

ROCK AIRPLAY Monitor

• We Listen To Radio •

May 28, 1999

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ROCK HIGHLIGHTS

MODERN

#1

LIT

My Own Worst Enemy (RCA)

AIRPOWER

RED HOT CHILI PEPPERS • *Scar Tissue* (WARNER BROS.)
LO FIDELITY ALLSTARS • *Battle Flag* (SKINTSUB POPCOLUMBIA)

MOST NEW STATIONS

RED HOT CHILI PEPPERS • *Scar Tissue* (WARNER BROS.)

#1

BUCKCHERRY

Lit Up (DREAMWORKS)

AIRPOWER

PEARL JAM • *Last Kiss* (EPIC)

MOST NEW STATIONS

DEF LEPPARD • *Promises* (MERCURY)

#1

TRIPLE-A

SHERYL CROW

Anything But Down (A&M/INTERSCOPE)

AIRPOWER

THE ROBERT CRAY BAND • *24-7 Man* (RYKODISC)

MOST NEW STATIONS

RED HOT CHILI PEPPERS • *Scar Tissue* (WARNER BROS.)

Exclusive Arbs Winter Tally Shows Not Exactly Business As Usual

by Sean Ross

The impeachment trial ended, but the nation didn't exactly return to business as usual. While N/T radio's numbers returned to its pre-Monica level, national radio listening is different than it was when the scandal started last winter, judging from the results of Airplay Monitor's national format tally of the winter '99 Arbitrions. How different?

R&B radio, taken as a whole, has its highest numbers ever, spurred by the rise of the R&B oldies format. That said, there's considerable evidence that the booming format is cutting into the numbers of both mainstream and adult R&B outlets, as well as classic rock.

Top 40 radio has its best numbers in 3½ years, almost tying country radio for overall listenership.

Country radio posted its lowest numbers since the summer of 1989. Its losses mean that the format is basically back to where it was when Garth Brooks debuted.

Album rock radio, which had been fragmented over the past three years by the modern rock revolution and a second wave of classic rock successes, seems to be reclaiming some of its turf. It also probably benefited this winter from N/T's decline.

The only thing that hasn't changed is adult contemporary, which—when its various permutations (adult top 40, mainstream AC, soft AC, etc.) are counted together—remains the No. 1 music format

throughout Arbitron's 94 continuous-measurement markets.

News/talk radio was off 16.8-16.1 in the winter. N/T was at a 16.2 a year ago but exploded in the summer and fall '98 books, spurred by a combination of Bill and baseball. In Rush Limbaugh's midday daypart, the format was off 17.9-17.3, putting it exactly where it was a year ago. N/T's 3.5 share in teens, significant not because the format targets them but because it shows that the format was hot enough to grow outside its intended demo, has also dissipated. N/T has a more normal 1.5 share in teens.

AC was up 14.4-14.5 overall. That's within its range for the last three books but down from the 15.1 it had last winter. It was off 8.4-7.2 in teens, not surprising now that more of them have a top 40 station in their market and are less often forced to use an adult top 40 station by default. But the format was up in all adult demos, including 15.5-15.7 18-34, 16.7-17.0 25-54, and 16.2-16.5 in 35-64.

AC is one of the formats that might reasonably have been expected to lose some upper-demo bodies to the new "Jammin' oldies" outlets, but the fact that its 35-64 numbers were up suggests otherwise. Traditional pop oldies stations of the Elvis/Beatles/Beach Boys variety were another logical target, but they held in 12-plus listenership (where they were up 1.5) and in 25-54 (flat at 6.1) and 35-64 (where they were up 8.7-8.9).

Continued on page 5

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Monitor Rides The Kurant



He was once an intern in Billboard's research department. This week, Jonathan Kurant joins Airplay Monitor in New York as a chart assistant. Kurant, who'll report to Monitor chart administrator Silvio Pietroluongo, will assist in all activities related to the chart content of Airplay Monitor.

Kurant joins Airplay Monitor from Boston-based syndicator SuperRadio, where he managed the sales support team and information systems and acted as publicity director. He was also GM of college WNYU New York and worked at adult top 40 WPLJ New York and top 40 WPRO-FM Providence, R.I.

KLOS: What's Really Happening With Classic Rock That Really Rocks

Album KLOS Los Angeles is getting a lot of industry attention following its recent addition of the "Classic rock that really rocks" slogan. PD Rita Wilde says she's fine-tuned the station to be "a little more classic and a little bit harder-edged classic but not all-the-way classic rock," noting that KLOS still plays currents by the likes of Metallica and Buckcherry.

What's been added to the mix is Van Halen, Rush, Aerosmith, and AC/DC—all acts that, Wilde says, were once KLOS staples but have not been heard in the market in two years. It still plays library material from the Doors, the Eagles, Led Zeppelin, Tom Petty, Pink Floyd, and the Rolling Stones.

Comparing this week's Power Playlist with that of two weeks ago, BDS shows the number of currents in the 40 most-played tracks of the station has dropped from 20 to 15. On average, a top-spinning current had been spinning more than 14 times a week; that's down to 11-12 times.

Late-night host Gary Moore swaps shifts with night host Jim Ladd, who will now be allowed four hours of free-form programming, playing to his heritage. Saturdays now feature a "Best Of Mark And Brian" special.



BY MARC SCHIFFMAN
212-536-5065 • mschiffman@airplaymonitor.com

WFNX OWNER THREATENS FURTHER ACTION

The Boston battle of the moderns may heat up even further, after WFNX owner Stephen Mindich filed suit against Westwood One over moving the syndicated "Loveline" program from WFNX to WBCN. He's told the Boston Herald that he intends to sue WBCN for what he calls "a pattern of unfair competition."

He accuses WBCN of flexing its market muscle and its role as a holding of the Infinity chain to interfere with WFNX's programming.

The Herald quotes Mindich as saying, "I have never been able to get a record company or promotion person to speak on the record about this . . . but if they're subpoenaed, then they'll just have to decide what they want to say under oath."

WBCN GM Tony Berardini told Monitor, "We have not been served with any legal papers, so I have no comment."

The Boston Globe has picked up on the rumor that album WNEW New York may flip to a talk format. The paper predicts that Howard Stern will end up on WNEW and herald a change for all Stern affiliates, which will force them to accept a Stern-anchored "Extreme Talk" format or lose their morning man.

The Chicago Tribune, which also picked up

Tindle, Wagner Get BDS GM Posts



With the recent departure of Broadcast Data Systems senior VP/GM Joe Wallace, the company establishes a new management structure.

SoundScan's Mike Shalett and Mike Fine will serve as BDS senior management.

Ten-year BDS veteran Nancy Wagner becomes East Coast GM of BDS, and former A&M VP of rock/alternative Mark Tindle joins as West Coast GM of BDS and SoundScan.

