

ROCK AIRPLAY

Monitor

• We Listen To Radio •

August 1, 1997

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ROCK HIGHLIGHTS

MAINSTREAM

#1

COLLECTIVE SOUL

Listen (ATLANTIC)

AIRPOWER

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

GOING FOR AIRPLAY

- BIGMOUTH • Killing Me (WILD PITCH)
- BLUES TRAVELER • Most Precarious (A&M)
- MEREDITH BROOKS • I Need (CAPITOL)
- CATHERINE WHEEL • Delicious (MERCURY)
- DRIVIN N CRYIN • Paid In Full (ICHIBAN INTERNATIONAL)
- LAUREN HOFFMANN • Rock Star (VIRGIN)
- POWER STATION • She Can Rock It (GUARDIAN)
- COREY STEVENS • My Neighborhood (EUREKA/DISCOVERY)
- THE TEA PARTY • Temptation (ATLANTIC)
- JEN TRYNNIN • Getaway (WARNER BROS.)
- TOAD THE WET SPROCKET • Whatever I Fear (COLUMBIA)
- WARRANT • Indian Giver (CMC INTERNATIONAL)
- ZZ TOP • Loaded (RCA)

MODERN

#1

SUGAR RAY

Fly (LAVA/ATLANTIC)

AIRPOWER

- ARTIFICIAL JOY CLUB • Sick & Beautiful (INTERSCOPE)
- REEL BIG FISH • Sell Out (MOJO/UNIVERSAL)

GOING FOR AIRPLAY

- MEREDITH BROOKS • I Need (CAPITOL)
- CATHERINE WHEEL • Delicious (MERCURY)
- DRIVIN N CRYIN • Paid In Full (ICHIBAN INTERNATIONAL)
- THE GERALDINE FIBBERS • California Tuffy (VIRGIN)
- OLIVE • You're Not Alone (RCA)
- THE TEA PARTY • Temptation (ATLANTIC)
- JEN TRYNNIN • Getaway (WARNER BROS.)

TRIPLE A

#1

SARAH McLACHLAN

Building A Mystery (ARISTA)

AIRPOWER

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

Penetrating Office Buildings, Educating Ad Buyers, And Other Adventures In RealAudio

by Marc Schiffman

Remember when having a World Wide Web site on the Internet was all the rage? That's become passé now, as more and more stations tap their audio lines for a Real Audio feed on their Web sites. Listeners are tuning in stations from halfway around the globe on what has become the world's most expensive radio, the personal computer.

So while detractors still say that too much attention to a station's Web presence detracts from its real battle at home, those offering audio say it has been a valuable tool for dealing with national sales reps, record people, consultants, and more.

Triple-A KGSR Austin, Texas, PD Jody Denberg cites regular listening to his Net feed from Dallas, Los Angeles, and Boulder, Colo. "I get a guy who calls in requests from Atlanta," Denberg notes. While he admits saying, "This one goes out to so and so in Atlanta" once or twice, Denberg remains cautious. "I don't want to make a point of it, because then it seems [local] people think, 'I'm here listening. Aren't I

important?' . . . but I will say 'by request.'"

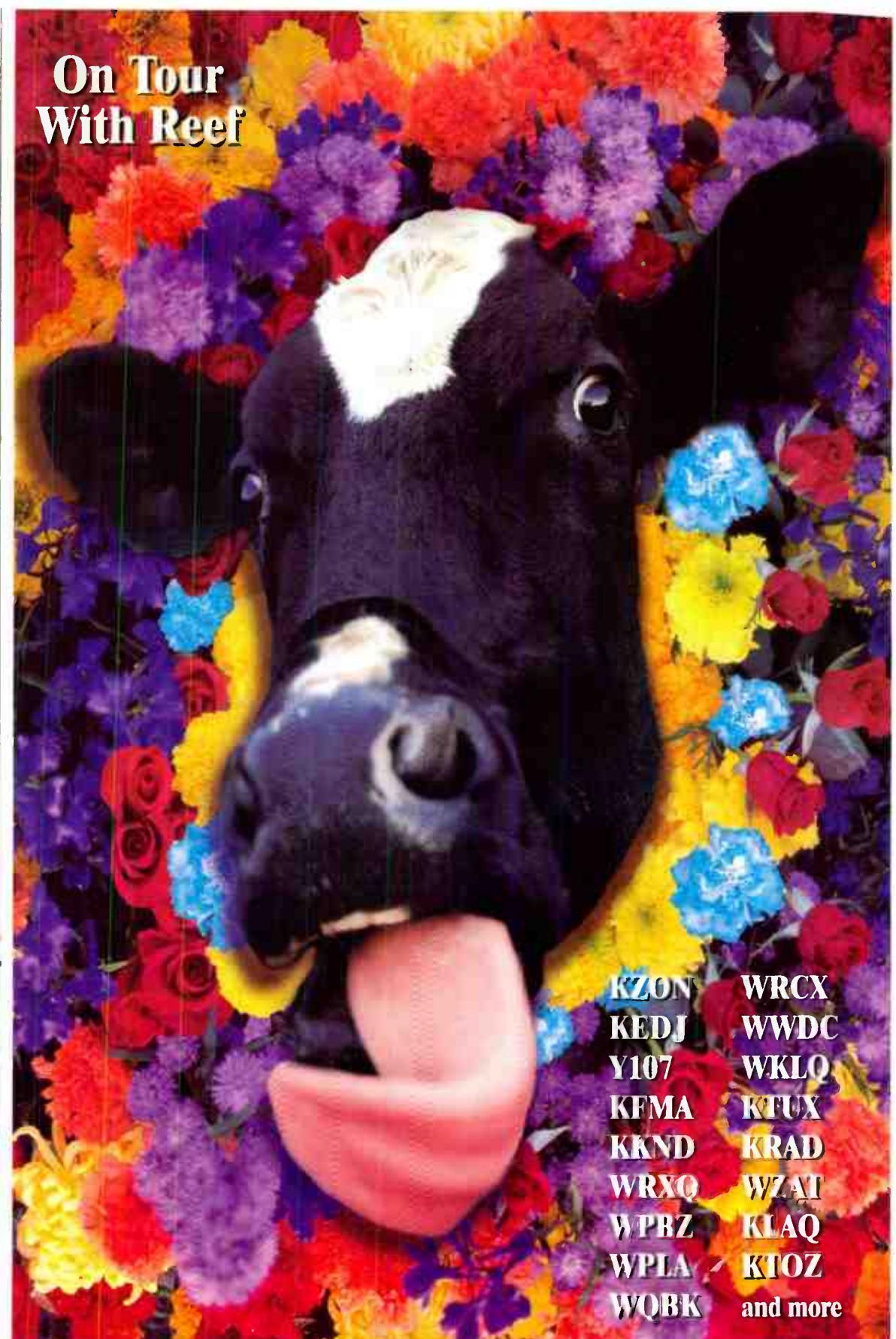
One local benefit he's found is that "we can now tell people who call and complain about [the signal in office buildings] that they can turn us on online . . . and then they don't have to mess with their radios."

