163	WRBR/South Bend, IN	6.4 (5) 19	17.9 (2)	12.9 (1)
165	KURQ/San Luis Obispo, CA	5.9 (5) 18	26.5 (1)	6.8 (4)
172	KIBZ/Lincoln, NE	6.4 (3) 18	13.7 (1)	8.0 (2)
173	WKZQ/Myrtle Beach, SC	5.7 (6) 16	24.3 (1)	11.6 (1)
177	KFMX/Lubbock, TX	8.4 (3) 25	18.5 (1)	15.9 (1)
182	WZOR/Green Bay, WI	2.3 (13) 7	4.8 (7)	2.2 (12)
185	WGIR/Manchester, NH	8.6 (2) 23	22.5 (1)	16.3 (1)
187	KZRK/Amarillo, TX	7.8 (2) 20	25.0 (1)	10.3 (2)
190	KFMF/Chico, CA	4.8 (6) 11	14.7 (1)	9.0 (3)
190	KRQR/Chico, CA	3.1 (10) 7	11.8 (3)	3.0 (8)
196	WQLZ/Springfield, IL	6.4 (7) 16	22.2 (1)	8.9 (3)
211	KQWB/Fargo, ND	8.9 (2) 20	25.0 (1)	8.7 (4)
212	WHMH/St. Cloud, MN	6.0 (3) 14	14.0 (1)	9.5 (3)
219	KRBR/Duluth, MN	6.5 (6) 14	19.2 (1)	7.9 (3)
221	KEYJ/Abilene, TX	8.9 (3) 17	34.4 (1)	12.3 (1)
226	WPPT/Panama City, FL	5.1 (8) 9	11.5 (4)	9.8 (4)
226	WYYY/Panama City, FL	3.4 (10) 6	15.4 (1)	7.8 (6)
233	KFMW/Waterloo, IA	12.3 (1) 20	40.0 (1)	20.0 (1)

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R&R Rock Top 50

March 9, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	AEROSMITH Jaded (Columbia)	1569	-43	106794	8	63/0
2	2	TANTRIC Breakdown (Maverick)	1414	+93	86254	9	70/0
3	3	3 DOORS DOWN Duck And Run (Republic/Universal)	1271	+74	76253	8	68/0
4	4	LIFEHOUSE Hanging By A Moment (DreamWorks)	1215	+59	76521	18	57/0
5	5	FUEL Hemorrhage (In My Hands) (Epic)	1077	-41	86286	28	58/0
6	6	3 DOORS DOWN Loser (Republic/Universal)	954	-79	76063	38	61/0
7	7	GODSMACK Awake (Republic/Universal)	935	+4	68386	21	48/0
8	8	BUCKCHERRY Ridin' (DreamWorks)	902	+88	60826	4	67/1
13	9	A. LEWIS OF STAND W/F. DURST Outside (Flawless/Geffen/Interscope)	851	+119	63453	11	40/3
11	10	DAVE MATTHEWS BAND I Did It (RCA)	829	+26	50122	8	48/1
10	11	INCUBUS Drive (Immortal/Epic)	810	+2	46529	13	54/1
9	12	U2 Walk On (Interscope)	798	-16	47358	8	50/0
14	13	FUEL Innocent (Epic)	762	+40	48430	7	56/3
16	14	OLEANDER Are You There? (Republic/Universal)	711	+66	43299	5	63/3
17	15	PRIMUS WOZZY N.I.B. (Divine/Priority)	639	+22	66236	34	42/0
12	16	CREED Are You Ready (Wind-up)	625	-107	42593	25	45/0
15	17	LINKIN PARK One Step Closer (Warner Bros.)	592	-64	36618	24	44/0
18	18	ERIC CLAPTON Superman Inside (Duck/Reprise)	558	+34	38364	4	37/3
21	19	UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	457	-29	23313	9	45/0
BREAKER	20	SPACEHOG I Want To Live (Artemis)	454	+129	23827	3	47/5
24	21	A PERFECT CIRCLE The Hollow (Virgin)	454	+33	28180	5	42/0
25	22	VAN ZANT Get What You Got Comin' (CMC/SGR)	436	+19	19054	6	32/2
20	23	GEDDY LEE Grace To Grace (Atlantic)	391	-114	25388	8	37/0
26	24	TRAIN Drops Of Jupiter (Tell Me) (Columbia)	387	+34	28492	5	34/2
23	25	COLLECTIVE SOUL Vent (Atlantic)	365	-72	20643	7	28/0
31	26	COLD No One (Flip/Geffen/Interscope)	361	+50	20929	5	38/1
19	27	STRAIT UP F/LAJON OF SEVENDUST Angel's Son (Immortal/Virgin)	360	-158	25607	18	29/0
27	28	OFFSPRING Want You Bad (Columbia)	326	-22	17022	6	34/1
22	29	SAMMY HAGAR Let Sally Drive (Cabo Wabo/Beyond)	311	-129	18687	13	29/0
30	30	MATTHEW GOOD BAND Hello Time Bomb (Atlantic)	289	-33	16725	10	31/0
37	31	SALIVA Your Disease (Island/IDJMG)	273	+76	13605	3	34/3
41	32	MONSTER MAGNET Heads Explode (A&M/Interscope)	266	+91	15483	2	42/6
34	33	DOUBLE TROUBLE Rock And Roll (Tone-Cool)	264	+24	11692	5	23/1
32	34	DISTURBED Voices (Giant/Reprise)	233	-20	15359	12	26/0
40	35	SKRAPE Waste (RCA)	212	+26	8377	5	27/3
39	36	CREED Riders On The Storm (Elektra/EEG)	202	+9	24887	16	9/0
38	37	NOTHINGFACE Bleeder (TVT)	196	+2	7312	7	22/0
44	38	JOURNEY Higher Place (Columbia)	195	+32	9408	2	14/1
43	39	PAPA ROACH Between Angels And Insects (DreamWorks)	194	+28	13913	3	16/0
47	40	LIMP BIZKIT My Way (Flip/Interscope)	189	+50	13530	3	18/0
35	41	NICKELBACK Old Enough (Roadrunner)	170	-68	8179	12	17/0
42	42	MARK SELBY She's Like Mercury (Vanguard)	168	-4	5970	4	19/3
46	43	NONPOINT What A Day (MCA)	166	+24	6446	3	20/1
33	44	GREEN DAY Warning (Reprise)	164	-79	11692	11	18/0
45	45	OFFSPRING Original Prankster (Columbia)	161	+4	16208	20	11/0
DEBUT	46	TAPROOT I (Velvet Hammer/Atlantic)	159	+44	5464	1	20/1
36	47	DIFFUSER Karma (Hollywood)	142	-61	12284	16	16/0
DEBUT	48	BLUE OCTOBER Breakfast After 10 (Universal)	135	+28	5710	1	17/2
DEBUT	49	OUR LADY PEACE Life (Columbia)	135	+30	6064	1	15/0
48	50	DEFTONES Digital Bath (Maverick)	123	-10	5018	4	14/0

Most Added.

ARTIST TITLE LABEL(S)	ADDS
SYSTEMATIC Beginning... (Music Company/Elektra/EEG)	20
RAMMSTEIN Links 2 3 4 (Republic/Universal)	19
DUST FOR LIFE Seed (Wind-up)	18
WALLFLOWERS Letters From The Wasteland (Interscope)	14
AC/DC Safe In New York City (EastWest/EEG)	10
MONSTER MAGNET Heads Explode (A&M/Interscope)	6
EVERCLEAR Out Of My Depth (Capitol)	6
GODSMACK Greed (Republic/Universal)	6
SPACEHOG I Want To Live (Artemis)	5
FLYBANGER Cavalry (Columbia)	4
LIVING END Roll On (Reprise)	4
CLUTCH Pure Rock Fury (Atlantic)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SPACEHOG I Want To Live (Artemis)	+129
A. LEWIS OF STAND W/F. DURST Outside (Flawless/Geffen/Interscope)	+119
TANTRIC Breakdown (Maverick)	+93
MONSTER MAGNET Heads Explode (A&M/Interscope)	+91
BUCKCHERRY Ridin' (DreamWorks)	+88
SALIVA Your Disease (Island/IDJMG)	+76
3 DOORS DOWN Duck And Run (Republic/Universal)	+74
OLEANDER Are You There? (Republic/Universal)	+66
EVERCLEAR Out Of My Depth (Capitol)	+66
LIFEHOUSE Hanging By A Moment (DreamWorks)	+59
U2 Beautiful Day (Interscope)	+59

Breakers.

SPACEHOG

I Want To Live (Artemis)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
454/129	47/5	20



72 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 2/25-Saturday 3/3. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 400 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



SIXTY WATT SHAMAN

"Roll The Stone"

Going for Adds
3/12

Named as one of Metal Edge Magazine's "21 Bands To Watch In 2001" calling them "a progressive, soulful, southern rock, metal, alternative blender...with originality and eccentricity."

produced by Jean Paul Gaster (Clutch) & Larry Packer
catch them live from the House of Blues on 4/7 at www.hob.com
www.sixtywattshaman.com

Contact Rob Gill [973]378 5889 rriff@f19@home.com www.spitfirecored.com

Most Played Recurrents

- METALLICA I Disappear (Hollywood)
- 3 DOORS DOWN Kryptonite (Republic/Universal)
- COLLECTIVE SOUL Why Pt. 2 (Atlantic)
- U2 Beautiful Day (Interscope)
- CREED Higher (Wind-up)
- CREED With Arms Wide Open (Wind-up)
- DUST FOR LIFE Step Into The Light (Wind-up)
- PAPA ROACH Last Resort (DreamWorks)
- METALLICA No Leaf Clover (Elektra/EEG)
- A PERFECT CIRCLE Judith (Virgin)
- RED HOT CHILI PEPPERS Otherside (Warner Bros.)
- GODSMACK Voodoo (Republic/Universal)
- RED HOT CHILI PEPPERS Californication (Warner Bros.)
- STONE TEMPLE PILOTS Sour Girl (Atlantic)
- U.P.O. Godless (Epic)
- CREED What If (Wind-up)
- FOO FIGHTERS Learn To Fly (Roswell/RCA)
- RED HOT CHILI PEPPERS Scar Tissue (Warner Bros.)
- COLLECTIVE SOUL Heavy (Atlantic)
- DISTURBED Stupify (Giant/Reprise)

New & Active

SPINESHANK New Disease (Roadrunner)
Total Plays: 92, Total Stations: 12, Adds: 0

AC/DC Safe In New York City (EastWest/EEG)
Total Plays: 79, Total Stations: 16, Adds: 10

COC Diablo Blvd. (Sanctuary/SRG)
Total Plays: 76, Total Stations: 11, Adds: 2

RAGE... How I Could Just Kill A Man (Epic)
Total Plays: 71, Total Stations: 9, Adds: 1

EVERCLEAR Out Of My Depth (Capitol)
Total Plays: 66, Total Stations: 18, Adds: 6

GODSMACK Greed (Republic/Universal)
Total Plays: 65, Total Stations: 9, Adds: 6

TOADIES Push The Hand (Interscope)
Total Plays: 64, Total Stations: 7, Adds: 1

GARY MOORE Enough Of The Blues (CMC/SRG)
Total Plays: 51, Total Stations: 9, Adds: 2

(HED) PLANET EARTH Killing Time (Volcano/Jive)
Total Plays: 51, Total Stations: 9, Adds: 1

AUNT FLOSSIE For You For Me (Crown)
Total Plays: 46, Total Stations: 9, Adds: 3

Songs ranked by total plays

ROCK

Going For Adds 3/13/01

- AC/DC Safe In New York City (Elektra/EEG)
- GODSMACK Greed (Republic/Universal)
- SIXTY WATT SHAMAN Roll The Stone (Spitfire)

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MUSIC MEETING

Chronicles

Continued from Page 113

and has one of the coolest staffs we've met. And what a clean station. Thanks for showing us such a good time. Can't wait to come back. We'll be back as soon as you want us.

• **February 22** — Las-friggin'-Vegas. KXTE has been spinning the shit out of "What a Day" (thank you), and you could tell. The show was moved to a bigger venue for Mud-vayne, but Chad was still not feeling well, so the promoter let us headline. What an amazing show! It was the best I'd felt, on the inside, during a show in a really long time. Thanks, Vegas. P.S.: Visit the Cheetah. Trust me. Thanks, AJ.

• **February 23** — Tucson, AZ. We're headlining again. You know, I could get used to this. Having an entire stage. Having full production. Full use of lights, power, equipment. Space makes such a difference in what we can accomplish onstage every night. The show was a great success for the band. We're getting thrown to the sharks, and we're staying alive.

TUNED-IN

ROCK

R&R/MEDIABASE 24/7



WNCD/Youngstown

3am

- OZZY OSBOURNE No More Tears
- MATTHEW GOOD BAND Hello Time Bomb
- RUSH Fly By Night
- JOHNNY LANG Still Rainin'
- ERIC CLAPTON Cocaine
- U2 Walk On
- METALLICA Fade To Black
- AARON LEWIS & FRED DURST Outside
- NEIL YOUNG Southern Man
- COLD No One
- PINK FLOYD Wish You Were Here
- CREED Higher

11am

- BOB SEGER Turn The Page
- TOM PETTY AND THE HEARTBREAKERS Breakdown
- CLARKS Chasin' Girls
- AC/DC Highway To Hell
- ALICE COOPER No More Mr. Nice Guy
- METALLICA No Leaf Clover
- JIMI HENORIX Purple Haze
- KENNY WAYNE SHEPARD Slow Ride
- ERIC CLAPTON Wonderful Tonight
- EAGLES In The City
- WHO Behind Blue Eyes
- DOORS Roadhouse Blues
- ALICE IN CHAINS Over Now

4pm

- LED ZEPPELIN Ramble On
- STONE TEMPLE PILOTS Plush
- JIMI HENORIX Voodoo Child (Slight Return)
- CLARKS Chasin' Girls
- NEIL YOUNG Rockin' In The Free World
- BUCKCHERRY Lit Up

8pm

- DOORS People Are Strange
- STONE TEMPLE PILOTS Creep
- BILLY IOOL White Wedding
- COLLECTIVE SOUL Why Pt. 2
- JOE WALSH Rocky Mountain Way
- BUSH Comedown
- STYX Renegade
- AARON LEWIS & FRED DURST Outside
- PINK FLOYD Run Like Hell
- CREED Higher
- OZZY OSBOURNE Bark At The Moon
- TOADIES Possum Kingdom



KLPX/Tuscon

3am

- LEO ZEPPELIN Going To California
- DAVE MATTHEWS BAND I Did It
- MOLLY HATCHET Flirtin' With Disaster
- BUCKCHERRY Ridin'
- BLACK CROWES She Talks To Angels
- AC/DC Shoot To Thrill
- OLEANDER Are You There
- SCORPIONS Loving You Sunday Morning
- BOSTON More Than A Feeling
- KISS Cold Gin
- QUEENSRYCHE Jet City Woman
- ZZ TOP Pearl Necklace

11am

- BAD COMPANY Movin' On
- GEDDY LEE My Favorite Headache
- LYNYRD SKYNYRD Call Me The Breeze
- CLASH Should I Stay Or Should I Go
- DEF LEPPARD Rock Of Ages
- PEARL JAM Daughter
- LIFEHOUSE Hanging By A Moment
- LED ZEPPELIN Black Dog
- TOM PETTY & THE HEARTBREAKERS Here Comes...
- FUEL Innocent
- STEVIE RAY VAUGHAN Pride And Joy
- TESLA Little Suzi

4pm

- BLUE OYSTER CULT Burnin' For You
- PRIMUS w/OZZY N.I.B.
- PINK FLOYD Comfortably Numb
- BON JOVI Livin' On A Prayer
- RUSH Fly By Night
- DEF LEPPARD Promises
- AEROSMITH Jaded
- VAN HALEN Ain't Talking 'Bout Love
- SCORPIONS Arizona
- SPACEHOG I Want To Live
- EAGLES Victim Of Love
- JOHN COUGAR Hurts So Good

8pm

- SAMMY HAGAR There's Only One Way To Rock
- CULT Painted On My Heart
- ZZ TOP Tush
- PEARL JAM Dissident
- VAN ZANT Get What You Got Comin'
- KISS Rock & Roll All Night
- TRIUMPH Fight The Good Fight
- NICKELBACK Breathe
- RUSH Subdivisions
- METALLICA Better Than You
- ERIC CLAPTON Superman Inside
- VAN HALEN You Really Got Me



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 2/26. © 2001, R&R Inc.

Rock Playlists

FIND COMPLETE PLAYLISTS FOR ALL ROCK REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #4

KSJO/San Francisco
Clear Channel
(406) 453-5400
Cunningham/Berg
12+ Cumc \$35,000

92 KSJO

PLAYS	ARTIST/TITLE	GI (000)
30	30 FUEL/Hemorrhage...	10472
29	29 PRIMUS WOOZY N.I.B.	10164
29	29 GODESMACK/Awake	9548
29	29 LINDY HYPER/Beast	9544
22	22 OLEANDER/Are You There?	6160
19	19 LINXIN PARK/One Step Closer	6160
19	19 LIFEHOUSE/Hanging By A Moment	5852
18	18 GODESMACK/Keep Away	5852
18	18 3 DOORS DOWN/Duck And Run	3880
14	14 PAPA ROACH/Between Angels...	4312
12	12 A PERFECT CIRCLE/The Hollow	4004
10	10 GODESMACK/Whatever	3080
10	10 STRAIT UP FLAJAJON//Angel's Son	2772
10	10 U.P.O./Fast And Furious	2072
9	9 STAINED WOUNDS/Band Did It	2772
9	9 BUCKCHERRY/Ridin'	2772
9	9 JUST FOR LIFE/Step Into The Light	2172
9	9 CREED/Against All Odds	2172
9	9 GODESMACK/Keep Away	2172
9	9 LIMP BIZKIT/My Way	2156
9	9 3 DOORS DOWN/Kryptonite	2156
9	9 FUEL/Innocent	2156
7	7 LIMP BIZKIT/Break Stuff	2156
7	7 MARILYN MANROW/Disposable Teens	2156
7	7 MONSTER MAGNET/Heads Explode	1848
7	7 3 DOORS DOWN/You	1848
7	7 NICKELBACK/Devil Is A Beautiful Girl	1848
7	7 INCUBUS/Dive	1848
7	7 RAGE AGAINST THE MACHINE/Coast 2 Coast	1848

MARKET #5

WMMR/Philadelphia
Clear Channel
(610) 771-9333
Mikeman/Zipco
12+ Cumc \$15,000

93.5 WMMR ROCKS!

PLAYS	ARTIST/TITLE	GI (000)
30	30 FUEL/Hemorrhage...	8232
19	19 TANTRIC/Breakdown	7644
19	19 PRIMUS WOOZY N.I.B.	7644
21	21 LEWIS WURDST/Outside	6192
15	15 CREED/To Whom It May Concern	5292
21	21 OLEANDER/Are You There?	4704
15	15 LIFEHOUSE/Hanging By A Moment	4704
15	15 COLLECTIVE SOUL/Why Pl 2	4410
13	13 BUCKCHERRY/Ridin'	4410
7	7 DISTURBED/Down	4116
15	15 METALLICA/No Leaf Clover	3822
15	15 3 DOORS DOWN/Duck And Run	3822
17	17 3 DOORS DOWN/You	2940
8	8 CREED/With Arms Wide Open	2940
10	10 STONE TEMPLE PILOTS/Sour Girl	2940
10	10 U2/Walk On	2940
13	13 DAVE MATTHEWS BAND/Did It	2646
6	6 STONE TEMPLE PILOTS/No Way Out	2646
6	6 U2/Badly Beating	2646
9	9 RED HOT CHILI LIPS/Scar Tissue	2352
8	8 METALLICA/Disappear	2352
3	3 RED HOT CHILI LIPS/Other Side	2352
7	7 3 DOORS DOWN/Kryptonite	2058
5	5 INCUBUS/Drive	2058
5	5 PAPA ROACH/Last Resort	2058
5	5 FOOD FIGHTERS/Learn To Fly	2058
10	10 GODESMACK/Whatever	1764
5	5 LIFEHOUSE/Hanging By A Moment	1764
5	5 OLEANDER/Are You There?	1764
6	6 CREED/Higher	1764
6	6 COLD/No One	1470

MARKET #10

KLDF/Houston-Galveston
Clear Channel
(713) 830-8000
Tripp/Flux
12+ Cumc \$89,100

ROCK 101

PLAYS	ARTIST/TITLE	GI (000)
25	25 FUEL/Hemorrhage...	5025
24	24 AEROSMITH/Jaded	4623
23	23 PRIMUS WOOZY N.I.B.	4623
15	15 CREED/Against All Odds	4221
13	13 3 DOORS DOWN/Duck And Run	4020
21	21 LIFEHOUSE/Hanging By A Moment	3819
10	10 OLEANDER/Are You There?	2614
9	9 BUSH/In The Charles...	2614
15	15 CREED/Against All Odds	2613
14	14 COLLECTIVE SOUL/Why Pl 2	2613
12	12 3 DOORS DOWN/Duck And Run	2613
12	12 GODESMACK/Keep Away	2613
12	12 SAMMY HAGAR/Let Sally Drive	2412
11	11 BUCKCHERRY/Ridin'	2211
11	11 METALLICA/No Leaf Clover	2211
10	10 TANTRIC/Breakdown	2211
11	11 U.P.O./Godless	2211
9	9 DUST FOR LIFE/Step Into The Light	2211
11	11 METALLICA/No Leaf Clover	2211
10	10 BUCKCHERRY/Ridin'	2010
11	11 CREED/Higher	2010
9	9 CREED/With Arms Wide Open	1205
9	9 JIMMY PAGE/BLACK...What Is & What...	1205
2	2 AC/DC/Safe In New York...	402
1	1 HENRY ROLLINS/Man In Black	201
1	1 ALICE IN CHAINS/Man In The Box	201
1	1 RAMMSTEIN/Links 234	201

MARKET #14

KISW/Seattle-Tacoma
Entercom
(206) 285-7625
Ryan/Faulner
12+ Cumc \$69,400

KISW 99.9

PLAYS	ARTIST/TITLE	GI (000)
25	25 FUEL/Hemorrhage...	3160
25	25 AEROSMITH/Jaded	3082
31	31 CREED/Against All Odds	2686
29	29 GODESMACK/Whatever	2686
19	19 STRAIT UP FLAJAJON//Angel's Son	1822
20	20 BUCKCHERRY/Ridin'	1822
20	20 AC/DC/Safe In New York...	1580
18	18 EVERCLEAR/When It All Goes...	1580
18	18 LINXIN PARK/One Step Closer	1580
18	18 3 DOORS DOWN/Duck And Run	1422
21	21 INCUBUS/Drive	1422
7	7 3 DOORS DOWN/Kryptonite	1264
10	10 RED HOT CHILI LIPS/Scar Tissue	1106
9	9 METALLICA/No Leaf Clover	948
9	9 A PERFECT CIRCLE/The Hollow	948
8	8 BUCKCHERRY/Ridin'	790
6	6 GODESMACK/Whatever	790
10	10 SAMMY HAGAR/Let Sally Drive	790
6	6 TANTRIC/Breakdown	790
8	8 U2/Walk On	790
10	10 UNION UNDERGROUND/Killing The Fly	790
5	5 AC/DC/Safe In New York...	632
4	4 CREED/Higher	632
4	4 DUST FOR LIFE/Step Into The Light	632
4	4 MONSTER MAGNET/Heads Explode	632
5	5 FOOD FIGHTERS/Learn To Fly	632
3	3 GODESMACK/Whatever	632
3	3 COLLECTIVE SOUL/Why Pl 2	632
3	3 BUSH/In The Charles...	474
2	2 COLLECTIVE SOUL/Why Pl 2	316

MARKET #15

KDKB/Phoenix
Sandusky
(480) 897-3300
Bondanone/Elis
12+ Cumc \$26,600

93.3 ROCKS!

PLAYS	ARTIST/TITLE	GI (000)
17	17 TANTRIC/Breakdown	3120
19	19 AEROSMITH/Jaded	2908
19	19 CREED/Riders On The Storm	2908
19	19 ERIC CLAPTON/Superman Inside	2908
17	17 DAVE MATTHEWS BAND/Did It	2908
18	18 U2/Walk On	2908
15	15 BUCKCHERRY/Ridin'	2652
15	15 MAD/DC/You're The One	2652
15	15 3 DOORS DOWN/Duck And Run	2340
15	15 FUEL/Hemorrhage...	2340
21	21 SAMMY HAGAR/Let Sally Drive	2340
14	14 TONY! You Want Me	2340
14	14 GEDDY LEE/Grace To Go	2184
14	14 3 DOORS DOWN/Duck And Run	2184
14	14 STONE TEMPLE PILOTS/Sour Girl	2184
13	13 3 DOORS DOWN/Kryptonite	2028
13	13 AC/DC/Safe In New York...	2028
13	13 MAD/DC/You're The One	2028
13	13 CREED/Riders On The Storm	1716
13	13 FOOD FIGHTERS/Learn To Fly	1716
3	3 SANTA ANA/EVERLAST/Put Your Lights On	780
2	2 DEF LEPPARD/Promises	780
4	4 RED HOT CHILI LIPS/California	624
4	4 COLLECTIVE SOUL/Why Pl 2	624
4	4 SAMMY HAGAR/Let Sally Drive	624
4	4 TRAIN/Drops Of Jug Jug	624
3	3 CREED/With Arms Wide Open	468
3	3 RED HOT CHILI LIPS/Scar Tissue	468
3	3 TRAFFIC/Way To The Church	468
3	3 MOTTLEY CRUE/Kickstart My Heart	468

MARKET #18

WBAB/Nassau-Suffolk
Coar
(516) 587-1023
Edwards/Torres/Parris
12+ Cumc \$62,300

WBAB 95.3/102.3

PLAYS	ARTIST/TITLE	GI (000)
33	33 FUEL/Hemorrhage...	9504
30	30 METALLICA/Disappear	8928
24	24 AEROSMITH/Jaded	8640
29	29 PRIMUS WOOZY N.I.B.	8552
29	29 CREED/Riders On The Storm	8552
25	25 3 DOORS DOWN/You	4320
12	12 ERIC CLAPTON/Superman Inside	3456
12	12 TRAIN/Drops Of Jug Jug	3456
13	13 U2/Badly Beating	3168
13	13 U2/Walk On	3168
12	12 LIFEHOUSE/Hanging By A Moment	3168
12	12 3 DOORS DOWN/Duck And Run	2880
13	13 TANTRIC/Breakdown	2880
9	9 AC/DC/Safe In New York...	2592
9	9 LINDY HYPER/American Woman	2592
9	9 JIMMY PAGE/BLACK...What Is & What...	2304
9	9 FOOD FIGHTERS/Learn To Fly	2304
11	11 LIT/Any Word I Earn	2304
8	8 SANTA ANA/EVERLAST/Put Your Lights On	2016
7	7 3 DOORS DOWN/Kryptonite	2016
7	7 CREED/Higher	2016
7	7 JIMMY PAGE/BLACK...Ten Years Gone	2016
7	7 AC/DC/Satellite Blues	2016
7	7 CREED/Are You Ready	2016
7	7 METALLICA/No Leaf Clover	2016
9	9 RED HOT CHILI LIPS/Scar Tissue	1728
9	9 AEROSMITH/Hip Hop	1728
9	9 BUCKCHERRY/Ridin'	1728
6	6 CREED/With Arms Wide Open	1728
5	5 COLLECTIVE SOUL/Why Pl 2	1440

MARKET #22

WDVE/Pittsburgh
Clear Channel
(412) 937-1441
Mason/Fire/Porter
12+ Cumc \$56,700

WDVE ROCKS

PLAYS	ARTIST/TITLE	GI (000)
19	19 3 DOORS DOWN/You	5292
15	15 TRAIN/Drops Of Jug Jug	4284
14	14 LIFEHOUSE/Hanging By A Moment	3456
12	12 TANTRIC/Breakdown	3072
12	12 FUEL/Hemorrhage...	2736
5	5 ERIC CLAPTON/Superman Inside	2520
10	10 DAVE MATTHEWS BAND/Did It	2520
10	10 U2/Badly Beating	2520
11	11 CLARKS/Rhetor. J.K.L.	2520
11	11 FUEL/Hemorrhage...	2520
10	10 3 DOORS DOWN/Duck And Run	2016
11	11 COLLECTIVE SOUL/Why Pl 2	2016
5	5 CREED/Higher	2016
9	9 CREED/With Arms Wide Open	2016
10	10 SANTA ANA/EVERLAST/Put Your Lights On	1764
8	8 BUCKCHERRY/Ridin'	1764
6	6 OLEANDER/Are You There?	1512
5	5 3 DOORS DOWN/Kryptonite	1512
10	10 STAINED WOUNDS/Band Did It	1008
4	4 CREED/Riders On The Storm	756
3	3 AC/DC/Safe In New York...	604
4	4 CREED/Higher	504
2	2 DOWNIE/IRIS/Oh Lash	504
3	3 JIMMY PAGE/BLACK...Ten Years Gone	252
2	2 JIMMY PAGE/BLACK...What Is & What...	252
2	2 LIMP BIZKIT/My Way	252
1	1 OLEANDER/Are You There?	252
-	- VAN ZANDEL/Get What You...	0

MARKET #24

WMMS/Cleveland
Clear Channel
(216) 811-9667
Tilford/Pennington
12+ Cumc \$64,600

ROCK 101.7

PLAYS	ARTIST/TITLE	GI (000)
19	19 LEWIS WURDST/Outside	6356
20	20 GODESMACK/Whatever	6129
27	27 A PERFECT CIRCLE/Judith	6129
26	26 PRIMUS WOOZY N.I.B.	5458
12	12 FUEL/Hemorrhage...	4688
17	17 3 DOORS DOWN/You	3848
14	14 OFFSPRING/Original Prankster	3178
12	12 OLEANDER/Why I'm Here	3178
15	15 LIFEHOUSE/Hanging By A Moment	3178
15	15 PAPA ROACH/Last Resort	2951
9	9 STONE TEMPLE PILOTS/Noises And Hot Rods	2951
10	10 OFFSPRING/Original Prankster	2951
10	10 RED HOT CHILI LIPS/Scar Tissue	2951
12	12 TANTRIC/Breakdown	2724
12	12 CREED/Higher	2724
12	12 METALLICA/Disappear	2497
6	6 CREED/Riders On The Storm	2497
12	12 LIFEHOUSE/Hanging By A Moment	2497
11	11 FOOD FIGHTERS/Learn To Fly	2497
15	15 LIMP BIZKIT/My Way	2497
11	11 CREED/Higher	2172
11	11 BUCKCHERRY/Ridin'	1816
10	10 OLEANDER/Are You There?	1816
5	5 3 DOORS DOWN/Duck And Run	1589
7	7 INCUBUS/Drive	1589
1	1 LINXIN PARK/One Step Closer	1589
6	6 GODESMACK/Whatever	1362
6	6 AEROSMITH/Jaded	1362
3	3 PAPA ROACH/Between Angels...	1362
4	4 COLLECTIVE SOUL/Why Pl 2	1135

MARKET #26

WEBN/Cincinnati
Clear Channel
(513) 621-9326
Hayward/Whitcomb
12+ Cumc \$86,280

ROCK 96.7

PLAYS	ARTIST/TITLE	GI (000)
26	26 GODESMACK/Whatever	6684
23	23 LEWIS WURDST/Outside	5310
29	29 3 DOORS DOWN/You	4071
19	19 FUEL/Hemorrhage...	3894
12	12 A PERFECT CIRCLE/The Hollow	3472
20	20 TANTRIC/Breakdown	3172
19	19 3 DOORS DOWN/Duck And Run	3363
20	20 METALLICA/Disappear	3186
12	12 DISTURBED/Down	2852
14	14 COLD/No One	2652
16	16 INCUBUS/Drive	2652
10	10 SNOWMAGIC/Bloom	2652
15	15 RED HOT CHILI LIPS/Scar Tissue	2652
16	16 LIFEHOUSE/Hanging By A Moment	2478
12	12 3 DOORS DOWN/Duck And Run	2301
16	16 DISTURBED/Down	2124
6	6 LIMP BIZKIT/My Way	2124
4	4 CREED/To Whom It May Concern	1770
11	11 UNION UNDERGROUND/Killing The Fly	1940
9	9 GODESMACK/Whatever	1593
11	11 UNION UNDERGROUND/Killing The Fly	1593
8	8 BUCKCHERRY/Ridin'	1239
4	4 GODESMACK/Whatever	1239
12	12 DISTURBED/Down	1239
7	7 SALVADORA/Disappearance	1062
4	4 NICKELBACK/Devil Is A Beautiful Girl	1062
4	4 RED HOT CHILI LIPS/Scar Tissue	708
6	6 EVERLAST/Can't Move	708

