

# GAVIN

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## IN THIS ISSUE:

The Re-Shuffled Deck of Urban Artists & Execs  
Alternative's Up And Coming Promotional All-Stars  
Why Does Radio Sound So Bad?  
Meet The GAVIN Country Award Nominees

## FEATURING:

**MARK ADAMS:** Being A David In A Goliath Radio World  
**PAIGE MENABER:** The Pain Of VD (Valentine's Day)  
**LUCE:** KFOG Discovery Plays GAVIN Seminar  
**APEX THEORY:** Chartbound At Alternative  
**JOSH GROBAN:** Blowing Up At A/C Thanks To Ally McBeal

**Cover Feature:** Local radio personalities introduce GAVIN Seminar attendees to their favorite San Francisco haunts.

Home of the **#1** Seminar in Radio

**music week**

From the Publishers of Music Week, and MBI  
A CMP Information Publication

**SPECIAL INSIDE:**  
A San Francisco Welcome  
Local Radio Offers Inside Tips  
on San Francisco Treasures  
• Plus: 2002 Agenda!

# GAVIN Math Quiz

## Question:

How can I meet with more than 1000 Radio and Music Professionals in person and not run up my T&E?

## Some of the attendees:

Aaron Axelsen, LIVE 105-San Francisco  
Al Levine, WBLI-Long Island  
Alan Oda, KZZO-Sacramento  
Alex Coronfly, Reprise Records  
Alisa Hashimoto, KPLZ-Seattle  
Anne Marie Strzelecki, WBMX-Boston  
Barbara Dacey, WMVY-Tisbury, Mass.  
Bernie Moody, KWAV-Monterey, Calif.  
Bill West, WZYP-Athens, Ala.  
Bob Abuzzahad, WNCS-Montpelier  
Bob Catania, Curb  
Bob Lewis-Bakersfield, Calif.  
Brian Kelly, WXSS/WMYX-Milwaukee  
Brian Schock, 91X-San Diego  
Brian Wilde, WKSE-Buffalo  
Bruce St. James, KKFR-Phoenix  
C.J. Greene, KKJG-San Luis Obispo  
Carl Conner, KMJQ-Houston  
Carla Boatner, WGCI-Chicago  
Cat Thomas, KLUC-Las Vegas  
Cedric Hollywood, WEDR-Miami  
Chad Elliot, WCIL-Carbondale, Ill.  
Chase Murphy, WXLO-Worcester  
Cherl Lynn Martin, RCA Label Group  
Chip Miller, WPKX-Springfield, Mass.  
Chris Herrmann, WBOS-Boston  
Chris Loss, KMLE-Phoenix  
Chris Reynolds, WFMK-Lansing, Mich.  
Chris Ripley, KXTE-Las Vegas  
Chris Williams, WNNX-Atlanta  
Christine Chiappeta, Columbia Records  
Cliff Winston, KJLH-Los Angeles  
Cory Mikhals, KTOM-Salinas, Calif.  
Damion Young, KPWR-Los Angeles  
Dana Marshall, WXRV-Boston  
Dandalion, WRKZ-Hershey  
Dave Benson, KFOG-San Francisco  
Dave Daniels, KJUG-Tulare, Calif.  
Dave Herold, KTHX-Reno  
Dave Morales, KHKS-Dallas  
Dave Universal, WKSE-Buffalo  
Dave Wellington, KYTE-Las Vegas  
Dead Air Dave, KEDG-Phoenix  
Derrick Brown, WHQT-Miami  
Doc Wynter, Clear Channel  
Dom Nardella, WXTM-Cleveland  
Donna James, KKJG-San Luis Obispo  
Donna Miller, KOSO-Modesto/Stockton  
Dorsey Fuller, KKBT-Los Angeles

Drew Fleming, WLLD-Tampa  
Duncan Payton, KMXB/KMZQ-Las Vegas  
E.J. Tyler, KLLY-Bakersfield  
Evan Bridwell, KUZZ-Bakersfield  
Gary Cee, WLIR-Long Island  
Geordie Gillespie, Virgin Records  
Greg Dorfman, Elektra Records  
Haley Jones, KFOG-San Francisco  
Howie Miura, IDJMG  
Jack DeVoss, CD101-Columbus  
Jacqueline Saturn, Epic Records  
James Alexander, WEMX/KQXL-Baton Rouge  
James Baker, KIO1-San Francisco  
Jamillah Muhammad, WKKV-Milwaukee  
Jay Hasting, WABB-Pensacola, Ala.  
Jay Taylor, LIVE 105-San Francisco  
Jaye Albright, McVay Media  
JB King, KLUC-Las Vegas  
Jeanne Ashley, KSRC-Kansas City  
Jeff Sodikoff, Columbia Records  
Jenni Sperandeo, Astralwerks Records  
Jerry Boulding, American Urban Radio Network  
Jerry Clifton, Clifton Radio  
Jhani Kaye, KOST/KBIG-Los Angeles  
Jim Matthews, KZZO-Sacramento  
Jim McGuinn, WPLY-Philadelphia  
Jim Ryan, WLTW-New York  
Jimmy Steal, KPWR-Los Angeles  
Jimmy Steele, WNCI-Columbus  
JJ Rice, WBLI-Long Island  
Joel Grey, KKLT-Phoenix  
John Michael, KFMA-Tucson  
John Roberts, Infinity-Orlando  
Jon Zellner, KSRC/KMXV-Tulsa  
Jonathan Reed, WZEE-Madison  
Kathy Brown, Radio One  
Katie Seidel, Reprise Records  
Kevin Brown, KBLX-Berkeley, Calif.  
Kevin Weatherly, KROQ-Los Angeles  
Kris Metzdorf, Atlantic Records  
Kurt Johnson, KVIL-Dallas  
Lance Houston, WYGC-Gainesville  
Larry Daniels  
Lee Abrams, XM Satellite  
Leslie Lois, KZPT/KMXZ-Tucson  
Linde Thurman, Curb  
Lisa Worden, KROQ-Los Angeles  
Lynn Barstow, KMYZ-Tulsa  
Marc Ratner, DreamWorks Records

Mark Adams, KXJM-Portland  
Mark Evans, KNCI-Sacramento  
Mark Reid, KQKY-Kearney, Nebr.  
Mark Thomas, KMHX-Windsor, Calif.  
Max Miller, KOSO-Modesto/Stockton  
Michael Martinez, KEZR-San Jose  
Michael Steele, KHIS-Los Angeles  
Mike Love, WWDM-Columbia, S.C.  
Mike O'Malley, O'Malley Media  
Mike Peterson, KSKS-Fresno, Calif.  
Murray Brookshaw, 89X-Detroit  
Nancy Carlson, KELO-Sioux Falls, S. Dak.  
Nancy Stevens, KEDJ-Phoenix  
Nicole Sandler formerly of KTAO  
Nikki Basque, KPOI-Honolulu  
Oedipus, WBCN-Boston  
Pat Ferrise, WHFS-Washington  
Picazzo, KISV-Bakersfield, Calif.  
Rich Davis, WRVW-Nashville  
Rick Martini, KOSI-Denver  
Rita Houston, WFUV-New York  
RJ Curtis, KZLA-Los Angeles  
Rob Miller, WALK-Long Island  
Robert Benjamin, WHFS-Washington  
Robert Scorpio, KKBT-Los Angeles  
Sam Weaver, KPRS-Kansas City, Mo.  
Scooter B. Stevens, KQBT-Austin  
Scott Michaels, KALF-Chico, Calif.  
Shark, WSUN-Tampa  
Sharon Kelly, WDAQ-Danbury, Conn.  
Steve Kingston, WXRK-New York  
Steve McKay, WPTE-Virginia Beach  
Steve Rivers, Power Media  
Ted Taylor, 333  
Terry Foxx, KHYL-Sacramento  
Tim Brown, KSNI-Santa Maria, Calif.  
Tim Schiavelli, WBRU-Providence  
Toby Ryan, KROX-Austin  
Todd Shannon, KHKS-Dallas  
Tom Holt, WWLI-Providence  
Tommy BoDean, WZEE-Madison  
Tony Gray, Gray Communications  
Tony Waitkus, WHTS-Quad Cities  
Traci LaTrelle, Radio One  
Tracy Johnson, KFMB-San Diego  
Vance Dillard, WJXB-Knoxville  
Vinny Brown, WBLN-New York

## Answer:

Spend 3 days and 2 nights at the GAVIN Seminar in San Francisco because that is where all of these professionals (and many others) will be that week!

Register online at [gavin.com](http://gavin.com)

Hotel Reservations:

Hyatt Regency Embarcadero (host hotel) (415) 786-1234

Grand Hyatt (415) 398-1234

Be sure to mention GAVIN Seminar.

contact GAVIN Convention Services at (415) 495-1990

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**2002**  
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# gavin

## FEATURES

- 7 A SAN FRANCISCO WELCOME.** Whenever the GAVIN Seminar returns to its home turf, the local radio and records pros take on an unofficial status as ambassadors, hosts, and tour guides. Read on as Bay Area broadcasters and records guys get excited about your arrival with some personal endorsements on sights, restaurants, haunts, and activities in hilly San Francisco.
- 10 2002 GAVIN SEMINAR AGENDA.** Check out the lineup; sessions, parties, special guests, and live music.
- 12 NEXT IN LINE: THE UP AND COMING PROMOTIONAL ALL-STARS.** Alternative Editor Richard Sands takes a look at the format's promotion stars of tomorrow, today.
- 18 WHY DOES RADIO SOUND SO BAD?** Who's responsible for the bad music we hear on the radio? The record company? The artists? The radio station? My take on why I stopped listening to the radio. By GAVIN Urban & Urban A/C Editor Kevin Fleming.
- 20 URBAN ROSTERS: THE RE-SHUFFLED DECK OF URBAN LABELS, ARTISTS & EXECs.** In light of all the changes and shuffling that happened in the record world at the end of 2001, Kevin Fleming thought it was time to set the record straight on the Urban label artist and staff rosters.
- 25 WORKIN' FOR MOM & POP (PART II).** Last issue WABB-Mobile Top 40 OM/PD Jay Hasting discussed his experience programming

an independent station. Now, here's Mark Adams OM/PD for Rose City Radio's Rhythm Crossover KXJM (Jammin' 95.5) and News-Talk KXL with his perspective on what it's like to compete with the big boys....

- 27 A/C & HOT A/C FRIENDLY HAPPENINGS AT SEMINAR 2002.** Annette M. Lai looks at the upcoming GAVIN Seminar sessions that A/C & Hot A/C world should most consider attending.
- 29 KFOG PRESENTS LUCE WITH VISITOR JIM AT GAVIN SEMINAR 2002.** Triple A trendsetter KFOG surprised everyone when the station began playing an unsigned local act by the name of Luce (pronounced "loose") last July. GAVIN has been covering the story ever since, and now it's our pleasure to announce that KFOG will present their discovery to the rest of the radio world at the GAVIN Seminar 2002 in San Francisco.
- 31 MEET THE COUNTRY NOMINEES—PART II.** In the last issue of GAVIN we spotlighted seven of this year's GAVIN Country Awards nominees by asking them some illuminating—and some just plain fun—questions. Now, with the GAVIN Seminar fewer than two weeks away, we shine our spotlight on seven more hopefuls. Enjoy!
- 35 BUILDING A KILLER RADIO STATION WEBSITE.** GAVIN Business and Media Editor Doug Wylie presents an introduction to each of the panelists on (and the issues up for discussion at) the GAVIN Seminar's upcoming Dot-Com session "So You Want A Station Site That Doesn't Suck?"

## EDITOR'S NOTE

### PLEASE DON'T CALL IT "FRISCO"

My kids are 5th generation San Franciscans. My great-grandparents, Napoleone Galliani and Maria Pistolese, were opera stars who came to San Francisco to further their art. As a child I was proud to show off the plaques with their names to my school friends on the annual field trips to the SF opera house on.

I've never liked the nickname "Frisco." *The City*, as we natives call it, has so much by way of culture, not to mention nightlife and restaurants. Landmarks as spectacular as the Golden Gate Bridge, the Palace of Fine Arts, and the Transamerica pyramid defining our skyline. It seems a shame to call such a beautiful place, named after one of the best known patron saints, Francis of Assisi, by a nickname like Frisco.

The other day I received a fax from a record company outlining its procedures for "tip sheet" advertising. My first thought was that it was a mistake. GAVIN is a *trade magazine*. Not a tip sheet. Our editors have always had the greatest integrity, going back to the standards set by Bill Gavin himself. Hence the moniker, "The Most Trusted Name in Radio." We take this label seriously, and maintain that integrity every day in our work.

We refer to our 2002 GAVIN Seminar as our 16th. The first GAVIN Seminar I attended was in 1971 at the St. Francis Hotel. I was still in high school. I've been to other GAVIN Seminars in Monterey, Seattle, Vancouver, and more, all before this 16-year run began. To my account, there have been some 25 GAVIN Seminars in all.

As I look back, that first GAVIN experience helped shape my future. I went to work at Eric Mainland Record Dist. part-time the following year. I was the WB assistant local promotion man 18 months later. On to A&M and Arista as a local, then regional promotion manager, and finally West Coast GM.

I've been working at GAVIN for 10+ years now. If that first Seminar had been a Bobby Poe or some other tip sheet convention, I would probably have ended up teaching English Lit, my major at SFSU. But it wasn't, and I'm not! I'm working at GAVIN and helping to put on another of the best Seminars in the music/radio business.

This Seminar, as the previous 25 or so, will entertain, educate, bring people together, and be an expression of the professionalism and integrity brought to you every day for the past 44 years by this trade magazine, GAVIN.

Come to learn. Come for the music. Come for the beauty of everyone's favorite city. If you want more suggestions on where to go, ask one of the few natives left like me. But please don't call it Frisco.

Rick Galliani  
Associate Publisher

### CONTENTS

#### UP FRONT

News/Commentary	3
Radio@Large by Paige Nienaber	6

#### SPECIAL ISSUE:

#### GAVIN SEMINAR 2002

A San Francisco Welcome	7
2002 Agenda	10

#### ALTERNATIVE

Next In Line: The Up And Coming Promotional All-Stars	12
Alternative Music Corner: The Apex Theory	?
Entering The Spotlight	?

#### URBAN & URBAN A/C

Why Does Radio Sound So Bad? By Kevin Fleming	18
Urban Rosters: The Re-Shuffled Deck of Artists & Execs	??
Mic Patrol by The Poetess	22

#### FORMAT SECTIONS:

#### TOP 40 & RHYTHM CROSSOVER

Workin' For Mom & Pop (Part II)	25
Res's Pieces	26

#### A/C & HOT A/C

Happenings At The Seminar	27
G2 Station Profile: WTBX-Hibbing/Duluth, Minn.	28
Artist Profile: Josh Groban	28

#### TRIPLE A

Luce With Visitor Jim at Gavin Seminar 2002	29
Reviews	30

#### COUNTRY

Meet The Gavin Award Country Nominees, Part II	31
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#### GAVIN.COM: MUSIC ON THE NET

News	34
Building A Killer Radio Station Website	35

#### BACK PAGE

	38
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## Clear Channel Taps Sudbrack for VP, Market Manager

Clear Channel Radio Regional Vice President Mike Kenney recently announced Karrie Sudbrack as the new vice president and market manager for the company's eight-station Dayton, Ohio cluster. Sudbrack leaves her post as vice president of sales for Clear Channel's Cincinnati cluster.

Sudbrack said, "Managing the sales for eight stations in Cincinnati—including such powerhouses as WLW and WEBN—has been a tremendous learning experience. I'm ready to take it to the next level and run the whole operation. The Dayton team is extremely talented. My role there will be to act as the

liaison to the rest of Clear Channel, ensuring that we take advantage of the synergies available both in the region and across the nation." Clear Channel operates over 80 stations in Ohio as well as the Ohio News Network and Agri-Broadcast Network.

Mike Kenney, who promoted Sudbrack to the position after working as her mentor for more than eight years, is confident she'll be a great asset to the region. "Karrie has learned this business from the ground up. She has the charisma, people skills, radio experience, and intelligence to help Dayton achieve the next step in ratings and revenue. I

hate to lose her in Cincinnati but she'll be an outstanding leader for the Dayton cluster."

Clear Channel senior vice president Dave Crowl commented, "Karrie's experience and dynamic skill-sets will be a great complement to our fabulous Dayton cluster and our great employees. During this transition, our Dayton station cluster did not miss a beat. I look forward to Karrie making great contributions in the Dayton market as well as the regional relationship between Cincinnati and Dayton. Karrie is a highly talented executive that was ready to take on new challenges. I know she'll do a terrific job."

## GAVIN Adds Willie Nelson, Tenacious D to Seminar Roster

*Gavin Seminar 2002 shaping up to be the best ever, highlighted by a special VIP party on Wednesday night, and live performances throughout the four day event.*

GAVIN, bringing radio together for 44 years, today announced the addition of top-tier music talent to the GAVIN Seminar agenda. Taking place February 20-24, 2002 in San Francisco, the annual event draws the elite echelon of music and radio industry luminaries and is the largest radio programming event in America. Highlighting the GAVIN Seminar 2002 will be appearances by Willie Nelson and Tenacious D.



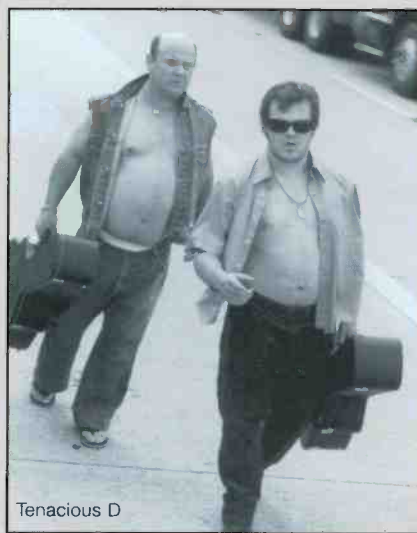
Willie Nelson

GAVIN proudly declares that on Thursday, February 21, distinguished journalist (and former GAVIN managing editor Ben Fong-

Torres) will hold a 1-on-1 with American music treasure, Willie Nelson. Willie will be playing and talking about his new book, *The Facts of Life*, and his new Lost Highway album, *The Great Divide*. Be there to celebrate Willie's almost 50 years in the music business at 1:45 p.m. Thursday.

Also on Thursday February 21, Tenacious D, the band formed by Hollywood wonder-boy Jack Black and friend Kyle Gass, will sit on the Alternative Jukebox Jury. This crowd-pleasing duo joins a long list of celebrity panelists who have rated music at past GAVIN Seminars. Longtime host Max Tolkoff this year will put a special twist on the Jury. Song selection will be handled primarily by those record execs who've had a "job-ectomy" and lost his or her job in the past 12 months.

Other stars participating in the annual event are: Priority's Big Moe, RCA's Andy Griggs, Monument's Little Big Town, Pioneer/Monarch's Oleta Adams, NFE's Steely, Spun Out Records' Townsend, and many more.



Tenacious D

Newly named GAVIN Manager of Corporate Communications Doug Wyllie says, "Attending my first GAVIN Seminar some years ago, I never realized that the experience would so radically change my life. I couldn't have ever imagined at that time that I'd get to one day meet and talk with the likes of Willie Nelson or Jack Black! That's one of the beautiful things about coming to the annual GAVIN Seminar: you just never know who you'll meet for the first time, or who you'll bump into from a past life."

## Atlantic Promotes Tracy Zamot to VP of Media Relations

Tracy Zamot has been promoted to vice president, East Coast media relations for Atlantic Records, based at the company's New York headquarters. The announcement was made by Atlantic Senior Vice President of Media & Artist Relations Patti Conte, to whom she will report. In her new post, Zamot will continue to work closely with Vice President of Media Relations Caroline Prutzman. Zamot has been with Atlantic since 1992, most recently serving as senior director of media relations.

In making the announcement, Patti Conte commented: "In her ten years with Atlantic, Tracy has grown into one of the most admired and effective publicists in our industry. She brings a real music fan's knowledge and passion to her work, combined with true dedication and a refreshing, down-to-earth approach. Tracy has earned the enthusiastic support of our artists and their managers and, most importantly, widespread respect within the media community. I'm very proud of all she has accomplished and am very happy to announce her much-deserved promotion to VP."

Zamot joined Atlantic Records' media relations department in 1992 and was named "Manager of National Tour Publicity" the following year. Advancing through the department's ranks, she was subsequently promoted to manager of media relations and then associate director. Immediately prior to being appointed vice president, Zamot had been senior director of media relations since 1997. Zamot began her career in 1990 as a publicity assistant at Arista Records in Los Angeles, followed by a stint at Capitol Records before relocating to New York.

## GAVIN Throws a Curve Ball

The first 150 attendees to the 2002 GAVIN Seminar who pre-register to attend the session "So You Wanna Station Site That Doesn't Suck" will receive a special VIP pass to an exclusive Happy Hour event, held on Wednesday, February 20 from 6 p.m. to 9 p.m. The GAVIN Curve Ball, a private VIP party, will take place at Curve, a hot new restaurant and bar a block from Pacific Bell Park.

GAVIN tech guru, Doug Wyllie, who will moderate the Seminar session and host the Curve Ball said.

"This is going to be really quite a party. I've invited a number of high-power technology executives, as well as some of my friends in the tech press. The assembly and the evening itself will be chock-full of fun and surprises.

Already I can tell you about one of the drink specials. If you come to my party, you'll get Sex on the Beach for three dollars. I don't know about

you, but the last time I had to pay for Sex on the Beach it was a whole lot more than that," Wyllie chuckles. "Seriously, I've booked a great local comic to spit a short set of SF humor at the crowd—a really funny guy who is dark, edgy, and not just a little off-kilter, sort of like me. Also, we'll have music from the best damned unsigned band in America, my friends, Visitor Jim. There will be a bunch of free appetizers from Curve's world class kitchen, and lots of



other excitement. If you haven't yet signed up to attend the "So You Want a Station Site that Doesn't Suck" session, do so soon, because only registrants are eligible for the VIP party!"

This party should not be missed. Registered Seminar attendees can pre-register to attend "So You Want A Website That Doesn't Suck," to secure a VIP pass. Join the party by emailing your Seminar registration confirmation number to [doug@gavin.com](mailto:doug@gavin.com). Space is very limited and seats are going fast, so register early!

Moderated by former Live365.com SVP of Corporate Communications Alan Wallace, the session will feature industry experts discussing winning strategies for online radio. Topics will include: how stations create a kick-ass website that captures, reflects, and leverages unique stationality; how stations turn offline P2s into online P1s; What PDs and

MDs need to know about radio programming online that maximizes their offline brand; and which station sites are successful, and why. Confirmed panelists for the session are: David Juris, President and CEO, XACT Radio Network; Edward Hardy, CEO, MeasureCast; radio veteran Nicole Sandler; Terri Simpson, Vice President, Affiliate Relations, LMiV; Mo Better, Promotions Director, KTFM (Wild 102.7)-San Antonio; and John Peake, Program Director, KLLC (Alice)-San Francisco.

