

# ROCK AIRPLAY Monitor

• We Listen To Radio •

May 16, 1997

\$4.95

Volume 4 • No. 20

## ROCK HIGHLIGHTS

### MAINSTREAM

#1

SAMMY HAGAR

Little White Lie (TRACK FACTORY/MCA)

★★★ AIRPOWER ★★★

FOO FIGHTERS • Monkey Wrench (ROSSELL/CAPITOL)

NAKED • Mann's Chinese (RED ANT)

### GOING FOR AIRPLAY

38 SPECIAL • Fade To Blue (RAZOR & TIE)

BIG HEAD TODD & THE MONSTERS • Please Don't Tell Her (REVOLUTION)

CRAVIN' MELON • Sweet Tea (MERCURY)

DEL AMITRI • Not Where It's At (A&M)

KNAPSACK • Thursday Side Of The Street (ALIAS)

MANBREAK • Ready Or Not (ALMO SOUNDS/GEFFEN)

METALLICA • Bleeding Me (ELEKTRA/EEG)

THE NIXONS • Baton Rogue (MCA)

RUSH • Virtuality (ANTHEM/ATLANTIC)

STEVE WINWOOD • Spy In The House Of Love (VIRGIN)

WORLD PARTY • It Is Time (THE ENCLAVE)

### MCI ERN

#1

THIRD EYE BLIND

Semi-Charmed Life (ELEKTRA/EEG)

★★★ AIRPOWER ★★★

MATCHBOX 20 • Push (LAVA/ATLANTIC)

### GOING FOR AIRPLAY

DEL AMITRI • Not Where It's At (A&M)

GUS GUS • Believe (WARNER BROS.)

KULA SHAKER • Govinda (COLUMBIA)

LUSK • Backworlds (ZOO/VOLCANO)

MANBREAK • Ready Or Not (ALMO SOUNDS/GEFFEN)

MUSE • Karyanne (LAVA/ATLANTIC)

THE NIXONS • Baton Rogue (MCA)

STONE TEMPLE PILOTS • Art School Girl (ATLANTIC)

SUPERGRASS • Cheapskate (CAPITOL)

JEREMY TOBACK • California Phase (RCA)

WORLD PARTY • It Is Time (THE ENCLAVE)

### TRIPLE-A

#1

THE VERVE PIPE

The Freshmen (RCA)

★★★ AIRPOWER ★★★

SISTER HAZEL • All For You (UNIVERSAL)

PAUL McCARTNEY • The World Tonight (CAPITOL)

## Modern Adult Grows Up Quickly As Wallflowers Top First Monitor Chart

by Sean Ross with Kevin Carter

Almost a year after Airplay Monitor assembled the industry's first chart measuring modern adult radio, the Modern Adult chart becomes a regular part of Top 40 and Rock Airplay Monitor this week. The 20-position chart can be found on page 25.

The modern adult panel, which currently numbers 28 reporters, includes stations from adult top 40, mainstream top 40, triple-A, and modern. Those stations will continue to report to their primary charts.

Modern Adult will be the first in a series of planned BDS custom charts that represent either a subset of an existing format or, in this case, various subsets of several formats. Since last July, the Modern Adult chart has been available to BDS subscribers and can still be found via BDS online.

While modern adult stations can vary from each other in many

ways, the 28 stations used as modern adult panelists share an emphasis on music from the modern rock universe, or music that is compatible with it, without a significant amount of harder modern rock. Usually, the stations target an audience that grew up with the modern rock of the '80s, but that may have been disenfranchised by the modern rock format's harder, post-Nirvana skew.

When Top 40 and Rock Airplay Monitor ran the first Modern Adult chart on July 12, 1996, there were 14 available reporters, also assembled from multiple formats. There is now twice that number of stations, and other similarly formatted outlets are slated for BDS monitoring over the next few weeks. Even with a smaller panel, there was already a cohesiveness among modern adult stations and a strong number of consensus hits shared throughout the format, particularly compared to main-

Continued on page 5

# JOHN FOGERTY

## "Walking In A Hurricane"



## BLUE MOON SWAMP

The first new album in a decade.

John will be touring all summer.



Produced by John Fogerty. Management: Nicholas Clainos, Bill Graham Management  
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# **please don't tell her**

**the new single**

**audience reach  
already 1.6 million!**

**on h.o.r.d.e**

**impacting  
rock and aaa  
may 20**

**early airplay**

**rock:**

|             |             |             |
|-------------|-------------|-------------|
| <b>kyys</b> | <b>kdkb</b> | <b>kqrs</b> |
| <b>klbj</b> | <b>wavf</b> | <b>klfx</b> |
| <b>kspq</b> | <b>wiqb</b> | <b>woxy</b> |

**aaa:**

|             |            |             |             |
|-------------|------------|-------------|-------------|
| <b>kbcn</b> | <b>24x</b> | <b>cldr</b> | <b>21x</b>  |
| <b>kkzn</b> | <b>20x</b> | <b>kfog</b> | <b>18x</b>  |
| <b>ktez</b> | <b>11x</b> | <b>wxrt</b> | <b>10x</b>  |
| <b>kxpk</b> |            | <b>kmtn</b> | <b>wxrc</b> |
| <b>wnes</b> |            | <b>kaep</b> | <b>kmby</b> |

**r&r aaa debut 28\***

# **big head todd & the monsters**

Produced & Arranged by Jerry Harrison  
Mixed by Tom Lord-Alge  
Management: Morris, Bliesener & Associates

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World Radio History  
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# RADIO ACTIVE

## McClure Pleads To Lesser Charge

**S**uzette McClure, the woman accused of murdering industry veteran Charlie Minor in March 1995, has reportedly agreed to a plea bargain and will plead guilty to the lesser charge of second-degree murder. McClure will be sentenced to life in prison but will be eligible for parole in 17 years.

### FORMATS: MILWAUKEE GETS POINT

Saga's WFMI Milwaukee flips from jazz to modern adult as WXPT (the Point). Dave Beasing of Jacobs Media is consulting. The new station signed on with Sheryl Crow's "A Change Will Do You Good." Chris Kerr, most recently PD of modern WWDX Lansing, Mich., is the new PD. Kerr is no stranger to the market, having previously spent four years at WLUM (Hot 102). In addition, AC KLLY Bakersfield, Calif., flips to modern AC as the New 95.3 under PD Russ Davidson.

Modern WZRH (the Zephyr) New Orleans flips to Kiss Country, reportedly applying for new calls WKSQ. PD/morning host Dash Travis remains with the station, teamed with Karen Mack from co-owned classic rocker WDGL (Eagle 98) Baton Rouge, La. P/T jock J.J. is upped to nights. MD Darren Gauthier, Jeff Tilman, and Denver Crabb exit. Crabb joins crosstown modern KKND for P/T.