MARKET #29

KCAL/Riverside
Anheim
(909) 793-3554
Hoffman/Matthews
12+ Cumc \$82,200

KCAL 96.7

PLAYS	ARTIST/TITLE	GI (000)
41	41 OFFSPRING/Original Prankster	5580
23	23 AEROSMITH/Jaded	5332
41	41 PAPA ROACH/Last Resort	5084
40	40 CREED/Are You Ready	4960
39	39 RED HOT CHILI LIPS/Scar Tissue	4836
30	30 3 DOORS DOWN/You	4712
30	30 GODESMACK/Whatever	4712
29	29 LINXIN PARK/One Step Closer	3596
22	22 COLLECTIVE SOUL/Why Pl 2	2728
19	19 UNION UNDERGROUND/Killing The Fly	2684
28	28 BUCKCHERRY/Ridin'	2480
20	20 OFFSPRING/Original Prankster	1984
9	9 LIMP BIZKIT/My Way	1488
7	7 PRIMUS WOOZY N.I.B.	1364
10	10 IRON MAIDEN/Brother In Law	1236
3	3 3 DOORS DOWN/Kryptonite	1116
8	8 CULT/Painted On My Heart	992
6	6 DISTURBED/Down	992
4	4 LIMP BIZKIT/My Way	992
4	4 A PERFECT CIRCLE/The Hollow	992
7	7 FOOD FIGHTERS/Learn To Fly	868
7	7 RED HOT CHILI LIPS/Scar Tissue	868
7	7 CREED/Higher	868
7	7 CREED/What If	868
4	4 LIMP BIZKIT/Break Stuff	868
10	10 METALLICA/No Leaf Clover	868
7	7 MONSTER MAGNET/Heads Explode	868
7	7 NICKELBACK/Devil Is A Beautiful Girl	744
9	9 METALLICA/No Leaf Clover	744

Reporters

Stations and their adds listed alphabetically by market

Rock

Active Rock

WPKY/Albany, NY *
 OM: John Cooper
 ACDC 'Sak'
 DOUBLE TROUBLE 'Rock'

KZRR/Albuquerque, NM *
 Dir/Prog: Bill May
 PD: Phil Mahoney
 MD: Rob Brothers
 LEWIS WURST 'Outside'
 SYSTEMATIC 'End'

WZZD/Allentown, PA *
 PD: Robin Lee
 MD: Keith Meyer
 5 ACDC 'Sak'
 3 BLUE OCTOBER 'Breakfast'
 2 DUST FOR LIFE 'Seed'
 2 WALLFLOWERS 'Liners'

KWHL/Anchorage, AK
 AP/MD: Kathy Mitchell
 RUEL 'Innocent'
 SPINCHOG 'Luv'
 SYSTEMATIC 'End'

WAPL/Appleton, WI
 MD: Joe Calgren
 AP/MD: Crumer
 TRAIN 'Drops'

WZXL/Atlantic City, NJ
 PD/MD: Steve Raymond
 SYSTEMATIC 'End'
 WALLFLOWERS 'Liners'
 RAMMSTEIN 'Liners'
 DUST FOR LIFE 'Seed'
 AUNT FLOSSE 'You'

KLBJ/Austin, TX *
 OM: Jeff Carroll
 MD: Lorie Lowe
 5 DUST FOR LIFE 'Seed'
 TRAIN 'Drops'
 SKRAPE 'Wade'

KIOC/Beaumont, TX *
 Dir/Prog: Debbie Hyde
 PD/MD: Lita Davis
 DUST FOR LIFE 'Seed'

WKGB/Binghamton, NY
 PD: Jim Free
 MD: Tim Boland
 WALLFLOWERS 'Liners'
 RAMMSTEIN 'Liners'

WRQK/Canton, OH *
 OM: Chuck Stevens
 PD/MD: Todd Downard
 No Adds

WPXC/Cape Cod, MA
 OM: Steve McVie
 PD: Susanne Torrance
 MD: Nick Rivers
 DUST FOR LIFE 'Seed'

KRNA/Cedar Rapids, IA
 PD: Joe Nugent
 MD: Tommy Lang
 4 ACDC 'Sak'
 DAVE MATTHEWS BAND 'Dc'

WYBB/Charleston, SC *
 PD: Mike Allen
 APD: Ted Knafler
 WALLFLOWERS 'Liners'
 DUST FOR LIFE 'Seed'
 ACDC 'Sak'

WKL/Charleston, WV
 PD/MD: Lita Reppert
 SALVA 'Dance'
 LIVING END 'Top'
 RAMMSTEIN 'Liners'

WEBN/Cincinnati, OH *
 OM: Scott Reinhart
 PD: Michael Walker
 MD: Bob Garrett
 RAMMSTEIN 'Liners'

WNMS/Cleveland, OH *
 OM: Greg Johnson
 PD: Tony Tibbitt
 MD: Mark Pennington
 SYSTEMATIC 'End'

WRK/Columbus, GA
 OM: Brian Waters
 WALLFLOWERS 'Liners'
 DUST FOR LIFE 'Seed'
 MARK SELBY 'Mercury'
 SYSTEMATIC 'End'

KNCN/Corpus Christi, TX *
 PD: Paula Newell
 AP/MD: 'Big Al' Jones
 1 NOMPONT 'What'
 1 AUNT FLOSSE 'You'
 DUST FOR LIFE 'Seed'

WTUE/Dayton, OH *
 PD: Mark Thompson
 AP/MD: John Beaulieu
 LEWIS WURST 'Outside'
 ACDC 'Sak'

KLAQ/EI Paso, TX *
 PD: 'Blacks' Lita Ramsey
 AP/MD: Glenn Garza
 DUST FOR LIFE 'Seed'
 TAPROOT 'T'

WPHD/Elmira-Corning, NY
 GRND: George Harris
 RAMMSTEIN 'Liners'
 DUST FOR LIFE 'Seed'
 SYSTEMATIC 'End'

WRKT/Erie, PA
 VP/Prog: Ron Klime
 MD: Sammy Stone
 AP/MD: Crumer
 OLEANS 'An'
 BLENDER 'An'
 BLACKBERRY 'Ridin'

WKXE/Ft. Wayne, IN
 PD/MD: Doc West
 2 RAMMSTEIN 'Liners'
 GODSACK 'Greed'
 LIVING END 'Top'
 MARK SELBY 'Mercury'
 COLD 'On'
 MONSTER MAGNET 'Heads'

KLBJ/Houston, TX *
 Dir/MD: Jim Trapp
 MD: Steve Fazz
 2 ACDC 'Sak'

WRTT/Huntsville, AL
 OM: Herb Harbin
 PD: Jimbo Wood
 MD: Neal
 GARY MOORE 'Enough'
 WALLFLOWERS 'Liners'

WSTZ/Jackson, MS *
 PD/MD: Kevin Keith
 (RED) PLANE EARTH 'Ming'
 LIVING END 'Top'
 RAMMSTEIN 'Liners'
 SYSTEMATIC 'End'

WRKR/Kalamazoo, MI
 PD/MD: Brian Hayes
 SPINCHOG 'Luv'

KOMP/Las Vegas, NV *
 PD: John Griffin
 MD: Big Marty
 No Adds

WRQL/Lawson-Fayette, KY *
 PD/MD: Dennis Gillon
 GODSACK 'Greed'

WTFX/Louisville, KY *
 OM: Steven Lee
 MD: Brian Price
 1 MONSTER MAGNET 'Heads'
 AUNT FLOSSE 'You'
 RAGE AGAINST 'Cunt'
 RAMMSTEIN 'Liners'
 SYSTEMATIC 'End'

WOBZ/Macon, GA
 PD: Chris Pylar
 MD: Bobbie Booth
 SPINCHOG 'Luv'

KFRQ/McKen, TX *
 PD: Alan Dezan
 MD: Keith West
 WALLFLOWERS 'Liners'
 DUST FOR LIFE 'Seed'
 MARK SELBY 'Mercury'
 BLUEWYNE 'Dig'
 RAMMSTEIN 'Liners'

WLUM/Milwaukee, WI *
 PD/MD: Randy Hunsler
 WALLFLOWERS 'Liners'
 RAMMSTEIN 'Liners'
 SYSTEMATIC 'End'

WCLG/Morgantown, WV
 PD: Jeff Miller
 MD: Dave Hardsick
 GODSACK 'Greed'
 MARILYN MANSON 'Fight'

WHDH/Morrisstown, NJ
 PD/MD: Terri Carr
 3 SKRAPE 'Wade'
 WALLFLOWERS 'Liners'
 RAMMSTEIN 'Liners'

WBAB/Nassau-Suffolk, NY *
 PD: Ted Edwards
 APD: Ralph Tortora
 MD: John Parize
 6 AEROSMITH 'Top'
 3 AEROSMITH 'Sunshine'
 3 AEROSMITH 'Push'

WFLR/New Haven, CT *
 No Adds

KFZX/Odessa-Midland, TX
 PD: Steve Orscoat
 MD: Dru Dawson
 RAMMSTEIN 'Liners'
 CLUTCH 'Pure'
 DUST FOR LIFE 'Seed'
 GARY MOORE 'Enough'
 SYSTEMATIC 'End'
 GOODHEAD 'Reckoning'

KAIT/Oklahoma City, OK *
 OM: Chris Baker
 MD: John Daniels
 2 SKRAPE 'Wade'
 1 TOADIES 'Hand'

KEZO/Omaha, NE *
 PD/MD: Bruce Patrick
 1 JOURNEY 'Higher'
 ACDC 'Sak'

KCLB/Palm Springs, CA
 PD/MD: Tiah Lacy
 CLUTCH 'Pure'
 EVERCLEAR 'Depth'
 MONSTER MAGNET 'Heads'
 RYBANGER 'Causty'
 DUST FOR LIFE 'Seed'
 RAMMSTEIN 'Liners'

WGLO/Peoria, IL
 OM: B.J. Stone
 AP/MD: Tim Ylstra
 RUEL 'Innocent'
 LEWIS WURST 'Outside'
 BLENDER 'An'
 SPINCHOG 'Luv'

WWCT/Peoria, IL
 PD: Jamie Markley
 MD: Debbie Hunter
 RAMMSTEIN 'Liners'
 SYSTEMATIC 'End'

WRMR/Philadelphia, PA *
 PD: Sam Williams
 AP/MD: Ken Zepeto
 EVERCLEAR 'Depth'
 WALLFLOWERS 'Liners'

WVVE/Pittsburgh, PA *
 OM: John Muschillo
 MD: Val Porter
 VAN ZANT 'Get'

WHBS/Portsmouth, NH *
 PD: Russ Matto
 AP/MD: Kat Nagelsky
 19 ERIC CLAPTON 'Superman'
 EVERCLEAR 'Depth'

WVLY/Providence, RI *
 PD: Joe Sordani
 APD: Brian Price
 MD: John Laurent
 No Adds

WBBB/Raleigh-Durham, NC *
 OM: Andy Meyer
 No Adds

WRDL/Richmond, VA *
 PD/MD: John Lassman
 1 INCLUS 'Dns'
 RUEL 'Innocent'
 MONSTER MAGNET 'Heads'

KCAL/Riverside, CA *
 PD: Steve Hoffman
 MD: M.J. Matthews
 2 GODSACK 'Greed'

WRDM/Rose-Lynchburg, VA *
 OM: Buzz Conway
 MD: Matt Krumm
 No Adds

WCMF/Rochester, NY *
 PD: John McCree
 MD: Dave Kane
 WALLFLOWERS 'Liners'
 SYSTEMATIC 'End'
 EVERCLEAR 'Depth'
 RAMMSTEIN 'Liners'

WJMO/Rockford, IL
 PD/MD: Jim Stone
 RYBANGER 'Causty'

WKQZ/Saginaw, MI *
 OM: Jack Lawson
 AP/MD: Russ Scott James
 10 GODSACK 'Greed'
 ERIC CLAPTON 'Superman'

KBKR/Salt Lake City, UT *
 OM: Bruce Jones
 PD: Kelly Hammer
 AP/MD: Helen Powers
 SYSTEMATIC 'End'
 DCC 'Dab'

KSJO/San Francisco, CA *
 OM: Keith Cunningham
 MD: Sarah Burg
 3 SYSTEMATIC 'End'
 SALVA 'Dance'

KZDZ/San Luis Obispo, CA
 PD: Todd Martin
 AP/MD: Joe Ahlino
 15 ACDC 'Sak'
 LIVING END 'Top'

KOFX/Santa Rosa, CA *
 PD: Dan Herndon
 MD: Howard Friele
 1 SUCIDA TENDENCIAS 'Fred'
 1 RAMMSTEIN 'Liners'
 SYSTEMATIC 'End'
 DUST FOR LIFE 'Seed'
 CLUTCH 'Pure'

KISW/Seattle-Tacoma, WA *
 AP/MD: Cathy Fiedler
 No Adds

KTUX/Shreveport, LA *
 PD/MD: Paul Corvill
 5 BLUE OCTOBER 'Breakfast'
 4 SYSTEMATIC 'End'
 DUST FOR LIFE 'Seed'

KXUS/Springfield, MO
 PD: Michelle Matthews
 MD: Mark McClain
 BLENDER 'An'

WAQX/Syracuse, NY *
 PD: Bob O'Dell
 APD: Dave Friele
 ACDC 'Sak'
 DUST FOR LIFE 'Seed'

WOT/Toledo, OH *
 PD/MD: Don Davis
 3 AEROSMITH 'Outs'
 AEROSMITH 'Sunshine'

WKLT/Traverse City, MI
 PD/MD: Terri Ray
 WALLFLOWERS 'Liners'
 DUST FOR LIFE 'Seed'
 DCC 'Dab'
 BOLER ROOM 'Agan'
 RYBANGER 'Causty'
 RAMMSTEIN 'Liners'

KLTX/Tucson, AZ *
 OM: Larry Miller
 PD: James Hunter
 MD: Corey Stone
 ACDC 'Sak'
 SYSTEMATIC 'End'
 WALLFLOWERS 'Liners'

KROD/Tulsa, OK *
 PD/MD: Rob Hart
 No Adds

WMZX/Wausau, WI
 PD/MD: Nick Summers
 GODSACK 'Greed'
 RYBANGER 'Causty'
 RAMMSTEIN 'Liners'
 SYSTEMATIC 'End'

WXBE/Wilkes Barre, PA *
 PD: Chris Lloyd
 MD: Dave Sparto
 1 SPINCHOG 'Luv'
 EVERCLEAR 'Depth'

WRWR/Wilmington, NC
 OM: John Stevens
 AP/MD: Gregg Stapp
 MONSTER MAGNET 'Heads'

KATZ/Yakima, WA
 PD/MD: Ron Harris
 MONSTER MAGNET 'Heads'
 ERIC CLAPTON 'Superman'
 EVERCLEAR 'Depth'
 SYSTEMATIC 'End'
 RAMMSTEIN 'Liners'

WNCO/Youngstown-Warren, OH *
 PD: Chris Patrick
 MD: Don Nordette
 CLUTCH 'Pure'
 DUST FOR LIFE 'Seed'
 SALVA 'Dance'
 SYSTEMATIC 'End'
 WALLFLOWERS 'Liners'

WQBK/Albany, NY *
 PD/MD: Dave Hill
 27 COLLECTIVE SOUL 'Vert'
 20 SYSTEM OF A DOWNS 'Meat'
 10 AUNT FLOSSE 'You'
 9 SUPERMODEL 'Dink'
 DUST FOR LIFE 'Seed'
 RAMMSTEIN 'Liners'
 TRAIN 'Drops'
 SYSTEMATIC 'End'

KZRR/Amarillo, TX
 PD: Eric Blayser
 AP/MD: J. Curry
 SYSTEMATIC 'End'

WWWX-WXWX/Appleton-Green Bay, WI
 PD: Keith Huotari
 MD: AJ
 9 MONSTER MAGNET 'Heads'
 NOMPONT 'What'
 SPINCHOG 'Luv'

WCHZ/Augusta, GA *
 OM: Harley Drew
 AP/MD: Chuck Williams
 RAMMSTEIN 'Liners'
 ONLY 'Option'

KRAB/Bakersfield, CA *
 OM: Chris Sauer
 PD/MD: Danny Sparks
 No Adds

WYY/Baltimore, MD *
 AP/MD: Rob Heckman
 SPINCHOG 'Luv'

WCPR/Biloxi-Gulfport, MS
 PD: Wayne Watkins
 AP/MD: Scott Fox
 DUST FOR LIFE 'Seed'
 SYSTEMATIC 'End'
 RAMMSTEIN 'Liners'
 BARE JR. 'Brain'

WRLR/Birmingham, AL *
 PD: Brady
 AP/MD: Dave Clapper
 SYSTEMATIC 'End'

WAAF/Boston, MA *
 PD: Dave Douglas
 MD: John O'Connell
 No Adds

WIRC/Charlotte, NC *
 PD: Ron Brown
 MD: Anthony Michaels
 BLACKBERRY 'Ridin'
 AUNT FLOSSE 'You'
 VAN ZANT 'Get'

WRXR/Chattanooga, TN *
 PD: Scott Hamilton
 MD: Jill Jackson
 8 GODSACK 'Greed'
 2 LIVING END 'Top'
 BLUEWYNE 'Dig'
 DUST FOR LIFE 'Seed'

KFMF/Chicago, CA
 PD: Marty Griffin
 MD: Tim Buc Stone
 SYSTEMATIC 'End'
 DUST FOR LIFE 'Seed'
 RAMMSTEIN 'Liners'
 CLUTCH 'Pure'

KLD/Colorado Springs, CO *
 PD: Ross Ford
 APD: Matt Stanley
 MD: Hil Jordan
 2 SYSTEMATIC 'End'

WAZU/Columbus, OH *
 OM: Charley Latta
 PD/MD: Joe Penstam
 SYSTEMATIC 'End'

WBZX/Columbus, OH *
 PD: Neil Fish
 APD: Robert Hunter
 1 SYSTEMATIC 'End'
 COLD 'On'
 TAPROOT 'T'

KEGL/Dallas-Ft. Worth, TX *
 PD: Greg Stevens
 APD: Chris Rye
 MD: Cindy Scott
 3 RUEL 'Innocent'
 SYSTEMATIC 'End'

KBPI/Denver-Boulder, CO *
 PD: Bob Richards
 AP/MD: Willie G.
 No Adds

KAZR/Des Moines, IA *
 PD: Sean Elliott
 AP/MD: Paul Oshard
 9 RUEL 'Innocent'
 1 RAMMSTEIN 'Liners'
 1 BLUEWYNE 'Dig'
 SYSTEMATIC 'End'
 DUST FOR LIFE 'Seed'
 LIVING END 'Top'

KFNU/Lubbock, TX
 OM: Wes Newman
 GODSACK 'Greed'
 GARY MOORE 'Enough'
 SYSTEMATIC 'End'
 RAMMSTEIN 'Liners'

WRIF/Detroit, MI *
 OM: Doug Podell
 AP/MD: Troy Hansen
 9 ACDC 'Sak'
 6 AEROSMITH 'Push'
 1 EVERCLEAR 'Depth'
 SYSTEMATIC 'End'
 FACTORY 61 'Haru'

WGDF/Evansville, IN
 OM: Mike Sanders
 PD: Turner Watson
 MD: Falvey
 ACDC 'Sak'
 GODSACK 'Greed'

WRCO/Fayetteville, NC *
 PD/MD: Sydney Scott
 3 SYSTEMATIC 'End'

WWBN/Flint, MI *
 PD: Brian Beddow
 MD: Chris Walter
 RAMMSTEIN 'Liners'

KRZR/Fresno, CA *
 OM: E. Curtis Johnson
 DUST FOR LIFE 'Seed'
 SYSTEMATIC 'End'

WBVR/Ft. Wayne, IN *
 OM: Jim Fox
 MD: Sherman Norris
 1 MONSTER MAGNET 'Heads'
 1 RAMMSTEIN 'Liners'
 SYSTEMATIC 'End'
 DUST FOR LIFE 'Seed'

WRAT/Hammouth-Ocean, NJ *
 PD: Carl Craft
 AP/MD: Robyn Lane
 1 TOADIES 'Hand'
 SYSTEMATIC 'End'

WRUF/Gainesville-Ocala, FL *
 OM: Kenny West
 MD: Ryan North
 1 SYSTEMATIC 'End'
 GODSACK 'Greed'
 BLUEWYNE 'Dig'

WKLO/Grand Rapids, MI *
 OM: Tony Gales
 AP/MD: Mark Faurie
 1 SPINSHANK 'New'
 OUR LADY PEACE 'Luv'

WXOR/Grand Rapids, MI *
 PD: David Myers
 SYSTEMATIC 'End'

WVPL/Nashville, TN
 PD/MD: Derek Myers
 SYSTEMATIC 'End'
 COLD 'On'
 SPINSHANK 'New'

WNOR/Norfolk, VA *
 PD: Harvey Kopan
 AP/MD: Tim Parker
 DUST FOR LIFE 'Seed'

KROC/Omaha, NE *
 PD: Tim Sheridan
 MD: Jon Terry
 No Adds

WJRR/Orlando, FL *
 PD/MD: Pat Lynch
 2 ACDC 'Sak'
 DUST FOR LIFE 'Seed'
 RYBANGER 'Causty'

WCCC/Hartford, CT *
 PD: Michael Proulx
 AP/MD: Mike Karoly
 1 SYSTEMATIC 'End'

WANK/Huntington, WV
 In-House PD/MD: Robin White
 2 SALVA 'Dance'
 1 SYSTEMATIC 'End'
 RAMMSTEIN 'Liners'

KORC/Kansas City, MO *
 PD: Vince Richards
 AP/MD: Don Jarman
 1 RAMMSTEIN 'Liners'
 SYSTEMATIC 'End'

KLFX/Killeen-Temple, TX
 PD/MD: Bob Fonda
 RYBANGER 'Causty'
 DUST FOR LIFE 'Seed'
 MARILYN MANSON 'Fight'
 SYSTEMATIC 'End'
 BOLER ROOM 'Agan'
 GODSACK 'Greed'

WJQX/Lansing, MI *
 OM: Bob Olson
 MD: Kevin Conrad
 1 SYSTEMATIC 'End'
 PAPA ROACH 'Betwixt'

KBRZ/Lincoln, NE
 PD: E.J. Marshall
 Co-MD: Sparty
 Co-MD: Samantha Knight
 SYSTEMATIC 'End'
 RAMMSTEIN 'Liners'

KRZL/Des Moines, IA *
 PD: John Rife
 MD: R.J. Davis
 GODSACK 'Greed'

*=Mediabase 24/7 monitored

68 Total Reporters
 68 Current Reporters
 67 Current Playlists

Reported Frozen Playlist (1):
 WGIR/Manchester, NH

R&R Active Rock Top 50

March 9, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	A. LEWIS OF STAIN'D W/F. DURST Outside (Flawless/Geffen/Interscope)	2092	-2	166864	16	66/0
2	2	LINKIN PARK One Step Closer (Warner Bros.)	1991	-47	157327	26	68/0
4	3	TANTRIC Breakdown (Maverick)	1800	+80	129170	10	67/0
3	4	GODSMACK Awake (Republic/Universal)	1784	-129	157436	21	65/0
5	5	3 DOORS DOWN Duck And Run (Republic/Universal)	1582	+88	111446	12	64/0
6	6	INCUBUS Drive (Immortal/Epic)	1334	-67	91916	14	62/0
9	7	LIFEHOUSE Hanging By A Moment (DreamWorks)	1303	+43	78422	18	52/1
7	8	DISTURBED Voices (Giant/Reprise)	1293	+16	97243	14	68/0
10	9	OLEANDER Are You There? (Republic/Universal)	1246	+87	85118	5	67/0
12	10	UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	1194	+81	88520	11	65/0
8	11	AEROSMITH Jaded (Columbia)	1173	-100	85733	8	55/0
13	12	A PERFECT CIRCLE The Hollow (Virgin)	1163	+63	79520	6	67/0
14	13	FUEL Innocent (Epic)	1155	+56	69946	7	64/3
16	14	LIMP BIZKIT My Way (Flip/Interscope)	1065	+141	74491	4	62/0
18	15	BUCKCHERRY Ridin' (DreamWorks)	1020	+129	74306	5	63/1
15	16	FUEL Hemorrhage (In My Hands) (Epic)	961	-56	80059	28	54/1
19	17	CRAZY TOWN Butterfly (Columbia)	890	+45	57802	10	44/0
22	18	PAPA ROACH Between Angels And Insects (DreamWorks)	854	+129	56176	5	61/1
21	19	OFFSPRING Want You Bad (Columbia)	809	+20	58865	7	50/0
11	20	STRAIT UP F/LAJON OF SEVENDUST Angel's Son (Immortal/Virgin)	792	-349	49122	19	48/0
23	21	COLD No One (Flip/Geffen/Interscope)	788	+83	56616	6	61/2
24	22	SALIVA Your Disease (Island/IDJMG)	785	+143	56221	4	65/1
25	23	SKRAPE Waste (RCA)	661	+44	47224	8	62/1
BREAKER	24	NONPOINT What A Day (MCA)	602	+73	51286	7	54/1
27	25	SPINESHANK New Disease (Roadrunner)	597	+6	41628	7	57/3
28	26	DEFTONES Digital Bath (Maverick)	587	-2	43108	7	50/0
29	27	NOTHINGFACE Bleeder (TVT)	557	+23	39189	8	53/0
26	28	RAGE AGAINST THE MACHINE Renegades Of Funk (Epic)	546	-53	46128	15	37/0
35	29	MONSTER MAGNET Heads Explode (A&M/Interscope)	471	+170	38370	2	47/4
33	30	SPACEHOG I Want To Live (Artemis)	430	+111	31524	3	44/3
32	31	ORGY Opticon (Elementree/Reprise)	391	+34	25173	4	38/1
34	32	RAGE AGAINST THE MACHINE How I Could Just Kill A Man (Epic)	369	+63	24971	3	34/0
36	33	(HED) PLANET EARTH Killing Time (Volcano/Jive)	294	+5	19077	5	33/0
37	34	DAVE MATTHEWS BAND I Did It (RCA)	293	0	12014	8	18/0
40	35	TAPROOT I (Velvet Hammer/Antastic)	284	+21	19322	4	34/2
31	36	COLLECTIVE SOUL Vent (Atlantic)	269	-99	12102	7	22/1
DEBUT	37	GODSMACK Greed (Republic/Universal)	238	+138	27198	1	29/8
36	38	MATTHEW GOOD BAND Hello Time Bomb (Atlantic)	233	-67	10870	10	21/0
48	39	MUDVAYNE Dig (No Name/Epic)	205	+62	18886	2	28/7
46	40	OUR LADY PEACE Life (Columbia)	199	+13	11000	3	16/1
45	41	ALIEN ANT FARM Movies (DreamWorks)	184	-2	12611	4	18/0
43	42	U2 Walk On (Interscope)	183	-38	18989	7	17/0
44	43	SLAVES ON DOPE Inches From The Mainline (Divine/Priority)	167	-24	10065	4	23/0
41	44	NICKELBACK Old Enough (Roadrunner)	167	-96	16127	10	14/0
DEBUT	45	MARILYN MANSON Fight Song (Nothing/Interscope)	160	+95	11500	1	23/4
39	46	DIFFUSER Karma (Hollywood)	155	-110	9292	17	15/0
42	47	GREEN DAY Warning (Reprise)	151	-75	8445	11	11/0
DEBUT	48	COC Diablo Blvd. (Sanctuary/SRG)	146	+26	10947	1	15/0
DEBUT	49	FLYBANGER Cavalry (Columbia)	134	+111	9699	1	20/2
DEBUT	50	DOWNER Last Time (Roadrunner)	133	+49	7868	1	17/1

Most Added

ARTIST TITLE LABEL(S)	ADDS
SYSTEMATIC Beginning... (Music Company/Elektra/EEG)	42
RAMMSTEIN Links 2 3 4 (Republic/Universal)	23
DUST FOR LIFE Seed (Wind-up)	15
GODSMACK Greed (Republic/Universal)	8
MUDVAYNE Dig (No Name/Epic)	7
AC/DC Safe In New York City (EastWest/EEG)	6
CLUTCH Pure Rock Fury (Atlantic)	6
MONSTER MAGNET Heads Explode (A&M/Interscope)	4
MARILYN MANSON Fight Song (Nothing/Interscope)	4
FUEL Innocent (Epic)	3
SPINESHANK New Disease (Roadrunner)	3
SPACEHOG I Want To Live (Artemis)	3
AUNT FLOSSIE For You For Me (Crown)	3
LIVING END Roll On (Reprise)	3

EVERCLEAR

"Out Of My Depth"

New This Week:
WMMR, WRIF, WLZR
Touring with Matchbox 20



Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MONSTER MAGNET Heads Explode (A&M/Interscope)	+170
SALIVA Your Disease (Island/IDJMG)	+143
LIMP BIZKIT My Way (Flip/Interscope)	+141
GODSMACK Greed (Republic/Universal)	+138
BUCKCHERRY Ridin' (DreamWorks)	+129
PAPA ROACH Between Angels And Insects (DreamWorks)	+129
SPACEHOG I Want To Live (Artemis)	+111
FLYBANGER Cavalry (Columbia)	+111
MARILYN MANSON Fight Song (Nothing/Interscope)	+95
3 DOORS DOWN Duck And Run (Republic/Universal)	+88

Breakers.

NONPOINT
What A Day (MCA)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
602/73	54/1	24



68 Active Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 2/25-Saturday 3/3. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 600 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

BEGINNING OF THE END

...SOMEWHERE IN BETWEEN

ON TOUR WITH GODSMACK AND STAIN'D

ALBUM IN STORES MAY 22

SYSTEMATIC

#1 MOST ADDED!

Including: KRXQ KUPD WJRR WZTA KEGL KISS
KQRC KSJO WLZR KUFO WRIF WXTB
KXXR WBZX KILO WCCC WJJO WMM

PRODUCED BY PETER COLLIER FOR J...
MANAGEMENT

Breakers Top 30

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS TW	LW	TOTAL STATIONS ADDS
1	1	A. LEWIS W/F. DURST Outside(Flawless/Geffen/Interscope)	1601	1596	47/0
2	2	LINKIN PARK One Step Closer(Warner Bros.)	1552	1590	49/0
3	3	CRAZY TOWN Butterfly(Columbia)	1232	1264	44/0
5	4	INCUBUS Drive(Immortal/Epic)	1173	1148	47/0
4	5	GOOSMACK Awake(Republic/Universal)	1163	1242	46/0
6	6	LIMP BIZKIT My Way(Flip/Interscope)	914	830	47/0
9	7	DISTURBED Voices(Giant/Reprise)	866	799	46/0
14	8	TANTRIC Breakdown(Maverick)	863	731	42/1
7	9	FUEL Innocent(Epic)	814	820	45/0
11	10	FUEL Hemorrhage (In My Hands)(Epic)	810	778	46/0
13	11	OLEANDER Are You There?(Republic/Universal)	793	739	47/1
12	12	LIFEHOUSE Hanging By A Moment(DreamWorks)	782	767	35/1
10	13	A PERFECT CIRCLE The Hollow(Virgin)	774	787	46/1
15	14	3 DOORS DOWN Duck And Run(Republic/Universal)	773	713	39/0
8	15	RAGE AGAINST THE MACHINE Renegades Of Funk(Epic)	748	805	41/0
16	16	MOBY F/GWEN STEFANI Southside(V2)	669	696	22/0
19	17	COLD No One(Flip/Geffen/Interscope)	608	583	43/1
21	18	COLOPLAY Yellow(Netwerk/Capitol)	565	570	25/0
20	19	DEFTONES Digital Bath(Maverick)	551	577	37/0
23	20	UNION UNDERGROUND Killing The Fly(Portrait/Columbia)	549	548	39/0
25	21	SALIVA Your Disease(Island/IDJMG)	532	447	42/0
18	22	OFFSPRING Want You Bad(Columbia)	531	624	36/0
26	23	PAPA ROACH Between Angels And Insects(DreamWorks)	515	439	42/1
24	24	DAVE MATTHEWS BAND I Did It(RCA)	502	495	26/0
27	25	ORGY Opticon(Elementree/Reprise)	463	436	40/1
—	26	AMERICAN HI-FI Flavor Of The Weak(Island/IDJMG)	415	298	23/1
—	27	NEW FOUND GLORY Hit Or Miss... (Drive-Thru/MCA)	414	354	24/0
—	28	NONPOINT What A Day(MCA)	362	335	29/3
29	29	ALIEN ANT FARM Movies(DreamWorks)	358	364	25/0
—	30	BUCKCHERRY Ridin'(DreamWorks)	348	320	29/0



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. 50 Breakers reporters. Songs ranked by total plays for the airplay week Sunday 2/25-Saturday 3/3. © 2001, R&R Inc.