Tindle replaces BDS West Coast GM Mike Schaeffer in L.A. In addition, BDS senior director of sales and operations Lisa Moen exits.



The SPIN BY MARK MARONE

212-536-5051 • mmarone@airplaymonitor.com

Chili Peppers Heat Up The Modern Chart

After a 2½-year hiatus from the charts, Red Hot Chili Peppers debut at No. 12 on the modern chart with "Scar Tissue" (Warner Bros.), their highest entry since 1993's "Soul To Squeeze." It's been more than a year since there's been a higher debut at modern—in May '98, the Smashing Pumpkins debuted "Ava Adore" at No. 9. If its growth continues, "Scar Tissue" would be the Chili Peppers' 10th modern top 10 track. The band has three modern No. 1's in the trophy case: "Give It Away" (October '91), "Soul To Squeeze" (August '93), and "My Friends" (November '95).

Lit shows no signs of slowing at modern rock with another week of spin increases locking it in at No. 1 for a ninth week. "My Own Worst Enemy" is averaging 36 spins a week where played.

Buckcherry's "Lit Up" (DreamWorks) inches ahead of Collective Soul's "Heavy" (Atlantic) to end the latter's 15-week run at No. 1 on the mainstream airplay chart. The one-spin differential at the top of the chart (1,706-1,705) marks only the 11th time in Monitor history that there was less than a 10-spin difference between No. 1 and No. 2 and just the second time that one spin separated the top two tracks on that chart. In September '97, Days Of The New's "Touch, Peel And Stand" moved ahead of Aerosmith's "Pink."

Collective Soul's 15-week stay ties it with Stone Temple Pilots' "Vaseline" for the second-longest stay at No. 1 on the mainstream airplay chart. "Touch, Peel And Stand" beat them both with 16 weeks on top . . . For a second straight week there are songs that claim the Airpower/Greatest Gainer/Most New Stations honors at active and heritage. At active, Red Hot Chili Peppers do it with "Scar Tissue," while Def Leppard follows suit with "Promises" (Mercury) at heritage rock.

PERSONNEL: Former Velvet promo rep Laura Bender joins TVT as Midwest regional, based in Chicago.

STATIONS: WENZ Cleveland is dropped from the modern panel, which now has 68 reporters. KRAD and KNCR Corpus Christi, Texas, return to the modern and mainstream/active panels. Due to monitor problems in Honolulu, KPOI is temporarily off the mainstream/active panels.

Chancellor Enters Internet Services Arena

After courting such Internet giants as AOL, Chancellor Media has instead opted to reposition itself and go it alone for now. It will also change its name to AMFM Inc., matching the company's Nasdaq symbol, although the company will apply to join the New York Stock Exchange under the AFM symbol. Chancellor/AMFM also becomes the first major traditional broadcasting company to announce specific plans to enter the growing field of Web-based radio services.

AMFM will form three new business units aimed at leveraging its radio portfolio. One unit will develop informational, city-based Web sites paired with its 465 radio stations. Another will exchange commercial time for equity in emerging new-media companies and Web sites, similar to CBS/Infinity's deal with Sportsline and Marketwatch. A third division will provide audio and video programming on the Net, with some content coming from its radio stations.



212-536-5268 • fsaxe@airplaymonitor.com

Chancellor CEO Steve Hicks is still not ruling out deals with a company such as AOL. "It's like building an office building; we needed the blueprint first. We're still talking to potential partners." The company will create a central office to handle its streaming efforts, and, Hicks says, AMFM will also charge its radio stations for its streaming service.

While Chancellor expands on the Internet, radio CEO Jimmy de Castro tells The Dallas Morning News that the company is "actively

marketing" its billboard division, with Clear Channel among the potential buyers.

CAPITAL: CD RADIO DOWNGRADED

Standard & Poor's has revised its rating outlook on CD Radio to negative, citing concerns about the rising costs of building the satellite-delivered radio service, delays in its launch, marketing costs, and public acceptance. "CD Radio is spending heavily to develop an unproven media service to compete with conventional broadcast radio. Consumer demand may not be sufficient to support two or even one satellite radio operator. Once the service is operational, the company faces at least a two-to three-year start-up period before its viability is established," said S&P analysts. CD Radio has estimated it will need \$1.238 billion to launch, a number that has grown by \$134 million in recent months because of delays.

CAPITAL: IBOC PROPOSAL DUE

The FCC says it will offer its proposal for converting the industry to in-channel on-band digital radio this summer. It has also extended the deadline for comments on its microradio proposal to Aug. 2, as requested by the National Assn. of Broadcasters, which says its engineers are still studying its impact on existing stations. Also, the FCC is now taking comments on its station-license auctions. More than 150 new station licenses will be auctioned in September.

The FCC has signed off on Capstar's purchase of album WTPA Harrisburg, Pa., from Quaker State Broadcasting.

SALES: TRIAD BUYS IN DAKOTAS

Triad Broadcasting is buying classic rock KPFX, album rock KQWB, country KVQX, and AC KLTA Fargo, N.D., and classic rock KFXS, country KOUT, classic country KBHB, AC KKKM, and top 40 KRCS Rapid City, S.D., plus their AM sisters, from James Ingstad Broadcasting for \$37.8 million.

Rapids, Mich., for afternoons.

Album WPXC Cape Cod, Mass., afternoon host Scott Lucas exits. Late-night host Brad Hines takes afternoons.

Classic rock WCIB Cape Cod P/T Chris Rogers joins classic rock WWRX Providence, R.I., for the same.

Peer Gets Smashed



Smash mouth's Steve Harwell and Greg Camp dropped in on modern WXRK New York MD Mike Peer to personally deliver their "All Star" single. Shown, from left, are Peer, Harwell, and Interscope's Bill Burrs and Jen Zeller. Camp is kneeling in front.

RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTION DIRECTOR
May 28	KEGL Dallas	Big Free'kin Deal APPEARING: Econoline Crush, Sammy Hagar, Second Coming, more	Loren Condron
May 28	WEND Charlotte, N.C.	Koncert for Kosovo APPEARING: 2 Skinnee J's, Dovetail Joint, Ben Folds Five, Fountains Of Wayne, Jimmy Eat World	Marie Childress
May 28	WXDX Pittsburgh	X-Fest APPEARING: Citizen King, Flys, Fuel, Liars Inc., Lit, Live, Living End, Mighty Mighty Bosstones, Offspring, Orgy, Sponge, Staind, Videodrome	Brandon Davis
May 29-30	KXXR/KNZ Minneapolis	Sixth Annual Edgefest APPEARING: Bare Jr., Def Leppard, Econoline Crush, Hole, Offspring, Staind	Wendy Ellis
May 29	WHFS Washington, D.C.	'HFstival APPEARING: Blink 182, Citizen King, Goo Goo Dolls, Jimmie's Chicken Shack, Lit, Live, Mighty Mighty Bosstones, Offspring, Orgy, Red Hot Chili Peppers, Silverchair	Mary Kay LeMay
May 30	WBCN Boston	Fifth Annual River Rave APPEARING: Blink 182, Buckcherry, Fountains Of Wayne, Lit, Live, Living End, Orgy, Pennywise, Red Hot Chili Peppers, Silverchair, Sugar Ray, Tin Star, more	Cha-Chi Loprete
May 31	WMRQ Hartford, Conn.	Radio 104 Fest '99, Big Ass BBQ APPEARING: Crash Test Dummies, Dovetail Joint, Live, Fuel, Local H, Orgy, Reel Big Fish, Shades Apart, Silverchair, Spin Doctors, Sponge, Tin Star, more	Melissa Hawes
May 31	WRZX Indianapolis	X103's Mayday Concert APPEARING: Flys, Living End, Offspring	Dan Anderson
June 3	WIOT Toledo, Ohio	26th Annual Summer Birthday Bash APPEARING: Jake Andrews, George Thorogood	Tom Staudt
June 5	KKLZ Las Vegas	Junefest 7 APPEARING: Blue Oyster Cult, Cheap Trick, Creedence Clearwater Revisited, Joan Jett & the Blackhearts, Knack, Romantics, Joe Walsh	Liz Overstreet

Let us monitor your event! Call Marc Schiffman at 212-536-5065 or E-mail mschiffman@airplaymonitor.com

Editor: Sean Ross
Managing Editor: Marc Schiffman
Chart Administrator: Silvio Pietrolongo
Mainstream Rock/Triple-A Chart Manager: Anthony Colombo
Modern Rock Chart Manager: Mark Marone
Associate Director of Charts: Steven Graybow
Chart Assistant: Jonathan Kurant
Writer/Reporter: Frank Saxe
Chart Production Manager: Michael Cusson
Assistant Chart Production Manager: Gordon Murray
Editorial Production Managers: Barry Bishin, Marcia Repinski
Editorial Production: Susan Chicola, Marc Giacinto, Julian Koo, Maria Manilicic, Sandra Watanabe
Copy Editor: Carl Rosen
Advertising Production Manager: Lydia Mikulko
Advertising Production Coordinator: Paul Page
Art Director: Ray Carson
Advertising Production Artist: Joanna Jasinska

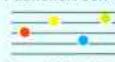
1515 Broadway, New York, NY 10036 212-764-7300
5055 Wilshire Blvd., 7th floor Los Angeles, CA 90036 323-525-2300
For subscriptions call: 800-745-8922

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National Advertising Manager: Hank Spann
Account Managers: Jeff Somerstein, Sharon White
Advertising Services Manager: Alyse Zigman
Sales Assistants: Evelyn Aszodi, Erica Bengtson, Jason Rashford

Editorial Adviser: Timothy White
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Publisher: Jon Guynn



President: Howard Lander
Vice Presidents: Irwin Kornfeld, Karen Oertley, Adam White
Director of Strategic Development: Ken Schlager
Business Manager: Joellen Sommer



PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS • BY JEFF SILBERMAN

323-525-2303 • jsilberman@airplaymonitor.com

Promo Force With 'Menace' As Film Debuts

Promoganda panelists found a variety of ways around the paucity of free tickets for "The Phantom Menace." With the film's debut, it reclaimed the Topical Barometer crown over radio-station concerts. Father's Day and Independence Day finished third and fourth.

Country KSON San Diego took five "Star Wars" virgins (those who have never seen the original trilogy) to view the laserdiscs of the films at an electronics store on a big screen with surround sound. "After they watched all three films, we limoed them to a midnight showing of 'The Phantom Menace,'" says Greg "May The Farce Be With You" Frey.

Adult top 40 WOMX (Mix 105.1) Orlando, Fla., staged **Thaw Wars**, where contestants had to use only their body heat to melt a ball of ice with Han Solo frozen in the middle. The frost-bitten winner was flown to a special screening in Washington, D.C., at which Angela Gooslin sang "I Melt With You" in modern English.

For country KYGO Denver's "Menace" ticket giveaway, listeners were blindfolded in the station's lobby. "By using 'the force,' they had to find the KYGO studio," Garret R2Doll2 says. "Our building is two levels with five studios, production suites, regular offices, conference rooms, and restrooms. It was really funny when the sister stations were unaware of what we were doing and the listeners walked into their studios unannounced or when they walked into the opposite-sex bathroom."

Top 40 KIIS Los Angeles morning man Rick Dees hosted a \$10,000 **Star Wars Scavenger Hunt**. Twice each morning, he asked for two items, such as an original "Star Wars" ticket stub and a photo of George Lucas' star on Hollywood Boulevard. On May 19, the scavengers displayed their collections, and the best-looking one won. Von Freeman was the curator.

TOPICAL BAROMETER

TW	LW	TOPIC
1	2	"The Phantom Menace"
2	1	Station concerts
3	6	Father's Day (June 20)
4	5	Independence Day events
5	8	Amusement parks
6	4	Other summer movies
7	9	Year 2000 events
8	3	Memorial Day (May 31)
9	—	Blockbuster Awards
10	—	Summer vacation/camps

HOTTEST NEW MOVIES:

"The Phantom Menace," "Austin Powers II," "The Mummy," "Wild Wild West," "Notting Hill," "Trippin'," "The Love Letter"

PROMO TOPIC OF THE WEEK: BREAKING 'PROMO BLOCK'

Even Promoganda panelists concede that they occasionally suffer from "promo block," when they seemingly can't come up with a good promo idea. The solution? Brainstorming in a variety of ways, from simple things like reading the paper and surfing the Web to networking with other promotion directors and talking to jocks, sales staffs, receptionists, and listeners.

