

ROCK ■ AIRPLAY Monitor

• We Listen To Radio •

December 20, 1996 \$4.95 Volume 3 • No. 52

ROCK HIGHLIGHTS

MAINSTREAM

#1

SOUNDGARDEN

Blow Up The Outside World (A&M)

☆☆☆ AIRPOWER ☆☆☆

VAN HALEN • *Can't Get This Stuff No More (WARNER BROS.)*

NEW RELEASES

NO NEW RELEASES THIS WEEK

MODERN

#1

BUSH

Swallowed (TRAUMA/INTERSCOPE)

☆☆☆ AIRPOWER ☆☆☆

COUNTING CROWS • *A Long December (DGC/GEFFEN)*

NEW RELEASES

NO NEW RELEASES THIS WEEK

TRIPLE A

#1

THE WALLFLOWERS

One Headlight (INTERSCOPE)

☆☆☆ AIRPOWER ☆☆☆

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

Will Success Spoil Modern-To-Top 40 Crossovers? Not With The Proper Setup

by Kevin Carter
and Marc Schiffman

What happens to an act at modern rock after it has crossed from its modern base into top 40 or even hot AC?

That question has haunted labels ever since modern records began crossing on a grand scale in 1993, but it's really an issue now as modern and top 40 draw away from each other. That threatens to leave some artists, particularly those whose roots are as much in triple-A as they are in modern, considered "too pop" by modern radio and "too alternative" by top 40.

Historically, the answer for some bands has been to release a harder-rocking album as their follow-up. But the key may lie less in the music than in how it is handled. Modern PDs say that timing releases carefully to avoid overexposure—and efforts by both a station and a label to protect an act's image—can keep the home fires burning at modern rock. And, as long as labels keeps the modern birthplace in mind for their acts' follow-up sets, they'll be able to maintain modern credibility.

Although some modern observers feel the format has historically had a problem with giving up the acts it breaks, crossover doesn't always equal backlash. WBCN Boston PD Oedipus says that for his listeners No Doubt, despite its massive multiformat success, is "still considered a very hip band. It [remains] to be seen how they'll be imaged. The Cranberries have maintained a very desirable image at alternative, in spite of being embraced by top 40. Other bands have not had that luxury."

Similarly, Atlantic Records senior VP of promotion Danny Buch cites

Alanis Morissette. "She had very high, multiformat exposure, sold over 10 million albums, and is obviously still considered cool," he says.

Morissette proves that modern acts can have a long string of hits at mainstream and even adult top 40 without encountering problems at home. But sometimes, one megahit is enough to worry PDs. KROX Austin, Texas, PD Sara Trexler cites Natalie Merchant, who crossed successfully to top 40 on several occasions but "has been able to maintain a hipness credibility." By contrast, Buch recalls a recent conversation with a modern PD who told Buch he had "ruined" Jewel with the PD's audience by exposing her to top 40 radio, even though Jewel is only now working on her second top 40 and hot AC hit.

As Buch notes, "Everyone has become so hyper-concerned about artist imaging lately."

TIMING IS EVERYTHING

Trexler thinks it's all a matter of timing. She blames the rapid banishment of Hootie & the Blowfish from modern—without ever being fully embraced by that format—on the speed with which the band followed up "Cracked Rear View." "It's almost like if you get overexposed too quickly, the burn just kills you for alternative," she says.

Similarly, the Goo Goo Dolls' "Name" was played so heavily at so many formats that the prospect of new Goos music is "not something I'm really excited about," Trexler says. "If somebody told me in six months there's a new Goo Goo Dolls track, I would be like, 'Great, I'm ready for it.' Right now, I just think that it's got to rest.

"When somebody has huge mass appeal exposure for a long time . . .

Continued on page 5



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RADIOACTIVE

Jewell Sues WKLS Over Billboards; Radio One Buys WDRE Philadelphia

As album WKLS (96 Rock) Atlanta reached the end of its two-month billboard campaign featuring a likeness of Olympics security guard **Richard Jewell** and the song title "Free Bird," the station and PD **Michael Hughes** were named in a lawsuit filed by Jewell seeking unspecified damages because of the campaign, which included some 100 billboards. Jewell had previously rejected a \$5,000 offer from the station for the use of his likeness.

The Cleveland Plain Dealer reports that album WNCX Cleveland's seventh annual food drive "30 Days In The Hole," held by station jock and former Humble Pie member **Jerry Shirley**, has brought controversy. Between \$300 and \$600 of the cash donations are missing. At press time, Shirley was on indefinite leave while the station looks into the matter: VP/GM **Walt Tiburski** told the paper, "We are absolutely making no accusations against Jerry or anyone else."

Radio One, owners of various East Coast R&B outlets, is picking up Jarad's **WDRE** Philadelphia, currently a modern rock outlet, for \$20 million. Employees say they've been told to expect a format and staff change.

Former classic rock **KSLX** Phoenix PD **Todd Little** takes the PD seat at San Diego classic rocker **KGB**, replacing **Clark Ryan**, now at **KISW** Seattle.

Bob West, OM for ARS' Sacramento, Calif., sports/top 40 combo **KMJL/KSFM**, is now overseeing modern AC **KQPT** (the Zone) and oldies **KXOA-AM**. **KQPT** OM **Jim Trapp** now reports to West.

Look for official word after the first of the year that album **KISS** San Antonio, Texas, APD **Kevin Vargas** gets PD stripes.

Country **WBEE** Rochester, N.Y., MD/afternoon host **Coyote Collins** crosses the hall to classic rock **WQRV** as PD/mornings.

With album **WTFX** Louisville, Ky., parent Clear Channel closing on crosstown album **WQMF**, **Michael Lee**, PD at **WTFX**, is now OM for both stations. Expect further changes over the holidays.

Modern **KNNC** Austin, Texas, is officially on the market. APD **Kim Soliz** and MD **Drew Meadors** are entertaining future opportunities at 512-467-9480 and 512-480-9573, respectively.

ABC Z-Rock outlet **KNJY** Spokane, Wash., will go local Jan. 1 with new PD **K.C. Christopher**, who comes from afternoons at co-owned top 40 **KZZU**. **KNJY** will continue to use the Z-Rock slogan. Also, Z-Rock affiliate **WWLF** Watertown, N.Y., will become "the Edge" on Dec. 28 with the debut of ABC's classic rock format. A live morn-

ing show and PD are pending.

One of the few commercial Americana-formatted country/rock/triple-A hybrids changes format this week, as **WMTO** Panama City, Fla., begins running parallel programming with adult standards **WDIZ**. **WDIZ** is part of the Paxson Panama City compound, where GM **Lyn Hindesman** is upped to president and where former standards outlet **WEBZ** becomes modern AC **WSHF** (She 99.3). **Dan Murray**, from sister **WPAP**, is upped to OM for **WSHF**, co-owned **WPBH**, and **WDIZ**. Also, Jacor acquired a little over 5% interest in Paxson at the beginning of this month, picking up roughly 2 million shares of the company.

With Meridian closing on classic hits **WARO** Fort Meyers, Fla., Meridian president **Joe Schwartzel** replaces **Jim Keating** as GM.

Modern **WRXS** Ocean City, Md., is adding more triple-A cuts from the likes of **Paula Cole**, **Duncan Sheik**, and **Rusted Root**. Harder modern acts such as **Tool** are still heard at night.

Modern **WJBX** (99X) Fort Meyers, Fla., PD **Michelle Buczynski** heads to Boston as MD of top 40/adult **WBMX** (Mix 98.5).

SBR Radio inks a new client, triple-A **WRNX** Springfield, Mass.

WIXV Savannah, Ga., MD/afternoon driver **Derek Myers** officially gets PD stripes; the station's former night jock, **Jeff Taylor**, has returned for middays; and **Keith Hendrix** is recently upped from P/T to nights.

Greaseman exits mornings at classic rock **WZGC** Atlanta, replaced by **Gary McKee**, morning host at crosstown AC **WSB-FM**.

Album **WMMR** Philadelphia PD **Joe Bonadonna** returns to the air for afternoon drive starting Jan. 6. He retains programming responsibilities and says, "This is very reminiscent of the most successful lineup the radio station ever had." The only difference now is that mornings are now held by **Elise Brown** and **Matt Cord** instead of the **John DeBella**-helmed Morning Zoo that started each day during the station's '80s heyday.

At modern **WRLG** Nashville, **Kevin Kline** relinquishes his MD responsibilities to concentrate on his morning co-host duties. **Keith Covos** moves from associate MD of triple-A sister **WRLT** to become **WRLG** MD. **Alexis Edwards** becomes **WRLG** promotion director, moving from public relations work in Washington, D.C.

Album rock veteran **M. Dung**, most recently doing creative production work at modern **KZON** Phoenix, joins classic rock **KUFX** San Jose, Calif., for nights.

Modern **WHYT** Detroit p.m. driver **Dave Fo-**

Where Are The Year-End Charts? Check Your Mailbox

If you're wondering why Airplay Monitor's year-end charts aren't in this week's issue, it's because they're in a separate Best of 1996 issue encompassing all of Airplay Monitor's formats—top 40, AC, country, R&B, modern rock, mainstream rock, and triple-A. The issue is dated Dec. 27, but it was mailed at the same time as this issue, meaning that you either have it already or will in the next few days.



The special combined Airplay Monitor issue features not only the top songs, artists, and labels for all our formats, but something you've never seen in any other trade publication—the most-played songs of 1996 at more than 100 Broadcast Data Systems reporters throughout our formats. It'll be like seeing 100 year-end charts at one shot and might

save you some work if you're not yet done with your station's own year-end countdown.

Airplay Monitor's Best of 1996 issue also features interviews with the artists that influenced music in 1996, including George Strait, 311, LL Cool J, and Donna Lewis, and the VPs of promotion that made their music happen, as well as analyses of the year in music by the Airplay Monitor chart editors. We've also included Arbitron ratings from throughout 1996 for the top 100 markets, so that you can have all that information on three pages, which you'll keep throughout 1997.

All four Airplay Monitor publications will take the week of Jan. 3 off, although our offices will be open for most of the holiday break. We'll see you again in the issue dated Jan. 10. Thanks for your support of Monitor in 1996, and have a great holiday.

SEAN ROSS

PERSONNEL FILE BY ANTHONY COLOMBO

Einstein Upped At Mercury

Mercury promotes five-year label veteran **Dave Einstein** to senior director of adult rock promotion. He was national director of adult rock promotion. Also, Mercury's Minneapolis-based local promotion rep, **Ken Orenberg**, departs, reportedly to join Red Ant.

Revolution taps Nettwerk's **Doug Lagambina** to head its alternative promotion efforts. **Lagambina** replaces **Gary Richards**. The label fills its Chicago local slot with **Todd Ahsmann**.

Pat Monaco rejoins Island in the newly created post of senior VP/GM. Monaco had been senior VP/GM at the L.L.S. division of PGD.

The Enclave fills out its regional staff with the hiring of **Chelle Robinson** in Chicago and **Howard Petruziello** in Atlanta. They had been with Geffen and Roadrunner, respectively, in similar capacities.

