

ROCK AIRPLAY Monitor

We Listen To Radio

July 17, 1998

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Volume 5 • No. 29

ROCK HIGHLIGHTS

MAINSTREAM



DAYS OF THE NEW

The Down Town (OUTPOST/GEFFEN)

AIRPOWER

KENNY WAYNE SHEPHERD BAND • Somehow, Somewhere, Someway (REVOLUTION/REPRISE)

GOING FOR AIRPLAY

BIG HATE • Sugar Glider (FLIP/A&M)

BROTHER CANE • Machete (VIRGIN)

THE EVINRUDES • Drive Me Home (THE DAS LABEL/MERCURY)

FASTBALL • Fire Escape (HOLLYWOOD)

KID ROCK • I Am The Bulldog (LAVA/ATLANTIC)

POPA CHUBBY • Dance The Night Away (LIGHTYEAR)

JOE SATRIANI • A Train Of Angels (EPIC)

VAN HALEN • One I Want (WARNER BROS.)

MODERN



GOO GOO DOLLS

Iris (WARNER SUNSET/REPRISE)

AIRPOWER

DAVE MATTHEWS BAND • Stay (Wasting Time) (RCA)

THE SMASHING PUMPKINS • Perfect (VIRGIN)

SPRUNG MONKEY • Get 'em Outta Here (SURFDODG/HOLLYWOOD)

EVERYTHING • Hooch (BLACKBIRD/SIRE)

GOING FOR AIRPLAY

FASTBALL • Fire Escape (HOLLYWOOD)

JOYDROP • Beautiful (TOMMY BOY)

LIZ PHAIR • Polyester Bride (CAPITOL)

RUTH RUTH • Condition (RCA)

STRETCH PRINCESS • Sorry (WIND-UP)

TRIPLE-A



DAVE MATTHEWS BAND

Stay (Wasting Time) (RCA)

AIRPOWER

EVERYTHING • Hooch (BLACKBIRD/SIRE)

PATTY GRIFFIN • One Big Love (A&M)

Will Personality Be The Key In Digital Satellite Broadcast Era?

by Marc Schiffman

After years of industrywide discussion, digital satellite broadcasting is almost here. Recently, CD Radio promised that it would debut before the end of 1999 with 100 channels of satellite-to-car programming: 50 channels of commercial-free CD-quality music and another 50 channels of news, sports, and talk programming. A battery-powered receiving dish the size of a silver dollar will pick up the signals, coupled with a "radio card" that will slide into your tape deck, giving a digital readout of the channel, format, artist, and title you are listening to. All this for a monthly charge of \$9.95. Rival American Mobile Radio Corp. also recently promised another 100 channels of programming on its own system.

Traditional radio programmers surveyed by Airplay Monitor are split on how serious a threat this might be, but those who were willing to contemplate the prospect of battling 200 more channels in their market said that now more than ever, station personality is key.

At the very least, digital radio represents another competitor for the lis-

tener's time. As Chancellor Minneapolis OM Andy Bloom puts it, "I dislike the idea of consumers having more options . . . I don't want them to have another array of competitors to choose from. I don't think that's a good thing for any local radio station."

Bloom likens CD Radio to cable's The Food Channel. It's "not going to whack the big networks, but do the big networks need another percentage point going anywhere else?"