## FRIENDS OF RADIO

BY ANNETTE M. LAI



## Jon Leshay

ARTIST MANAGER

Jon Leshay is an industry veteran who's worked over the years as a label executive and at trade magazines. Most recently, he's become an artist manager, and his most notable client is Epic singer/actress Mandy Moore, currently starring in the hit feature film *A Walk To Remember*. Leshay produced the soundtrack and was music supervisor for the film, which features Moore's current single, "Cry."

**Hometown:** Los Angeles

**Roster of artists you represent:** Mandy Moore (Epic), Citizen Cope (DreamWorks), Mackenzie B.C. (Epic), and Switchfoot (Sparrow).

**What radio station did you grow up listening to?** KROQ-Los Angeles.

**What stations do you listen to now?** KROQ and KCRW-Los Angeles.

**First industry gig:** Working at Music Vision, a marketing and promotion company.

**What are the last albums you went out of your way to listen to?** The Doves and Starsailor—both groups have insane songs. I also like Sarah Harmer, who I first saw on M2.

**What's your favorite scene in Mandy Moore's latest film, *A Walk To Remember*?** When her character, Jamie, blows Landon (Shane West) off after he snubs her at school. It's the first time you sense the strength of her character.

**In your opinion, what makes Mandy a special talent/person?** Mandy has an innate ability to deal with pressure; she also has incredible patience and stamina...qualities not learned—just born with!

**Who is someone you'd still like to work with and/or represent?** An unknown talent that I'm fortunate enough to find out about first.

**Proudest career moment to-date:** Producing the soundtrack for *A Walk To Remember* and coming home after two years of travelling on and off to find my wife and children welcoming me home every time.

**Future ambitions:** To live abroad.

#361

## BMG Promotes Gary Gross

BMG Music Publishing President Nicholas Firth has announced the promotion of Gary Gross to president of BMG Production Music U.S. Gross was formerly SVP/GM of Killer Tracks, BMG Music Publishing's Hollywood-based production music library. In this newly created position, Gross continues to oversee Killer Tracks and will also act as COO of Network Music, a San Diego-based library acquired by BMG Music Publishing in June 2001. Based in Hollywood, Gross will report to Simon Mortimer, vice president of Production Music and Marketing, BMG Music Publishing Worldwide, who is based in London.

Killer Tracks and Network Music together form BMG Production Music U.S., though the libraries will continue to operate separately. With its libraries in the U.S. and Europe, BMG Music Publishing is one of

the leading production music companies in the world.

"Under Gary's leadership, Killer Tracks' revenue has grown 100 percent and it is now one of the leading production music companies in the U.S.," said Firth. "Gary's management skills and production music experience make him the perfect choice to oversee both Killer and our recently acquired library, Network Music, and increase BMG Music Publishing's presence in the U.S. production music market."

Gross joined Killer Tracks in 1997 as Vice President of Marketing, where he was responsible for the marketing and sales of the company's entire production music catalogue. Prior to Killer Tracks, he spent over 15 years in marketing with such major companies as Proctor & Gamble, Kraft, McKesson Corporation, and wine cooler company California Cooler.



PAIGE NIENABER  
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## “THE PAIN OF VD”

by Paige Nienaber

Uh, whoops. Probably should have been a little more specific with the title. But between my writing for GAVIN and my editorial obligations with the *New England Journal of Medicine*, I sometimes unintentionally blur the lines. As opposed to the burning sensation that may accompany a milky discharge, the kind of VD I'm referring to is Valentine's Day. Though, how many people have gotten VD on VD? There's probably research money there. But I digress.

We all have different perspectives that we bring to the table. I know people who really don't like Christmas. Whether it's because they have had memories of squabbling relatives from when they were kids, or just a general disdain for the out-of-control materialism, they don't have that love of the holiday that most of us do. Ditto with Valentine's. For many, many people, it's something they plan around and put a lot of time and energy into. The other end of that spectrum is my friend Laurie: perhaps one of the nicest people I know, and by far the greatest receptionist in radio. As a senior in high school she got dumped on February 14 and it's forever tainted the date for her. She'll give cards to co-workers, but that's about the extent of it.

There are so many clichéd promotions for holidays in the radio industry that I really force myself to bring a skewed outlook to the table when coming up with contests and stunts. Anything else would allow me to fall into the trap of doing “Dinner on the Mayflower” for Thanksgiving, “Christmas Wish” in December, and flowers and jewelry giveaways in early February. Different is good. Different stands out. Different is what people remember.

So what would be different for Valentine's? Well, the focus is romance, so anything anti-romantic

would fit the bill if you want to distance yourself from all the other stations in town doing love songs and flower giveaways.

If you were to ask my friend Laurie, she'd suggest using the umbrella of “ex's” as your comic foil for Valentine's. And she wouldn't be the first to have taken that big anti-romance leap. Whether you're doing “Hex Your Ex” and having a voodoo priestess work some mojo using photos and articles of clothing from former paramours, or doing the “Broken Hearts Ball,” where people can gather at a club to drink, trade war stories of horrible ex's,



and burn or shred old love letters, you can rarely go wrong when bashing ex's. And it's not like it's a niche promotion! Who doesn't have at least one psycho ex lurking in their past? I don't, of course, but I'm sure there are legions of women who refer to me in that context, so it kind of counts.

Sweet 98 in Omaha did the “Bachelorette Ball” at a club last year. It was an evening for women to get together, drink, ogle male strippers, and trash their ex's. “The first 98 women got a dollar bill to stuff in the strippers' g-strings, and we had a dart board set up where people could try to nail photos of ex-boyfriends and ex-husbands to win free drinks,” says Rachael Adams, the congenial hostess of the event.

How else can you abuse an ex? Wild 98.7 in Tampa has explored

this uncharted territory and was only the second station I've ever been able to talk into doing “Screw Over Your Ex.” The name says it all. A couple went up in a helicopter and performed the mattress dance while, it hovered over her ex-husbands house. Last year's follow-up to this was “Sex In Front Of Your Ex” which had a couple videotaped while making love and the film shown to her ex-husband's entire neighborhood on a big screen set up in front of his house.

You can still do warm and fuzzy things, but add an edge to it and you'll guarantee to stand out. Why not rent a block of rooms at a seedy motel and send limos out to deliver listeners for 30 minutes of sweaty passion in the noontime. Wild 97.9 in Oklahoma City sent a listener in a limo down to a construction site where her husband (to the cheers of his co-workers) joined her in the back for a quikie. Xtreme Radio in Hawaii had an intern losing his virginity on the air. So it doesn't *all* have to be mean-spirited.

Every radio station has, at one time or another, married listeners on the air. To attain that skewed perspective for Valentine's, maybe your hook is the relationship of the couple. The “White Trash Wedding” would have you marrying cousins. The “Blind Date Wedding” would have you marrying listeners who'd never met before. It's still romantic but the hook is what will set it apart and hopefully garner you the press that we all so desperately need.

I'm not anti-romance. I'm just anti-boring. Stepping back to take a different approach to Valentine's Day should provide you the scintillating product that will stick in the listeners' minds. ■

PAIGE NIENABER, ESTEEMED PROMOTIONAL CONSULTANT, RADIO COLUMNIST AND MEDICAL JOURNALIST, IS HARD AT WORK ON HIS NEXT BOOK “YES BOBBY, YOUR BODY IS CHANGING”. YOU CAN REACH PAIGE AT 651-433-4554 OR VIA E-MAIL AT NWCPRMO@EARTHLINK.NET

Founded by Bill Gavin in 1958



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# A San Francisco Welcome

Whenever the GAVIN Seminar returns to its home turf, local radio and records pros take on an unofficial status as ambassadors, hosts, and tour guides. Below, Bay Area broadcasters and records guys get excited about your arrival with some personal endorsements on sights, restaurants, haunts, and activities for you to keep in mind during your off-time in hilly San Francisco.

gavin  
2002  
SAN FRANCISCO  
SEMINAR  
FEBRUARY 20 - 24

## Compiled By GAVIN Editors

### Alice!

Your good friends at Infinity Modern A/C KLLC (Alice@97.3) look forward to seeing you to San Francisco later this month. They're even sharing some of their San Francisco favorites with you (the stuff that only *locals* know about). So, tear this page out now and bring it with you to the GAVIN Seminar next month. Hey, I'm keeping this page too...I've just learned about some cool spots by reading their answers—and I'm a native San Franciscan! When you're not busy at Seminar meetings, there's nothing better than a guide to this great city than one from people who actually live here!

—ANNETTE M. LAI, EDITOR

### JOHN PEAKE, PROGRAM DIRECTOR

**Favorite San Francisco restaurant:** Aqua on California Street has great gourmet seafood, killer presenta-



tion, and a good wine list. You can't go wrong.

**Best coffee in the City is at:** Peet's. They taught the Starbucks guys how to brew coffee.

**Favorite place to go shopping:** Union Square. SF's answer to Rodeo Drive, only better...from Saks to Niketown, you can shop all day.

**Favorite tourist spot:** The City has reclaimed old

streetcars from the world over, but keep an eye out for my favorite—the orange car from Milan, Italy. For a buck, it's the cheapest and best ride down Market Street.

**San Francisco view not to be missed:** Take the ferry over to Sausalito...great city views from the water. Breathtaking views day or night.

**When you're in SF, listen to Alice@97.3 because...**

You had dinner at Aqua, coffee at Peet's, took the ferry to Sausalito, and the trolley car down Market Street and now you're ready to kick back with SF's *best* station.

### JULIE NAKAHARA, APD/MD

**Favorite restaurant:** Blowfish Sushi at 2170 Bryant Street. It's the only place in The City where you can enjoy a



good hamachi and rave at the same time. P.S. After enjoying some of San Francisco's fine dining, please gather leftovers into a doggy bag and give to a homeless person. They will be grateful, and you will have done your good deed for the day!

**Favorite place to go shopping:** Haight Street—it has something for everyone, from trendsetters to stoners.

**Favorite tourist spot:** Visiting the sea lions at Pier 39...their barking is music to my ears.

**View not-to-be-missed:** The sight of San Francisco from Treasure Island, located midway across the Bay Bridge.

**Listen to Alice@97.3 because...** I'm going to quiz you after you say, "Hey, the station sounds great."

### GRETCHEN CORBETT, MIDDAYS

**Favorite SF restaurant(s):** A few of my favorites are The Slanted Door at Valencia and 17th Street in the Mission District (415-861-8032). Vietnamese cuisine—order lots of



different plates and share! Don't miss out on the Chilean sea bass...now *that's* good bass! You can also go bar hopping in the Mission after dinner. I also like Blue Plate (415-282-6777) in the Mission at Valencia and 29th. They specialize in gourmet comfort food. Mmmm: macaroni and goat cheese...or have the meatloaf if the "meatloaf specialist" is on duty. Afterwards walk up the street to El Rio and dance your meatloaf off and hang out under the stars on their patio. And I recommend Za Pizza at Hyde and Green on Russian Hill. The pizza is great and it's right on the cable car line. Enjoy your pizza and wave at the tourists. It's a small place so you might have to wait for a table. Call way in advance (like now) for your San Francisco dinner reservations.

**Favorite bar and/or club:** Bimbo's is my favorite place to see live music. It's the perfect size. The sound is terrific. It oozes hipness.

**Best coffee:** Peet's. Available in small, medium, large, and extra large; imagine that.

**Favorite places to go shopping:** Borders Books &

Music. Two great tastes that taste great together. Another favorite shop is Therapy on Valencia Street in the Mission, which is apparently my favorite neighborhood. It's great for gifts, cute stuff for the home, and they have fun bags, too. My last purchase there was this really great bag made out of seatbelts woven together... I love it!

**Favorite tourist spot:** The Golden Gate Bridge. No trip to San Francisco is complete until you experience "International Orange."

**View not-to-be-missed:** If it's a clear day, the view from the Marin Headlands of the City and Golden Gate bridge is spectacular.

If it's nighttime, take in the twinkly lights of the City and the Bay Bridge from the top of Potrero Hill. (Have tiki drinks at the Lilo Lounge.)

**Listen to Alice@97.3 because...** I'd listen to you if I were in *your* town.

## WEBSTER, AFTERNOON DRIVE

**Favorite restaurant:** Tommy's Mexican



Restaurant at Geary and 23rd Avenue. Wonderful family and great Yucatan cuisine specials. No reservations, so go early or go late.

**Favorite bar and/or club:** Tommy's Mexican Restaurant (see above)...did I mention they also have the best, most informed tequila selection in the U.S.? Or you can also check out the Tornado Bar on Haight Street. You like beer? Man, they got the beer! If you're in North Beach, Vesuvio is always a good choice—you can take in adult beverages and the Beat culture simultaneously.

**Best coffee:** Café Trieste—a great cup in North Beach...but if you enjoy brew, half

the fun of San Francisco is finding your own perfect place!

### **Favorite place to go shopping:**

Presumably you're here, in part, because you dig music; so go to Amoeba Music on Haight Street for a religious experience in CD shopping.

**Favorite tourist spot:** If you're landlocked in real life, you need some ocean. Go to Baker Beach, Land's End, or the Cliff House and the Sutro Baths. Or, come back to SF during baseball season, and you'll see why Pacific Bell Park is a Field of Dreams. If you've got the time, go to Muir Woods (in Marin); commune with the redwoods, and be a better person for it.

**View not-to-be-missed:** The Marin Headlands (just north of the Golden Gate Bridge) can be breathtaking; Twin Peaks (in the City) gives you the panoramic view.

**When you're here, listen to Alice@97.3 because...** We broadcast an enhanced signal that not only entertains, but provides you with an essence that will make you irresistible to the gender of your choice. You'll still have to spring for the escort service, but they'll *really* like you.

## STERLING JAMES, EVENINGS

**Favorite restaurant:** Café Ponte Vecchio on Valencia between 22nd & 23rd Streets. Intimate setting, perfect portions, lemon-caper filet of sole, and cute Italian waiters



calling you "Bella" all night.

**Favorite bar and/or club:** Bimbo's—classy, funky, best staff, best sound.

**Best coffee is at...** My house, bring your own mug.

**Favorite places to go shopping:**

Upper Haight Street stores for their huge variety. I recommend Ambiance for dresses; Genesis for gifts; Villains for shoes and gear; and Amoeba for music.

**Favorite tourist spot:** The Upper Haight because it has the best people-watching you could ever imagine...in short, tourists watching freaks watching tourists.

**View not-to-be-missed:** The view from the Bay Bridge as you drive into The City at dusk.

### **Listen to Alice@97.3 because...**

Alice jocks—Sarah & Vinnie, Gretchen, Webster, me. Hey, *one* of us should be able to help you get laid while you're in town!

## STEVE "WYRO" WYROSTOK, CREATIVE SERVICES DIRECTOR

**Favorite SF restaurant:** The Stinking Rose on Columbus in North Beach...it's important to stop and smell the garlic!

**Favorite bar and/or club:** Pier 23 at Battery & the Embarcadero. It's funky and cool, has great food and music...and it's right on the water.

**Best coffee in The City is at:** Café Trieste in North Beach.

### **Favorite golf course in the Bay Area:**

San Geronimo Golf Course, 5800 Sir Francis Drake, San Geronimo. (415) 488-4030.

**Favorite tourist spot:** Walk across the Golden Gate Bridge and back, or take a ferry to Sausalito and back. Gives you a sense of the area. Or just walk about town, down to the Embarcadero and along the water. Or the Castro...or North Beach...alright, stop me!!

**View not-to-be-missed:** The ferry from Sausalito as you approach the dock at the foot of Market. The whole city and the bay wraps all around you.

**When you're in SF, listen to Alice@97.3 because...** We like to think we make this big town feel *small* and *intimate*.

## KFOG! HALEY JONES, APD

**Restaurants you should try:**  
• SUSHI



**Sushi Groove.** Reservations a must (especially during GAVIN). It's between 11th & 12th on Folsom, near Slim's. *Great sushi.* Intimate atmosphere. Lots of candles. I love it!!

• ITALIAN  
**North Beach's Bucca De Peppo...**

• CHINESE  
**Henry's Hunan**, 110 Natoma St.  
**Empress of China**, Chinatown  
**Yank Sing**, 49 Stevenson St.

• Upscale Mexican  
**Maya**, 2nd between Folsom & Harrison also on Hawthorne lane. Awesome restaurant!

### PARKS/MUSEUMS

- **Museum of Modern Art**, 3rd Street between Howard & Mission.
- **Palace of Fine Arts/Exploritorium**, Marina district.
- **Legion of Honor**, at Land's End, at zenith of the Presidio, from the tip of Ocean Beach to Baker Beach. Beautiful trail with amazing vistas.
- **Golden Gate Park.** Windmill, buffalo, strawberry hill, waterfall—depends what you want to see

### • MUSIC VENUES

**The Fillmore**, **The Warfield** (legendary), **Bimbo's** (cool atmosphere), **Slim's** (just a music bar really), **Bottom of the Hill** (cool, hole-in-the-wall type place), **Great American Music Hall** (beautiful, but lock your car), **Cellar at Johnny Foley's** (tiny bar type, 300 or so capacity), there are *soo* many, but these are the main places. If you're a first time visitor, you should check out [www.bayarea.citysearch.com](http://www.bayarea.citysearch.com).

## K101! JAMES BAKER, APD/MD

**Some of the fun things to do in San Francisco:**

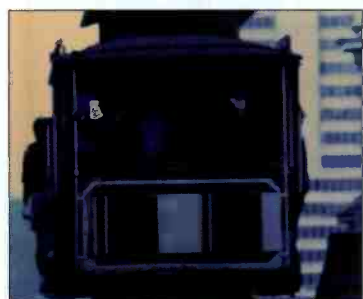


Since the Loma Prieta Earthquake in '89, the landscape of the Embarcadero has



changed dramatically. No more freeway! Now, it's a great place to take a walk or ride the streetcar to Fisherman's Wharf. Then, you'll be close to some of the touristy shops for T's and various knick-knacks to bring back home.

While in Fisherman's Wharf, take a short walk to Aquatic Park where the nearby Cannery and Ghiradelli Square are located. If you wish to catch the Hyde Street cable car, you can do so there to take a twisty ride through the streets of San Francisco (a Quinn Martin Production). The cable car (see below) will take you over Russian Hill,



through Chinatown before ending up in Union Square, as you inhale the smell of pine wood used as a brake to stop the cable car.

As far as Bars/Restaurants, some of my favorites include:

**IN MARIN:**

- **Jenny Low's**, (Chinese) in Mill Valley at the end of Miller Avenue near the village. 38 Miller Avenue. All dishes are excellent, moderately priced, and service is quick. (415) 388-8868.
- **Christoph's**, (French) in Sausalito, 1919 Bridgeway at Spring Street. This is very intimate, moderately priced restaurant with delicious coq au vin. Dinner time is 5:30 - 9:30 nightly. You must phone ahead for reservations, (415) 332-9244.

**IN THE CITY:**

- **House of Nanking**, (Chinese), walking distance from the Hyatt Embarcadero. It's at 919 Kearny Street at the corner of Columbus on the edge of Chinatown and North Beach. The dining is informal, but

since it's a local favorite, there can be a long wait for a seat during peak hours. This was where the gang from MTV's *Real World SF* had one of their last meals on the show.

- **O'Reilly's**, (Irish Bar), 622 Green Street across from the Cannery on Columbus. There's always a fun crowd! *Nash Bridges* always filmed in this neighborhood! (415) 989-6222.

- **Jack's Cannery Bar & Restaurant**, serving 110 Beers in San Francisco. 2801 Leavenworth Street, inside the Cannery. Always a tourist favorite. (415) 931-6400.

**LIVE 105!**  
**ROBIN ROCKWELL,**  
**PROMOTION/MARKETING**  
**DIRECTOR**

**Favorite restaurants:**

• **Italian:**

Most restaurants in North Beach that end with a vowel (Enrico's, Cafe Macaroni)

• **Mexican:**

almost anywhere in the Mission district.

- **Sushi:** Masaki in the Marina and Sushi Groove on Folsom (DJ & Sushi).

- **Fancy Dan:** Cafe Kati in Fillmore (nice neighborhood vibe).

**Favorite nightspots/dancing:**

- Brunos in the Mission, Lazy Dog at Ruby Skye, and on Fri the 22nd, Popsene, hosted by our own Aaron Axelson.

**Favorite shopping areas/stores:**

Hayes Valley for original boutiques—great shoe shopping.

**Favorite record stores:**

Amoeba in the Haight.

**Best places to hang:**

24th Street in Noe Valley and Pier 23 (outdoor bar) if it's a nice day.

**Best places to go if you wanna see SF:**

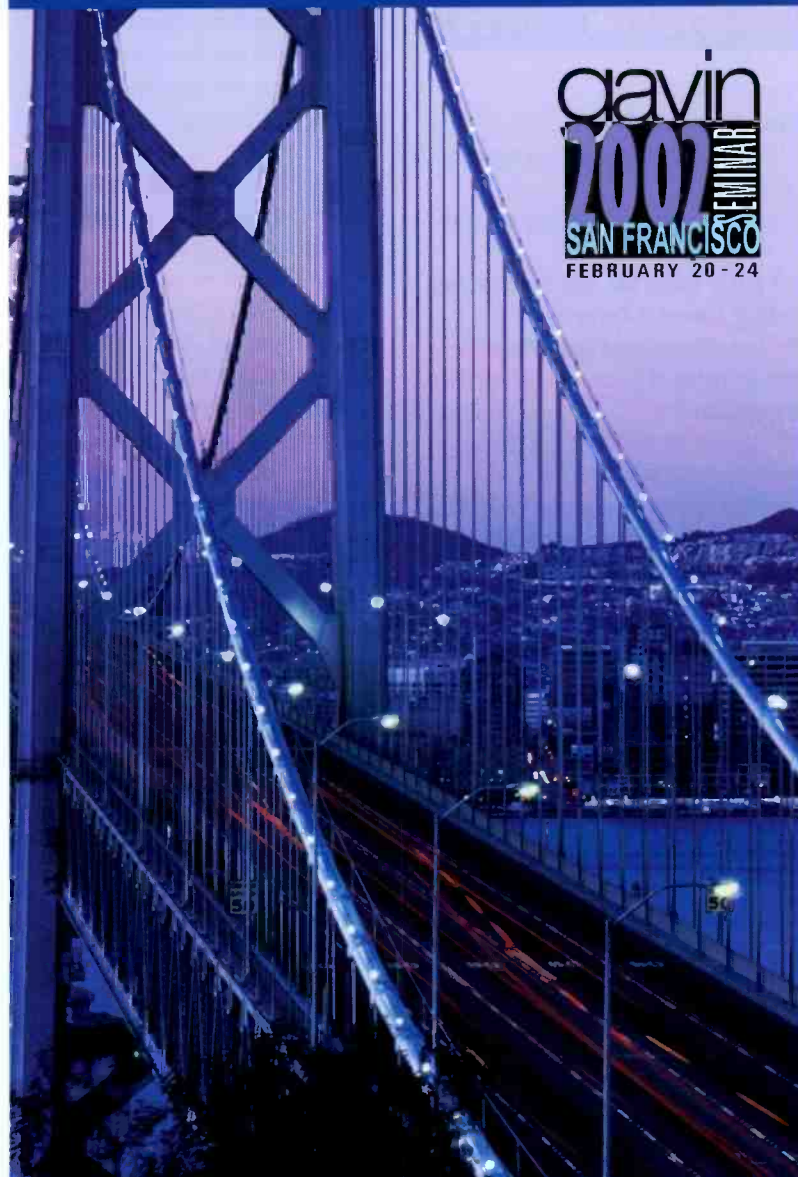
The Haight, Chinatown.