In other Roadrunner news, national director of modern rock and triple-A promotion **Sean Knight** exits. He is reachable at 718-545-9865 or ptatohed@earthlink.net.

Zoo is expected to relocate from Los Angeles to New York in mid-January. No word yet on what staffers will make the transition; the label will maintain a West Coast presence.

Active Industry Research brings in former **WXTB/WTBT** Tampa, Fla., OM **Greg Mull** to head its new album rock competition. Mull should be in place sometime in January.

WRLT Nashville PD **John Peterson** joins Arista/Austin as its head of promotion.

gel goes to same at modern AC **WLUP** Chicago.

Several months after **Slater** left the afternoon slot at modern **WBZU** Richmond, Va., MD **Mike Scott** moves into that shift from middays. P/T **Smack** takes middays.

With **Nick Van Cleve** out of mornings at triple-A **WHPT** Tampa, Fla., PD **Chuck Beck** is asking Santa for a stack of T&R's under his Christmas tree from teams or individuals.

That's former triple-A **KSCA** Los Angeles MD **Merilee Kelly** doing swing at crosstown modern AC **KYSR** (Star 98.7). Star also inks **Tommy Sanders** from modern **KFMA** Tucson,

Ariz., for swing. In other modern AC news, **KLLC** San Francisco PD **Louis Kaplan**, who originally hired **Bill Webster** from **WNRQ** Pittsburgh for nights, now moves him to afternoons, replacing **Stephen Page**, who exits.

Darryl Brant is the new promotions director for modern **WXEG** Dayton, Ohio. He was promotion director of a local nightclub.

Modern **KEGE** Minneapolis has a new morning producer/sidekick, tapping **Karen Trombley** from middays at album **WNDD** Ocala, Fla.

Bruce Campbell, promotion director for Fresno, Calif.'s modern **KFRR**/classic **KJFX**, exits.

'Over The Top' Billboard?



KRAB Bakersfield, Calif., recently unveiled part two of its controversial billboard campaign, right. The billboard, which featured a local model, received coverage on four TV stations and two competing radio stations, as well as numerous print stories.



WATCHING THE DETECTIONS

BY HESTON HOSTEN



Your BDS Dollars At Work; The BDS Record Book For 1996

1 1996 was a very productive year for BDS: new stations, new markets, new charts, new formats, new technology, and more. All of our hardware in the field was upgraded to accommodate our comprehensive technology, allowing us to monitor more stations in each market. That upgrade also improved the accuracy of the system, added more backup mechanisms, and helped us institute better quality-assurance procedures.

1996 was also the year of many format changes, requiring much retuning of stations, adjusting of panels, and reacting as proactively as possible to rapid changes in the broadcasting business. Here's a brief review of BDS '96.

NEW TECHNOLOGY

As part of a continuing commitment to utilize the most advanced data-collection mechanisms available, BDS rolled out its new comprehensive technology this year. In short, it allows any songs not recognized at the monitor site to be sent to the Kansas City center for manual identification. Custom-mixes, oldies, and leaked records are verified and entered into station playlists, logs, and reports. Comprehensive technology is currently on most ACs and many stations in other formats.

Another step taken to increase the comprehensiveness of our information was acquiring and fingerprinting more catalog product to build our music libraries. As you can see, more oldies are appearing on station playlists. Comprehensive technology also helped increase our accuracy on mix-show plays.

NEW STATIONS AND MARKETS

Since the beginning of 1996, more than 200 stations have become BDS-monitored stations. Each format saw major increases, especially top 40, country, modern rock, and R&B. Great strides were made in the AC format, and triple-A is constantly growing. There are still more than 150 stations being reviewed for '97.

Expansion to other markets was also a major accomplishment this year. At present, the prime directive on expansion is to fill the remaining gaps in the top 100 Arbitron-rated markets. Four new markets came on board in 1996: Honolulu; New Bern, N.C.; Lafayette, La.; and Allentown, Pa. Those new markets accounted for a total of 35 new stations, many of them former Billboard playlist reporters. There are still four to five markets remaining; it hasn't been decided which will be added in 1997.

CHARTS AND FORMATS

In 1996, BDS introduced its first new format in years. Triple-A, which had been considered unmonitorable by some, became a reality in February. The audience-based Rock Big Picture chart also debuted in '96, as did the industry's first modern AC chart, available only

through BDS online.

Two other new BDS charts give you daily access to a complete and partial week of national airplay. They preview how your records might perform in Airplay Monitor on Mondays and Billboard on Wednesdays. For 1997, look for daypart charts and regional breakouts.

BETTER AND FASTER

Major adjustments were made in delivering information to our clients in a more efficient manner. One major change was time—BDS turned back the clock to create a new BDS day. Instead of the previous 12-to-12 cycle, the new cycle for BDS is 10 p.m.-9:59 p.m. in the continental U.S. Hawaii is on a 6 p.m.-5:59 p.m. schedule. This time change is necessary in order to accommodate the difference in time zones without disrupting daily production schedules. The shift also gives BDS an extra two hours to process all data from the field so that it can be ready for customer access early every morning. To resolve the "I can't get in the system" problem, BDS installed extra phone lines, allowing more users at one time.

On behalf of everyone at BDS, Airplay Monitor, and Billboard, we'd like to thank you for your continuing support, and we hope the new year brings good ratings, hit records, and high chart positions.

GOING FOR THE RECORD?

So many people called with chart record questions that we started a new feature called BDS Record Book in our monthly newsletter in 1995. This year, it was introduced to Airplay Monitor. The Record Book highlights the highest-achieving records monitored by BDS, from the time each Airplay Monitor magazine began publishing. Please note that detections and gross impressions information are based on one-week totals.

Here are the top record-holders in BDS and Airplay Monitor:

All format detections: "Dream Lover" by Mariah Carey (Columbia): 10,122 detections (9/20-9/26/1993).

Most Modern Rock detections: "Swallowed" by Bush (Interscope), 2,610 detections. (11/19-11/24/1996).

Most Modern Rock weeks at No. 1: "Wonderwall" by Oasis (Epic), 10 weeks.

Most Mainstream Rock detections: "Keep Talking" by Pink Floyd (Columbia), 2,600 detections (3/21-3/27/1994).

Most Mainstream Rock weeks at No. 1: "Interstate Love Song" by Stone Temple Pilots (Atlantic), 15 weeks.

Most Triple-A detections: "Key West Intermezzo (I Saw You First)" by John Mellencamp (Mercury), 477 detections.

Most Triple-A weeks at No. 1: "Old Man & Me" by Hootie & the Blowfish (Atlantic), nine weeks.

Monitor Staff Salutes Faves of 1996

Rock managing editor Marc Schiffman's top 10 albums (alphabetical by act):

1. **Fiona Apple**, "Tidal" (Work).
2. **Elvis Costello & the Attractions**, "All This Useless Beauty" (Warner Bros.).
3. **Geggy Tah**, "Sacred Cow" (Luaka Bop/Warner Bros.).
4. **Nil Lara**, "Nil Lara" (Metro Blue/Capitol).
5. **Me'Shell Ndegéocello**, "Peace Beyond Passion" (Maverick).
6. **Phish**, "Billy Breathes" (Elektra).
7. **They Might Be Giants**, "Factory Showroom" (Elektra).
8. **Tragically Hip**, "Trouble At The Henhouse" (Atlantic).
9. **Suzanne Vega**, "Nine Objects Of Desire" (A&M).
10. **Wilco**, "Being There" (Reprise).



Mainstream rock/triple-A chart manager Anthony Colombo's top 10s:

- Albums (alphabetical by act):
1. **Alice In Chains**, "Unplugged" (Columbia).
 2. **Leah Andreone**, "Veiled" (RCA).
 3. **Chalk Farm**, "Notwithstanding" (Columbia).
 4. **The Doobie Brothers**, "Rockin' Down The Highway" (Legacy/Work).
 5. **Ashley MacIsaac**, "Hi™ How Are You Today" (A&M).
 6. **Eleanor McEvoy**, "What's Following Me" (Columbia).
 7. **John Mellencamp**, "Mr. Happy Go Lucky" (Mercury).
 8. **Duncan Sheik**, "Duncan Sheik" (Atlantic).
 9. Various artists, "VH1 Crossroads" (Atlantic).
 10. **The Why Store**, "The Why Store" (Way Cool Music).

Songs (alphabetical by act):

1. **The Badlees**, "Angeline Is Coming Home" (Polydor/A&M).
2. **The Borrowers**, "Beautiful Struggle" (Guardian).
3. **Paula Cole**, "Where Have All The Cowboys Gone?" (Imago/Warner Bros.).
4. **Shawn Colvin**, "Get Out Of This House" (Columbia).
5. **Eleanor McEvoy**, "Precious Little" (Columbia).
6. **The Refreshments**, "Banditos" (Mercury).
7. **Patti Rothberg**, "Inside" (EMI).
8. **Semisonic**, "If I Run" (MCA).
9. **Social Distortion**, "I Was Wrong" (550 Music).
10. **Stabbing Westward**, "Shame" (Columbia).

Modern rock chart manager Mark Marone's top 10s:

Albums (alphabetical by act):

- Great rock records by great live bands:
- Cast**, "All Change" (Polydor).
 - Gene**, "To See The Lights" (Polydor).
 - Imperial Drag**, "Imperial Drag" (Work).
 - Kula Shaker**, "K" (Columbia).
 - Rage Against The Machine**, "Evil Empire" (Epic).
 - Schtum**, "Grow" (Work).
 - Soundgarden**, "Down On The Upside" (A&M).
 - The Verve Pipe**, "Villains" (RCA).
 - Wilco**, "Being There" (Reprise).
- Irresistible pop, etc.:
- Fiona Apple**, "Tidal" (Work).
 - The Beatles**, Anthology 2 & 3 (Capitol).
 - eels**, "Beautiful Freak" (DreamWorks).
 - Eric Matthews**, "It's Heavy In Here" (Sub Pop).
 - The Harvest Ministers**, "Orbit" (Setanta).

In the "refreshing" and "unique" category:

- 16 Horsepower**, "Sackcloth & Ashes" (A&M).
- Beck**, "Odelay" (DGC/Geffen).
- Cake**, "Fashion Nugget" (Capricorn/Mercury).
- The Cardigans**, "First Band On The Moon" (Mercury).
- Fun Lovin' Criminals**, "Come Find Yourself" (EMI).
- Mind Science Of The Mind**, "Mind Science Of The Mind" (Epic).
- Squirrel Nut Zippers**, "Hot" (Mammoth).

Singles (in no order):

- Rage Against The Machine**, "Bulls On Parade" (Epic).
- Black Grape**, "Kelly's Heroes" (Radioactive).
- Porno For Pyros**, "Tahitian Moon" (Warner Bros.).
- Ruby**, "Tiny Meat" (Work).
- Geggy Tah**, "Whoever You Are" (Luaka Bop).
- Tracy Bonham**, "Mother Mother" (Island).
- Fun Lovin' Criminals**, "Scooby Snacks" (EMI).
- Duncan Sheik**, "Barely Breathing" (Atlantic).
- R.E.M.**, "Bittersweet Me" (Warner Bros.).
- Pearl Jam**, "Smile" (Epic).
- Jason Falkner**, "I Live" (Elektra).