Denberg counts RCA's Art Phillips as a fan. "He listens to us all the time. I guess, because he's in Los Angeles, and there isn't a triple-A per se [in that market]." Even consultant Dennis Constantine tunes in via the Net. Denberg says, "[It's] easier access to our station than phoning in to a listen line. He'll actually say, 'Hey, I caught the morning show.' And he'll give us some concrete feedback on things that he heard that day."

Across the street, album KLBJ PD Jeff Carroll is counter-programming with the interactive video technology known as CU-See-Me, "because it sounds even bigger. You can listen to the station on your radio and see what's happening" on the Web. He admits that having anyone peer into the studio was at first intimidating for the

Continued on page 5

On Tour With Reef



KZON WR CX
KEDJ WWDC
Y107 WKLO
KFMA KTUX
KKND KRAD
WRXQ WZAT
WPBZ KIAQ
WPLA KTOZ
WQBK and more

rule 62 drown
the new single and video

Produced & engineered by
Ron Saint-Germain.
Mixed by Tom Lord-Alge

Management: Chris Martin/J.A.M.



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New adds include:

KOME
KNRK
CKEY
WNFZ
KNCN

"...We were extremely fortunate to have Ben play to a rapturous audience of 225 people who were stuffed into our downtown [Record Exchange] location for an XFM in-store. Nobody dared to peep during the performance as the kids (average age 21) clung to every word he said between songs. He autographed CDs, shoes, posters, shirts, arms, legs, guitars and whatever else was offered. This is an artist who has crossed labels and boundaries to connect with an audience that is hungry for substantive, emotional, multi-faceted rock...Ben will be around long after the current flavor of the month lands in cut-out bins. At KQXR, "Faded" quickly became a **Top 5 requesting record**. Sales at the store have been Top 10 from day one.

The correlation between record sales, requests and airplay at KQXR is crystal clear. With all the talk of artist development and the health of the format, Modern Rock should claim this artist here and now."

-Tim Johnstone, KQXR and The Record Exchange

Leading the way...

Live 105	XHRM	KAEP	WLVQ
WFNX	KXPK	KCXX	KIOZ
KTCL	WDST	WMAD	KGSR
WHTG	WWDX	KHTY	CIDR
WAVF	KQRX	KACV	KKZN
KBRS	WBTZ	WBZF	WXRV
KFGX	KZTX	KDKB	WXRT
KNSX	WOXY	WDHA	KXST
KFTE	WBCN	KQRS	KXPK
WHFS	KEDJ	WRCX	KMTT

BEN HARPER

"FADED"

THE FIRST SONG FROM THE NEW ALBUM

THE WILL TO LIVE

Produced by J.P. Plunier • Management: J.P. Plunier

AOL Keyword: Virgin Records • <http://www.virginrecords.com>

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Betting On A Good Cause



Rock programmers, including this year's honoree, album KRXQ Sacramento, Calif., PD Curtiss Johnson, came out strong for the T.J. Martell Foundation's annual Hollywood Park Race Track event, benefiting leukemia, cancer, and AIDS research. Pictured, from left, are album WDHA Morristown, N.J., PD Lenny Bloch; album KNCR Corpus Christi, Texas, PD Kelli Cluque; Johnson; KRXQ APD Pat Martin; Promotions Co. president Kenny Ryback; KRXQ MD Kylee Brooks; and former MCA promo man David Fleischman.

WXRK Cited For Stern's Loquacity

It's déjà vu all over again as the FCC serves CBS' WXRK New York with a \$6,000 Notice of Apparent Liability for broadcast of indecent material on the Howard Stern morning show. The citation stems from similar notices served to modern WBZU Richmond, Va., for material aired on Oct. 23, 1995, and June 3, 1996, and to WEZB (B97) New Orleans for material broadcast March 7 and June 3, 1996. The commission previously determined those broadcasts to be indecent, explaining, "Because you have indicated in previous filings with the Commission that it can be assumed that if the 'Howard Stern Show' material was broadcast by a 'Howard Stern Show' affiliate, it was broadcast by WXRK."

Reports from Dallas have album KEGL (the Eagle) prematurely severing its ties to Stern. KEGL confirmed weeks ago that Stern's contract would not be renewed but he'd remain on the air through the first week of September. Some market observers believe Stern's anti-Eagle tirades both on the air and at a demonstration moved the station to pull the plug early.

Austin, Texas, is about to get a new rock block as Sinclair Telecable's triple-A KGSR and modern KROX merge with LBJ Broadcasting's albums KLBJ-FM and its duop partners, N/T KLBJ-AM and jazz KAJZ. The combo is valued at \$80 million. Sinclair VP/COO Bob Sinclair becomes COO of the newly formed LBJ-S Broadcasting L.P., and LBJ Holding Co. president Ian Turpin will be president/CEO. Paul Leonard served as broker on the merger.

Buried in a July 26 New York Times article on Richard Jewell is news that the former security guard has settled his lawsuit with album WKLS (96 Rock) Atlanta over its unauthorized use of his likeness on a billboard. Monitor hadn't heard back from the station at press time; the Times reported that there was a "no public comment" clause as part of the settlement.

Heritage Media has granted the Department of Justice's Antitrust Division an extension of the time the DOJ is given to examine its sale to Rupert Murdoch. If DOJ challenges that deal, which it is expected to, it would have ramifications for the spinoff of Heritage's radio stations to Sinclair Broadcasting.

Arbitron is reissuing the spring book for Santa Rosa, Calif., after 63 diaries were discovered to have been incorrectly credited to Sonoma Coun-

ty, instead of Solano County.

CORPORATE: KEITH BRANCHES OUT
Keith Yarber, GM of album/modern/R&B duo WKQQ/WXZZ/WTKT Lexington, Ky., adds GM duties at Jacor's other newly acquired properties in the market, including top 40 WLKT (the Cat) and adult top 40 WMXL (Mix 94.5). He replaces consultant Jay Meyers, who had been handling the job temporarily.