Contributing Stations

WQBK/Albany, NY	KTBY/Houston-Galveston	KUFD/Portland, OR
KTEG/Albuquerque	WRZX/Indianapolis	WBRU/Providence
WNNX/Atlanta	WNFZ/Knoxville	KRXQ/Sacramento
KROX/Austin	KXTE/Las Vegas	KXRX/Salt Lake City
WRAX/Birmingham	KROQ/Los Angeles	KISS/San Antonio
WRLR/Birmingham	WJJO/Madison	KITS/San Francisco
WAAF/Boston	WMFS/Memphis	KNDD/Seattle
WBCN/Boston	WZTA/Miami	KFNK/Seattle
WKQX/Chicago	KXXR/Minneapolis	KPNT/St. Louis
KILO/Colorado Springs	KKNO/New Orleans	WXTB/Tampa
WBZX/Columbus, OH	WXRK/New York	KFMA/Tucson
KDGE/Dallas	WNOR/Norfolk	KMYZ/Tulsa
KBPI/Denver	WJRR/Oriando	KRTQ/Tulsa
WKLO/Grand Rapids	WYSP/Philadelphia	WHFS/Washington, DC
WTPT/Greenville, SC	KEOJ/Phoenix	WWDC/Washington, DC
WQXA/Harrisburg	KUPD/Phoenix	KICT/Wichita
WCCC/Hartford	WXDX/Pittsburgh	

Most Played Recurrents

- 3 DOORS DOWN Loser (Republic/Universal)
- PAPA ROACH Last Resort (DreamWorks)
- LIMP BIZKIT Rollin' (Flip/Interscope)
- DISTURBED Stupify (Giant/Reprise)
- PRIMUS W/OZZY N.I.B. (Divine/Priority)
- A PERFECT CIRCLE Judith (Virgin)
- INCUBUS Pardon Me (Immortal/Epic)
- METALLICA I Disappear (Hollywood)
- 3 DOORS DOWN Kryptonite (Republic/Universal)
- CREED Are You Ready (Wind-up)

TUNED-IN ACTIVE ROCK

R&R/MEDIABASE 24/7

WYSP/Philadelphia

11am

LIVING COLOUR Cult Of Personality
SOUNDGARDEN The Day I Tried To Live
LINKIN PARK One Step Closer
GUNS N' ROSES Live And Let Die
U2 Beautiful Day
JIMI HENDRIX All Along The Watchtower
RED HOT CHILI PEPPERS Otherside
AC/DC For Those About To Rock...
NIRVANA Smells Like Teen Spirit
FUEL Innocent
PINK FLOYD Mother
OFFSPRING Gone Away
PRIMUS w/OZZY N.I.B.
3 DOORS DOWN Loser

4pm

VAN HALEN Runnin' With The Devil
JANE'S ADDICTION Been Caught Stealing
A PERFECT CIRCLE Judith
RED HOT CHILI PEPPERS Soul To Squeeze
CREED With Arms Wide Open
AC/DC Back In Black
AARON LEWIS & FRED DURST Outside
GREEN DAY Basket Case
STONE TEMPLE PILOTS No Way Out
OZZY OSBOURNE Mr. Crowley
BUCKCHERRY Ridin'
PEARL JAM Daughter
KID ROCK Bawitdaba

8pm

KORN Make Me Bad
CANDLEBOX Far Behind
GUNS N' ROSES Welcome To The Jungle
A PERFECT CIRCLE Judith
OFFSPRING Want You Bad
METALLICA Hero Of The Day
AARON LEWIS & FRED DURST Outside
BUSH Machinehead
FOO FIGHTERS Learn To Fly
LEO ZEPPELIN Good Times Bad Times
AEROSMITH Jaded



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 2/26. © 2001, R&R Inc.

ROCK 102.3

KRTQ/Tulsa

11am

METALLICA Wherever I May Roam
BILLY IDOL White Wedding
LIMP BIZKIT Re-Arranged
STONE TEMPLE PILOTS Wicked Garden
OZZY OSBOURNE Shot In The Dark
3 DOORS DOWN Duck And Run
GUNS N' ROSES Knockin' On Heaven's Door
AC/DC Thunderstruck
OLEANDER I Walk Alone
BUSH Glycerine
MOTLEY CRUE Shout At The Devil
DISTURBED Stupify

4pm

PANTERA This Love
MOTLEY CRUE Girls, Girls, Girls
FUEL Hemorrhage (In My Hands)
DEF LEPPARD Rock Of Ages
RAGE AGAINST THE MACHINE Renegades Of...
GRAVITY KILLS Guilty
AC/DC Who Made Who
FAITH NO MORE Epic
ROB ZOMBIE Living Dead Girl
OFFSPRING Gotta Get Away
GUNS N' ROSES Mr. Brownstone
DISTURBED Voices

8pm

ALICE IN CHAINS Don't Follow
GOOSMACK Awake
PANTERA Walk
OZZY OSBOURNE Bark At The Moon
SOUNDGARDEN Outshined
QUIET RIDT Bang Your Head (Metal Health)
LEO ZEPPELIN When The Levee Breaks
UNION UNDERGROUND Killing The Fly
AC/DC Rock & Roll Ain't Noise...
SALIVA Your Disease
WHITE ZOMBIE Electric Head P2 (The Ecstasy)

New & Active

BOILER ROOM Do It Again (Tommy Boy) Total Plays: 126, Total Stations: 15, Adds: 1	EVERCLEAR Out Of My Depth (Capitol) Total Plays: 74, Total Stations: 10, Adds: 2
AT THE DRIVE-IN One Armed... (Grand Royal/Virgin) Total Plays: 107, Total Stations: 14, Adds: 0	TRAIN Drops Of Jupiter (Tell Me) (Columbia) Total Plays: 70, Total Stations: 7, Adds: 1
AUNT FLOSSIE For You For Me (Crown) Total Plays: 95, Total Stations: 12, Adds: 3	LIVING END Roll On (Reprise) Total Plays: 52, Total Stations: 11, Adds: 3
SYSTEM OF A DOWN Metro (DVG/Columbia) Total Plays: 89, Total Stations: 9, Adds: 1	RAMMSTEIN Links 2 3 4 (Republic/Universal) Total Plays: 30, Total Stations: 23, Adds: 23
SYSTEMATIC Beginning... (Music Company/Elektra/EEG) Total Plays: 81, Total Stations: 48, Adds: 42	DUST FOR LIFE Seed (Wind-up) Total Plays: 27, Total Stations: 18, Adds: 15

Songs ranked by total plays

ACTIVE ROCK

Going For Adds 3/13/01

AC/DC Safe In New York City (Elektra/EEG)
GOOSMACK Greed (Republic/Universal)
SIXTY WATT SHAMAN Roll The Stone (Spitfire)

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Active Rock Playlists

FIND COMPLETE PLAYLISTS FOR ALL ACTIVE ROCK REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #5

WYSP/Philadelphia

Infinity
Clear Channel
(215) 625-9460
Mistry/Palumbo
12+ Cume \$55,000

PLAYS	ARTIST/TITLE	GI (000)
LW 35	3 DOORS DOWN/Duck And Run	16586
34	LEWIS WUDURST/Outside	15674
31	GOODSAM/Alive	14752
33	LINXIN PARK/One Step Closer	14752
25	ISLE OF DOGS/Finics	11525
35	PRIMALS WOZZY/I.B.	11525
14	AEROSMITH/Justified	10603
32	METALLICA/Deception	8759
10	INCUBUS/Drive	8298
16	PAPA ROACH/Broken Home	8298
17	EVERCLEAR/Out Of My Depth	7837
17	TANTRIC/Breakdown	7837
16	3 DOORS DOWN/Duck And Run	7837
17	BUCKCHERRY/Ridin'	7837
15	STRAT UP FLAJOLIN_/Angel's Son	7376
15	KORNA/Make Me Bad	7376
14	LIFEHOUSE/Hanging By A Moment	5532
8	RED HOT CHILI.../Otherside	5071
11	STONE TEMPLE PILOTS/Down	5071
10	3 DOORS DOWN/Kyptonite	4610
10	DEFONES/Digital Bath	4610
7	OFFSPRING/What You Do	4149
7	DEFONES/Digital Bath	4149
8	MONSTER M/MAGNET/Heads Explode	4149
8	PAPA ROACH/Last Resort	4149
1	PEARL JAM/Whipping As It Seems	4149

MARKET #6

NEGL/Dallas-Ft. Worth

Clear Channel
(972) 991-1029
Stavens/Ryan/Scott
12+ Cume \$29,508

PLAYS	ARTIST/TITLE	GI (000)
LW 33	3 DOORS DOWN/Duck And Run	7832
24	PAPA ROACH/Last Resort	7329
38	LEWIS WUDURST/Outside	6930
26	DISTURBED/Stuiply	6930
25	A PERFECT CIRCLE/Judith	5775
23	INCUBUS/Pardon Me	5544
19	24 3 DOORS DOWN/Kyptonite	5544
33	METALLICA/Disappearing	5544
21	PRIMALS WOZZY/I.B.	5544
25	STANDARD/Audyssey	5082
17	GOODSAM/Know How I Feel	5082
21	CREEED/Higher	4851
15	20 OLEANDER/Are You There?	4329
21	3 DOORS DOWN/Loser	4289
10	GOODSAM/Whisper	4389
19	METALLICA/Through The Fire	4389
18	LIFEHOUSE/Hanging By A Moment	4158
13	LIMP BIZKIT/Rollin'	3656
12	GOODSAM/Voodoo	3656
15	LINXIN PARK/One Step Closer	3656
12	SPICE 103/We're Back	3656
17	FUEL/Hemorrhage	3465
9	14 RAGE AGAINST.../Renegades Of Funk	3234
8	3 DOORS DOWN/Duck And Run	3023
10	TOLUENE/Splash The Hand	3023
17	RAGE AGAINST.../Renegades Of Funk	2772
20	TANTRIC/Breakdown	2772
8	PAPA ROACH/Between Angles...	2310
8	BUCKCHERRY/Ridin'	2310
14	A PERFECT CIRCLE/The Hollow	2310

MARKET #7

WRIF/Detroit

Greater Media
(248) 547-0170
Podolski/Hanson
12+ Cume \$78,288

PLAYS	ARTIST/TITLE	GI (000)
LW 27	FUEL/Hemorrhage	9515
26	3 DOORS DOWN/Loser	9150
26	GOODSAM/Alive	9150
22	22 AEROSMITH/Justified	8052
17	TANTRIC/Breakdown	7696
20	BUCKCHERRY/Ridin'	7200
17	CREEED/Riders On The Storm	6222
14	16 LEWIS WUDURST/Outside	5856
16	3 DOORS DOWN/Duck And Run	4754
9	22 GOODSAM/Greatest	4392
11	LINXIN PARK/One Step Closer	4392
11	12 A PERFECT CIRCLE/The Hollow	4392
11	SPACEHOG/Want To Live	4026
11	DISTURBED/Insanity	4026
11	LIMP BIZKIT/Rollin' Way	4026
11	CLEANDER/Are You There?	4026
1	10 L2/Beautiful Day	3660
11	PAPA ROACH/Between Angles...	3660
11	SPINESHANK/New Disease	3660
8	AC/DC/Back In Black	3294
9	STRAT UP FLAJOLIN_/Angel's Son	3294
3	PAPA ROACH/Last Resort	2928
7	INCUBUS/Drive	2928
10	GEDDY LEE/Grace To Go	2196
14	BOLE R ROOM/Do It Again	2196
10	NICKELBACK/Old Enough	2196
5	3 DOORS DOWN/Kyptonite	1830
3	AC/DC/Sat Up Lip	1830
4	KID ROCK/American Bad Ass	1830

MARKET #8

WAAF/Boston

Entercom
(617) 236-1073
Douglas/Ostendar
12+ Cume \$12,400

PLAYS	ARTIST/TITLE	GI (000)
LW 42	LINXIN PARK/One Step Closer	13608
35	RAGE AGAINST.../Renegades Of Funk	11968
37	LEWIS WUDURST/Outside	11968
36	GOODSAM/Alive	11664
40	INCUBUS/Drive	11340
30	TOLUENE/Splash The Hand	10044
31	3 DOORS DOWN/Duck And Run	9720
34	DISTURBED/Insanity	9720
34	NONPOINT/What A Day	9720
23	PAPA ROACH/Last Resort	7776
24	SURFANO/Not Tragic	7776
23	DEFONES/Digital Bath	7452
23	DISTURBED/Insanity	7452
21	KID ROCK/My Debus Complex	7128
20	LIMP BIZKIT/Rollin' Way	7128
21	COLDW/One	6804
15	20 COLDW/One	6480
14	AT THE DRIVE-IN/On An Armed Seizure	6156
17	A PERFECT CIRCLE/The Hollow	6156
17	BUCKCHERRY/Ridin'	5832
17	SPINESHANK/New Disease	5832
18	LINXIN PARK/One Step Closer	5184
15	ALLEN AM/FARM/Move	4860
14	NOTHINGFACE/Bleeder	4860
14	SPINESHANK/New Disease	4536
13	BOLE R ROOM/Do It Again	4536
7	LIMP BIZKIT/Rollin'	4212
5	STAND/How	4212
13	(RED) PLANET EARTH/Bardner	4212
15	RAGE AGAINST.../How I Could Just...	3564

MARKET #12

WZTM/Miami

Clear Channel
(305) 854-9494
Steele/Barbara/Kimba
12+ Cume \$6,288

PLAYS	ARTIST/TITLE	GI (000)
LW 18	LINXIN PARK/One Step Closer	7329
19	3 DOORS DOWN/Duck And Run	6291
37	LEWIS WUDURST/Outside	6291
32	RAGE AGAINST.../Renegades Of Funk	494
28	LIFEHOUSE/Hanging By A Moment	453
28	TANTRIC/Breakdown	425
27	3 DOORS DOWN/Duck And Run	357
27	NONPOINT/What A Day	327
22	CRAZY TOWN/Butterfly	340
11	DISTURBED/Insanity	340
19	OCEANBLUE/Here You Are?	340
15	FUEL/Hemorrhage	302
17	OFFSPRING/What You Do	302
21	DISTURBED/Insanity	289
12	KID ROCK/My Debus Complex	272
16	A PERFECT CIRCLE/The Hollow	272
12	COLDW/One	272
13	NEW FOUND GLO/You Are Not One	272
13	FUEL/Innocent	221
13	A PERFECT CIRCLE/The Hollow	221
15	GOODSAM/Alive	204
16	3 DOORS DOWN/Kyptonite	187
11	INCUBUS/Drive	170
10	SPACEHOG/Want To Live	170
8	PAPA ROACH/Between Angles...	180
11	A PERFECT CIRCLE/Judith	170
11	LIMP BIZKIT/Rollin' Way	153
10	SRAPPE/Waste	153
8	MONSTER M/MAGNET/Heads Explode	153
9	PAPA ROACH/Last Resort	153

MARKET #15

KUPD/Phoenix

Sandusky
(480) 345-5321
Jeffries/McFetee
12+ Cume \$47,988

PLAYS	ARTIST/TITLE	GI (000)
LW 26	3 DOORS DOWN/Duck And Run	4160
24	TANTRIC/Breakdown	4000
22	LEWIS WUDURST/Outside	3840
21	A PERFECT CIRCLE/The Hollow	3360
17	OFFSPRING/What You Do	3200
17	3 DOORS DOWN/Duck And Run	3040
13	FUEL/Innocent	2980
17	AEROSMITH/Justified	2720
13	COLDW/One	2720
14	DOWNFALL/Last Time	2240
7	KORNA/Make Me Bad	2240
11	LINXIN PARK/One Step Closer	2080
11	GGIGAN/The Ground	2080
10	COC/Diablo Pt. 1	1920
12	U2/Grace	1920
2	TOLUENE/Splash The Hand	1920
12	LINXIN PARK/One Step Closer	1920
1	MARILYN MANSON/Fight Song	1920
11	OLEANDER/Are You There?	1760
11	A PERFECT CIRCLE/Judith	1760
8	BUCKCHERRY/Ridin'	1760
8	MONSTER M/MAGNET/Heads Explode	1760
11	PAPA ROACH/Last Resort	1760
8	3 DOORS DOWN/Loser	1600
10	CREEED/Higher	1600
11	DEFONES/Digital Bath	1600
10	GOODSAM/Whisper	1600
10	GOODSAM/Whisper	1600
10	POWERMAN 5000/When Works Done	1600

MARKET #16

KNOZ/San Diego

Clear Channel
(619) 565-6006
Moran/Leder
12+ Cume \$11,088

PLAYS	ARTIST/TITLE	GI (000)
LW 26	3 DOORS DOWN/Duck And Run	5218
21	LEWIS WUDURST/Outside	5030
22	GOODSAM/Alive	4614
22	PRIMALS WOZZY/I.B.	4614
12	RAGE AGAINST.../Renegades Of Funk	3423
16	OFFSPRING/What You Do	2534
16	MONSTER M/MAGNET/Heads Explode	2541
15	LIFEHOUSE/Hanging By A Moment	2771
15	TANTRIC/Breakdown	2771
26	LINXIN PARK/One Step Closer	2608
16	A PERFECT CIRCLE/The Hollow	2608
17	OFFSPRING/What You Do	2282
8	GOODSAM/Greatest	2282
10	INCUBUS/Drive	2128
15	COC/Diablo Pt. 1	2282
13	SALVA/Your Disease	2119
10	DEFONES/Digital Bath	1936
5	COLDW/One	1630
10	3 DOORS DOWN/Kyptonite	1487
8	DISTURBED/Insanity	1487
7	PAPA ROACH/Between Angles...	1487
8	LINXIN PARK/One Step Closer	1487
11	OFFSPRING/What You Do	1411
11	RAGE AGAINST.../How I Could Just...	1304
6	3 DOORS DOWN/Loser	1304
7	INCUBUS/Pardon Me	1304
8	BUCKCHERRY/Ridin'	1141
11	PAPA ROACH/Last Resort	1141
6	GOODSAM/Whisper	978
5	LIMP BIZKIT/Rollin'	978
6	LINXIN PARK/One Step Closer	978

MARKET #17

KOOI/Minneapolis

ABC
(612) 617-4000
Linder/Castle
12+ Cume \$68,088

PLAYS	ARTIST/TITLE	GI (000)
LW 38	LINXIN PARK/One Step Closer	7332
31	TANTRIC/Breakdown	7144
25	30 AEROSMITH/Justified	6580
33	GOODSAM/Alive	6580
23	NICKELBACK/Old Enough	6080
19	CRAZY TOWN/Butterfly	5842
22	LINXIN PARK/One Step Closer	5842
18	3 DOORS DOWN/Duck And Run	3572
14	BUCKCHERRY/Ridin'	3572
10	A PERFECT CIRCLE/The Hollow	3572
10	DISTURBED/Insanity	3572
10	LIMP BIZKIT/Rollin' Way	3206
10	GRV/Opticon	3384
15	NONPOINT/What A Day	3198
20	OLEANDER/Are You There?	3198
17	SPINESHANK/New Disease	3198
17	RAGE AGAINST.../How I Could Just...	3198
13	COLDW/One	2820
13	DEFONES/Digital Bath	2632
11	FUEL/Innocent	2444
17	DEFONES/Change...	2444
17	OFFSPRING/What You Do	2444
17	COLLECTIVE SOUL/Just	2256
9	INCUBUS/Drive	2256
13	LEWIS WUDURST/Outside	2256
10	DISTURBED/Stuiply	2068
11	INCUBUS/Pardon Me	2068
9	STAND/How	2068
11	LIMP BIZKIT/Rollin' Way	2068
9	PRIMALS WOZZY/I.B.	2068

MARKET #20

WYFF/Saltwaters

Hearts
(410) 889-0086
Strauss/Hickman
12+ Cume \$68,188

PLAYS	ARTIST/TITLE	GI (000)
LW 29	AEROSMITH/Justified	6177
27	LIFEHOUSE/Hanging By A Moment	5684
26	LEWIS WUDURST/Outside	5325
19	INCUBUS/Drive	5325
16	TANTRIC/Breakdown	5112
21	3 DOORS DOWN/Duck And Run	4473
16	GOODSAM/Alive	4473
27	GOODSAM/Alive	4280
20	FUEL/Innocent	4280
13	LINXIN PARK/One Step Closer	3408
20	U2/Grace	3408
16	COLDW/One	3186
14	CREEED/Higher	2982
22	LIFEHOUSE/Hanging By A Moment	2982
12	LINXIN PARK/One Step Closer	2788
14	CRAZY TOWN/Butterfly	2788
15	CRACK/Down	2556
15	PRIMALS WOZZY/I.B.	2556
14	U2/Beautiful Day	2556
8	OFFSPRING/What You Do	2343
12	PAPA ROACH/Last Resort	2343
15	CRACK/Down	2196
13	LIMP BIZKIT/Rollin'	2196
8	3 DOORS DOWN/Loser	1917
10	CREEED/Riders On The Storm	1917
8	OLEANDER/Are You There?	1917
7	A PERFECT CIRCLE/Judith	1830
7	MONSTER M/MAGNET/Heads Explode	1491
7	A PERFECT CIRCLE/The Hollow	1491
3	BUCKCHERRY/Lip	1278

MARKET #21

WXTN/Tampa

Clear Channel
(813) 832-1000
Hardin/Bitter
12+ Cume \$28,488

PLAYS	ARTIST/TITLE	GI (000)
LW 17	LINXIN PARK/One Step Closer	6177
35	TANTRIC/Breakdown	7329
23	LEWIS WUDURST/Outside	7072
23	FUEL/Hemorrhage	7072
32	GOODSAM/Alive	7072
24	LINXIN UNDERGROUND/Killing The Fly	5748
16	3 DOORS DOWN/Duck And Run	5304
24	CRAZY TOWN/Butterfly	5304
24	TANTRIC/Breakdown	5304
23	RED HOT CHILI.../Parallel Universe	5083
25	DISTURBED/Stuiply	4882
21	A PERFECT CIRCLE/The Hollow	4641
24	LIMP BIZKIT/Rollin' Way	4641
34	CREEED/Innocent	4420
24	STANDARD/How	4420
16	OFFSPRING/What You Do	4420
16	3 DOORS DOWN/Loser	3315
16	PRIMALS WOZZY/I.B.	3094
8	CREEED/Higher	2873
13	U2/Grace	2873
15	INCUBUS/Pardon Me	2873
13	A PERFECT CIRCLE/Judith	2873
13	AEROSMITH/Justified	2873
3	LIMP BIZKIT/Rollin' Way	2431
3	3 DOORS DOWN/Loser	2431
11	LIMP BIZKIT/Rollin' Way	2431
8	NONPOINT/What A Day	2431
8	A PERFECT CIRCLE/Judith	2210
12	GOODSAM/Whisper	2210
7	RAGE AGAINST.../Renegades Of Funk	1989
8	OLEANDER/Are You There?	1989

MARKET #23

KPFL/Denver-Boulder

Clear Channel
(303) 713-8000
Richards/B.
12+ Cume \$21,688

PLAYS	ARTIST/TITLE	GI (000)
LW 30	DISTURBED/Insanity	4572
29	LEWIS WUDURST/Outside	4191
32	3 DOORS DOWN/Duck And Run	4064
31	LINXIN PARK/One Step Closer	3937
21	CRAZY TOWN/Butterfly	3302
26	LINXIN UNDERGROUND/Killing The Fly	3302
21	LIFEHOUSE/Hanging By A Moment	2667
17	OLEANDER/Are You There?	2667
6	PAPA ROACH/Between Angles...	2667
20	LIMP BIZKIT/Rollin' Way	2540
21	3 DOORS DOWN/Duck And Run	2540
16	DISTURBED/Insanity	2413
17	OFFSPRING/What You Do	2413
7	FUEL/Innocent	2413
18	KORNA/Make Me Bad	2286
17	AEROSMITH/Justified	2159
17	DEFONES/Change...	2159
17	TANTRIC/Breakdown	2159
11	LINXIN UNDERGROUND/Turn Me On...	215

active INSIGHT

By
Frank Correia
Rock Specialty
Show Editor

Boy Hits Car

Given all the traffic here in Smog City, it was only a matter of time before some Los Angeles group named themselves **Boy Hits Car**. And, given the amount of rap rock clogging Active Rock's major arteries these days, BHC have exactly the sound the format can use right now.

Like At The Drive In, Boy Hits Car choose to push hard rock's boundaries into intelligent realms. A mixture of sublime beauty and heartfelt anguish, BHC's eponymous major-label debut combines the East Coast hardcore vibe of Quicksand with the Far Eastern influences of classic Zeppelin—it's music that lets you do the misty-mountain hop through the mosh pit.

When Cregg's voice leaps from sublime melody to the growl that he's "crippled with desire" on "As I Watch the Sun Fuck the Ocean," his isn't the empty gesture that most hip-hoppin' headbangers are making when they ball their fists and threaten to break

stuff. His soaring voice and rapid-fire delivery are sometimes reminiscent of Mike Patton, and, armed with a 12-string acoustic, he provides the Jimmy Page mysticism while guitarist Louis alternates between watery guitar lines and engine block-sized chugging. Drummer Michael and bassist Scott are an accomplished rhythm section who provide solid rhythms and Tool-like meter changes on such tracks as "Benkei."

From the opening of "Rebirth" it's clear that BHC are firing on all cylinders as producer GGGarth (Rage Against The Machine, Kittie) captures their fury without suffocating the listener under the tonnage normally associated with hard-rock riffing. The first single, "I'm a Cloud," is a cathartic explosion, and "Going to India" is exactly the type of journey the title promises.

Now signed to Wind-up, BHC recently exposed Fear Factory and Kittie fans to their unique sound as the opening band on the Sno-Core tour. As a band who built their own following while refusing to participate in the pay-for-play practices of many L.A. clubs, it's almost karmic that BHC are now getting prime slots. If radio provides an open lane, Boy Hits Car certainly have the fuel to run.



Boy Hits Car

R&R Top 20 Specialty Artists

March 9, 2001

- 1 DRACULA 2000 (Columbia) "Heads Explode," "Bloodline"
- 2 CLUTCH (Atlantic) "Pure Rock Fury," "Smoke Banshee"
- 3 DOG FASHION DISCO (Spittfire) "Leper Friend," "9 To 5..."
- 4 DIECAST (Now Or Never) "Exacting My...", "Singled Out"
- 5 MUDVAYNE (No Name/Epic) "Dig," "Death Blooms"
- 6 SYSTEMATIC (Music Company/Elektra/EEG) "Beginning Of The End"
- 7 RAMMSTEIN (Republic/Universal) "Adios," "Links 2-3-4"
- 8 FLYBANGER (Columbia) "Cavalry," "Blind World"
- 9 DIESEL MACHINE (SPV) "Torture Test," "Bones And All"
- 10 EARTH CRISIS (Suicidal) "Children Of The...", "Paint It Black"
- 11 NOTHINGFACE (TVT) "Bleeder," "Make Your Own Bones"
- 12 3,000 MILES TO GRACELAND (TVT) "New Disease," "Angel Dust"
- 13 SOULFLY (Roadrunner) "Son Song," "Bring It"
- 14 SUICIDAL TENDENCIES (Suicidal) "Free Your Soul"
- 15 SOILWORK (Century Media) "Bastard Chain," "Predator's Portrait"
- 16 SKRAPE (RCA) "Waste," "New American Killer"
- 17 OPETH (Koch) "Bleak," "The Drapery Falls"
- 18 CATASTROPHIC (Metal Blade) "Hate Trade," "The Cleansing"
- 19 TAPROOT (Atlantic) "I," "Dragged Down"
- 20 UNLOCO (Maverick) "Useless," "Whimper"

Ranked by total number of shows reporting the artist, with titles listed in order of most airplay.