Concerts:

- Drivin' N' Cryin'** at Tramps.
- Soundgarden** at Roseland.
- Sparklehorse** at Westbeth Theater.
- Kula Shaker** at Irving Plaza.
- Kiss** at Madison Square Garden.
- Verve Pipe** at Mercury Lounge.
- Ruby/Schtum** at Mercury Lounge.

Or Maybe It's The Court TV Re-Enactment



O.J. "Dream Team" leader Johnnie Cochran recently visited WEBN Cincinnati to be cross-examined by the Dawn Patrol. Here is an artist's rendition of the proceedings, since no cameras were allowed in. For more on WEBN, see this week's Rock Godz profile of OM Jim Richards on page 5.

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Will Success Spoil Modern-To-Top 40 Crossovers? Not With The Proper Setup

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you've got to rest before you're excited about it again. I think Green Day's there, too. I don't think this has anything to do with the quality of the artist, but it has a lot to do with the pacing of the releases."

ROCK ME AGAIN AND AGAIN

It also has a lot to do with the nature of a group's follow-up releases. While not every recent instance of a group leading off an album with a harder-rocking single has worked, some PDs still appreciate the gesture.

Oedipus suggests that in the case of Jewel and Atlantic Records, "I would like to see them lead with a song to alternative, before they take it to top 40 or AC, even a song that might not cross, but a really solid song for our format. That would really continue to solidify Jewel with this format."

Counting Crows, Oedipus notes, "came off with a lead track that really rocked. It was really not appropriate for top 40 or for AC. Clever move, and I'd like to see something like that for Jewel."

Modern KFRR Fresno, Calif., PD Don O'Neal praises Garbage for mixing exclusive and multi-format tracks. "Stupid Girl" crossed immensely in the top 40 world," O'Neal says. Then the band "turned around with '#1 Crush,' which is almost gothic sounding, right back to the alternative roots where, if we didn't play that record, top 40 probably wouldn't have."

HAPPY NOW?

Some modern PDs would also like to see No Doubt come back harder, even though "Don't Speak" has clearly been embraced by the format. Trexler says the song "scares me. [It's] a song that is uncharacteristic of what No Doubt does. So, as long as they don't follow that direction so much, it's good to throw in a ballad every once in a while, because that's the kind of thing that gets you mass appeal. If that's more the exception than the rule with them, then they'll be fine with alternative."

KKND (the End) New Orleans PD Vince Richards didn't play "Don't Speak," which he thought "sounded too much like Madonna," but still considers No Doubt "an alternative band that had a pop single [rather than a band whose image has changed] . . . I think more and more, you're going to find it's not so much going to be band for band. Now it's going to start being cut for cut . . . These artists are more and more becoming disposable to alternative. I think a lot of stations will play it for a while and then get off of it and move on."

But WRZX (X103) Indianapolis PD Scott Jameson says his station can still present "Don't Speak" in a way that will enhance an artist's image and not dent it. "Top 40 stations just throw these songs on and throw these artists on, and they may be on for six weeks and never resurface again," he says. "If we know an artist like No Doubt is going to have some tenure with us, we try to get comments from Gwen off the network, and we'll have our voice-over announcer say something like, 'Gwen Stefani from No Doubt talked to X103 about her new song, "Don't Speak." And then we have 10 seconds of Gwen talking about the song, we hit an ID, and we roll into a record."

"It's really how you position your station with the artist you play. We can legitimately play a poppy hit single like 'Don't Speak' because of the heritage that we have with that band."

The artist image issue, Jameson says, is "nothing new. You daypart. You make sure that song follows a song that's right in the heart of your core. Or, after you play that, you play another song that's right in the heart of your core. You still want to play hit records, and if you can do that by surrounding those songs with real core friendly records, you should be OK."

So, even if Morissette is seen and heard everywhere these days, "it was important two years ago when she first came on the scene that we claimed it," says Jameson. "We owned it. We brought her to town. We interviewed her on the radio. We got little comments from her off the network. All the cool things that you do between the records and before the records, we can still do with artists that have overexposure."

"Alanis Morissette is a modern rock artist. Yes, she crossed over to top 40. But, she began in our format . . . I'm a big believer in claiming an artist and then taking credit for all the other things she does."

KFRR's O'Neal agrees. "When people get in their car and turn on their ignition and the first sound they hear is Alanis Morissette," he says, "I think the mental picture comes 'New Rock 104,' regardless of what station they had set it on when they got out of the car."

PROTECTING THE BLOODLINES

That was what Maverick seems to have had in mind for Morissette. Although she has performed live 249 times, her radio appearances were always carefully doled out by the label to the "right" formats, which largely meant modern rock. Morissette did only three radio shows last year: KROQ Los Angeles, WHITZ (Z100) New York, and WKQX (Q101) Chicago.

Terry Anzaldo, head of promotion at Maverick, says Morissette's stage-managed appearances were done to prevent overexposure. "We just didn't want to give her away too soon. We knew there was so much meat to this record, it was just a matter of maximizing the album. You don't get many artists who have an 18-month to two-year life span on one album."

"We wanted to develop one base at a time," he says, "which is not to say we would slight the mainstream and adult formats. Alanis started at college radio, then segued to alternative, where we took her as far as we could. Then she spread to rock radio and finally pop and adult."

"Sure, her success was explosive enough that we could have conceivably gone to pop radio a lot sooner than we did," Anzaldo admits. However, the longer Morissette is played on the radio, he says of Maverick's gradual rollout process, the longer she sells.

PROTECTING YOUR JEWELS

Meanwhile, Atlantic's Buch is trying to walk the line between formats and still support all stations that have stepped out to support their artists. "Jewel is doing holiday shows for [modern rock] KROQ and WHFS Washington, D.C., as well as [top 40] WXKS-FM (Kiss 108) Boston and [hot AC] KHMV Houston," he says.

"Artists and their records take their own path," Buch says. "We're not as mighty or as diabolical as people would believe us to be. We don't have that kind of control. If the mood of the consumers in alternative, rock, top 40, even modern AC dictates [support for a band], we certainly can't keep the music away from them."

"There's no sense trying to control it; you can't tell programmers they can't play certain music, and you can't tell a consumer they can't buy a certain song because it was designed for an 18-24 male," Buch says.

"I realize it's a double-edged sword, but as much as people want to preserve the 'integrity' of a particular format or artist, I feel the programmer derives the most value from an artist when that act is huge for his or her audience," says Buch. "The bigger we make them, the more valuable they become. Look at Smashing Pumpkins and Alanis. Sure, some of their PI listeners may complain, but isn't radio supposed to be about cuning, about having the most people listening? And isn't that what the biggest hits do for your station?"

ROCK GODZ

Jim Richards Juggles Jacor's WOFX And WEBN In Cincinnati

"I read the trades . . . [where] programmers and general managers and consultants and marketers would say, 'These are the 10 things that you have to do,'" says Jim Richards, recently named OM of Cincinnati classic rock WOFX/album WEBN. "You get into Jacor and you find out: not necessarily . . . The thing that I really love about it is that there are very few mandates, very few dictates."

Richards, who just added the WEBN duties, inherits a station that is No. 1 in the market, 12-plus, and up 9.2-10.3 in the summer Arbitron. WOFX was up 3.2-3.4.

Richards first crossed paths with Jacor in the early half of this decade while programming WSNX Muskegon, Mich. The station turned to Jacor VP of programming Tom Owens, then PD of WEBN, as a consultant. Later, Richards was PD of Jacor's Knoxville, Tenn., outlets before joining WOFX. Now that Richards is OM

comes up that we can do that would be better."

When one of the boards planned for WEBN's "Naked Women Turn Us On" campaign was rejected by the billboard companies, the station felt that using money for a direct-mail campaign featuring that billboard outrage would be better spent instead of buying TV time. "And it touches those people again in a completely different way," says Richards, "quite possibly more cost-effective and with much better efficiency than what we could by just throwing money to a TV production house for a spot with Pearl Jam clips and the logo on it."

Add in the local media coverage for the more controversial billboards, and you have TV coverage for free.

Richards' rule of thumb for splitting music between the two outlets is, "If it's harder, it's probably on 'EBN than the Fox." That lesson was learned after trying to play things like Black Sabbath on the classic rocker. "We tried it when I first got here, and it didn't work. We lost our 35- to 44-year-old upper end and didn't gain any 18-34 or 25-34 bottom end, because they were already getting that and satisfied with that on 'EBN . . . So, we've taken a step back, looked at the music all over again, and have really decided that Doobie Brothers, Eagles, Mellenkamp, and the Doors is really more where Fox is. Zeppelin, AC/DC, Van Halen, Hendrix is more where 'EBN is."

Here's a sample hour on WEBN: Jimi Hendrix, "Foxey Lady"; Local H, "Bound For The Floor"; Rush, "Fly By Night"; Stone Temple Pilots, "Trippin' On A Hole In A Paper Heart"; Led Zeppelin, "Kashmir"; Danzig, "Mother"; Aerosmith, "Train Kept A Rollin'"; Tool, "Stinkfist"; Van Halen, "Unchained"; and Metallica, "Sad But True."

Despite the Doobies/Eagles emphasis, Richards considers WOFX to be classic rock, not classic hits. And he will play James Taylor on WOFX. "When those songs were out," Richards says, "he was a rock artist. Granted, he wasn't Hendrix, but he was defined as rock, so let's continue to define it as classic rock."

And there's no room on the Fox for new music from classic artists. "I don't think that's what people expect out of this station," says Richards. "If we start playing 'Change The World' because it's Eric Clapton and it's new . . . our research and our gut is that's not what they expect. They expect if they hear Clapton, they hear 'Layla.'"

Here's a sample hour on WOFX: Kansas, "Carry On Wayward Son"; Rolling Stones, "Start Me Up"; Doors, "Riders On The Storm"; Stephen Stills, "Love The One You're With"; James Gang, "Walk Away"; Jim Croce, "You Don't Mess Around With Jim"; John Lennon, "Instant Karma (We All Shine On)"; Blue Oyster Cult, "Burnin' For You"; Manfred Mann, "Blinded By The Light"; Badfinger, "Day After Day"; and Tom Petty, "I Won't Back Down."

The difference between the two extends from the music to include attitude. "WEBN should focus more on irreverence and tongue-in-cheek and high-profile promotions," says Richards. "EBN is more 18-34 and more fart joke and dick joke. Fox can be funny but really shouldn't tread in those waters. If it involves a bodily function or a penis, it should be on 'EBN."

Between WOFX, WEBN, and their joint sales agreement with modern WAQZ (Channel Z), Richards says it would not be "in anybody's best interest right now to come in and try and beat us at one of those rock flanks . . . Anything is possible, but it would really take some kind of a kamikaze pilot willing to risk his financial life to come in here and try and battle us on that particular front." **MARC SCHIFFMAN**



Jim Richards
Operations Manager
WOFX/WEBN Cincinnati

If it involves a bodily function . . . it should be on 'EBN.'

of the two rock stations, Marc Chase oversees all of Jacor's Cincinnati properties (including its AM/N/T outlets), acting as liaison between those stations and the Jacor upper echelon.