PROGRAMMING: HART HEADS HOME
Garrett Hart, OM of album WAPL Appleton, Wis., and its duop partners, returns to his native Pittsburgh to helm SFX's album WDVE, replacing Gene Romano. His first day will be Sept. 5. WAPL APD/middayer Randy Hawke rises to PD.

Mobile, Ala., gets a new triple-A outlet, as former adult modern WGCH returns to the old WZEW call letters. WZEW was the market's eclectic album rock outlet long before the triple-A handle existed. Tim Rose, PD of duopoly partner WAVH, is OM. Alex Chesney returns as MD.

Expect triple-A outlet WPCX Syracuse, N.Y., to flip to smooth jazz Aug. 1, with most of the staff staying. New calls, awaiting FCC approval, are WHCD.

Saga flips triple-A WOXF Manchester, N.H., to oldies as Kool 96.5.

Album WWFO Tallahassee, Fla., OM Jeff Horn picks up OM/PD duties at country sister WAIB.

In the face of reports that modern WKDF Nashville had softened to modern AC this week, PD Kidd Redd says that the station has added some softer material but denies that any wholesale change has taken place. PM driver Joe Elvis exits.

Veteran programmer turned equity partner Michael St. John takes possession of classic hits WCRQ Huntsville, Ala., this week. Look for a new format by Sept. 1.

PEOPLE: TOBIN LEAVES K-ROCK

WXRK (K-Rock) New York APD/MD Alexa Tobin exits. PD Steve Kingston is accepting T&Rs for the position. At K-Rock, west, it's a plum job alert: KROQ Los Angeles programming assistant Diana D'Amato is headed to Hits as special beat editor. She'll remain at the station until a replacement is found.

Album WRFX Charlotte, N.C., syndicated morning duo John Boy and Billy sign an extension on their contract with SFX through 2003.

PERSONNEL FILE

BY STEVE GRAYBOW

Red Ant's Levin, Zap, St. Clair Go To MCA

Red Ant senior VP Nancy Levin will take an upper management position at MCA within the next few weeks; VP of pop promotion Steve Zap and director of alternative promotion Michelle St. Clair will follow her to MCA in roles to be determined, along with a number of locals . . . Roadrunner VP of marketing Jonas Nachsin is promoted to senior VP/GM . . . Elektra director of West Coast rock promotion Al Tavera heads to New York as the label's senior director of rock promotion . . . Mercury promo assistant Brian Courville moves to New York in mid-August as national manager/college promotion.

Island Records' New England rep Lori Rischer Backus adds New York to her territory . . . Former EMI rep Hal Lieneck is Revolution's new Denver local . . . 550 Music gives former MCA Seattle rep Mark Rose San Francisco duties and ups Phyllis Jones from her Sony retail and marketing gig to Chicago regional . . . Capitol local Aimee Saiger segues from the Carolinas to Atlanta; college promo rep Mike Snow moves to the Carolinas . . . Due to a downsizing, Virgin Minneapolis rep Bobby Bland exits; his region is absorbed into the Chicago and Denver territories.

Roadrunner Records and CherryDisc have announced a joint venture to distribute CherryDisc's music worldwide. Among their first projects will be a rerelease of Tracy Bonham's first EP and the debut album from Boy Wonder (featuring Paula Kelly of the Drop 19s).

Former Clash front man Joe Strummer is scoring a film about the tumultuous life of 18th- and 19th-century poet Samuel Taylor Coleridge . . . Look for "Year Of The Horse," a documentary chronicling last summer's Neil Young & Crazy Horse tour, to hit U.S. theaters in October . . . The Hollywood Records soundtrack to the movie "G.I. Jane" features two new songs by the Pretenders: "Goodbye," written by Steve Earle, and "The Homecoming," a Chrissie Hynde original.

M Street Format Monitor

Classic Rock's Station Growth Continues In July; Triple-A And Modern Rock Are Almost Tied

RANK	The M Street FORMAT MONITOR			STATION COUNT
	THIS MONTH	LAST MONTH	FORMATS	
1	1	1	Country	2,507
2	2	2	News/Talk	1,106
3	3	3	Adult Contemporary	922
4	4	4	Oldies	752
5	5	5	Religion (Music)	632
6	6	6	Adult Standards	536
7	7	7	Spanish	479
8	8	8	Religion (Talk)	420
9	9	9	Soft AC/Easy Listening	390
10	10	10	Classic Rock/Hits	379
11	11	11	Top-40/Mainstream/Rhythm	357
12	12	12	Mainstream Rock	265
13	13	13	Top-40/Adult	255
14	14	14	Sports	206
15	15	15	R&B Adult/Oldies	179
16	16	16	R&B	172
17	17	17	Miscellaneous	159
18	18	18	Modern Rock	150
19	19	19	Triple-A	149
20	20	20	Jazz	88
21	21	21	Classical	47
Total commercial operating stations				10,150
Stations off the air				167
				10,144
				166

M Street Corp., is a Nashville-based provider of radio station information to the radio and music industries. Call 615-865-1525 for more information.

Heritage rock KLOL Houston MD Max Dugan adds APD stripes.

Modern WFNX Boston night woman Angie C. joins Henry Santoro for mornings, as album WAVF Charleston, S.C., morning co-host Storm Zbel replaces her in nights.

Modern KTCL Denver morning host Bret Saunders crosses to triple-A KBCO for mornings, replacing Kerry Gray. After three years away, Ginger Havlat returns to KBCO for middays, replacing Nathan Perry, who has moved to other duties for Jacor Denver.

Album WYSP Philadelphia has come to contract terms with middayer Mel Toxic, who's now back on the air there. The station also picks P/T Michelle Amabile from the same post at top 40 WPST Trenton, N.J.

Classic rock WZOW South Bend, Ind., midday jock Samantha Quinn joins album rival WAOR as morning co-host. Album KYYS Kansas City P/T Pat Redd joins crosstown WRBR for nights, replacing the exiting Captain.

Album WAAF Boston promo director John O'Brien heads west to album KISW Seattle for similar duties.

Classic hits WEGQ (Eagle 93.7) Boston ups promotion director Anne Marie Strzelecki to marketing director and hires crosstown country WKLB promotion director Jeni White to replace her.

Modern AC WSHE Orlando, Fla., morning team Just Plain Mark and Zippy exit for afternoons on ABC's new Radio Disney syndicated children's format. The team was already doing a Friday-night show for Disney.