Recent album rock converts KREV/WREV/KCFE Minneapolis have been granted verbal approval for new calls KXXP, XXXU, and KXXX.

Classic rock WIMK/WUPK (K-Rock) Iron Mountain, Mich., enters an LMA with AC rival WZNW. Martz Broadcasting's Rob Reiner becomes acting GM. The station adds WWI's adult rock format in all dayparts outside morning drive.

Premiere Radio Networks is taking over the sales of Jacor-owned syndicated show "Love-Phones."

### SUITS: JAMES GANG GOES MODERN

At modern KKND (the End) New Orleans, Ernest James is upped to VP/Market manager for that station and Clear Channel's other six properties in the market. James remains GM of R&B outlets WQUE/WYLD-AM-FM/WODT. Richard Turkheimer is upped from GSM to station manager for KKND as well as country WNOE and top 40 KHOM (Mix 104.1).

Jacor names Kevin McCarthy VP/GM and co-market manager for its San Diego AMs KGO/XTRA/KPOP/KSDO. McCarthy joins from the VP/GM slot at Trumper's KQQL/WBOB Minneapolis. Mike Glickenhau will manage Jacor's FM properties in the market, including album KIOZ (Rock 105), classic rock KGB, and modern XETRA-FM (91X).

### PROGRAMMING: HE'S IN THE ZONE

Album KDKB Phoenix MD/p.m. drive host Paul Peterson surfaces across the street in the PD seat at modern KZON, replacing the recently exited Bill Pugh.

Former jazz WSJZ Buffalo, N.Y., PD Chris Whittingham joins classic hits WQRV (the River) Rochester, N.Y., as PD/mornings.

Mike Sanders, PD of album WGBF-FM Evansville, Ind., is now director of programming for that station and its sisters, including classic rock WTRI and former N/T FM WGAB, which is simulcasting WTRI as it readies a new format.

Album WRAT Monmouth, N.J., APD Carl Craft gets PD stripes.

Triple-A WNCW Asheville, N.C., PD Dan Reed exits.

Former PD of modern KHLR Bryan, Texas, Brent Warner picks up the OM/PD slot at album KBAT Odessa, Texas. He's reviewing air-shift options as well. Modern KDGE/classic rock KZPS Dallas VP of programming John Larson is con-

sulting KBAT. Dru Dawson remains KBAT's MD.

Having served the industry with an open letter decreeing a "prenuptial agreement" before taking a chance on bands, album WAAF Boston PD Dave Douglas tells Billboard radio editor Chuck Taylor he has been inundated with calls from stations in small to major markets nationwide. "Their response has been 100% unanimous in support," he says. "They're telling me things like, 'We've been experiencing things like this for a long time; these things needed to be said; it's about time someone addressed these issues.'

Labels have questioned what is entailed in his prenuptial agreement, Douglas says, which he adds would be tailored to each situation. "The bottom line is to come up with something we all have agreed on so that several months down the road, I'm not dealing with selective amnesia."

### PEOPLE: BOB & TOM & HARTFORD

Classic rock WHCN Hartford, Conn., picks up the syndicated Bob and Tom show for mornings.

Night jock Scott Papek adds MD duties at modern KGDE Omaha, Neb.

Album KFRQ McAllen, Texas, PD Chris Russell adds the MD duties recently vacated by Tony Forina.

Now playing on modern AC WAQB Rochester, N.Y. (soon to be WNZE [the Zone]), is PD Rick MacKenzie in afternoons and Bill Moran, last in afternoons at album rival WCMF, in mornings. MacKenzie still needs T&Rs for other dayparts.

Modern adult KYIS Oklahoma City moves J.J. Cruise from P/T to nights, as Steve St. John segues to the noon-3 p.m. shift vacated by Brenda Bennett, now in mornings on rock sister KATT.

New to middays on modern KLYY (Y107) Los Angeles is Andy Chanley, last with modern WRZX Indianapolis.

Classic rock KHTC Phoenix brings Mike McCarthy in for mornings temporarily as the station continues a search for a permanent host. That allows Jeff Daniels to take the afternoon shift for which he was originally hired.

Sammye Phelps joins KYCW (Young Country) Seattle for mornings from afternoons at modern KISF Kansas City.

Country WCLB Fort Pierce, Fla., production director Richie Zuccaro joins crosstown album WKGR for the same. Also at WKGR, weekend C.J. Smith inherits the night slot recently vacated by Taylor Morgan. Jay Zeager and Joe Reis take swing from P/T work within the company.

Talk/triple-A KLSX Los Angeles weekender Dred Scott joins Westwood One as producer for modern and top 40 programming services and entertainment news correspondent.

Modern adult KBBT Portland, Ore., night jock Lisa Adams gets her MD stripes.

WPLA Jacksonville, Fla., makes moves, with MD/early midday guy Greg Brady joining Dick Dale in mornings. Middayer Chrissy shifts from a noon-4 p.m. slot to 10 a.m.-3 p.m., and the afternoon shift now runs 3-7 p.m., still hosted by Beamer. Former morning co-host Sally jumps into the long-vacant night slot.

Recent rock convert KARZ Redding, Calif., adds P/Ts Steve Gibson and Bruce Cane from sister AC KNNN for afternoons and middays, respectively.

Pam Jodway leaves the senior marketing services manager post at Coca-Cola Bottling Co. of Michigan for director of marketing at Liggett Broadcast Group.

Modern WGRD Grand Rapids, Mich., morning sidekicks Rovin Ralph and Moose visited the Egypt Valley Country Club, site of the MS Charity Golf Tournament where Fuzzy Zoeller was celebrity guest. While trying to serve Zoeller some fried chicken, collard greens, and watermelon—in reaction to the golfer's recent comments about Tiger Woods—the two were physically removed from the course, with Zoeller allegedly knocking a container of fried chicken on them, saying, "Why can't you people just leave me alone?"

## Gone Away To San Diego



Before taking to the stage in San Diego, Offspring took over the studio at album KIOZ. Shown, from left, are afternoon guy B.C., night host Mikey, Offspring's Noodles and Dexter, and MD/middayer Shanon Leder.

## Joel And John To Go On Record

Billboard Bulletin reports that Billy Joel and Elton John are set to commit their first duet to tape. Sony Music Entertainment senior VP Peter Asher says the track will appear on "Billy Joel's Greatest Hits, Volume 3" and on John's as-yet-unitled album.