Though he works in the back yard of Jacor's corporate headquarters, Richards says that day to day, Owens and CEO Randy Michaels "have more interaction with Marc than with me, because that's how it was set up. Tom Owens can't talk to 106 program directors. He can talk to 26 market PDs and let them implement the strategies on their own local level."

And there's pressure. Richards admits, "I do know that if Randy hears something that he strongly disagrees with, that he'll get on the phone . . . If I'm unprepared and something happens that is wrong on one of these radio stations, they can hear it. They're not going to hear what happens at another station at another market, but if they hear it here, we're going to hear about it. That, I think, really raises the bar and heightens expectations all the way around."

From his earliest dealings with Jacor, Richards learned the value of "stealth marketing." Now, at WEBN, he's on the front lines of that strategy. "You see so many radio stations that really waste their time and money slapping up a logo on a billboard or putting up a logo on the TV screen for 15 seconds, when they really don't say anything worth hearing."

"To see just a logo on a billboard doesn't mean anything. To see a billboard with a naked person on it, or with a picture of Hillary Clinton with 'The Bitch Is Back' on it—I think that's where you really start to bond with the listeners, because it's entertaining."

Before Jacor, Richards says, he always thought, "Got to get on TV." Well, you do if you have the right message . . . There are certain campaigns that are great. There are others that I think fail miserably. We do it when it's right, if it's right. Maybe a billboard campaign idea

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- VAN HALEN • Can't Get This Stuff No More (WARNER BROS.)** +147
KZRR +19, WEGR +18, KDKB +16, KJPD +16, KOMP +11, KMOD +10, WZZR +10, WAFX +9, WRXL +9, WMMR +9
- COUNTING CROWS • A Long December (DGC/GEFFEN)** +143
WZZR +17, WNEW +16, KZRR +13, KTYD +12, KLAQ +11, KMJX +10, WTAQ +9, KCAL +9, KXUS +8, WRXR +7
- BLOODHOUND GANG • Fire Water Burn (REPUBLIC/GEFFEN)** +125
KILO +25, WXTB +18, WIXV +8, WZAT +8, WAVF +8, WRXK +6, KRXQ +5, KEGL +5, WZTA +4, KTUX +4
- SOUNDGARDEN • Blow Up The Outside World (A&M)** +122
WBZX +17, KNCN +15, WTFX +10, WXTB +10, WDHA +8, KFRQ +8, WIXV +8, WTPA +7, KLBJ +7, KQRC +6
- SPONGE • Have You Seen Mary (COLUMBIA)** +120
KEGL +15, WRXL +13, WZTA +10, KTAL +10, WDVE +10, WVRK +8, KTXQ +8, KRAD +6, KTYD +6, KGGO +6
- THE WALLFLOWERS • One Headlight (INTERSCOPE)** +111
KZRR +11, WFYV +10, WARQ +8, WTFX +8, KGGO +8, WKLC +8, WPLR +8, WNOR +8, WCCC +8, WZZO +7
- PEARL JAM • Off He Goes (EPIC)** +100
WRXR +25, WWDC +12, KISS +11, KRZR +10, WKLC +9, WIYY +8, WIOT +7, WZZO +6, WZAT +6, WHJY +6
- MATCHBOX 20 • Long Day (LAVA/ATLANTIC)** +99
WZZO +14, KUPD +12, WRXL +10, WFBQ +10, WNCD +9, WRXR +9, KQRC +8, WXTB +8, KNCN +7, WROV +7

MODERN ROCK

INCREASE IN PLAYS

- COUNTING CROWS • A Long December (DGC/GEFFEN)** +283
CIMX +25, KWOD +17, WXNR +16, WMMS +16, KNRK +15, WENZ +15, KPNT +14, KHTY +11, WAQZ +11, WBRU +11
- THE SMASHING PUMPKINS • Thirty-Three (VIRGIN)** +274
KNRK +26, WDGE +19, WBRU +19, KTCL +17, WAQZ +15, WENZ +14, CIMX +13, WPBZ +11, WQXA +11, WHFS +11
- WEEZER • The Good Life (DGC/GEFFEN)** +265
KEGE +20, KLZR +19, KMYZ +18, KNRK +16, WDRE +14, WKRL +13, WZRH +12, WENZ +12, KROX +11, WEND +11
- THE WALLFLOWERS • One Headlight (INTERSCOPE)** +250
KJEE +25, KHTY +22, WRXQ +20, KENZ +16, KTCL +14, KDGE +12, WROX +11, WBRU +11, KROX +10, WKQX +10
- GARBAGE • #1 Crush (CAPITOL)** +250
WDGE +17, WCYY +17, KLYY +16, WXNR +14, KEDJ +14, WXEG +12, KFRR +12, KPOI +11, KNRK +11, KISF +11
- SHERYL CROW • Everyday Is A Winding Road (A&M)** +219
WBRU +21, KICT +17, WXZZ +16, WROX +14, KPNT +14, KWOD +14, WENZ +14, XHRM +13, WRLG +11, WRXQ +10
- THE SUICIDE MACHINES • No Face (HOLLYWOOD)** +209
KJEE +28, KXKR +16, WNNX +14, KANC +13, KTEG +12, WCYY +11, WROX +11, KNDD +8, KROX +7, WFNX +7
- THE CARDIGANS • Lovefool (STOCKHOLM/MERCURY)** +200
WXRK +23, KTOZ +22, WXZZ +21, KNDD +15, WRLG +14, WPLY +13, WROX +11, KDGE +11, KROX +10, WLIR +10
- BLOODHOUND GANG • Fire Water Burn (REPUBLIC/GEFFEN)** +181
KEDJ +27, WROX +14, WNVE +12, WCYY +11, WMMS +10, WEND +9, KISF +9, KEDG +8, WBCN +8, KROX +7
- BUSH • Greedy Fly (TRAUMA/INTERSCOPE)** +179
KDGE +28, KLZR +18, WQXA +13, KPOI +11, KWOD +11, WBZU +10, KTBZ +8, WRLG +8, WKQX +7, WDGE +5

VIDEO PLAYLISTS

MOST PLAYED ROCK TRACKS



TW LW

- 1 311, All Mixed Up 31 21
- 2 No Doubt, Don't Speak 28 20
- 3 Bush, Swallowed 27 23
- 4 Adam Sandler, The Chanukah Song 26 6
- 5 Red Hot Chili Peppers, Love Rollercoaster 22 22
- 6 The Smashing Pumpkins, Thirty-Three 21 13
- 7 Counting Crows, A Long December 20 16
- 8 The Prodigy, Firestarter 18 9
- 9 Cake, The Distance 18 14
- 10 Stone Temple Pilots, Lady Picture Show 18 23
- 11 Dave Matthews Band, Crash Into Me 17 12
- 12 Tool, Stinkfist 17 10
- 13 Soundgarden, Blow Up The Outside World 17 19
- 14 Sheryl Crow, If It Makes You Happy 16 15
- 15 The Wallflowers, One Headlight 15 3
- 16 R.E.M., Bittersweet Me 14 12
- 17 The Presidents Of The United States Of America, Mach 5 13 12
- 18 Beck, Devil's Haircut 9 10
- 19 Jewel, You Were Meant For Me 9 3
- 20 The Cardigans, Lovefool 8 2
- 21 Fountains Of Wayne, Radiation Vibe 7 3
- 22 Luscious Jackson, Naked Eye 7 6
- 23 Local H, Bound For The Floor 6 7
- 24 Kula Shaker, Tattva 6 6
- 25 Better Than Ezra, Desperately Wanting 6 7
- 26 Failure, Stuck On You 5 4
- 27 The Cranberries, When You're Gone 4 3
- 28 Fiona Apple, Shadowboxer 4 9
- 29 Sublime, What I Got 4 6
- 30 The Chemical Brothers Feat. Noel Gallagher, Setting Sun 4 2
- 31 Stone Temple Pilots, Interstate Love Song 3 2
- 32 Orbital, The Box 3 3
- 33 Descendents, I'm The One 3 1
- 34 Republica, Drop Dead Gorgeous 3 0
- 35 Beck, Loser 3 1
- 36 Stone Temple Pilots, Plush 3 2
- 37 Nine Inch Nails, Closer 2 2
- 38 Alanis Morissette, Head Over Feet 2 1
- 39 The Smashing Pumpkins, Tonight, Tonight 2 2
- 40 Fun Lovin' Criminals, The Fun Lovin' Criminals 2 0



- | | TW | LW |
|---|----|----|
| 1 John Mellencamp, Just Another Day | 18 | 18 |
| 2 No Doubt, Don't Speak | 17 | 14 |
| 3 Sheryl Crow, If It Makes You Happy | 17 | 21 |
| 4 Alanis Morissette, Head Over Feet | 15 | 21 |
| 5 Counting Crows, A Long December | 12 | 15 |
| 6 Seal, Fly Like An Eagle | 12 | 15 |
| 7 Journey, When You Love A Woman | 9 | 0 |
| 8 Dave Matthews Band, Crash Into Me | 7 | 8 |
| 9 The Cardigans, Lovefool | 7 | 1 |
| 10 Jewel, You Were Meant For Me | 6 | 6 |
| 11 Garbage, Milk | 6 | 5 |
| 12 Dishwalla, Counting Blue Cars | 6 | 8 |
| 13 Alanis Morissette, You Learn | 5 | 4 |
| 14 Collective Soul, The World I Know | 5 | 8 |
| 15 Eric Clapton, Change The World | 5 | 21 |
| 16 Don Henley, The Heart Of The Matter | 5 | 1 |
| 17 Don Henley, The Boys Of Summer | 4 | 1 |
| 18 Tracy Chapman, Give Me One Reason | 4 | 6 |
| 19 John Mellencamp, Key West Intermezzo (I Saw You First) | 4 | 6 |
| 20 Deep Blue Something, Breakfast At Tiffany's | 4 | 0 |
| 21 Don Henley, The End Of The Innocence | 4 | 1 |
| 22 Melissa Etheridge, I Want To Come Over | 4 | 2 |
| 23 John Cougar Mellencamp, Pink Houses | 3 | 3 |
| 24 R.E.M., Losing My Religion | 3 | 4 |
| 25 Van Halen, Right Now | 3 | 2 |
| 26 The Beatles, All You Need Is Love | 3 | 0 |
| 27 Joan Osborne, One Of Us | 3 | 4 |
| 28 The Beatles, Free As A Bird | 3 | 0 |
| 29 Donna Lewis, I Love You Always Forever | 3 | 5 |
| 30 Hootie & The Blowfish, Tucker's Town | 3 | 0 |

TRIPLE A

INCREASE IN PLAYS

- DON HENLEY • Through Your Hands (REVOLUTION)** +49
WHPT +15, KMTT +9, KFOG +8, WXRC +6, KBCO +5, WXRT +4, KXPT +3, WKOC +2, WBOS +2, KUMT +1
- COUNTING CROWS • A Long December (DGC/GEFFEN)** +44
WVRV +13, CIDR +8, WKOC +8, WRLT +6, WBOS +6, KMTT +4, WTTT +4, KPIG +3, KGSR +3, KUMT +2
- JEWEL • You Were Meant For Me (ATLANTIC)** +30
KQPT +15, KUMT +7, WKOC +7, WJBX +6, WXRC +3, KTMN +2
- SHERYL CROW • Everyday Is A Winding Road (A&M)** +25
WVRV +9, WXLE +8, WJBX +6, WRLT +6, KFOG +6, WKOC +2, WHPT +2, WXRT +2
- THE BORROWERS • Beautiful Struggle (GUARDIAN)** +23
WHPT +11, KUMT +8, WXLE +6, WMAX +2, WKOC +2, WXRC +2, WXRT +2, KTMN +1, KSCA +1, WNCN +1
- THE SMASHING PUMPKINS • Thirty-Three (VIRGIN)** +22
WVRV +12, WJBX +4, WRLT +4, KGSR +3, WXLE +1
- COWBOY JUNKIES • Come Calling (His Song) (GEFFEN)** +20
CIDR +7, KGSR +6, WXLE +5, KINK +1, WMAX +1, WNCN +1, WXRC +1
- CHRIS ISAAK • Dancin' (REPRISE)** +18
WKOC +8, KFOG +7, KSCA +5, WMAX +2, WRNR +2, WJBX +1, KMTT +1
- THE GATHERING FIELD • Lost In America (ATLANTIC)** +16
KSCA +9, WBOS +5, KINK +1, WXRC +1
- DC TALK • Just Between You And Me (VIRGIN)** +16
WVRV +7, WJBX +6, KQPT +4, WXLE +3

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POWER PLAYLISTS

For Week Ending December 15, 1996

MMI Broadcast Data Systems logo and text explaining the playlist methodology.