Stephanie Hogerman at country WBEE

Diana Ade, WNKS Charlotte, N.C. • Dan Bowen, WSTR Atlanta • Darryl Brandt, WNCI Columbus, Ohio • Diana Buckmann, KEVY Minneapolis • Steve Burgess, WYRK Buffalo, N.Y. • Melisa Burrill, KHKS Dallas • Scott Cichocki, WKWQ Cincinnati • Wayne Collins, WJTT Chattanooga, Tenn. • Loren Condron, KEGI/KDMX Dallas • Garrett Doll, KYGO Denver • Katie Eyerly, KMEL San Francisco • Vicki Fiorelli, KNIX/KESZ Phoenix • Angela Fleming, WCCI Chicago • Wendy Foster, KKZR Portland, Ore. • Mariana Franco-Robertson, WALC Chatsworth, S.C. • Von Freeman, KIIS Los Angeles • Greg Frey, KSON San Diego • Jason Gau, WJLB Detroit • Michael Godfrey, CKIK Calgary, Alberta, Canada • Kelly Gross, WPLW Philadelphia • Jude Heller, KPGK San Francisco • Stephanie Hogerman, WBEE Rochester, N.Y. • T.J. XHTZ San Diego • Carly Johnston, KXTE Las Vegas • Tristano Kordou, WPX1 Rochester, N.Y. • Kim Leeds, KFMB-FM San Diego • Barbara Lachman, KAZN Dallas • Jen Mariduena, KMYB Las Vegas • Jamie Monasures, KEDI Phoenix • Diana Obermeyer, KPRW Los Angeles • Mike Olivares, WXTB Tampa, Fla. • Mike Patterson, KFH1 Austin, Tex. • Vicki Preston, WDTI Detroit • Stephanie Ringers, WKSE Buffalo, N.Y. • Sheila Silverstein, WPOC Baltimore • Keith Sgariglia, WKOX Chicago • Cheryl Sparks, WWW Detroit • Jason Steinberg, WYNF New York • Anne-Marie Strzelecki, WBMX Boston • Vanessa Thill, KLUC Las Vegas • Maria Toulias, WXKS-FM Boston • Connie Welch, WVVA Chicago • Lemmy Whitehead, WVEE Atlanta • Paul Williams, KPLX Dallas

QUICK HITS

Modern adult KDMX staged a **Plane Pull**. Teams of 15 competed to see who could pull a FedEx 737 cargo plane 12 feet the fastest. Hundreds of area businesses competed, raising more than \$60,000 for the Special Olympics.

For KLUC's **Freeze Your T's**, 10 contestants received a frozen T-shirt. The first one to unfreeze it and put it on his or her body won a prize package. "This can also be done with a five- or 10-pound block of ice," says Thill, whose promo gave new meaning to the term "ice chest."

Our Truth in Advertising Award goes to modern rock KXTE Las Vegas, which gave away tickets to NASCAR racing at the local speedway and WCW wrestling, plus six-packs of Busch beer (which "is legal in Vegas," notes Carly "Stone Cold" Johnstone). It was billed as a **White Trash Paradise** weekend.

With the Backstreet Boys breaking Garth Brooks' debut-week sales record, top 40 CKIK Calgary, Alberta, threw a listener party at a local movie theater. "They have the best sound systems," says Michael Godfrey. "We played the CD, and our jocks discussed the songs with the audience. Someone at the party won a pair of tickets to the upcoming (though not-yet-announced yet) show. The response was huge."

Want to participate? E-mail your best promotions to jsilberman@airplaymonitor.com.

PROMOGANDA HONOR ROLL

Exclusive Arbs Winter Tally Shows Not Exactly Business As Usual

Continued from page 1

But clearly R&B oldies stations picked up some audience from somewhere. In the first book for which we've done a separate measurement for R&B oldies outlets, they came in at a 2.2 12-plus, meaning the format already has the same national strength as religious outlets and the classical format. And that's with a relatively small number of outlets, albeit a good representation in markets that control a strong amount of national listening—i.e., New York, Chicago, L.A., Houston, and Dallas. And there are plenty of classic soul sign-ons that won't be counted until the spring.

WHO'S BEING JAMMED BY R&B OLDIES?

While some R&B oldies outlets primarily target African-American listeners, the most publicized major-market sign-ons have been deliberately universal in appeal: mixed air staff, few or no titles that aren't familiar to the pop audience, etc. A Monitor analysis of the first R&B oldies ratings books last fall showed the format drawing only a 25%-40% African-American cume, although black listeners seemed to be contributing a disproportionate amount of quarter-hours.

Based on our first numbers, however, it looks like the bulk of listening to R&B oldies stations came from other R&B stations, smooth jazz outlets, and, perhaps, classic rock stations. When you include mainstream, adult, and classic R&B together, the format is up 11.9-12.4. But subtract a 2.2 share, and the format is at a 10.2. Adult R&B stations, broken out separately, lose more than a half share, off 3.6-3.0. Combine this with relative stability for AC and oldies, and it appears that much of R&B oldies' audience is coming from other R&B oldies formats or smooth jazz, which was down 3.1-2.9.

Could the bulk of R&B oldies' shares come from R&B radio when African-Americans are only about 40% of the cume at "Jammin' oldies"? Well, these numbers do include some more traditionally formatted R&B oldies outlets, such as WRBO Memphis, WNPL Nashville, and KMEZ New Orleans, all of which had good books this time and all of which are closer to 85% African-American in their minority composition. Beyond that, R&B radio's non-ethnic listeners seem to be a particularly likely target for the new format. And again, the black audience that listens even to the determinedly pop version of the format does contribute a disproportionate amount of the listening.

It's also possible that mainstream R&Bs lost some listening not to R&B oldies but to top 40. R&B, like adult top 40, had been picking up the slack in some markets that didn't have a top 40 station. Top 40 had its best 12-plus number in 3½ years, up 8.9-9.2, but it still has a way to go to return to the 15.9-share level it was at when Arbitron and Monitor/Billboard

began crunching these numbers a decade ago. While R&B is hardly the defining flavor at top 40 radio, the format certainly plays more R&B than it has in several years. And the format's last major uptick, in spring '96, also coincided with a more rhythmic bent. And despite PDs' longstanding concerns about the impact of R&B and hip-hop on upper-demo numbers, the format was up 13.5-13.9 in 18-34, 7.1-7.4 in 25-54, and 4.5-4.6 in 35-64.

COUNTRY: BACK TO ITS ROOTS

By contrast, country radio is almost exactly back to where it was when we started looking at these numbers in 1989, meaning that country PDs can no longer say that despite their format's leveling off, they're still better off than they were before Garth, although the format remains formidable, No. 4 overall.

In most dayparts, country's shares are almost exactly what they were in 1989. Consider these stats: mornings (9.4 now, 9.6 then); middays (9.7 now, 9.8 then); afternoons (9.4 now, 9.5 then); nights (7.0 now, 7.1 then).

Demographically, the format has a 9.5 now in 25-54, vs. a 10.6 then. It has a 10.6 35-64, vs. a 13.1 in 1989, despite the format's very adult feel at the moment. It's at an 8.9 with men, vs. a 10.1 in 1989. Where is it up compared with a decade ago? In teens, with a 4.8 now, vs. a 2.8 then. In 18-34, with an 8.4 now, vs. a 6.8 in 1989. And with women, 10.4 now, vs. 9.7 then.