Asher confirmed the plans at a Sony Music Australia conference in Sydney yesterday, after discussing the idea with Joel and John following a double-billed concert in Melbourne, Australia, March 3.

As to what song the superstars will cut, Joel said, "We don't know yet—we're kicking around some ideas."

Joel has recorded a new ballad, "To Make You Feel My Love," written by Bob Dylan, as another bonus track for his "Greatest Hits" set. That album and John's next offering will be released later this year.

Written by Thom Duffy in Sydney and Melinda Newman in New York.

## PERSONNEL FILE

BY ANTHONY COLOMBO

## Mercury Ups Idlis; Virgin Promotes Easterlin

**M**ercury ups Michael Idlis to senior director of modern rock promotion from national director of modern rock promotion.

Virgin promotes Mike Easterlin to national director of promotion based in New York. Easterlin was West Coast regional marketing director. Virgin brings Lisa Giuntoli back to the fold as L.A. regional marketing director. She had served a prior stint at Virgin as national field promotion coordinator from 1988 to 1991. Giuntoli was last Revolution's Southwest regional promotion rep.

A&M Atlanta-based regional promotion rep Gina Suarez climbs to national director of rock promotion. She remains based in Atlanta.

At RCA, rock promotion assistant Elias Chios is boosted to rock department manager. His duties focus on college radio and specialty-show promotion.

911 Entertainment announces the hiring of Rick Sackheim as radio promotion director and Guy Hamelin as radio promotion manager. Sackheim was national director of promotions for Private Music; Hamelin handled rock charts and wrote album reviews for Gavin.

## Martell Roast Gets Oedipal Complex



The ninth annual T.J. Martell Foundation Music Industry Roast "honored" modern WBCN Boston VP of programming Oedipus. The May 7 gathering at New York's Hard Rock Cafe netted more than \$100,000. Shown seated around roast chairman Kid Leo, from left, are Epic senior VP Harvey Leeds, KROQ Los Angeles air personality Tami Heide, Oedipus, Jerry Brenner Group senior VP Jonathan Lev, WBCN's Mark Parenteau, voice man Billy West, WBCN VP/GM Tony Berardini, and Martell Foundation chairman Tony Martell. (Not shown: Freud.)

## Sheik Freaks



Duncan Sheik recently visited modern KLYY (Y107) Los Angeles. Shown, from left, are Odyssey Communications VP Bryan Subotnick, Sheik, MD Sandy Horowitz, and morning man Mel Tomei.



## WATCHING THE DETECTIONS

BY HESTON HOSTEN



### Moving Forward With Airplay Monitor

**W**hen this column debuted in Airplay Monitor, nobody, including myself, would have predicted that its author would one day be the editor in chief for all four Airplay Monitors. For that reason, my first job here is to thank the many people I got to know on both the record and radio sides for their support when I was radio and charts manager at Broadcast Data Systems and for their congratulations and encouragement on my new role. As we move forward, we'll all be talking and working together more, not less.

As for this column, it will continue its primary mission of explaining the workings of BDS, but it now takes on a second role as an ongoing "letter from the editor in chief," explaining not only BDS' changes and improvements, but also the ones taking place in this magazine as Airplay Monitor continues to grow and expand in its fifth year of service to the industry.

To many on the outside, BDS and Airplay Monitor have often been viewed as one entity, even though they are two separate companies. One of my goals is to facilitate a closer working relationship between BDS and Airplay Monitor. That means finding new ways to highlight the BDS data that's always been the unique feature of this publication. It also means working to bring the two corporate structures together so that it's easier for customers to get what they need from each.

Many of the things that BDS is committed to will now be visible in Airplay Monitor in the

weeks and months ahead—more tools for radio programmers and labels, more reporting stations in every format, and more unique charts that give you different angles on the information that appears here. They'll be called BDS Custom Charts, and the first will be our Modern Adult chart, which debuts this week in the Top 40 and Rock Airplay Monitors. Soon there'll be more. You'll also see the look of Airplay Monitor become bolder, more dynamic, and easier to read throughout 1997.

The brainstorming among myself, Airplay Monitor editor Sean Ross, GM Jon Guynn, and Airplay Monitor's managing editors and chart managers began before I was even in the building. Trying to add to what is already the clear leader among radio trades is a big job, and it's one we're all pursuing with renewed enthusiasm. I appreciate all their efforts as well as the support of my co-workers at BDS for the last five years, the vote of confidence from BDS' Joe Wallace and Billboard Music Group president Howard Lander, and the groundwork that former publisher Michael Ellis laid for all our efforts.

Most of all, I appreciate your feedback. My direct line is 212-536-5089. My fax is 212-536-5055. My new E-mail address is hhosten@billboard.com. The address is Airplay Monitor, 1515 Broadway, New York, N.Y., 10036. We've got a lot of ideas on how to make Airplay Monitor even more indispensable to you. But there's no reason we should be missing yours.

## Captured With Cole



Modern AC WPTE (the Point) Norfolk, Va., PD Mark Bradley, left, played host to Paula Cole on her recent visit to the market.



## CHEET SHEET

BY MARK MARONE

### Will America Rave Over 'Raver Dude'?

Jamiroquai is a six-piece, multiracial ensemble from England with three albums to its credit, but it's understandable if you think of founder Jason Kay as the band's namesake. It's Kay's smooth soul singing matched with his trippy rave-boy look that embodies the spirit of the band. And it is he who came up with the distinctive name by combining "jam" with the American Indian tribe Iroquois, whose reverence for nature and the elements appealed to the singer.

Kay (a.k.a. "JK") is a former club kid who spent his teenage years skating, tripping, and watching the rare-groove bands of the late '80s like the Brand New Heavies and the Young Disciples. Coming out of the acid-jazz scene, he formed Jamiroquai in 1991 and a year later signed an unprecedented eight-album deal with Sony U.K. Funk at the core but with splashes of jazz, soul, and dance, Jamiroquai quickly chalked up platinum status in markets as diverse as Italy, Japan, and the U.K.

But despite building a sizable club following over the course of four American tours, Jamiroquai is still largely an underground phenomenon here. Not known for his lack of confidence, Kay is up for the challenge of the States. "I think it's exciting because you're starting from the bottom again. And I kind of like that, in a way."

Whether he's extemporaneously breaking into the funky chicken or scattering off some bebop trumpet lick in the middle of a sentence, the animated Kay comes off like some kind of Super Freak in Wonderland. In his late 20s, Kay's complete reverence for jazz/funk pioneers Donald Byrd and Roy Ayers and being the only child of a jazz-singer mother who performed all over the world during a 30-year career inform his bright, soulful singing. While the range and timbre of his voice are often compared to those of one of his heroes, Stevie Wonder, Kay says, "Well, that's a really flattering compliment but come on, let's get real, man. [He's] in a different class, in every way."