Specialty Show Reporters

Shows and their Top 5 songs listed alphabetically by market

<p>United Stations Hardrive Various Rory Myzal/Lou Brutus Hecher "Things" Buckcherry "Ridin" Laproot "T" Nothingface "Bleeder" Deftones "Digital Bath"</p>	<p>KEGL/Dallas, TX The Rubber Room Saturday 11:30pm-1am Robert Miguel Soufly "Son Song" Mudvayne "Dig" Grunt Their Audio "Stupid Ass" Monster Magnet "Heads Explode" Suicidal Tendencies "Free Your Soul..."</p>	<p>WCCC/Hartford, CT Sunday Night Blues Sunday 6-10pm Bob Slow Candy Kane "Lull's Comed..." Trent Chubbey "Dusties: Who Knows" Johnny Winter "Nothing But This..." Rick Derringer "Texas" Joe Bonamassa "Current Situation"</p>	<p>WTFX/Louisville, KY Detroit Sunday 8-10pm Chris Allman Insane Clown Posse "Till A Whirl" Rammstein "Adios" Spineshank "New Disease" Propaganda "Today's Empires" Monster Magnet "Heads Explode"</p>	<p>KUPD/Phoenix, AZ Red Radio Underground Sunday 7-9pm Larry Mac Rammstein "Mutter" Snake River "Breed" Dutch "Smokin'low" Headspace "Satan In Hollywood" Tricky "Mission Accomplished"</p>	<p>KBER/Salt Lake City, UT Radio Kees Sunday 9-11pm Darby Dog Fashion Disco "Leper Friend" Clutch "Pure Rock Fury" Mushroomhead "Soldiers Unleashing" Soilwork "Predator's Portrait" Deicid "In The Shadows"</p>	<p>KISW/Seattle, WA New Music Hour Sunday 10-11pm Scott Vanderpool Melvins "Interstellar Over..." Steve Earle "Everyone's In..." Clutch "Pure Rock Fury" Powderfinger "Waiting For The Sun" Monster Magnet "I Want More"</p>
<p>WQBK/Albany, NY Kick The PA Sunday 10pm-midnight Tim Wroble Slime "Forensics/awing..." Bert "Collective Rage" This Day Forward "111 Wore A Mask" Diesel Machine "Bones And All" Suicide "Waste"</p>	<p>KBP/Denver, CO Metalis Saturday midnight-2am Uncle Needy Breakdown "World At War" Systematic "Beginning Of The End" Venom "Pain" Soufly "Jumpshockup" Deicid "Exacting My..."</p>	<p>KLFX/Killeen, TX Kul Radio Saturday 10pm-midnight Bob Fonda Flybanger "Cavalry" Deicid "Singled Out" Earth Crisis "Paint It Black" Marilyn Manson "Vainest's Day" Breakdown "Trouble"</p>	<p>KKXR/Minneapolis, MN X-treme Metal Shop Friday 1-4am Web Devils Fear Factory "What Will Become" Deicid "Exacting My..." Rammstein "Adios" Static-X "Outage Unleash" Red Harvest "Cold Dark Matter"</p>	<p>KUPD/Phoenix, AZ Into The Pit Sunday 10pm-midnight Larry Mac & The Borkerker Mudvayne "Dig" Dutch "Smoke Banshee" Nile "Black Seeds..." Cradle Of Filth "Her Ghost In The Fog" Brujeria "Guden A Los Ninos"</p>	<p>KISW/Seattle, WA Metal Shop Saturday midnight-2am Adam Gebala Earth Crisis "Children Of The..." Dog Fashion Disco "Leper Friend" Flybanger "Cavalry" Rammstein "Links 2 3 4" Nevermore "Dead Heart In A..."</p>	<p>KLPX/Tucson, AZ Area 51 Friday 10pm-midnight Bob Blicha Slayer "Bloodline" Monster Magnet "Heads Explode" Flybanger "Cavalry" Godhead "The Reckoning" Among Thieves "My Mistake"</p>
<p>KZRR/Albuquerque, NM Roadkill Sunday 11pm-midnight Tom Servo Mudvayne "Death Blooms" Dog Fashion Disco "9 To 5 At The Morgue" Fear Factory "What Will Become" Clutch "Smoke Banshee" WWF Vol. 5 "The Game"</p>	<p>WKLO/Grand Rapids, MI New Metal Monday Monday midnight-1am Tom "Wiz" Stawron Clutch "Smoke Banshee" Soufly "Bring It" Lina 77 "Prototo Music Machine" Dog Fashion Disco "Volley Girl..." WWF Vol. 5 "The Game"</p>	<p>KIBZ/Lincoln, NE Sunday Night Buzz Sunday 10pm-midnight Samsone Knight Mudvayne "Nothing To Give" Unloco "Useless" Perseverance "Tight Rope" Sick Of It All "District" Systematic "Beginning Of The End"</p>	<p>WBAB/Nassau-Suffolk, NY Fingers Metal Shop Sunday 10pm-1am Fingers Mudvayne "Death Blooms" Opeth "The Drapery Falls" Dray "Opticon" Dimegor "Last Tapes" Monster Magnet "Heads Explode"</p>	<p>WHEB/Portsmouth, NH Whiplash Saturday midnight-1am Roadkill Diesel Machine "Torture Test" Suicidal Tendencies "Free Your Soul..." Saliva "Your Disease" Fates Warning "One" Gray Town "Butterfly"</p>	<p>24 total reporters from the Active Rock and Rock panels.</p>	
<p>WPXC/Cape Cod, MA To The Extreme Saturday 9:30-10:30pm Erk Stafford Spineshank "New Disease" Systematic "Beginning Of The End" Mudvayne "Dig" Norpont "Victim" GGG "Yesterday"</p>	<p>WQXA/Harrisburg, PA The Sunday News Sunday 9-10am Bill Hanson Icedevil "Little Discourage" Clutch "Pure Rock Fury" Spineshank "New Disease" Powderfinger "My Happiness" Stephen Malkmus "Discretion Grove"</p>	<p>WTFX/Louisville, KY The ANitude Network Saturday 10pm-2am Black Frank Dutch "Pure Rock Fury" Suicide "What You Say" Among Thieves "Feels Like Failure" Flybanger "Cavalry" Slayer "Bloodline"</p>	<p>KATT/Oklahoma City, OK Lunch Pad Thursday midnight-1am Lee Cago Desert Boy "Big Spinning New" Unloco "Useless" Sikaze "Waste" Chronic Future "The Mjyk" Dust For Life "Seed"</p>	<p>KRXQ/Sacramento, CA Ear Whacks Sunday 8-9:30pm Che Brooks, Paul Wilbur Clutch "American Sloop" Thrive "Mistaken Identity" Red Harvest "Play The Bastards" Dropkick Murphys "The Legend Of..." Given Mars "Venus"</p>		

MAKE IT RIGHT
MARCH 19, 2001

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JIM KERR
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A Breathtaking Study

■ A look Arbitron and Edison Media's comprehensive new Internet study

With every release of the Arbitron webcast ratings my enthusiasm for streaming audio decreases more and more. It's hard to stay excited when even the most popular streaming radio stations, Internet-based or otherwise, have a paltry average audience at any one time. Now along comes the latest Arbitron and Edison Media Internet research study, "Internet VI: Streaming at a Crossroads," which shows that Internet usage is now actually falling. I decided to take a look at the report and see if there was at least some reason for streaming-audio optimism.

Even a cursory look at "Internet VI" reveals that it is a breathtaking study. It is broad and exhaustive in its look at Internet usage and packed with relevant and enlightening results. In fact, the study is so packed with information, it's easy to miss some of the more-important conclusions.

Usage Is Down, Listening Is Up

The perfect example of one important conclusion being overshadowed by another is the aforementioned finding that Internet usage is down. It is important to note that, although the average amount of time people are spending on the Internet is down, the number of people accessing the Internet continues to rise.

These two facts actually complement each other. It is very likely that the Internet is gaining more and more casual users (people who use the Internet solely for e-mail or to research a random topic every so often) than heavy users. This almost guarantees that the average amount of time spent on the Internet will go down.

At the same time, at least some of those people with new access to the Internet will be heavy Internet users, and this should lead to an increase in overall usage for things

One of the results that I found particularly striking was that more than three out of four people who have listened to audio online are unable to name any channels of Internet audio.

like streaming media. This is exactly the case, and it is a subtlety that was lost on the headline writers who seemed to focus on one thing: "Internet Usage Is Down!"

Let's look at the details: The report found that, despite the decrease in average online usage, online radio listening is up significantly over the past 12 months. In January 2000 5.3% of the U.S. population listened to Internet radio in the previous month. That increased to 7.3% in 2001. In January 2000 2.1% of the U.S. population listened to Internet radio in the previous week, which increased to 3.4% in 2001. As I mentioned above, this is to be expected if even a small number of heavy Internet users continue to get online each month.

Don't Break Out The Bubbly Just Yet

While streaming-audio listening is up, the unfortunate reality is that it is still a negligible amount of listening overall. The figures are even more stark when you consider that the report used a very liberal policy in labeling streaming-media users: If an Internet user has used streaming media only once in his or her life,

they are still defined as "streamies" by Arbitron and Edison. This leads to figures that give a distorted view of reality.

Take the report's "key finding" No. 13: "Forty-four percent of those online can be classified as streamies." Now 44% is a pretty significant figure, but if you break that down to how many people on the Internet have actually used streaming media in the past month, the figure is a much lower 21%, while the figure for those who have listened in the previous week is barely out of single digits: 10%. The figure for the U.S. population as a whole that used streaming media in the past week is in single digits: 6%.

Although streaming usage is very low, the fact remains that it slowly but surely continues to rise. The key may be broadband Internet access, what the report calls "a powerful enabler for streaming." In fact, "key finding" No. 11 is: "There is a correlation between how frequently people stream and the presence of broadband." The results are still relatively low, with 22% of those with broadband Internet access at home having streamed media in the previous week. This is still much higher, however, than the 10% figure for all Internet users.

It is important to note that Arbitron and Edison showed a correlation but did not find a causal link between broadband access and streaming media usage. In other words, streaming media users may be the type who are early broadband adapters, which would imply that broadband itself doesn't help streaming media usage, but, rather, the reverse is true. If that is the case, broadband won't help streaming media usage in the long run.

Current Issues

OK, so streaming audio listening is pathetically low, as we all know. Broadband looks like it may be a long-term solution, but that is still



A HUGE SHOWING IN MEMPHIS

Island/Def Jam's recent bash in Memphis turned out to be an amazing and special night: You had a gathering of some of the format's leading programmers, some good ol' barbecue hosted by Island/Def Jam luminaries and a showcase for a highly regarded young band, Saliva, in a city with some pretty deep rock roots. Enjoying the evening are (l-r) WXRK/New York PD Steve Kingston and IDJMG VP/Promotion Stu Bergen, President Lyor Cohen and Sr. VP/Promotion Ken Lane.

in the future — probably the distant future. What about those who are using streaming audio now? What can they teach us about how the competitive situation may play out in the future?

One of the results that I found particularly striking was that more than three out of four people who have listened to audio online are unable to name any channels of Internet audio. On the one hand, this isn't especially surprising when you consider how little online listening is occurring. But when you think about it, it really is amazing: They can't even name one channel of Internet audio.

It is important to note that, although the average amount of time people are spending on the Internet is down, the number of people accessing the Internet continues to rise.

That is a complete embarrassment for Internet radio stations. We can assume that Internet radio marketing is extremely limited, but with these results, one has to ask whether Internet radio stations are doing any promotion and marketing on their own airwaves.

Replace "Internet webcasters" with "radio stations" in the following conclusion from the report, and you will get an enlightening perspective on just how bad the contempo-

rary situation is for Internet radio today in the way of imaging and marketing: "At present, few, if any, consumers are able to recall the names of Internet webcasters." This finding shows that marketing is perhaps the most critical issue for today's webcasters.

Preliminary Data

With the low amount of listening, I would treat any kind of data that analyzes this listening as preliminary at best. Still, there were some interesting findings here. One of these showed that Rock and Alternative/Modern Rock were at the top of the streaming-audio listening heap. More than half (53%) of "streamies" listened to Rock frequently or sometimes. Alternative/Modern Rock was second with 49%, well ahead of third-place Hip-Hop/Rap with 39%.

In terms of which format these streamies listened to most, it was a much closer race. Rock was again on top with 15%, while Alternative/Modern Rock was second with 14%, and Hip-Hop/Rap was third with 12%.

One result that is positive for radio is that "among those who listen to radio stations online, local radio stations are what people listen to most." Again, this isn't surprising. You have the one thing that Internet-only radio stations badly need: a built-in marketing machine called "radio." An interesting side note to this, however, is that there is still some significant listening happening to stations from other markets (37% of streamies).

There were other results that were applicable to radio and a whole host that dealt with online use in general, as well as video streaming. I highly recommend that you check out this latest offering from Arbitron and Edison Media.

TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

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jimkerr@rronline.com
Fax: 310-203-9763

Or post your comments now. Go to
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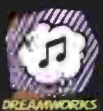
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R&R Alternative Top 50

March 9, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (M)	WEEKS ON CHART	TOTAL STATIONS ADDS
1	1	A. LEWIS OF STAMND W.F. DURST Outside (Flawless/Geffen/Interscope)	3018	+17	296951	15	78/0
2	2	INCUBUS Drive (Immortal/Epic)	2976	-22	291720	14	82/0
3	3	CRAZY TOWN Butterfly* (Columbia)	2800	-89	293311	17	80/0
4	4	MOBY F/GWEN STEFANI Southside (V2)	2629	+44	265471	19	72/0
5	5	LIFEHOUSE Hanging By A Moment (DreamWorks)	2285	-121	181509	20	74/0
6	6	LINKIN PARK One Step Closer (Warner Bros.)	2235	-85	246386	24	71/0
7	7	DAVE MATTHEWS BAND I Did It (RCA)	2202	-93	201309	9	77/0
8	8	COLDPLAY Yellow (Nettwerk/Capitol)	2087	-90	189733	14	76/0
9	9	FUEL Innocent (Epic)	1951	+46	151453	7	76/1
10	10	OFFSPRING Want You Bad (Columbia)	1747	-63	133942	9	75/0
13	11	3 DOORS DOWN Duck And Run (Republic/Universal)	1706	+166	117478	8	67/0
12	12	U2 Walk On (Interscope)	1697	-48	128959	9	72/0
11	13	FUEL Hemorrhage (In My Hands) (Epic)	1658	-88	183836	28	75/0
16	14	AMERICAN HI-FI Flavor Of The Weak (Island/IDJMG)	1597	+230	159332	8	74/1
18	15	LIMP BIZKIT My Way (Flip/Interscope)	1495	+167	152105	4	73/2
14	16	GODSMACK Awake (Republic/Universal)	1476	-11	160360	21	63/0
15	17	DEFTONES Digital Bath (Maverick)	1400	-3	112504	9	70/0
19	18	DISTURBED Voices (Giant/Reprise)	1289	-3	113382	12	61/0
17	19	RAGE AGAINST THE MACHINE Renegades Of Funk (Epic)	1287	-79	177623	15	62/0
21	20	DLEANDER Are You There? (Republic/Universal)	1242	+72	98657	5	62/1
22	21	ALIEN ANT FARM Movies (DreamWorks)	1217	+59	111146	7	67/1
23	22	A PERFECT CIRCLE The Hollow (Virgin)	1216	+62	109436	5	67/3
BREAKER	23	NEW FOUND GLORY Hit Or Miss (Waited Too Long) (Drive-Thru/MCA)	1187	+205	146752	6	66/4
BREAKER	24	COLD No One (Flip/Geffen/Interscope)	1033	+148	118637	4	61/2
BREAKER	25	DRGY Opticon (Elementree/Reprise)	1029	+117	68065	5	64/1
24	26	GREEN DAY Warning (Reprise)	1010	-99	68645	14	57/0
BREAKER	27	TANTRIC Breakdown (Maverick)	1005	+258	85509	3	62/5
26	28	OUR LADY PEACE Life (Columbia)	994	+58	80589	6	52/2
29	29	PAPA ROACH Between Angels And Insects (DreamWorks)	980	+124	78006	4	63/2
34	30	TRAIN Drops Of Jupiter (Tell Me) (Columbia)	889	+129	105879	4	50/4
38	31	POWDERFINGER My Happiness (Republic/Universal)	839	+191	82232	3	62/5
33	32	VAST I Don't Have Anything (Elektra/EEG)	805	+17	40840	6	49/0
30	33	AT THE DRIVE-IN One Armed Scissor (Grand Royal/Virgin)	768	-88	78600	12	52/0
39	34	SALIVA Your Disease (Island/IDJMG)	719	+112	74419	3	56/3
36	35	MATTHEW GOOD BAND Hello Time Bomb (Atlantic)	654	-80	30864	10	37/0
31	36	DIFFUSER Karma (Hollywood)	623	-227	39877	13	38/0
37	37	NICKELBACK Breathe (Roadrunner)	571	-126	33163	17	30/0
32	38	EVERLAST I Can't Move (Tommy Boy)	567	-251	46469	9	44/0
41	39	RAGE AGAINST THE MACHINE How I Could Just Kill A Man (Epic)	562	+64	67246	2	45/3
43	40	UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	482	+16	31226	3	33/2
42	41	NOTHINGFACE Bleeder (TVT)	477	+3	23988	8	38/1
DEBUT	42	POE Hey Pretty (FEI/Atlantic)	467	+263	44880	1	41/11
DEBUT	43	SPACEHOG I Want To Live (Artemis)	429	+114	28627	1	36/5
40	44	STRAIT UP F/LAJON OF SEVENDUST Angel's Son (Immortal/Virgin)	412	-164	24697	15	33/0
45	45	JOSH JOPLIN GROUP Camera One (Artemis)	412	-4	16621	11	21/0
46	46	BARENAKED LADIES Too Little Too Late (Reprise)	405	-1	28527	3	19/0
DEBUT	47	RED HOT CHILI PEPPERS Parallel Universe (Warner Bros.)	399	+58	107580	1	9/2
47	48	DAVID GRAY Babylon (ATO/RCA)	390	0	33841	16	23/0
DEBUT	49	DOVES Catch The Sun (Heavenly/Astralwerks/Virgin)	372	+155	26164	1	28/3
44	50	COLLECTIVE SOUL Vent (Atlantic)	363	-93	17951	7	22/0

Most Added

ARTIST TITLE LABEL(S)	ADDS
EVE 6 Here's To The Night (RCA)	27
REHAB It Don't Matter (Destiny/Epic)	14
RAMMSTEIN Links 2 3 4 (Republic/Universal)	12
EVERCLEAR Out Of My Depth (Capitol)	11
POE Hey Pretty (FEI/Atlantic)	11
WALLFLOWERS Letters From The Wasteland (Interscope)	11
LIVING END Roll On (Reprise)	9
DUST FOR LIFE Seed (Wind-up)	8
SPINESHANK New Disease (Roadrunner)	7
DAVE MATTHEWS BAND The Space Between (RCA)	6

On April 2nd
we will be
giving radio
a fat lip

Island Def Jam Music Group A Universal Music Company

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
EVERCLEAR Out Of My Depth (Capitol)	+315
POE Hey Pretty (FEI/Atlantic)	+263
TANTRIC Breakdown (Maverick)	+258
AMERICAN HI-FI Flavor Of The Weak (Island/IDJMG)	+230
NEW FOUND GLORY Hit Or Miss... (Drive-Thru/MCA)	+205
LIVING END Roll On (Reprise)	+204
POWDERFINGER My Happiness (Republic/Universal)	+191
LIMP BIZKIT My Way (Flip/Interscope)	+167
3 DOORS DOWN Duck And Run (Republic/Universal)	+166
DOVES Catch The Sun (Heavenly/Astralwerks/Virgin)	+155

Breakers

NEW FOUND GLORY

Hit Or Miss (Waited Too Long) (Drive-Thru/MCA)
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART
1187/205 66/4 23

COLD

No One (Flip/Geffen/Interscope)
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART
1033/148 61/2 24

DRGY

Opticon (Elementree/Reprise)
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART
1029/117 64/1 25

TANTRIC

Breakdown (Maverick)
TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART
1005/258 62/5 27

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

87 Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 2/25-Saturday 3/3. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 1000 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.



THE LIVING END
ROLL ON

Conan O'Brien 3/20!
David Letterman 4/12!

New this week:

KITS	KFMA	KFTE
WMAD	WEQX	WZPC
WIXO	WLRS	KRAD

SOLD OUT U.S. TOUR

3/7	Los Angeles
3/9	San Francisco
3/10	Seattle
3/12	Salt Lake City
3/13	Chicago
3/15	Washington DC
3/16	Toronto
3/17	Pasadena - Santa Anita
3/19	New York

On over 45 Alternative stations, 250 spins, +160x! "Roll On" in stores March 27!
(Already Double Platinum in Australia, Gold in Japan and a Sold Out European Tour!)

Break Through

Artist

DOVES
Track: "CATCH THE SUN"
LP: *LOST SOULS*
Label: HEAVENLY/
ASTRALWERKS/VIRGIN

By
Dayna Talley
Asst. Alternative Editor

essentials: Doves' history actually goes back as far as 10 years. Three young men in their early 20s — Jez and Andy Williams and Jimi Goodwin — started out as a trio called Sub Sub, throwing out dance hits to the acid-house-crazed kids of their hometown of Manchester, England. The thrill seemed to wear down slowly but surely after the band's first real success.

In 1993 they got up to No. 3 on the U.K. charts with a uplifting dance track called "Ain't No Love (Ain't No Use)." Even though they enjoyed the thrill of success, these lads had a difficult time trying to break away from their association with that pop success. Goodwin says, "It was the best and worst time of our lives. It put us in a corner we didn't want to be in, with all the disco dollys." They were finally able to break that image when a studio fire consumed their master tapes (which included a couple of massive tracks with guest vocals by Tricky and New Order's Bernard Sumner) and all of their equipment. This disaster was not the day the music died. Instead, by picking up the pieces, they realized it was time to go through their charred history and reinvent themselves into what they had really been yearning to be.

That is the incarnation of the band that the world would soon know as Doves. After releasing a few EPs through a Manchester label called Robs Records, the boys were

ready to conquer the world with a full-length album on a major label. Their efforts are nothing less than mesmerizing — lazy and intriguing vocals laid over a beautiful bed of guitars.

Doves' first U.S. single off their album *Lost Souls* — "Catch the Sun" — is causing quite a stir already. It has done quite well at specialty thus far, and with stations such as XTRA/San Diego and WEQX/Albany adding it to their regular playlists, it is sure to be a hit and prove that Doves will have some serious staying power.

Artist POV: Doves on making *Lost Souls*: "One of the biggest things for us was trying to make each track emotionally charged. A lot of it is quite melancholy, but there's a flip side where some of the songs are quite uplifting and optimistic. We all pile in with lyrics. Any of us can come in with a song or a lyric, and we're much more confident in our own abilities now. We're very confident now. We know our songs are good."



Doves

Greg Dorfman
Elektra

Things at Elektra are really starting to heat up. First off, we have Lucky Boys Confusion. They're a young, energetic band from Chicago who regularly sell out 1000-plus seats in their hometown. WKQX (Q101) is already on board, and the station has been supporting this band for over a year. This one is legit; it's already proven in Chicago. KPNT and KEDJ have just joined the party. ■ Radio now knows what Elektra has known for

more than years: Aaron Lewis is completely captivating. The new Staind single will be in your hands soon, and I do not hesitate to say it has the potential to be the biggest modern rock record of 2001. Their last album is certified platinum. Staind are currently out with Godsmack. Cold and Lars Ulrich's newest signing to EEG, Systematic. ■ It was magical to see 7,000 Godsmack fans moving to Systematic in Portland, ME without a track at radio or an album in stores yet. This one is set up to be huge at both Rock and Alternative. Other things I'm into right now are U2, Coldplay and the new Dave Matthews Band CD. "The Space Between" is an unbelievable track. I'm also hoping the NJ Devils repeat. Coming soon are Brand New Immortals, Bjork, Remy Zero and more.

Greg Dorfman

ON THE RECORD

Eve 6 continue to quietly build a deep story around their sophomore effort, as "Here's to the Night" comfortably ends up Most Added with 27 adds, almost twice as many as No. 2 The second spot belongs to Epic's Rehab, who pull in 14 adds, including KNDD Seattle, behind a really great song, "It Don't Matter" Poe debuts on the chart at 42 and pulls in more double-digit adds with 11. Everyone's favorite old-band-with-a-new-name, Tantric, break 1,000 spins and move nicely into the top 30. With nine new adds and a spin increase of more than 200, look for a healthy debut on the chart by The Living End next week. You gotta love the Nothingface story. Every week they seem to pull in another huge marker as this project develops in a strong and methodical fashion. Just wait until the scales tip and it explodes huge. This week's big add WKQX Chicago, just low, the driving sound of Spineshanks' "New Disease." It definitely rocks, but it doesn't sound like all that crunchy stuff we've been hearing lately. Give this one a try. It'll definitely stand out on the air

ON THE RADIO

by Jim Kerr

in a good way. Another song I like is New Found Glory's "Hit or Miss" which ends the week less than 100 spins from the top 20. Hit or miss? Definitely hit. On the horizon are Creeper Lagoon, whose song "Wrecking Ball" is going for adds this week. In early on this great tune is KITS/San Francisco. **RECORD OF THE WEEK:** Godsmack "Greed"

treble charger

"American Psycho"

The first single from their Nettwerk debut Wide Awake Bored.

Already on WHFS, 89X & KWOD

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NETTWERK
AMERICA

Most Played Recurrents

- 3 DOORS DOWN Loser (Republic/Universal)
- PAPA ROACH Last Resort (DreamWorks)
- DISTURBED Stupify (Giant/Reprise)
- U2 Beautiful Day (Interscope)
- LIMP BIZKIT Rollin' (Flip/Interscope)
- A PERFECT CIRCLE Judith (Virgin)
- SR-71 Right Now (RCA)
- LENNY KRAVITZ Again (Virgin)
- INCUBUS Pardon Me (Immortal/Epic)
- 3 DOORS DOWN Kryptonite (Republic/Universal)
- A PERFECT CIRCLE 3 Libras (Virgin)
- INCUBUS Stellar (Immortal/Epic)
- BLINK-182 All The Small Things (MCA)
- BLINK-182 Adam's Song (MCA)
- RED HOT CHILI PEPPERS Otherside (Warner Bros.)
- CREED Higher (Wind-up)
- DEFTONES Change (In The House Of Flies) (Maverick)
- BLINK-182 What's My Age Again? (MCA)
- RED HOT CHILI PEPPERS Californication (Warner Bros.)
- LIT My Own Worst Enemy (RCA)

ALTERNATIVE Going For Adds 3/13/01

- BADLY DRAWN BOY Disillusion (Twisted Nerve/XL/Beggars Group)
- DANDY WARHOLS Godless (Capitol)
- GODSMACK Greed (Republic/Universal)
- LUCKY BOYS CONFUSION Fred Astaire (Elektra/EEG)
- SNAKE RIVER CONSPIRACY Breed (Reprise)

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TUNED-IN ALTERNATIVE

R&R/MEDIABASE 24/7

KXTE/Las Vegas 11am

- DEFTONES Digital Bath
- ROB ZOMBIE Dragula
- STATIC-X I'm With Stupid
- NEW FOUND GLORY Hit Or Miss...
- STAIN'D Mudshovel
- PEARL JAM Yellow Ledbetter
- GODSMACK Bad Religion
- HELMET Unsung
- DISTURBED Voices
- SEVENDUST Black
- NIRVANA Lake Of Fire
- SUICIDAL TENDENCIES Institutionalized

4pm

- SEVENDUST Waffle
- FILTER Hey Man, Nice Shot
- NEW FOUND GLORY Hit Or Miss...
- MINISTRY N.W.D.
- GODSMACK Greed
- ALIEN ANT FARM Movies
- CYPRESS HILL (Rock) Superstar
- JANE'S ADDICTION Ocean Size
- OFFSPRING Want You Bad
- METALLICA One
- LINKIN PARK Crawling

8pm

- SOUNDGARDEN Black Hole Sun
- TAPROOT!
- PAPA ROACH Last Resort
- PRIMUS My Name Is Mud
- NOTHINGFACE Bleeder
- CRYSTAL METHOD Busy Child
- DISTURBED Stupify
- ALIEN ANT FARM Movies
- CYPRESS HILL Insane In The Brain
- RAGE AGAINST THE MACHINE Renegades Of...
- RED HOT CHILI PEPPERS Otherside
- BUSH Comedown
- BLUR Song 2

KRZQ/Reno 11am

- SOUNOGARDEN Black Hole Sun
- INCUBUS Drive
- GREEN DAY When I Come Around
- DISTURBED Stupify
- COLLECTIVE SOUL Heavy
- OFFSPRING Want You Bad
- BUSH Everything Zen
- NICKELBACK Leader Of Men
- LIFEHOUSE Hanging By A Moment
- SMASHING PUMPKINS Disarm
- LIMP BIZKIT My Way
- PENNYWISE Alien

4pm

- RAGE AGAINST THE MACHINE No Shelter
- ORGY Blue Monday
- MOBY I/GWEN STEFANI Southside
- BEASTIE BOYS Sabotage
- BLINK-182 Man Overboard
- ROB ZOMBIE Living Dead Girl
- FUEL Innocent
- RED HOT CHILI PEPPERS Give It Away
- U2 Beautiful Day
- INCUBUS Drive
- SUBLIME Santeria
- DAVE MATTHEWS BAND I Did It

8pm

- LIFEHOUSE Hanging By A Moment
- NIRVANA Lithium
- KEEN 281
- DISTURBED Stupify
- ALICE IN CHAINS Man In The Box
- OLEANDER Are You There
- LIT My Worst Enemy
- METALLICA For Whom The Bell Tolls
- AARON LEWIS & FRED DURST Outside
- INCUBUS Pardon Me
- 3 DOORS DOWN Duck And Run
- STONE TEMPLE PILOTS Interstate Love Song
- TAPROOT!



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"OLD FOLKS"

New This Week! WEEO KXNA

GREAT EARLY SUPPORT AT:

- KROX 15x KKND 15x WRAX 15x KRAD 31x
- WEQX 20x KTEG 14x WXNR 14x KMBY 15x
- WJSE 25x KLEC 39x WSFM 25x KQRX 15x

Already On:

- WXSR WZZQ WARQ WRZK KWOD
- WRRV WWVW WLRS WIXO

On Tour This Spring



エモン!