Country could have contributed some male listeners to album rock's rise. Album rock was up 7.1-7.5 overall, its best number since spring '96, and 10.2-10.9 with men. N/T is probably also a likely contributor, since it's down 20.9-20.0 in the adult male demo. Rock radio seems to have gotten some help from a decline in the availability of modern rock, particularly in markets where the modern rocker returned to album rock outright.

CLASSIC ROCK DOESN'T REALLY ROCK

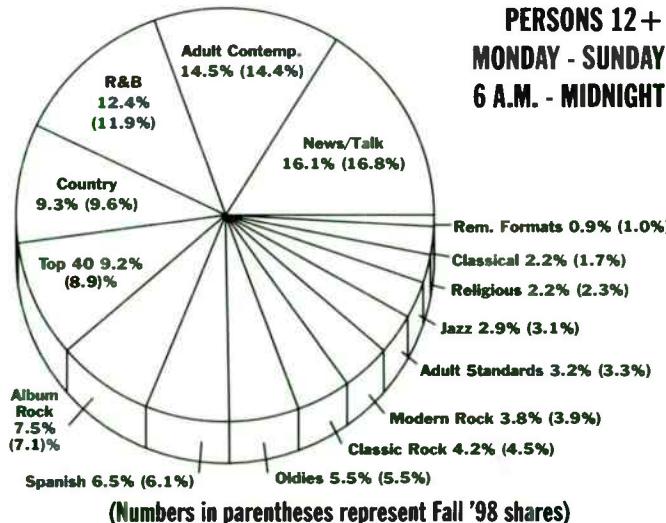
Classic rock, on the other hand, showed its lowest 12-plus number since fall '96, suggesting that it wasn't getting a lot of help from the proliferation of stations positioning themselves as "Classic rock that really rocks." And of all the non-R&B formats that could have been hurt by the rise of R&B oldies, classic rock seems like a pretty good candidate, off 5.4-5.1 in 35-64. Arbitron's first Exit Poll study, showing rock formats to be a major share with R&B oldies, also supports that conclusion.

Modern rock radio, by the way, should have been hurt a lot more during the winter. It was off 3.9-3.8 12-plus, returning it to the level where it spent most of 1998. But the format went from 74 stations in the continuous-measurement markets to only 61, suggesting that those that hung around had pretty good books.

Spanish radio, which was off 6.5-6.1 last time, rebounded to its previous levels in the winter. This despite lower than usual numbers for the format in Los Angeles in the winter.

Finally, in our analysis of the fall numbers, we suggested that the adult standards format would probably be off in the winter, following the departure of its New York flagship, WQEW. But much of WQEW's audience showed up at, surprisingly, suburban adult standards outlets, meaning the format was off only 3.3-3.2 overall.

ARBITRON FORMAT SHARE WINTER '99



MONITOR PROFILE

KLBJ Keeps Taking On The Big Boys With Austin Veteran Carrol At The Helm

Jeff Carrol has spent 17 years in Austin, Texas, helming album KLBJ and recently picking up OM stripes over triple-A sister KGSR. Despite his and his station's longevity in the market, Carrol mixes in enough young-end material to make KLBJ decidedly active while still courting the 25-plus set.

He's seen his share of consolidation, as KLBJ parent LBJ merged with Sinclair, forming a five-station cluster that also includes modern KROX (101X), but Carrol is still up against the big boys, with Capstar/Chancellor, Clear Channel, and CBS all in the market.

Carrol's cluster underwent a trial by fire eight or nine months ago, when Capstar's KFMK signed on with commercial-free modern, aimed "directly at us. It made us re-evaluate what we were doing and how we were marketing KROX and KLBJ and determine how we could keep this from ever happening again."

"We took KROX away from the pop side and made it a lot more rock, and we repositioned KLBJ to allow that to happen and make sure there was no hole for anybody to squeeze in between us again," he says.

We can beat the jock in the box [by being] local and immediate'

Jeff Carrol
Program Director
KLBJ Austin, Texas

Owner: LBJS Broadcasting
Ratings: 5.6-5.7-3.9-4.8

That put KLBJ firmly in the 25-44 sector, while KROX targeted the young end. It has left Carrol with somewhat of a music-supply problem. With Korn and Kid Rock served up at KROX, Carrol has to pass on that stuff. "I see a definite break somewhere around 27 or 28 years old where the upper demos will not tolerate that music. So because where KLBJ is trying to appeal to that 25- to 44-year-old, we've got to be able to find the stuff that both sides of that break say are good."

Unfortunately, he has "not seen very many records that were right for KLBJ, not as many as there have been in the past," Carrol says. "Because of that, I've reduced the number that I'm playing. So there's only 20-30 [cuts] that we're getting on the radio station. And I'm relying a little bit more on my library and my recurrents, as opposed to 50-50 current/library."

Here's a sample hour on KLBJ: Bad Company, "Can't Get Enough"; Creed, "My Own Prison"; Fuel, "Bittersweet"; Tom Petty & the Heartbreakers, "Don't Come Around Here No More"; Buckcherry, "Lit Up"; Led Zeppelin, "Black Dog"; Eric Johnson, "S.R.V."; Shades Apart, "Valentine"; Aerosmith, "Love In An Elevator"; Lit, "My Own Worst Enemy"; and Rolling Stones, "It's Only Rock 'N Roll (But I Like It)."

Presentationally, Carrol has been "concentrating on on-air clutter, trying to clear as much as we can off the air, and concentrating on well-positioned TSL promotions," he says.

Carrol did not necessarily cut back on breaks or how long jocks talk, "but on the types of things that we're talking about," he says. "We tried to ... bring the focus of the radio station to just one thing. KLBJ is known to be a rock station, and what we're keying in on is that we are the station that rocks. So we tried to get rid

of anything that was outside of that scope."

Even with big-ticket giveaways, he makes sure the prize packages reinforce a rock image. All the trips KLBJ is giving away are to big rock events like Metallica's New Year's concert or Woodstock '99. That way, "even if somebody doesn't participate in the TSL promotion, there's still some reinforcement of the radio station" and its rock image.

Clearing clutter from the air also means streamlining client value-added packages. "We're trying to develop new ways through nontraditional revenue and through packaging things together, creating events where we can take care of a lot of clients' needs all at one time," Carrol says.

One such package that was a success involved a client that was giving away a Jet-Ski. KLBJ arranged for giveaway displays to be put up in a local grocery-store chain—another KLBJ client. That way, the first client's "added value comes from the commercials from the grocery store mentioning the display," Carrol says. "Basically, they're promoting each other, but we've tied them all together and made it happen for them."

Part of the marketing arsenal is TV, which, Carrol says, he's rethinking. So, for instance, if he wants to see impact in the spring book, "we might start it a little bit earlier than spring ... because you normally have some sort of a lag time between when you start it and when you see results," he says. "So we're looking at that a little bit differently and trying cable this time, so we can get more frequency."