Although Kay is the band's main songwriter, he says he isn't capable of writing a note of music. His unique approach to composing music started when he was a teenager vocally mimicking the sounds of various instruments. His friends soon realized that what at first seemed like playful meanderings was indeed Kay intuitively writing songs. "People in the end, were saying, 'Shit, you've got a whole tune there,'" he says. "Because I'm not just thinking of the top line. I'm thinking of what the b line is doing, what the guitar's doing, what the strings are gonna do, what the horns are gonna do, and then where my melody's gonna fit."

Jamiroquai's live show is a throwback to the days of big-band funk ensembles, complete with extended jams, live horn sections, and percussion accompaniment. The band's live mix of funk, jazz, Latin, and disco was partially a reaction to the sterility of the slick, late-'80s production-team records then prevalent in England. Kay believed that if Jamiroquai were to have any longevity, it would have to play well live and that the true essence of a band is only partially uncovered on record. "People often listen to the records and say, 'Yeah, hmm, OK,'" he says. "Then they watch us play live, and I think the whole picture comes together because there is a raw energy in our live show, there is an aggression."

So far, Kay has been quite successful in steering his band's direction, as evidenced by his collection of high-performance Italian sports cars. In fact, he designed the band's instantly recognizable symbol—a silhouetted raver dude with large, horned buffalo hat—which adorns each of Jamiroquai's album covers and is used in all merchandising and marketing. Kay drew the logo, a sort of self-portrait, in front of a mirror and under the influence of hallucinogens around the time of the band's formation in 1991. "Over here, in Europe, you put that around, people know what it is. People often see me and don't even know who I am, until I pull that thing out."

Jamiroquai has just returned to the U.S. for its second visit this year following some U.K. dates and the completion of a track for the forthcoming James Bond movie. And although Kay has in the past been hesitant to allow any remixes of his tracks, it looks as if a Dusi Brothers remix of "Virtual Insanity" and one by Dave Navarro and Chad Smith of the Red Hot Chili Peppers on "Alright" might get the OK. Asked about the next album, he says, "I am definitely heading out on more of a funk/rock tip." And with the boundless energy that has become one of his trademarks, Kay breaks into a line of the Isley Brothers' "Fight The Power" to illustrate his point. Recalling the heaviness of the classic funk/rock song, he says, "I got my driver's license and got in my car and that was the first tune that went in. We used to just go raring around with that playing," he says with a laugh, "fighting the power."



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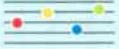
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## Modern Adult Grows Up Quickly As Wallflowers Top First Monitor Chart

*Continued from page 1*

stream top 40 at that time.

Among the companies that have been most active in pursuing the adult modern format is American Radio Systems, whose modern AC outlets include flagship WBMX (Mix 98.5) Boston; KMXB (Mix 94.3) Las Vegas; WAQB Rochester, N.Y.; WLCE (Alice 92.9) Buffalo, N.Y.; KVSR (Star 101) Fresno, Calif.; and KAMX (Mix 94.1) Austin, Texas, under consultant Randy Lane.

WBMX PD Greg Strassell, who also advises ARS' other modern ACs, has seen the demand for the format "in market after market, with research project after research project using different companies. The growth opportunity for this format is very real."

As for the addition of the BDS Modern Adult chart to Airplay Monitor, KYSR (Star 98.7) Los Angeles acting PD Angela Perelli notes, "It was getting a little complicated every week opening up Monitor to look for the playlists that most resemble mine. I used to have to skip around from adult top 40 to AC to triple-A to modern rock in order to locate the stations that I most respect. Now that there are enough stations to fill a panel, it's great to be able to see them all on one page."

Newly named Capitol VP of promotion Justin Fontaine sees the power of modern adult in his current position at the Work Group. "Fiona Apple had airplay at triple-A and modern rock, and modern adult is now the next logical step before going to main-

stream top 40, which might also be playing dance and urban records," he says. "It's the bridge to the masses."

"I'll definitely use this new chart," says Lane. As a consultant who specializes in this format, I find this information very useful, and it does help give this new format an extra dose of added legitimacy.

"I believe that modern adult as a format has legs. It's powered by singer-songwriters performing real music with meaningful lyrics." Although the music texture at the heart of this format may eventually change, Lane adds, "there will always be a large group of people who will gravitate toward rock-based, nonrhythmic hit music."

A list of modern adult reporting stations follows.

Adult top 40 and AC chart manager Steve Graybow will serve as chart manager for the Modern Adult chart and can be reached at 212-536-5361. Airpower criteria for the new chart is 400 detections. The "weeks on chart" history for records currently on the Modern Adult chart is based on their number of weeks on the previous Adult Top 40 chart.

Because of the still-evolving nature of modern adult radio, the parameters for reporting stations are also evolving. Reader feedback on the chart, and on potential reporters, is welcome; call Graybow or Heston Hosten (212-536-5039), Sean Ross (212-536-5264), or Marc Schiffman (212-536-5065) with your comments and suggestions.

## MODERN ADULT REPORTERS

Boston  
Charlotte, N.C.  
Chicago

Columbus, Ohio  
Dallas  
Denver

Hartford, Conn.  
Las Vegas  
Long Island, N.Y.  
Los Angeles  
Miami  
New York

WBMX  
WLNK  
WLUP  
WTMX  
WWCD  
KDMX  
KALC  
KXPX  
WTIC  
KMXB  
WLIR  
KYSR  
WPLL  
WDBZ

Norfolk, Va.  
Omaha, Neb.  
Orlando, Fla.  
Phoenix  
Portland, Ore.  
Raleigh, N.C.  
Sacramento, Calif.  
San Diego  
San Francisco  
Spokane, Wash.  
St. Louis  
Tampa, Fla.

WPTE  
KTNP  
WSHE  
KZON  
KZZP  
KBBT  
WDCG  
KZZO  
KFMB  
KLLC  
KAEP  
WALC  
WVRV  
WHPT

## Mull-Ing Over Orioles' Strategy



AIR's Greg Mull and Allison Smith gathered a few of their closest radio friends for a trip to Camden Yards. Shown in the front row, from left, are WIYY Baltimore APD Rob Heckman, Mull, Smith, and Paxson Miami FM VP of programming Gregg Steele. In the back row, from left, are KRXQ Sacramento, Calif., station manager Curtiss Johnson, WAAF Boston PD Dave Douglas, WLZR Milwaukee PD Keith Hastings, and KISS San Antonio, Texas, PD Kevin Vargas.