Former top 40 WXKS Boston production/swing jock Jeff Clark is now production director at modern AC WMBX (Mix 102.3) West Palm Beach, Fla. That station is auditioning afternoon host Taylor Morgan and night jock Scott Davidson in mornings. Morning talent John Taylor moves to afternoons.

KRBE Houston nabs Jeff Petrovic from crosstown KKRW (Arrow 93.7) as promo coordinator, replacing Clint Wright.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
Aug. 2	KISW Seattle	Pain in the Grass	Culprit, Overlord, TKO
Aug. 2	KNDD Seattle	EndFest '97	Brad, BT, Candlebox, Crystal Method, Cunninghams, Dandy Warhols, Folk Implosion, GusGus, Lamb, Lion Rock, Matchbox 20, Offspring, Radiohead, Sky Cries Mary, Super Deluxe, Voodoo Glow Skulls
Aug. 3	KNRK Portland, Ore.	Big Stink 2	Artificial Joy Club, Meredith Brooks, Buck-O-Nine, Cake, Candlebox, Cunninghams, Dandy Warhols, Folk Implosion, GusGus, Matchbox 20, Offspring, Pond, Radiohead, Refreshments, Vents
Aug. 9	WBZ Columbus, Ohio	Fifth Anniversary Concert	Blitz Band, Megadeth, Misfits
Aug. 9	WRZX Indianapolis	Third Annual X-Fest	Artificial Joy Club, Better Than Ezra, Bloodhound Gang, Gravity Kills, Local H, Matchbox 20, Reel Big Fish, Sugar Ray, Vents, Why Store, Wilco
Aug. 10	WBZ	Fifth Anniversary Concert	Alice Cooper, Dokken, Slaughter, Warrant
Aug. 16	KUFO Portland, Ore.	Second RockFest	Bill Prescott's Chode, Cool For August, Corrosion Of Conformity, Drain S.T.H., Sammy Hagar, Gary Hoey, Local H, Naked, Nixons, Seven Mary Three, Sugartooth
Aug. 23	WPLT Detroit	Planet Fest	Better Than Ezra, Caulfields, Paula Cole, Cowboy Mouth, Echo & the Bunnymen, INXS, Matchbox 20, Michael Penn
Aug. 30	KTBZ Houston	Buzz Fest '97	TBA
Sept. 6	WRX Chicago	RockStock	Dr. Seuss Experience, Latvian Boys Orchestra
Sept. 7	KMYZ Tulsa, Okla.	Edgefest	Faith No More, Smashmouth, Sugar Ray
Sept. 13	KOME San Jose, Calif.	Kamp KOME	TBA
Sept. 14	WNOR Norfolk, Va.	That Damn Show	TBA
Sept. 20	KEDJ Phoenix	Mark and Brian 10th Anniversary Concert	ZZ Top
Sept. 20	KLOS Los Angeles	Sunfest	TBA
Oct. 4	XETRA-FM San Diego		

To include your station's concert information in Rock Concert Monitor, call Marc Schiffman at 212-536-5065, fax 212-536-5286, or E-mail mschiffman@billboard.com

Love Bites



Album WTXF Louisville, Ky., was quick to respond with this billboard to boxer Mike Tyson's recent scandal in the ring.

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Airplay Monitor reporting panels are based solely on a station's musical content.

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CHEET SHEET

BY MARK MARONE

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Days Of The New: So Young, So Dark

Days Of The New are a Louisville, Ky.-based band whose dark, brooding lyrics belie the fact that its members' average age is just under 19. Singer/guitarist **Travis Meeks**, 18, writes about disillusionment, alienation, and abandonment in small-town America and gives an interviewer the impression that he truly knows something about the old "music is a form of escape" adage. "A few things inspired me. Actually, it was being alone, and that alone feeling is like tired loneliness. It was like a certain breathing got me through it," Meeks says.

Before they were teenagers, three of the group's members had begun playing together. Meeks actually put the band together at age 11 while living in the working-class town of Charlestown, Ind. Before then, he had been living with his grandmother after his parents divorced when he was 2. When his dad came back into his life, the event was marked by the former singer/songwriter's bestowing a guitar on his son, who immediately took to figuring out **Metallica** tunes on his own. Soon after, Meeks took his newfound toy to the house of best friend and bass player **Jesse Vest**.

The two wanted to recruit schoolmate **Matt Taul**, but the well-known drummer, who lived in a remote, rural part of town, was reluctant to join at first because he was in demand elsewhere as a top musical prospect. "He was just the cool guy. Everybody knew him," says Meeks. "All the girls liked him. He was popular."

Their school days were numbered, and both Meeks and Taul dropped out in the ninth grade. To appease his father's concerns about his future, Taul took a job when he was 13 with the construction company his dad worked for. Meeks moved around with his father, and when they settled in Louisville, he was in the constant company of his father's musician friends. When Meeks was 16, he started singing, at which point the band added guitarist **Todd Whitener**. After performing at a local food-drive event, Days Of The New were approached by management, who contacted friend and producer **Scott Litt** to come see them.

Though a large part of their sound owes more than a nod to **Alice In Chains**, there are two characteristics that give the band stylistic identity. For one, the band exclusively uses acoustic guitars. Meeks says that was initially done out of necessity while he was working at a music store in Louisville. The family-run outlet wouldn't permit electric guitar jamming in the store, so Meeks took to an acoustic, going so far as to trade in his electric and an amp for a Sante Fe model he liked. But more likely, the mold for Days Of The New was cast by his dad's restrictions. "I couldn't play electric in my home, so I had to walk the streets at night playing my acoustic."

Meeks also brings to the band his affinity for strange tunings. "I just like to mess around and try to come up with something. I would try to play the tune I had in my head, and it wouldn't work," says Meeks, a fan of **Tool**, **Pantera**, and **Dead Can Dance**. More often than not, he found himself tuning chords to sound Irish or Indian in origin, and the result was as equally appealing to the youngster as **the Doors**' climactic, tribal-sounding song "The End."

Meeks provides an insight into the introspective quality of the album when he speaks of its sparse cover drawing: a stark, leafless tree in the middle of a wide open field with the whole piece of land suspended, revealing roots that fall out into the abyss. Essentially, it was the place he saw when he holed himself up in his bedroom, writing music in the light of an orange lava lamp.

"It's like freedom; it's like there's another place," he says of the album cover painting. "All I thought about was being there. I had thoughts about living in a building one day, making the ceiling orange and living there with my own trees and animals."