FROM THE ALBUM MONKEY KONG

PRODUCED & MIXED BY AL CLAY



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Stations and their adds listed alphabetically by market

New & Active

EVERCLEAR Out Of My Depth (Capitol)
Total Plays: 352, Total Stations: 44, Adds: 11

SKRAPE Waste (RCA)
Total Plays: 319, Total Stations: 30, Adds: 2

'A' Old Folks (Mammoth)
Total Plays: 300, Total Stations: 24, Adds: 2

LINKIN PARK Crawling (Warner Bros.)
Total Plays: 297, Total Stations: 8, Adds: 2

TAPROOT I (Velvet Hammer/Atlantic)
Total Plays: 277, Total Stations: 22, Adds: 1

NONPOINT What A Day (MCA)
Total Plays: 264, Total Stations: 21, Adds: 4

LIVING END Roll On (Reprise)
Total Plays: 262, Total Stations: 39, Adds: 9

(HED) PLANET EARTH Killing Time (Volcano/Jive)
Total Plays: 233, Total Stations: 22, Adds: 0

KILLING HEIDI Mascara (3:33/Universal)
Total Plays: 218, Total Stations: 17, Adds: 1

DAVE MATTHEWS BAND The Space Between (RCA)
Total Plays: 190, Total Stations: 9, Adds: 6

RUN-D.M.C. Them Girls (Profile/Arista)
Total Plays: 181, Total Stations: 14, Adds: 3

SPINESHANK New Disease (Roadrunner)
Total Plays: 174, Total Stations: 21, Adds: 7

UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)
Total Plays: 173, Total Stations: 8, Adds: 0

GODSMACK Greed (Republic/Universal)
Total Plays: 169, Total Stations: 9, Adds: 2

Songs ranked by total plays

Reporters

WEQX/Albany, NY
Interim PD/MD: Alex Taylor
1 LIVING END "Roll"
2 WALLFLOWERS "Letters"
3 EYE 8 "Night"
4 DAVE MATTHEWS BAND "Space"
5 RUN-D.M.C. "Them"

WHRL/Albany, NY *
OM/PD: Susan Groves
MD: Chris Osborne
1 EYE 8 "Night"
2 RENAB "Matter"

KTEG/Albuquerque, NM *
PD: Ellen Flaherty
1 RAMBLER "Lips"
2 AGE AGAINST "Lovers"

WNNX/Atlanta, GA *
DM: Brian Phillips
PD: Leslie Fram
APD/MD: Chris Williams
1 A PERFECT CIRCLE "Hobos"
2 "I'm The Man"
3 Doves "Sm"

WJSE/Atlantic City, NJ
PD: Al Panfilio
MD: Jason Ulanet
1 EYE 8 "Night"
2 DUST FOR LIFE "Seed"
3 RENAB "Matter"
4 WALLFLOWERS "Letters"
5 RAMBLER "Lips"

KROX/Austin, TX *
PD: Melody Lee
MD: Tilly Ryan
1 "CATCHING FIRE"
2 OUR LADY PEACE "Lm"

WRAX/Birmingham, AL *
PD: Dave Rossi
MD: Mark Lindsay
APD: Hurricane Shane
1 EVERCLEAR "Depth"
2 PETER DINKlage "Can"
3 LUCKY BOYS CONFUSION "Fred"
4 DAVE MATTHEWS BAND "Space"

KOXR/Boise, ID *
PD: Janet Jackson
MD: Pat Scholten
1 REEL "Revolutions"
2 DAVE MATTHEWS BAND "Space"

WBCH/Boston, MA *
VP/Programming: Oedipus
APD/MD: Glenn Strick
No Adds

WFUX/Boston, MA *
PD: Crisco
MD: Kevin Mann
1 BOY HITS CAR "Cover"
2 EYE 8 "Night"
3 DUST FOR LIFE "Seed"

WEDG/Buffalo, NY *
PD/MD: Rick Wall
MD: Ryan Patrick
No Adds

WAVF/Charleston, SC *
PD: Greg Patrick
APD/MD: Danny Venables
1 OUR LADY PEACE "Lm"
2 LIMP BIZKIT "Swamp"
3 BOY HITS CAR "Cover"
4 FIVE FOR FIGHTING "Tonight"

WEND/Charlotte, NC *
PD: Jack Daniel
APD/MD: Kristian Pettus
1 EYE 8 "Night"
2 COLD "Sm"
3 DEXTER FREESHISH "Madness"

WKQX/Chicago, IL *
PD: Dave Richards
APD/MD: Mary Schurinas
1 SYSTEMATIC "Lm"
2 COLD "Sm"
3 SUPERTRAMP "The End"
4 NONPOINT "Matter"
5 MUST FOR LIFE "Seed"
6 RED HOT CHILI "Pariah"
7 RED HOT CHILI "Pariah"

WAOZ/Cincinnati, OH *
PD: Rick Jamie
MD: Shea Maddux
1 LEBON PAIR "Crawling"

WARQ/Columbia, SC *
OM/PD/MD: Gina Juliano
EYE 8 "Night"
RENAB "Matter"
MARIYR MANSON "Finger"

WWCD/Columbus, OH *
PD: Andy Davis
1 AMERICAN HIP HOP "Flavor"
2 EYE 8 "Night"
3 REVER GABRIELS "Gems"
4 FRANK BLACK "Butter"

KRAD/Corpus Christi, TX *
PD/MD: Cary Smith
EVERCLEAR "Depth"
RAMBLER "Lips"
LIVING END "Roll"
SPINESHANK "New"
SALIVA "Dissase"
SPACEHOG "Lm"

KDGE/Dallas-Ft. Worth, TX *
PD: Duane Oohery
APD/MD: Alan Ayo
1 POE "Theory"

WXEG/Dayton, OH *
PD: Steve Kramer
MD: Allen Rantz
No Adds

KTCJ/Denver-Boulder, CO *
PD: Mike O'Connor
MD: Sabrina Saunders
1 LIMP BIZKIT "Swamp"
2 GOOD CHARLOTTE "Lm"
3 TRAIN "Drops"

CMX/Detroit, MI *
PD: Murray Brooksshaw
APD: Vince Cannova
MD: Matt Frenchie
No Adds

KNRO/Eugene-Springfield, OR
PD: Stu Allen
MD: Angie Wright
1 "I'm The Man"
2 SPINESHANK "New"

KXNA/Fayetteville, AR
PD: Thomas Smith
EYE 8 "Night"
SPACEHOG "Lm"
3 "Yeha"

WJWX/Ft. Myers, FL *
PD: John Rizz
MD: Lasso
EVERCLEAR "Depth"
SALIVA "Dissase"

WEJE/Ft. Wayne, IN *
PD/MD: J.Fabian
1 EYE 8 "Night"
2 EVERCLEAR "Depth"
3 ALICE KOSGROVE "You"
4 RAMBLER "Lips"
5 SPINESHANK "New"
6 WALLFLOWERS "Letters"
7 TRAIN "Drops"

KFRF/Fresno, CA *
PD: Bruce Wayne
MD: Reverend
1 NEW FOUND GLORY "M"
2 A PERFECT CIRCLE "Hobos"

WGRD/Grand Rapids, MI *
PD: Dan Clark
MD: Tom Bronson
No Adds

WKNR/Greenville, NC *
PD: Jeff Sanders
MD: Dave Spinn
1 COLD "Sm"
2 EVERCLEAR "Depth"

WEOO/Hagerstown, MD
PD/MD: Austin Davis
1 "I'm The Man"
2 EYE 8 "Night"
3 POE "Theory"
4 WALLFLOWERS "Letters"

WMRO/Hartford, CT *
MD: Chad Kelly
DAVE MATTHEWS BAND "Space"
TRAIN "Drops"
SPINESHANK "New"

KTBJ/Houston-Galveston, TX *
PD/MD: Steve Robison
No Adds

WRZK/Indianapolis, IN *
PD: Scott Jameson
MD: Michael Young
TAPROOT "I"

WPLA/Jacksonville, FL *
PD: Rick Schmidt
APD/MD: Chad Chumley
1 PAPA ROACH "Between"
2 SLACK SEASON "Highway"
3 TRAIN "Drops"

WRZK/Johnson City, TN
PD/MD: Mark E. McGinnis
ALEX AMT FARM "Criminal"
NONPOINT "Matter"
RAMBLER "Lips"

WNFZ/Knoxville, TN *
PD: Dan Bozky
MD: Benner
1 DUST FOR LIFE "Seed"
2 GODSMACK "Greed"

KFTE/Lafayette, LA *
PD: Rob Summers
MD: Scott Parlin
1 SALIVA "Dissase"
2 LIVING END "Roll"
3 SPINESHANK "New"

WWOX/Lansing, MI *
PD: Jeff Williams
MD: Ty Donatowski
1 TANTIC "Breadwinner"
2 "I'm The Man"
3 EYE 8 "Night"
4 POE "Theory"

KXTE/Las Vegas, NV *
PD: Dave Wellington
APD/MD: Chris Ripley
1 OLEANDER "A"
2 MONSTER MARGIE "Heads"
3 FEAR FACTORY "Lumpsum"

WXZZ/Lexington-Fayette, KY *
PD: B.J. Axinger
MD: Stacy Blue
1 NEW FOUND GLORY "M"

KLEC/Little Rock, AR *
PD: Larry Loftanc
MD: Peter Gama
1 RAMBLER "Lips"
2 RENAB "Matter"
3 EYE 8 "Night"
4 WALLFLOWERS "Letters"
5 RUN-D.M.C. "Them"

KROO/Los Angeles, CA *
VP/Prog.: Kevin Westberry
APD: Gene Sandblom
MD: Lisa Warden
DOVES "Sm"

WLR/Louisville, KY *
PD: Adam Ferndich
MD: Jason Davis
LIVING END "Roll"
SPINESHANK "New"
EYE 8 "Night"
DUST FOR LIFE "Seed"

WMAD/Madison, WI *
PD: Pat Freremy
MD: Amy Hudson
1 POE "Theory"
2 Doves "Sm"
3 LIVING END "Roll"

KZNZ/Minneapolis, MN *
PD: Billy Berghammer
MD: Tom
1 KILLING HEIDI "Mascara"
2 POE "Theory"
3 EYE 8 "Night"
4 DAVE MATTHEWS BAND "Space"
5 RADIOHEAD "Lumpsum"

WHTG/Monmouth-Ocean, NJ *
PD: Darrin Smith
MD: Jeff Range
1 EVERCLEAR "Depth"

KMBY/Monterey-Salinas, CA *
PD: Chris White
MD: Rich Refin
1 RAMBLER "Lips"
2 DUST FOR LIFE "Seed"
3 RENAB "Matter"
4 WALLFLOWERS "Letters"

WZPC/Nashville, TN *
DM: Jim Patrick
PD: Brian Krysz
APD/MD: Russ Schenck
LIVING END "Roll"
UNION UNDERGROUND "Kobay"

WRRV/Newburgh, NY
PD: Greg O'Brien
MD: Andrew Boris
WALLFLOWERS "Letters"
POWERFINGER "Happiness"
EYE 8 "Night"

KNNO/New Orleans, LA *
PD: Dave Stewart
MD: Sig
1 RENAB "Matter"
2 POWERFINGER "Happiness"
3 POE "Theory"

WXRK/New York, NY *
PD: Steve Kingston
MD: Mike Pae
1 ALICE AMT FARM "Criminal"
2 SUPERTRAMP "The End"
3 OFFSPRING "Mellon"
4 LIVING END "Roll"

WPRO/Norfolk, VA *
PD: Holly Williams
No Adds

KORX/Oakland-Midland, TX
OM/PD: Dave Corbett
MD: Michael Hickey
RAMBLER "Lips"
WALLFLOWERS "Letters"
EYE 8 "Night"
GODHEAD "Rocking"
RENAB "Matter"

WOCI/Oakland, FL *
PD: Alan Smith
MD: Bobby Smith
TANTIC "Breadwinner"

WIXO/Peoria, IL
OM/PD: Matt Rubin
1 AGE AGAINST "Lovers"
2 POWERFINGER "Happiness"
3 UNION UNDERGROUND "Kobay"
4 LIVING END "Roll"

WPLY/Philadelphia, PA *
PD: Jim McGeehan
APD: Sazle Dunn
MD: Dan Fala
WALLFLOWERS "Letters"

KEDJ/Phoenix, AZ *
APD/MD: Barry Whittney
1 BUTTERBREAD "Lump"
2 BOY HITS CAR "Cover"
3 LUCKY BOYS CONFUSION "Fred"
4 RENAB "Matter"

KZON/Phoenix, AZ *
PD: Tim Maranville
MD: Kevin Marmon
EYE 8 "Night"
TANTIC "Breadwinner"
NEW FOUND GLORY "M"

WXDX/Pittsburgh, PA *
PD: John Moschitta
APD/MD: Lemmy Olena
1 J.I. MIA THEORY "Dark"

WCYY/Portland, ME
PD: Herb Ivy
MD: Brian James
DAVE MATTHEWS BAND "Space"
EYE 8 "Night"
HOBOS "Sm"
SUPER MODEL "Dive"
80's "Tastebuy"

KNRK/Portland, OR *
PD: Mark Hamilton
APD: Jayn
No Adds

WBRI/Providence, RI *
PD: Tim Schiavilli
MD: Josh Gemme
No Adds

KRZO/Reno, NV *
PD/MD: Guy Dark
1 SPINESHANK "New"
2 BUTTERBREAD "Lump"

WDYL/Richmond, VA *
OM/PD: J.D. Kunes
No Adds

KCIX/Riverside, CA *
DM/PD: Kelli Claque
APD: John DeSantis
MD: Daryl James
EYE 8 "Night"
BOY HITS CAR "Cover"

WZZL/Roanoke-Lynchburg, VA *
PD: Bob Travis
MD: Greg Travis
1 RAMBLER "Lips"
2 WALLFLOWERS "Letters"

KWDD/Sacramento, CA *
PD: Ron Bence
APD: Boomer Barbosa
1 EYE 8 "Night"
2 DUST FOR LIFE "Seed"
3 RAMBLER "Lips"
4 TREBLE CHARGER "Psycho"
5 GODHEAD "Rocking"
6 EVERCLEAR "Depth"

KPNT/St. Louis, MO *
PD: Tommy Mathers
MD: Danny Hessler
1 RENAB "Matter"
2 EYE 8 "Night"
3 WALLFLOWERS "Letters"
4 SPINESHANK "New"
5 RAMBLER "Lips"

KORX/Salt Lake City, UT *
VP/Prog. & Prog.: Mike Sommers
APD/MD: Todd Haler
1 COLD "Sm"
2 PAPA ROACH "Between"
3 DOWNER "Lm"

XTRA/San Diego, CA *
PD: Bryan Schock
MD: Chris Haskley
NEW FOUND GLORY "M"

KCHL/San Francisco, CA *
PD: Keith Cunningham
MD: Pat Kahn
No Adds

KITS/San Francisco, CA *
PD: Jay Taylor
MD: Aaron Aanton
1 GREEN DAY "Warning"
2 GREENER LAGOON "Warning"
3 NONPOINT "Matter"
4 LIVING END "Roll"

KJEE/Santa Barbara, CA
GM/PD: Eddie Gutierrez
MD: Dakota
1 RENAB "Matter"
2 EYE 8 "Night"

WVVV/Savannah, GA
PD/MD: Phil Case
EVERCLEAR "Depth"
EYE 8 "Night"
AGE AGAINST "Lovers"
EYE 8 "Night"
RENAB "Matter"

* = Mediabase 24/7 monitored

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PLAYS	LW	TW	ARTIST/TITLE	GI (888)
35	36	35	CRAZY TOWN/Butterfly	4480
34	34	34	RAGE AGAINST.../Renegades Of Funk	41820
33	34	34	LEWIS W/DURST/Outside	41820
32	35	34	FUEL/Hemorrhage...	35670
31	35	34	GOODSACK/Weater	35670
30	35	34	LEWIS W/DURST/Outside	34440
29	35	34	LEWIS W/DURST/Outside	34440
28	35	34	LEWIS W/DURST/Outside	34440
27	35	34	LEWIS W/DURST/Outside	34440
26	35	34	LEWIS W/DURST/Outside	34440
25	35	34	LEWIS W/DURST/Outside	34440
24	35	34	LEWIS W/DURST/Outside	34440
23	35	34	LEWIS W/DURST/Outside	34440
22	35	34	LEWIS W/DURST/Outside	34440
21	35	34	LEWIS W/DURST/Outside	34440
20	35	34	LEWIS W/DURST/Outside	34440
19	35	34	LEWIS W/DURST/Outside	34440
18	35	34	LEWIS W/DURST/Outside	34440
17	35	34	LEWIS W/DURST/Outside	34440
16	35	34	LEWIS W/DURST/Outside	34440
15	35	34	LEWIS W/DURST/Outside	34440
14	35	34	LEWIS W/DURST/Outside	34440
13	35	34	LEWIS W/DURST/Outside	34440
12	35	34	LEWIS W/DURST/Outside	34440
11	35	34	LEWIS W/DURST/Outside	34440
10	35	34	LEWIS W/DURST/Outside	34440
9	35	34	LEWIS W/DURST/Outside	34440
8	35	34	LEWIS W/DURST/Outside	34440
7	35	34	LEWIS W/DURST/Outside	34440
6	35	34	LEWIS W/DURST/Outside	34440
5	35	34	LEWIS W/DURST/Outside	34440
4	35	34	LEWIS W/DURST/Outside	34440
3	35	34	LEWIS W/DURST/Outside	34440
2	35	34	LEWIS W/DURST/Outside	34440
1	35	34	LEWIS W/DURST/Outside	34440

MARKET #2
KROQ/Los Angeles
 Infinity
 (818) 567-1067
 Weather/Sandblom/Worden
 12+ Cume 1,566,700



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
43	40	39	LINKIN PARK/One Step Closer	36320
42	37	37	MOBY F/GWEN STEFANI/Southside	33596
41	36	36	RED HOT CHILL.../Paradise Universe	30688
40	35	35	COLDPLAY/Yellow	29964
39	34	34	INCUBUS/Drive	28148
38	33	33	LINKIN PARK/Crawling	28148
37	32	32	AMERICAN HI-FI/Favor Of The Weak	26332
36	31	31	GREEN DAY/Walking	26332
35	30	30	NEW FOUND GLORY/Hi Dr Miss...	25424
34	29	29	CRAZY TOWN/Butterfly	23068
33	28	28	INCUBUS/Drive	23068
32	27	27	INCUBUS/Drive	23068
31	26	26	POWDERFINGER/My Happiness	21792
30	25	25	LEWIS W/DURST/Outside	21792
29	24	24	DEFONES/Change...	20884
28	23	23	ALLEN ANT FARM/Movies	19976
27	22	22	GOODSACK/Weater Miles Away	19976
26	21	21	RAGE AGAINST.../Renegades Of Funk	19976
25	20	20	COLDNo One	19068
24	19	19	PAPA ROACH/Last Resort	19068
23	18	18	DISTURBED/Stagnity	19068
22	17	17	DISTURBED/Stagnity	19068
21	16	16	LIMP BIZKIT/My Way	19068
20	15	15	INCUBUS/Drive	18160
19	14	14	DAVE MATTHEWS BAND/Did It	17252
18	13	13	RAGE AGAINST.../How I Could Just...	17252
17	12	12	ALLEN ANT FARM/Overboard	15436
16	11	11	GOODSACK/Weater	14528
15	10	10	INCUBUS/Drive	14528
14	9	9	L2/Walk On	14528
13	8	8	BLINK-182/All The Small Things	13620

MARKET #3
WKQC/Chicago
 Emmis
 (312) 527-8348
 Cummins/Schabus
 12+ Cume 948,368



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
43	40	39	LINKIN PARK/One Step Closer	22550
42	37	37	MOBY F/GWEN STEFANI/Southside	21972
41	36	36	RED HOT CHILL.../Paradise Universe	19444
40	35	35	CRAZY TOWN/Butterfly	19393
39	34	34	OUR LADY PEACE/Le	18942
38	33	33	LINKIN PARK/Crawling	18942
37	32	32	3 DOORS DOWN/Duck And Run	16236
36	31	31	RAGE AGAINST.../Renegades Of Funk	15785
35	30	30	FLYING BRUNNEN/Smokescreen	15334
34	29	29	DAVE MATTHEWS BAND/Did It	11726
33	28	28	DEFONES/Change...	11726
32	27	27	INCUBUS/Drive	8569
31	26	26	MOBY F/GWEN STEFANI/Southside	8569
30	25	25	DEFONES/Digital Bath	8118
29	24	24	FUEL/Hemorrhage...	7667
28	23	23	NEW FOUND GLORY/Hi Dr Miss...	7667
27	22	22	DEFONES/Change...	7667
26	21	21	AT THE DRIVE.../In One Armed Scissor	6785
25	20	20	LIMP BIZKIT/My Way	6785
24	19	19	SPACE/Drop It To Live	6314
23	18	18	TRAIN/Drops Of Jupiter	6314
22	17	17	VERTICAL HORIZON/Best I Ever Had	6314
21	16	16	TANTRIC/Blowdown	6314
20	15	15	ALLEN ANT FARM/Movies	5863
19	14	14	PAPA ROACH/Last Resort	5863
18	13	13	COLDNo One	4961
17	12	12	LINKIN PARK/One Step Closer	4961
16	11	11	DOVES/Catch The Sun	4510
15	10	10	L2/Walk On	4510
14	9	9	AMERICAN HI-FI/Favor Of The Weak	4510
13	8	8	FUEL/Hemorrhage...	4510

MARKET #4
KCNL/San Francisco
 Clear Channel
 (415) 371-7500
 Cummings/Berg/Kahn
 12+ Cume 327,580



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
43	42	41	STROKE/911 Live Black...	7100
42	41	40	FUEL/Hemorrhage...	6900
41	40	39	MOBY F/GWEN STEFANI/Southside	6900
40	39	38	DAVID GRAY/Butterfly	6670
39	38	37	L2/Beautiful Day	5990
38	37	36	LEWIS W/DURST/Outside	5405
37	36	35	LIT/Amplifiable	5405
36	35	34	RADIOHEAD/Optimistic	4717
35	34	33	CRAZY TOWN/Butterfly	4485
34	33	32	LIFEHOUSE/Hanging By A Moment	4485
33	32	31	WHEATUS/Teenage Dirtbag	4485
32	31	30	DAVE MATTHEWS BAND/Did It	4120
31	30	29	CREEDEEN/Arms Wide Open	4120
30	29	28	EV6 On The Roof Again	4025
29	28	27	GREEN DAY/Warming	4025
28	27	26	WHEATUS/Teenage Dirtbag	3795
27	26	25	3 DOORS DOWN/Kryptonite	3795
26	25	24	HARVEY DANGER/Sat Sweetheart Of...	3160
25	24	23	BLINK-182/Adam's Song	3160
24	23	22	OFFSPRING/Want You Bad	3160
23	22	21	VERTICAL HORIZON/Best I Ever Had	3160
22	21	20	INCUBUS/Drive	2950
21	20	19	DANDY WARHOL/Sobriety/Like You	2950
20	19	18	BLINK-182/Alan Overboard	2876
19	18	17	SR-71/Right Now	2780
18	17	16	LINKIN PARK/One Step Closer	2780
17	16	15	DOVES/Catch The Sun	2645
16	15	14	COLDPLAY/Yellow	2645
15	14	13	LINKIN PARK/One Step Closer	2645
14	13	12	NINE DAYS/Abuse	2645
13	12	11	OFFSPRING/My Way	2645

MARKET #5
KITS/San Francisco
 Infinity
 (415) 912-1053
 Taylor/Asker/Way
 12+ Cume 768,280



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
41	41	41	LINKIN PARK/One Step Closer	15000
40	40	40	LINKIN PARK/One Step Closer	15000
39	39	39	RAGE AGAINST.../Renegades Of Funk	14700
38	38	38	CRAZY TOWN/Butterfly	13800
37	37	37	GOODSACK/Weater	12600
36	36	36	NEW FOUND GLORY/Hi Dr Miss...	9600
35	35	35	RED HOT CHILL.../Paradise Universe	9300
34	34	34	PAPA ROACH/Last Resort	9000
33	33	33	INCUBUS/Drive	8100
32	32	32	DEFONES/Change...	8100
31	31	31	INCUBUS/Drive	8100
30	30	30	A PERFECT CIRCLE/The Hollow	7800
29	29	29	MOBY F/GWEN STEFANI/Southside	7500
28	28	28	DEFONES/Digital Bath	7500
27	27	27	RADIOHEAD/Optimistic	7500
26	26	26	L2/Walk On	7200
25	25	25	CLEANDER/Are You There?	7200
24	24	24	COLDNo One	6900
23	23	23	A PERFECT CIRCLE/Judith	6900
22	22	22	LINKIN PARK/One Step Closer	6600
21	21	21	LINKIN PARK/One Step Closer	6300
20	20	20	3 DOORS DOWN/Clear	6000
19	19	19	PAPA ROACH/Last Resort	6000
18	18	18	AMERICAN HI-FI/Favor Of The Weak	5400
17	17	17	RAGE AGAINST.../Jessey	5100
16	16	16	INCUBUS/Drive	4900
15	15	15	CREEDEEN/Arms Wide Open	4500
14	14	14	ALLEN ANT FARM/Movies	2000
13	13	13	AT THE DRIVE.../In One Armed Scissor	4200
12	12	12	OFFSPRING/My Way	4200

MARKET #6
WPLJ/Philadelphia
 Radio One
 (610) 565-8900
 McGinn/Dunn/Fein
 12+ Cume 818,200



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
43	44	43	CRAZY TOWN/Butterfly	11440
42	43	42	DAVE MATTHEWS BAND/Did It	11180
41	42	41	LIFEHOUSE/Hanging By A Moment	10920
40	41	40	LEWIS W/DURST/Outside	10660
39	40	39	MOBY F/GWEN STEFANI/Southside	10660
38	39	38	COLDPLAY/Yellow	10140
37	38	37	COLDPLAY/Yellow	9580
36	37	36	FUEL/Hemorrhage...	9100
35	36	35	INCUBUS/Drive	9100
34	35	34	L2/Walk On	8840
33	34	33	EVERLAST/Can't Move	8320
32	33	32	GOOD CHARLOTTE/The Motivation...	7540
31	32	31	GREEN DAY/Warming	8320
30	31	30	AMERICAN HI-FI/Favor Of The Weak	8060
29	30	29	TRAIN/Drops Of Jupiter	8060
28	29	28	SAFEWORLD/LADIES' First Too Late	7800
27	28	27	3 DOORS DOWN/Loser	7800
26	27	26	SMASHING PUMPKIN/Untitled	5720
25	26	25	PAPA ROACH/Last Resort	5720
24	25	24	LIMP BIZKIT/My Way	5460
23	24	23	OFFSPRING/Want You Bad	5460
22	23	22	OUR LADY PEACE/Le	5460
21	22	21	LEWIS W/DURST/Outside	4940
20	21	20	LEWIS W/DURST/Outside	4940
19	20	19	NEW FOUND GLORY/Hi Dr Miss...	4940
18	19	18	HUN-D/M.C./Them Girls	4940
17	18	17	3 DOORS DOWN/Duck And Run	4580
16	17	16	PJ HARVEY/Good Fortune	4580
15	16	15	LINKIN PARK/One Step Closer	4160
14	15	14	AT THE DRIVE.../In One Armed Scissor	4160
13	14	13	COLDNo One	4160

MARKET #7
KDGE/Dallas-Ft. Worth
 Clear Channel
 (972) 770-7777
 Doherty/Ryo
 12+ Cume 418,000



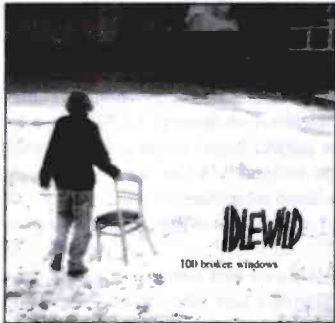
PLAYS	LW	TW	ARTIST/TITLE	GI (888)
41	41	41	MOBY F/GWEN STEFANI/Southside	7052
40	40	40	FUEL/Hemorrhage...	7052
39	39	39	LIFEHOUSE/Hanging By A Moment	7052
38	38	38	3 DOORS DOWN/Loser	6880
37	37	37	BLINK-182/Adam's Song	6880
36	36	36	LEWIS W/DURST/Outside	6394
35	35	35	COLDPLAY/Yellow	6394
34	34	34	DAVE MATTHEWS BAND/Did It	5160
33	33	33	TRAIN/Drops Of Jupiter	4988
32	32	32	DEXTER FREESH/Leaving Town	4644
31	31	31	CREEDEEN/Arms Wide Open	4472
30	30	30	RED HOT CHILL.../Paradise Universe	4472
29	29	29	VERTICAL HORIZON/Everything You Want	4472
28	28	28	INCUBUS/Drive	4300
27	27	27	AMERICAN HI-FI/Favor Of The Weak	4300
26	26	26	LINKIN PARK/One Step Closer	4300
25	25	25	LINKIN PARK/One Step Closer	4300
24	24	24	LINKIN PARK/One Step Closer	4300
23	23	23	LINKIN PARK/One Step Closer	4300
22	22	22	LINKIN PARK/One Step Closer	4300
21	21	21	LINKIN PARK/One Step Closer	4300
20	20	20	LINKIN PARK/One Step Closer	4300
19	19	19	LINKIN PARK/One Step Closer	4300
18	18	18	LINKIN PARK/One Step Closer	4300
17	17	17	LINKIN PARK/One Step Closer	4300
16	16	16	LINKIN PARK/One Step Closer	4300
15	15	15	LINKIN PARK/One Step Closer	4300
14	14	14	LINKIN PARK/One Step Closer	4300
13	13	13	LINKIN PARK/One Step Closer	4300
12	12	12	LINKIN PARK/One Step Closer	4300
11	11	11	LINKIN PARK/One Step Closer	4300
10	10	10	LINKIN PARK/One Step Closer	4300
9	9	9	LINKIN PARK/One Step Closer	4300
8	8	8	LINKIN PARK/One Step Closer	4300
7	7	7	LINKIN PARK/One Step Closer	4300
6	6	6	LINKIN PARK	

New Music Specialty Shows

R&R's Exclusive Look At The Cutting Edge Of Alternative

Wild For Idlewild

This week I was one of the many who received the full record from the hot new alt artists Idlewild. Still excited about this band through the EP that I received a while ago, I ripped open this package with much anticipation for *100 Broken Windows*. I was not disappointed either. The entire record sounds amazing. From the R.E.M.-esque "These Wooden Ideas" to the very last track on the record, "The Bronze Metal," this Scottish band pulls from a wide-ranging list of influences to make up a diverse sound full of alternative music that will bring hope for the format to your ears. Contact Steve Nice (323-871-5174) or any of the fabulous people in "the Capitol cage" to make sure you don't miss out on this one. Another band that has been starting to build up some heavy buzz is Chicago-based Torben Floor. They are unsigned at present, but judging from what I have heard from the band,



they will be snapped up soon. Their track "Sunbathing" was featured on the most recent Bridge Sampler. For more details, contact Chris Stowers at 773-938-1229.

As far as the chart goes, Creeper Lagoon hold tight to the No. 1 spot for the second week in a row, while Living End make a huge jump up from No. 13 last week to the No. 2 position this week. Idlewild have been finding out that they have what it takes to make it on the chart; this week they come in at No. 13. We have quite a few debuts this week: Transmission OK make a grand entrance at No. 5, Poe, with her new track (with spoken word overlaid throughout) "Hey Pretty," lands at No. 8, SRC is at No. 10, Toadies are at No. 11, Discontent begin at No. 12, Delerium start off at No. 15, and Guttermouth, with "She's Got The Look," debut at No. 19. Record Of The Week: Discontent