## MONITOR PROFILE

### WNOR's Kojan Recasts Classic-Leaning 'Clunker' As Active Rock Winner

**H**arvey Kojan came to album WNOR Norfolk, Va., after more than a dozen years in rock radio and a lengthy stint as the rock editor for Radio & Records. Since his arrival more than four years ago, he's recast a classic-leaning heritage signal as an active rocker that just closed its winter book fourth in the market, rising 4.9-5.8 12-plus.

When Kojan arrived at WNOR, "75% of our music was pre-1990. In the immortal words of Interscope's Michael Papale, we were a 'clunker.' Now, more than 80% of our music comes from this decade. And we're significantly harder than we were in '93. There's little dayparting. You'll hear Metallica, Tool, and White Zombie 24 hours a day. It's like the 'modal' days of the late '70s-early '80s."

Two major developments took place shortly after Kojan arrived: modern WROX (96X) signed on, while WNOR's parent company, Saga Broadcasting, purchased classic rock rival WAFX. "For several years, WNOR had focused on blocking WAFX," Kojan says, "and as a result we shared an awful lot of music. In fact, we'd done such a good job that we'd essentially

overblown. I'll tell you what develops artists: hits . . . The more hits artists have, the more 'developed' they become. We cannot and will not play songs we don't think will work for us. That's bad radio. How many artists have that one great song and nothing but mediocre follow-ups? And how many radio stations go ahead and blindly add the second song, or third, or even fourth, because they feel some sort of obligation to do so? And even if you do play multiple tracks in the name of artist development, how many times does the band disappear, either because they break up, or the record company drops 'em? . . . Where's Cry Of Love? We went four tracks deep, did a show with them, multiple on-air interviews, etc. Ultimately, the songs never tested, and the band went away."

Despite complaints of a product shortage these days, Kojan says, "We've never altered our clocks during so-called dry spells. We just use recurrants in current positions. We can do that because burn is not a big problem. Only modern rockers programmed like top 40, with extremely high rotations and no library, might experience serious problems during dry spells, since they're so reliant on new product. But, while most of the modern rockers I've heard do play a higher percentage of current product than active rock, they're not anywhere near what the typical top 40 would do. So, it's not so much that we have a major advantage because we have more artists. It's just that we're better programmed."

WNOR has weathered profound changes in mornings. "In June '95, our longtime co-host Henry 'the Bull' Del Toro crossed to 96X to join Perry Stone," Kojan says. "Three months later, [triple-A WKOC] the Coast signed Howard Stern. Prior to that, we'd had a.m. drive to ourselves."

Kojan quickly replaced the Bull with Rick Rumble, veteran of mornings in Philadelphia and San Diego. "Rumble proved to be the perfect complement to Tommy Griffiths, who, like Rick, is a gifted writer and just a downright funny guy. And we surrounded them with an extremely creative and versatile support team: news director Nikki Reed, sports director Rod Fitzwell, and producer Chuck 'the Intern' Cooney. Together they've managed to keep the morning show on top despite the increased competition. They've remained comfortably ahead of both Stern and Stone."

WNOR let its 25th anniversary come and go with little fanfare. "Our primary goal at the time was to contemporize the station, and we felt celebrating the past would be counterproductive," Kojan remembers. "In fact, I think [heritage is] highly overrated in our industry. Look at how many so-called 'heritage' stations ultimately fail and change format. It still comes down to how good your station is right now. The fact we've been around so long probably helps in terms of name recognition . . . But there's no doubt our heritage also has hindered our move to active rock. I'm sure there are plenty of potential listeners who still think we play Lynyrd Skynyrd and Kansas."

MARC SCHIFFMAN



*'What we are  
is a rock  
station—pure  
and simple'*

**Harvey Kojan**  
Program Director  
WNOR Norfolk, Va.

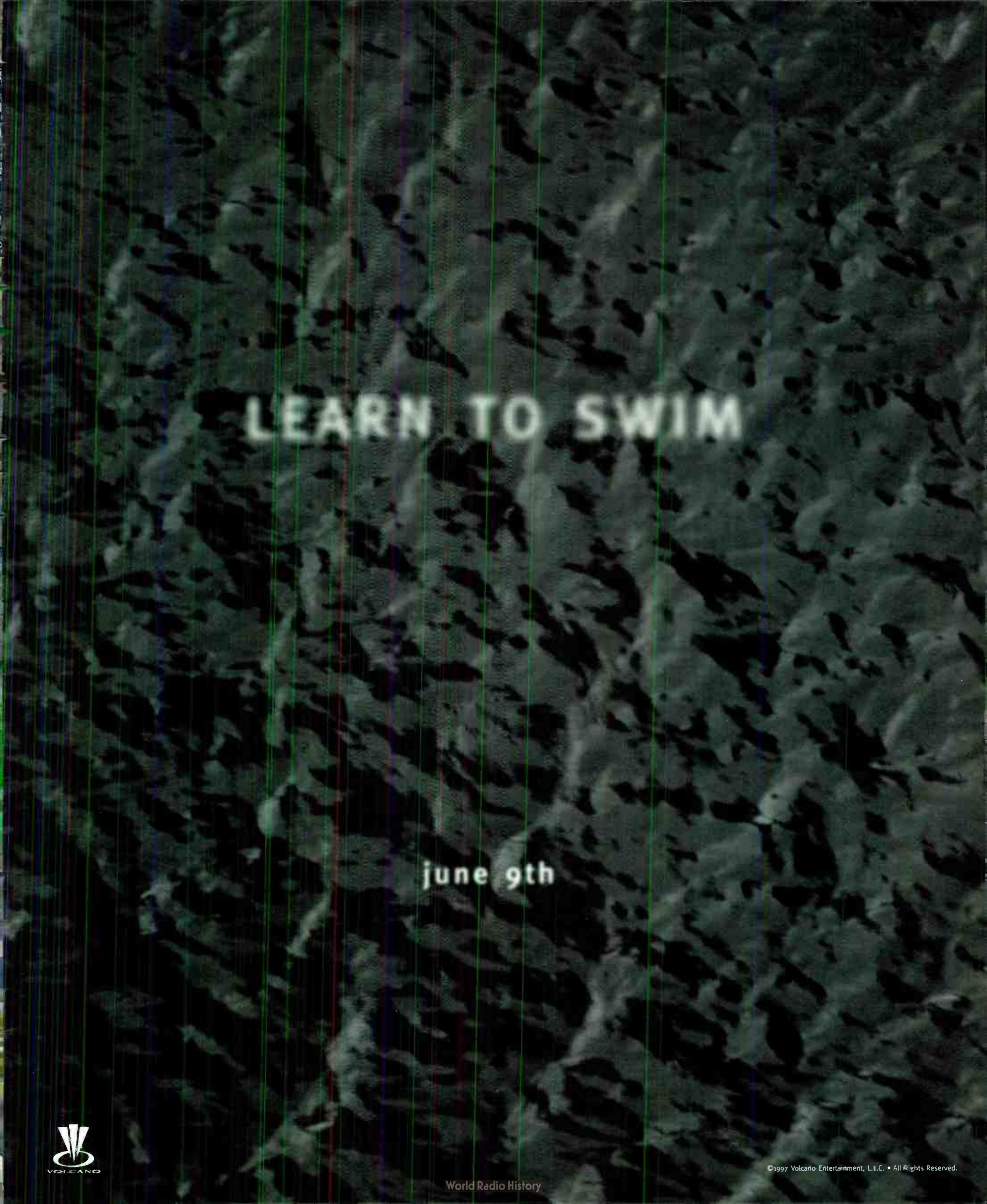
stolen the classic rock mantle from them. And while that strategy helped us vanquish WAFX, it left a nice hole for modern rock. Thus, contemporizing WNOR would serve the dual purpose of helping WAFX and hurting 96X.