Main content table with 16 columns representing different radio stations (KLOS, WNEW, WRCX, WYSP, WMMR, KQRS, WRIF, WWDC, WDVE, WFBQ, WAAF, KEGL, WKLS, KLOL, KSHE, KTXQ, WZTA, WEBN, KSJO, WJRR, WIYY, WBZZ, WXTB, WHJY) and their respective top 30 power playlists.

Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week. Playlists are listed in order of TSA weekly chart, beginning with the highest-charting station. Cumes are updated twice weekly following the release of the Spring and Fall Arbitron surveys. The number of stations shown each week varies depending upon space.

Grid of 24 radio station playlists including WONE, WLZR, WKDF, KISS, KBPI, WBAB, KQRC, KISW, KUPD, WLWQ, KUFO, KATT, KDKB, WROQ, KYYS, WDHA, KIOZ, WEGR, WPYX, WTFX, WCMF, WCKW, WIMZ, and WTUE. Each station's playlist includes song titles, artist names, and chart positions.



★ ★ ★ **AIRPOWER** ★ ★ ★

(Minimum 800 detections for the first time)

Total Plays/Gain

VAN HALEN 828/147

Can't Get This Stuff No More (Warner Bros.)
Total Stations: 71/Chart Move: 23-19
Heavy (21+ plays): 9 KAZR, KEGL, KEZO, KTAL, KUPD, KZRR, WLZR, WRDU, WRIF
Medium (14-20): 15 KDKB, KLOS, KRZZ, KSJO, KTUX, WBLM, WDHA, WEGR, WNOR, WONE, WSFL, WAFX, WZMT, WZZO, WZZR
Light (Under 14): 47
New Airplay This Week: 5 KMOD, WCKW, WEGR, WMMR, WRXL

AIRPOWER BOUND

Total Plays/Gain

THE HAZIES 677/50

Trip Free Life (EMI)
Total Stations: 54/Chart Move: 27-23
Heavy (21+ plays): 5 KAZR, KILO, KTUX, WLZR, WZAT
Medium (14-20): 18 KEGL, KISS, KQRC, KRAD, KRXX, KSHE, KSJO, KTYD, KXUS, WAAF, WARQ, WCCC, WJRR, WKLO, WRCX, WTPA, WZMT, WZZO
Light (Under 14): 31
New Airplay This Week: 2 KLOS, WXTB

ZZ TOP 644/7

Bang Bang (RCA)
Total Stations: 54/Chart Move: 26-24
Heavy (21+): 7 KFRQ, KMOD, KTAL, KTUX, KXUS, WONE, WPLR
Medium (14-20): 15 KLPX, KNCN, KRAD, WAPL, WBLM, WCMF, WDHA, WIMZ, WIXV, WKLC, WROV, WSFL, WAFX, WZZO, WZZR
Light (Under 14): 32
New Airplay This Week: 4 KCAL, KLLO, WIMZ, WRXK

CORROSION OF CONFORMITY 589/-14

Drowning in A Daydream (Columbia)
Total Stations: 76/Chart Move: 29-27
Heavy (21+): 6 KAZR, KILO, KIOZ, WAAF, WXRA, WZAT
Medium (14-20): 5 KQRC, KRAD, KRZR, KTUX, WZZO
Light (Under 14): 65
New Airplay This Week: 2 KEZO, WCKW

THE WHY STORE 506/-23

Father (Way Cool Music/MCA)
Total Stations: 49/Chart Move: 35-32
Heavy (21+): 5 KBPI, KTYD, WARQ, WRXR, WZAT
Medium (14-20): 6 KRXX, KRZR, KXUS, WFBQ, WKLC, WONE
Light (Under 14): 38
New Airplay This Week: 1 WCCC

BUSH 505/162

Greedy Fly (Trauma/Interscope)
Total Stations: 45/Chart Move: Debut 33
Heavy (21+): 2 KAZR, KRXX, KUFO, WAAF, WLZR, WZAT
Medium (14-20): 11 KEGL, KILO, KSJO, KTYD, WIOT, WJRR, WNOR, WRIF, WWDC, WZTA, WZZO
Light (Under 14): 28
New Airplay This Week: 9 KBER, KEGL, KQRC, KRZR, WBZX, WKDF, WRXR, WTUE, WZMT

FAILURE 469/25

Stuck On You (Slash/Warner Bros.)
Total Stations: 51/Chart Move: 38-35
Heavy (21+): 2 KILO, WZAT
Medium (14-20): 6 KEGL, KRAD, KTYD, WJRR, WRCX, WTPA
Light (Under 14): 43
New Airplay This Week: 1 WIXV

CAKE 442/17

The Distance (Capricorn/Mercury)
Total Stations: 38/Chart Move: 39-38
Heavy (21+): 8 KBPI, KISS, KRAD, KTUX, KTXQ, WAAF, WKLO, WXRA
Medium (14-20): 7 KBER, KNCN, KRAB, WARQ, WRXR, WWDC, WZAT
Light (Under 14): 23
New Airplay This Week: 1 WBZX

COUNTING CROWS 426/143

A Long December (DGC/Geffen)
Total Stations: 43/Chart Move: Debut 40
Heavy (21+): 6 KLOS, WAVF, WMMR, WRXR, WWDC, WZAT
Medium (14-20): 4 KZRR, WNEW, WZTA, WZZR
Light (Under 14): 33
New Airplay This Week: 11 KCAL, KLAQ, KMJX, KTYD, KXUS, KZRR, WBLM, WNEW, WTAK, WTPA, WZZR

CHART BOUND

Total Plays/Gain

BLOODHOUND GANG 365/125

Fire Water Burn (Republic/Geffen)
Total Stations: 43
Heavy (21+): 4 KEGL, KILO, WXTB, WZTA
Medium (14-20): 6 KRXX, KTUX, WEBN, WKLS, WZAT, WZZO
Light (Under 14): 33
New Airplay This Week: 7 KILO, KRAD, WAVF, WIXV, WROV, WRXK, WTUE

TOM PETTY AND THE HEARTBREAKERS 341/180

Change The Locks (Warner Bros.)
Total Stations: 28
Heavy (21+): 4 WEGR, WNEW, WRDU, WTAK
Medium (14-20): 8 KRZR, KTYD, WDHA, WKLC, WROQ, WROV, WTUE, WZZR
Light (Under 14): 16
New Airplay This Week: 10 KCAL, KDKB, KMOD, KXUS, WDHA, WFYV, WKLC, WNCD, WPYX, WROQ

SEMISONIC 332/36

F.N.T. (MCA Soundtracks/MCA)
Total Stations: 32
Heavy (21+): 4 WARQ, WAVF, WRXR, WZAT
Medium (14-20): 2 KBPI, KTYD
Light (Under 14): 26
New Airplay This Week: 4 KRAD, WFBQ, WRCX, WRXL

DON HENLEY 330/87

Through Your Hands (Revolution)
Total Stations: 32
Heavy (21+): 1 WONE
Medium (14-20): 7 KMOD, WBAB, WDHA, WEGR, WFBQ, WKLC, WNEW
Light (Under 14): 24
New Airplay This Week: 7 KFRQ, KYYS, WBLM, WCMF, WMMR, WPLR, WSFL

311 317/-8

All Mixed Up (Capricorn/Mercury)
Total Stations: 27
Heavy (21+): 5 KTXQ, WAAF, WRXR, WWDC, WXRA
Medium (14-20): 5 KNCN, KRAB, KTUX, WJRR, WKDF
Light (Under 14): 17

MOST NEW AIRPLAY THIS WEEK

No. Of Stations

COUNTING CROWS <i>A Long December (DGC/Geffen)</i>	11
TOM PETTY AND THE HEARTBREAKERS <i>Change The Locks (Warner Bros.)</i>	10
BUSH <i>Greedy Fly (Trauma/Interscope)</i>	9
PEARL JAM <i>Off He Goes (Epic)</i>	8
BLOODHOUND GANG <i>Fire Water Burn (Republic/Geffen)</i>	7
DON HENLEY <i>Through Your Hands (Revolution)</i>	7
ERIC JOHNSON <i>S.R.V. (Capitol)</i>	7
SPONGE <i>Have You Seen Mary (Columbia)</i>	7

DAVE MATTHEWS BAND 309/39

Crash Into Me (RCA)
Total Stations: 31
Heavy (21+): 2 KTAL, KTYD
Medium (14-20): 5 KLBJ, KLPX, WARQ, WROV, WWDC
Light (Under 14): 24
New Airplay This Week: 1 WIXV

TYPE O NEGATIVE 300/-3

Love You To Death (Roadrunner)
Total Stations: 40
Heavy (21+): 1 KILO
Medium (14-20): 4 KEGL, KUPD, WJRR, WZAT
Light (Under 14): 35
New Airplay This Week: 2 KQRC, WROQ

ERIC JOHNSON 272/93

S.R.V. (Capitol)
Total Stations: 25
Heavy (21+): 2 KLBJ, WRDU
Medium (14-20): 4 KEGL, KMJX, KMOD, WROQ
Light (Under 14): 19
New Airplay This Week: 7 KSHE, KTUX, WCKW, WEZX, WMMR, WNCD, WPYX

GARY HOEY 269/67

Desire (Surfdog)
Total Stations: 36
Heavy (21+): 1 WZAT
Medium (14-20): 4 KILO, KRAD, KTUX, KUFO
Light (Under 14): 31
New Airplay This Week: 4 KISW, KQRC, KUFO, WIOT

PEARL JAM 264/100

Off He Goes (Epic)
Total Stations: 29
Heavy (21+): 3 KRZR, WKDF, WRXR
Medium (14-20): 3 WIOT, WKLC, WWDC
Light (Under 14): 23
New Airplay This Week: 8 KISS, KRAD, WBLM, WHJY, WIYY, WRXR, WWDC, WZAT