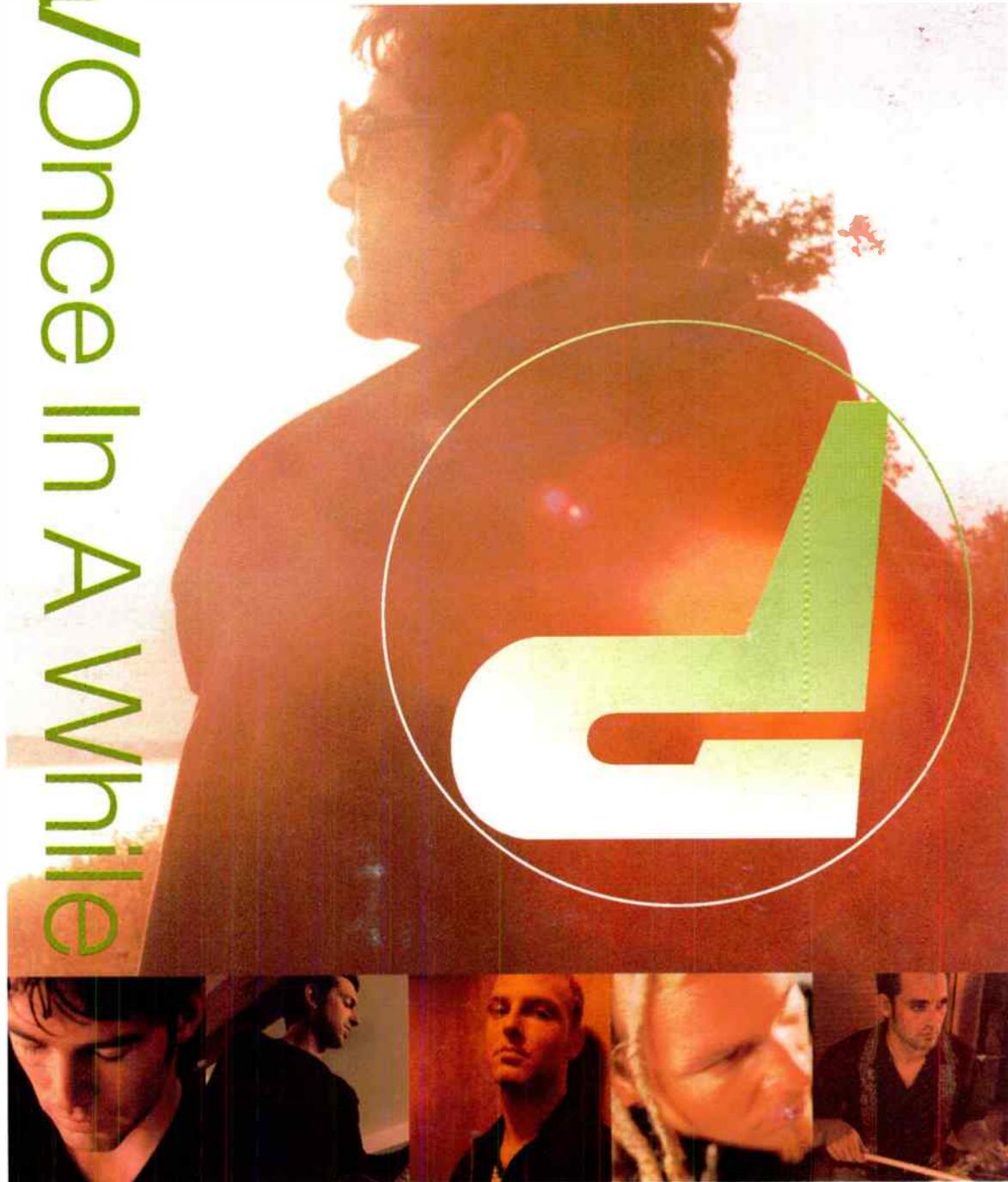
Sinton, Barnes & Associates consultant Tom Barnes calls digital satellite broadcasts "the big issue on the horizon. By the turn of the century you're going to have competition nationwide . . . If you're not branded like a [KROQ Los Angeles], if you're not really super-unique, you're screwed."

Besides 100 channels in your car, Barnes sees a bigger technological threat that includes advancements in the sound of Webcasting and an active Internet connection of the sort already provided by PointCast and Yoyo.com, which runs in the background of a user's computer and can market to the user, run contests, and emulate a lot of the services radio already provides.

"Soon, it's going to be so much com-

Continued on page 6

Dishwalla/Once In A While



The first single from the new album *And you think you know what life's about* is the follow up to Dishwalla's gold-selling debut *PET YOUR FRIENDS*, which featured the smash hit "Counting Blue Cars" Billboard Magazine's 1996 #1 Rock Track of the Year.

See what life's about @www.amrecords.com Hear it Once In A While at 1-800-556-7625 (code 0784)
Produced by Marc Waterman and Dishwalla. Management: David Young/Bliss Artist Management
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a PolyGram company



the tories

"Not What It Appears"
remix by Brian Malouf

the new single from the debut album *Wonderful Life*

ON TOUR ALL SUMMER WITH



produced by Nick DiDia, Terry Manning and The Tories
Executive Producer: Phil Ramone

management:
David Christensen for S.E.S. Inc.