"We knew evolving WNOR would be a delicate process. So we took it slowly at first, eliminating obvious stuff like the Beatles while becoming a bit more aggressive with currents. But eventually we realized a more bold approach was called for. So in February '96, we jumped off the bridge into full-fledged active rock, jettisoning all the Boston, Foreigner, Journey, etc., and replacing it with Pearl Jam, STP, Alice In Chains, Offspring, Green Day, and the like."

Now, Kojan says, "at times our music mix seems, at best, to be an uneasy coalition. I mean, how much longer can we play Led Zeppelin and Van Halen next to the Rollins Band and Korn? We know the number of bands that truly bridge the gap between the younger and older demos—and there's a huge gap, believe me—continues to decrease. On the other hand, we're more musically consistent and focused than we've ever been. So while I look at our mix sometimes and shake my head, other times it all seems to make perfect sense. What we are is a rock station—pure and simple."

That means opting not to play the Counting Crows or Wallflowers. "At this point we're quite reticent about playing anything that even remotely resembles triple-A," he says. "Not only doesn't it seem to fit, but you can hear it on at least two or three other stations in the market. And, quite frankly, we can't quite fathom any so-called active rocker playing Verve Pipe's 'The Freshmen.' A nice song, to be sure. But in no way does it fit our definition of active rock."





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| WZTA | KRXQ  | WRIF |
|      | WEBN  |      |

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|      |      |      |
|------|------|------|
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| WLUM | WQBK | KMYZ |
| XHRM | KEGE | KTBZ |









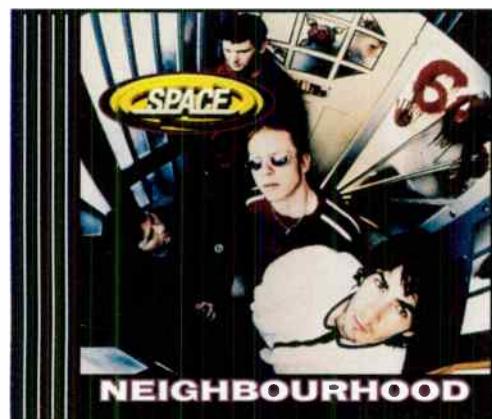






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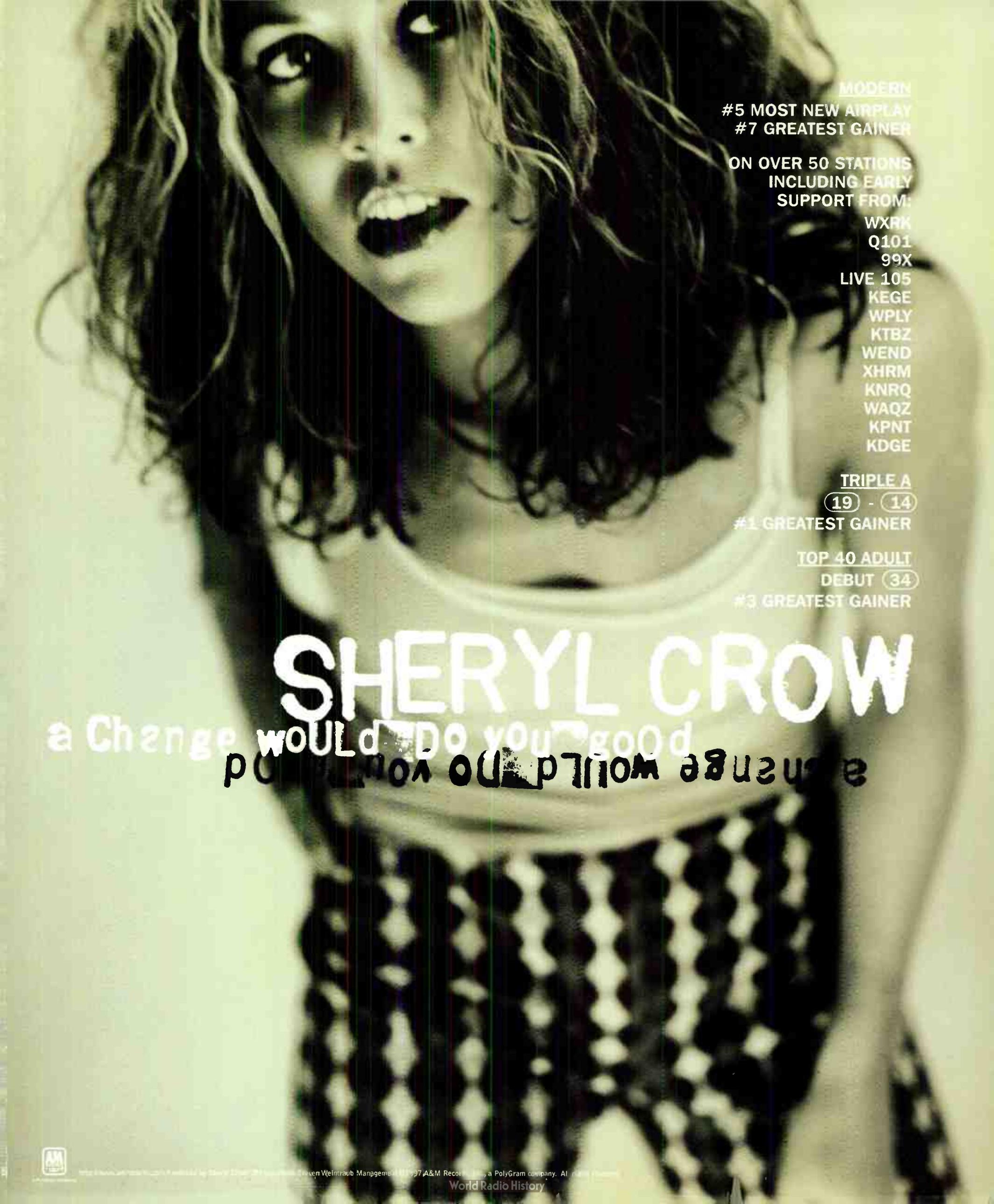
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99X