Around The World Cafe



While on tour in Philadelphia with the Further Festival, Hybrid recording artist Sherri Jackson stopped by to perform for triple-A WXPN Philadelphia's syndicated **World Cafe** program. Pictured, from left, are WXPN MD Bruce Warren, Hybrid A&R coordinator Joe Augustine, Hybrid national promo director Jesse Barnett, Jackson, **World Cafe's** David Dye, band members Glenn Esparza and Brian Sagan, and Hybrid promotion coordinator Jason Fisher.

Penetrating Office Buildings, Educating Ad Buyers, And Other Adventures In RealAudio

Continued from page 1

jocks. But the whole concept is to interact with the person watching you, so long as they, too, have a computer camera. Now, says Carroll, "It's fun to have some guy log in from Stockholm and take you on a tour of his house and open the door and see it snowing."

Fun, but it can be distracting, and Carroll has had to make sure that jocks focus on the on-air programming and not the snowman Sven is building for them. Decked out with its CU-See-Me and chat-room access to the studio, the KI.BJ Web site, Carroll says, is continuously vibrant, "because we have somebody there 24 hours a day." And in a high-tech market like Austin, with 64% computer penetration and 34% modem penetration, "it's good that we're talking about our Web site and that we have interesting things going on," he adds.

While Atlanta is home to at least one regular KGSR listener, album WKLS (96 Rock) has its own fans in Schenectady, N.Y., and a regular E-mailer from Australia, according to PD Pat Ervin. Ervin himself tunes in out-of-town signals "on a very regular basis," he says. "I'll just pull a station up and let it play in my office all day. People will walk by and say, 'Man. What are you listening to?' And I'll say, 'I'm listening to KQRS in Minneapolis today' or 'I'm listening to SHE in St. Louis today.' Internet listening, he says, has become a bountiful source of promotional, liner, and ID ideas.

REAL EDUCATION

Some have seen their RealAudio feed become an educational tool. Active KXXP/KXXU/KXXR Minneapolis MD Bill Jones cited the example of a label person presenting him with a record and saying, "Hey, this fits perfect on your station," to which Jones inevitably replies, "You don't know what our station sounds like." To alleviate that, he says, "when I talk to a lot of the record people, I encourage them to listen to us. They hear it, and they get it. And they go, 'OK, I don't want to bring this to you, because you're not going to play this. But here is what you're going to love.' And it's great when you get guys that instead of attacking you with 10 records have three, and they're serious about them. And they say, 'I've heard your station. These will fit you.'"

Modern KEDJ Phoenix is planning a 24-hour audio feed, following a one-day experiment last March. Celebrating the release of U2's recent album, it became U2 FM, playing nothing but U2 music for a day and feeding its programming over its customized U2 page on the Web. Says PD Shellie Hart, "We were blown away. I knew that RealAudio and special promotions with a Web page was huge, but I had no idea that it would be gargantuan." Hart cites 4,243 hits in 12 hours, with listeners in Canada, Norway, Australia, Brazil, Germany, and France, since KEDJ was able to get specific breakouts of where log-ons were coming from. "We have clients asking about it all the time. Salespeople are constantly asking, 'Can we sell it yet? Can we sell it yet?' It's ready to explode," Hart says.

Hart also notes that when the audio does go online, the station will promote its address the same way it promotes its dial positions.

WKLS' Ervin has used his RealAudio feed in conjunction with the station's New York-based rep firm. When sales is pitching a client who wants a sample of the station, Ervin says, "I'll say, 'Hey, tell them to pull up our Web address and then listen to our station every day.'" Competition has made it a necessity. "We have a competitor of ours on our classic rock end, who, on a regular basis, attacks the station as a blue station," Ervin says. He claims they tell potential buyers, "Did you hear what their morning show did? I can't believe you'd advertise there." And some buyer in New York has no way of accessing the station. So, without hesitation I say, 'Tell them to listen to us via the Net if they have it in their office. And listen to us every morning and see we're not that station.'"

Allan Handelman hosts a talk show every Sunday on album WRFX Charlotte, N.C. The show is syndicated through Fox Syndications (the same company handling syndicated morning men

John Boy and Billy) but has two years of webcasts under its belt. Handelman says RealAudio gives him a convenient way to close new affiliates. "When I have a new affiliate interested, they say, 'Can you send us a tape?' And I say, 'Sure. But, if you're on the Web, you can pick any show you want, because we archive all the shows.' And I give them the [address], and it answers so many questions and saves a lot of work."

GO AHEAD, CALLER

Last year, Handelman did an experiment to gauge his Internet presence. He put together a few Internet-only broadcasts of his program and was surprised at the response. "We got calls continuously, and there wasn't even radio involved. It was all over the country, and we didn't even have a toll-free number, so I didn't expect a phone response just from a Web site," he says, adding that the quality of caller was better. "Maybe because it wasn't a toll-free number and people were calling long distance and paying for it."

On a weekly basis, he continues to field calls from RealAudio listeners. "It's amazing how many routine calls I get now from regular listeners who just listen on the Internet every week." And even within Charlotte, he says, the audio feed appeals to listeners in the 25-54 demo, who might not turn on the radio at night, but do play on the Internet.

A QUESTION OF BALANCE

As a syndicated talent, Handelman is careful not to oversell his Web presence. "I don't want my affiliates who are picking up the show to feel I'm trying to drive their listeners away from their radio," he says.

Others are also concerned about overplaying the online aspect at the expense of local listeners. At classic hits WMGK Philadelphia, PD Dan Michaels looked long and hard at the viability of RealAudio before deciding against it. "In order to get enough streams up to accommodate people, it would be very expensive, and we wanted to make sure we were taking care of the people who are actually in our listening area more. It's a question of economics."

"We're very careful to weigh how much we invest in time and monetary expenditures," WKLS' Ervin says, "because, hey, we've got 360,000 or 400,000 people a week cumming us on the radio. How many people are cuming us on the Web? So, we're careful of what our investment of time and money is that goes into the Web . . . Bottom line, Can they get a diary? No. And that's what I'm concerned about."

Carroll agrees. "The cost of doing RealAudio, if you try and get into it now, is so high," he says. "Do you really gain listenership here in your area, or are you just serving people out of your Arbitron area?"

HEAR THE FUTURE

Will PDs soon be turning more attention to their Web feeds? Not yet, say most. "Maybe I can see it a few years from now," says Denberg. But the PD was pleasantly surprised when he saw the amount of hits the KGSR Web page was racking up. "There's a lot of people there, so if you have quantifiable information about the amount of people hitting your site, it seems even more scientifically correct than the old Arbitron."