Garbage In, Garbage Out



And between its entrance and exit from modern WBCN Boston, Almo Sounds act Garbage snapped this picture with station staff. Shown in the back row, from left, are former programming assistant James McDonald, PD Oedipus, Garbage's Duke Erickson and Steve Marker, production director John Reilly, Garbage's Butch Vig, and midday driver Bill Abbott. In front, from left, are production guy Roger Moore, APD/MD Steven Strick, Garbage's Shirley Manson, and p.m. driver Nik Carter.

Fastball Finds The Way To Albuquerque



Modern KTEG (the Edge) Albuquerque, N.M., held its fourth Edgefest with Bare-naked Ladies, Everclear, Marcy Playground, and Fastball. Shown, from left, are KTEG's Hardy, Fastball's Tony and Joey, PD Skip Isley, Fastball's Mike, Hollywood Records' Tasha Mack, and morning man Moxey.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
July 17	KILO Colorado Springs, Colo.	Summer Rock Fest '98	Candlebox, Creed, Drain S.T.H., Fuel, Gandharvas
July 26	WHFS Washington, D.C.	"Now Hear This" Show	Chris McDermott
July 31	KNRK Portland, Ore.	Third Annual Big Stink	Big Bad Voodoo Daddy, Blink 182, Crystal Method, Gravity Kills, Green Day, Harvey Danger, Semisonic, Stabbing Westward
Aug. 1	KAZR Des Moines, Iowa	Mancow's Lazer Luau	Anthrax, Candlebox, Drain S.T.H., Hunger, Local H
Aug. 1	KNDD Seattle	EndFest '98	6 Degrees, Big Bad Voodoo Daddy, Blink 182, Bran Van 3000, Crystal Method, Alex Gifford (Propellerheads), Grant Lee Buffalo, Green Day, Harvey Danger, Hi Fi Killers, Marcy Playground, Modest Mouse, Semisonic, Stabbing Westward, Urge, Josh Wink
Aug. 15	WRZX Indianapolis	X-Fest '98	Athenaeum, Black Lab, Creed, Eve 6, Limp Bizkit, Marcy Playground, Our Lady Peace, Sprung Monkey, Stabbing Westward, Third Eye Blind
Aug. 30	WPLT Detroit	Planetfest 1998	Agents Of Good Roots, Grant Lee Buffalo, Patty Griffin, Duncan Sheik, Wallflowers, Why Store
Sept. 11	KUPD Phoenix	U-Fest	Jerry Cantrell, Days Of The New, Metallica

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@airplaymonitor.com

MONITOR PROFILE

Album Vet Kendall Leads 98 Rock In Battle Against Jacor's WRFQ

Throughout the '80s, Charlie Kendall's name was synonymous with the words "album rock" and with some of the format's powerhouses—WMMS Cleveland, WBCN Boston, WMMR Philadelphia, and WNEW New York. Then Kendall walked into Clarksdale, Miss., and bought a 1,000-watt AM station, WROX, which he promptly switched to a blues format. This year, however, consolidation brought Kendall back into the fray. He sold WROX to an owner looking to expand and found himself lured by the opportunity to take on a mega-group by taking classic rock-turned-active WYBB (98 Rock) Charleston, S.C., against Jacor's classic hits WRFQ.

Lee Abrams brought Kendall to the attention of WYBB owner Lynn Martin, despite Kendall's belief that today's ownership means "everybody's got corporate controls out the ying-yang, and the PD doesn't get to program anymore."

Kendall flew in to check out the market, and after a few days, he told Martin, "They're kicking your ass. And they're going to continue to, because you're doing this all wrong." And I gave

And it's also our 10th anniversary, and they hadn't said a word about that. So there were some simple handy issues to pick up and carry as a banner."

Looking through his address book, Kendall tapped John Bloodwell for promotion and Dan Carlisle for middays, both rock vets who had lengthy histories with him. Then he put himself in afternoons to balance a staff of "really good young talent," including night jock Gina McGill and late-nighter Tim Stevens. "[Tim's] been in radio for a year. And he's got potential out the ying-yang, but he's never been schooled in quarter-hour maintenance, in some of what I call the basics. But they've never been part of the curriculum here . . . Do a contest, you tease it and get them to listen longer, simple things of this nature. How to hit your spot breaks on time so that you're not starting your spot break after the competition has already started theirs. Promoting the fact that coming up next is another music marathon or whatever happens to be next. Promoting it, talking about some of the artists that are coming up in it. Billboarding upcoming events so that people have less of an inclination to tune out and check out something else."