**Avoid at all costs:** Pier 39!!!! ■



# 44 YEARS OF BRINGING RADIO TOGETHER

gavin  
**2002** SEMINAR  
SAN FRANCISCO  
FEBRUARY 20 - 24



## The GAVIN Seminar

returns home to San Francisco  
February 20-24, 2002

**Next Registration Deadline:**  
**January 31, 2002**

Register online at [gavin.com](http://gavin.com)

Hotel Reservations:

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\$235 single, \$255 double

Grand Hyatt (415) 398-1234

\$245 single/double

Be sure to mention Gavin Seminar.

contact GAVIN Convention Services at (415) 495-1990

# the 2002 GAVIN Seminar agenda



## Wednesday, February 20

### Registration

#### Noon-8 p.m. — Ballroom

- Seminar badges sponsored by Universal Records
- Hotel room keys sponsored by bds.com

#### 6-9 p.m.—Curve Bar, near Pac Bell Park “GAVIN Throws a Curve Ball”

The first 150 registered GAVIN attendees who pre-register to attend the “So You Want A Station Site That Doesn’t Suck?” session will receive a special VIP pass to this exclusive happy hour event at Curve, a new restaurant and bar a block from Pacific Bell Park. GAVIN “Music on the Net” industry guru Doug Wyllie hosts this party for 200-plus radio and technology people in one room that’s kickin’ out jams and pumpin’ out adult beverages. Features include free appetizers from Curve’s world class kitchen, live music from the best damned unsigned band in America (getting airplay now on Triple A) San Francisco’s own **Visitor Jim**. Secure a VIP pass by emailing your Seminar registration confirmation to [doug@gavin.com](mailto:doug@gavin.com). Space is limited and going fast, so email Doug now!

## Thursday, February 21

### Registration

#### 9 a.m.-7 p.m. — Ballroom

#### 10 a.m. —Ballroom A

#### “The Big Think Tank: How to Move the Needle”

In this exciting session, some of the nation’s leading radio consultants offer specific ideas that can directly move the ratings needle on your radio station. Panelists include McVay Media President (Country) Jaye Albright, Clifton Radio President Jerry Clifton, Tony Gray of Gray Communications, and Power Media President Steve Rivers. Moderated by Randy Lane of the Randy Lane Company.

#### 11:30 p.m. — Garden

#### Rhian Benson Meet & Greet

*Sponsored by DKG Music*

DKG Music presents a hosted meet and greet reception with their new recording artist Ms. Rhian Benson. Join us prior to the Urban A/C Meeting.

#### Noon — Garden

#### “Urban A/C at a Fork in the Road”

*Sponsored by DKG Music*

Urban A/C faces some interesting challenges. To the left is Classic Soul, the infusion of Smooth Jazz, syndicated shows, and the status quo. To the right is Classic Hip-Hop, more personality, and younger demographics. And what about Rhythmic A/C competitors? Panelists include KKWW-San Francisco’s Jeff Harrison, WALR-Atlanta PD Jim Kennedy, KJLH-Los Angeles PD Cliff Winston, independent promotion executive Jesus Garber, and Grammy Award winning artist, producer, musician, and author Kashif. Moderated by KBLX-San Francisco PD Kevin Brown. Immediately following, see a performance by Regina Records recording artist **Victor Fields**.

#### 1:35 p.m. — Ballroom A

#### One on One With Willie Nelson

Don’t miss this One on One with American music treasure **Willie Nelson** and distinguished journalist (and former *Rolling Stone* and GAVIN Editor) **Ben Fong-Torres**. Willie will be playing and talking about his new book, *The Facts of Life*, and his new Lost Highway album *The Great Divide*. Be there to celebrate Willie’s almost 50 years in the music business.



#### 1:45 p.m.—Bayview

#### “What Women Want”



Arbitron and Joint Communications team up to bring you results from a ground-breaking study based on actual diary keepers that will change the way you view the female audience—and how you program to them. Presented by Laura Ivey, Manager of

National Radio Sales, Arbitron.

#### 1:45 p.m.—Ballroom B

#### Top 40 & Rhythm Crossover Jukebox Jury

Panelists include KLUC’s J.B. King, WXSS-Milwaukee’s Jo Jo Martinez, KHKS’s Dave Morales, KISV’s Picasso, KUBE’s Julie Pilat, WZEE’s Jonathon Reed, ex-KQKQ-Omaha’s Darrin Stone, WHTS’s Tony Waitkus, and KPWR’s Damion Young.

#### 3:30 p.m. — Garden

#### “So You Want a Station Site that Doesn’t Suck?”

Experts discuss winning strategies for online radio. Panelists include KTFM (Wild 102.7)-San Antonio Promotion Director Mo Better; MeasureCast CEO Edward Hardy; XACT Radio Network President and CEO David Juris; KLLC (Alice)-San Francisco Program Director John Peake; radio veteran Nicole Sandler; and LMIV Vice President, Affiliate Relations Terri Simpson. Moderated by former Live365.com SVP of Corporate Communications Alan Wallace.



#### 3:30 p.m. — Ballroom B

#### Alternative Jukebox Jury

The “Hot Poker in the Ass” Edition with **Tenacious D** in “da house.” This crowd-pleasing duo joins a long list of celebrity panelists who have rated new music at past GAVIN Seminars, and this year, long-time host Max Tolkoff puts a special twist on the Jury. Song selection will be handled primarily by those record execs who had a “job-ectomy” in the past 12 months—hence the name for the panel. This year’s panelists include: Nikki Basque-Robinson XVII of KPOI-Honolulu, Mike The Fourth Earl of Halloran from KFSD-San Diego, Sean Demery from A Dot Com That Still Has Money, Shark (-Man-Tooth-Breath-



Boy...whatever) of WSUN-Tampa, Jack DeVoss of CD101-Columbus, Lynn Barstow from KMYZ-Tulsa, and “other big name

surprise guests.”

#### 3:30 p.m. — Ballroom A

#### “What’s Goin’ On” (Rhythm Crossover)

*Sponsored by Priority Records*

Some of the format’s finest jump headlong into the firestorm of issues that are unique to Rhythm Crossover. Panelists include KISV-Bakersfield’s Bob Lewis, Silverado Broadcasting’s John Christian, KOHT-Tucson’s R Dub, KKFR-Phoenix’s Bruce St. James, and KLUC-Las Vegas’s Cat Thomas, and moderated by ex-WKTU-New York’s Geronimo. Featuring a special performance by Priority Records artist **Big Moe**.

#### 5:15 p.m. — Ballroom B

#### “After the Budget Cuts, How to Win Arbitron Anyway!”



Alan Burns and Dave Shakes of Alan Burns & Associates share five no-cost

strategies that will help any programmer score ratings increases despite company belt-tightening.

#### 6 p.m. — Garden

#### Promotion Person’s Hall of Fame

The First Annual GAVIN Promo Person Hall of Fame Awards. A host of different personalities present awards to nine initial inductees.

## Friday, February 22

### Registration

#### 9 a.m.-6 p.m. — Ballroom

#### 10 a.m.—Ballroom A

#### “Crystal Ball, 2002: Programming the Future of Radio”

*Sponsored by Jeff McClusky & Associates*



Industry veterans address the issues facing the radio and music industries as 2002 unfolds. Panelists include XM Satellite President Lee Abrams; KFOG-San Francisco’s Dave

Benson; Citadel VP, Programming Ken Benson; soon-to-be Emmis President Rick Cummings; KZLA-LA's R.J. Curtis; Barry Mayo; and WLTW-NY's Jim Ryan. Paul Jacobs of Jacobs Media moderates.

**11:45 a.m.—Ballroom A**  
**“Morning Shows, 2002: Personality Radio Redefined”**

Moderated by Tracy Johnson, VP/GM and PD of Star 100.7 (KFMB)-San Diego. Johnson is also author of a new book, *Morning Radio II, Turning the Science into Art*. Panelists



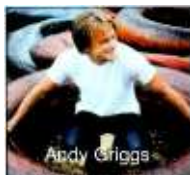
include Don Bleu, morning personality at Star 101.3 (KIOI/FM)-San Francisco; Alan Burns, President & CEO of Alan Burns & Associates; Gene & Julie, morning duo from Z95.7 (KZQZ)-San Francisco; and KSJO-San Jose morning duo Lamont & Tonelli.

**Noon — Bayview**  
**Country Awards Luncheon**

Sponsored by RCA Nashville

This year's Country award winners revealed.

Featuring a performance by RCA's Andy Griggs.



**1:30 p.m. — Garden**  
**“Urban Format Face-off”**

Sponsored by J Records

As we delve further into the new millennium, with the majority of the population now middle aged or older, Urban radio will need to change. The questions most will have to



answer is: How do we program (and schedule music releases) so that two generations will both want to

listen? Is dayparting the complete answer? Panelists include Doc Wynter, Vice President Urban Programming Clear Channel Communications; Vinny Brown, Operations Manager WBLS/WLIB-New York; Sam Weaver, Operations Manager KPRS-Kansas City; Dwight Bibbs, Senior VP Black Music Warner Bros. Records; Benny Pough, Senior VP Black Music MCA Records; Cynthia Johnson, VP Black Music J Records; and moderated by Jerry Boulding, Vice President, Programming, AURN. Also at the session, meet **RL** of the J Records' group **Next**.

**2:15 p.m. — Ballroom B**  
**Country Roundtable Meeting**

Sponsored by Monument Records  
 Back by popular demand, WQYK/WRBQ OM Eric Logan returns to moderate this always-lively meeting. Featuring the debut industry performance by Monument's **Little Big Town**.

**3 p.m. — Bayview**  
**Triple A Town Hall Meeting**

Programmers from across the country discuss common challenges. Join WBOS' Chris Herrmann, WXRV's Dana Marshall, WFUV's Rita Houston, and others in an “over the back fence” exchange of ideas among the best minds in the format.

**3:30 p.m. — Ballroom A**  
**“Pardon the Interruption” (Top 40)**

Fast-paced, highly interactive romp through the ten biggest issues facing Top 40 programmers today. Panelists include KXJM-Portland's Mark Adams, WZEE-Madison's Tommy BoDean, WRVW-Nashville's Rich Davis, KHKS-Dallas's Todd Shannon, WKSE Buffalo's Dave Universal, and KMXV-KC's Jon Zellner. Co-moderated by Wayne Coy and **Dave “The Duke” Sholin**.

**3:30 p.m. — Garden**  
**“The Big Ass Alternative Panel”**

Also known as *The Chris Williams Show*. But unlike Showtime's *The Chris Isaak Show*, GAVIN has *not* re-created an exact replica of Chris Williams's home nor his 99X studios. This is just a low budget discussion with some high-priced talent and will be moderated by Chris Williams, who plays himself! Programmers who will be discussing some of the biggest issues facing Alternative radio today with the WNNX-Atlanta PD are KROQ-Los Angeles MD Lisa Worden, WPLY-Philadelphia PD Jim McGuinn, KEDJ-Phoenix PD Nancy Stevens, and Paragon Media Strategies CEO Mike Henry.

**4:30 p.m. — Bayview**  
**A/C & Hot A/C Format Session: “The Rules of the Programming Game”**

Sponsored by Spunout Records

Offensive and defensive strategies, and a look at how programmers' jobs have changed. With a panel including KBIG & KOST-LA Station Manager &



Director of Programming Jhani Kaye, WMYX & WXSS-Milwaukee PD Brian Kelly; WALK-Long Island PD Rob Miller; KSRC & KMXV-Kansas City OM/PD Jon Zellner; and career counselor Lois Todd, President of The Siddhi Group (and a former PD her-

self). Moderated by Kurt Johnson, OM/PD of KVIL-Dallas. Featuring a performance by Spunout recording act **Townsend**.

**6:30-8:30 p.m. — Hyatt Lobby**  
**The GAVIN 2002 Cocktail Party**

Fun, frolic, schmoozing, pockets full of cocktail shrimp (don't forget the sauce), and the usual unexpected surprise or two. Join us for a taste of San Francisco.

**8 p.m. — 330 Ritch Street**  
**Popscene Friday Night Live**

Sponsored by Kinetic Records and V2 Records  
 Kinetic Records, V2 Records, and Popscene present the bands **South** and **Elbow** at Popscene, 330 Ritch Street, hosted by Live 105 MD Aaron Axelson. Elbow plays at 10 p.m. and South hits the stage at midnight. DJs tba will also be spinning. GAVIN badges are good for admission.

**Saturday, February 23**

**Registration**  
**9 a.m.-2 p.m. — Ballroom**

**10 a.m.—Ballroom A**  
**“Promotions on a Shoestring...And Less”**

In a time when people include “smoke and mirrors” when describing what's in their station's promotional arsenals, it's always



nice to hear that we're all in the same boat no matter how big or successful a station is. The panel of hang-

over-nursing marketing professionals will include WLLD-Tampa Marketing & Promotion ace Drew Fleming; KFOG-San Francisco Marketing & Promotion Director Jude Heller; Gabrielle Medeck, Clear Channel Group Marketing Director, San Francisco/San Jose; 104 KRBE-Houston Marketing Director Mike Paterson; KYLD/KMEL-San Francisco's Carlos Pedraza; Mix 98.5-Boston Director of Marketing & Promotion Anne-Marie Strzelecki, and former Infinity-Los Angeles and KIIS/FM Marketing & Promotion whiz Karen Tobin. Paige Nienaber, VP/Fun 'N Games for Clifton Radio and CPR, the top promotional consultant in the industry and GAVIN columnist, moderates with precious little moderation.

**11:30 p.m. — Bayview**  
**Alternative Awards Brunch**

Sponsored by Lava/Atlantic

The one awards show in Alternative radio that really matters. Entertainment, as

always, will be provided by filmmaker **Michael Halloran** with his annual hilarious “Year in Review”



video. Featuring a performance by Lava/Atlantic's **Simple Plan**.

**11:30 a.m. — Ballroom B**  
**A/C & Hot A/C Awards Brunch**

Sponsored by NFE Records & Pioneer Entertainment

Where we honor A/C & Hot A/C radio's best as determined by their peers. This year's awards presentation features performances by BFE Records artist **Steely** and Pioneer/Monarch artist **Oleta Adams**.



**1 p.m. — Garden**  
**Triple A Awards Luncheon**

The Triple A community gathers once again to acknowledge the best among us. The winners of the prestigious GAVIN Triple A Awards go home with the goods and those who don't live to fight another day.

**1 p.m. — Ballroom A**  
**Top 40 & Rhythm Crossover Awards Luncheon**

The ballots are in, the votes have been counted. Who will get the prestigious nod from their peers as the cream of the crop this year? The anticipation and food are piled high. Come celebrate with the winners and worthy nominees.

**2 p.m. — Ballroom B**  
**Urban & Urban A/C Awards Luncheon**

Sponsored by Warner Bros. Records

The awards race for Mainstream Urban Station of the Year is tight this year. The hotly contested nominees include KKBT-Los Angeles, WGCI-Chicago, WJLB-Detroit, WVEE-Atlanta, and WEDR-Miami. The Urban A/C race is just as tight between KMJQ-Houston, WDMK-Detroit, WALR-Atlanta, WHUR-Washington, WMMJ-Washington, and WHQT-Miami. And, this year we're giving awards to the outstanding Radio Marketing & Promotion persons from both formats. Featuring recorded music from the Warner Bros. Smooth Urban roster, including Boney James, Norman Brown, Kirk Whalum, Patti Austin, Wayman Tisdale, Rick Braun, and Take 6.

All meetings, names, dates and times subject to change.



ALTERNATIVE  
EDITOR  
RICHARD SANDS  
richard@gavin.com

# NEXT IN LINE

## THE UP AND COMING PROMOTIONAL ALL-STARS

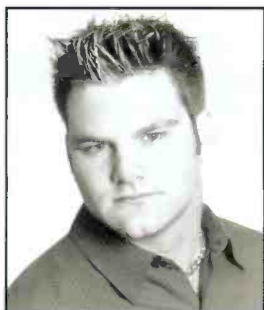
By Richard Sands

Once they were but diamonds in the rough. Now they're the glittering jewels of Alternative promotion. Back in the day, current promotion stars like Matt Smith, Rob Goldklang, Jacqueline Saturn, and Robbie Lloyd were just the "young kids" down in the trenches fighting and scratching for every add. But they were also biding their time...waiting for that special break which would move them up to the next level. Now, still fighting and scratching for spins and adds, each has assumed a key leadership role at his or her record company and further is nominated for special honors at the upcoming GAVIN seminar February 20 to 24 in San Francisco.

The big question though is this: Who is the next generation of young turks soon ready to climb to the pantheon of promotional success? Where are these buckeroos who are relentlessly calling on radio, donning the odd silly mask—doing whatever it takes to break a band. After a diligent search (yeah, right) I've identified several of this new breed of promotional whiz kids.

Some of them have been banging on the door of the big-time for a decade or more and have already earned VP stripes. Others are still fresh new faces waiting for the big break. I just have one tip for you—keep an eye on this group of "up and comers."

### JOE RAINEY, CAPITOL RECORDS, NEW YORK REGIONAL



#### HOW DID YOU GET YOUR START IN RECORD PROMOTION?

I got my start because I was given a chance. Like many of us, I was first an assistant—an amazing position and opportunity to soak in such valuable knowl-

edge and experience. At Capitol Records, I fooled the powers-that-be into thinking I could manage a region based in Charlotte. I was in the right place at the right time when Atlanta opened up and I again raised my hand. Not too long after that, I had the opportunity

to do regional here in New York. Before that and since I was a kid, my life was all about music and sports. I knew early on, without "knowing" that music was my livelihood and my future. Very few people get to do what they love, make money at it, and have fun doing it.

#### WHO ARE YOUR MENTORS?

In life, I'd say my mother. In business and life, first and foremost, there's my dad, Rob Sides. He's my dad, my father, my friend, my therapist, and my guru. I have also been guided by people like Brian Corona, Burt Baumgartner, Gary Spivack, Tommy Daley, Mark Rizzo, Brett Greenberg, Nan Fisher and most recently Ed Green and Dan Hubbert.

#### WHAT'S THE BEST ADVICE YOU'VE EVER GOTTEN ABOUT PROMOTION?

Advice is handed out like candy at Halloween, but one piece goes through my head a dozen times a day, and that is "get it done."

#### WHAT'S THE BEST PROMOTIONAL IDEA YOU'VE BEEN INVOLVED WITH?

Well, it didn't work, but I dressed up as Jesus for John Reynolds at WNKS-Charlotte to get him on a LeAnn Rimes record from the *Jesus* TV mini-series soundtrack (get it, huh?). Now remember, this is Charlotte-bible land. Coulda been taken many different ways—it was funny and I got kudos, but the record turned out to be just an A/C hit. Ugh! (I still have the costume though.)

#### WHAT ARE THE "BEST" EXCUSES YOU'VE HEARD SO FAR ABOUT RADIO NOT PLAYING YOUR RECORD?

Excuses or reasons?! I do sympathize sometimes with radio because real estate on their playlists is so limited, and there is so much good music out at any given time. Promotion starts with "no," and my job is to turn that "no" into an enthusiastic "yes." It seems radio's and a label's goals are so polarized at times, but when we meet in the middle and both win, it's a great feeling. Every programmer is different, and they all give different reasons *not* to play a record, but they all have one thing in common—they want ratings. Every excuse to me is the same, I have to change it, find a way to *get it done*.

#### FAVORITES

City: Charleston, S.C.

Band: Ugh, I hate these questions—but if I have to chose a band, Pink Floyd.

CD: Again, if I have to choose one, it's Ben Harper

*Fight for Your Mind.*

Movie: *This is Spinal Tap* and *Apocalypse Now*

Fast food: Kentucky Fried Chicken

#### WHAT'S YOUR LONG-RANGE GOAL? WHEN WILL YOU KNOW YOU'VE REALLY "MADE IT"?

I am always thinking about this, which can be dangerous, but the truth is I'm passionate about two things here: breaking bands *and* bringing new music to the consumer, both the casual fan and the deeply fervent music listener. I desire greatly to be as intimately and directly involved in that process as possible, which essentially means running a label. However, if this doesn't happen I hope I don't feel a failure, because I love what I do and have so much fun doing it. I'm just a lucky dude from England who simply loves music.

### JENNI SPERANDEO

ASTRALWERKS RECORDS, NATIONAL DIRECTOR PROMOTION



#### HOW DID YOU GET YOUR START IN RECORD PROMOTION?

After I graduated from Michigan State with an advertising degree and three years as a music director at [student run] WDBM, I said to myself "I can do that."

#### WHO ARE YOUR MENTORS?

Mike Stern, Geordie Gillespie, Rae Cline, Dyana Kass, and Cheryl Valentine.

#### WHAT'S THE BEST ADVICE YOU'VE EVER GOTTEN ABOUT PROMOTION?

"No, promotion is not brain surgery, but it does take some doing to be good at it."

#### WHAT'S THE BEST PROMOTIONAL IDEA YOU'VE BEEN INVOLVED WITH?

I wrote a pretty great poem once for WHFS in honor of their A-to-Z Weekend. "A" is for the many adds they gave me. "B" is for the booth from which they rock; "C" is for the cume that they are building; "D" is for the dayparts on their clock, and so on.

#### WHAT ARE THE "BEST" EXCUSES YOU'VE HEARD SO FAR ABOUT RADIO NOT PLAYING YOUR RECORD?

There really are no "good" excuses. If I can't know

the truth, I can't figure out how to get a programmer what they need. As for the *worst excuse*, hands down: "It's too dance-y." You'd think Steve Dahl was still burning disco records at Wrigley Field.

#### FAVORITES

City: Portland, Ore.—green and rolling, with a great music scene—kinda like a pre-Starbucks Seattle.