LIVE 105

KEGE

WPLY

KTBZ

WEND

XHRM

KNRQ

WAQZ

KPNT

KDGE

TRIPLE A

(19) - (14)

#1 GREATEST GAINER

TOP 40 ADULT

DEBUT (34)

#3 GREATEST GAINER

# SHERYL CROW

a Change would do you good  
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## MONITOR ROCK PANELS

### MAINSTREAM ROCK STATIONS (102)

|                      |      |                     |                 |
|----------------------|------|---------------------|-----------------|
| Akron, OH            | WONE | McAllen, TX         | KFRQ            |
| Albany, NY           | WPYX | Memphis, TN         | WEGR            |
| Albuquerque, NM      | KZRR | Miami, FL           | WZTA            |
| Allentown, PA        | WZZO | Milwaukee, WI       | WLZR            |
| Atlanta, GA          | WKLS | Minneapolis, MN     | KQRS            |
| Austin, TX           | KLBJ |                     | KREV            |
| Bakersfield, CA      | KRAB |                     | WXFX            |
| Baltimore, MD        | WIYY | Montgomery, AL      | WDHA            |
| Boston, MA           | WAAF | Morrisstown, NJ     | WSFL            |
| Burlington, VT       | WIZN | New Bern, NC        | WPLR            |
| Charleston, SC       | WAVF | New Haven, CT       | WCKW            |
| Charleston, WV       | WKLC | New Orleans, LA     | WNOR            |
| Chicago, IL          | WRCX | Norfolk, VA         | KATT            |
| Cincinnati, OH       | WEBN | Oklahoma City, OK   | KEZO            |
| Cleveland, OH        | WMMS | Omaha, NE           | WJRR            |
| Colorado Springs, CO | KILO | Orlando, FL         | WMMR            |
| Columbia, SC         | WARQ | Philadelphia, PA    | WYSP            |
| Columbus, GA         | WVRK |                     | KDKB            |
| Columbus, OH         | WBZX |                     | KUPD            |
| Corpus Christi, TX   | WLVQ | Phoenix, AZ         | WBLM            |
| Dallas, TX           | KNCN |                     | KUFO            |
| Dayton, OH           | KRAD | Portland, ME        | WHJY            |
| Denver, CO           | KEGL | Portland, OR        | WRDU            |
| Des Moines, IA       | KTXQ | Providence, RI      | WRXL            |
| Detroit, MI          | WTUE | Raleigh, NC         | WROV            |
| El Paso, TX          | KBPI | Richmond, VA        | WCMF            |
| Ft. Myers, FL        | KAZR | Roanoke, VA         | KRXQ            |
| Fresno, CA           | KGGO | Rochester, NY       | KSHE            |
| Grand Rapids, MI     | WRIF | Sacramento, CA      | KBER            |
| Green Bay, WI        | KLAQ | St. Louis, MO       | KISS            |
| Greensboro, NC       | WRXK | Salt Lake City, UT  | San Antonio, TX |
| Greenville, SC       | KRZR | San Bernardino, CA  | San Diego, CA   |
| Harrisburg, PA       | WKLQ | San Jose, CA        | KIOZ            |
| Hartford, CT         | WAPL | Santa Barbara, CA   | KSJO            |
| Huntsville, AL       | WXRA | Savannah, GA        | KTYD            |
| Indianapolis, IN     | WROQ | Seattle, WA         | WIXV            |
| Jackson, MS          | WTPA | Shreveport, LA      | WZAT            |
| Jacksonville, FL     | WCCC |                     | KISW            |
| Kansas City, MO      | WTAK | Springfield, MO     | KTAL            |
| Knoxville, TN        | WFBQ | Syracuse, NY        | KTUX            |
| Las Vegas, NV        | WSTZ | Tampa, FL           | KXUS            |
| Lexington, KY        | WFYV | Toledo, OH          | WAQX            |
| Little Rock, AR      | KQRC | Tucson, AZ          | WTBX            |
| Long Island, NY      | KYYS | Tulsa, OK           | WIOT            |
| Los Angeles, CA      | WIMZ | Washington, DC      | KLPX            |
| Louisville, KY       | KOMP | West Palm Beach, FL | KMOD            |
|                      | WKQQ | Wichita, KS         | WWDC            |
|                      | KMJX | Wilkes-Barre, PA    | WZZR            |
|                      | WBAB |                     | KRZZ            |
|                      | KLOS | Youngstown, OH      | WEZX            |
|                      | WTFX |                     | WZMT            |