By Dayna Talley
Asst. Alternative Editor

Specialty Show Reporters

Shows and their Top 5 songs listed alphabetically by market

WEOX/Albany, NY Download Thursday 12:30-3pm Eric Doves "Rise" Delerium "Daylight" Our Lady Peace "Right Behind You" Thirteen "Perfect Imperfection" Creeper Lagoon "Wrecking Ball"	WAOZ/Cincinnati, OH Waiting Room Sunday midnight-2am Hagan Souly "Son Song" Creeper Lagoon "Wrecking Ball" Econoline Crush "Make It Right" Tool "Maynard's Dick" Poe "Hey Pretty"	WRXZ/Indianapolis, IN Hangover Cafe Tuesday 9am-noon Dave Dugan They Might Be Giants "Boss Of Me" Poor Rich Ones "Drown" Dog Hair Dressers "Orange Juice" Bob Schneider "Metal And Steel" Frogs "Sleep On The Street"	KMBY/Saltinas, CA Time Bomb Tues.-Sun. midnight-12:30am Matt Black Goldfinger "99 Left Balloons" Five Iron Frenzy "Dandelion" U.S. Bombs "Tora Tora Tora" Mouthwash "Drop The Bomb" Guttermouth "She's Got The Look"
WHRL/Albany, NY Testing 1,2,3 Sunday 8pm-9pm Osborn Toadies "You'll Come Down" Venice Underground "Venice By The Sea" Lords Of Acid "Lover" Ours "Sometimes" Transmission OK "That Kind Of Girl"	WWCD/Columbus, OH Invisible Hits Hour Sunday 7-9pm Curtis Schieber Outkast "Gasoline Dreams" Pearl Jam "Given To Fly" BS2000 "Mr. Critic" George Harrison "Beware Of Darkness" John Gorka "Morningtide"	KXTE/Las Vegas, NV It Hurts When I Pee Sunday 10pm-midnight El Diablo International Noise "Smash It" Wavelengths "Kasde" Suxidal Sentences "Something Inside Me" Fear Factory "Never End" Saliva "Your Disease"	KCXX/San Bernardino, CA Xtreme X Saturday 9pm-3am Dave Desay/Daryl James Mudwayne "Dig" Spies/Jane "New Disease" Shovel "Set It Off" Fear Factory "What Will Become" Slaves On Dope "Pushing Me"
KTEG/Albuquerque, NM Burning Sensations Sunday 8pm-10pm Adam 12 Donnas "Do You Want To" Monster Magnet "Lee" Tricky "Mission Accomplished" Creeper Lagoon "Wrecking Ball" Kool Keith "Abandon Ship"	WXEG/Dayton, OH The X Spin Cycle Sunday 9-10:30pm Allen Rantz Godsmack "Greed" A Perfect Circle "Hollow" Poe "Hey Pretty" Grig "Opposer" Deceiver "Are You There?"	KROQ/Los Angeles, CA Rodney On The Roo Sunday midnight-3am Rodney Bingenheimer Black Rebel "Red Eyes And Tears" Mo'Nique "No Matter What..." Florida "When You Are So..." Lydia "Head Tasted" Snowblind "Cut"	XTRA/San Diego, CA The Lab Sunday 7pm-9pm Action DJ Hilary Deltones "Digital Bath" Jack Johnson "Middle Man" Living End "Roll On" Goddard "Saw" Voodoo Glow Skulls "The Drop In"
WRAX/Birmingham, AL Reg's Coffeehouse Sunday 10am-1pm Scott Register Ben Harper "Escape Me Not" Suzanne Vega "No Cheap Thrill" Match & Science "Soundable" Jeff Black "Birmingham Road" Aimee Mann "Save Me"	KTCL/Denver, CO Adventure University Sunday 7:30-8:30pm Professor Kat DJ Koolha "Tropicsome" John Frusciante "Going Inside" Vanspeed "Had About Enough" Reeves Gabrels "Yesterday's Gone" Tom Down "Country Rap Tune"	WHTG/Monmouth, NJ The Underground Sunday 10pm-midnight Jeff Henge Doves "Man Who Sailed" Old 97's "King Of All The..." A "Old Folks" Delerium "Daylight" Liz Sullivan "In The Middle..."	KITS/San Francisco, CA Soundcheck Sunday 8pm-10pm Aaron Acobson Creeper Lagoon "Wrecking Ball" Systematic "Deep Colours Blend" Guttermouth "She's Got The Look" Doves "Catch The Sun" Non-Point "What A Day"
WBCN/Boston, MA Nocturnal Emissions Sunday 8-10pm Dedius/Albert O Toadies "Push The Hand" Jennifer Jackson "Mercury, The Sun" Poor Rich Ones "Drown" Guttermouth "She's Got The Look" Sheila Divine "Sideways"	WEJE/Fort Wayne, IN The Living Room Sunday 7:30pm-8:30pm Matt Jericho Living End "Roll On" Frustrators "Than She Walked Away" Powderfinger "My Happiness" Jeff Witczak "I Will Be There" Torben Floor "Sunbathing"	WXRK/New York, NY The "Barz" Sunday midnight-2am Matt Pinfield BS2000 "Scrappy" U2 "Elevation" Siamoramb "Breath" Alien Ant Farm "Smooth Criminal" Systematic "Beginning Of The End"	KJEE/Santa Barbara, CA New Wave Monday midnight-2am Dave Homocok Snake River "...Breed" Imbrocco "Northstar Is All..." Guttermouth "That's Life" Early Draw Boy "Dickinson" Slackers "Wanted Dead Or Alive"
WFNX/Boston, MA The First Contact Sunday 8pm-9:30pm Zach Broder Moments "Apostrophe" Diesel Boy "Emo Boy" Low "Dinosaur Ad" Discontent "Bulletproof" Bright Eyes "You Are The Roots"	WJBX/Ft. Myers, FL 99 Xtreme Sunday 8-10pm Lopez At The Drive In "One Armed Scissor" Jesus Gun "Soul Creation" Wax? "So Cliche" Hed Pe "Killing Time" Mudwayne "Dig"	WROX/Norfolk, VA The Punk Show Sunday 8pm-midnight Michele & Josh R2D "The Life" Meatmen "Morrisey Must Die" Miesle "Bullet" Minor Threat "No Reason" US Bombs "Bloody Rag"	KNDD/Seattle, WA Loudspeaker Sunday 11:00pm-midnight Bill Reid Spoon "Everything Hits..." BS2000 "Scrappy" New Year "Half A Day" Dog Hair Dressers "Orange Juice" Minus 5 "You Don't Mean It"
WEDG/Buttalo, NY Next Wave Monday midnight-1am Ryan Patrick Longwave "Make Me A Believer" Woody Friction Dust For Line "Sided" Downer "Last Time" Dave Matthews Band "When The World Ends"	WEEO/Hagerstown, MD New Year This Sunday 10pm-midnight Austin Davis Uncle Kracker "Follow Me" Somethin' "New Disease" Dave Matthews Band "Orphans Of Dar..." Nina Gordon "How I Can Die" Dave Matthews Band "What You Are"	WPLY/Philadelphia, PA Y-Hot Sunday 9pm-10:30pm Dan Fein Arto "Forgotten" Brassy "Bass We Rock" Ours "I'm A Monster" Poe "Hey Pretty" Toadies "L'Ette Sin"	KNPT/St. Louis, MO New Music Sunday Sunday 7-9:30pm Les Aaron Hedrick Bailey Beats "Coming Thru" Lemonheads "Into Your Arms" Poor Rich Ones "Drown" Toploader "Dancing In The..." Diesel Boy "Big Spending New"
WBTV/Burlington, VT Spinning Unrest Sunday 8-9:30pm Steve Picard Stephen Malkmus "Jennifer And The..." Llama Farmers "Snow White" Russell Simms "Public Places" Creeper Lagoon "Wrecking Ball" Limpie Howl "1255"	WMRQ/Hartford, CT Spinning Unrest Sunday 10pm-midnight Cassie Picard 2 Skinneez "It's '80" Need "L'adance" Boy Hies Car "Lovecore" Diesel Boy "Big Spanking New" Imbrocco "Northstar Is An..."	WCYY/Portland, ME Spinout Thursday 7-9pm Shawn Jeffrey Slard "Subcaltor" Cold "She Said" Living End "Roll On" Buckcherry "Ridin" Orange Peels "Back In San Fran"	KMYZ/Tulsa, OK New From The Edge Tuesday midnight-1:00am Rayling Poe "Hey Pretty" Econoline Crush "Make It Right" Doves "Catch The Sun" Urge "4 Letters 2 Words" Marilyn Manson "Fight Song"
WAVF/Charleston, SC Cutting Edge Sunday 8:30-10pm Bryan Stowe Gary Numan "I Can't Breathe" Mudwayne "Dig" Frogs "Sleep On The Street" Idlewild "Little Discourage" PJ Harvey "Good Fortune"	WEDJ/Indianapolis, IN A Boot To The Head Sunday 7pm-9pm Jason Electric Frank "Taking You Down" Texas Tom Arto "...Women Should Be..." Voice Of A... "9150" Niblick Henbane "Old Hat" Limecell "U-3"	KWDD/Sacramento, CA Alternative Beat Sunday 8:00pm-10:30pm Dave Marsh DJ David X Godhead "I Sell Society" Delakots "Got It Like That" Titled "Drop" 45 Dip "Motor City" Gary Numan "Listen To My Voice"	WHFS/Washington, DC Now Hear This Sunday 8:00pm-10:30pm Dave Marsh Superstar "White Surf" Queens "I Don't Want To..." Living End "Roll On" Ladytron "Another Breakd..." Llama Farmers "Snow White"

37 Total Reporters

R&R Top 20 Artists

March 9, 2001

1. CREEPER LAGOON (DreamWorks) "Wrecking Ball"
2. LIVING END (Reprise) "Roll On"
3. BS2000 (Grand Royal) "Scrappy"
4. POWDERFINGER (Republic/Universal) "My Happiness"
5. TRANSMISSION OK (Beyond) "That Kind Of Girl"
6. DOVES (Heavenly/Astralwerks/Virgin) "Catch The Sun"
7. STEPHEN MALKMUS (Matador) "Discretion Grove"
8. POE (FEI/Atlantic) "Hey Pretty"
9. RAMMSTEIN (Republic/Universal) "Links 2 3 4"
10. SNAKE RIVER CONSPIRACY (Reprise) "Breed"
11. TOADIES (Interscope) "Push The Hand"
12. DISCONTENT (Sha-La) "Bulletproof"
13. IDLEWILD (Odeon/Capitol) "Little Discourage"
14. MONSTER MAGNET (A&M/Interscope) "Heads Explode"
15. DELERIUM (Nettwerk) "Daylight"
16. GARY NUMAN (Spitfire) "Listen To My Voice"
17. COLDPLAY (Nettwerk/Capitol) "Shiver"
18. OLD 97'S (Elektra/EEG) "King Of All The World"
19. GUTTERMOUTH (Epitaph) "She's Got The Look"
20. DROPKICK MURPHY'S (Epitaph) "The Gauntlet"

Ranked by total number of shows reporting artist.

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JOHN SCHOENBERGER

jschoenberger@rronline.com

Adult Alternative Launches Careers

■ Make Adult Alternative part of your game plan

In the early days of Adult Alternative, everyone was excited about the future. It seemed we were in the middle of the next big thing, and the artists — not just their songs — were breaking ultimately crossed over to many other formats and went on to sell millions of albums. Artists such as Sheryl Crow, The Counting Crows, Joan Osborne and the Dave Matthews Band started at our format and had great success. So what happened?

A Misperception

I contend that absolutely nothing happened. However, a change of climate contributed to a misperception about our format that, until recently, permeated the industry. This misperception was nurtured because our format did not invade the number of markets that it was once hoped it would — not because it wasn't viable and profitable, but because most station owners were unwilling to invest the time and money needed to develop an Adult Alternative station properly.

Furthermore, added pressure on the successful stations that already existed within the format to reach a broader audience caused many of them to tighten their playlists (which also dramatically increased the number of weekly spins on the records they did play, by the way) in order to pay more attention to cross-cuming songs that may have started at another format. Also, other adult formats were starting to steal some of the thunder from Adult Alternative by commandeering many of the artists we once called our own.

Those who were still paying attention were quick to acknowledge that it was Adult Alternative that had played a major role in launching or significantly enhancing the careers of Sarah McLachlan, Natalie Merchant, Shawn Colvin, The Wallflowers, Susan Tedeschi, Phish, Blues Traveler, Chris Isaak, The New Radicals, Hootie And The Blowfish, Train, Lucinda Williams and many others — all of whom remain core artists for us. In addition, many heritage artists rely on Adult Alternative as their only source of airplay.

Yet the general feeling was that Adult Alternative wasn't breaking artists anymore, that the format was less important to the labels than it had once been and that somehow the shine we once had had faded. If you believe that, and if it's going to take some prime examples of careers launched at Adult Alternative to change your attitude, I've got some great stories to tell you in this column.

Who's Keeping Score

I'm keeping score! First of all because it's my job, and secondly — and more importantly — because

it's my passion. Three new artists have fought their way to the No. 1 position on the Adult Alternative chart in the past 12 months, and all three have entered into the cross-over phase with great results. Plus, all three will easily enjoy multiple-track airplay before their projects have run their course.

Leading the pack is David Gray, with his mesmerizing song "Babylon," from *White Ladder*, which was released just about this time last year. Following in his footsteps, beginning late last summer, is John Ondrasik's Five For Fighting album, *America Town*, featuring "Easy Tonight." And, most recently, there's Josh Joplin Group, via "Camera One," from *Useful Music*.

As you'll read here, it took the efforts of many people — from promotion to publishing, from management to booking agents, from distribution to retailers — who had the patience, persistence and, most importantly, the passion to make it happen.

But wait! There's more.... Shelby Lynne, whom the majority of Adult Alternative stations wholeheartedly supported, just walked away with the Best New Artist Grammy; much of Moby's early radio exposure can be directly attributed to Adult Alternative airplay on "Porcelain"; and Shivaree, Shannon Curfman, Wood, Leona Naess, The Pat McGee Band and others established a great base to build upon this past year, thanks to us.

It Takes What It Takes

David Gray, in many ways, has become the best example of the fact that Adult Alternative is still embracing artists and launching careers. He had released three albums prior to *White Ladder* that had developed some support from the mainly noncommercial side of Adult Alternative radio and allowed him to tour the States on several occasions. But it wasn't until this new album that things clicked for him.

Gray recorded *White Ladder* in his London flat — basically as a demo, since he had no label deal at

"One thing's for sure: Adult alternative should be proud of what they've help us accomplish with David Gray and, more broadly, the fact that they broke an artist."

Cheryl Khaner

the time — and he eventually decided to release it on his own IHT label. The project began to get attention in Ireland via the song "Babylon," and more than 100,000 copies of the album were sold there.

Dave Matthews and some partners had started a new label in the U.S. called ATO, and they decided that Gray was the perfect artist with whom to launch it. "Certainly, we felt David Gray was special," says ATO principal Michael McDonald. "He represented the right kind of artist for us, in that he'd already tried the major-label route, which, for whatever reasons, didn't have the resources and time to devote to developing him. We knew we had the patience to build the story on many levels before

potentially. "It's the touring that was a big factor in establishing relationships for him with radio and retail, as well as an audience," says McDonald. "Plus, we feel touring will ultimately add longevity to his career."

Another important aspect of the development of the David Gray project was the commitment from BMG Distribution at the very beginning of the *White Ladder* project. Its enthusiasm was translated to certain key retailers who became convinced of the project's chances for success very early on: The entire CIMS (Coalition Of Music Stores) group got behind the project immediately, as well as Waterloo, Music Millennium and other independent chains.

According to RCA Sr. VP/Artist Development & Creative Services High Surratt, "If you combine the passion from BMG, the incredible press, the support of Adult Alternative and the touring aspect, you couldn't dream of a better way to launch an artist."

The result was an album that was selling alongside the developing airplay story and that has since been certified Platinum, with 30,000 units still being scanned each week.

Where Credit Is Due

Certainly Adult Alternative had been leading the charge for the David Gray project, but eventually an effort to cross the artist to other formats was in order. RCA's VP/Adult Formats & Internet Radio Promotion Cheryl Khaner says, "We officially came in on the project last August, but I had been quietly involved since the beginning on an advisory level. It was reaching critical mass, so I felt it was time for us to step in — not only to drive 'Babylon' all the way to No. 1 on the Adult Alternative chart, but to also begin the challenge of crossing it over.

"Let me be clear that I acknowledge Adult Alternative's support of the project as being key. Without their complete commitment to this artist, it wouldn't have gone any further. One thing's for sure: The stations should be proud of what they've helped us accomplish with David Gray and, more broadly, the fact that they broke an artist."

We've seen a similar story develop with Five For Fighting, which is basically the alter-ego of singer-



David Gray

RCA Records came into the picture."

Once again, noncommercial radio jumped on *White Ladder* first, but "Babylon" caught the attention of many key commercial programmers around the country. It was clear that Gray had written and recorded music that had elevated him to the next level. The track garnered reaction on every station that played it, and it established a positive callout research story.

"Babylon" eventually went all the way to No. 1 on the Adult Alternative top 30, and it remained on the chart for 38 weeks. In addition, the second emphasis track from the album, "Please Forgive Me," is now close to the top 10.

The Rest Of The Story

But there's much more. During the many months the airplay story developed, Gray did four separate national tours of the U.S. in support of the project. Each time he came back, the audience grew ex-

#1 Most Added!
including:
WXPB WRNR
WYEP WMPS
KBAC
KRSH WMMM
KTHX KOTR

KEB'MO' | THE DOOR

EPIC

songwriter John Ondrasik. Ondrasik had already had a couple of major-label deals in the past, but each time unforeseen circumstances prevented him from getting the shot he deserved. After a period of regrouping and recording more demos, Ondrasik caught the attention of Aware Records wizard Greg Latterman.

"We first became associated with this great artist when we placed a track on our *Aware 7* compilation, and that led to a deal," Latterman says. "The original plan I presented to Columbia was that we would do a conservatively priced record and develop the artist on *Aware* only. But as material began to emerge from the studio, we all realized that magic was happening. Ultimately, it became an *Aware/Columbia* effort from the beginning."

When you're talking Columbia and Adult Alternative radio, you're talking about Columbia's newly promoted Sr. Dir./National Promotion, Adult Formats, Trina Tombrink. "Greg Latterman was feeding me music very early on, and I insisted that I be involved from the beginning," she says. "The depth to John Ondrasik's lyrics, the unique qualities of his voice and the right amount of commercial appeal in his songs made me feel we had a great project to launch from Adult Alternative. In addition, because I was involved so early in the project, I was afforded the luxury of ample setup time."

Off To A Great Start

While on the road last spring promoting the new Jayhawks album, Tombrink was able to pass on her enthusiasm for Five For Fighting to many key programmers around the country. So when she went for adds in early August, she was off to a great start. "We timed the release of the first single, 'Easy Tonight,' just before the A3 Summit in Boulder," she says. "After John and his band's

stellar performance there, we were off and running.

"My goal was to go top 10 with the track by late November, but when we reached that point, the momentum was so strong due to the positive phones and callout — not to mention that the sales in just about every market had doubled — that we realized we had a real chance of going to No. 1 on the Adult Alternative chart."

Tombrink and others involved are quick to point out that Ondrasik's own outgoing personality made a big difference too. Throughout the development of the project he and album producer-guitarist-harmonizer Gregg Wattenberg were on the road doing Five For Fighting "Gloves Off" dates. This allowed him to begin to develop relationships with radio and with retail. "John was his own best promotion person," says Tombrink. "He gave a face to his music, and because he's such a compelling person, programmers wanted to see it happen for him."

The Five For Fighting project also included a concentrated ef-



Five For Fighting

fort from a corner we don't often think about: Ondrasik's publishing company. EMI Publishing worked hand-in-hand with the Columbia promotion staff, offering their financial, as well as physical, support.

EMI Publishing VP/Promotion & Marketing Neil Lasher says,

"We've been involved with John Ondrasik's career since 1995, when we signed him. We were as disappointed as he was when his first two efforts didn't happen. Because of our continued belief in John, and the fact that he's now reaping the benefits we have so long felt he deserved, this success is very gratifying for us."

Renewed Faith

Since Artemis Records came onto the scene, it's established itself as an artist-driven label. In addition, the majority of the acts it's signed have found a home at Adult Alternative radio, and the label has come to rely upon the format. Last fall the label's national adult promotion efforts were assumed by Ray Dipietro, who has found himself in the envious position of taking the newly signed Josh Joplin Group all the way to No. 1 on the Adult Alternative chart.

"We are very excited about the fact that Josh Joplin Group have made it to the top of the Adult Alternative chart," Dipietro exclaims. "It's our first No. 1 record. I was inspired by the project from the beginning. Certainly Shawn Mullins, who produced the original version of *Useful Music* and then released it on his own SMG label, did a great job of capturing the essence of this artist. But when Jerry Harrison got involved in producing 'Camera One,' one of the new songs on our version of the album, I knew we had a real shot."

Although Artemis can be viewed as an independent label, its executive management team are music-industry veterans. This experience allowed them to read the market and make the rather unorthodox decision to run with the project in late fall. "Fortunately, a window of opportunity at Adult Alternative radio presented itself after the big-name fall blitz was over," says Dipietro. "This allowed us to gain a good foothold going into the holiday season. The



Josh Joplin Group

song has since exploded this year."

Joplin and his band have been building a base in the Southeast for a number of years. According to his Atlanta-based manager, Russell Carter, Joplin had "pretty much on his own developed a strong fan base in this region of the country. Josh is very intelligent, very personable and a lot of fun to hang out with. Having an artist like that makes it a lot easier for all of us to do our jobs on his behalf."

These qualities seemed to make a difference during the initial promo tour Joplin did. Artemis VP/Promotion Diane Gentile confirms this by saying, "The power of his lyrics, as well as his natural enthusiasm, was really what sold John at first. Later the fact that the song was an instant-reaction record helped keep the momentum going."

Getting Real

Marty Diamond from Little Big Man Booking in New York was involved with the touring aspect of both David Gray and Five For Fighting, but his comments certainly pertain to all artists: "The essence, in terms of building careers and — in particular — the live-performance aspect, is to enlist people's participation.

"Adult audiences are often incredibly receptive to newer artists and are usually willing to grow along with them. As much as it's

about the fan being a spectator, it's also about the artist connecting with the audience and then having these people actively help in spreading the word about the artist.

"You basically turn each one of them into a messenger. The other key aspect of this equation is to tie in radio stations whenever you possibly can to add even more credibility — not only for the artist, but for the station as well."

So are we seeing a trend here? If David Gray was the only artist who had broken through, it would be easy to dismiss the idea that he may represent movement in a new direction. With Five For Fighting and Josh Joplin Group following in his footsteps, however, we may very well be seeing the beginning of a new cycle. But the big difference between this cycle and a fad or a musical trend, such as the boy or girl bands of the alternative-rock pop model, is that artists who write their own material, remain true to themselves and dedicate their entire lives to their craft are never really out of style.

But it's clear that if you expect Adult Alternative radio to get behind a project, you had better make sure the effort to support it on many other levels is there. It takes a lot of hard work, a solid game plan, a great record and a little bit of luck to go to No. 1 on the Adult Alternative chart, especially if it's a newer artist.

As Diamond said at the conclusion of our conversation, "It was a very telling sign at this year's Grammy Awards when U2 won three awards. I do think there's a movement afoot back to real artists and intelligent, compelling songs. When you have a genuine buzz develop around this type of artist, it's because of their attraction as a person, as well as a musician. It's not about hype and overmarketing."

Adult Alternative radio has always recognized these qualities.

PAUL SIMON

"You're The One"

MOST ADDED!

New At:
KBAC & WZEW

Including These Stations:

WRLT	WXRT
KTCZ	WMVY
WRNX	WTTS
KBCO	KRSH
KXST	KOTR

MOST ADDED!

KASEY CHAMBERS
"The Captain"

New At: KTHX, KRSH,
WRNX & KBAC
Already On: KGSR,
WXPB & KPIG

"Destined to be the Artist Development story of the year."

Mark Knopfler

"Sailing To Philadelphia"

ON YOUR DESK THIS WEEK

New At:
WXPB & WMVY



R&R Adult Alternative Top 30

March 9, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS ADDS
2	1	U2 Walk On (Interscope)	595	+4	38384	9	30/0
1	2	JOSH JOPLIN GROUP Camera One (Artemis)	585	-51	39621	15	32/0
5	3	TRAIN Drops Of Jupiter (Tell Me) (Columbia)	521	+42	36707	5	28/0
4	4	ERIC CLAPTON Superman Inside (Duck/Reprise)	513	+32	39200	4	29/0
3	5	DAVE MATTHEWS BAND I Did It (RCA)	497	-55	31980	9	30/0
7	6	COLDPLAY Yellow (Nettwerk/Capitol)	446	+11	32740	10	28/0
6	7	DIDO Thankyou (Arista)	445	+4	39858	15	19/0
9	8	WALLFLOWERS Letters From The Wasteland (Interscope)	398	+10	24320	6	28/0
10	9	SHAWN COLVIN Whole New You (Columbia)	365	-2	26388	6	28/0
8	10	LENNY KRAVITZ Again (Virgin)	359	-43	30911	18	18/0
11	11	BARENAKED LADIES Too Little Too Late (Reprise)	343	-1	15709	7	24/1
14	12	DAVID GRAY Please Forgive Me (ATO/RCA)	341	+8	22890	16	26/1
13	13	SEMISONIC Chemistry (MCA)	340	-1	20411	8	25/1
12	14	GREEN DAY Warning (Reprise)	299	-45	18794	12	22/0
16	15	U2 Beautiful Day (Interscope)	291	-11	29913	24	19/0
20	16	DAVID GRAY Babylon (ATO/RCA)	277	0	28945	39	21/0
18	17	JOAN OSBORNE Running Out Of Time (Interscope)	267	-28	16914	11	23/0
17	18	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	267	-31	23158	20	15/1
19	19	FIVE FOR FIGHTING Easy Tonight (Aware/Columbia)	265	-13	21887	23	23/0
15	20	PAT MCGEE BAND Rebecca (Giant/WB)	265	-41	17454	21	22/0
21	21	COLLECTIVE SOUL Perfect Day (Atlantic)	264	-11	21274	11	15/0
22	22	JOHN HIATT Lift Up Every Stone (Vanguard)	244	-4	14042	4	27/0
23	23	OLD 97'S King Of All The World (Elektra/EEG)	235	+25	15625	3	21/1
26	24	JONATHA BROOKE Linger (Bad Dog)	195	+12	9710	6	19/0
28	25	SHAWN MULLINS Up All Night (SMG/Columbia)	182	+17	9799	2	17/0
25	26	MOBY F/GWEN STEFANI Southside (V2)	182	-6	9902	13	14/0
27	27	BOB SCHNEIDER Metal & Steel (Universal)	178	-5	9123	4	18/0
29	28	JEB LOY NICHOLS Heaven Right Here (Rykodisc)	171	+15	8826	4	18/0
DEBUT	29	UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	162	+15	10042	1	13/1
-	30	JIMMY SMITH Only In It For The Money (Blue Thumb/VMG)	144	+2	6930	2	16/0

Most Added

ARTIST TITLE LABEL(S)	ADDS
KEB' MO' The Door (Epic)	8
LUCKY PETERSON Mercenary Baby (Blue Thumb/VMG)	5
KASEY CHAMBERS The Captain (Asylum/WB)	4
DOUBLE TROUBLE In The Garden (Tone-Cool)	4
BLAKE BABIES Nothing Ever Happens (Zoe/Rounder)	4
SOGGY BOTTOM BOYS I Am A Man Of... (Mercury)	3
PAUL SIMON You're The One (Warner Bros.)	2
SUPREME BEINGS OF LEISURE Never The Same (Palm)	2
INCUBUS Drive (Immortal/Epic)	2
MARK KNOPFLER Sailing To Philadelphia (Warner Bros.)	2
LOS SUPER SEVEN Teresa (Columbia)	2
DAVE MATTHEWS BAND The Space Between (RCA)	2
DAVE MATTHEWS BAND Everyday (RCA)	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DAVE MATTHEWS BAND The Space Between (RCA)	+51
PAUL SIMON You're The One (Warner Bros.)	+48
DELBERT MCCLINTON Livin' It Down (New West/Red Ink)	+45
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	+42
DAVE MATTHEWS BAND So Right (RCA)	+37
ERIC CLAPTON Superman Inside (Duck/Reprise)	+32
OLD 97'S King Of All The World (Elektra/EEG)	+25
DAVE MATTHEWS BAND Everyday (RCA)	+24
DAVE MATTHEWS BAND If I Had It All (RCA)	+22
SUPREME BEINGS OF LEISURE Never The Same (Palm)	+20
VAST I Don't Have Anything (Elektra/EEG)	+19
STING After The Rain Has Fallen (A&M/Interscope)	+18
JIM WHITE Handcuffed To A Fence In... (Luaka Bop/Virgin)	+18
MOE New York City (Fatboy/Red Ink)	+18
J. WESLEY HARDING I'm Wrong... (Malt/Mammoth)	+18
SOGGY BOTTOM BOYS I Am A Man Of... (Mercury)	+18

34 Adult Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 2/25-Saturday 3/3. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 250 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

LIFHOUSE Hanging By A Moment (DreamWorks)

Total Plays: 135, Total Stations: 8, Adds: 1

PAUL SIMON You're The One (Warner Bros.)

Total Plays: 131, Total Stations: 18, Adds: 2

JIM WHITE Handcuffed To A Fence In... (Luaka Bop/Virgin)

Total Plays: 131, Total Stations: 13, Adds: 0

DANDY WARHOLS Godless (Capitol)

Total Plays: 124, Total Stations: 14, Adds: 1

INCUBUS Drive (Immortal/Epic)

Total Plays: 123, Total Stations: 7, Adds: 2

DELBERT MCCLINTON Livin' It Down (New West/Red Ink)

Total Plays: 119, Total Stations: 13, Adds: 0

AMY CORREIA Life Is Beautiful (Capitol)

Total Plays: 118, Total Stations: 15, Adds: 0

SARAH HARMER Weakened State (Zoe/Rounder)

Total Plays: 98, Total Stations: 12, Adds: 0

VAST I Don't Have Anything (Elektra/EEG)

Total Plays: 89, Total Stations: 6, Adds: 0

PAUL PENA Jet Airliner (Hybrid)

Total Plays: 85, Total Stations: 12, Adds: 0

Songs ranked by total plays

Breakers

No Songs Qualified For Breaker Status This Week

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



Letters from the Wasteland

The new single from

The Wallflowers (Breach)

R&R Adult Alternative 9-8

BDS AAA 9*- 8*

Corresponding at:

KBCO

WXRT

KMTT

KTCZ

KGSR

WBOS

WXPB

KKMR

KENZ

WXRV

KXST

and more

Produced by Andrew Slater and Michael Penn. Mixed by Tom Lord-Alge. Engineered by Mike H. A. Book. Mastered by Mike H. A. Book. © 2001, Warner Bros. Records Inc.



Stations and their adds listed alphabetically by market

KBAC/Albuquerque, NM PD/MD: Ira Gordon 4 TIM EASTON "Hair" LUCKY PETERSON "Mercenary" KASEY CHAMBERS "Captain" SOGGY BOTTOM BOYS "Man" PAUL SIMON "One"	WXRV/Boston, MA * PD: Joanne Doody MD: Dana Marshall 7 DOVES "Sun"	KKMR/Dallas-Ft. Worth, TX * PD: Scott Strong MD: Jeff K BARENAKED LADIES "Lips" LIFEHOUSE "Hanging"	WMPS/Memphis, TN PD: Alexandra Inzer No Adds	WKOC/Norfolk, VA * PD: Paul Shugrue MD: Kristen Croot UNCLE KRACKER "Follow"	KTHX/Reno, NV * PD: Harry Reynolds MD: Dave Harold BLAKE BABIES "Nothing" KEB MD "Door" KASEY CHAMBERS "Captain" LUCKY PETERSON "Mercenary"	KOTR/San Luis Obispo, CA PD: Drew Ross MD: Rick Williams SOGGY BOTTOM BOYS "Man" OLLU DARA "Herbman" KEB MD "Door"
KGSR/Austin, TX * PD: Jody Denberg MD: Susan Castle 17 SOGGY BOTTOM BOYS "Man" 14 JIMMY LAFAYE "Fever" 9 ELIZA GILKYSOON "Hard" 8 DAVID GRAY "White" 4 OLLU DARA "Neighbor" 4 PETE YORN "Chain" JOHN HAMMOND "Jockey"	CKEY/Buffalo, NY * PD/MD: Rob White 3 CHARITAL KREVAZUK "Before" NINA GORDON "Die" KELLY FURTADO "Turn"	KBCO/Denver-Boulder, CO * PD: Scott Arbough MD: Keifer 11 DAVID GRAY "Forgive" 2 GLEN PHILLIPS "Meyers"	KTCZ/Minneapolis, MN * PD: Lauren MacLeash APD/MD: Mike Woll No Adds	KCTY/Omaha, NE * PD: Max McCartney MD: Christopher Dean SUPREME BEINGS "Same" FUEL "Innocent"	KENZ/Salt Lake City, UT * OM/MD: Bruce Jones MD: Kari Bushman EVE 6 "Night"	KRSH/Santa Rosa, CA * OM/MD: Pam Long MD: Bill Bowker KEB MD "Door" LUCKY PETERSON "Mercenary" JOHN WESLEY HARDING "Wrong" BLAKE BABIES "Nothing" KASEY CHAMBERS "Captain" DOUBLE TROUBLE "Garden"
WRNR/Baltimore, MD OM: Jon Peterson PD: Alex Cortright MD: Damian Einstein 6 PAUL BRADY "World" 2 DOUBLE TROUBLE "Garden" KEB MD "Door"	WMVY/Cape Cod, MA PD/MD: Barbara Dacey 1 MARK KNOPFLER "Sailing" 1 ST GERMAIN "Sun" 1 BLAKE BABIES "Nothing"	WOET/Detroit, MI PD: Judy Adams MD: Martin Bandyke AMD: Chuck Horn 4 LOS SUPER SEVEN "Teresa" 4 LUCKY PETERSON "Mercenary"	WZEW/Mobile, AL * PD: Brian Hart MD: Linda Woodworth PAUL SIMON "One"	WXPN/Philadelphia, PA PD: Bruce Warren APD/MD: Helen Leicht 8 MARK KNOPFLER "Sailing" KEB MD "Door" BIGGER LOVERS "Summer" JOHN HAMMOND "Money" SHEA FEGER "Last"	KXST/San Diego, CA * PD/MD: Dona Shaieb SUPREME BEINGS "Same"	KMTT/Seattle-Tacoma, WA * GM/MD: Chris Mays MD: Shawn Stewart 4 SEMISONIC "Chemistry" MATCHBOX TWENTY "Gone"
KRVB/Boise, ID * PD/MD: Brandon Dawson No Adds	WDOB/Chattanooga, TN * OM/MD: Danny Howard COLLECTIVE SOUL "Vent" MARK SELBY "Mercury" JOAN OSBORNE "Alive"	WTTS/Indianapolis, IN * PD: Jim Ziegler APD/MD: Marie McCallister INCUBUS "Drive"	WPIG/Monterey, CA PD/MD: Laura Eijen Hopper No Adds	WYEP/Pittsburgh, PA PD: Rosemary Welsch MD: Chris Griffin BEAUTIFUL SOUTH "Closer" OVER THE RIVER "Strength" LOS SUPER SEVEN "Teresa" KEB MD "Door" RICHARD THOMPSON "Persuasion" FINLEY OLIVAY "Spirit"	KFOG/San Francisco, CA * PD: Dave Benson MD: Haley Jones 9 INCUBUS "Drive" 2 OLD 97'S "King"	WRNX/Springfield, MA * OM/MD: Tom Davis LUCKY PETERSON "Mercenary" BLAKE BABIES "Nothing" KASEY CHAMBERS "Captain" KEB MD "Door"
WBOS/Boston, MA * PD: Shirley Maldonado MD: Amy Brooks No Adds	WXRT/Chicago, IL * PD: Norm Winer MD: Patty Martin 10 DAVE MATTHEWS BAND "Space" 9 DAVE MATTHEWS BAND "Everyday" 6 DAVE MATTHEWS BAND "Sleep" 6 DAVE MATTHEWS BAND "Whit"	WMMM/Madison, WI * PD/MD: Tom Teuber 11 DOUBLE TROUBLE "Garden" 7 DANAY WARHOLS "Godless" 3 DAVE MATTHEWS BAND "Space" 3 DAVE MATTHEWS BAND "Right" KEB MD "Door"	WFUV/New York, NY PD: Chuck Singleton MD: Rita Houston 5 DAR WILLIAMS "Yoko" COLDPLAY "Trouble"	KINK/Portland, OR * PD: Dennis Constantine MD: Kevin Welch No Adds	34 Total Reporters 34 Current Reporters 34 Current Playlists	

Most Played Recurrents

- MARK KNOPFLER What It Is (Warner Bros.)
- EVERCLEAR Wonderful (Capitol)
- BARENAKED LADIES Pinch Me (Reprise)
- STING Desert Rose (A&M/Interscope)
- STONE TEMPLE PILOTS Sour Girl (Atlantic)
- MATCHBOX TWENTY Bent (Lava/Atlantic)
- DEXTER FREEBISH Leaving Town (Capitol)
- FOO FIGHTERS Learn To Fly (Roswell/RCA)
- STING After The Rain Has Fallen (A&M/Interscope)
- SANTANA F/ROB THOMAS Smooth (Arista)

ADULT ALTERNATIVE Going For Adds

3/12/01

- ANDREAS JOHNSON Glorious (Reprise)
- BILLY HART West Street (Diamond)
- ERIC TAYLOR All The Way To Heaven (Eminent)
- GARY MOORE Enough Of The Blues (Sanctuary)
- HOWIE DAY So, So Sorry (Daze)
- JOHN HAMMOND 2:19 (Pointblank/Virgin)
- PETE YORN Life On A Chain (Columbia)
- SHELBY LYNNE Thought It Would Be Easier (Island/IDJMG)
- YVE ADAM Fiction (143/Atlantic)

Register now for Music Meeting, the industry's No. 1 online destination for new music: www.rroonline.com



National Programming

Added This Week



World Cafe

Bruce Warren/Helen Leicht 215-898-6677

- LUCKY PETERSON Mercenary Baby
- JOHN HAMMOND 'Til The Money Runs Out
- SHEA FEGER Last Time



Acoustic Cafe

Rob Reinhart 734-761-2043

- RICHARD BUCKNER Elizabeth Childers
- AMY RAY Johnny Rottentail
- DUNCAN SHEIK A Mirror In The Heart



WorldClassRock.com

Nicole Sandler 310-458-1031

No adds this week



euphoria

sweet rain

The follow up to the wildly successful single "Delirium"

Add Date: March 20th!