Band: Replacements or Neil Young

CD: Dinosaur Jr *You're Living All Over Me* or Uncle Tupelo *Still Feel Gone*

Movie: *Weird Science* or *Sixteen Candles*

Fast food? East Coast: White Castle; West Coast: In 'n Out Burger

#### WHAT'S YOUR LONG-RANGE GOAL? WHEN WILL YOU KNOW YOU'VE REALLY "MADE IT"?

My goal is to break bands that matter and be a promotion person that programmers can count on to help them win. I will know I have "made it" when I can order in a sushi restaurant without feeling like a total cracker.

## MARK ABRAMSON

ROADRUNNER RECORDS, VP/PROMOTIONS



#### HOW DID YOU GET YOUR START IN RECORD PROMOTION?

I wanted to be a DJ, but when my idealistic self realized I would have no control of choosing the music, I turned my eyes to the record side. I loved Roadrunner so I quit school and got myself an internship. I knew it as soon as I started doing it. Promotions was for me. I got hired and didn't leave for seven years.

#### WHO ARE YOUR MENTORS?

Dave Loncao and Valorie DeLong—two of the best teachers a person could ask for. Both have changed my life. I know that sounds over-dramatic, but it is true. John Fagot is also a never-ending inspiration of what I strive to be.

#### WHAT'S THE BEST ADVICE YOU'VE EVER GOTTEN ABOUT PROMOTION?

Well, most of my early years I was on the "thrown into the water and see if he can swim" theory of being self-taught. Now, I just sit and watch Loncao's people skills and learn all the time.

#### WHAT'S THE BEST PROMOTIONAL IDEA YOU'VE BEEN INVOLVED WITH?

I don't have a cool answer for this—I don't get the chance to do too much gimmicky stuff. I have always believed in information, ammunition, and sincerity. I know. Lame answer, sorry!

#### WHAT ARE THE "BEST" EXCUSES YOU'VE HEARD SO FAR ABOUT RADIO NOT PLAYING YOUR RECORD?

How about my favorite—"there's no good research to continue playing it" after just 35 or 50 spins. That is comedy at its best.

#### FAVORITES:

City: My favorite city to visit is San Francisco.

Band: I hate the whole "narrow your favorite band down to just one" question. As a "music guy" I find

that impossible. I love in no particular order: Beatles, KISS, Soundgarden, Monster Magnet, Doors, Type O Negative, Therapy?, Motorhead, and Nine Inch Nails. Favorite fast food: Taco Bell. End of story—there is no better.

#### WHAT'S YOUR LONG-RANGE GOAL? WHEN WILL YOU KNOW YOU'VE REALLY "MADE IT"?

Well, I have already hit certain plateaus I didn't know I would ever reach, and I finished off the year 2001 by getting my VP stripes and getting engaged to my soulmate and so life doesn't seem to be able to get much better. I hope to keep breaking bands, which is truly a high still, until I have had enough, then to open that bar on the beach somewhere.

## HOWARD PETRUZIELLO

VIRGIN RECORDS, NATIONAL PROMOTION MANAGER



#### HOW DID YOU GET YOUR START IN RECORD PROMOTION?

I always liked dealing with promotion people when I was programming radio and a lot of the ones I respected told me that I would be a good promo guy. My

first job was in 1995 with Randy Saad at Ichiban Records where we worked Deadeye Dick and Dash Rip Rock, among other artists. Carter Alan from WBCN-Boston was the first programmer to call me back on my first day and I thought, "Wow, he's the man and he's calling *me* back, this job is a breeze!" Needless to say, I had a lot of learning to do!

#### WHO ARE YOUR MENTORS?

I always give props to Randy for giving me my first break at Ichiban and the incredible Valerie DeLong for whipping me into shape when I worked at the Enclave. Working for her was like going to grad school! I interviewed with Michael Plen for a local Atlanta job, which I didn't get, but he told me to keep working at it and one day he'd hire me. About a year and a half later he asked me to be his Boston rep and he's been the single most important mentor and teacher to me. Jeffrey Naumann, Geordie Gillespie, Dawn Hood, and Cary Vance have also been great teachers.

#### WHAT'S THE BEST ADVICE YOU'VE EVER GOTTEN ABOUT PROMOTION?

Don't take a lot of this stuff personally and don't blow a relationship over one record.

#### WHAT'S THE BEST PROMOTIONAL IDEA YOU'VE BEEN INVOLVED?

James Macdonald, our Boston local, and I put together a cool Lenny Kravitz promotion last year at the House of Blues. They do a brunch on Sundays with a real-deal gospel band and soul food. We gathered Boston radio VIPs and some contest winners together and even though he was supposed to simply come in and hang out for a few minutes and do some photos, Lenny ended up staying for about an hour. He even sang a ten-minute version of "Let Love

Rule" with the gospel band! Everyone in that room was blown away—it was the coolest!

#### WHAT ARE THE "BEST" EXCUSES YOU'VE HEARD SO FAR ABOUT RADIO NOT PLAYING YOUR RECORD?

A programmer wouldn't play Fatboy Slim's "Weapon of Choice" because of its, ahem, "violent lyrical content!" And I've heard so many excuses about Lenny Kravitz (too funky, too pop, too rock, blah blah blah) that I'm numb to them! Promotion isn't a programmer calling and saying that they love a record and that they're putting it in—that's the U.S. Postal Service. Promotion begins when somebody isn't sold on a song and you build a convincing story to get it on!

#### FAVORITES

City: Boston is, in my opinion, one of America's greatest cities, but I'm easy to please. Give me great restaurants and a killer record store and I'll love your town!

Band/CD: Gee Richard, thanks for making me reduce my 5,000-strong record collection down to one! Actually it's easy—The Clash is my band and *London Calling* is my favorite album.

Movie: Probably *Raising Arizona* or *This Is Spinal Tap*  
Fast Food: Frank's Pizza on East 23rd St. in NYC. Who knew \$1.50 could bring a man so much happiness?

#### WHAT'S YOUR LONG-RANGE GOAL? WHEN WILL YOU KNOW YOU'VE REALLY "MADE IT"?

I don't really look at things that way. I thought I was making it when I was making \$3.50 an hour working weekend overnights in 1988 because I absolutely loved what I was doing. I feel so fortunate to get to do this. I've always loved music and it's the greatest thing ever to get paid to have these cool experiences. My goal is to succeed at whatever I'm currently involved with and keep moving forward.

## KRYSTAL PISTOL

EPITAPH RECORDS, ALT AND COLLEGE PROMOTION



#### HOW DID YOU GET YOUR START IN RECORD PROMOTION?

Working for Kris Metzdorf and Bob Clark at Atlantic. I never really knew it was radio promotion I wanted to do until I had the chance to do it at Epitaph. They

had always been my favorite label and I thought, "Hey maybe I can do this"—ha! I knew I had to be in the music business because I was spending all my time and money on seeing bands and buying music in high school and college.

#### WHO ARE YOUR MENTORS?

Bob Clark and Kris Metzdorf. They both helped guide me and taught me all the "in's and out's" of radio promotion. Bob has worked at Atlantic for over 20 years so he always had and still does have great stories and advice for me. Kris showed me how important it is to call every station no matter how big or how small, always treating everyone with the

same respect.

**WHAT'S THE BEST PROMOTIONAL IDEA YOU'VE BEEN INVOLVED WITH?**

We did a great promotion last summer with Pennywise called "Survival of the Punkiest" where we sent winners from stations all over (at different times) to spend three days on the Warped tour—actually on the bus with the band! It went over great and the winners had some great stories about Fletcher and the boys that they shared with the stations on-air.

**WHAT ARE THE "BEST" EXCUSES YOU'VE HEARD SO FAR ABOUT RADIO NOT PLAYING YOUR RECORD?**

I always love the excuse we get at Epitaph on a regular basis, "It's a West Coast thing." Stations love to lump punk rock into that "West Coast" category, when, as you can see with the current Bad Religion single "Sorrow," it is so not just a West Coast thing!

**FAVORITES**

City: One of my favorite cities has to be Aix-en-Provence in France with the North Shore on Oahu a close second.

Band: Way too many all-time favorite bands to pick one, but here's a few: Bad Religion, Social Distortion, and Lemonheads.

CD: Too many to pick!

Movie: *Breakfast at Tiffany's*

Fast food: Hmm—any Mexican. I love Taco Bell and El Pollo Loco.

**WHAT'S YOUR LONG-RANGE GOAL? WHEN WILL YOU KNOW YOU'VE REALLY "MADE IT"?**

Long range goal is to stay happy with my life and

myself—hopefully that will still involve working in the music business! I'll know I've "made it" when I have a house on the Strand in Manhattan Beach! But to be honest, I feel as though I have kind of already made it—I get to talk about music I truly love all day long and I live at the beach (just not on the Strand...yet!).

**ALAN GALBRAITH**

WIND-UP RECORDS, NATIONAL DIRECTOR OF PROMOTION/ROCK FORMATS



**HOW DID YOU GET YOUR START IN RECORD PROMOTION?**

I played in Ghost of an American Airman for about 10 years, finally calling that quits in 1993. Did major concert production and record production in Northern

Ireland for a couple of years after that. Moved state-side permanently in 1995. I originally did some tour managing for Wind-up and then I did a retail set up tour for the first Creed record, "My Own Prison." I traveled for two months around half the country setting up displays and giveaways in independent retail stores. Shortly after that, just as the first Creed single was raising its hand at radio, Wind-up offered me a shot at promotion. I had no idea if that was what I

wanted to do but I loved it immediately.

**WHO ARE YOUR MENTORS?**

Everyone at Wind-up, but especially Shanna Fischer and Lori Anderson.

**WHAT'S THE BEST ADVICE YOU'VE EVER GOTTEN ABOUT PROMOTION?**

Remember the little things. (And don't forget to close your bar tab no matter how shit-faced you may be.)

**WHAT'S THE BEST PROMOTIONAL IDEA YOU'VE BEEN INVOLVED WITH?**

I loved the Internet promotion we did to launch the "Higher" and the *Human Clay* album. Literally a download "race" with the winner walking away with a free Creed concert in their market.

**WHAT ARE THE "BEST" EXCUSES YOU'VE HEARD SO FAR ABOUT RADIO NOT PLAYING YOUR RECORD?**

Are there any good excuses for not playing one of my records? I doubt it. Seriously though, the best has got to be that it was "...too good. My listeners are not smart enough for this." Love that one.

**FAVORITES**

City: Favorite city is now my home, NYC.

Band: The Who.

CD: Elvis Costello's *Blood and Chocolate*.

Fast Food: Honestly don't eat a lot of fast food, but if anything I have a weakness for cheeseburgers. Any cheeseburger.

**WHAT'S YOUR LONG-RANGE GOAL? WHEN WILL YOU KNOW YOU'VE REALLY "MADE IT"?**

I don't think in terms of long range goals for myself. I try to do the best job I can do and see where it leads

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me. That philosophy seems to have served me well so far.

## SHANNAH MILLER

ARISTA, NATIONAL DIRECTOR  
ROCK/ALTERNATIVE



### HOW DID YOU GET YOUR START IN RECORD PROMOTION?

While working for ADA Distribution and attending NYU, college reps used to service me with records and I used to review them for various publications. After the

Sony college rep quit, I interviewed for her position, and within two weeks I was calling college radio stations. I always knew I wanted to be around music and since I was not planning on being a musician, I found myself on the business side. It was important for me to be directly involved with artists and their development, so promotion seemed like a perfect fit.

### WHO ARE YOUR MENTORS?

Jerry Blair had the gumption to hire me out of college, which I will always be grateful for. He always demonstrates relentless conviction and perseverance when it comes to breaking artists no matter what the climate at radio. Another is Steve Bartels who has taught me to always remain passionate and focused. His ability to motivate and inspire as a leader is truly unmatched. He's a smart, persistent person who doesn't quit until he gets what he wants.

### WHAT'S THE BEST ADVICE YOU'VE EVER GOTTEN ABOUT PROMOTION?

From Geordie Gillespie: "Don't let the highs get you too high and don't let the lows get you too low. You have to keep moving."

### WHAT'S THE BEST PROMOTIONAL IDEA YOU'VE BEEN INVOLVED WITH?

Back in the Sony days I was working the first Sponge record. I really wanted people to pay attention, so I decided to include candy corns in the package (candy corns were the artwork). By the time everyone received his or her copies the candy had melted all over the disk making it almost impossible for anyone to give the record a listen. But I have to tell you—I got a lot of responses! When people called to give me a hard time, I had the ability to turn it into an add! Maybe they just felt bad for me...

### WHAT ARE THE "BEST" EXCUSES YOU'VE HEARD SO FAR ABOUT RADIO NOT PLAYING YOUR RECORD?

How 'bout this one: "My wife hates this band."

### FAVORITES:

City: San Fran

Artist: That's obviously one of the most difficult questions to answer, but if I had to pick one, it would be Jeff Buckley.

Movie: No way—that's too incriminating.

Favorite fast food: Making a run for the border.

### WHAT'S YOUR LONG-RANGE GOAL? WHEN WILL YOU KNOW YOU'VE REALLY "MADE IT"?

To rule the world, of course. The bronze statue will give it away.

## BRIAN CORONA

ARTISTDIRECT, SR. DIRECTOR OF  
PROMOTION



### HOW DID YOU GET YOUR START IN RECORD PROMOTION?

I received a shot in promotion from Bob Catania, Phil Quartararo and Al Moinet when they started Charisma in 1990. I always wanted to do promotion—since a

college PD I was begging to be a CBS/Sony college rep. You mean you get paid to promote music?!

### WHO ARE YOUR MENTORS?

Dave Benjamin—he gave me my first job out of college at the one stop. I still receive guidance from him. And my parents and grandparents were my biggest mentors.

### WHAT'S THE BEST ADVICE YOU'VE EVER GOTTEN ABOUT PROMOTION?

Be true to your word and follow through.

### WHAT ARE THE "BEST" EXCUSES YOU'VE HEARD SO FAR ABOUT RADIO NOT PLAYING YOUR RECORD?

There's a lot of doozies out there!!

### FAVORITES:

City: Los Angeles. Yes, I live here now. I visited at one time and loved it. Plus I met my wife here in Los Angeles radio and now we have a son, so it has to be LA for me. Otherwise I'd say Bologna, Italy!

Band: The Beatles and XTC.

CD: Tears for Fears *The Hurting* and Joe Jackson *Look Sharp!* are probably my two most pivotal records.

Movie: I always feel great when I see *Sixteen Candles*, *Almost Famous* and *Life is Beautiful*.

Fast food: The veggie chili garden dog hits the spot at Astro Burger after a show.

## TODD SIEVERS

WARNER BROS., SR. DIR. ALTERNATIVE  
PROMOTION



### HOW DID YOU GET YOUR START IN RECORD PROMOTION?

I grew up a *huge* music fan, like everyone in the business, but I've always been fascinated by radio. My first day on campus at UC Irvine I looked up the radio station and started working in the marketing department the next day. I was eventually MD for a couple of years and met all of the promotion representatives in LA because it was so close. So I landed a job at Def American ten days after I graduated and I never looked back. I'm not sure when my hobby became

my career, but I think it's when I got a mortgage! I can't imagine doing anything else.

### WHO ARE YOUR MENTORS?

There are so many, I don't know where to begin. Phil Costello, Marc Geiger, Mark DiDia, Dave Darus, Bob Divney, Troy Hansbrough, Gary Richards, and Steve Leavitt, to name but a few.

### WHAT'S THE BEST ADVICE YOU'VE EVER GOTTEN ABOUT PROMOTION?

1) Never get too high or too low.

2) Any station can play any record at any time.

### WHAT'S THE BEST PROMOTIONAL IDEA YOU'VE BEEN INVOLVED WITH?

Working Lords of Acid, we threw a party in lower Manhattan at this crazy S&M club in the meat-packing district. Between the caged sex acts and the midgits riding the naked girls, it was not a night to forget. I still get comments about that night six years later!

### WHAT ARE THE "BEST" EXCUSES YOU'VE HEARD SO FAR ABOUT RADIO NOT PLAYING YOUR RECORD?

"I hear it now, but it's been too long and we missed the boat." It's never too late to play a hit.

### FAVORITES

City: That's tough, I love to travel. I always love Portland, Vegas is never dull, eating in New Orleans is out of this world, margaritas in Phoenix are hard to top, and the Boston music fans are second to none. But I'm a California guy—I love Santa Barbara, San Francisco, and San Diego.

CD: Beach Boys *Pet Sounds*

Band: Beatles and Coltrane to Yo La Tengo and Jim Zorn.

Movie: *All About Eve*

Fast food: Cold Stone Creamery—Sweet Cream ice cream with bananas and Reese's peanut butter cups mixed in.

### WHAT'S YOUR LONG-RANGE GOAL? WHEN WILL YOU KNOW YOU'VE REALLY "MADE IT"?

Long term I want to own and run a successful music company. I've already made it—I work in the music business! I think there is always another level to reach, there is no time to sit back on my laurels. But when I have an unlimited personal wine cellar, I think I'll made it! ■

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# ALTERNATIVE MUSIC CORNER

## METAL, CULTURE, AND HOPE INTERSECT IN

By **Kathleen Richards**

Andy Khachaturian's music is influenced just as much by his Armenian and Greek heritage as it is by Metallica. In fact, three-fourths of The Apex Theory are of Armenian descent, and the subsequent influence is evident on their debut album, *Topsy-Turvy* (DreamWorks). Blending Mediterranean polyrhythms and cultural aesthetics with delicate-yet-hard-hitting grooves reminiscent of Rage Against The Machine and Tool, The Apex Theory are hoping to break new ground with their unique sound, starting with their single, "Shhh...(hope diggy)."

When I spoke with The Apex Theory singer Khachaturian, my first question was...

### WHAT IS A "HOPE DIGGY?"

**Khachaturian:** "Hope diggy" is part of the rhythmic phrasing that happens in the song. It's part of [sings] "hope diggy dot, chicky diggy dang." As a kid I remember coming home from school and being picked up by my dad at age three or four and just being thrown in the air and being caught, and then being thrown in the air again. And this was the thing that he chanted as he threw me up and down. So I turned that whole thing into the phrasing for the song. It's just kind of a rhythmic thing; there's no literal translation.

### DO YOU USE YOUR MUSIC AS AN EXPRESSION OF YOUR ETHNIC HERITAGE OR IS IT AN ISSUE OF AESTHETICS?

When we do what we do, your influence comes out as a form of expression. If your people have struggled for centuries to keep their identity in the face of all kinds of tragedies that happen to them, you're gonna feel a little bit of that wallow in someone's voice. Or you're gonna hear a little bit of that extra passion or that quote-unquote *aggression* in someone's voice...The fact is that we were raised very Armenian and, in my household, also with a lot of Greek music, a lot of Arabic, Middle Eastern, Mediterranean music. Some of the rhythms might seem odd to the general rock & roll listener, but to us it feels quite natural.

### WHO ARE YOUR INFLUENCES IN TERMS OF MAINSTREAM MUSIC?

The reason I started playing drums—where my rock path started—was because of Metallica. And that was when I was about 13 or 14 years old. I started playing music at age seven when I

## THE APEX THEORY



Theorists (l-r): Sammy Watson, David Hakopyan, Andy Khachaturian, Art Karamian

picked up the accordion. (Well, I didn't pick it up, it was kind of thrown on me.) Then after that I played classical piano, and then I picked up the drums. My dad bought me a little five-piece set and I just started banging away. About the same time I met Dave [Hakopyan, bass] at our private school in Hollywood and we both kinda looked at each other and said, "Yeah, Metallica sounds cool." There's a lot of aggression but they're not just screaming at the top of their lungs, there's actually some structure to it. The aggressive heaviness is there, but there's actually some structure and some meaning behind the lyrics and the rhythms. From there, I didn't have too many people that I looked to as an influence, but I enjoy a lot of things. Right now I'm listening to The Sundays, Bobby McFerrin, Coldplay, and Tracy Chapman. And if you talked to me two, three months ago, I was listening to Aphex Twins, Squarepusher...stuff like that. I like anything where the artist or artists are doing something true to them.

### WHAT'S THE SONGWRITING PROCESS LIKE WITHIN THE GROUP?

It's amazing. More people should try it, let go of their egos and actually try it. The way we work is really random. *Everyone* writes in a sense. As a drummer, I have a lot of respect for the drums and the rhythm aspect of things. The type of music we play with the odd meters and feels, it's

kind of composed around rhythm. Usually the beauty of this band is that the four of us can come into a room, not say a word to each other, pick up our instruments, and jam for about an hour and a half, two hours, and write two or three songs within that jam.

### HOW IMPORTANT IS IT THAT THE MUSIC YOU'RE CREATING IS SOMETHING TOTALLY NEW? IS THAT SOMETHING YOU STRIVE FOR?

Everyone wants to do the best at what they do and offer something new and unique and creative...We're just doing what we know how to do. We're not pulling teeth when we write our music. We're writing what's comfortable and what feels good and presenting that. If that's something new and challenging, then that's great. And if it takes people a while to accept it, that's fine too.

### WHAT ARE YOUR HOPES FOR THE BAND?

Well, the ultimate goal for any band that wants to leave their mark is to continue to write good songs, present them to the world, and hope that the world accepts them. I mean, that's ultimately the goal. There's only so much you can do. You can't shove music down people's throats. Hopefully people will enjoy it and accept it and in return, show us their gratitude.

FOR MORE INFO, CONTACT MATT SMITH, (310)288-7522



# ENTERING THE SPOTLIGHT

## SONGS TO PICK UP BEFORE THEY TAKE OFF

### Joey Ramone **Moth**

**SINGLE:** "What A Wonderful World"

**LABEL:** Sanctuary

**STATS:** Joey Ramone's last contribution to the music world comes in the form of his

much-anticipated solo CD, *Don't Worry About Me*, slated for release February 19. The first single, "What A Wonderful World," is a rendition of the classic Louis Armstrong song, as only the godfather of punk could do it

**CLAIM TO FAME:** Not like anyone doesn't understand the importance of this punk pioneer's famous band, but finally the Rock & Roll Hall of Fame will also acknowledge the group when The Ramones are inducted on March 18.

**EARLY BELIEVERS:** WWCD, WROX, KACV, WJSE, KROX, KXCS, KLEC

**CONTACT:** Drew Murray, (212) 599-2757



**SINGLE:** "I See Sound"

**LABEL:** Virgin

**STATS:** Though their name may conjure images of gray, nocturnal, fluttering creatures prone to powdery explosions near scorching light bulbs, the newest band on the Virgin roster is anything but creepy crawly. Explosive, yes. The four guys from Ohio have an ambitious major label debut, *Provisions, Fiction & Gear*, which is a musically all-over-the-place collection of songs with a definite goal. What that goal is...

**CLAIM TO FAME:** For their Virginal debut, the Moth boys attracted an impressive group of helpers: producer Sean Beavan (Marilyn Manson, Nine Inch Nails) and rhythms from drummer Josh Freese (A Perfect Circle, Abandoned Pools) and bassist Tommy Stinson (ex-Replacements).