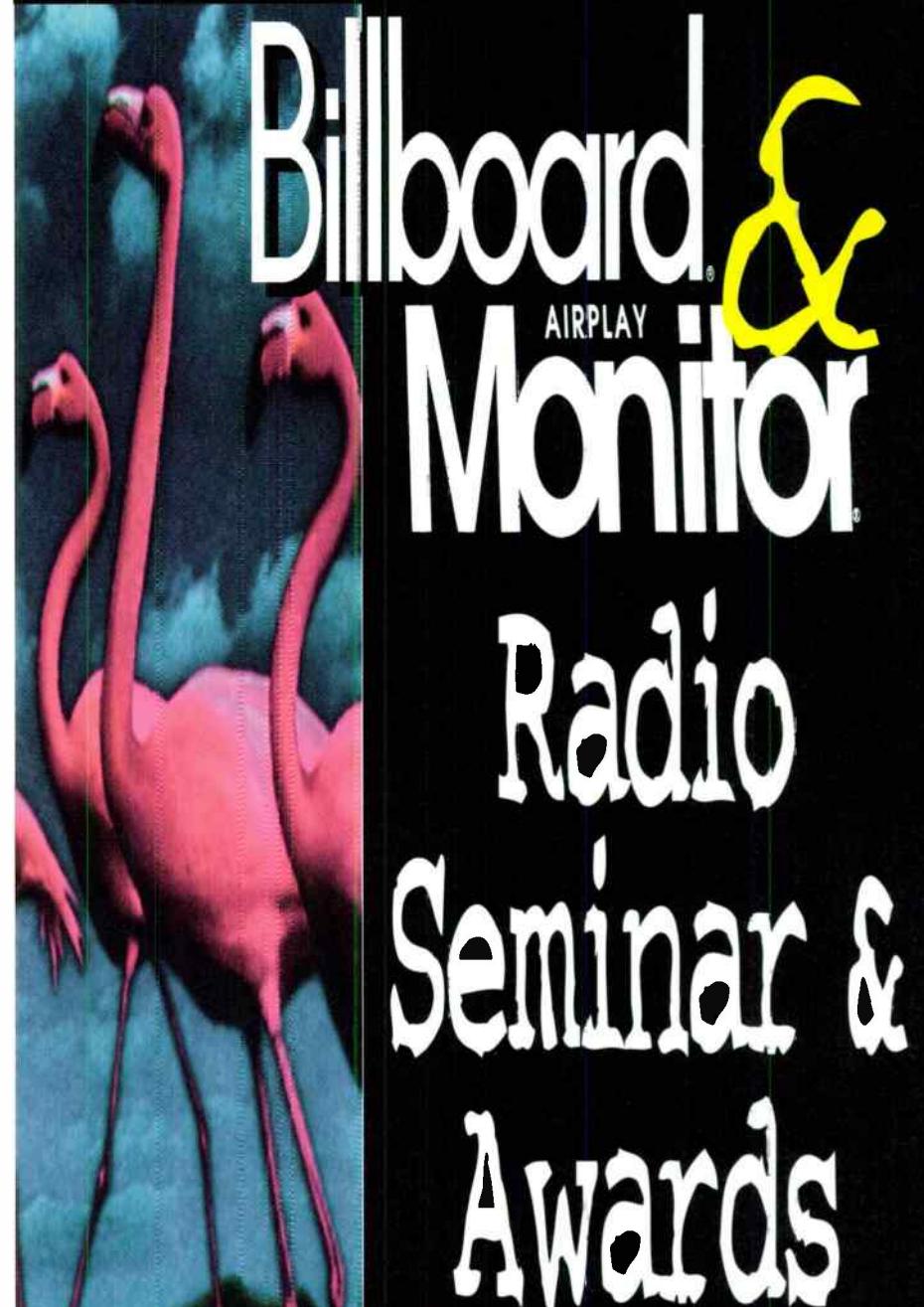
### MODERN ROCK STATIONS (77)

|                  |      |                     |      |
|------------------|------|---------------------|------|
| Albany, NY       | WEQX | Minneapolis, MN     | KEGE |
| Albuquerque, NM  | WQBK | Nashville, TN       | WKDF |
| Atlanta, GA      | KTEG |                     | WRLG |
| Augusta, GA      | WNNX | New Bern, NC        | WXNR |
| Austin, TX       | WRXR | New York, NY        | WXRK |
| Boston, MA       | KROX | Norfolk, VA         | WROX |
| Buffalo, NY      | WBCN | Oklahoma City, OK   | KNRX |
| Charlotte, NC    | WFNX | Omaha, NE           | KGDE |
| Chicago, IL      | WEDG | Philadelphia, PA    | WPLY |
| Cincinnati, OH   | WEND | Phoenix, AZ         | KEDJ |
| Cleveland, OH    | WKQX | Pittsburgh, PA      | KZON |
| Columbus, OH     | WAQZ | Portland, ME        | WXDX |
| Dallas, TX       | WOXY | Portland, OR        | WCYV |
| Dayton, OH       | WENZ | Providence, RI      | KNRK |
| Denver, CO       | WWCD | Richmond, VA        | WBRU |
| Detroit, MI      | KDGE | Riverside, CA       | WDGE |
| Fresno, CA       | WXEG | Rochester, NY       | WBZU |
| Grand Rapids, MI | KTCL | Sacramento, CA      | KCXX |
| Harrisburg, PA   | KXPK | St. Louis, MO       | WNVE |
| Hartford, CT     | CIMX | Salt Lake City, UT  | KWOD |
| Honolulu, HI     | WHYT | San Diego, CA       | KPNT |
| Houston, TX      | KFRR | San Francisco, CA   | KENZ |
| Indianapolis, IN | WGRD | San Jose, CA        | KXRK |
| Jacksonville, FL | WQXA | Sonto Barbaro, CA   | XHRM |
| Kansas City, MO  | WMRQ | Seattle, WA         | KITS |
| Las Vegas, NV    | KPOI | Spokane, WA         | KOME |
| Lexington, KY    | KTBZ | Springfield, MO     | KHTY |
| Long Island, NY  | WRZX | Syracuse, NY        | KJEE |
| Los Angeles, CA  | WPLA | Tucson, AZ          | KNDD |
| Memphis, TN      | KISF | Tulsa, OK           | KAEP |
| Milwaukee, WI    | KLZR | Washington, DC      | KTOZ |
|                  | KEDG | West Palm Beach, FL | WKRL |
|                  | KXTE |                     | KFMA |
|                  | WXZZ | Wichita, KS         | KMYZ |
|                  | WLIR |                     | WHFS |
|                  | KLYY |                     | WPBZ |
|                  | KROQ |                     | KICT |
|                  | WRXQ |                     |      |
|                  | WLUM |                     |      |

### TRIPLE-A STATIONS (24)

|                  |      |                   |      |
|------------------|------|-------------------|------|
| Albany, NY       | KGSR | Minneapolis, MN   | KTCZ |
| Austin, TX       | WBOS | Monterey, CA      | KMBY |
| Boston, MA       | WXRV |                   | KPIG |
| Burlington, VT   | WNCS | Nashville, TN     | WRLT |
| Charlotte, NC    | WXRC | Norfolk, VA       | WKOC |
| Chicago, IL      | WXRT | Portland, OR      | KINK |
| Dallas, TX       | KKZN | Rochester, NY     | WMAX |
| Denver, CO       | KBCO | St. Louis, MO     | WVRV |
| Detroit, MI      | CIDR | San Francisco, CA | KFOG |
| Ft. Myers, FL    | WJBX | Seattle, WA       | KMTT |
| Indianapolis, IN | WTTS | Tompa, FL         | WHPT |

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| <b>WYST</b> | <b>WZAT</b> | <b>KISS</b> |
| <b>KQRC</b> | <b>KBPI</b> | <b>KRXQ</b> |
| <b>KBER</b> | <b>WAZU</b> |             |

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