ADAM SANDLER 221/44

The Chanukah Song (Warner Bros.)
Total Stations: 45
Heavy (21+): 0
Medium (14-20): 0
Light (Under 14): 45
New Airplay This Week: 2 KZRR, WZAT

THE SMASHING PUMPKINS 221/56

Thirty-Three (Virgin)
Total Stations: 22
Heavy (21+): 2 KRAB, WZAT
Medium (14-20): 5 KLAQ, KQRC, WTPA, WVRK, WZZO
Light (Under 14): 15
New Airplay This Week: 2 KZRR, WWDC

THE FRAMES DC 207/31

Monument (ZTT/Elektra/EEG)
Total Stations: 22
Heavy (21+): 2 WXRA, WZAT
Medium (14-20): 4 KRAD, KRZR, KTUX, WARQ
Light (Under 14): 16
New Airplay This Week: 3 KLOS, KSJO, WZMT

COREY STEVENS 192/67

It's Over (Eureka/Discovery)
Total Stations: 19
Heavy (21+): 2 WROQ, WTFX
Medium (14-20): 3 WFVY, WSTZ, WZZR
Light (Under 14): 14
New Airplay This Week: 5 KFRQ, WFYV, WPLR, WRXK, WZMT

KULA SHAKER 189/20

Tattva (Columbia)
Total Stations: 27
Heavy (21+): 2 WAVF, WRXR
Medium (14-20): 2 KTYD, WVRK
Light (Under 14): 23
New Airplay This Week: 1 KLAQ

GARBAGE 179/33

#1 Crush (Capitol)
Total Stations: 14
Heavy (21+): 5 WARQ, WAVF, WRXR, WWDC, WXRA
Medium (14-20): 1 KBPI
Light (Under 14): 8
New Airplay This Week: 1 WRXR

TRANS SIBERIAN ORCHESTRA 169/78

Christmas Eve - Sarajevo 12/24 (Lava/Atlantic)
Total Stations: 30
Heavy (21+): 1 KTXQ
Medium (14-20): 2 KILO, KQRC
Light (Under 14): 27
New Airplay This Week: 1 KQRC

NERF HERDER 152/15

Van Halen (Arista)
Total Stations: 22
Heavy (21+): 0
Medium (14-20): 4 KBPI, KRAD, WIOT, WZAT
Light (Under 14): 18
New Airplay This Week: 4 KUFO, WAAF, WKDF, WZMT

BETH HART BAND 139/2

Immortal (143/Lava/Atlantic)
Total Stations: 18
Heavy (21+): 0
Medium (14-20): 2 WDHA, WTPA
Light (Under 14): 16
New Airplay This Week: 1 WEZX

RAGE AGAINST THE MACHINE 134/18

Down Rodeo (Epic)
Total Stations: 25
Heavy (21+): 1 WAAF
Medium (14-20): 1 WZAT
Light (Under 14): 23
New Airplay This Week: 3 KBER, KTUX, WVRK

NIRVANA 124/18

Drain You (DGC/Geffen)
Total Stations: 17
Heavy (21+): 2 KRAD, WAAF
Medium (14-20): 0
Light (Under 14): 15
New Airplay This Week: 1 KUFO

REACHAROUND 121/13

Big & Mean (Carport/Trauma/Interscope)
Total Stations: 18
Heavy (21+): 0
Medium (14-20): 2 KBPI, WAAF
Light (Under 14): 16
New Airplay This Week: 2 KLBj, KRAD

REPUBLICA 101/-1

Ready To Go (deConstruction/RCA)
Total Stations: 9
Heavy (21+): 3 WARQ, WAVF, WRXR
Medium (14-20): 0
Light (Under 14): 6

POE 100/-3

Hello (Modern/Atlantic)
Total Stations: 20
Heavy (21+): 0
Medium (14-20): 4 KBPI, KISS, KRXX, WARQ
Light (Under 14): 16

NO DOUBT 100/5

Don't Speak (Trauma/Interscope)
Total Stations: 9
Heavy (21+): 2 KBPI, WRXR
Medium (14-20): 1 WWDC
Light (Under 14): 6

★ SHERYL CROW 88/65

Everyday Is A Winding Road (A&M)
Total Stations: 13
Heavy (21+): 0
Medium (14-20): 4 WARQ, WWDC, WZZO, WZZR
Light (Under 14): 9
New Airplay This Week: 3 KLBj, WARQ, WZZR

RED HOT CHILI PEPPERS 86/18

Love Rollercoaster (Geffen)
Total Stations: 26
Heavy (21+): 1 WZAT
Medium (14-20): 1 KTUX
Light (Under 14): 24
New Airplay This Week: 1 WRXR

★ THE SMASHING PUMPKINS 83/48

You're All I've Got Tonight (Virgin)
Total Stations: 3
Heavy (21+): 3 KAZR, WLZR, WRCX
Medium (14-20): 0
Light (Under 14): 0

SPACEHOG 79/-4

Candyman (HIFI/Sire/EEG)
Total Stations: 15
Heavy (21+): 0
Medium (14-20): 1 KRZR
Light (Under 14): 14
New Airplay This Week: 1 KLBj

I MOTHER EARTH 79/6

Another Sunday (Capitol)
Total Stations: 13
Heavy (21+): 1 WAAF
Medium (14-20): 0
Light (Under 14): 12

Airpower awarded to those records which attain 800 detections for the first time. New airplay lists those stations registering six or more detections per week on a record for the first time. ★ Initial impact: records appearing on this page for the first time.



SONG ACTIVITY REPORTS



Detailed song tracking information for the last 3 weeks for all songs showing increased play this week. Total plays and gain do not include video play. Markets listed in order of population.

For Week Ending December 15, 1996

Table with 12 columns: Song Title, Artist, Total Plays/Gain, and station codes. Rows include BETTER THAN EZRA, BUSH, CAKE, COUNTING CROWS, and DARLAHOOD.

Table with 12 columns: Song Title, Artist, Total Plays/Gain, and station codes. Rows include FAILURE, THE HAZIES, LOCAL H, MATCHBOX 20, and JOHN MELLENCAMP.



SONG ACTIVITY REPORTS

Broadcast Data Systems logo and detailed song tracking information for the last 3 weeks.

For Week Ending December 15, 1996

Grid of 12 radio activity reports for songs like 'Half The World', 'Blow Up The Outside World', 'Have You Seen Mary', 'Looking For (Aware/Capitol)', and 'Lady Picture Show'. Each report includes station names, song titles, and chart positions.

Grid of 12 radio activity reports for songs like 'What I Got', 'Stinkfist (Zoo)', 'Can't Get This Stuff No More', 'The Wallflowers', and 'ZZ Top'. Each report includes station names, song titles, and chart positions.

POWER PLAYLISTS

For Week Ending December 15, 1996



Playlists supplied by Broadcast Data Systems... Radio Track service...



Grid of 24 radio station playlists including WXRK, KROQ, WKQX, WPLY, WBCN, WHFS, WHYT, WNNX, KITS, KDGE, KEGE, WMMS, CIMX, WDRE, KOME, KPNT, KLYY, KNDD, KTBZ, WMRQ, XTRA, WENZ, WXDX, and WRZX.



POWER PLAYLISTS

For Week Ending December 15, 1996



Playlists supplied by Broadcast Data Systems' Radio Track service...

Table with 12 columns representing radio stations (WLIR, KXPK, WLUM, WEDG, KWOD, XHRM, KNRK, WFNX, KZON, KISF, WNVE, WEND, KEDJ, KNRX, WQXA, WGRD, KMYZ, WBRU, WROX, WPBZ, WDGE, KCXX, KGDE, KEDG) and rows of song titles and track numbers.

AIRPLAY Monitor

SONG ACTIVITY REPORTS



For Week Ending December 15, 1996

Detailed song tracking information for the last 3 weeks for all songs showing increased play this week. Total play and gain data includes video play. Markets listed in order of population.

Total Plays/Gain 1818/87 598/6 368/49 1478/154 1061/181

311 All Mixed Up (Capricorn/Mercury) BARENAKED LADIES The Old Apartment (Reprise) BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG) BLOODHOUND GANG Fire Water Burn (Republic/Geffen)

Grid of song activity reports for 311, BARENAKED LADIES, BETTER THAN EZRA, and BLOODHOUND GANG. Columns include station, song title, and chart position.

BUSH 2573/28 BUSH 563/179 THE CARDIGANS 773/200 COUNTING CROWS 1282/283 SHERLY CROW 481/219

Swallowed (Trauma/Interscope) Greedy Fly (Trauma/Interscope) Lovefool (Stockholm/Mercury) A Long December (DGC/Geffen) Everyday Is A Winding Road (A&M)

Grid of song activity reports for BUSH, THE CARDIGANS, COUNTING CROWS, and SHERLY CROW. Columns include station, song title, and chart position.

DESCENDENTS 412/92 FAILURE 830/65 FOUNTAINS OF WAYNE 1280/175 GARBAGE 2464/250 LUSCIOUS JACKSON 964/19

I'm The One (Epitaph) Stuck On You (Slash/Warner Bros.) Radiation Vibe (TAG/Atlantic) #1 Crush (Capitol) Naked Eye (Grand Royal/Capitol)

Grid of song activity reports for DESCENDENTS, FAILURE, FOUNTAINS OF WAYNE, GARBAGE, and LUSCIOUS JACKSON. Columns include station, song title, and chart position.