**EARLY BELIEVERS:** KNDD, KFSD, KTEG, WBER

**CONTACT:** Geordie Gillespie, (310) 288-2456



### Something Corporate

**SINGLE:** "iF yoU C Jordan"

**LABEL:** MCA

**STATS:** The teenagers that make up the SoCal fivesome Something Corporate show versatility and pop sensibility on their six-song EP *Audio Boxer*,

which includes their not-so-subliminal message to a high school bully (see caps).

**CLAIM TO FAME:** Their popularity with the local kids helped them sell out shows and even land opening slots for bands like Sugar Ray and Better Than Ezra, which eventually landed them a deal with the MCA.

**EARLY BELIEVERS:** KROQ, WZZN, WKRL, KMYZ, CIMX, WROX, KJFE

**CONTACT:** Lisa Cristiano, (310) 865-4036



### Abandoned Pools

**SINGLE:** "The Remedy"

**LABEL:** Extasy

**STATS:** "The Remedy," the second single and lead-off track from Abandoned Pools'

*Humanistic*, is a lush, orches-

trated song replete with intricate layers created with piano, distorted and acoustic guitar, and samples.

**CLAIM TO FAME:** One-man musical genius (and ex-cels bassist) Tommy Walter plays almost all of the instruments on the album, which carries a uniquely satisfying balance of melody, modern day electronics, traditional alt-rock, and new wave.

**EARLY BELIEVERS:** WBCn, Q-101, WKRL, WJSE, WBUZ, KMBY, WLSZ, KPOI, WXTW

**CONTACT:** Eric Baker, (323) 782-3675



### SOiL

**SINGLE:** "Unreal"

**LABEL:** J Records

**STATS:**

"Unreal" is the second single from this Chicago alt-metal quintet's major label debut *Scars*. SOiL are part of a new breed of

Windy City hard rockers, like Disturbed, who are putting the Midwest back on the metal map.

**CLAIM TO FAME:** SOiL was the first hard rock band signed to J Records as a result of the overwhelming listener response to the single "Halo" at an Active Rock station in Florida. Since their signing, SOiL earned a slot on Ozzy Osbourne's Merry Mayhem Tour last year, and are opening for Static-X and Soulfly early in 2002.

**EARLY BELIEVERS:** WFNX, WKRL, WPBZ, WIXO, KMBY, KPOI, WAVF

**CONTACT:** Chris Woltoman (646)840-5600



### Citizen Cope

**SINGLE:** "Let The Drummer Kick It"

**LABEL:** DreamWorks

**STATS:** Based in Brooklyn via Texas and Washington, DC, Clarence Greenwood (a.k.a.

Citizen Cope) tells personalized tales of a social and political nature on his debut album, with a grooved-out soulful backdrop.

**CLAIM TO FAME:**

The former DJ for the '90s artsy hip-hop group Basehead, Greenwood enlisted the help of producer Bob Power (D'Angelo, A Tribe Called Quest) as well as guest musician Me'shell Ndegeocello to create a musically diverse and "timeless" record.

**EARLY BELIEVERS:** WHFS

**CONTACT:** Matt Smith, (310) 288-7522



TO GET YOUR SONG IN THE "SPOTLIGHT," SEND NEW RELEASES TO KATHLEEN RICHARDS, GAVIN, 140 SECOND STREET, 5TH FLOOR, SAN FRANCISCO, CA 94105.



URBAN/URBAN AC  
EDITOR  
KEVIN FLEMING  
fleming@gavin.com



# WHY DOES RADIO SOUND SO BAD?

By Kevin Fleming

**T**here was a time when I'd wake up in the morning to the clock radio, I'd listen in the car on the way to work, it would be on all day in the office, and it would take me home at night. Of course in those days I *also* had my own station to listen to. To me, radio has always been a magical thing. It's entertaining, enlightening, informative, and...well, a friend. Well at least it used to be.

Lately, the more I listen to radio in Los Angeles, the more I dislike it.

Hold up, before you accuse me of drinking a tall hot glass of hater-aid, let me explain...

Yes, I do have a bias. I successfully programmed radio in this town for more than 12 years. I helped develop and groom many successful personalities and managers. I'm not looking to gas myself, but there's no doubt in my mind that I could program better radio than some of the crap I hear every day. I'm sure if you heard it too, you'd feel like *you* could do a better job.

What I'm trying to say is that listening to commercial radio every day—in this town and at my age—well, it's not fun.

What happened to being creative? Yeah, I know PDs have to play the hits. And I know, if a station is not playing them and the competition *is*, you could be in trouble—but *damn*.

When I hear those same nine records played over and over again, it makes me sick. OK, those nine records may be so-called hits, but do we have to hear one of them every two hours?

And who's responsible for what we hear? Is it the record company? The one that markets and promotes the new hit from the new rap sensation to the radio stations? You know about the new rap sensation, the one who sounds just like last month's new rap sensation. Or can the blame be put on the radio station that decides to go along with the master plan?

I think both share equal blame. The record guy wants a hit. A hit just like that *other* hit. That's part of the reason why we keep hearing the same thing over and over again. The names change but the message is still the same.

Radio, on the other hand, could try a little harder, go a little farther, and work harder to find music their audience will appreciate. Without playing those nine songs every two hours.

Is my age showing again?

I can see your brain working. You're saying, "Well, if you don't like what you hear on the radio, change the station!" And you're right. That's the great thing about the radio. You can always change the station to something else. But, I love my music. I love R&B and hip-hop and classic soul and Smooth Jazz—and I hate to hear it being butchered on the radio.

While riding in my car on a gorgeous Southern California day, I was

flipping stations when I heard a classic soul jam from back in the day. As I sang the chorus and approached the vamp, the announcer jumped in and started talking over the vocals. Wait, it gets worse. This announcer talked then paused to let the singer sing, then started talking again. As the announcer's rap came to an end they moved on to announce another subject and started another song. It just so happened that it was a song I liked. I was just getting into my groove on the new song when the jock opened the microphone and did a contest giving away tickets to see the act they were using as a music bed. They cut off the song and went into a stop set. That's just an example of the crappy programming that's out there now.

You're laughing but there's more. How about a station that puts announcers on who don't know the music or the artists. A listener calls into the so-called "old school" station and requests "Special Lady" by Ray, Goodman & Brown and the announcer says we don't play that song by Ray, Goodman & Brown we have that song by The Moments! Go figure! I'm driving and screaming at the radio, "Fool!" Ray Goodman & Brown and The Moments are the same group!

If you don't respect the music or the artists enough to know what the hell you're talking about, then maybe you need to get out of the format.

Then there's the ever-popular 20 minutes of commercials every hour. That's right, two 10-minute stop sets.

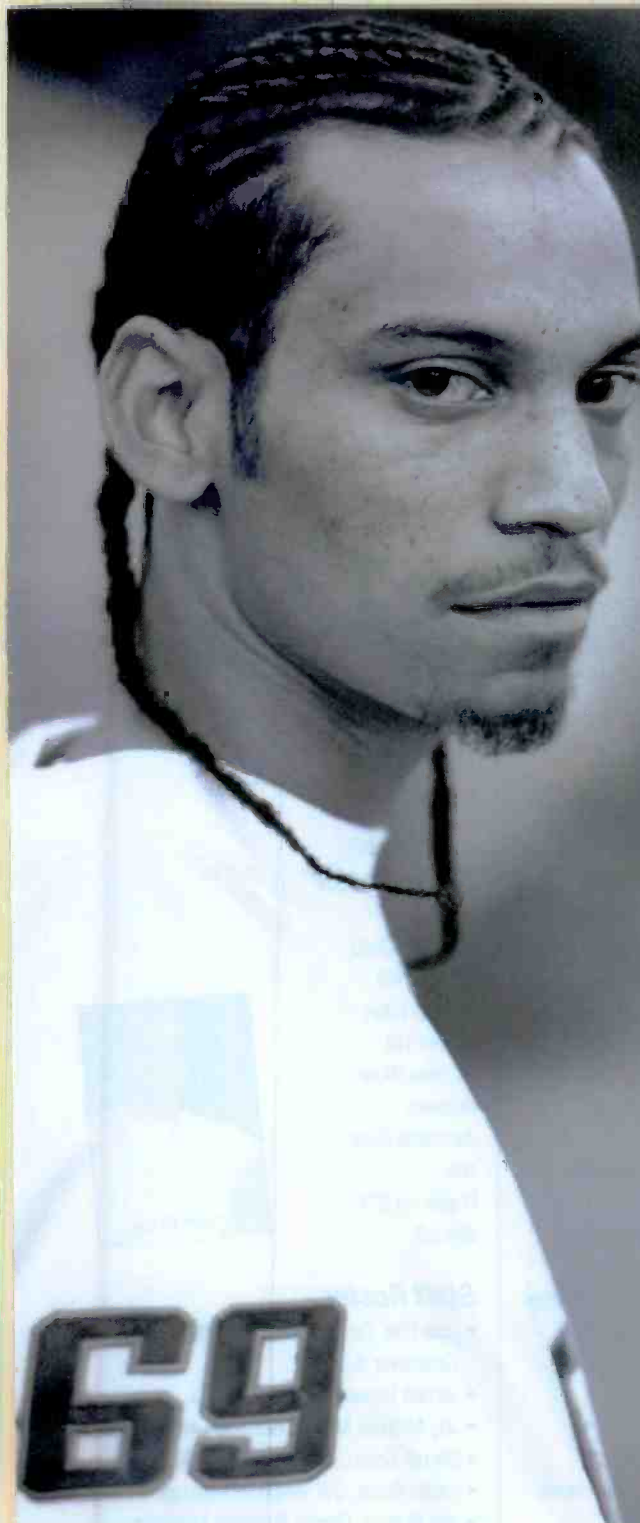
I *counted* the spots. Car dealers played back-to-back, it didn't matter. [Sigh.]

When the motivation for stations is purely financial, the product is going to suffer. And that's what I continue to hear on the airwaves of my hometown. When you factor in the get-the-money-or-else attitude that's being duplicated all over the country—then you can see why I say radio is bad everywhere.

Program directors have been reduced to brand managers. Brand managers aren't hired to have original thoughts. They're hired to follow instructions and to not make any waves. And PDs who are *not* being micromanaged by national PDs or regional VPs, and are actually responsible for managing and programming their station, have no excuse.

Make your radio station sound better. Put some quality time into your station. Think about the music you play and the times you play it. Ask yourself if it's in line with your target audience. Work to improve your station every day. Not only its sound, but its people. Invest time and energy in your talent. Stop hiring mindless kiss-ass 'yes' men you think "have your back." Let me tell you something. "Having your back" means helping you make the station better.

As for me, I'll admit, the older I get the less tolerant I am. Meanwhile I'll keep on flipping. And who knows, maybe I'll flip myself back into programming another station. ■



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*THE WASH* SOUNDTRACK.

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HIS DEBUT SINGLE**

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# Urban Rosters

## The Re-Shuffled Deck of Urban Labels, Artists & Execs

### Compiled by Kevin Fleming

In light of all the changes and shuffling that happened in the record world at the end of 2001, we thought it was time to set the record straight on the Urban label artist and staff rosters. Now you'll know the major players and the pushers!

#### ARISTA

##### Artist Roster

Blu Cantrell  
Babyface  
Toni Braxton  
Raphael Brown  
Castro  
Cee-Lo  
Cherokee  
Chilli  
Dungeom Family  
Joy Enriquez  
Aretha Franklin  
Funkmaster Flex  
Kenny G  
Gipp  
Goodie Mob  
Whitney Houston  
Icey  
Donell Jones  
Koffee Brown  
Kenny Lattimore  
Lisa "Left Eye" Lopes  
Monica  
Outkast  
Pink  
Q-Tip  
Run DMC  
Sam Salter  
Santana  
Shanice  
TLC  
Toya  
Usher  
Young Bloodz



##### Artist Roster (Bad Boy)

112  
Asia & Ashley

Black Rob  
Mark Curry  
Cheri Dennis  
Dream  
Faith Evans  
G-Dep  
Thelma Guyton  
Notorious B.I.G.  
P. Diddy  
Tammy Ruggieri  
Shyne  
Carl Thomas  
Total  
Mario Wynans

##### Staff Roster

- Antonio LA Reid, President & CEO
- Lionel Ridinour, Senior Vice President
- C.C. McClendon, Vice President
- Clifford Russell, West Coast Regional Manager
- India Graves, SE Regional Manager
- Tone Capone, Carolina Regional Manager
- Tikiya Crawford, Midwest Regional Manager
- Lisa Coleman, Great Lakes Regional Manager
- Shawn Costner, NE Regional Manager
- Butch Hartfield, SW Regional Manager
- Kevin Cooper, National Mixshow Director



##### Artist Roster

Trick Daddy  
Deuce Poppi  
Fat Joe  
Craig David  
Trina  
Nappy Roots  
Greg Street  
Lil' O  
DJ Premier  
Twista  
Abbyss  
Anthony Hamilton  
Aaries  
Drama  
Sunshine Anderson

Ray J  
Lil' Kim  
Brandy  
Lina  
Who's Who  
Jazze Pha  
Aura

##### Staff Roster

- Ronnie Johnson, General Manager
- Morace Landy, Senior Vice President
- Erik Ford, Vice President
- Crystal Isaacs, Southeast Regional/National Field Director
- Cherie Neal, NE/Mid-Atlantic Regional Manager
- Danny Harris, Southwest Regional Manager
- Deborah Dorsey, Southeast Regional Manager
- Andrea Harley, Midwest Regional Manager
- Eric Burns, West Coast Regional Manager
- Maciej Pawlowski, Assistant, Urban Promotions
- Nicole Polley, Assistant, Urban Promotions
- Mic Fox, Director, Rap Promotions
- Rick Betemit, Manager, Rap Promotions
- Jozen Gibson, Coordinator, Rap Promotions
- James Lopez, Senior Director Urban Marketing
- Joi Brown, Director, Urban Marketing
- Holly Wormworth, Director, Urban Marketing
- Chris Washington, Manager, Urban College Marketing
- Amber McLinn, Assistant, Urban Marketing
- Henry Singleton, Assistant, Urban Marketing
- Chrissy Murray, Vice President, Media & Artist Relations
- Sharon Washington, Senior Director, Media & Artist Relations
- Sydney Margetson, Director, Media & Artist Relations
- Andrew Hepkins, Assistant, Media & Artist Relations
- Rich Christina, Senior Director, A&R
- Tara Balzano, Assistant, A&R

- Rob Tewlow, Director, A&R
- Hutson Miller, Senior Director, A&R
- Mike Caren, Senior Vice President, A&R



##### Artist Roster

Da Brat  
Destiny's Child  
Cypress Hill  
Jagged Edge  
Lauren Hill  
Lil' Bow Wow  
Maxwell  
Jermaine Dupri  
Nas  
Royce Da 5'9"  
Wycleff



##### Staff Roster

- Lisa Ellis, Senior Vice President of Crossover & Urban
- James Brown, National Director
- Jay Michael McKay, National Director
- Darrell Smith, Atlanta Regional Manager
- Leslie Wyatt, SW Regional Manager
- Joe Bullard, Florida Regional Manager
- Sherri Warren, Mid-Atlantic Regional Manager
- Jerome Kemp, Midwest Regional Manager
- Luther Clark, Carolina Regional Manager
- Beverly Garland, NE Regional Manager
- James White, West Coast Regional Manager



##### Artist Roster

Floetry  
The Isley Brothers featuring Ronald Isley  
Dave Hollister  
Swizz Beatz

## Staff Roster

### Promotions

Garnett March  
Chris Barry  
La Tasha Habbestad  
LaVonna Erby

### Marketing

Shauna Williams  
Pat Shields

### Urban Administration

Cynthia Manley  
Alison Martinello

### A&R/Publishing

Robert White

### A&R

John McClain  
Jacquie Carter



Elektra

## Artist Roster

Yolanda Adams  
Dakota Moon  
Missy Elliott  
Fabolous  
Iconz  
Knoc-turnal  
Gerald Levert  
Lil' Mo  
LSG  
Mint Condition  
Nate Dogg  
Rell  
Keith Sweat  
Tamia  
Tweet



## Staff Roster

- Sylvia Rhone, Charirman
- Richard Nash, Senior Vice President
- Michelle Madison, Vice President
- Mike Kelly, National Director
- Earl Jackson, West Coast Regional Manager
- Monte Bailey, East Coast Regional Manager
- Dina Davis, Midwest Regional Manager
- Monique Davis, Co-National Mid-Atlantic Manager
- "Big" Lou Hoggard, Ohio Valley Regional Manager
- Kenny Mahone, Southeast Regional Manager
- Colleen Wilson, Co-National Southwest Regional Manager
- Voodoo Shelton, Carolina's Regional Manager



## Artist Roster

3LW  
404 Soldierz  
B2K  
Best Man  
Jordan Brown  
Bone Thugs-n-Harmony  
Cam'ron  
Collin  
Ghostface Killer  
Ginuwine  
Macy Gray  
Michael Jackson  
Jhene  
Kaz  
Amel Larriex  
Glenn Lewis  
Jennifer Lopez  
MUET  
Rehab  
Ruff Endz  
Sade  
Sarai

## Staff Roster

- Rodney Shealey, Senior Vice President
- Kathi Moore, Vice President
- David Lawrence, Vice President Promotion
- Charita Brittenum Carter, National Director
- Maurice Warfield, National Director of Operations
- Greg Baker, National Director Street Promotion & Marketing
- Anne-Marie Stripling, National Director Urban Video Promotion
- Kathy Powell, Mid-Atlantic Regional Manager
- Larry Starks, Carolina Regional Manager
- Demetrius Lloyd, Southwest Regional Manager
- JoAnn Thompson, Mid-Central Regional Manager
- Cathy Carroll, Midwest Regional Manager
- Celessa Batchan, West Coast Regional Manager
- Chris Green, National Mixshow Manager
- Nathan Sheard, Director of College Promotions
- Paul Ambrose (Baby Paul), National Street Team Manager
- Kory "Buck" Jackson, Field Consultant
- Miranda Hawkins, Promotions Coordinator
- Valencia Exum, Assistant
- Kimberly Jarrell, Assistant
- Qiana Conley, Assistant



## Artist Roster

Lil' J

## Staff Roster

Marvin Mack, Vice President

## Hidden Beach Recordings

### Artist Roster

Jill Scott  
Brenda Russell  
Mike Phillips  
Darius Rucker  
Kindred: The Family Soul  
Diddamo  
Unwrapped Vol. 1



### Staff Roster

Steve McKeever, President  
Thornell Jones, Head of Marketing



## Artist Roster

2Pac  
Bilal  
Black Eyed Peas  
Bubba Sparxx  
City High  
D 12  
Dr. Dre (photo)  
Eminem  
Eve  
Jurassic 5  
The Lox  
Samantha Lumba  
Mya  
Rakim  
Ruff Ryders

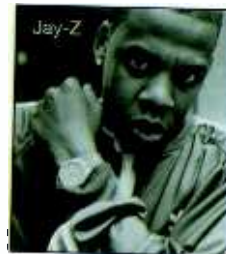
## Staff Roster

- Step Johnson, Senior Vice President
- Howard Geiger, Vice President
- Frank Chaplin, Manager
- Chauncey Bell, Manager
- Anthony Daughtry, Manager
- Joe Lewis, Manager
- Romero Hartfield, Manager
- Lester Pace, Manager
- Tyrone Wilson, Manager
- Savalas Holloway, Manager
- Michelle Stephens, Manager



## Artist Roster (Def Jam)

Black Child  
Caddillac Tah  
Capone  
CNN  
Beanie Sigel  
Joe Buddens  
Da Ranjahz  
DMX  
Foxy Brown  
Frank Nitty  
Funkmaster Flex  
Jinx Da Juvy  
Ja Rule  
Jay-Z  
L.L. Cool J  
Lady Luck  
Ludacris  
Christopher Rucker  
Memphis Bleek  
Method Man  
Mysonne  
Noeaga  
Reverend Run  
The Murderers  
Saukrates  
Shawna  
Slick Rick  
Ticky Diamonds  
WC & The Madd Circle



## Artist Roster (Def Soul)

3rd Storee  
Case  
Dru Hill  
Jazz  
Jonell  
Kaisha Jones  
Montell Jordan  
Musiq Soulchild  
Kelly Price  
Kandice Love  
Lovher  
Christina Milian  
Nokia  
Playa  
Sisqo

## Staff Roster

- Kevin Liles, President
- Johnnie Walker, Senior Vice President
- Thomas Lytle, Vice President
- Tanikia Smith, National Director
- Arlene Tomas, Manager Promotions Operations
- Danielle Smith, Promotion Manager
- Andre Monie, South Central Regional Manager
- Phyllita Bolden, SE Regional Manager

- Dwight Carter, NE Regional Manager
- Ronald Lawrence, Midwest Regional Manager
- Bill Evans, West Coast Regional Manager
- Ron Hurd, Carolinas Regional Manager
- Frank Johnson, Mid-Atlantic Regional Manager
- Rob Leach Senior, National Director, Rap
- Les Myers, National Mixshow & College Promotion
- Nicole Moss, Promotion Assistant
- Shana Bookman, Promotion Assistant
- Sharon Fredrick, Promotion Coordinator
- Monique Jackson, West Coast Promotion Coordinator



### Artist Roster

- Alicia Keys
- Angie Stone
- Busta Rhymes
- Debrah Cox
- EPMD
- Erick Sermon
- Flipmode Squad
- Jimmy Cozier
- Joi Campbell
- Luther Vandross
- Lyric
- Mario
- Monica
- Next
- Olivia
- Rah Digga
- RL
- Tyrees
- Yung Wun



### Staff Roster

- Ron Guilyard, Senior Vice President Urban Music
- Ken Wilson, Senior Vice President Promotion
- Cynthia Johnson, Vice President
- Stephanie Lopez, National Director
- Nicole Sellars Field, National Director
- Antero Fail, West Coast Regional Manager
- Damon Lott, Mid Atlantic Regional Manager
- Maurice Harley, Detroit Regional Manager
- Louis Conner, SW Regional Manager
- Allan Cole, Chicago Regional Manager
- Malcolm Miles, National Mixshow
- Russ Jones, Promotion Coordinator
- Hilda Ferrer, Promotion Assistant



### Artist Roster

- Joe
- Syleena Johnson
- Mystikal
- Petey Pablo
- Too Short
- UGK

### Staff Roster

- Larry Khan, Senior Vice President
- Craig Davis, Senior National Director
- Brian Harris, National Director
- Gloria Fitts, SW Regional Manager
- Akil Taffe, Mid Atlantic Regional Manager
- Damon Carter, West Coast Regional Manager
- Rodney Terry, SE Regional Manager