Kendall also saw WYBB underutilizing the presence of John Boy and Billy, who are having a rough time in the market after their initial sign-on. "They've got great success pretty much everywhere in the Southeast except here. The main reason is they weren't promoted. There was no cross-promotion around the clock the way there should be, and there is now."

Other marketing elements are still "grassroots right now," says Kendall, until he's fine-tuned the product. "If I go out and look for new cume or try to rebuild old cume that's gone away because they didn't like what was here before, if they come back in, I want them to hear perfection. So before I invite them into the pool, I want to make sure the water's clean." By fall, Kendall expects to be ready to debut TV and billboards to "invite people to the party."

And Kendall says his rivals are taking notice. "We had one naked stop-set, and they were laying Pink Floyd or whatever right across that stop-set. I got rid of that and adjusted my stop-sets,



'One of the reasons I'm here: It's a chance to go up against a corporate giant'

Charlie Kendall
Program Director
WYBB Charleston, S.C.

him the whole thing, and he said, 'Well, then come fix it.' And I said, 'Well, I don't know if I want to do that anymore.' Lee and Lynn said, 'You can do whatever you want.' I'm looking at the situation going, 'OK, I get to take a slingshot and see if I can hit the giant between the eyes. Hey, I kind of like this.' And so far, in three months that's what I've been able to do."

Assessing the competitive situation, Kendall says, "Here was a station sitting pretty much by itself for about eight years, being classic rock and playing a consultant's classic rock list, which is usually good. And if you're the only station in the market, then it's definitely good enough . . . When they put John Boy and Billy on last spring, the station had almost an 8 share. Then once Jacor got in here and got rolling with Bob and Tom in the morning and a well-researched list, they had pretty much the run of the market, because with that kind of research in a pure classic rock format, you can do very well, especially against a station that doesn't have that kind of research or focus and has no clear differentiation."

So Kendall changed direction. "I said, we're going to be the rock station. Hell, it's 98 Rock. It shouldn't be a real reach," he says. "[Album WAVF] 96 Wave had done well here for years, pretty much playing some good rock currents and some alternative rock currents. But there was no real rock station that was clearly differentiated [as such]. Now 98 Rock is the rock station."

Here's a recent sample hour on WYBB: John Mellencamp, "R.O.C.K. In The U.S.A.," Brother Cane, "I Lie In The Bed I Make"; Van Halen, "Dancing In The Streets"; Blues Traveler, "Hook"; Led Zeppelin, "Kashmir"; ZZ Top, "Just Got Paid"; Candlebox, "It's Alright"; Pink Floyd, "Run Like Hell"; Foreigner, "Feels Like The First Time"; Foo Fighters, "My Hero"; Bob Seger, "Feel Like A Number"; and Molly Hatchet, "Flirtin' With Disaster."