Ervin waits for the day when the clarity of the Web signal is improved and tuning in a faraway station is as easy as turning on a conventional radio, free from "having to go through every hoop in the world for substandard quality. When those situations are resolved," says Ervin, "[and] we can track these people and [show that] there's a whole other audience listening to us via the Web, there'll be some value there for us, and we'll start to service those people."

Handelman says, "Right now, radio's still superior in quality [and] convenience. You can take it to the shower and the car and a Walkman. [The Web is] so far away from doing that." But, he adds, "the quality's getting better and better, so a year from now we might have different views."

MONITOR PROFILE

How Lazer 103 Stopped Worrying About A Modern Rival And Learned To Love Current Music

Keth Hastings, PD of longtime active rocker WLZR (Lazer 103) Milwaukee and Airplay Monitor Radio Awards medium-market mainstream rock PD of the year nominee, started in rock radio at album WIOT Toledo, Ohio, in 1983 as a P/T air talent while attending college. He worked his way up to PD in 1986 and stayed for two years before helming former rocker WQFM Milwaukee for a brief stint. Programming Saga's WAQY Springfield, Mass., Hastings transferred back to Milwaukee, when John Duncan left WLZR.

Saga's initial toehold in the market was classic rock WKLR. The company picked up WLZR shortly before Hastings' arrival. This year, it added classical WFMR and new modern adult WXPT (the Point) to its portfolio.

While Chris Kerr is PD at the Point, Hastings has a hand in the mix. "When we bought the station and decided what to do with it, I basically said, 'I want to be involved here and I want

Tonic, "If You Could Only See"; Whitesnake, "Still Of The Night"; Pearl Jam, "Even Flow"; Bush, "Everything Zen"; Ozzy Osbourne, "Time After Time"; Smashing Pumpkins, "The End Is The Beginning Is The End"; Goo Goo Dolls, "Name"; Offspring, "I Choose"; and Metallica, "Fade To Black."

While Lazer has tapped billboards and TV in its marketing, Hastings says, "We try to be aggressive about using our own air to market ourselves . . . Right now the mantra that we, along with Jacobs Media, have pioneered is the slogan 'If it rocks, it's pure rock Lazer 103,' which a lot of stations have picked up . . . A promo that describes what the hell that means both with language and the music that applies to it in a 45- or 60-second slot that you can rotate on the radio station becomes a promo for yourself and a commercial for your own air. They're slickly produced, and the writing is done tongue in cheek. And it serves to give the station a tremendous amount of attitude."

Hastings credits production director Paul Bahr with establishing that attitude. "The production has gone a long way in evolving this radio station from a somewhat tired-sounding AOR into a fresh, vibrant active rock station." Hastings, Bahr, the marketing department, and even the jocks work together in developing production elements and promos.

Hastings, who says not enough of that sort of brainstorming takes place, cites last year's Rock Stock, when Lazer teamed with album WRCX Chicago to create a dual-market rock fest.

Hastings and WRCX PD Dave Richards got to know each other through consultant Fred Jacobs. "Our respective market battles had some great similarities, and so we just made a loose alliance with one another to help each other out wherever we could and combat the common enemy, which was alternative," Hastings says. "Doing that, [we] became very good friends, and so the spirit of cooperation got ever greater.

"We were just in a conversation where we said, 'You know what? There's this huge concert venue halfway between our markets, that whenever there's an Aerosmith concert there, they do a major buy on and dole out a presents to both of our stations, and neither of us cares the other has it. What if we try to do a festival there? And what if we try to do this together?' And we both just said, 'Oh, wow, that would be great, we should look into this.' And it was born.

While Hastings reports a positive, constructive experience with Rock Stock, labels have long complained of the growth spurt in station concerts. But he says he knows better than to go ask for superstar acts for free. "I think there are some programmers out there that could be a lot smarter about this," he says. "They make concert promoters and band managers and bands themselves much more leery of doing anything that has the name radio attached to it, and that's a crying shame."

The other main conduit Lazer uses to deliver live music is Milwaukee's annual Summer Fest. This year, Verve Pipe, Tonic, Helmet, Orbit, Stir, the Nixons, Seven Mary Three, Gravity Kills, the Hunger, the Guffs, Collective Soul, Better Than Ezra, and Drain S.T.H. played the 11-day festival. Each night's headliner was broadcast live as part of the station's extensive remote.

So between special events and many stations, how does Hastings manage his time? "You must accept right up front that you will never have an empty in-basket . . . What's important is that the important things get done and [are] dealt with swiftly. It forces you to make decisions quickly, which is not a bad thing. It gives you less time to ruminate on things that can sometimes be a bad thing."

MARC SCHIFFMAN



*I want to win,
and I want to
help the cluster
win'*

Keith Hastings
Program Director
WLZR Milwaukee

to win and I want to help the cluster win and I don't care how we do it. I just want to win, and I want to learn.' So I'm involved where I can be and offering help and suggestions wherever I can. We figure that out as we go along."

Hastings also works with Saga's KIZR (Lazer 103.3) Des Moines, Iowa, which he helped flip from triple-A KFMG. "We took the nuances of active rock as we apply them here in Milwaukee and plugged them in [there]. There are great similarities between the two radio stations in terms of music and in terms of stationality and production [and] production voice, and just the style of the radio stations are very similar . . . I'll still spend 90% of my time on Lazer in Milwaukee, the other 10% is devoted to the other two."

Upon his arrival, Lazer was at a 6.7 share, with his former employer, WQFM at 4.0. A month later, crosstown rhythmic top 40 WLUM started its evolution toward modern rock, and all hell broke loose. "They debuted in the sixes and we fell into the fives and it took us a couple of books to get that figured out and righted. Since then, it's been a great ride for us and it's been a downhill ride for them."

With the spring Arbitron in, WLZR is up 6.9-7.0 for the book and up from a 6.0 a year ago. WLUM was off 3.8-3.2.

Early '95 was the turning point for WLZR, Hastings says, when "a lot of stations like us were sitting down trying to figure out if life as we knew it was over or [if] there [was] a way to fix this thing. It was never terribly broken; it just had a new set of competitive challenges, and we had to figure them out. Once we all agreed that this was a tempo issue and that current was not a four-letter word, that's when it all clicked and got into focus. And by the summer of '95, we had clearly beaten the competition," which included WQFM, which went jazz in 1996.