### Artist Roster

- Tha Row (Kurupt, NINA, Eastwood, and Crooked I)
- Outlawz
- Lil Keke
- Wu-Tang Records (RZA, Killa Beez)
- Moochie Mack
- B-Legit
- Ying-Yang twins
- Haystak
- La Chat
- Made Men
- KRS One



### Artist Roster

- Avant
- Yasmeen
- Lloyd Polite

### Staff Roster

- Dave Gates, Vice President/General Manager
- Walter Young, Director of A&R
- Jonal Terrell, Sales & Marketing/Asst. to Dave Gates



### Artist Roster

- Allure
- Avant
- Mary J. Blige
- Jodeci
- B.B. King
- Kci & JoJo
- Gladys Knight
- Patti LaBelle
- Rahsaan Patterson
- Jersey Avenue
- Jesse Powell
- Chante Moore
- Nine20
- The O'Jays
- Pam & Dodi
- Rayvon
- Res
- Shaggy
- Jaguar Wright
- KeKe Wyatt



### Staff Roster

- Benny Pough, Senior VP Urban Promotions
- Don Eason, Senior National Urban Promotions
- Azim Rashid, National Urban Promotions
- Big D, National Director Promotions
- Troy Marshall, Senior Director of Lifestyle Marketing & Promotions
- Sergio Jimenez, Manager of Mix Show & Rap Promotions
- Alison Cooper, West Coast Manager
- Dwayne McClary, Senior National Director of Visual Promotions
- Barbara Lewis, Gulf Region Fields Promotions Manager
- Pnewfula Frederiksen, Mid-Atlantic Regional Manager
- Valerie Marable, Northeast Regional Director
- Keinon Johnson, Southeast Fields Manager
- Jackie Galloway, Mid-South Regional Manager
- Maurice White, Midwest Regional Manager



### Artist Roster

- 702
- AZ
- BeBe Winans

- Benzino
- Black Coffee
- Brian McKnight
- Corey
- Corey Williams
- Damian Marley
- DJ Rogers Jr.
- Erykah Badu
- Her Sanity
- India.Arie
- Jene
- Jose'
- Journalist
- Lathun
- Prophet
- Jones
- Remy
- Shand
- Ron J
- Sharissa
- Smokey
- Robinson
- Souljah
- Stephen
- Marley
- Stevie Wonder
- The Temptations
- Trav
- Trina Broussard



### Staff Roster

- Kedar Masenburg, President & CEO
  - Michael Johnson, Senior Vice President
- 
- Bobby Duckett, Director of Strategic Field Planning & Artist Development
  - James Wilson, Senior National Director
  - Cheryl Winston, National Director
  - Jennifer Norwood, National Mixshow Director
  - Sheryah Edwards, Manager of Artist Development
  - Dan Smalls, NE Regional Manager
  - Travis Nuckles, SE Regional Manager
  - Jay Scott, Mid Atlantic Regional Manager
  - Kevin Gibbs, SW Regional Manager
  - Philipp Embuido, West Coast Regional Manager
  - James Jackson, Carolinas Regional Manager

## Real Deal Records

### Artist Roster

4Shades  
Lexi  
Regina  
Nuwine  
Exhale

### Staff Roster

- Al Manerson, Vice President & General Manager
- Manny Alexander, Director of Market & Product Manager
- Courtney Taylor, Promotions Coordinator
- Charmin Brooks, Executive Assistant

## Ruff Nation Records

### Artist Roster

Bobby Ross Avila  
Leela James  
Fateful  
Lost & Found  
No Question

### Staff Roster

- Chris Schwartz, CEO
- Kevon Glickman, COO
- Helen Little, President



- Rob Dippold, Exec. Vice President & General Manager
- Laiya St. Clair, Receptionist

**UNIVERSAL**  
RECORDS

### Artist Roster

Nelly  
The St. Lunatics  
ALI

### Artist Roster (No Limit)

Master P  
Warren G  
Mack 10  
Pretty Willie

Raphael Saadiq  
Mr. Cheeks  
Amazin  
BBD  
FUBU Label  
JOI  
Dirty  
Sassej  
Pastor Troy

### Artist Roster (Cash Money)

Lil' Wyane  
Big Tymers  
B.G.

### Artist Roster (Blackground)

Aaliyah  
Tank

### Staff Roster

- Jean Riggins, Executive Vice President
- Michael Horton, Senior Vice President
- James Boyce, Vice President

*Virgin*

### Artist Roster

D' Angelo  
Dwele  
Janet  
Gangstarr  
Beenie Man  
Blackrock  
Les Nubians  
Jimmy Sommers  
Latriece  
Scarface  
Do Or Die

### Staff Roster

- Jayson Jackson, Senior Vice President
- Mark Boyd, Vice President Promotions
- Hilda Williams, Sr. Director Promotions, NYC



- Tammy Tisdell, National Director Promotions, Chicago
- Lenny Whiteside, Southwest Regional Manager
- Jimmy Avant, Southeast Regional Manager
- Amon Parker, West Coast Regional Manager
- Lamar Brown, West Coast Mix Show Manager
- Terry Aldridge, NYC Mix Show Manager
- Myra Simpson, West Coast Promotions Coordinator



RECORDS

### Artist Roster

Jaheim  
Eric Benét  
Milano



### Artist Roster (Warner Bros. Jazz)

Boney James  
Larry Carlton  
Brian Culbertson  
Rick Braun  
Wayman Tisdale  
Kirk Whalum  
Bob James  
Randy Crawford  
Take 6  
Jonathan Butler  
Norman Brown  
Cyrus Chestnut  
Euge Groove  
Kenny Garrett  
Pat Metheny  
Lea DeLaria  
Gabriela Anders  
Steve Cole  
Lyle Mays  
Brad Mehldau  
Joshua Redman

John Stoddart

### Staff Roster

- Dwight Bibbs, Senior Vice President
- Ryan Swerdloff, Asst. to Dwight Bibbs
- Renee Burdine, National Director
- Lonnie Colon, Asst. to Renee Burdine



- Adam Favors, Co-National Director on Mixshow Promotion
- Phil Jordan, Co-National Director on Mixshow Promotion
- Jason Hill, College Promotion
- Rod Edwards, Southwest/West Coast Regional Manager
- Michelle Burden, Midwest Regional Manager
- Pam Mercer, Ohio Valley Regional Manager
- Carin Thomas, Northeast/Mid-Atlantic Regional Manager
- Trupiedo Crump, Atlantic/Southeast Regional Manager ■

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# MicPatrol



THE POETESS  
poetess92@aol.com

## By The Poetess

**T**In the last issue of the Mic Patrol, I wrote about Kurupt re-signing to Tha Row. The story mentioned how his alleged departure from ANTRA Records to sign with Tha Row Records (formerly Death Row) surprised a lot of folks including his Dogg Pound homies. Well, I caught up with Young Gotti himself on the set of a video shoot and he gave us the scoop on his new deal with Tha Row and the reaction from some of his closest friends.

**POETESS: I gotta get to the point that's been stirring up all this controversy...**

**KURUPT: Controversy?**

**Yeah...about you signing back to Death Row...Did you expect people to react the way that they're reacting?**

To tell you the truth, I haven't seen a reaction. I ain't even been in the streets. I've been working. It's not just about signing to Death Row. Simon appointed me the senior vice president of Death Row to oversee projects and bring heat to the table. So we can make the best records possible. We not out to put out no records talking 'bout nobody and none of that type of negative thing. We out to push real acts like Crooked I, Nina...Lisa Left Eye Lopez and push something real cool and positive, not just for the streets but for the industry. Simon is behind it 100 percent as well as my record *Young Gotti Against The Grain*. It's a lot of things we get coming to the table. It's not just a record deal that's why I'm here with Simon. It's a record deal and a job, which is what I wanted. I wanted to run my own company. He's giving me a company as well. One of the first subsidiary labels of Death Row. So it's a big thing.

**So how did it all come about? Did you go to Suge? Did he come to you?**

I went to him. We was talking already ahead of time. I told him I had a couple of traps to hit up and a couple of things to do on the road, but when I come back its either we gonna do this big or, you know, I'm just gonna be in my own zone, and he respected me for that. He said

whatever you want to do Kurupt, fuck with me. And that choice that he gave me right there, was what really sealed everything. I'm fuckin' with him for that same reason. So I went to him I was like what's happenin' Simon? He was like what you wanna do? I broke it down and he said let's go. Then he gave me a job. He gave me something to enhance my career. All kind of shit the big homie has done for me.

*"It's not just a record deal that's why I'm here with Simon. It's a record deal and a job, which is what I wanted. I wanted to run my own company."*

—Kurupt

**You were recently in a lawsuit with Death Row.... What lawsuit was it in? They said I was in a lawsuit?**

**I read somewhere that you sued Death Row to get off the label.**

Oh no...I went bankrupt.

**So there was never any bad blood between you and Death Row?**

Oh no. Even when I was bankrupt I talked to Simon when he was in the pen. I was bankrupt. The IRS does not play games. OK?

**What do you think will be different now that you're back?**

I think our style of music is gonna stay the same. We gonna put out some real records that's not so negative about other people. We really into droppin' these hit gangsta records. We gonna keep it way gangsta. That's another reason why I came back cause mothafuckas

ain't trying to push that gangsta shit. Don't know how to push that gangsta shit. Now we in a situation where one of the best gangsta rappers there is is with one of the best companies for gangsta rap. It's gonna be a big thing. But definitely you gonna hear the same gangsta type records Death Row originated.

**What's gonna happen with the Dogg Pound project and that camp? Are you still down with them?**

I'm a Dogg Pound Gangsta forever. And this here is a move for my future and my children. I couldn't do nothing for my kids this Christmas that just passed and I promised my children as well as my mama that's the last Christmas I will go through without being able to do something for my children and for my family. Everything is great. Its gravy. I gotta little feedback from the homies. The homies love me. They gonna support me which is the most important thing. Daz...I talked to him earlier today. That's my nigga. The homies is more along the lines of...we gang bang basically. Its like to some of the homies it's like going to a whole different side. But this is for my career and for my life and for my children. It's beyond gangbanging to me. The homies is supporting me upon that and realizing that whatever it is, handle your business. You know what you facin'. You know what you up against. Handle your business and keep it right. Keep it true. Don't change your pace. I'm never gonna change my pace and the good thing about that is Simon ain't trying to make me change my pace. He's like you stay doing whatever you do. Just keep it right. I'm giving you a job. Run your job right and just grow and be a man. Our conversations is more on growth than anything and that's why I'm fuckin' with him. I see a different change in him a lot from that pen. He's not as negative as everybody would paint him to be. He's a good nigga...that's my nigga.

**What do you feel has been the biggest lesson learned throughout your career?**

Listenin'...Learning cause that was the biggest lesson I had to learn was to be able to listen instead of move so fast and be able to learn through the experience, as well as loyalty, which is the number one thing at Death Row right now. The 3 L's...listening, learning, and loyalty. And the most important thing above all is respect. ■





# Workin' For Mom & Pop (Part II)

*KXJM-Portland's Mark Adams on the "State of Radio Independents"*

By Wayne Coy

Last issue WABB-Mobile Top 40 OM/PD Jay Hasting talked about programming an independent station. Now, here's Mark Adams OM/PD for Rose City Radio's Rhythm Crossover KXJM (Jammin' 95.5) and News-Talk KXL with his perspective on what it's like to compete with the big boys....

Rewind to 1999, PD Mark Adams resigns his position at Bonneville Top 40 KZQZ (Z-95.7)-San Francisco to take over programming at Portland's KXJM (Jammin 95.5). In the classic radio sense, that's a mighty leap backward in market size (#4 to #24). So, it's only natural to ask, *why?*

Adams has the answer: "One word: *autonomy*. In the Stone Age, like five years ago, a PD would be able to actually program their radio station. You had an outlet for creativity. You could come up with wacky promotions, compelling production that makes a station sizzle, and work with air talent to help them be great. A big part of what makes that freedom possible is giving a PD the chance to screw things up once and a while," he says. "But the current big corporation way of doing this job finds way too many programmers playing it safe, being ultra conservative, and those companies want 900 people in on the entire decision making process. Simply put, it doesn't work."

Adams found his haven in Rose City Radio, owned by Paul Allen. Allen is the Seattle-based billionaire who, along with a man named Gates, founded a little company called Microsoft. "Paul started this company out of pure passion," states Adams. "He's a music lover. He plays guitar, has a band and, of course, was responsible for Seattle's 'EMP Project' which is like Disneyland for a music lover. His love of music made owning radio stations a natural move. He's a fan of the medium and has been incredibly hands-off. I don't deal with him at all. In fact, I've never even

met him. He believes, as I do, that you hire good people who know their craft and you allow them to do the job. The only person in our company who talks to Paul is Tim McNamara, our GM. And he only talks to him once or twice a year.



Mark Adams

Tim is my direct supervisor and that's where the buck stops."

So far, that approach is working. KXJM is consistently high rated in its target demo. In the just released fall 2001 book, the station is #1 12-17, 18-24, and 18-34. Adams tells GAVIN, "We have a choke hold on the demo in Portland. Jammin' 95.5 is very connected with the area high schools. We're where it's cool."

Rose City sister station, conservative News-Talker KXL has also reaped the benefit of the company's indie ways, increasing its market share and remaining highly competitive in its battle with the market Talk leader KEX/AM.

Adams credits a contagious attitude that starts and ends with *people*. "Recruiting talent to come and stay here has not been a problem. We have a very stable environment that cultivates and rewards them. I get flooded with tapes and résumés, and the common thread of the applicants is the appeal of working where you don't have to worry about anything except being excellent.

Our personalities don't have to stress the pressure of voice tracking three other stations in the cluster to save money. Our staff is made up of people who were found and developed locally or they are major market talents who wanted desperately to escape the corporate rat race. They love it here. Half of them own a home in the area, which, as you

know, is very rare in our business." Some examples from Adams: "Our APD Mario Devoe was at 'Mega' in Los Angeles. He's buying a house and getting married. My midday jock and MD Alexa just got hitched and she moved here from San Diego, and Ebro from the morning show is here from Sacramento. There's a real stability here that you can't find with the big companies, which is one of the things that lured me here from San Francisco."

Adams admits that there are disadvantages that come with working for an independent. "It really manifests itself more from a sales application. Clear Channel and Infinity here in Portland certainly have a leg up in terms of the rate and frequency they can offer with so many stations. That can be hard for a pair of stand-alone stations to compete against. We sell results, lifestyle, and quality-versus-quantity. Promotionally, we have to force the potential advertiser to pay attention to what we deliver and look past the volume of call letters that are being tossed at them from across the street. We must be, in turn, aggressive and smarter."

When it comes to marketing dollars, Adams laughs when it's pointed out that his station is owned by one of the wealthiest men in the world, "If there is a misconception about our company, it's that we have an endless supply of funds and that there is a magical waterfall of cash streaming in here from Seattle. It's simply not

*"I have friends in this business  
who are absolutely miserable  
in their current positions."*

true. We have budgets to adhere to, like anyone else, and projections that we try to hit. That's where we *are* similar to the other broadcasters. Beyond that, we're operating from a completely different mindset."

## G2 Hot A/C Station Profile

# WTBX- Hibbing/Duluth, Minn.

**Owner:** Midwest Radio Network

**Frequency:** 93.9 FM

**Slogan:** "The Best Mix Of the '80s, '90s, and Today!"

**Address:** 807 West 37th Street, Hibbing, MN 55746

**Phone:** (218) 262-4545

**GM:** Kristi Garrity

**OM/PD/MD:** Rich Collins

**On-air lineup:**

Mornings, Rich Collins and Craig Holgate,

Middays, Kelli James

Afternoons, Rob Morgan

Nights, Big Ben

**Core artists:** matchbox twenty, Goo Goo Dolls, Jewel, Dave Matthews, U2, Madonna

**Sample hour:** (4 p.m., January 24th)

The Calling "Wherever You Will Go"

Madonna "Into the Groove"

U2 "Beautiful Day"

Jewel "You Were Meant For Me"

Dakota Moon "Looking For a Place To Land"

Van Halen "Why Can't This Be Love"

Alicia Keys "Fallin'"

Michelle Branch "All You Wanted"

Bryan Adams "Summer Of '69"

Dave Matthews "The Space Between"

Lifeshouse "Breathing"

Natalie Merchant "Jealousy"

WTBX-Hibbing/Duluth, Minnesota's Rich Collins, like many programmers these days, juggles enormous tasks in his position. Serving as both director of operations of the Midwest Radio Network and PD/MD of the station, the multi-tasking Collins must also compete as being part of the greater Duluth metro area as a separate market (as outlined by Arbitron recently), which he recently discussed with GAVIN.

**History of the station...**

**Rich Collins:** The station was started in 1986, and has had some good people come through as PDs. Just to name a couple—The Loop (WLUP)-Chicago, Program Manager Bill Klapproth (who hired me for my first stint at the station) and GAVIN Top 40 Editor, Wayne Coy.

**Challenges of the market...**

Unlike stations that have only one main city to cover, we have three main cities in our listening area—Hibbing, Virginia, and Grand Rapids. We are in Hibbing and the other two cities are about 30 miles away (one to the west and one to the east) which makes it difficult for promotions. It also makes for a long day when you have a couple of events in the same day. You might have to

WTBX 93.9 FM  
THE BEST MIX

drive 60 miles to the next one.

**How the station has changed since your arrival...**

For starters, after my second book here we took over as the most listened to radio station in the market, and have been on top ever since. When I arrived, the station really lacked direction, they were playing way too many songs that were not hits. We just cleaned it up and quit trying to be everything to everybody.

**The biggest challenge you face as PD...**

I think it would be all the hats that I wear—being the OM for six stations, programming WTBX, and doing a morning show. It can be hard to put on a good morning show when you have a million other things on your mind.

**Feelings about the current state of the format...**

Unlike other formats, Hot A/C can be so varied by market that the format can be whatever the market needs, which makes it a solid format now and in the future.

**Most memorable moment at the station...**

After coming here from the competition that was #1, getting that first book showing that we beat them.

—Kathleen Richards

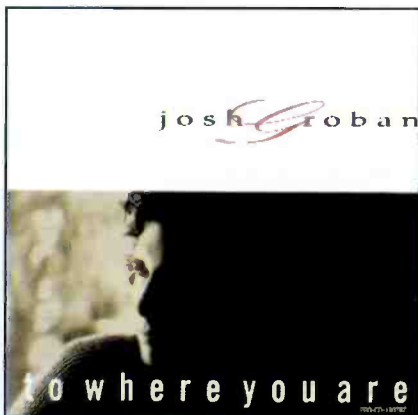
## ARTIST PROFILE

# Josh Groban

## Blowing Up and Creating Buzz on the 'Net

By Doug Wyllie

Josh Groban's new self-titled CD is exploding despite the fact that up to now, there has been very little traditional promotion of the record to radio. Instead, Groban's success can be attributed to a providential appearance on the Fox TV series *Ally McBeal*. The show's creator, David E. Kelley, discovered the 20-year-old singer/drummer at an event for the President. Kelley was so taken with Josh that he wrote Groban into an episode of the show. That episode generated an immediate response among fans who then sought out him out on the Internet. Because of the overwhelming interest among viewers, the show decided to bring his character back to the holiday episode



last December where he also performed "To Where You Are." After that, the buzz on josh-groban.com and allymcbeal.com shot through the roof.

More than 40,000 unique visitors went to josh-groban.com the night the holiday episode aired, with most visitors logging in during the show.

The morning after that second episode, Josh's record went from #60 to #1 at Amazon.com. About 5000 new names also joined Groban's mailing list with requests coming into the site at a rate of four to six per minute.

Groban, who hadn't done any TV prior to the experience with *Ally...*, said, "It was a real blast...to go and see the set and work on a thing like that, especially with such a talented group of people. I just had a fabulous time." And television appearances keep coming. Among other TV gigs, Groban is slated to appear on *Rosie O'Donnell* in March. But he's still very focused

on his music. And in the coming months, Warner/Reprise will push the record at radio substantially." The record has already hit #1 on the *Billboard* Heatseeker Chart, the AOL /CDNow chart, CD Now, BestBuy.com, and Amazon, out-selling Creed, Pink Floyd, and even label mate Enya. It's sold over 100,000 units in the last month with only television and Internet exposure, and file trading of Groban's music has increased by 700 percent.

He concedes that the Internet has been a big part of his success in the wake of his television appearances. "The great thing about it is that it's instant. You can download things, you can find out more information, and you can become a fan overnight just because you can find out so much information. When that first episode of *Ally* aired we weren't really into our promotion yet. We weren't really concerned at the time with getting me known. But people wanted to know more about me anyway and they were able to go to the Internet. So we put up a little site and I got a lot of fans because of that, and it's just getting bigger and bigger. They're really wonderful because they're so into it. I can read their messages and see what's going on out there."

Groban will be singing at the upcoming 2002 Winter Olympics in Salt Lake City, Utah.



Presents

# Luce with Visitor Jim at GAVIN Seminar 2002

By Jimmy Leslie

Triple A trendsetter KFOG surprised everyone when the station began playing an unsigned local act by the name of Luce (pronounced "loose") last July. We have been covering the story ever since, and now it's our pleasure to announce that KFOG will present their discovery to the rest of the radio world at this month's GAVIN Seminar in San Francisco. GAVIN spoke to KFOG APD Haley Jones, the band's singer/songwriter Tom Luce, manager Joe Schuld, and others to chronicle the events leading up to the band's first ever radio convention showcase.

Over two years ago, Tom Luce knew his goals. "I wanted to make the best record I could make, create a live band, and get the music on the radio," Tom told GAVIN via phone from his home in Pacific Heights, a long-standing San Francisco artist's haven. Those goals became that much nearer when Tom's music found its way to Joe Schuld.

In July of 2000 Schuld was laid off by Columbia after a good 14 years in the radio promotion wing there. He invested his severance package into Tom's music then sent it to KFOG. According to Schuld, they were the first station to add Luce. "We started getting some play on 'New Music Thursdays' and then eventually in late July 2001, they made the official add on 'Long Way Down.' I told [PD Dave Benson] about the crowd response to 'Good Day' and right away Benson said, 'We'll just play 'em both.'"

Haley Jones explains, "We're always looking for great local music. It makes the station look good, and it's cool. Playing local music says we're involved, we're out there, and it makes us more of a San Francisco station. What could be bad about that?"

According to Jones, the audience reaction to

Luce was "immediately positive," and KFOG sponsored a free Luce show at Boz Scaggs' famous Slim's 333 club in September. Jones tells GAVIN, "The place was pack, pack packed! The same thing happened three months later at KFOG's "Christmas for Kids" after the station added "Good Day." Luce performed the infec-



tious tune live on the station's morning show Dec. 12, and opened up for Melissa Etheridge and Better Than Ezra at the event later that night, selling a whopping 190 CDs (over 20 percent of the audience). They even signed autographs well into Ezra's set. Jones recalls, "I was jazzed, I was thinking in my head, 'This is what it's all about.' It comes down to the music and the whole project has been fun."