With a company known for "virtual radio" automation headquartered in his market, Carrol cites the advantage of KLBJ's veteran talent. "The one thing that I keep [reinforcing] to my staff is that we can beat the jock in the box, because we can be talking about what's going on here locally and immediately, whether it's tornadoes or a concert tonight. If we're a part of this community, we will always win," he says. "We can get out and meet people, and people can see that we're real people just like they are, and ... that in the long run will pay off for us."

Having a David vs. Goliath mind-set means that "from the get-go, our bosses realize that we are up against these guys, so a lot of times it frees up money and opens their minds to think about new ways to go about to win these wars."

Carrol sees several fatal flaws in his big-money competition. One is "when they spend too much money for a radio station and spend too much money hiring away jocks and spend too much money on TV trying to come in and be the big dogs, and then they don't see the return on their investment," Carrol says.

Then there's the predictability. "Some of these corporations like to do the same things in different markets," he claims. "You can learn by watching what they're doing in other markets, what they're probably going to do in yours ... As the little guy, we can be the guerrilla who just changes things at the last minute and does things a little bit differently, and it's a little bit harder for them to figure out what's going on in our minds, and we can move a little faster."

Looking at the still-growing trend of station concerts, Carrol cites an idea he recently pitched to Epic Records VP Ron Cerrito. "I'm surprised the labels haven't taken it on themselves to package something where they have a band who has three or four hits as the headliner and then feature some of their upcoming artists." That, he says, would be a "win-win situation for everybody, because I won't have to be on the phone trying to put all these bands together. Here's a package thing that's coming through each of the markets. They could merchandise their CDs and T-shirts for all their bands. They could use their one big band to bring in people to get their up-and-coming baby bands exposed, too."

MARC SCHIFFMAN

LENNY KRAVITZ

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ACTIVE ROCK
AIRPLAY **(13) - (10)**

TOP 5 MOST REQUESTED
AT ROCK RADIO

ON OVER 250 MODERN
AND ROCK STATIONS

VIDEO PREMIERE ON
THIS WEEK



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COMING SOON

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From the Maverick album

Music From The Motion Picture
Austin Powers: The Spy Who Shagged Me

Available in stores June 1

Film opens June 11

Produced and arranged by Lenny Kravitz
Representation: Crag Fruin and Howard Kaufman / HK Management

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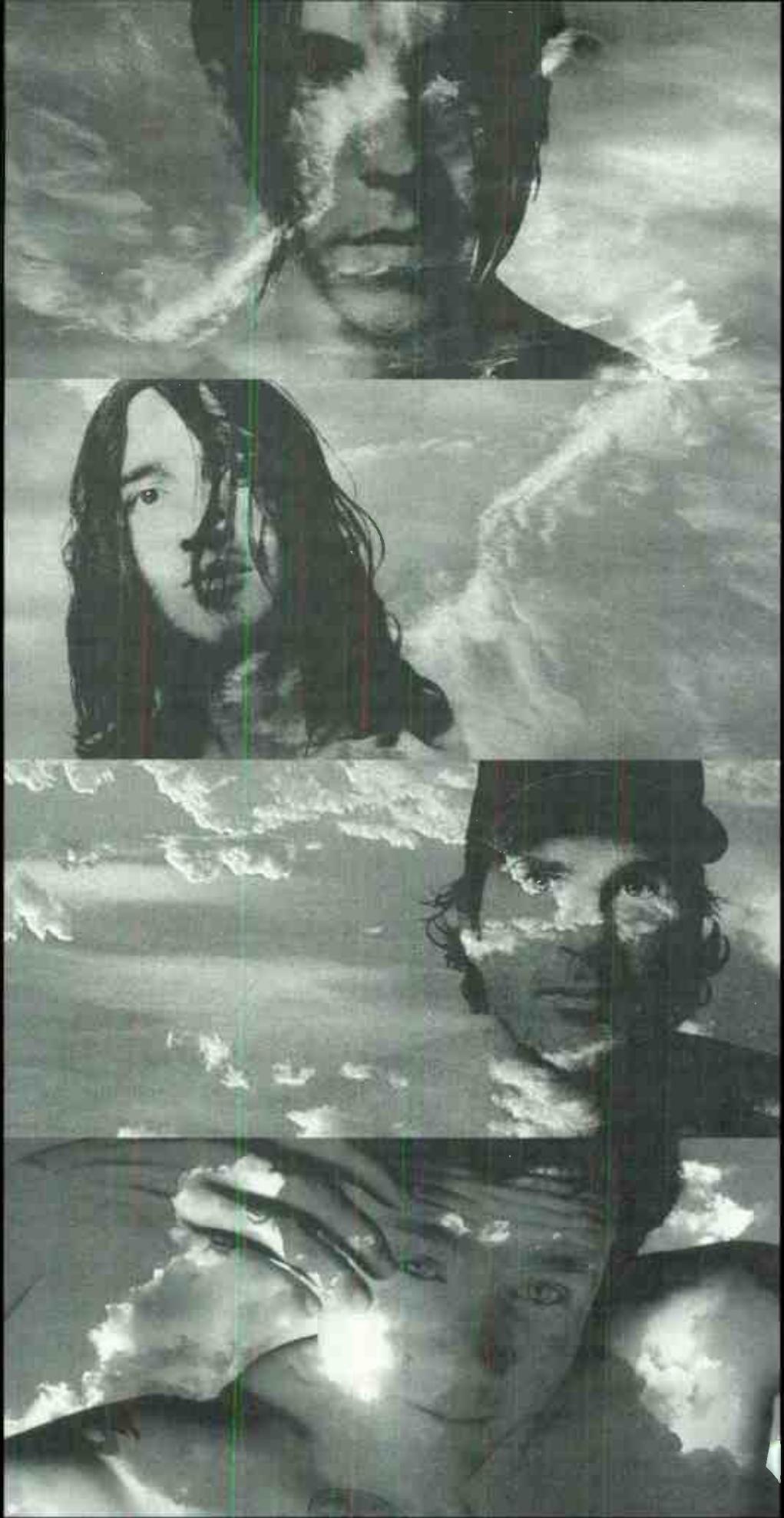
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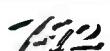
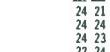
**#1 MOST ADDED
AT ROCK
OVER 165 ROCK
STATIONS
MOST ADDED
AT TRIPLE-A**