Here's a sample hour on WLZR: Alice In Chains, "Rooster"; Led Zeppelin, "Over The Hills And Far Away"; Nixons, "Baton Rouge";

GREATEST GAINERS™

Strongest Increase In Airplay This Week

MAINSTREAM ROCK

INCREASE
IN PLAYS

SAMMY HAGAR • <i>Marching To Mars</i> (THE TRACK FACTORY/MCA)	+376
WRDU +29, WCMF +20, WONE +19, WMMS +19, KTXQ +19, WRIF +18, KQRC +17, KLPX +16, WROV +15, KTAL +14	
CRY OF LOVE • <i>Sugarcane</i> (COLUMBIA)	+143
KNCN +22, WZZR +11, WVRK +9, KTUX +9, KGGO +8, KMJX +8, WTUE +8, WBZK +7, WTAK +7	
FOO FIGHTERS • <i>Everlong</i> (ROSSELL/CAPITOL)	+142
WXRA +22, WJRR +13, WRCX +13, KLBJ +12, WZTA +10, WARQ +8, WSTZ +8, KILO +8, KIOZ +7, KUFO +6	
GOO GOO DOLLS • <i>Lazy Eye</i> (WARNER SUNSET/WARNER BROS.)	+129
KAZR +23, KOMP +12, WMMS +10, KLPX +9, KSJO +9, WTPA +8, KATT +8, WCKW +7, WCCC +7, WPYX +6	
LIVE • <i>Turn My Head</i> (RADIOACTIVE/MCA)	+125
WEBN +12, KISS +12, WAVF +11, WNCD +10, KBPI +9, KEGL +9, KLOS +9, WCKW +8, KTUX +7, KLPX +7	
JONNY LANG • <i>Hit The Ground Running</i> (A&M)	+114
WIXV +14, KTUX +14, WRXL +14, WROV +11, WDHA +10, WKLC +10, WAPL +9, KRZR +8, WEGR +8, WROQ +5	
THE OFFSPRING • <i>I Choose</i> (COLUMBIA)	+92
WJRR +14, WYSP +11, WRIF +10, KAZR +6, KBER +6, WEBN +6, WTUE +5, KSJO +5, WCO +5	
DAYS OF THE NEW • <i>Touch, Peel And Stand</i> (OUTPOST/GEFFEN)	+87
WIXV +18, WTFX +17, WTUE +7, KTUX +6, KBER +5, WMMS +5, KZRR +4, KSJO +4, WLZR +4, WMMR +4	
QUEENSRYCHE • <i>You</i> (EMI/VIRGIN)	+86
WBOB +17, KNCN +12, WCCC +9, WMMS +9, WBZK +6, WYSP +5, KILO +5, KZRR +5, KEGL +5, WZMT +4	
JACKYL • <i>Locked & Loaded</i> (EPIC)	+76
WZMT +13, WTFX +10, KEGL +9, KRAD +8, WZZR +8, KOXP +7, KFRQ +7, WEZK +6, KEZO +6, KMJX +5	

MODERN ROCK

INCREASE
IN PLAYS

FOO FIGHTERS • <i>Everlong</i> (ROSSELL/CAPITOL)	+314
WKQX +23, WBRU +20, WNNX +20, KXRK +19, WRXQ +18, WPBZ +17, KGDE +17, KMYZ +14, KFTF +13, WKRL +13	
SMASH MOUTH • <i>Walkin' On The Sun</i> (INTERSCOPE)	+287
WXNR +22, KNDD +21, WXZZ +17, WKRL +15, KTOZ +14, WCRK +13, WBCN +13, KFTF +12, WPBZ +12, WAQZ +11	
THE MIGHTY MIGHTY BOSSTONES • <i>The Rascal King</i> (BIG RIG/MERCURY)	+277
KEGE +23, WCYY +19, WEQX +19, WBRU +19, KXPK +16, CIMX +15, WPBZ +13, WNNX +12, KFTF +11, WENZ +11	
SUGAR RAY • <i>Fly</i> (LAVA/ATLANTIC)	+275
KTOZ +18, WRXR +16, KZON +15, KCXX +13, WMRQ +12, KCHZ +11, KGDE +11, KTEG +11, CFNY +11, WNVE +10	
GOO GOO DOLLS • <i>Lazy Eye</i> (WARNER SUNSET/WARNER BROS.)	+204
KEDG +21, KOME +14, KICT +13, WRXQ +12, WNVE +11, KTOZ +11, KEDJ +10, KROQ +10, KFTF +9, WXEG +9	
FILTER AND THE CRYSTAL METHOD • <i>(Can't You) Trip Like I Do</i> (IMMORTAL/EPIC)	+170
KLZR +20, WXRK +12, WPBZ +11, WNVE +10, KEDJ +10, WHFS +10, KJEE +9, KGDE +9, KXRK +9, KFRR +7	
BECK • <i>Jack-Ass</i> (DGC/GEFFEN)	+161
KXRK +14, KFTF +12, KPNT +12, KGDE +12, KICT +12, WENZ +12, WROX +11, WKRL +10, KHTY +10, WBRU +10	
COUNTING CROWS • <i>Have You Seen Me Lately?</i> (DGC/GEFFEN)	+147
WENZ +16, KCXX +15, KNDD +15, KFMA +11, KNRK +10, WKDF +10, WHFS +10, WRLG +9, KZON +8, KWOD +8	
SARAH MCLACHLAN • <i>Building A Mystery</i> (ARISTA)	+134
KNDD +18, KNRK +17, WENZ +13, WXNR +12, WXEG +11, KLZR +11, WPBZ +10, WPLA +8, KGDE +8, WEDG +8	
FOREST FOR THE TREES • <i>Dream</i> (DREAMWORKS/GEFFEN)	+132
KITS +22, WBZU +17, KEGE +16, KOME +15, WXEG +11, KMYZ +11, KTOZ +3, KGDE +3, KCHZ +2, KNRX +2	