The story of Luce has spread fast. Rock River Communications heard them live on KFOG's morning show and licensed "Good Day" for its *Restoration Hardware* compilation CD. American Leather has also made the song a part of a national television ad campaign, and the *Aware 9* compilation will include it along with "Long Way Down." Internet sales of the record have been booming. "I cannot overstate the importance of KFOG's website with its national audience and links to retail," says Schuld.

The first radio station to follow KFOG's lead was KRSH, where MD Pam Long says, "The Luce record goes deep. We've played several songs off of it and have had them perform live



TRIPLE A  
EDITOR  
DAVE EINSTEIN  
einstein@gavin.com

on our 'Backyard Concert.'" Other stations followed including WKOC, WRNX, WRLT, and on January 16th, Luce hit the Top 50 on GAVIN's singles chart, which set the industry buzzing. "I've had a lot of labels call me about Luce. They've been coming to the shows. One label has already flown us down to LA. It's getting exciting and it will be interesting to see what happens over the next month or two," Schuld says. Nicole Sandler, who added them at KTAO, raves, "It's great to find a band that cuts through everything, just because the music is good. I'm looking forward to seeing them at the GAVIN Seminar."

Luce will perform at the very hip venue, Kelly's Mission Rock, on Friday, Feb. 22. Tom can't wait: "It's a huge place right on the water that's a restaurant by day and it normally has raves at night. The club is so cool and they're giving us the freedom to do whatever we want, so the atmosphere will be free. It's gonna be a good time."

LUCE IS PLAYING WITH VISITOR JIM, WHO IS CURRENTLY GETTING SPINS ON OVER A DOZEN TRIPLE A RADIO STA-



TIONS NATIONWIDE AND WAS RECENTLY FEATURED IN A SAN FRANCISCO EXAMINER ARTICLE TITLED, "TWO NOTEWORTHY LOCAL BANDS: VISITOR JIM AND LUCE." THE SHOW WILL START BETWEEN 9-10 P.M. IMMEDIATELY AFTER THE FRIDAY COCKTAIL PARTY WITH VANS SHUTTLING FOLKS OVER. CONTACT JOE SCHULD, (913) 888-6681.

# VISITOR JIM



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**FORTUNE  
RECORDS**

## Reviews

### Neil Halstead

***Sleeping on Roads* (4 AD/BEGGARS GROUP)**

You may (or may not) know Halstead from Mojave 3 or his other recorded band Slowdive. This is his first solo effort, and it has the ethereal quality of Nick Drake. The comparison comes from Halstead's quasi-folk melodies and fragile, intimate vocals and is furthered by the album's theme of romance gone bad, and the introspection that comes with that state of mind. The opener, "Seasons," is such a song. It sways in an atmospheric groove. The song also features Ian McCutcheon (Mojave 3) on drums and percussion and Nick Holton (Coley Park) on keyboards. Other winners are "Two Stones in My Pocket" and "Hi-Lo and Inbetween." Contact Jenn Lanchart, (212) 343-7010.

—Dave Einstein



### Great Big Sea

***"Sea of No Cares"* (Zoë/ROUNDER)**

These guys are from Newfoundland, so it's natural that they relate everything to the sea. The town they hail from, Petty Harbour, was the location of the movie *Orca*, and the band's music can be heard throughout the current Kevin Spacey movie *The Shipping News*, also set in Newfoundland. Great Big Sea has been fusing traditional Celtic music with contemporary elements since the early nineties, but didn't have U.S. distribution until 1998's *Rant And Rave*.

"Sea of No Cares" is the title cut from their new disc and is a fine example of what this band's about. The track is built around Alan Doyle's acoustic guitar and the group's spot-on vocal harmonies. A closer listen reveals wailing electric guitar parts, mariachi-band horns, loops, and production elements that fill out the sound and make Great Big Sea's music a unique blend of the past and present. Contact Katrinka Suydam, (617) 218 4477.

—Jimmy Leslie



### Llama

***"Too Much Too Soon"* (MCA)**

The new single from Llama's MCA debut *Close To The Silence* provides a welcome dose of youthful energy to the Triple A format. "Too Much Too Soon" has a snappy groove, nice harmony vocals, and a chorus that will sound great turned up on the car stereo cruisin' down the highway. Banjo master Béla Fleck injects some sweet finger pickin' to boot. There is validity to the "Young Dave Matthews Band from Nashville" comparisons that Llama's been getting. Their performance at the GAVIN Summit's

"Midnight Lounge" in Boulder proved these



guys have all the ingredients to become the next groove-band heroes. "Too Much Too Soon" is further proof that they have the radio-worthy songs they need to do it. Contact Dara Kravitz, (212) 841-8042.

—Jimmy Leslie

### Willie Nelson

***The Great Divide* (LOST HIGHWAY)**

Lost Highway Records is Nelson's new label for *The Great Divide*, which finds him paired with musical partners as diverse as Sheryl Crow, Kid Rock, Rob Thomas, Bonnie Raitt, Alison Krauss, Brian McKnight, and Lee Ann Womack. *The Great Divide* was produced by new Chairman & CEO of Virgin Records

Matt Serletic (matchbox twenty & Santana). The first song on it, "Maria, Shut Up and Kiss Me" features matchbox twenty frontman Rob Thomas and is already doing well at Triple A in front of the add date of March 4/5. KGSR has been on it since mid-December and WBOS since mid-January. Serletic assembled top caliber studio musicians including Kenny Aronoff, Lee Sklar, and Reggie Young, as well as Mickey Raphael who has recorded and performed with Nelson for years. The eclectic group gives life to songs that include Mickey Newbury's "Just Dropped In" and Cyndi Lauper's "Time After Time." The strength of *The Great Divide* will once again allow Nelson to make his presence felt at multiple formats. Contact Chris Stacey, (615) 524-7500. —Dave Einstein



### Big Head Todd & The Monsters

***Riviera* (BIG)**

It's been four years since the last studio album of original Big Head Todd & The Monsters music, but the legions of fans the band began building in the late '80s will finally get their BHT&M fix this March when *Riviera* hits retail. A large factor in the delay was the folding of the band's former label, Giant, but the band doesn't seem too upset about being indie again. In fact, from the tone their official website, they seem delighted to allow their devotees to tape shows and get involved with grass roots promotion again. And you'd never know from the recording quality that this isn't a major label release.

*Riviera* is being put out by the group's own Big record label, and that's how it sounds—big. Check out the immensity of the sound and the hooks on the opener, "Julianna." The single is "Wishing Well," which begins with a dreamy guitar sequence before another big beat kicks the song forward straight into the chorus. Going for adds Feb. 19. Contact Barry Lyons, (310) 581-9423. —Jimmy Leslie



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COUNTRY  
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# Meet The GAVIN Country Nominees Part II

By **Jamie Matteson**

In the last issue of GAVIN we spotlighted seven of this year's GAVIN Country Awards nominees by asking them some illuminating—and some just plain fun—questions. Now, with the GAVIN Seminar fewer than two weeks away, we shine our spotlight on seven more hopefuls. Enjoy!

## Gwen Foster

**KNIX-PHOENIX APD/MD**



**NOMINATED: Major/Large Market Country APD/MD of the Year**

**STATS:** Married to Chris for almost 10 years (we're taking a Windjammer Cruise in March to celebrate...can you

tell I'm beyond excited!). Two kids, Dillon (6 1/2) and Lawsen Anne (4) and one pet fish (but I don't know how much longer he's gonna live. The kids like to feed him too much, and the water's green!).

**BORN/RAISED:** San Angelo, Texas. My parents weren't in the military, but we moved all over Texas. I've lived in San Antonio, Waco, Lubbock, Dallas, and Stephenville, which I call home.

**YEARS IN THE BIZ:** 15

**RADIO ROAD:** I answered a want ad—all it said was "in the music business"—in San Diego. I have a degree in music and business management so I was interested. It turned out to be at Top 40 Q106. After working there in sales and promotion for two years, I moved back to Texas to pursue an MD job in Country radio. Bobby Kraig gave me my big break with an overnight slot on the weekends on KPLX, then I went to KMLE part-time and got engaged to Chris who already lived in Phoenix. After working part-time for over a year, I finally got the night shift at KMLE. Two years later I moved to middays and got the MD nod. In 1996, I left and went to work at KNIX before heading to crosstown Wild Country as MD. Then I moved back to KNIX, where I did nights and became MD in 2000.

**LITTLE KNOWN FACT:** My dad likes to brag about a member of our family, the notorious outlaw "Blackjack Kerchum," who was beheaded when hung. We even have a picture of the event as it

took place! Nice coffee table conversation piece!

**PROUDEST CAREER ACHIEVEMENT:** Working with people who have been so inspirational and instrumental in my career, including: Bobby Salvato, Bob Bolinger, Jamie Hartnett, Bobby Kraig, Dan Halyburton, Dan Bennett, Alan Sledge, Shaun Holly, Jeff Baird, Larry Daniels, Buddy Owens, Mike Owens, and George King.

**IF YOU WIN, WHERE WILL YOU PUT YOUR AWARD?** In our living room in the book case.

**IF YOU HAD TO VOTE FOR ANOTHER NOMINEE IN YOUR CATEGORY, WHO WOULD YOU VOTE FOR?** Chris Loss. He's my direct competitor and a really nice guy! We know each other's job and what we have to face.

**WINNING A GAVIN AWARD RANKS RIGHT UP THERE WITH:** Winning runner-up in the VFW beauty contest in Stephenville, Texas!

**IF YOU COULD PICK YOUR AWARD PRIZE?** A free lifetime DVD rental card.

## Kerry Wolfe

**WMIL-MILWAUKEE PD**

**NOMINATED: Major/Large Market Country OM/PD of the Year**



**STATS:** Married to Jessica, daughter Macey (2 1/2).

**BORN/RAISED:** Charlotte, N.C.

**YEARS IN THE BIZ:** 21

**RADIO ROAD:** My stops have included WKNC-Raleigh, WKIX-Raleigh, WYYD-Raleigh, WRNS-Kingston,

WBIG-Greensboro, KKCS-Colorado Springs, and WMIL- Milwaukee.

**PROUDEST CAREER ACHIEVEMENT:** Staying at the same radio station for nearly 13 years.

**LITTLE KNOWN FACT:** That I started my radio career programming heavy metal.

**IF YOU WIN, WHERE WILL YOU PUT YOUR AWARD?** On my desk at work.

**IF YOU HAD TO VOTE FOR ANOTHER NOMINEE IN YOUR CATEGORY, WHO WOULD YOU VOTE FOR?** Mike Kennedy, because I've spent more time with him on the golf course than any of the others. Besides, Mike has great ears and a passion for the music that I really admire.

**WINNING A GAVIN AWARD RANKS RIGHT UP THERE WITH:** Winning the Sportsmanship Award on my '73 Little League team.

**IF YOU COULD PICK YOUR AWARD PRIZE:** A condo in

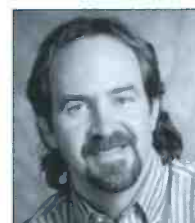
Telluride.

**IF ASKED TO GIVE YOUR AWARD TO ANYONE IN THE RADIO INDUSTRY, WHO WOULD YOU THINK DESERVED IT?**

Clear Channel-Colorado Springs VP/GM Bob Gourley for allowing me to work for him and for teaching me a lot about people and life in general. It was a fun six months, but the friendship will last a lifetime. He's a great leader and motivator!

## Brad Howell

**VP PROMOTION, WARNER BROS. RECORDS**



**NOMINATED: Country National Promotion Director of the Year**

**STATS:** Married to Mickie for 16 years. One daughter Coti (15). Four dogs: Lady, Belle, Simba 5, and Maggie.

**BORN:** Beaumont, Texas

**RAISED:** Baton Rouge, La. My family still lives in the area.

**YEARS IN THE BIZ:** 12 in Country radio, and the past seven on the record side.

**CAREER HIGHLIGHTS:** Being PD at one of America's historic Country stations, KNIX. Also, being involved with some of the hardest working artists on any label, Trick Pony, Chad Brock, Blake Shelton, etc.

**PROUDEST CAREER ACHIEVEMENT:** Being a part of Faith Hill's career.

**LITTLE KNOWN FACT:** I'm one of the compilation producers of the Jeff Foxworthy *Greatest Bits* release, and I am an uncredited lyric contributor on a top 25 single released in 1999. Shhhh...don't tell anyone!

**IF YOU WIN, WHERE WILL YOU PUT YOUR AWARD?** Win? What do you mean? I'm the Susan Lucci of this award!

**IF YOU HAD TO VOTE FOR ANOTHER NOMINEE IN YOUR CATEGORY, WHO WOULD YOU VOTE FOR?** That would be difficult...but I've known Bruce Shindler for 15 years, and he's always treated me with respect.

**WINNING A GAVIN AWARD RANKS RIGHT UP THERE WITH:** I'll let you know how much it means to me after I sell it on eBay.

**IF YOU COULD PICK YOUR AWARD PRIZE:** A trip to Australia...I would love to scuba dive at the Great Barrier Reef.

**IF ASKED TO GIVE YOUR AWARD TO ANYONE IN THE RECORD INDUSTRY, WHO WOULD YOU THINK DESERVED IT?**

Broken Bow's Jon Loba for putting up with all of my shit when he was promotion coordinator at Warner Bros.

## Jerry Duncan

**OWNER, JERRY DUNCAN PROMOTIONS**



**NOMINATED: GAVIN Country**

**Promoter of the Year**

**STATS:** Married to Lynda.

Daughter; Lisa, son; Mark, grandchild; Laura.

**BORN/RAISED:** Hanson, Kentucky

**YEARS IN THE BIZ:** 14

**CAREER ROAD:** Came to Nashville as a songwriter. I had 12 nationally charted singles. I then worked as VP for Nationwide Sound Distributors before starting my own promotion company.

**PROUDEST CAREER ACHIEVEMENT:** Promoting 56 #1 singles on the GAVIN Country charts.

**LITTLE KNOWN FACT:** I was captain of my college debate team, which finished 2nd nationally.

**IF YOU WIN, WHERE WILL YOU PUT YOUR AWARD?**

I'd finally have something to sit among all of Mark's football trophies.

**WINNING A GAVIN AWARD RANKS RIGHT UP THERE WITH:**

Hitting a three pointer from mid-court.

**IF YOU COULD PICK YOUR AWARD PRIZE:** I've always been partial to cash!

**IF YOU WERE ASKED TO GIVE YOUR AWARD TO ANYONE IN THE MUSIC INDUSTRY WHO WOULD YOU THINK DESERVED IT?** Joe Gibson, for giving me my first chance in the business.

**PROUDEST CAREER ACHIEVEMENT:** Having a relatively happy staff.

**LITTLE KNOWN FACT:** I have a fish sitting on my desk, named Vince Gills, who is older than dirt and will not die.

**IF YOU WIN, WHERE WILL YOU PUT YOUR AWARD?** The hood of my car.

**IF YOU HAD TO VOTE FOR ANOTHER NOMINEE IN YOUR CATEGORY, WHO WOULD YOU VOTE FOR?** Mike Krinik, because I want to get back on his good side, since I recently hired one of his staff members.

**WINNING A GAVIN AWARD RANKS RIGHT UP THERE WITH:** Losing my virginity.

**IF YOU COULD PICK YOUR AWARD PRIZE:** A week off...OK, two days is fine.

**IF ASKED TO GIVE YOUR AWARD TO ANYONE IN THE RADIO INDUSTRY, WHO WOULD YOU THINK DESERVED IT?**

WPOC's Michael J. Foxx, because he's smart, works really hard, and always keeps a great attitude.

landscapers and all the supplies I would need to help me work on finishing what I've started on my seven acres of land.

**IF ASKED TO GIVE YOUR AWARD TO ANYONE IN THE INDUSTRY, WHO WOULD YOU THINK DESERVED IT?** It would probably be someone from Texas where they're making great strides in playing music that's good and different!

## Tony Thomas



**KMPS-SEATTLE MD**

**NOMINATED: Major/Large Market Country APD/MD of the Year**

**STATS:** Married to Linda (a radio pro: ex-morning anchor at Seattle's KIRO/AM). Two kids; Madeline (6), Michael (2), along with Buddy, the 17-

pound cat.

**BORN/RAISED:** San Francisco—

I grew up listening to KFRC/AM during their awesome years in the '70s—God bless the whole crew!

**YEARS IN THE BIZ:** 22

**RADIO ROAD:** I was a music major at the Berklee College of Music in Boston from 1977-'80, and while there, I interned at the fabulous WBCN/FM. Then I was at KFTM/AM-Fort Morgan, Colo. from 1980-'83; at KOLO/AM-Reno (where I met my wife Linda) from 1983-'86; and at KIIQ/FM-Reno from 1986-'89, and in 1989 I came to KMPS.

**PROUDEST CAREER ACHIEVEMENT:** Being part of the team at KMPS for 12 years.

**LITTLE KNOWN FACT:** That if you can do it on a computer screen, that's how I want to do it.

**IF YOU WIN, WHERE WILL YOU PUT YOUR AWARD?** Out of reach of my 2-year-old, Michael!

**IF YOU HAD TO VOTE FOR ANOTHER NOMINEE IN YOUR CATEGORY, WHO WOULD YOU VOTE FOR?** Buddy Owens. I know he's out of radio, but I've checked his name off for so many years that it's become a habit!

**WINNING A GAVIN AWARD RANKS RIGHT UP THERE WITH:** The best of my moments in radio. GAVIN's Elma Greer was the first industry big-timer to embrace me as having a voice, and I'll never forget it!

**IF YOU COULD PICK YOUR AWARD PRIZE:** More RAM!

**IF ASKED TO GIVE YOUR AWARD TO ANYONE IN THE INDUSTRY, WHO WOULD YOU THINK DESERVED IT?** To ex-KFRC superstar Dr. Don Rose, who set the radio standard for me early on! ■

## Laura Starling

**WDEN-MACON, GA. MD**

**NOMINATED: Small Market Country APD/MD of the Year**



**STATS:** Married to Mike. Two stepchildren; Jessica (19), Eric (17). Three cats: Frank, Miss Kitty and Sweetie, and one dog, Yippie.

**BORN:** Athens, Georgia

**RAISED:** Macon, Georgia

**CAREER ROAD:** WRFC-Athens, Georgia from 1981-1982, and the past 20 years I've been right here at WDEN.

**LITTLE KNOWN FACT:** I can stick my entire fist in my mouth! Unfortunately, quite often, I end up putting my foot there, too!

**PROUDEST CAREER ACHIEVEMENT:** My award as 2001 GAVIN Small Market APD/MD of The Year.

**IF YOU WIN, WHERE WILL YOU PUT YOUR AWARD?** Right next to the other one on my desk at home, where I can see and enjoy it!

**IF YOU HAD TO VOTE FOR ANOTHER NOMINEE IN YOUR CATEGORY, WHO WOULD YOU VOTE FOR?** I don't know most of these folks, but I'd say Shane Collins.

**WINNING A GAVIN AWARD RANKS RIGHT UP THERE WITH:** Finally getting a raise after five years! I think they were scared I was going to go to work "across the street." And who knows, the direction in which this business is headed, I could be working for them next week!!

**IF YOU COULD PICK YOUR AWARD PRIZE:** Professional

## Shelly Easton

**WRBT-HARRISBURG, PA. PD**



**NOMINATED: Medium Market Country OM/PD of the Year**

**STATS:** Married to Sheldon for ten years. Two kids; Taryn (18), Adam (8). I figure if I have a kid every ten years, eventually they will become self-sufficient. Three dogs:

two boxers, Jazz and Dexter, and a mini-long hair dachshund named Emmie.

**BORN/RAISED:** Southern New Jersey

**YEARS IN THE BIZ:** 16

**RADIO ROAD:** I've worked regionally in the Central Pennsylvania area. I voice track for other stations in Utica, Cleveland, and Salt Lake City.

Join Radio Friends... Jaye Albright, Eric Logan, RJ Curtis, Chip Miller, Cory Mikhals, Chris Loss, Lance Houston, Jay Thomas, Evan Bridwell, Larry Daniels, Richard Ryan, Dandalion, Mike Peterson, Nate Deaton, Mike O'Malley, Mark Evans, John Collins, Tim Brown, Dave Daniels, C.J. Greene, Donna James, Pat Geary, Scott Michaels, Ed Walker, Randy Black and Brian Wright for

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BUSINESS & MEDIA  
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## XACT Adds Affiliates, Revenue Streams

XACT Radio Network, provider of custom Internet radio services to radio stations, record labels, artists, and other companies, has announced the signing of its 49th and 50th affiliates, WPYO/FM and WMMO/FM, Cox Radio's Top 40 and A/C stations in Orlando, Florida.

XACT Radio's service allows listeners to download a custom music player via the website of their favorite radio station or other affiliate company. The player lets users influence their own audio stream based on format and sub-genres of the affiliate radio station.

In addition, the company has introduced a new revenue program under which XACT Radio provides training and support for sales staffs at radio stations to sell multiple sales packages including sponsorships, inserted ads, new music packages, install CD distribution, and music players for corporations or other third parties. The revenue generated will be shared between the station and XACT Radio.

"Since introducing our service in May of 2001, XACT Radio has successfully met the needs of radio station affiliates across the country. We're thrilled to mark this special occasion with WPYO and WMMO. Our goal is to deliver the most complete online audio strategy for radio and that means creating a vehicle for stations to generate new, incremental revenue," said David Juris, XACT president and CEO. "Our goal is to deliver the most complete online audio strategy for radio – one that includes the generation of new, incremental revenue. I have focused on sales during my entire 18 years in radio, and this is no different. It is time for us to find an effective way to make money on our websites and this program does that."

Gregg Lindahl, vice president of Cox Interactive commented, "Deep audio offerings are core to our strategy and XACT presented a nice and easy solution to add to our existing streaming, archives, and last songs played functionality"

## LMiV Offers Permission-Based Email Systems

LMiV has added Listener Club, a new permission-based email (PBE) enhancement of LMiV Digital Station to its online offering for radio stations. The new offering is the result of a partnership between LMiV and two PBE database technology providers, First MediaWorks' eListenerSuite and PromoSuite's ListenerEmail.com. Available to all LMiV affiliates in North America, the LMiV Digital Station Listener Club will enable stations to use e-mail to further enhance the relationship they have with their audiences.

"The industry understands the power of PBE services," said LMiV President and CEO Jack Swarbrick. "And now the LMiV Digital Station Listener Club provides our affiliates with another marketplace advantage: robust, two-way communication between station and listener, and listener and advertiser."