AIRPLAY
Monitor**MAINSTREAM ROCK****POWER PLAYLISTS**

FOR WEEK ENDING MAY 23, 1999

KUFO Portland (A)
0M: Dave Numme
APD: Al Scott
503-22-9700
Infinity**KISW Seattle (A)**
SM/PD: Clark Ryan
APD/MD: Cathy Faulkner
206-285-7625
Entercom**KXXR Minneapolis (A)**
PD: Wade Linder
MD: Ryan Castle
612-545-5601
ABC/Disney**WRQC Minneapolis (H)**
PD: Lauren MacLeash
APD/MD: Jay Philpott
612-333-8118
Chancellor**WHJY Providence (H)**
PD: Joe Bevilacqua
MD: Sharon Schifino
401-438-6110
Capstar**WJRR Orlando (A)**
PD: Dick Sheetz
MD: Pat Lynch
407-916-7790
Clear Channel

	TW	LW
1 Everlast, Ends	32	31
2 Korn, Freak On A Leash	31	31
3 Godsmack, Whatever	30	31
4 Rob Zombie, Living Dead Girl	30	30
5 The Offspring, The Kids Aren't Alright	23	31
6 Droy, Blue Monday	23	22
7 Buckcherry, Lt Up	21	22
8 Godsmack, Keep Away	20	18
9 Lenny Kravitz, American Woman	18	19
10 Kid Rock, Bawdabba	20	24
11 Oleander, Why I'm Here	19	11
12 Metallica, Die, Oye Mi Darling	17	1
13 Lit, My Own Worst Enemy	17	1
14 Megadeth, Trust	13	14
15 Loudmouth, Fly	15	18
16 Tool, Forty Six & 2	14	13
17 Foo Fighters, Everlong	14	17
18 Rob Zombie, Dragula	13	13
19 Creed, One	13	8
20 Creed, My Own Prison	13	11
21 The Mayfield Four, Sucker Punch	11	10
22 Staind, Just Go	13	15
23 Days Of The New, Touch, Peel And Stand	13	14
24 Lenny Kravitz, Fly Away	12	13
25 Creed, Torn	12	11
26 Static-X, Bleed For Days	12	0
27 Foo Fighters, Monkey Wrench	11	13
28 Creed, What's This Life For	11	12
29 Days Of The New, Shelf In The Room	11	12
30 Monster Magnet, Temple Of Your Dreams	11	14

WBAB Long Island (H)VP Pgmg: Bob Buchman
0M: Eric Wellman
516-587-1023
Cox**K102 San Diego (A)**PD: Tim Dukes
APD/MD: Shanon Leder
619-565-6006
Clear Channel**KQRC Kansas City (A)**PD: Vince Richards
MD: Valorie Knight
913-514-3000
Sinclair**WCCC Hartford (A)**PD: Michael Picozzi
APD/MD: Mike Karolyi
860-233-4426
Marlin Broadcasting**WBZX Columbus, OH (A)**PD: Hal Fish
APD/MD: Ronni Hunter
614-481-7800
North America**KISS San Antonio (A)**OM: Virgil Thompson
PD: Kevin Vargas
MD: C.J. Cruz
210-646-0105
Cox**WROQ Greenville, S.C. (H)**PD: Ken Carson
APD/MD: K.C. Carson
864-242-0101
Capstar**WXQA Harrisburg (A)**PD: Claudine DeLorenzo
MD: Nixon
717-367-7700
Citadel**KATT Oklahoma City (A)**PD: Chris Baker
MD: Jake Daniels
405-848-0100
Caribou Communications**WXTM St. Louis (A)**PD: Tommy Mattern
APD: Eric Schmidt
MD: Jeff Fife
314-621-0400
Emmis**WCKW New Orleans (H)**PD: Ted Edwards
APD: Paul Marshall
504-831-8811
222 Corporation**WLWQ Columbus (H)**PD: Charley Lake
APD/MD: Joe Show
614-227-9696
Infinity**WEGR Memphis (H)**PD: Drake Hall
MD: Zeke Logan
901-578-1100
Clear Channel**WPYX Albany (H)**PD/MD: John Cooper
518-785-9800
Capstar**KEZO Omaha (H)**PD: Bruce Patrick
402-595-5300
Journal Broadcasting**KRXQ Sacramento (A)**SM: Curtiss Johnson
APD: Pat Martin
MD: Kylee Brooks
916-334-7777
Entercom**WNOR Norfolk (A)**PD: Harvey Kojan
APD/MD: Tim Parker
757-366-9900
Saga Communications**WAPL Green Bay (H)**Interim PD: Ross Maxwell
920-455-7625
Woodworth Communication**WZBZ Birmingham (H)**PD: Jimmie Hendrix
APD: Jimmie Hendrix
205-731-1000
Capstar**WYRK Toledo (A)**PD: Jimmie Hendrix
APD: Jimmie Hendrix
205-731-1000
Capstar**WYRK Toledo (A)**PD: Jimmie Hendrix
APD: Jimmie Hendrix
205-731-1000
Capstar**WYRK Toledo (A)**PD: Jimmie Hendrix
APD: Jimmie Hendrix
205-731-1000
Capstar**WYRK Toledo (A)**PD: Jimmie Hendrix
APD: Jimmie Hendrix
205-731-1000
Capstar**WYRK Toledo (A)**Interim PD: Ross Maxwell
920-455-7625
Woodworth Communication

THIS WEEK	LAST WEEK	WKS. ON CHART	MODERN ROCK		FOR FULL CHART, SEE PG. 6		
			TITLE/IMPRINT/PROMOTION LABEL		ARTIST	DETECTIONS	
					TW	LW	
1	1	17	★★★ NO. 1 ★★★	MY OWN WORST ENEMY RCA	9 weeks at No. 1	LIT	2281 2238
2	3	5	ALL STAR	INTERSCOPE	SMASH MOUTH	1887 1679	
3	4	6	LAST KISS	EPIC	PEARL JAM	1884 1626	
4	2	19	PRAISE YOU	SKINT/ASTRALWERKS/VIRGIN	FATBOY SLIM	1730 1743	
5	9	5	WHAT'S MY AGE AGAIN?	MCA	BLNK 182	1641 1489	
6	5	14	BETTER DAYS (AND THE BOTTOM DROPS OUT)	WARNER BROS.	CITIZEN KING	1542 1611	
7	6	7	FALLS APART	LAVA/ATLANTIC	SUGAR RAY	1503 1556	
8	7	10	ENDS	TOMMY BOY	EVERLAST	1502 1539	
9	10	16	FREAK ON A LEASH	IMMORTAL/EPIC	KORN	1434 1447	
10	8	24	ONE	WIND-UP	CREED	1428 1517	
11	11	13	NEW	WORK/ERG	NO DOUBT	1331 1423	
12	NEW▶		★★AIRPOWER/GREATEST GAINER/MOST NEW STATIONS ★★			RED HOT CHILI PEPPERS	1297 49
13	13	20	HEAVY	ATLANTIC	COLLECTIVE SOUL	1294 1294	
14	12	27	BLUE MONDAY	ELEMENTREE/REPRISE	ORGY	1224 1404	
15	14	8	AWFUL	DGC/INTERSCOPE	HOLE	1197 1193	
16	15	8	★★ AIRPOWER ★★	BATTLE FLAG SKINT/SUB POP/COLUMBIA	LO FIDELITY ALLSTARS	1107 1079	
17	17	7	ARMY	550 MUSIC/ERG	BEN FOLDS FIVE	1035 1034	
18	23	2	AMERICAN WOMAN	MAVERICK/VIRGIN	LENNY KRAVITZ	957 779	
19	16	19	WHY DON'T YOU GET A JOB?	COLUMBIA	THE OFFSPRING	892 1061	
20	21	9	BAWITDABA	TOP DOG/LAVA/ATLANTIC	KID ROCK	892 814	