Monitor AIRPLAY SONG ACTIVITY REPORTS

For Week Ending December 15, 1996

ASHLEY MACISAAC 300/57
Total Stations: 32
MTV 1 1 1 1 Colum, OH WWCDD 1 1 1 1
WXRK 1 1 1 1 Norfolk WROX 1 1 1 1
KLYY 1 1 1 1 Salt Lake KENZ 1 1 1 1

DAVE MATTHEWS BAND 956/103
Crash Into Me (RCA)
Total Stations: 56
Chart Move: 28-24
MTV 17 12 16 71 Colum, OH WWCDD 14 11 6 59
WXRK 28 28 27 116 Norfolk WROX 17 12 11 40

METALLICA 380/4
Hero Of The Day (Elektra/EEG)
Total Stations: 20
MTV 2 2 2 250 Colum, OH WWCDD 2 2 2 250
WXRK 32 24 27 277 Norfolk WROX 2 2 2 250

NERF HERDER 517/86
Van Halen (Arista)
Total Stations: 50
MTV 2 2 2 27 Colum, OH WWCDD 2 2 2 27
WXRK 2 2 2 27 Norfolk WROX 6 1 2 9

NIRVANA 401/66
Drain You (DGC/Geffen)
Total Stations: 31
MTV 26 22 22 48 Colum, OH WWCDD 26 22 22 48
WXRK 26 22 22 48 Norfolk WROX 2 1 1 3

PEARL JAM 457/170
Off He Goes (Epic)
Total Stations: 38
MTV 1 1 1 1 Colum, OH WWCDD 1 1 1 1
WXRK 1 1 1 1 Norfolk WROX 1 1 1 1

POE 1290/163
Hello (Modern/Antiatic)
Total Stations: 75
Chart Move: 17-14
MTV 15 25 31 34 Colum, OH WWCDD 15 25 31 34
WXRK 15 25 31 34 Norfolk WROX 12 8 3 23

REPUBLICA 383/52
Drop Dead Gorgeous (deConstruction/RCA)
Total Stations: 38
MTV 3 3 3 6 Colum, OH WWCDD 3 3 3 6
WXRK 5 6 4 15 Norfolk WROX 3 3 3 6

SEMISONIC 436/42
F.N.T. (MCA Soundtracks/MCA)
Total Stations: 30
MTV 2 2 2 2 Colum, OH WWCDD 2 2 2 2
WXRK 2 2 2 2 Norfolk WROX 20 15 9 44

THE SHREVE PUMPKINS 1681/274
Thirty-Three (Virgin)
Total Stations: 71
Chart Move: 12-10
MTV 21 13 19 73 Colum, OH WWCDD 21 13 19 73
WXRK 28 32 22 82 Norfolk WROX 7 11 1 7

SOUL COUGHING 684/91
Super Bon Bon (Slash/Warner Bros.)
Total Stations: 54
Chart Move: 39-36
MTV 1 1 2 2 Colum, OH WWCDD 1 1 2 2
WXRK 1 1 2 2 Norfolk WROX 1 1 1 6

SOUNDGARDEN 1777/12
Blow Up The Outside World (A&M)
Total Stations: 70
Chart Move: 8-9
MTV 17 11 20 104 Colum, OH WWCDD 17 11 20 104
WXRK 29 28 27 317 Norfolk WROX 25 23 29 140

THE SUICIDE MACHINES 375/209
No Face (Hollywood)
Total Stations: 47
MTV 1 1 1 1 Colum, OH WWCDD 1 1 1 1
WXRK 1 1 1 1 Norfolk WROX 12 1 1 13

THE WALLFLOWERS 1097/250
One Headlight (Interscope)
Total Stations: 63
Chart Move: 30-19
MTV 15 3 4 30 Colum, OH WWCDD 15 3 4 30
WXRK 13 12 25 57 Norfolk WROX 11 11 11 63

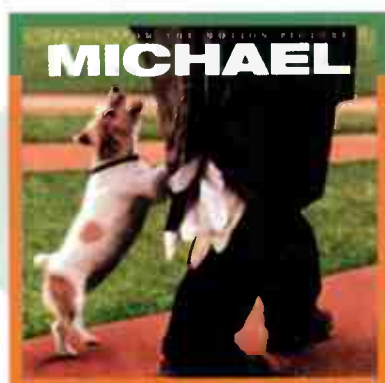
WEEZER 328/265
The Good Life (DGC/Geffen)
Total Stations: 42
MTV 1 1 1 1 Colum, OH WWCDD 1 1 1 1
WXRK 1 1 1 1 Norfolk WROX 1 1 1 2

For Week Ending December 15, 1996

COMBINED ROCK MONITOR AIRPLAY						AIRPLAY THIS WEEK BY FORMAT													
TW	LW	WKS	TITLE (LABEL/PROMOTION LABEL)	ARTIST	THIS WEEK			LAST WEEK			MAINSTREAM			MODERN			TRIPLE A		
					Audience (millions)	Detections No.	Rank	Audience (millions)	Detections No.	Rank	Audience (millions)	Detections No.	Rank	Audience (millions)	Detections No.	Rank	Audience (millions)	Detections No.	Rank
1	1	9	SWALLOWED (TRAUMA/INTERSCOPE)	BUSH	31.2450	4316	1	30.9066	4288	1	10.9379	1737	3	20.3033	2573	1	0.0038	6	—
2	3	11	BLOW UP THE OUTSIDE WORLD (A&M)	SOUNDGARDEN	24.6178	3567	3	24.1003	3433	3	12.7884	1790	1	11.8294	1777	9	—	—	—
3	2	10	LADY PICTURE SHOW (ATLANTIC)	STONE TEMPLE PILOTS	24.3061	3616	2	24.8307	3625	2	11.2927	1604	4	12.9273	1958	6	0.0861	54	—
4	6	14	BOUND FOR THE FLOOR (ISLAND)	LOCAL H	23.2766	2923	5	21.3080	2916	5	8.1287	1040	10	15.1472	1882	7	0.0007	1	—
5	8	6	#1 CRUSH (CAPITOL)	GARBAGE	21.2398	2683	7	19.1233	2393	9	0.9610	179	—	20.2057	2464	3	0.0731	40	—
6	5	17	WHAT I GOT (GASOLINE ALLEY/MCA)	SUBLIME	20.6843	3111	4	21.5922	3139	4	6.2942	993	11	13.7203	2005	5	0.6698	112	—
7	4	11	DON'T SPEAK (TRAUMA/INTERSCOPE)	NO DOUBT	20.4662	2778	6	22.2860	2808	6	0.8345	100	—	18.3680	2491	2	1.2637	187	15
8	10	8	ALL MIXED UP (CAPRICORN/MERCURY)	311	19.1490	2190	12	17.0579	2104	14	1.9956	317	—	16.5562	1813	8	0.5972	55	—
9	12	5	ONE HEADLIGHT (INTERSCOPE)	THE WALLFLOWERS	18.4758	2681	8	15.7147	2307	10	7.2600	1153	7	8.2725	1097	19	2.9433	431	1
10	7	10	THE DISTANCE (CAPRICORN/MERCURY)	CAKE	18.2674	2517	9	19.5035	2553	8	2.6957	442	38	15.5128	2044	4	0.0589	31	—
11	9	13	HERO OF THE DAY (ELEKTRA/EEG)	METALLICA	17.0747	2155	13	17.9414	2268	11	13.9396	1775	2	3.1351	380	—	—	—	—
12	16	3	A LONG DECEMBER (DGC/GEFFEN)	COUNTING CROWS	16.5912	2025	14	13.7588	1555	23	4.0033	426	40	10.6645	1282	15	1.9234	317	5
13	13	4	THIRTY-THREE (VIRGIN)	THE SMASHING PUMPKINS	16.0069	1981	16	14.3737	1629	21	1.1079	221	—	14.6851	1681	10	0.2139	79	—
14	15	5	DESPERATELY WANTING (SWELL/ELEKTRA/EEG)	BETTER THAN EZRA	15.4124	2417	10	13.8751	2174	13	5.3606	888	15	9.6776	1478	12	0.3742	51	—
15	11	13	BITTERSWEET ME (WARNER BROS.)	R.E.M.	15.1063	2377	11	16.1582	2685	7	6.4110	925	13	6.6397	1123	18	2.0556	329	4
16	14	19	OPEN UP YOUR EYES (POLYDOR/A&M)	TONIC	12.9405	1993	15	14.2894	2247	12	8.6536	1249	6	4.2847	736	31	0.0022	8	—
17	20	34	TRIPPIN' ON A HOLE IN A PAPER HEART (ATLANTIC)	STONE TEMPLE PILOTS	11.7312	1390	28	12.2088	1379	28	5.4884	666	—	6.2428	724	—	—	—	—
18	19	11	ME WISE MAGIC (WARNER BROS.)	VAN HALEN	11.4325	1404	26	12.7578	1621	22	11.4325	1404	5	—	—	—	—	—	—
19	17	16	I WAS WRONG (550 MUSIC)	SOCIAL DISTORTION	11.0045	1628	20	13.6338	1881	18	4.0995	599	26	6.9050	1025	22	—	—	—
20	18	27	BURDEN IN MY HAND (A&M)	SOUNDGARDEN	10.9217	1281	34	13.0219	1410	27	5.1045	619	—	5.8172	662	—	—	—	—
21	24	9	WOULD? (COLUMBIA)	ALICE IN CHAINS	10.8608	1274	36	10.8569	1275	34	6.4998	777	22	4.3610	497	—	—	—	—
22	26	10	STINKFIST (ZOO)	TOOL	10.6049	1862	18	10.4928	1867	19	5.0393	826	20	5.5656	1036	21	—	—	—
23	21	8	MACH 5 (COLUMBIA)	THE PRESIDENTS OF THE UNITED STATES OF AMERICA	10.3614	1926	17	11.9643	2080	15	2.8996	624	25	7.4618	1302	13	—	—	—
24	NEW		GREEDY FLY (TRAUMA/INTERSCOPE)	BUSH	10.2579	1068	42	7.5344	727	68	3.6873	505	33	6.5706	563	40	—	—	—
25	27	8	TATVA (COLUMBIA)	KULA SHAKER	10.1586	1748	19	10.3140	1728	20	0.7882	189	—	9.1761	1488	11	0.1943	71	—
26	31	2	CRASH INTO ME (RCA)	DAVE MATTHEWS BAND	9.7894	1566	22	9.0232	1416	25	2.3260	309	—	5.5713	956	24	1.8921	301	8
27	40	2	FIRE WATER BURN (REPUBLIC/GEFFEN)	BLOODHOUND GANG	9.7779	1426	24	7.9309	1120	43	2.5335	365	—	7.2444	1061	20	—	—	—
28	32	5	LONG DAY (LAVA/ATLANTIC)	MATCHBOX 20	9.6657	1415	25	8.9059	1277	33	7.5532	1088	9	1.9489	286	—	0.1636	41	—
29	35	3	RADIATION VIBE (TAG/ATLANTIC)	FOUNTAINS OF WAYNE	9.4774	1327	29	8.3976	1140	39	0.1554	46	—	9.3205	1280	16	0.0015	1	—
30	23	15	MUZZLE (VIRGIN)	THE SMASHING PUMPKINS	9.4626	1092	40	10.9642	1292	31	4.0234	490	34	5.4392	602	38	—	—	—
31	28	39	COUNTING BLUE CARS (A&M)	DISHWALLA	9.1632	1305	31	9.4184	1355	29	4.2800	559	—	4.1722	604	—	0.7110	142	—
32	22	12	ANGELS OF THE SILENCES (DGC/GEFFEN)	COUNTING CROWS	9.1448	1512	23	11.1504	1939	16	4.4338	781	21	4.6902	719	33	0.0208	12	—
33	38	2	HELLO (MODERN/ATLANTIC)	POE	8.9802	1392	27	8.3098	1231	35	0.5964	100	—	8.3812	1290	14	0.0026	2	—
34	25	11	FREE (ELEKTRA/EEG)	PHISH	8.8797	1600	21	10.8153	1898	17	3.0410	553	29	4.3353	799	27	1.5034	248	10
35	29	24	DOWN (CAPRICORN/MERCURY)	311	8.8661	1073	41	9.2089	1122	42	1.6302	249	—	7.2359	824	26	—	—	—
36	NEW		HAVE YOU SEEN MARY (COLUMBIA)	SPONGE	8.7385	1304	32	7.7429	1128	41	5.1776	923	14	3.5530	367	—	0.0079	14	—
37	37	2	JUST ANOTHER DAY (MERCURY)	JOHN MELLENCAMP	8.4451	1275	35	8.3506	1205	37	5.7668	875	16	0.0322	15	—	2.6461	385	2
38	30	16	HAIL HAIL (EPIC)	PEARL JAM	8.1001	1161	38	9.1571	1416	26	2.4538	441	39	5.6463	720	32	—	—	—
39	NEW		HALF THE WORLD (ANTHEM/ATLANTIC)	RUSH	7.9838	1132	39	7.4692	1064	46	7.9838	1132	8	—	—	—	—	—	—
40	NEW		LOVEFOOL (STOCKHOLM/MERCURY)	THE CARDIGANS	7.9419	797	61	5.8086	582	92	—	—	—	7.8720	773	29	0.0699	24	—

Records showing an increase in audience over the previous week, regardless of chart movement. Rankings broken down by mainstream, modern and triple A formats (on right side of this page) correspond to charts printed in this week's Monitor and therefore rankings do not exist for recurrences and records below No. 40 (No. 20 for triple A). Audience computed by cross-referencing exact times of airplay with Arbitron listener data. ©1996, Billboard/BPI Communications.