Contact: Michele Clark Promotion - 818-223-8888
 Songlines - 914-241-3669
 Troy Prickett @ Six Degrees Records - 415-626-6334 x.16



Everything is closer than you think
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Adult Alternative Playlists

FIND COMPLETE PLAYLISTS FOR ALL ADULT ALTERNATIVE REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1

WFUV/New York
Fordham University
(718) 817-4550
Singleton/Houston
12+ Cumc 290,880

90.7 wfuv.org

PLAYS	LW	TW	ARTIST/TITLE	GI (800)
4	W	5	AMY CORPHE/It's About Time (Out of Love)	600
4	W	6	DAVID GRAY/Babyton	600
5	W	5	JAY HAWKS/Queen of The World	600
5	W	8	DAR WILLIAMS/A Woman's World	600
6	W	4	MARK KNOPFLER/What Is It	600
6	W	4	MARTIN SEXTON/Angelique	600
6	W	5	PAUL SIMON/You're The One	600
6	W	5	SCORPION/Just Dying To Be Loved	600
6	W	8	R.L. BURKSIDE/Back Luck	600
6	W	5	SHAWN COLVIN/Whole New You	600
6	W	4	JONATHAN BROOKER/Linger	480
6	W	4	ERIC CLAPTON/Superman Inside	480
6	W	4	JOHN HATTA/It's Up Every Stone	480
6	W	4	SHAWN COLLIN/In A Minute	480
6	W	4	DAVE MATTHEWS BAND/Did It	480
6	W	4	GREG BROWN/Blues Got Walking	480
6	W	4	AIMEE MANN/Calling It Quits	480
6	W	4	LOS SUPER 7/Seven	480
6	W	4	SARAH HARMER/Washed State	480
6	W	4	TRAVIS/Down	480
6	W	4	COLDFLY/Now	480
6	W	4	MARK KNOPFLER/You're The One	360
6	W	4	SHAWN COLLIN/Up All Night	360
6	W	4	JOAN OSBORNE/Poison Apple	360
6	W	4	SHAWN COLLIN/Up All Night	360
6	W	4	SOLO/Just Dying To Be Loved	360
6	W	4	R.L. BURKSIDE/Hard Time Killing	360

MARKET #3

WGNR/Chicago
Infinity
(773) 777-1700
Wiener/Martin
12+ Cumc 847,890

93.1 R
RADIO CHICAGO

PLAYS	LW	TW	ARTIST/TITLE	GI (800)
17	W	23	ERIC CLAPTON/Superman Inside	6480
17	W	23	TRAVIS/Drop of Jupiter	6208
15	W	25	DAVE MATTHEWS BAND/Did It	3945
15	W	18	SEMSONG/Chemistry	3945
14	W	14	LENNY KRANTZ/Again	3419
13	W	13	UZ/Walk On	3419
13	W	12	FIVE FOR FIGHTING/Easy Tonight	3156
12	W	11	DAVID GRAY/Babyton	2930
11	W	11	OLD 97'S/Sing Of It	2930
11	W	10	RADIOHEAD/Optimistic	2630
10	W	10	DAVE MATTHEWS BAND/Dreams Of You	2630
10	W	10	DAVE MATTHEWS BAND/The Space Between	2630
10	W	10	DAVE MATTHEWS BAND/Everyday	2630
10	W	10	DANDY WARHOLS/Godless	2367
10	W	10	JOHN JOPLIN GROUP/Camera One	2367
10	W	10	WALLFLOWERS/Letters From...	2367
10	W	10	COLDFLY/Now	2367
10	W	10	GREEN DAY/Warning	2367
10	W	10	DAVE MATTHEWS BAND/Everyday	2367
10	W	10	MICHAEL MONTE/Unstoppable	2367
10	W	10	MOBY/GIVEN STEFAN/Southern	2367
10	W	10	ST GERMAIN/Sure Thing	2104
10	W	10	DAVE MATTHEWS BAND/Did It	2104
10	W	10	EMILY DU HARRIS/Don't Wanna...	2104
10	W	10	INDIGNOBIS/Rest Of My Days	2104
10	W	10	JOAN OSBORNE/Running Out Of Time	2104
10	W	10	PHISH/Heavy Things	2104
10	W	10	EVERLAST/Can't Move	2104
10	W	10	PJ HARVEY/Good Fortune	2104
10	W	10	COLLECTIVE SOUL/Perfect Day	1841

MARKET #4

KFOG/San Francisco
Susquehanna
(415) 543-1045
Benson/Jones
12+ Cumc 515,080

KFOG
104.5 97.7

PLAYS	LW	TW	ARTIST/TITLE	GI (800)
26	W	29	DIDD/ThanxYou	3001
26	W	29	MARK KNOPFLER/What It Is	3001
26	W	28	SANTANA/F. CHERRY/Walking In It	7812
26	W	28	UZ/Walk On	7812
15	W	17	DAVID GRAY/Phase Forgive Me	4743
15	W	16	ERIC CLAPTON/Superman Inside	4464
15	W	16	DAVE MATTHEWS BAND/Did It	4185
15	W	16	COLDFLY/Now	4185
15	W	16	SHAWN COLLIN/Whole New You	4185
15	W	16	MATCHBOX TWENTY/If You're Gone	4185
15	W	16	JOHN JOPLIN GROUP/Camera One	4185
15	W	16	LENNY KRANTZ/Again	4185
15	W	16	PAT MCCEE/Band/Rebecca	4185
15	W	16	JONATHAN BROOKER/Linger	4185
15	W	16	TRAIN/Drops of Jupiter	3906
13	W	12	RED HOT CHILLI...Just	3348
11	W	12	STING/Everybody's In It	3348
11	W	12	COLLECTIVE SOUL/Perfect Day	3348
11	W	12	COUNTING CROWS/Meet Frazier's	3348
11	W	11	PHISH/Heavy Things	3069
10	W	10	DAVID GRAY/Babyton	2799
10	W	10	FIVE FOR FIGHTING/Easy Tonight	2799
10	W	10	INCUBUS/In	2511
10	W	10	TRACY CHAPMAN/Telling Stories...	2511
10	W	10	FIVE FOR FIGHTING/Easy Tonight	2511
10	W	10	GREEN DAY/Warning	2212
10	W	10	UZ/Beautiful Day	2212
10	W	10	DAVE MATTHEWS BAND/Did It	1953
10	W	10	PRETENDERS/Lyman	1953
10	W	10	KENNY WAYNE...Last Goodbye	1953

MARKET #5

WUPH/Philadelphia
Univ. of Philadelphia
(215) 896-6577
Warren/Leach
12+ Cumc 237,780

89.5

PLAYS	LW	TW	ARTIST/TITLE	GI (800)
21	W	21	ROBERTY/DROWELL/Why Don't We...	2961
21	W	21	THE WHITE HANDCUFFED...	2256
16	W	12	FILBY CLAY/Fighting Blue	1692
16	W	12	TRAIN/Drops of Jupiter	1692
16	W	12	DAVID GRAY/Phase Forgive Me	1692
16	W	12	JIMMY SMITH/Only in It For...	1410
16	W	12	COLLECTIVE SOUL/Perfect Day	1410
16	W	12	OLD 97'S/Sing Of It	1269
16	W	12	DUNCAR MCKAY/Mirror in It	1269
16	W	12	ERIC CLAPTON/Superman Inside	1269
16	W	12	MARK KNOPFLER/Sailing In...	1128
16	W	12	SHAWN COLLIN/Whole New You	1128
16	W	12	SEMSONG/Chemistry	1128
16	W	12	JONATHAN BROOKER/Linger	1128
16	W	12	COLDFLY/Now	1128
16	W	12	FIVE FOR FIGHTING/Something About You	1128
16	W	12	JOHN JOPLIN GROUP/Camera One	987
16	W	12	JEB LOW NICHOLS/Heaven Right Here	987
16	W	12	EVERLAST/Can't Move	987
16	W	12	JOHN HARPER/What Was That	987
16	W	12	PAUL PENNA/Just Airline	987
16	W	12	SUPREME BEINGS...Never The Same	987
16	W	12	DAVE MATTHEWS BAND/Did It	987
16	W	12	PAUL PENNA/Just Airline	987
16	W	12	JOAN OSBORNE/Running Out Of Time	987
16	W	12	16 HORSES POWER/Strawout	987
16	W	12	JOHN HATTA/It's Up Every Stone	987
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WE NEED MORNING SHOW TALENT

Markets 1-50! Immediate openings for exceptional morning show talent—individuals and or teams to fill openings at CHR, Rhythmic CHR, Active Rock, and Hot AC stations. If you are currently in another daypart, but want mornings, no problem, just send your stuff. Strictly confidential. Radio & Records, 10100 Santa Monica Blvd., #966, 5th Floor, Los Angeles, CA 90067. EOE

Vox Radio Group, the fastest-growing group of stations in northern NY and New England seeks excited and exciting refuse to lose drive-time talent for simulcast WWOD/WLPL (*Oldies 104*). 50's, 60's, and 70's hits, contemporary upbeat personality-driven presentation, remotes, events, promotions, fun... awesome, bossin' and groovy radio! Live and work the good life in the Dartmouth College area of NH/VT, brand new studio, great company, good pay and benefits. Rush demo and resume to: Ted Bilodeau, Vox Radio, 106 North Main St., West Lebanon, NH 03784 or e-mail tedb@fcgnetworks.net. Vox Radio Group is an equal opportunity employer.

EAST

Z104/Washington, D.C. is still searching for a morning show. T&R to: HR, Z104, 2000 15th Street, Suite 200, Arlington, VA 22201. EOE (03/09)

Program Director

"DF" (Divorced Female) seeks "QPD" (Qualified Program Director) to provide direction, organization, creativity and com-"passion." If you love Music from the 80's, 90's and 70's, adventure and aggressive marketing, ALICE wants to meet you! Hot AC/CHR programming experience a plus! Send cover letter and resume to:

Dave Allan, Sr. Vice President/
Programming & Marketing
Clear Channel Communications
440 Domino Lane, Philadelphia, PA 19128
Clear Channel Communications is an Equal Opportunity Employer

Do you have what it takes to bring music and pop culture to the world? We're looking for telegenic, music-passionate, people to appear on camera and break down the current music and pop culture scene. You must appear between the ages of 20-26 y/o and possess a kick ass personality and great sense of style. On VHS, record yourself discussing the current music scene, concerts, albums, artists, or performances. Submissions should be no longer than 5 minutes, and can be sent attn: Vinnie, 23rd FL., 1515 Broadway, NYC, NY 10036. EOE

**Imaging Director
Washington, D.C.**

Here are 7 reasons why this is one of the best imaging gigs in the country:

1. Imaging, just imaging. No commercial production.
2. One promotionally busy station only, not four. Just Classic Rock 94.7.
3. Protocols on a G4... Cool Edit Pro, T1 Line, and other fun digital toys.
4. A foundation of the #2 cumc Adults 25-54 in Washington. Help us turn that into more AQH and you'll be a star.
5. A company, Infinity, that values talent and creativity.
6. Washington, D.C. — a great place to live.
7. That big thing called the Washington Monument, along with free museums, just 25 minutes away.

Send me a collection of your greatest hits and we'll go from there. Your confidentiality is assured. Come work for Infinity and have fun!

WARW-FM

Attn: Phil LoCascio/Program Director
5912 Hubbard Drive CODE 5
Rockville, MD 20852
WARW-FM/Infinity is an E.O.E.

Cox Radio's Top 40 Division is looking to update its talent files for possible opportunities company-wide. EOE. Send your T&R to:

Jeremy Rice
c/o Cox Radio Long Island
555 Sunrise Highway
West Babylon, NY 11704.

RADIO PRODUCTION DIRECTOR

A creative, innovative Production Director needed for Western New York's Sports Authority. Applicant will be responsible for station imaging promotion and all creative aspects of commercial and promotional material. Two years of commercial experience required. Send tape and resume to: Executive Producer, 795 Indian Church Road, West Seneca, New York 14224. EOE

SOUTH

Program Director

Raleigh's exciting new STAR-FM needs a skilled on-air programmer to lead its ratings success. Please send information to Curtis Media Group, 3012 Highwoods Blvd., Suite 204, Raleigh, NC 27604 or email CurtisMedia@yahoo.com. EOE.



CLEAR CHANNEL COMMUNICATIONS INC.

Producer

Atlanta's Rock Station for 26 years, 96rock (WKLS) seeks a Morning Show Producer for it's highly-rated program, "The Regular Guys", hosted by Larry Wachs and Eric Haessler. Applicants should have a minimum of 2 years experience in mornings or talk radio, be able to think, perform, and excel under pressure and take joy from seeing the show shine while getting little to none of the glory. We want someone whose forte is getting Academy Award winners for in-studio interviews (interns whose claim to fame is smearing feces on him/herself while on a cell phone at a busy street corner at 7 a.m. need not apply. Don't get us wrong, we're impressed by that and all, but we want someone with contacts, instincts, and experience). If you're a Host looking to jump to a larger market or a Producer seeking to better yourself, send your stuff to: Clear Channel Communications, Dept. 236, 1819 Peachtree St. N.E., Ste. 700, Atlanta, GA 30309 fax 404-367-6380 email: hratlanta@clearchannel.com We are an equal opportunity employer. No phone calls accepted.

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Contact Karen Mumaw at kmumaw@rronline.com or (310)788-1621 for information.

OPENINGS

MIDWEST

Kovas Communications is expanding and seeking sales persons, a morning team, & on-air talent. Pro's only. Rush resume and tape to: Bob Shannon, 2000 Lower Huntington Road, Fort Wayne, Indiana 46819. Phone (219) 747-5100 or fax (219) 747-3999. EOE

Program Director

101.1 THE RIVER in St. Louis is looking for a Program Director. This is a great opportunity for someone that has an ear for music and production, is creative, has strong organizational skills, is a problem solver, is a great manager and who has a great track record. Knowledge of the AC format is a must!

Candidate must work in compliance with the company's policies and procedures and must maintain a positive and cooperative rapport with staff, management and clients.

Send resume, tape/CD and cover letter to: Bonneville International Corporation Human Resources Director 1215 Cole Street St. Louis, MO 63106 No Phone Calls Please Bonneville is an equal opportunity employer

KQRS-FM ABC/ Disney, Minneapolis

One of the country's premier classic rock stations has a rare opportunity available for the position of local sales manager. If you have at least 2 years radio sales management and a proven track record of success, we want to talk to you. You will need to demonstrate personal integrity, creativity, knowledge of NTR and Internet, organizational ability plus the leadership and vision required to grow a dynamic sales team. Send cover letter and resume to: KQRS, Inc., Susan Larkin, General Sales Manager, 2000 SE Elm St., Mpls, MN 55414 or e-mail to: Susan.R.Larkin@ABC.com. EOE.

www.rroonline.com

OPENINGS

WEST

Need PM Drive Host for Oldies station. Can you sound upbeat and reliable in a music intensive daypart? Strong Production skills a must. T&R to: KOLA, 1940 Orange Tree Lane, Suite 200, Redlands, CA 92374. EOE

KS107.5

Our night jock is on his way to WJMN Boston.

You could be on your way to The Mile High City to Throw Down! KS 107.5 Denver needs new 6-10pm TALENT! I said TALENT! No punk-ass Cyber Jox at KQKS. We are LOCAL in Market #23. T&R's to PD Cat Collins 1095 S Monaco pkwy. Denver Co, 80224. No Calls please

COME. PLAY. STAY.

We're seeking a long-term solution to mornings on our Mainstream A/C product in focused, enthusiastic talent with the proven ability to relate to a female thirty-something audience. You'd work with an equally talented, motivated staff where hard work is genuinely rewarded. Earn a competitive salary with unexcelled benefits, including stock program. Medium market, great Northwest lifestyle. Send materials immediately to: Radio & Records, 10100 Santa Monica Blvd., #967, 5th Floor, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Management and Sales

Management and Sales opportunities with independently-owned radio group in beautiful Southern California. Send resume to Susan Burke, Astor Broadcast Group, 1045 South East Street, Anaheim, CA 92805. Or fax to 714-502-9400. EOE

Accountant

Duties: Analysis, schedule preparation, involvement in forecasting and budgeting, expense control, supervise A/P function. Detail oriented and computer/spreadsheet skills desired. Must be organized. Degree in finance or accounting preferred. Contact: Clayton Nix Clear Channel Los Angeles 610 North Ardmore, Los Angeles, CA 90005 Cnix@ccula.com Fax: 213-381-6475

POSITIONS SOUGHT

Greet on air talent: four years experience, good/hard work ethic. I enjoy being a personality rather than a liner card reader. Indiana preferred. TONY: (765) 456-3209. tonyrtdlen@yahoo.com. (03/09)

Payable In Advance

Opportunities Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads are accepted by fax: (310-203-8450) or mail. Visa, MC, AmEx or Discover card accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PDT) eight days prior to issue date. Address all ads to: R&R Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

POSITIONS SOUGHT

Hard working team player, 18 years experience seeks fulltime with Country station. South preferred. BRYAN: (850) 458-2687. bryannewkirk@pcola.gulf.net. (03/09)

Detroit, Michigan - 10 years in radio! Promotion, DJ, Producer, Music Director. Big or small stations. Bags are packed and ready. Email me: djmartin88@hotmail.com. (03/09)

Sexy South African female! 3 years on air exp. The accent and looks to drive your male listeners crazy, and make your female listeners wish they were me! terrtomson@yahoo.com, (909) 370-8550. (03/09)

PD seeks challenge! Consistent wins markets 230 to 10. Pro-active, creative, strategic leader. Surf <http://pages.prodigy.net/bobbyduncan/> BOBBY DUNCAN: (713) 991-0246. bobbyduncan@usa.net. (03/09)

Experienced/knowledgeable modern and classic Country AT. Produced own successful classic Country radio program. E-mail: martin@abcs.com. (03/09)

The Salt and Pepper of KGNU are searching for an on air shift at a Rock/Alternative station in the South or West. innervision@qwest.net. (03/09)

R&R Opportunities Free Advertising

Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST), eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" X 11" company/station letterhead and are accepted only by mail or fax: 310-203-8450. Only free positions sought ads are accepted by e-mail to: kmumaw@rronline.com Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

R&R Opportunities Advertising

1x \$150/inch **2x \$125/inch**

Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$60 for 1x, \$50 for 2x). In addition, all ads appear on R&R's website. (www.rroonline.com).

Blind Box: add \$50

The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling.

Positions Sought: \$50/inch

Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

RADIO & RECORDS

10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067

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R&R The Back Pages.

National Airplay Overview March 9, 2001

CHR/POP

LW	TW	Artist	Track	Label
3	1	SHAGGY	Angel (MCA)	
2	2	LENNY KRAVITZ	Again (Virgin)	
1	3	JENNIFER LOPEZ	Love Don't Cost A Thing (Epic)	
4	4	K-CI & JOJO	Crazy (MCA)	
6	5	CRAZY TOWN	Butterfly (Columbia)	
5	6	MADONNA	Don't Tell Me (Maverick/WB)	
8	7	R. MARTIN F.C. AGUILERA	Nobody Wants To Be Lonely (Columbia)	
9	8	AEROSMITH	Jaded (Columbia)	
7	9	DREAM	He Loves U Not (Bad Boy/Arista)	
15	10	DIDO	Thankyou (Arista)	
13	11	ATC	Around The World (La La La...) (Republic/Universal)	
10	12	MATCHBOX TWENTY	If You're Gone (Lava/Atlantic)	
12	13	PINK	You Make Me Sick (LaFace/Arista)	
14	14	OUTKAST	Ms. Jackson (LaFace/Arista)	
11	15	DESTINY'S CHILD	Independent Women Pt. 1 (Columbia)	
18	16	S CLUB 7	Never Had A Dream Come True (Interscope)	
20	17	3LW	No More (Baby I'ma Do Right) (Epic)	
21	18	MYA	Free (Ruff/WB/University/Interscope)	
23	19	UNCLE KRACKER	Follow Me (Top Dog/Lava/Atlantic)	
16	20	SHAGGY	It Wasn't Me (MCA)	
24	21	LIFEHOUSE	Hanging By A Moment (DreamWorks)	
17	22	BACKSTREET BOYS	The Call (Jive)	
22	23	FUEL	Hemorrhage (In My Hands) (Epic)	
27	24	THE CORRS	Breathless (143/Lava/Atlantic)	
26	25	VERTICAL HORIZON	Best I Ever Had (Grey Sky...) (RCA)	
25	26	BON JOVI	Thank You For Loving Me (Island/IDJMG)	
—	27	JANET	All For You (Virgin)	
—	28	LEE ANN WOMACK	I Hope You Dance (MCA/Universal)	
30	29	NELLY FURTADO	I'm Like A Bird (DreamWorks)	
28	30	MOBY F/GWEN STEFANI	Southside (V2)	

#1 MOST ADDED

JANET All For You (Virgin)

#1 MOST INCREASED PLAYS

JANET All For You (Virgin)

TOP 5 NEW & ACTIVE

- DREAM This Is Me (Bad Boy/Arista)
- BLACK EYED PEAS Request Line (Interscope)
- TRAIN Drops Of Jupiter (Tell Me) (Columbia)
- ASHLEY BALLARD Hottie (Atlantic)
- INCUBUS Drive (Immortal/Epic)

CHR begins on Page 58.

AC

LW	TW	Artist	Track	Label
1	1	'N SYNC	This I Promise You (Jive)	
2	2	BACKSTREET BOYS	Shape Of My Heart (Jive)	
3	3	FAITH HILL	The Way You Love Me (Warner Bros.)	
4	4	LEE ANN WOMACK	I Hope You Dance (MCA/Universal)	
5	5	BBMAK	Back Here (Hollywood)	
9	6	MATCHBOX TWENTY	If You're Gone (Lava/Atlantic)	
6	7	HUEY LEWIS & GWYNETH PALTROW	Cruisin' (Hollywood)	
8	8	LEANN RIMES	I Need You (Sparrow/Curb/Capitol)	
7	9	MARC ANTHONY	My Baby You (Columbia)	
10	10	DON HENLEY	Taking You Home (Warner Bros.)	
11	11	FAITH HILL	Breathe (Warner Bros.)	
17	12	R. MARTIN F.C. AGUILERA	Nobody Wants To Be Lonely (Columbia)	
13	13	SAVAGE GARDEN	I Knew I Loved You (Columbia)	
15	14	THE CORRS	Breathless (143/Lava/Atlantic)	
12	15	MARC ANTHONY	You Sang To Me (Columbia)	
16	16	LONESTAR	Amazed (BNA)	
14	17	CELINE DION	That's The Way It Is (Epic)	
18	18	BON JOVI	Thank You For Loving Me (Island/IDJMG)	
19	19	ROD STEWART	I Can't Deny It (Atlantic)	
23	20	LIONEL RICHIE	Angel (Island/IDJMG)	
25	21	GLORIA ESTEFAN	You Can't Walk Away From Love (Epic)	
22	22	SEAL	This Could Be Heaven (London Sire)	
26	23	98 DEGREES	My Everything (Universal)	
21	24	SADE	By Your Side (Epic)	
27	25	ENYA	Only Time (Reprise)	
24	26	DON HENLEY	Everything Is Different Now (Warner Bros.)	
28	27	DAVID GRAY	Babylon (ATO/RCA)	
29	28	EVAN AND JARON	Crazy For This Girl (Columbia)	
—	29	DIDO	Thankyou (Arista)	
30	30	SHAWN COLVIN	Whole New You (Columbia)	

#1 MOST ADDED

PETER CETERA Perfect World (DDE)

#1 MOST INCREASED PLAYS

RICKY MARTIN F.C. AGUILERA Nobody Wants To Be Lonely (Columbia)

TOP 5 NEW & ACTIVE

- SASHA ALEXANDER Let Me Be The One (Reprise)
- JOURNEY All The Way (Columbia)
- BETTE MIDLER Love TKO (Warner Bros.)
- JON SECADA Break The Walls (Epic)
- TAMARA WALKER Didn't We Love (Curb)

AC begins on Page 100.

CHR/RHYTHMIC

LW	TW	Artist	Track	Label
1	1	JA RULE F/L/L 'MO AND VITA	Put It On Me (Murder Inc./Def Jam/IDJMG)	
2	2	JOE F/MYSTIKAL	Stutter (Jive)	
3	3	SHAGGY	Angel (MCA)	
5	4	NELLY	Ride Wit Me (Fo' Reel/Universal)	
7	5	MYSTIKAL F/NIVEA	Danger (Been So Long) (Jive)	
6	6	K-CI & JOJO	Crazy (MCA)	
9	7	JAGGED EDGE	Promise (So So Def/Columbia)	
4	8	JENNIFER LOPEZ	Love Don't Cost A Thing (Epic)	
11	9	CRAZY TOWN	Butterfly (Columbia)	
8	10	OUTKAST	Ms. Jackson (LaFace/Arista)	
12	11	LUDACRIS	Southern Hospitality (Def Jam South/IDJMG)	
10	12	JAY-Z I	Just Wanna Love U... (Roc-A-Fella/IDJMG)	
14	13	EVE	Who's That Girl (Ruff Ryders/Interscope)	
13	14	MONICA	Just Another Girl (Epic)	
—	15	JANET	All For You (Virgin)	
15	16	LUDACRIS	What's Your Fantasy (Def Jam South/IDJMG)	
16	17	MYA	Free (Ruff/WB/University/Interscope)	
18	18	SHAGGY	It Wasn't Me (MCA)	
20	19	JON B	Don't Talk (Edmonds/Epic)	
19	20	DESTINY'S CHILD	Independent Women Pt. 1 (Columbia)	
26	21	OLIVIA	Bizouance (J)	
23	22	TAMIA	Stranger In My House (Elektra/EEG)	
24	23	OUTKAST	So Fresh, So Clean (LaFace/Arista)	
32	24	QB'S FINEST F/MAS	Oochie Wally (Columbia)	
21	25	CASH MONEY MILLIONAIRES	Project Chick (Cash Money/Universal)	
46	26	SNOOP DOGG	Lay Low (No Limit/Priority)	
22	27	PINK	You Make Me Sick (LaFace/Arista)	
28	28	WYCLEF JEAN	Perfect Gentleman (Ruffhouse/Columbia)	
25	29	112	It's Over Now (Bad Boy/Arista)	
37	30	TRICK DADDY	Take It To Da House (Slip 'N Slide/Atlantic)	

#1 MOST ADDED

JANET All For You (Virgin)

#1 MOST INCREASED PLAYS

JANET All For You (Virgin)

TOP 5 NEW & ACTIVE

- DARUDE Storm (Groovicious/Strictly Rhythm)
- INDIA.ARIE Video (Motown)
- SAMANTHA MUMBA Baby, Come Over... (Wildcard/Polydor/Interscope)
- MUSIQ Love (Def Soul/IDJMG)
- TANK Maybe I Deserve (BlackGround)

CHR begins on Page 58.

URBAN

LW	TW	Artist	Track	Label
2	1	JOE F/MYSTIKAL	Stutter (Jive)	
1	2	JA RULE F/L/L 'MO AND VITA	Put It On Me (Murder Inc./Def Jam/IDJMG)	
3	3	JAGGED EDGE	Promise (So So Def/Columbia)	
4	4	LUDACRIS	Southern Hospitality (Def Jam South/IDJMG)	
11	5	MUSIQ	Love (Def Soul/IDJMG)	
7	6	KOFFEE BROWN	After Party (Arista)	
9	7	TANK	Maybe I Deserve (BlackGround)	
5	8	TAMIA	Stranger In My House (Elektra/EEG)	
10	9	JILL SCOTT	A Long Walk (Hidden Beach/Epic)	
8	10	112	It's Over Now (Bad Boy/Arista)	
6	11	MYSTIKAL F/NIVEA	Danger (Been So Long) (Jive)	
15	12	OUTKAST	So Fresh, So Clean (LaFace/Arista)	
13	13	JON B	Don't Talk (Edmonds/Epic)	
14	14	EVE	Who's That Girl (Ruff Ryders/Interscope)	
12	15	JAHNEIM	Could It Be (Divine Mill/WB)	
17	16	CASE	Missing You (Def Soul/IDJMG)	
33	17	SUNSHINE ANDERSON	Heard It All Before (Soulife/Atlantic)	
19	18	PROJECT PAT	Chickenhead (Hypnotize Minds/Loud/Columbia)	
23	19	PUBLIC ANNOUNCEMENT	Man Ain't Suppose To Cry (RCA)	
20	20	MAXWELL	Get To Know Ya (Columbia)	
22	21	GINUWINE	There It Is (Epic)	
27	22	INDIA.ARIE	Video (Motown)	
24	23	OLIVIA	Bizouance (J)	
16	24	SHAGGY	It Wasn't Me (MCA)	
26	25	ICONZ	Get Crunked Up (Elektra/EEG)	
30	26	SILKK THE SHOCKER	That's Cool (No Limit/Priority)	
42	27	QB'S FINEST F/MAS	Oochie Wally (Columbia)	
18	28	DAVE HOLLISTER	One Woman Man (Def Squad/DreamWorks)	
25	29	MONICA	Just Another Girl (Epic)	
21	30	JAY-Z I	Just Wanna Love U... (Roc-A-Fella/IDJMG)	

#1 MOST ADDED

JANET All For You (Virgin)

#1 MOST INCREASED PLAYS

JANET All For You (Virgin)

TOP 5 NEW & ACTIVE

- TONI BRAXTON Maybe (LaFace/Arista)
- TALIB KWELI/HI TEK The Blast (Rawkus/Priority)
- JT MONEY Hi-Lo (Freeworld/Priority)
- RL Good Love (Warner Bros.)
- LIBERTY CITY FLA. I Met Her In Miami (Harrell/Jive)

URBAN begins on Page 75.