VIDEO PLAYLISTS

MOST PLAYED ROCK TRACKS



	TW	LW
1 Oasis, D' You Know What I Mean?	32	20
2 Prodigy, Breathe	32	33
3 Sugar Ray, Fly	24	26
4 Sublime, Wrong Way	24	28
5 OMC, How Bizarre	20	12
6 Matchbox 20, Push	19	18
7 Jewel, Foolish Games	18	11
8 Fiona Apple, Criminal	17	12
9 The Wallflowers, The Difference	16	29
10 Aerosmith, Hole In My Soul	16	23
11 Radiohead, Paranoid Android	16	19
12 Third Eye Blind, Semi-Charmed Life	14	5
13 311, Transistor	14	17
14 Sheryl Crow, A Change Would Do You Good	14	13
15 The Verve Pipe, Villains	13	12
16 Marilyn Manson, Man That You Fear	13	16
17 U2, Last Night On Earth	13	15
18 Tonic, If You Could Only See	12	10
19 Live, Turn My Head	11	11
20 Reef, Place Your Hands	11	13
21 Dave Matthews Band, Crash Into Me	9	10
22 Blues Traveler, Carolina Blues	7	10
23 Foo Fighters, Everlong	7	0
24 Sneaker Pimps, 6 Underground	7	9
25 Reel Big Fish, Sell Out	6	7
26 Summercamp, Drawer	6	4
27 Sarah McLachlan, Building A Mystery	6	1
28 Faith No More, Last Cup Of Sorrow	5	3
29 Primus, Shake Hands With Beef	5	3
30 Tool, Aenema	5	2
31 Collective Soul, Listen	5	7
32 Local H, Eddie Vedder	4	1
33 Orbital, The Saint	4	5
34 Meredith Brooks, Bitch	4	9
35 The Wallflowers, One Headlight	3	1
36 Motley Crue, Afraid	3	5
37 Beth Orton, She Cries Your Name	3	0
38 Red Hot Chili Peppers, Give It Away	2	0
39 Lenny Kravitz, Are You Gonna Go My Way	2	1
40 Beastie Boys, Sure Shot	2	0



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POWER PLAYLISTS™
KFOG

 San Francisco
 PD: Paul Marszałek
 MD: Bill Evans
 TW LW

WXRT

 Chicago
 VP/Programming: Norm Winer
 MD: Patty Martin
 TW LW

WBOS

 Boston
 PD: Jim Herron
 MD: Cliff Nash
 TW LW

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL		ARTIST	DETECTIONS
			TW	LW		
1	3	6	★ ★ ★ NO. 1 ★ ★ ★		SARAH MCLACHLAN	480 430
2	2	15	BUILDING A MYSTERY ARISTA	1 week at No. 1	THE WALLFLOWERS	442 442
3	1	13	THE DIFFERENCE INTERSCOPE		SHERYL CROW	438 489
4	4	11	A CHANGE WOULD DO YOU GOOD A&M		MATCHBOX 20	402 423
5	5	14	PUSH LAVA/ATLANTIC		ABRA MOORE	367 394
6	7	11	FOUR LEAF CLOVER ARISTA AUSTIN/ARISTA		DAVE MATTHEWS BAND	335 316
7	8	17	TRIPPING BILLIES RCA		SISTER HAZEL	335 316
8	6	14	ALL FOR YOU UNIVERSAL		THIRD EYE BLIND	326 347
9	10	4	SEMI-CHARMED LIFE ELEKTRA/EVG		FIONA APPLE	318 279
10	9	28	CRIMINAL CLEAN SLATE/WORK		SHAWN COLVIN	264 289
11	13	17	SUNNY CAME HOME COLUMBIA		INDIGO GIRLS	253 261
12	15	37	SHAME ON YOU EPIC		BLUES TRAVELER	252 235
13	12	7	CRASH INTO ME RCA		TOAD THE WET SPROCKET	245 273
14	11	16	CAROLINA BLUES A&M		TONIC	237 254
15	14	3	COME DOWN COLUMBIA		HUFFAMOOSE	225 221
16	17	3	IF YOU COULD ONLY SEE POLYDOR/A&M		LIVE	221 184
17	16	NEW►	WAIT INTERSCOPE		U2	207 232
18	16	6	TURN MY HEAD RADIOACTIVE/MCA		10,000 MANIACS	201 186
19	20	5	LAST NIGHT ON EARTH ISLANDO		PAUL McCARTNEY	178 219
20	18	13	MORE THAN THIS GEFFEN		MODERN ADULT	

KTCZ

 Minneapolis
 PD: Lauren MacLeish
 MD: Jane Frederickson
 TW LW

KBCO

 Denver
 PD: Dave Benson
 MD: Scott Arbough
 TW LW

WHPT

 Tampa
 PD: Chuck Beck
 APD/MD: Chris Taylor
 TW LW

M O D E R N A D U L T

DETECTIONS

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL		ARTIST	DETECTIONS
			TW	LW		
1	1	14	★ ★ ★ NO. 1 ★ ★ ★	7 weeks at No. 1	THIRD EYE BLIND	1399 1425
2	2	15	SEMI-CHARMED LIFE LITERACY		SISTER HAZEL	1300 1189
3	5	24	ALL FOR YOU UNIVERSAL		SHAWN COLVIN	1122 1069
4	4	15	SUNNY CAME HOME COLUMBIA		THE VERVE PIPE	1071 1083
5	3	13	THE FRESHMEN RCA		SHERYL CROW	1007 1132
6	6	24	A CHANGE WOULD DO YOU GOOD A&M		DAVE MATTHEWS BAND	983 1014
7	8	9	CRASH INTO ME RCA		TONIC	961 912
8	9	13	IF YOU COULD ONLY SEE POLYDOR/A&M		HOW BIZARRE	948 923
9	7	25	ONE HEADLIGHT INTERSCOPE		OMC	907 996
10	14	5	BUILDING A MYSTERY ARISTA		THE WALLFLOWERS	878 775

WVRV

 St. Louis
 PD: Scott Strong
 MD: Mike Richter
 TW LW

KMTT

 Seattle
 SM: Chris Mays
 MD: Dean Carlson
 TW LW

CIDR

 Detroit
 PD: Murray Brookshaw
 MD: Ann Delisi
 TW LW

35 stations from adult top 40, mainstream top 40, triple-A and medium rock are electronically monitored 24 hours a day, 7 days a week. All stations continue to report to their primary format.

KINK

 Portland, OR
 PD/MD: Carl Widig
 TW LW

WXRV

 Boston
 PD: Joanne Doody
 MD: Mike Mullany
 TW LW

WKOC

 Norfolk
 PD: Perry Stone
 APD/MD: Holly Williams
 TW LW

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections. Airpower is awarded to those records which attain 250 detections for the first time in triple-A and 400 detections in modern adult. Titles below No. 20 are removed from the chart after 26 weeks. If two records are tied in number of plays, the record being played on more stations is placed first. ©1997, Billboard/BPI Communications.

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