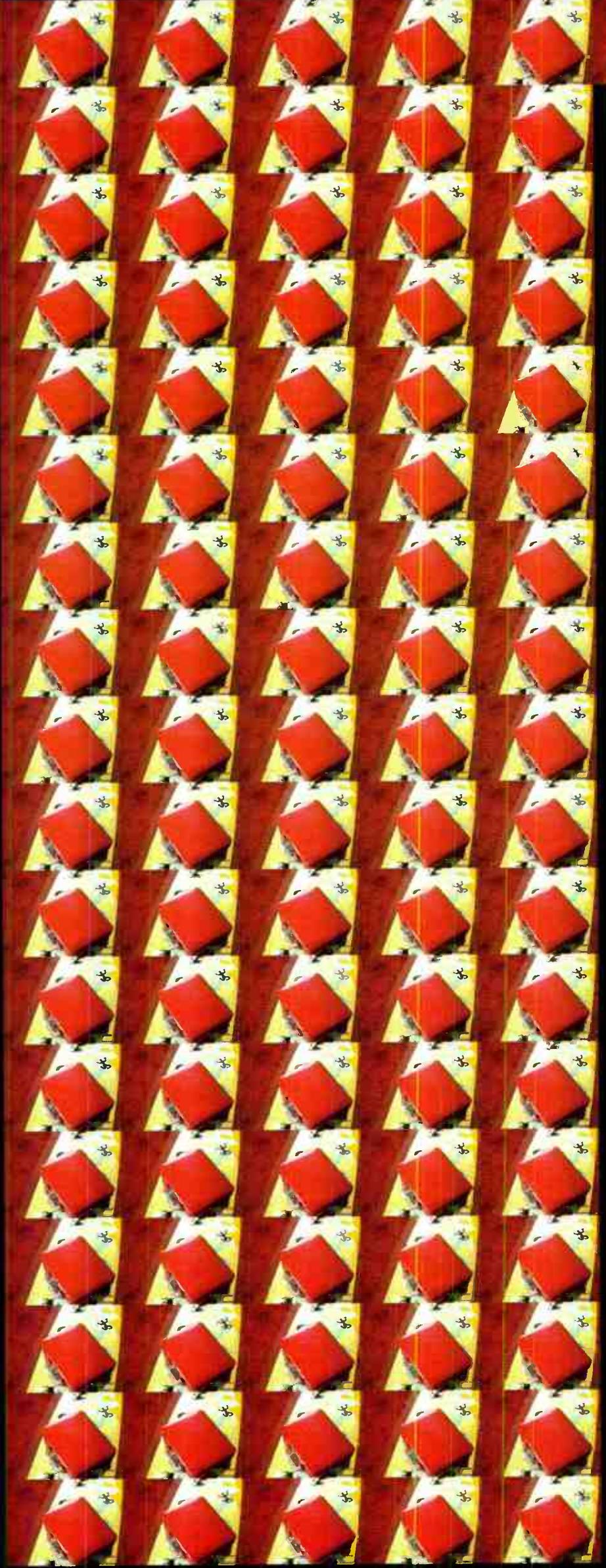
Then Kendall added some promotional basics that had somehow evaded the 98 Rock arsenal. "Until I got here in April, they had never done anything about the fact that it's 1998 and this is 98 Rock."

and they adjusted their stop-sets again, so I adjusted mine opposite theirs. The beauty of that is that it takes them two or three weeks to go through the corporate bullshit, and I don't have to wait that long. I just call the owner and say, 'I'm going to do this.' He goes, 'Fine.' And I do it."

Ownership changed his outlook on the business, Kendall says. His previous attitude, by contrast, was, "It's the product. I'm all-important, all of you mean shit . . . I don't have that anymore. I had to go fix the transmitter in the middle of the night. I had to learn to do traffic. I had to learn to go out and beat the street and do sales. If a cart machine went out, I had to fix it. If the computer went down, I had to fix it. I learned that every function at a radio station is important. There are no menial jobs. The same functions have to take place in Clarksdale, Miss., on a 1,000-watt AM that take place here in Charleston or in New York . . . Even record guys that I've known for years call me and say, 'God, you're awfully understanding. You didn't used to be this way. And you actually take time to talk to me now.'"

Clearly looking askance at the consolidating corporate world of today's radio, Kendall says, "There's a lot of spontaneity that's lost to a former era, although we have it here. That's one of the reasons I'm here. It's a chance to go up against a corporate giant. Lynn Martin wants to fight Randy Michaels, and I'm here to help him. It's one of the reasons I came. It wasn't because he overpaid me."

MARC SCHIFFMAN



the verve

SONNET

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from the platinum album

URBAN HYMNS

Going for adds 8/20

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July 19th 11PM**

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7/31 Toronto
8/2 Boston
8/5-6 New York City (sold out)
8/9 Houston (sold out)
8/11 Denver
8/14 Los Angeles
8/15 Seattle**

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AOL Keyword: Virgin Records

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MAINSTREAM ROCK

POWER PLAYLISTS

AIRPLAY
Monitor

For Week Ending
July 12, 1998

WXTB Tampa



OM: Brad Hardin
MD: Brian Medlin

WLZR Milwaukee



PD: Keith Hastings
MD: Marilynn Mee

KISW Seattle



SM/PD: Clark Ryan
APD/MD: Cathy Faulkner

WBAB Long Island



VP Pgmg: Bob Buchman
OM: Eric Wellman

WHJY Providence



PD: Joe Bevilacqua
MD: Sharon Schifino

WBZX Columbus, OH



PD: Hal Fish
APD/MD: Ronni Hunter

WJRR Orlando



PD: Dick Sheetz
MD: Pat Lynch

KQRC Kansas City



PO: Vince Richards
MD: Valorie Knight

KUPD Phoenix



OM: Tim Maranville
PD: JJ Jeffries

WONE Akron



PD: J.D.
APD: Tim Daugherty

WRDU Raleigh



PD: Bob Edwards
MD: Mark Arsen

KBPI Denver



PD: Bob Richards
MD: Willie B.