HOT AC

LW	TW	Artist	Track	Label
1	1	MATCHBOX TWENTY	If You're Gone (Lava/Atlantic)	
2	2	LENNY KRAVITZ	Again (Virgin)	
3	3	DIDO	Thankyou (Arista)	
6	4	MADONNA	Don't Tell Me (Maverick/WB)	
5	5	U2	Beautiful Day (Interscope)	
4	6	CREED	With Arms Wide Open (Wind-up)	
7	7	EVAN AND JARON	Crazy For This Girl (Columbia)	
9	8	NELLY FURTADO	I'm Like A Bird (DreamWorks)	
10	9	VERTICAL HORIZON	Best I Ever Had (Grey Sky...) (RCA)	
11	10	AEROSMITH	Jaded (Columbia)	
8	11	BARENAKED LADIES	Pinch Me (Reprise)	
12	12	THE CORRS	Breathless (143/Lava/Atlantic)	
13	13	DAVID GRAY	Babylon (ATO/RCA)	
14	14	3 DOORS DOWN	Kryptonite (Republic/Universal)	
16	15	BARENAKED LADIES	Too Little Too Late (Reprise)	
15	16	FAITH HILL	The Way You Love Me (Warner Bros.)	
17	17	MATCHBOX TWENTY	Bent (Lava/Atlantic)	
18	18	EVERCLEAR	Wonderful (Capitol)	
20	19	LEE ANN WOMACK	I Hope You Dance (MCA/Universal)	
22	20	MOBY F/GWEN STEFANI	Southside (V2)	
25	21	UNCLE KRACKER	Follow Me (Top Dog/Lava/Atlantic)	
21	22	BON JOVI	Thank You For Loving Me (Island/IDJMG)	
24	23	FUEL	Hemorrhage (In My Hands) (Epic)	
27	24	COLDPLAY	Yellow (Nettwerk/Capitol)	
28	25	LIFEHOUSE	Hanging By A Moment (DreamWorks)	
23	26	DAVE MATTHEWS BAND	I Did It (RCA)	
30	27	TRAIN	Drops Of Jupiter (Tell Me) (Columbia)	
—	28	STING	After The Rain Has Fallen (A&M/Interscope)	
26	29	DEXTER FREEBISH	Leaving Town (Capitol)	
—	30	DELEPHUM F/SARAH MCCLACHLAN	Silence (Engine/Nettwerk/Arista)	

#1 MOST ADDED

JANET All For You (Virgin)

#1 MOST INCREASED PLAYS

RICKY MARTIN F.C. AGUILERA Nobody Wants To Be Lonely (Columbia)

TOP 5 NEW & ACTIVE

- RICKY MARTIN F.C. AGUILERA Nobody Wants To Be Lonely (Columbia)
- JOSH JOPLIN GROUP Camera One (Artemis)
- NINA GORDON Now I Can Die (Warner Bros.)
- SEMI SONIC Chemistry (MCA)
- INCUBUS Drive (Immortal/Epic)

AC begins on Page 100.

ROCK

LW	TW	Artist	Track	Label
1	1	AEROSMITH	Jaded (Columbia)	
2	2	TANTRIC	Breakdown (Maverick)	
3	3	3 DOORS DOWN	Duck And Run (Republic/Universal)	
4	4	LIFEHOUSE	Hanging By A Moment (DreamWorks)	
5	5	FUEL	Hemorrhage (In My Hands) (Epic)	
6	6	3 DOORS DOWN	Loser (Republic/Universal)	
7	7	GOODSMACK	Awake (Republic/Universal)	
8	8	BUCKCHERRY	Ridin' (DreamWorks)	
13	9	A. LEWS OF STAMM W/F. DURST	Outside (Flawless/Geffen/Interscope)	
11	10	DAVE MATTHEWS BAND	I Did It (RCA)	
10	11	INCUBUS	Drive (Immortal/Epic)	
9	12	U2	Walk On (Interscope)	
14	13	FUEL	Innocent (Epic)	
16	14	OLEANDER	Are You There? (Republic/Universal)	
17	15	PRIMUM W/OZZY N.I.B.	(Drivne/Priority)	
12	16	CREED	Are You Ready (Wind-up)	
15	17	LINKIN PARK	One Step Closer (Warner Bros.)	
18	18	ERIC CLAPTON	Superman Inside (Duck/Reprise)	
21	19	UNION UNDERGROUND	Killing The Fly (Portrait/Columbia)	
28	20	SPACEHOG	I Want To Live (Artemis)	
24	21	A PERFECT CIRCLE	The Hollow (Virgin)	
25	22	VAN ZANT	Get What You Got Comin' (CMC/SRG)	
20	23	GEDDY LEE	Grace To Grace (Atlantic)	
26	24	TRAIN	Drops Of Jupiter (Tell Me) (Columbia)	
23	25	COLLECTIVE SOUL	Vent (Atlantic)	
31	26	COLD	No One (Flip/Geffen/Interscope)	
19	27	STRAIT UP F/LAJON OF SEVENDUST	Angel's Son (Immortal/Virgin)	
27	28	OFFSPRING	Want You Bad (Columbia)	
22	29	SAMMY HAGAR	Let Sally Drive (Cabo Wabo/Beyond)	
30	30	MATTHEW GOOD BAND	Hello Home Bomb (Atlantic)	

#1 MOST ADDED

SYSTEMATIC Beginning Of The End (Music Company/Elektra/EEG)

#1 MOST INCREASED PLAYS

SPACEHOG I Want To Live (Artemis)

TOP 5 NEW & ACTIVE

- SPINESHANK New Disease (Roadrunner)
- AC/DC Safe In New York City (EastWest/EEG)
- COC Diablo Blvd. (Sanctuary/SRG)
- RAGE AGAINST THE MACHINE How I Could Just Kill A Man (Epic)
- EVERCLEAR Out Of My Depth (Capitol)

ROCK begins on Page 115.



National Airplay Overview March 9, 2001

URBAN AC

LW	TW	ARTIST	SON	Label
1	1	DAVE HOLLISTER	One Woman Man	(Def Squad/DreamWorks)
2	2	TAMIA	Stranger In My House	(Elektra/EEG)
4	3	JILL SCOTT	A Long Walk	(Hidden Beach/Epic)
3	4	CARL THOMAS	Emotional	(Bad Boy/Arista)
5	5	MAXWELL	Get To Know Ya	(Columbia)
6	6	ERYKAH BADU	Didn't Cha Know	(Motown)
8	7	AVANT	My First Love	(Magic Johnson/MCA)
7	8	MUSIC	Just Friends (Sunny)	(Def Soul/IDJMG)
9	9	CHARLIE WILSON	Without You	(Major Hits)
12	10	JOE F/MYSTIKAL	Stutter	(Jive)
13	11	JESSE POWELL	If I	(Silas/MCA)
10	12	RACHELLE FERRELL	I Forgive You	(Capitol)
17	13	PUBLIC ANNOUNCEMENT	Man Ain't Suppose To Cry	(RCA)
19	14	KOFFEE BROWN	After Party	(Arista)
15	15	YOLANDA ADAMS	Open My Heart	(Elektra/EEG)
23	16	DOONIE MCCURKIN	We Fall Down	(Verity)
18	17	JAHEIM	Could It Be	(Divine Mill/WB)
21	18	TANK	Maybe I Deserve	(BlackGround)
20	19	CHANTE' MOORE	Bitter	(Silas/MCA)
14	20	GLADYS KNIGHT	If I Were Your Woman II	(MCA)
16	21	JAGGED-EDGE	Promise	(So So Def/Columbia)
24	22	INDIA.ARIE	Video	(Motown)
22	23	YOLANDA ADAMS	I Believe I Can Fly	(Elektra/EEG)
11	24	PRU	Candles	(Capitol)
28	25	TONI BRAXTON	Maybe	(LaFace/Arista)
25	26	SPOOKS	Sweet Revenge	(Antra/Artemis)
—	27	MUSIC	Love	(Def Soul/IDJMG)
27	28	BABYFACE	Reason For Breathing	(Arista/Epic)
—	29	KEITH SWEAT	Real Man	(Elektra/EEG)
—	30	DESMOND PRINGLE	With Arms Wide Open	(Tommy Boy)

#1 MOST ADDED

MUSIC Love (Def Soul/IDJMG)

#1 MOST INCREASED PLAYS

JANET All For You (Virgin)

TOP 5 NEW & ACTIVE

SADE King Of Sorrow (Epic)

MR. C THE SLIDE MAN Cha-Cha Slide (Universal)

CASE Missing You (Def Soul/IDJMG)

SUNSHINE ANDERSON Heard It All Before (Soulife/Atlantic)

WALTER BEASLEY I Wanna Know (Shanachie)

URBAN begins on Page 75.

COUNTRY

LW	TW	ARTIST	SON	Label
2	1	TOBY KEITH	You Shouldn't Kiss Me Like...	(DreamWorks)
1	2	DIAMOND RIO	One More Day	(Arista)
3	3	JESSICA ANDREWS	Who I Am	(DreamWorks)
4	4	KEITH URBAN	But For The Grace Of God	(Capitol)
5	5	LEE ANN WOMACK	Ashes By Now	(MCA)
8	6	FAITH HILL	If My Heart Had Wings	(Warner Bros.)
9	7	TRAVIS TRITT	It's A Great Day To Be Alive	(Columbia)
15	8	BROOKS & DUNN	Ain't Nothing 'Bout You	(Arista)
12	9	KENNY CHESNEY	Don't Happen Twice	(BNA)
11	10	TIM RUSHLOW	She Misses Him	(Atlantic)
10	11	SNEDAISY	Lucky 4 You (Tonight I'm...)	(Lyric Street)
17	12	DIXIE CHICKS	If I Fall You're Going With Me	(Monument)
13	13	MARTINA MCBRIDE	It's My Time	(RCA)
14	14	WARREN BROTHERS	Move On	(BNA)
16	15	TRICK PONY	Pour Me	(H2E/WB)
19	16	GARY ALLAN	Right Where I Need To Be	(MCA)
20	17	PHIL VASSAR	Rose Bouquet	(Arista)
20	18	PAM TILLIS	Please	(Arista)
23	19	MARK MCGUINN	Mrs. Steven Rudy	(VFR)
24	20	PATTY LOVELESS	The Last Thing On My Mind	(Epic)
22	21	STEVE HOLY	The Hunger	(Curb)
27	22	AARON TIPPIN	People Like Us	(Lyric Street)
25	23	CLAY DAVIDSON	Sometimes	(Capitol)
30	24	MONTGOMERY GENTRY	She Couldn't Change Me	(Columbia)
26	25	ERIC HEATHERLY	Wrong Five O'Clock	(Mercury)
29	26	VINCE GILL	Shoot Straight From Your Heart	(MCA)
31	27	SARA EVANS	I Could Not Ask For More	(RCA)
28	28	KINLEYS	I'm In	(Epic)
37	29	ALAN JACKSON	When Somebody Loves You	(Arista)
32	30	CHALEE TENNISON	Go Back	(Asylum/WB)

#1 MOST ADDED

GEORGE STRAIT If You Can Do Anything Else (MCA)

#1 MOST INCREASED PLAYS

BROOKS & DUNN Ain't Nothing 'Bout You (Arista)

TOP NEW & ACTIVE

KORTNEY KAYLE Don't Let Me Down (Lyric Street)

TRACY LAWRENCE Unforgiven (Atlantic)

BRAO PAISLEY Two People Fell In Love (Arista)

COUNTRY begins on Page 88.

NAC/SMOOTH JAZZ

LW	TW	ARTIST	SON	Label
1	1	KIRK WHALUM	Now Til Forever	(Warner Bros.)
5	2	RICHARD ELLIOT	Who?	(Blue Note)
2	3	GEORGE BENSON	Medicine Man	(GRP/VMG)
3	4	BONA FIDE	X-Ray Hip	(N-Coded)
6	5	KIM WATERS	In The Groove	(Shanachie)
7	6	DAVE KOZ	Love Is On The Way	(Capitol)
4	7	JEFF GOLUB	Droptop	(GRP/VMG)
9	8	RICK BRAUN	Kisses In The Rain	(Warner Bros.)
13	9	RIPPINGTONS	Caribbean Breeze	(Peak/Concord)
11	10	SADE	By Your Side	(Epic)
12	11	STING	She Walks This Earth	(Telarc)
14	12	YULARA	Flyin' High	(Higher Octave)
8	13	GROVER WASHINGTON JR.	Chameleon	(Telarc)
10	14	BONEY JAMES & RICK BRAUN	R.S.V.P.	(Warner Bros.)
15	15	JEFF LORBER	Snakebite	(Samson)
16	16	GREGG KARUKAS	Chasing The Wind	(N-Coded)
17	17	JONATHAN BUTLER	Forever Tonight	(N-Coded)
30	18	MICHAEL MCDONALD	Open The Door	(Ramp)
19	19	JAZZMASTERS	Shine	(Hardcastle/Trippin' 'N' Rhythm)
24	20	COUNT BASIC	Wes Who?	(Instinct)
21	21	TIM BOWMAN	Smile	(Insync)
20	22	GARDEN PARTY	Rikki Don't Lose That Number	(Samson)
—	23	CHUCK LOEB	North, South, East And West	(Shanachie)
25	24	SEAL	This Could Be Heaven	(London Sire)
27	25	EUGE GROOVE	Romeo & Juliet	(Warner Bros.)
—	26	FREDDIE RAVEL	Sunny Side Up	(GRP/VMG)
29	27	INCOGNITO F/MAYASA	Change	(Talkin Loud/Blue Thumb/VMG)
23	28	CHUCK LOEB	Blue Kiss	(Shanachie)
—	29	KEN NAVARRO	Delicioso	(Positive)
28	30	FOURPLAY	Double Trouble	(Warner Bros.)

#1 MOST ADDED

MICHAEL LINGTON Sunset (Samson)

#1 MOST INCREASED PLAYS

MICHAEL MCDONALD Open The Door (Ramp)

TOP 5 NEW & ACTIVE

STEVE COLE Waterfalls (Atlantic)

KOMBO Tip Of The Hat (GRP/VMG)

GOTA Unforgettable Feeling (Instinct)

FOUR 80 EAST Bumper To Bumper (Higher Octave)

JOE I Wanna Know (Jive)

NAC begins on Page 108.

ACTIVE ROCK

LW	TW	ARTIST	SON	Label
1	1	A. LEWIS OF STAINO W/F. DURST	Outside	(Flawless/Geffen/Interscope)
2	2	LINKIN PARK	One Step Closer	(Warner Bros.)
4	3	TANTRIC	Breakdown	(Maverick)
3	4	GODSMACK	Awake	(Republic/Universal)
5	5	3 DOORS DOWN	Duck And Run	(Republic/Universal)
6	6	INCUBUS	Drive	(Immortal/Epic)
9	7	LIFEHOUSE	Hanging By A Moment	(DreamWorks)
7	8	DISTURBED	Voices	(Giant/Reprise)
10	9	DLEANDER	Are You There?	(Republic/Universal)
12	10	UNION UNDERGROUND	Killing The Fly	(Portrait/Columbia)
8	11	AEROSMITH	Jaded	(Columbia)
13	12	A PERFECT CIRCLE	The Hollow	(Virgin)
14	13	FUEL	Innocent	(Epic)
16	14	LIMP BIZKIT	My Way	(Flip/Interscope)
18	15	BUCKCHERRY	Ridin'	(DreamWorks)
15	16	FUEL	Hemorrhage (In My Hands)	(Epic)
19	17	CRAZY TOWN	Butterfly	(Columbia)
22	18	PAPA ROACH	Between Angels And Insects	(DreamWorks)
21	19	OFFSPRING	Want You Bad	(Columbia)
11	20	STRAIT UP FLAJJON OF SEVENDUST	Angel's Son	(Immortal/Virgin)
23	21	COLD	No One	(Flip/Geffen/Interscope)
24	22	SALIVA	Your Disease	(Island/IDJMG)
25	23	SKRAPE	Waste	(RCA)
30	24	NONPOINT	What A Day	(MCA)
27	25	SPINESHANK	New Disease	(Roadrunner)
28	26	DEFTONES	Digital Bath	(Maverick)
29	27	NOTHINGFACE	Bleeder	(TVT)
26	28	RAGE AGAINST THE MACHINE	Renegades Of Funk	(Epic)
35	29	MONSTER MAGNET	Heads Explode	(A&M/Interscope)
33	30	SPACEHOG	I Want To Live	(Artemis)

#1 MOST ADDED

SYSTEMATIC Beginning Of The End (Music Company/Elektra/EEG)

#1 MOST INCREASED PLAYS

MONSTER MAGNET Heads Explode (A&M/Interscope)

TOP 5 NEW & ACTIVE

BOILER ROOM Do It Again (Tommy Boy)

AT THE DRIVE-IN One Armed Scissor (Grand Royal/Virgin)

AUNT FLOSSIE For You For Me (Crown)

SYSTEM OF A DOWN Metro (DVB/Columbia)

SYSTEMATIC Beginning Of The End (Music Company/Elektra/EEG)

ROCK begins on Page 113.

ALTERNATIVE

LW	TW	ARTIST	SON	Label
1	1	A. LEWIS OF STAINO W/F. DURST	Outside	(Flawless/Geffen/Interscope)
2	2	INCUBUS	Drive	(Immortal/Epic)
3	3	CRAZY TOWN	Butterfly	(Columbia)
4	4	MOBY F/GWEN STEFANI	Southside (V2)	
5	5	LIFEHOUSE	Hanging By A Moment	(DreamWorks)
6	6	LINKIN PARK	One Step Closer	(Warner Bros.)
7	7	DAVE MATTHEWS BAND	I Did It	(RCA)
8	8	COLDPLAY	Yellow	(Nettwerk/Capitol)
9	9	FUEL	Innocent	(Epic)
10	10	OFFSPRING	Want You Bad	(Columbia)
13	11	3 DOORS DOWN	Duck And Run	(Republic/Universal)
12	12	U2	Walk On	(Interscope)
11	13	FUEL	Hemorrhage (In My Hands)	(Epic)
16	14	AMERICAN HI-FI	Flavor Of The Weak	(Island/IDJMG)
18	15	LIMP BIZKIT	My Way	(Flip/Interscope)
14	16	GODSMACK	Awake	(Republic/Universal)
15	17	DEFTONES	Digital Bath	(Maverick)
19	18	DISTURBED	Voices	(Giant/Reprise)
17	19	RAGE AGAINST THE MACHINE	Renegades Of Funk	(Epic)
21	20	DLEANDER	Are You There?	(Republic/Universal)
22	21	ALIEN ANT FARM	Movies	(DreamWorks)
23	22	A PERFECT CIRCLE	The Hollow	(Virgin)
25	23	NEW FOUND GLORY	Hit Or Miss...	(Drive-Thru/MCA)
28	24	COLD	No One	(Flip/Geffen/Interscope)
27	25	ORGY	Opticon	(Elementree/Reprise)
24	26	GREEN DAY	Warning	(Reprise)
35	27	TANTRIC	Breakdown	(Maverick)
26	28	OUR LADY PEACE	Life	(Columbia)
29	29	PAPA ROACH	Between Angels And Insects	(DreamWorks)
34	30	TRAIN	Drops Of Jupiter (Tell Me)	(Columbia)

#1 MOST ADDED

EVE 6 Here's To The Night (RCA)

#1 MOST INCREASED PLAYS

EVERCLEAR Out Of My Depth (Capitol)

TOP 5 NEW & ACTIVE

EVERCLEAR Out Of My Depth (Capitol)

SKRAPE Waste (RCA)

"A" Old Folks (Mammoth)

LINKIN PARK Crawling (Warner Bros.)

TAPROOT I (Velvet Hammer/Atlantic)

ALTERNATIVE begins on Page 122.

ADULT ALTERNATIVE

LW	TW	ARTIST	SON	Label
2	1	U2	Walk On	(Interscope)
1	2	JOSH JOPLIN GROUP	Camera One	(Artemis)
5	3	TRAIN	Drops Of Jupiter (Tell Me)	(Columbia)
4	4	ERIC CLAPTON	Superman Inside	(Duck/Reprise)
3	5	DAVE MATTHEWS BAND	I Did It	(RCA)
6	6	COLDPLAY	Yellow	(Nettwerk/Capitol)
7	7	DIDD	Thankyou	(Arista)
9	8	WALLFLOWERS	Letters From The Wasteland	(Interscope)
10	9	SHAWN COLVIN	Whole New You	(Columbia)
8	10	LENNY KRAVITZ	Again	(Virgin)
11	11	BARENAKED LADIES	Too Little Too Late	(Reprise)
14	12	DAVID GRAY	Please Forgive Me	(ATO/RCA)
13	13	SEMISONIC	Chemistry	(MCA)
12	14	GREEN DAY	Warning	(Reprise)
16	15	U2	Beautiful Day	(Interscope)
20	16	DAVID GRAY	Babylon	(ATO/RCA)
18	17	JOAN OSBORNE	Running Out Of Time	(Interscope)
17	18	MATCHBOX TWENTY	If You're Gone	(Lava/Atlantic)
19	19	FIVE FOR FIGHTING	Easy Tonight	(Aware/Columbia)
15	20	PAT MCGEE BAND	Rebecca	(Giant/WB)
21	21	COLLECTIVE SOUL	Perfect Day	(Atlantic)
22	22	JOHN HIATT	Lift Up Every Stone	(Vanguard)
23	23	OLO 97'S	King Of All The World	(Elektra/EEG)
26	24	JONATHAN BROOKE	Linger	(Bad Dog)
28	25	SHAWN MULLINS	Up All Night	(SMG/Columbia)
25	26	MOBY F/GWEN STEFANI	Southside (V2)	
27	27	BOB SCHNEIDER	Metal & Steel	(Universal)
29	28	JEB LOY NICHOLS	Heaven Right Here	(Rykodisc)
—	29	UNCLE KRACKER	Follow Me	(Top Dog/Lava/Atlantic)
—	30	JIMMY SMITH	Only In It For The Money	(Blue Thumb/VMG)

#1 MOST ADDED

KEB' MO' The Door (Epic)

#1 MOST INCREASED PLAYS

DAVE MATTHEWS BAND The Space Between (RCA)

TOP 5 NEW & ACTIVE

LIFEHOUSE Hanging By A Moment (DreamWorks)

PAUL SIMON You're The One (Warner Bros.)

JIM WHITE Manducuffed To A Fence In... (Luaka Bop/Virgin)

OANDY WARHOLS Godless (Capitol)

INCUBUS Drive (Immortal/Epic)

ADULT ALTERNATIVE begins on Page 136.

Publisher's Profile

By Erica Farber



TRAUG KELLER
President, ABC Radio Networks

When Traug Keller joined ABC Radio Networks in 1994, little did he know that six years later he would be named President. Keller has overall responsibility for all aspects of network programming, affiliate relations, engineering, research, IT, international programming and marketing.

ABC is well-known for providing format-specific 24-hour music networks, ABC News Radio and ABC Radio Sports, which includes the ESPN Radio Network. With approximately 500 employees, Keller and his team work with about 3,800 affiliates across the country.

With a strong commitment to enhancing clients' perception of radio, Keller is making it one of his personal missions to work with the movers and shakers in the business to help move that needle.

Getting into the business: "I've always been a media hound. I delivered newspapers in college, at Boston College, and got my job at the *New York Times* in the circulation department because of that. I've always felt that if you've got a strong liberal arts education, you can do almost anything nontechnical. An English degree gives you a good foundation for communication, which is essential for long-term business success. I started with the *Times* when it introduced the national edition out in Los Angeles. I set up circulation and distribution on the West Coast. After about two years the *Times* moved me back to the East Coast.

"I took on some larger roles, but I was always a radiophile. The *Times* owned a station, WQXR in New York, and I knew there was an opportunity for a retail salesperson. I jumped at it, and that's how I got my start in radio. I started knocking on upscale doors, because it was a Classical station, and I wound up as Local Sales Manager.

"As much as I liked classical music, I was an even bigger sports fan. I knew a lot about CBS Radio Sports and Paul Harvey, and I liked network radio. An opportunity cropped up at the CBS Radio Network, and I got a sales job in the New York office and was later promoted to New York Manager. I had gotten to know David Kanter at ABC, and he put me in touch with Lyn Andrews. I wound up coming over here to lead sales for the East Coast."

On being named President of the network: "I'm in this business because I love radio, and if you love radio, you know this is one of the great jobs to have. You touch all aspects of it. It's thrilling. I'm energized

and excited, and I look forward to getting up every morning and going to work."

Goals for the network: "To drive us to keep coming up with the best product possible. As I say everywhere, it is good product that makes the difference, that keeps you going. I see that so clearly with our news product. While other people are cutting back and trimming their news, we're constantly spending and upgrading our facilities and technical operations. When you see something like ESPN, you see what good product can do.

"Having talent like Tom Joyner is also a goal. Obviously, the ultimate in what a good talent can do is Paul Harvey. We've got to keep focused on who's next and where that next programming thing that's going to make us the one network radio stations need, rely on and want to partner with is coming from."

The importance of nonmusic programming to the network: "It's huge. Look at ESPN. That started as a small business eight or 10 years ago and has grown into a very sizable business now. If you want to see what can happen with a major talk talent, you need look no further than Rush or Dr. Laura in terms of what that can do to your bottom line. It's a huge area for revenue growth."

Biggest challenges: "Our temporary challenge is a stubborn ad marketplace. That's a short-term problem that will go away once the economy starts to bounce back and people see that things are not as bad as they may think. We see advertisers holding on to their dollars until the last minute, then spending. That will shift. I am more confident about the second half of the year.

"Long-term, if you'd asked me that question when I got this job six months ago, it would have been that consolidation had scared us somewhat and that we wanted to lock up partners. There's less trepidation in that area now. We have a confident feeling that a lot of different radio groups want to work with us, need our product and are looking for ways to grow together. We're in a good spot, and as long as we continue to grow with the people we do business with, we'll be in good shape."

State of radio: "It's stronger than it was 10 years ago, or even five years ago. Consolidation has helped that. There are good, strong leaders at all the top radio companies. Radio has still got to do a better job with Madison Avenue. We in the network world deal with national advertisers on a regular basis. We get to see the heads of advertising at Sears, Wal-Mart, IBM and Coke. Radio needs to raise the level of awareness of our medium. It's incumbent on us to do that. We need to get smarter about how we do it. We're talking with the RAB, and there will be good things to come."

Changing advertiser perceptions: "Now I'm in a position where I can actually affect that. It is important. One of the things we want to do on our own air is remind people how great a medium radio is. We're toying with the notion of doing an ad saying, 'Ten years ago your cable bill was \$5, now it's \$55. Your newspaper was 20 cents, now it's \$1.20. A CD was \$5, now it's \$15. The radio was zero, and now it's zero. Support the advertisers that support the last great free

medium.' We want to let our advertisers know that we're telling our listeners to support them. We know we've got millions of loyal customers who will listen to us.

"We have to hire the best people possible to sell the medium. I came from print. Getting people from other mediums is helpful. You need a whole array of salespeople in your organization. We've got the ground folks covered. We need to focus on hiring smarter people at the sales level with the presence to create a stir at the highest levels."

Most influential individual: "I was lucky enough to work for a lot of great managers along the way. When I was at the *New York Times*, the guys I worked directly for, one is now the President of New York Times Co., and the other is Publisher of the *Boston Globe*. In radio, Bob Callahan and David Kanter. Both brought different things to the table, and both are great people to learn from. My boss, John Hare, is one of the greatest operators I've ever met. My dad was a huge influence. He was Communications Director for IBM for a number of years, and he taught me a lot about business and people."

Career highlight: "Right here at ABC, with the sales staff and the team we've put together that is out on the street. They've got a great reputation, and we're well-respected as people to do business with. I'm most proud of that group and that team."

Career disappointment: "I struck out in pre-med."

Traug is an unusual name: "It's short for Traugott. It's an old German family name. I've got brothers named Matt and Joe. I was the oldest, so I got nailed. I'm a 4th. It was a last name way back when, and somewhere along the line it got switched around."

Favorite radio format: "My favorite is News/Talk, but I listen to it all. I am a big Sports fan, and I love NPR."

Favorite television show: "*The West Wing*."

Favorite book: "I'm into reading a lot of disaster books. I just finished *Heart of the Sea*, a book about a whale ship that left Nantucket, MA. Herman Melville based *Moby Dick* on the story. It sailed around the world and wound up sinking in the middle of the Pacific."

Favorite song: "Bruce Cockburn's 'Dinner in Timbuktu.' The album is *Breakfast in New Orleans*."

Favorite restaurant: "The Inn at Pound Ridge."

Favorite movie: "*Butch Cassidy and the Sundance Kid*."

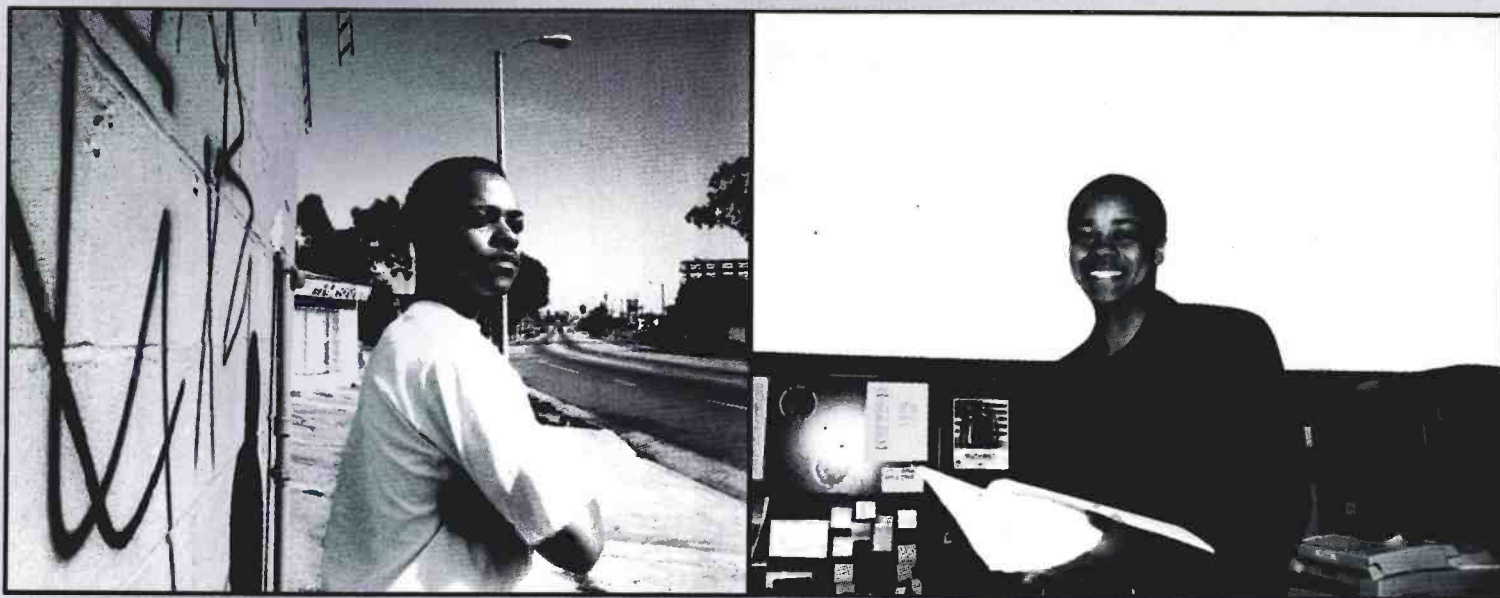
Beverage of choice: "Water and, of course, red wine."

Hobbies: "It used to be golf; now it's my three children. And I still play basketball."

E-mail address: "traug.keller@abc.com."

Advice to broadcasters: "Focus on the listeners. Two key people are Paul Harvey and Tom Joyner. The thing I notice they have in common is that they have an incredible, unwavering reverence for each and every listener they speak to. That speaks directly to the medium's inherent strength, that ability to communicate one-on-one. We need to remain focused on our listeners, keep inventory loads under control and remember that this is the people's medium."

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