The LMiV Digital Station Listener Club gives member stations the potential to sell very targeted advertising programs based on very specific listener information. "Permission is the key word in PBE," said Amy Van Hook of Entercom, one of the five founding media company partners of LMiV. "Not only does the LMiV Digital Station

Listener Club provide a powerful way to capture and communicate with our listeners, but our listeners have actually pre-requested the kind of information they want. It's more than just email—it's sharing information among friends who have common interests and common desires. That's a powerful tool for building both P1 listeners and loyal advertisers."

Even before the launch of the LMiV Digital Station Listener Club, many LMiV stations have been successful using PBE to strengthen both the loyalty of listeners and the power of advertising promotions. KNDD in Seattle currently has a listener database of nearly 70,000 members. The database is considered an integral part of the station, and to date has been leveraged to sell concert tickets, test new music and set appointment listening opportunities with P1s.

Another LMiV affiliate, HOT 97/WQHT, the largest audience station in New York City, has had early successes with its 190,000-name "Email Click Club." HOT 97 just announced the launch of its first website earlier this month. "The LMiV Digital Station Listener Club, combined with our LMiV-powered website, gives us many more options and a greater opportunity for creativity with both listener and advertiser programs," said Judy Ellis, senior vice president of Emmis New York. "The marketing power generated by integrating our database with our website is incredible."

## MeasureCast: Listening Dips Slightly

Pointing to the fact that many at-work listeners took the day off on Martin Luther King day, MeasureCast today reported a 3 percent dip in online listening.

MeasureCast today reported that the MeasureCast Internet Radio Listening Index for the week of Jan. 21 – 27 dipped three percent to an index value of 469, meaning the total time spent listening (TTSL) to streaming broadcasters measured by MeasureCast has increased 469 percent since January 2001.

However the slight drop in overall online listening did not affect Virgin Radio, which, for the second consecutive week, took the top spot in the MeasureCast Top 25 chart. The London-based broadcaster streamed 259,489 hours to an audience of more than 45,000 people. That's 15,977 more hours than the previous week.

The week of Jan. 21 got off to a slow start because of the Martin Luther King, Jr. holiday. Total time spent listening (TTSL) to Internet radio stations was down 16 percent from the previous non-holiday Monday. Traditionally, fewer people listen to Internet radio during holidays. The peak listening day for the week was Wednesday, Jan. 23, with 22 percent of all TTSL occurring on that day. The largest age group listening to Internet radio was 25-34 year-olds (28 percent).



# Building a Killer Radio Station Website

BY DOUG WYLLIE

**A**t the upcoming GAVIN Seminar, February 20-24 in San Francisco, a panel of Internet and radio industry luminaries will gather to discuss what a station must do to create a truly killer web presence.

Dubbed "So You Want a Website that Doesn't Suck?" the panel will provide vital insight to stations that have yet to realize their full potential on the Internet.

In anticipation of that session, slated to take place at 3:30 on Thursday, February 21, we posed some of the questions that might be raised during the discussion to each of the panelists. Moderator and former SVP of Corporate Communications for Live365.com Alan Wallace will delve into topics such as: How do you create a kick-ass website that captures, reflects, and leverages unique stationality? How can you turn offline P2s into online P1s? What do PDs and MDs need to know about radio programming online that maximizes their offline brand? What station sites are successful, and why?

Here's an introduction to each of our panelists, as well as what these experts had to say to just a few of the issues we'll talk about at the Seminar:

**DAVID JURIS**  
PRESIDENT AND CEO, XACT RADIO NETWORK

Co-founder of XACT Radio, David Juris has more than 17 years of radio industry experience in management, sales, and marketing. Prior to forming XACT Radio, he was vice president and general manager of Tribune Denver Radio, Inc., with responsibility for KOSI/FM, KKKH/FM (The HAWK), and KEZW/AM.

Juris believes that to be a success on the Internet, streaming the on-air signal is crucial. "It is a necessary service to listeners who want to hear the live, over-the-air broadcast on their computers. It is particularly valuable for listeners who have moved outside the signal coverage area or cannot receive the station in their office."

Furthermore, Juris says that streaming B-channels is a fantastic way to have a compelling web presence. In fact, that's one of the main focuses of his company. "XACT Radio Networks' Custom Radio is a unique interactive music service designed to increase listener retention. XACT Radio creates 100 percent branded online radio for stations to offer their listeners through their website and/or CD ROMs. The Player includes the station's image (audio and visual) and streams high fidelity music, uniquely programmed and controlled by your station."

XACT Radio combines custom music programming with the interactivity of the Internet to deepen the user experience of your site. Currently, the average listener of XACT Radio's Custom Radio spends 8.3 hours per week with their player.

"The service is 100 percent DMCA compliant and RIAA approved," says Juris. "It's free to stations. XACT pays all bandwidth, license fees and maintenance costs. Most importantly, XACT Radio has created a revenue program that includes sponsorships, inserted ads, new music packages, and corporate player sales."



DAVID JURIS

**EDWARD HARDY**  
CEO, MEASURECAST

Ed has more than 30 years of broadcasting, business, and audience measurement experience. Previously, he served as a mergers and acquisitions consultant work-



EDWARD HARDY

ing closely with Citadel Communications Corporation. He also served as president of Citadel's Western region, overseeing management of 33 radio stations in seven markets. Hardy first joined Citadel when Deschutes River Broadcasting, a company he founded, merged with Citadel. Hardy built Deschutes from the ground up, beginning with one AM/FM station and growing the company to 19 radio stations in four Pacific Northwest markets. Over the years, he has served as vice president and general manager of several radio stations in major markets across the United States. Hardy is an original member of the MeasureCast board of directors and one of the original investors in the company.

In addition, Hardy is among the best and brightest when it comes to discussing the importance of streaming. MeasureCast is the only company that can return ratings results on stations it monitors in less than a day, and it's widely considered to be the premiere online listening measurement firm. Hardy says, "If you're asking if streaming on-air terrestrial radio stations today is crucial for



NICOLE SANDLER

survival, I would say not at this point. However, we know from our weekly MeasureCast Internet Radio Listening Index that since the initial dip in listenership occurred when many terrestrial stations stopped streaming in April 2001 due to the AFTRA fee issue, online listenership has far surpassed the daily listening levels we recorded

when those stations were still streaming. This indicates clearly that people who were listening to those streaming terrestrial radio stations did not abandon the medium; rather, they found other online stations, many of which are Internet-only broadcasters. If I were a radio station programmer today, I'd be very concerned about the potential loss of listeners over time to Internet radio. Streaming is a small price to pay for insurance.

Hardy adds, "Internet radio is here to stay. In fact, online listening is growing in leaps and bounds. Our weekly MeasureCast Internet Radio Listening Index recently showed that the total number of hours streamed by stations measured by us has increased 484 percent since January 2001. We see large pockets of listening to niche format stations like Jazz, Classical, and even Jimmy Buffett. News/Talk formats have always been strong among the stations MeasureCast reports. As high speed broadband access increases, so does listening. That the majority of streaming listeners listen between 9 a.m.

and 5 p.m. on weekdays indicates strong workplace listening. This is good news for advertisers because through Internet radio they can reach listeners at work that they typically can't reach over terrestrial radio alone."

**NICOLE SANDLER**

Sandler was most recently PD at KTAO-Toas, N. Mexico and before that, GM/PD/on-air at KACD and WorldClassRock.com in L.A.. In her 14 years in Los Angeles radio, Sandler logged time at KLSX, KNX-FM/KODJ, KLOS, KSCA, Channel 103.1, and did a stint at 91X in San Diego as well.

Sandler says, "Some of the differences and the challenges in programming online as opposed to on-air go hand in hand. The audience is smaller and more demanding, as they're required to jump through more hoops to listen. You've got to give them something they can't get easier over the air. Then the challenge is to find your audience and have them find you... not an

ever-changing. It has to be a living, breathing entity, she explains. "A station site has to be constantly evolving and compelling. There must be a community for the listener to become immersed in, or they won't be regular visitors."

**TERRI SIMPSON  
VP, AFFILIATE RELATIONS, LMIV**

Terry Simpson joined LMIV from RadioCentral, a company that combines the radio industry with the interactivity of the Internet, where she served as vice president of marketing. Previously Terri was general manager and vice president of the radio business unit of NBC Internet - a network of websites and Internet services that combined interactive online and on-air content. Earlier in her career, Terri founded Radio Active Networks, a company that became a leader in the radio broadcast industry with third-party partners such as Microsoft and USWeb.

"Stations with digital media properties (DMP) have a distinct advantage in mar-

keting to their listeners. Driving and recycling the listeners is an important function of a DMP. It serves as a primary marketing vehicle for reaching P1's. A

**"A station site has to be constantly evolving and compelling. There must be a community for the listener to become immersed in, or they won't be regular visitors." - Nicole Sandler**

easy task in the unlimited realm of cyberspace". Sandler adds that unique challenges on the Internet are bandwidth costs and turning a profit programming online.

On the subject of creating a website that keeps the listener coming back regularly, Sandler flatly states that the site must be

DMP also serves as a great tool for audience research and music testing."

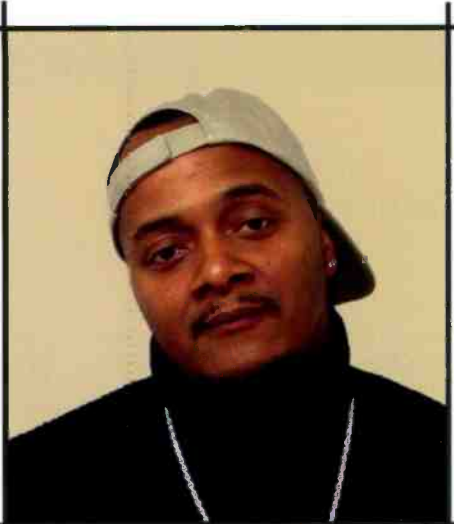
Simpson adds that lifestyle content and contests generate frequent site visits among users. "Radio has always been an interactive medium, long before the term was even in play. Radio has always had the ability to get its' listeners to interact, by phone, at events and even through fax. Radio and the Internet are natural fits as interactive mediums."

**MAURICE STEPHEN RIVERA, AKA "MO BETTER"  
PROMOTIONS DIRECTOR, KTFM (WILD 102.7) -  
SAN ANTONIO**

Mo Better started his radio days as an on air personality who put Hip-Hop on the map in upstate New York at WRPS-Potsdam in 1985. After college Mo Better played minor league baseball. "Man the minor leagues sucked! I was passed around to teams more than a joint at a Bob Marley concert," he explains. After working as an independent for various labels, Mo Better landed in Houston at KBXX-FM. After leaving KBXX in 1997,



TERRI SIMPSON



**MAURICE STEPHEN RIVERA**

Mo Better took time off from radio to work records again. In September 2001, Mo Better was approached by Luscious Ice, PD of WPHI-Philadelphia, and Robert Scorpio about the possibility of joining Ice in Philly. "I was ready to sign the deal, when I got a call from Mark Jackson at KTFM-San Antonio about joining KTFM. I flew to SA and listened and decided that I could have more of an impact at KTFM. Ice and Scorpio are my boys for life and I'd do anything for them and I know we will all end up together again somewhere. (Probably at a strip joint)."

As a promotions person, Mo Better truly understands the unique value of what the Internet can do, and what it can't. Mo says, "Online promotions or prizes, which are easily cross-promoted and also given away on-air, work the best. I hate when stations go on-air directing listeners to go to their website to register for a prize. A stations website should include all promotions that are currently being run on air, including upcoming events, community involvement, etc."

When it comes to deciding on which (if any) bells and whistles to add to a station site, Mo Better is not exactly a minimalist. "If you can, have it all. But before jumping in and trying to be super high tech, first take your listeners' computer capabilities into consideration. Flash is great for high-speed listeners, but on a dial up? Forget about it! Make your site available for high-speed access as well as for regular dial up surfers."

Mo is equally passionate about the collection of information about the listener on the website. "Your database is the most important tool at the station. Set up your bulletin boards and chat rooms by membership. You must collect names, addresses, zip codes, and the most important info for me is date of birth. All of these items are important in order to determine where your listeners are so you can attack them on the streets. I'm gathering the birthdays so I can send out to my listeners a station birthday postcard good for a movie pass, CD, or station T-shirt if they bring the card to the station. Simple things like this will keep listeners for a lifetime."

**JOHN PEAKE  
PROGRAM DIRECTOR, KLLC (ALICE) -  
SAN FRANCISCO**

John Peake is the Program Director for Alice @ 97.3, KLLC - San Francisco's Modern Adult Contemporary format in the Infinity Broadcasting chain. Before arriving in the Bay Area John was the Mission Director for the Paris-based NRJ Radio Group where he oversaw the pro-

gramming and marketing strategy in nine Western European countries. Previously, he programmed in Houston, Denver, and Tucson. John has successfully helped guide several Top 40 stations to achieve record ratings. He is a graduate of the University of Maryland, where he studied Radio and Television & Film. Peake says that in order to create a truly winning web presence, both the website and station need to work very closely together. "A station website is best when viewed as a promotion and marketing tool for the radio station. In order to be fully maximized the radio station and website must be fully integrated. The look and feel of the website must match your station's image and allow your listeners to put a face on the station. The website must contain unique and original content, songs and contests... and be 'of the moment.'"

He also feels that a station site should receive as much attention as the on-air signal does. "Your on line brand is only as strong as your off line brand. Dedicate the time and resources to create strong content for both."

**WANT MORE?  
COME TO THE SEMINAR!**

The session, "So You Want A Station Site That Doesn't Suck," will touch on these and other issues in great detail. Seats are very limited, so it's important that interested GAVIN Seminar attendees pre-register to attend the panel discussion in advance

**"Your database is the most important tool...You must collect names, addresses, zip codes, and the most important info for me is date of birth. All of these items are important in order to determine where your listeners are." - Mo Better**

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via the world wide web. Simply visit [www.gavin.com](http://www.gavin.com), click on the icon on the top right side of the home page with the name of the Radio on the Net session, and sign up. The first 150 panelists and audience members who pre-register to attend will be sent a VIP pass to a special Happy Hour event on Wednesday, February 20th from 6 p.m. to 9 p.m.



**JOHN PEAKE**

Hosted by GAVIN Business and Media Editor Doug Wyllie, the event will be held at Curve, a popular new restaurant and bar one block from Pacific Bell Park. Free appetizers from the world class kitchen and live music from Visitor Jim, "the best unsigned band in America," will be highlights of the evening.

This party should not be missed. Pre-register to attend "So You Say You Want A Website That Doesn't Suck," to secure your spot at the event. Attendees can pre-register by emailing their request to [doug@gavin.com](mailto:doug@gavin.com). Space is very limited and seats are going fast! ■



## PROMORAMA

### IN DRAG IN THE FRONT ROW/ NAKED ON THE ROOF

GAVIN contributor & **PROMORAMA** guru Paige Nienaber tells us that it was True Confession Tuesday on the Dave Ryan show on KDWB, and the quality of the "dirt" that people confessed, determined where their seats were. Some confessions got nose-bleed seats. The drag queen who's dating a married man who doesn't know he's a guy, got front row. The cool thing about 'NSync and Britney and other acts like these, is that you can get people to do stupid shit. An annual bit on the Ryan show is Naked On Your Roof: listeners get naked, climb on their roof, and call in to say their location. The Channel 9 traffic chopper then vectors to the neighborhood to confirm the nudity. A great (warm weather) bit that's fun to listen to as the caller directs the helicopter to their block.

### KISS ME, THEN TELL ME ABOUT IT.

"KISS 104.1 is feeling very romantic for Valentine's Day. For those listeners experiencing secret crushes or unhappy relationships, we're here to help," WALR-Atlanta Promotion & Marketing Director Kathy Daniels tells **PROMORAMA**. "However, listeners must be willing to 'KISS & TELL.' To enter the 'KISS & TELL' contest, listeners must log onto [www.kiss1041fm.com](http://www.kiss1041fm.com) or mail a letter to KISS 104.1 telling us about their Valentine's Day wish in 104 words or less. All entries must include the listener's name, age, and daytime and evening telephone numbers. Three letters will be chosen and read on-air. Each winning couple will win airline tickets for two to anywhere Air-Tran Airways flies in the U.S., a \$100 Greenbriar Mall gift certificate, front row tickets to the play "Men Cry in the Dark" on February 15, \$120 in gift certificates from [1-800-flowers.com](http://1-800-flowers.com), a Sweet Wrapture Hugs & KISSES gift basket, and his and her cell phones with a \$30 prepaid card courtesy of Cingular Wireless."

### HOLLA BACK.

"We're running the 'Million Dollar Holla,'" WPEG-Charlotte APD/MD and GAVIN Urban Award nominee Nate Quick tells **PROMORAMA**. "Our lucky listeners can win \$1,000 an hour and \$10,000 an hour on Thursdays, and all hourly winners qualify to win \$1 million!"

### CUPID LOOKS LIKE...MICHAEL BOLTON!

"Our listeners are going absolutely beserk over this promotion!" exclaims Warm 106.9 (KRWM)-Seattle Promotion Director Heather Gardner to **PROMORAMA**. The promotion? Five lucky listeners get to "do lunch" on Valentine's Day, with new Jive recording star and as the promo says, "one of the world's most romantic singers," Michael Bolton. The contest is being promoted in conjunction with their nighttime show, the nationally-syndicated *Delilah*. Bolton will visit Seattle on Valentine's Day, do the morning show with host Tom McCarthy, and then have a private lunch with five lucky listeners and *Delilah* at a posh Seattle eatery. On top of that, each winner receives other "romantic" goodies including \$50 worth of flowers from a local florist, a \$100 gift certificate to a very chic local spa, a basket filled with scented candles from Illuminations and [Drugstore.com](http://Drugstore.com), as well as an overnight stay at a five-star hotel on Seattle's waterfront! Now, that's a pretty cool way to spend Valentine's Day, don't you think? For more information, contact Heather Gardner at [heatherg@warm1069.com](mailto:heatherg@warm1069.com).

COMING NEXT ISSUE: February 19, 2002

## Specials:

### 2002 GAVIN Seminar Program Guide

The Seminar is back in San Francisco, and we include the final hour-by-hour agenda of events, sessions, and parties, along with a closer look at the industry luminaries who make up our host of panels. Welcome to San Francisco. Welcome to GAVIN.



## ALSO:

### Top 40 & Rhythm Crossover

• **What Do Women Want From Their Top 40 Radio Station?** Find out by going inside an amazing new study with John Parikh of Joint Communications and Arbitron's Laura Ivey. Plus, Priority's Big Moe is large and in charge!

### A/C & Hot A/C

• **Barry's Mayflower Blooms.** A/C legend and new Concord Records star Barry Manilow delivers his 31st volume of work, *Here At the Mayflower*, a project that was more than 20 years in the making. Manilow talks with A/C & Hot A/C Editor Annette M. Lai about his career and his latest musical endeavor, including his latest hit, "Turn the Radio Up."

### Urban

• **Meet the Urban Players...**who will join us for the 2002 GAVIN Seminar!

### Triple A

• **WDST-Radio Woodstock's Gary Chetkof Talks...**with Triple A Editor Dave Einstein. Plus: "Blueprint For a Sunrise": Yoko Ono talks about her latest album with KGSR's Jody Denberg.

### Alternative

• **Meet The Nominees.** Richard Sands takes you behind the velvet rope to get up close and personal with the six nominees for Executive of the Year—Stu Bergen, Tom Biery, Phil Costello, Andrea Ganis, Steve Leeds, and Brenda Romano.

### Country

• **McVay's Jaye Albright...**on music "Only The Listeners Liked." Plus, spotlights on RCA's Andy Griggs and Monument's Little Big Town.

### GAVIN.com

• **Please Don't Call it 'Frisco.** Welcome to San Francisco—the heart of digital entertainment—and home to Audio Alley. Even in the post dot-bomb era, there are a number of firms that remain vibrant. Why? The personalities. Here's a little introduction to some of the people who (along with you) will be in attendance at the GAVIN Curve Ball, the special VIP party hosted by GAVIN Business and Media Editor Doug Wyllie Wednesday night at the GAVIN Seminar.

## IMPACT DATES (SUBJECT TO CHANGE)

## TOP 40, A/C & HOT A/C, RHYTHM CROSSOVER

### FEBRUARY 11 & 12, 2002

Marc Anthony "I Need You" (Columbia/CRG), Mainstream A/C  
 Jonatha Brooke "I'll Try" (Walt Disney/Hollywood), Mainstream A/C  
 Corey "Hush Lil' Lady" (Motown/Universal), Rhy-Xover  
 Enya "Wild Child" (Reprise), Mainstream A/C  
 Mick Jagger "Visions of Paradise" (Virgin), Top 40 & Mainstream A/C  
 Knocturnal f/ Dr. Dre & Missy Elliott "Knoc" (Elektra/EEG), Rhy-Xover  
 Christina Milian feat. Ja Rule "Get Away" (Def Soul/IDJMG), Rhy-Xover  
 P.O.D. "Youth Of the Nation" (Atlantic), Top 40 & Hot/Modern A/C  
 Marilyn Scott "Don't Let Love Get Away" (Prana), Mainstream A/C  
 Shakira "Underneath Your Clothes" (Epic), Top 40  
 Toya "No Matta What (Party All Night)" (Arista), Top 40  
 Rufus Wainwright "Across the Universe" (V2), Hot/Modern A/C

Vanessa Carlton "A Thousand Miles" (Interscope), Top 40 & Hot A/C  
 Corey "Hush Lil' Lady" (Motown/Universal), Top 40  
 Celine Dion "A New Day Has Come" (Epic), Top 40, Hot & Mainstream A/C  
 Chris Isaak "Let Me Down Easy" (Reprise), Mainstream A/C  
 Tantric "Mourning" (Maverick/Reprise), Hot/Modern A/C  
 Train "She's on Fire" (Columbia/CRG), Hot/Modern A/C

### FEBRUARY 25 & 26, 2002

Marc Anthony "I Need You" (Columbia/CRG), Hot A/C  
 Michael Bolton "Only a Woman Like You" (Jive), Mainstream A/C  
 Citizen Cope "If There's Love" (DreamWorks), Hot/Modern A/C  
 Jagged Edge feat. Nas "I Got It" (So So Def/Columbia/CRG), Rhy-Xover  
 Elton John "This Train Don't Stop There Anymore" (Universal), Top 40  
 NAS "One Mic" (Columbia/CRG), Rhy-Xover  
 Ozzy Osbourne "Dreamer" (Epic), Top 40 & Hot A/C  
 RES "They Say Vision" (MCA), Hot/Modern A/C

### FEBRUARY 18 & 19, 2002

311 "Amber" (Volcano), Hot/Modern A/C

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27\* - 25\* Monitor Adult

**Sharissa**

31\* - 29\* R&R Mainstream  
23\* - 19\* R&R Adult



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**Remy Shand**

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WYLD - New Orleans



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