WZMT Woonsocket, RI



PD: Jim Coughlin
MD: Jim Coughlin

WTSS Worcester, MA



PD: Jim Coughlin
MD: Jim Coughlin

WZLX Lowell, MA



PD: Jim Coughlin
MD: Jim Coughlin

1st Week Action:

ROCK

KUPD	WKZQ
WJRR	WQKK
KTUX	WROQ
KRAD	KQDS
WSTZ	KQWB
WZMT	KFRQ
WTPP	WRBR
KAMX	KIBZ
WTKX	WCPR
WJXQ	WRDN

MODERN

KXTE	WXDX
WXDG	WENZ
KMYZ	WJSE
WMRQ	WPBZ
KDRE	WEJE

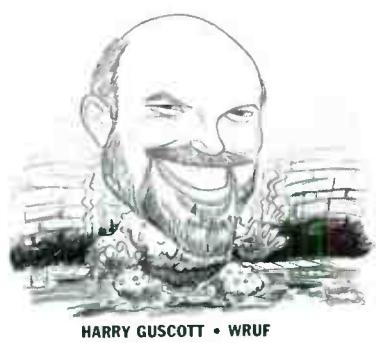
ORGANIC STITCHES

From the album *Organic*, the debut release from New Orleans' most popular indie rock band. Features songs like "Organic," "Organic Stitches," and "Organic Love."

WE ALL HAVE A DARK SIDE...



DANA JANG • KSJO



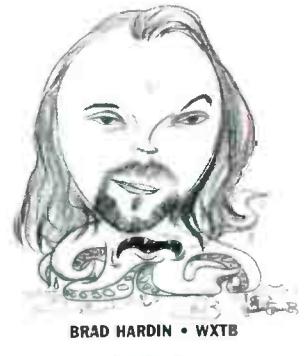
HARRY GUSCOTT • WRUF



HARVEY KOJAN • WNOR



GREGG STEELE • WZTA



BRAD HARDIN • WXTB



NEAL MIRSKY • WYSP



BUDDY RIZER • DC101



VIRGIL THOMPSON • KISS



DOUG PODELL • WRIF



DAVE RICHARDS • WRCX



J.J. JEFFRIES • KUPP



RICH HAWK • KILO



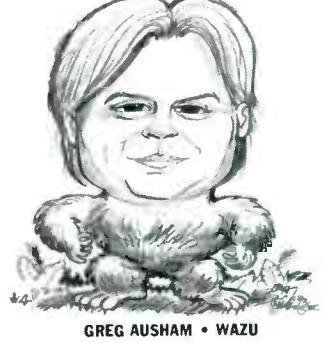
DEBBIE WYLDE • WAMX



SEAN DEMERY • 99X



DICK SHEETZ • WJRR



GREG AUSHAM • WAZU



HAL FISH • WBZX



REDBEARD • KTXQ



DAVE WELLINGTON • WRIF



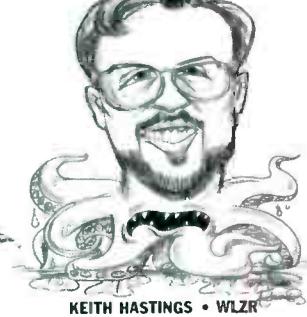
TIM PARKER • WNOR



BRIAN PHILLIPS • 99X



LESLIE FRAM • 99X



KEITH HASTINGS • WLZR

BUT SOME OF US CAN'T HIDE OUR
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MONITOR
MAINSTREAM ROCK 25

R&R ACTIVE ROCK 12*

R&R MAINSTREAM
ROCK 46*

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15 Modern Rock Monitor
Automatic on over 80 stations!