THIS WEEK	LAST WEEK	WKS. ON CHART	MAINSTREAM ROCK		FOR FULL CHART, SEE PG. 13		
			TITLE/IMPRINT/PROMOTION LABEL		ARTIST	DETECTIONS	
					TW	LW	
1	3	11	★★★ NO. 1 ★★★	LIT UP DREAMWORKS	1 week at No. 1	BUCKCHERRY	1706 1684
2	1	20	HEAVY	ATLANTIC	COLLECTIVE SOUL	1705 1898	
3	2	25	ONE	WIND-UP	CREED	1696 1736	
4	5	16	WHY I'M HERE	REPUBLIC/UNIVERSAL	OLEANDER	1520 1456	
5	4	13	MAS TEQUILA	MCA	SAMMY HAGAR	1345 1538	
6	6	11	MY OWN WORST ENEMY	RCA	LIT	1345 1320	
7	8	19	LIVING DEAD GIRL	GEFFEN/INTERSCOPE	ROB ZOMBIE	1288 1305	
8	12	3	AMERICAN WOMAN	MAVERICK/VIRGIN	LENNY KRAVITZ	1207 960	
9	7	20	WHISKEY IN THE JAR	ELEKTRA/EVG	METALLICA	1162 1281	
10	9	33	WHATEVER	REPUBLIC/UNIVERSAL	GODSMACK	1138 1159	
11	10	16	FREAK ON A LEASH	IMMORTAL/EPIC	KORN	1049 1032	
12	11	12	FLY	HOLLYWOOD	LOUDMOUTH	978 1029	
13	13	9	ENDS	TOMMY BOY	EVERLAST	944 941	
14	14	29	WHAT IT'S LIKE	TOMMY BOY	EVERLAST	909 923	
15	28	2	★★ AIRPOWER ★★	PEARL JAM	845 576		
16	16	7	UPSIDE DOWN	ISLAND/MERCURY	POUND	787 775	
17	15	47	FLY AWAY	VIRGIN	LENNY KRAVITZ	766 826	
18	NEW▶		★ GREATEST GAINER/MOST NEW STATIONS ★			DEF LEPPARD	736 41
19	17	10	BAWITDABA	TOP DOG/LAVA/ATLANTIC	KID ROCK	734 742	
20	19	7	ROOM AT THE TOP	WARNER BROS.	TOM PETTY AND THE HEARTBREAKERS	729 692	

THIS WEEK	LAST WEEK	WKS. ON CHART	TRIPLE-A		FOR AUDIENCE CHART, SEE PG. 21		
			TITLE/IMPRINT/PROMOTION LABEL		ARTIST	DETECTIONS	
					TW	LW	
1	1	10	★★★ NO. 1 ★★★	ANYTHING BUT DOWN ASH/INTERSCOPE	5 weeks at No. 1	SHERYL CROW	385 392
2	2	7	ROOM AT THE TOP	WARNER BROS.	TOM PETTY AND THE HEARTBREAKERS	343 329	
3	4	18	RUN	HOLLYWOOD/ATLANTIC	COLLECTIVE SOUL	260 264	
4	3	14	PRECIOUS TIME	POINTBLANK/VIRGIN	VAN MORRISON	252 268	
5	5	11	CAN'T STAND IT	REPRISE	WILCO	231 254	
6	6	9	WANDER THIS WORLD	A&M/INTERSCOPE	JONNY LANG	202 231	
7	7	18	I'M NOT RUNNING ANYMORE	COLUMBIA	JOHN MELLENCAMP	176 209	
8	9	3	SOMEDAY WE'LL KNOW	MCA	NEW RADICALS	173 175	
9	12	17	SHIMMER	SMG/COLUMBIA	SHAWN MULLINS	171 161	
10	10	3	POSSESSION (LIVE)	ARISTA	SARAH McLACHLAN	169 167	
11	11	7	STOLEN CAR	HEAVENLY/DECONSTRUCTION/ARISTA	BETH ORTON	168 167	
12	8	19	EVERY MORNING	LAVA/ATLANTIC	SUGAR RAY	167 185	
13	14	3	★★ AIRPOWER ★★	24-7 MAN RYNDISC	THE ROBERT CRAY BAND	152 141	
14	13	11	DOWN SO LONG	ATLANTIC	JEWEL	140 160	
15	16	35	SLIDE	WARNER BROS.	GOO GOO DOLLS	134 137	
16	19	31	YOU GET WHAT YOU GIVE	MCA	NEW RADICALS	130 126	
17	20	2	ALL STAR	INTERSCOPE	SMASH MOUTH	130 118	
18	17	3	SHE'S SO HIGH	COLUMBIA	TAL BACHMAN	130 136	
19	RE-ENTRY		WHAT IT'S LIKE	TOMMY BOY	EVERLAST	127 115	
20	18	2	RAPUNZEL	RCA	DAVE MATTHEWS BAND	124 127	

Compiled from a national sample of data supplied by Broadcast Data Systems. 68 modern rock, 110 mainstream rock, 20 triple-A and 51 active rock stations are electronically monitored 24 hours a day, 7 days a week. Songs ranked by number of detections. () Records showing an increase in detections over the previous week, regardless of chart movement. A record that has been on a chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections. Airpower awarded to those records that attain 1,100 detections (modern rock), 800 detections (mainstream rock), 150 detections (triple-A) and 400 detections (active rock) for the first time. Greatest Gainer awarded to the record with the largest increase in detections. Most New Stations awarded to the record registering six or more detections at the most stations for the first time this week. If two records are tied in number of detections, the record being played on more stations is placed first. ©1999 Billboard/BPI Communications.

1 Monitor Modern Rock Airplay 9 weeks in a row
4 Monitor Active Rock Airplay
6 Monitor Mainstream Rock Airplay LP Already GOLD!
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MV 22x

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RCA

ALICE IN CHAINS

JERRY CANTRELL LAYNE STALEY MIKE INEZ SEAN KINNEY



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