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July 20	Toronto	Street Outreach Services	August 1-2	New York	Hale House
28	Philadelphia	Cramp Comm. Reading	4	Atlanta	Reach
29	Washington, DC	City Lights School	5	Nashville	W.O. Smith Nash Music
31	Boston	Children's AIDS Program	6	Charlotte	Elon Homes for Children
			8	Miami	Center for Children

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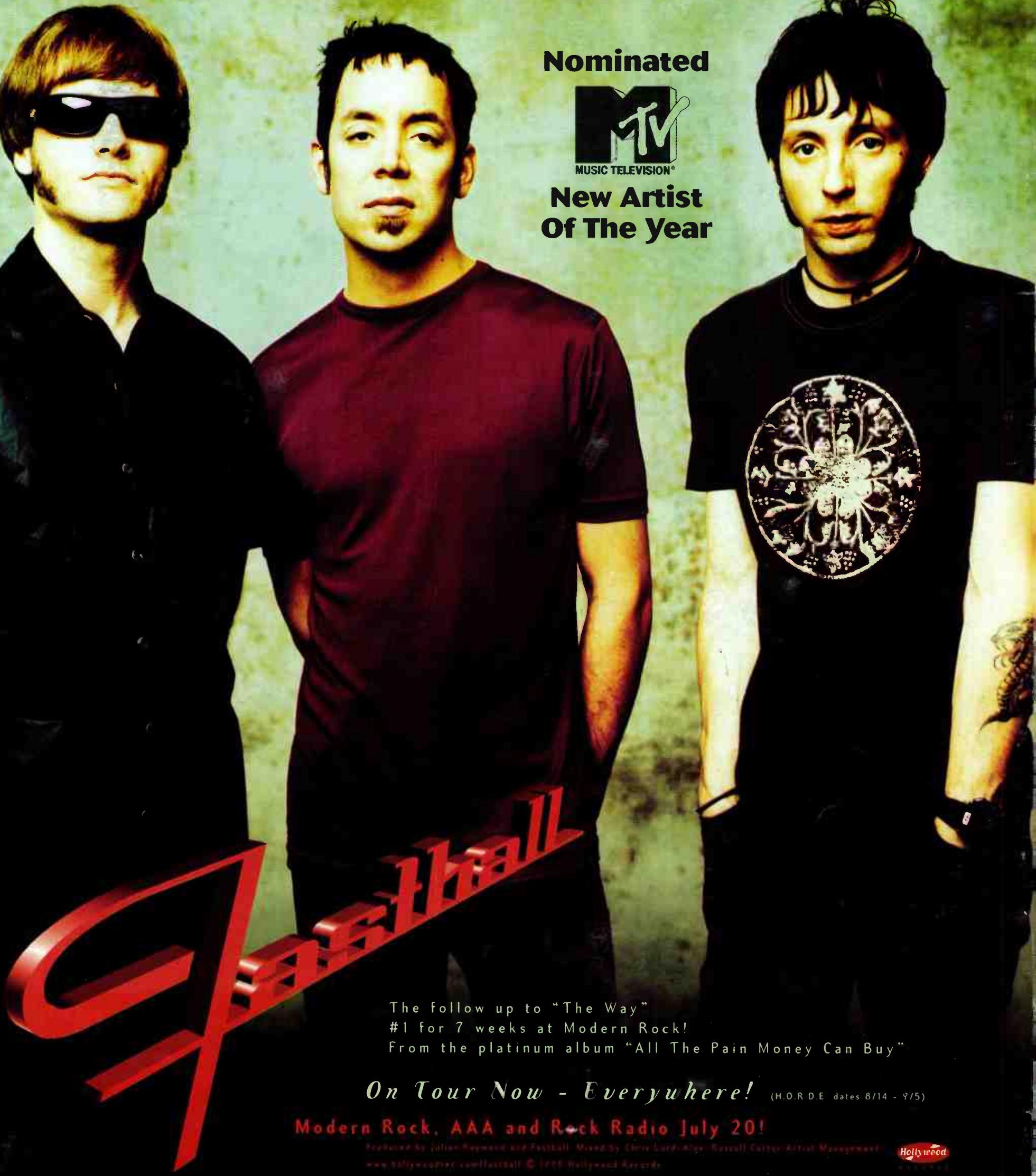
Fire Escape

The next number one single from
the breakthrough artist of the year...

Nominated



New Artist
Of The Year



Football

The follow up to "The Way"
#1 for 7 weeks at Modern Rock!
From the platinum album "All The Pain Money Can Buy"

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(H.O.R.D.E. dates 8/14 - 9/5)

Modern Rock, AAA and Rock Radio July 20!

Featured by Jillian Raymond and Football. Mixed by Chris Lord-Alge. Russell Catto/Artist Management
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