Don Henley
"Through Your Hands"



First single from the Turner Pictures upcoming motion picture

MICHAEL

Written by John Hiatt
Produced by Don Henley
Mixed by Rob Jacobs
Personal Management: Irving Azoff

Album In Stores December 17

DEBUT (12) TRIPLE A CHART!
#1 MOST NEW AIRPLAY
#1 STRONGEST INCREASE
IN AIRPLAY

MAINSTREAM ROCK
CHART BOUND!
MOST NEW AIRPLAY
333 SPINS (+82)



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POWER PLAYLISTS

KFOG San Francisco PD: Paul Marszalek MD: Bill Evans. List of songs and their positions.

WXRT Chicago VP/Programming: Norm Winer MD: Patty Martin. List of songs and their positions.

WBOS Boston PD: Jim Herron. List of songs and their positions.

KSCA Los Angeles PD: Mike Morrison MD: Nicole Sandler. List of songs and their positions.

KTCZ Minneapolis PD: Lauren MacLeash MD: Jane Fredericksen. List of songs and their positions.

WHPT Tampa PD: Chuck Beck APD/MD: Chris Taylor. List of songs and their positions.

CIDR Detroit PD: Murray Brookshaw MD: Ann Delisi. List of songs and their positions.

KBCO Denver I-PD: Mike O'Connor MD: Scott Arbough. List of songs and their positions.

KMTT Seattle PD: Chris Mays MD: Dean Carlson. List of songs and their positions.

Main chart table with columns for THIS WEEK, LAST WEEK, WKS. ON CHART, TITLE/LABEL/PROMOTION LABEL, ARTIST, TW, LW, and DETECTIONS.

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.

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Radio Seminar & Awards October 16 - 18, 1997 The Renaissance Orlando Resort Orlando, Florida

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Rock Airplay Monitor. 105 mainstream rock and 100 modern rock stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1996, Broadcast Data Systems.

THIS WEEK	LAST WEEK	WKS. ON CHART	MAINSTREAM		DETECTIONS		
			TITLE/LABEL/PROMOTION LABEL	ARTIST	TW	LW	
			*** No. 1 ***				
1	3	11	BLOW UP THE OUTSIDE WORLD A&M	SOUNDGARDEN	1790	1668	
2	1	15	HERO OF THE DAY ELEKTRA/VEEG	METALLICA	1775	1892	
3	2	9	SWALLOWED TRAUMA/INTERSCOPE	BUSH	1737	1740	
4	5	10	LADY PICTURE SHOW ATLANTIC	STONE TEMPLE PILOTS	1604	1595	
5	4	11	ME WISE MAGIC WARNER BROS.	VAN HALEN	1404	1621	
6	6	25	OPEN UP YOUR EYES POLYDOR/A&M	TONIC	1249	1379	
7	9	6	ONE HEADLIGHT INTERSCOPE	THE WALLFLOWERS	1153	1042	
8	8	7	HALF THE WORLD ANTHEM/ATLANTIC	RUSH	1132	1064	
9	12	11	LONG DAY LAVA/ATLANTIC	MATCHBOX 20	1088	989	
10	11	14	BOUND FOR THE FLOOR ISLAND	LOCAL H	1040	1014	
11	14	10	WHAT I GOT GASOLINE ALLEY/MCA	SUBLIME	993	936	
12	15	8	LOOKING FOR AWARE/CAPITOL	STIR	983	928	
13	10	12	BITTERSWEET ME WARNER BROS.	R.E.M.	925	1027	
14	20	8	HAVE YOU SEEN MARY COLUMBIA	SPONGE	923	803	
15	17	5	DESPERATELY WANTING SWELL/ELEKTRA/VEEG	BETTER THAN EZRA	888	808	
16	18	5	JUST ANOTHER DAY MERCURY	JOHN MELLENCAMP	875	807	
17	16	10	GROW YOUR OWN REPRISE	DARLAHOOD	848	833	
18	7	12	CLIMB THAT HILL WARNER BROS.	TOM PETTY AND THE HEARTBREAKERS	837	1084	
			*** AIRPOWER ***				
19	23	5	CAN'T GET THIS STUFF NO MORE WARNER BROS.	VAN HALEN	828	681	
20	21	14	STINKFIST ZOO	TOOL	826	794	
21	13	12	ANGELS OF THE SILENCES DGC/GEFFEN	COUNTING CROWS	781	988	
22	19	17	WOULD? COLUMBIA	ALICE IN CHAINS	777	805	
23	27	4	TRIP FREE LIFE EMI	THE HAZIES	677	627	
24	26	5	BANG BANG RCA	ZZ TOP	644	637	
25	24	6	MACH 5 COLUMBIA	THE PRESIDENTS OF THE UNITED STATES OF AMERICA	624	669	
26	31	15	I WAS WRONG 550 MUSIC	SOCIAL DISTORTION	599	592	
27	29	7	DROWNING IN A DAYDREAM COLUMBIA	CORROSION OF CONFORMITY	589	603	
28	33	6	WALK ON WATER GEFFEN	OZZY OSBOURNE	563	584	
29	22	11	FREE ELEKTRA/VEEG	PHISH	553	737	
30	32	12	THE BEAUTIFUL PEOPLE NOTHING/INTERSCOPE	MARILYN MANSON	534	589	
31	30	22	OVER NOW COLUMBIA	ALICE IN CHAINS	523	602	
32	35	5	FATHER WAY COOL MUSIC/MCA	THE WHY STORE	506	529	
33	NEW		GREEDY FLY TRAUMA/INTERSCOPE	BUSH	505	343	
34	25	13	MUZZLE VIRGIN	THE SMASHING PUMPKINS	490	651	
35	38	3	STUCK ON YOU SLASH/WARNER BROS.	FAILURE	469	444	
36	36	24	SHAME COLUMBIA	STABBING WESTWARD	465	525	
37	28	15	LIE ON LIE COLUMBIA	CHALK FARM	450	618	
38	39	3	THE DISTANCE CAPRICORN/MERCURY	CAKE	442	425	
39	34	16	HAIL HAIL EPIC	PEARL JAM	441	573	
40	NEW		A LONG DECEMBER DGC/GEFFEN	COUNTING CROWS	426	283	

THIS WEEK	LAST WEEK	WKS. ON CHART	MODERN		DETECTIONS		
			TITLE/LABEL/PROMOTION LABEL	ARTIST	TW	LW	
			*** No. 1 ***				
1	1	9	SWALLOWED TRAUMA/INTERSCOPE	BUSH	2573	2545	
2	2	11	DON'T SPEAK TRAUMA/INTERSCOPE	NO DOUBT	2491	2538	
3	3	5	#1 CRUSH CAPITOL	GARBAGE	2464	2214	
4	5	13	THE DISTANCE CAPRICORN/MERCURY	CAKE	2044	2097	
5	4	19	WHAT I GOT GASOLINE ALLEY/MCA	SUBLIME	2006	2101	
6	6	10	LADY PICTURE SHOW ATLANTIC	STONE TEMPLE PILOTS	1958	1974	
7	7	14	BOUND FOR THE FLOOR ISLAND	LOCAL H	1882	1902	
8	9	10	ALL MIXED UP CAPRICORN/MERCURY	311	1818	1731	
9	8	10	BLOW UP THE OUTSIDE WORLD A&M	SOUNDGARDEN	1777	1765	
10	12	4	THIRTY-THREE VIRGIN	THE SMASHING PUMPKINS	1681	1407	
11	10	9	TATVA COLUMBIA	KULA SHAKER	1488	1496	
12	13	6	DESPERATELY WANTING SWELL/ELEKTRA/VEEG	BETTER THAN EZRA	1478	1324	
13	11	8	MACH 5 COLUMBIA	THE PRESIDENTS OF THE UNITED STATES OF AMERICA	1302	1411	
14	17	5	HELLO MODERN/ATLANTIC	POE	1290	1127	
			*** AIRPOWER ***				
15	20	2	A LONG DECEMBER DGC/GEFFEN	COUNTING CROWS	1282	999	
16	18	5	RADIATION VIBE TAG/ATLANTIC	FOUNTAINS OF WAYNE	1280	1105	
17	16	7	LOVE ROLLERCOASTER GEFFEN	RED HOT CHILI PEPPERS	1223	1258	
18	15	12	BITTERSWEET ME WARNER BROS.	R.E.M.	1123	1282	
19	30	3	ONE HEADLIGHT INTERSCOPE	THE WALLFLOWERS	1097	847	
20	25	3	FIRE WATER BURN REPUBLIC/GEFFEN	BLOODHOUND GANG	1061	880	
21	19	13	STINKFIST ZOO	TOOL	1036	1073	
22	14	16	I WAS WRONG 550 MUSIC	SOCIAL DISTORTION	1029	1288	
23	21	9	NAKED EYE GRAND ROYAL/CAPITOL	LUSCIOUS JACKSON	964	945	
24	28	5	CRASH INTO ME RCA	DAVE MATTHEWS BAND	956	853	
25	34	4	STUCK ON YOU SLASH/WARNER BROS.	FAILURE	830	765	
26	31	26	DOWN CAPRICORN/MERCURY	311	824	844	
27	24	9	FREE ELEKTRA/VEEG	PHISH	799	899	
28	22	20	NOVOCAINE FOR THE SOUL DREAMWORKS/GEFFEN	EELS	785	941	
29	NEW		LOVEFOOL STOCKHOLM/MERCURY	THE CARDIGANS	773	573	
30	26	12	IF I COULD TALK I'D TELL YOU TAG/ATLANTIC	THE LEMONHEADS	741	872	
31	27	11	OPEN UP YOUR EYES POLYDOR/A&M	TONIC	736	861	
32	32	13	HAIL HAIL EPIC	PEARL JAM	720	843	
33	23	12	ANGELS OF THE SILENCES DGC/GEFFEN	COUNTING CROWS	719	938	
34	33	13	THE BEAUTIFUL PEOPLE NOTHING/INTERSCOPE	MARILYN MANSON	702	838	
35	29	17	SCOOBY SNACKS EMI	FUN LOVIN' CRIMINALS	701	853	
36	39	2	SUPER BON BON SLASH/WARNER BROS.	SOUL COUGHING	684	593	
37	35	18	IF IT MAKES YOU HAPPY A&M	SHERYL CROW	611	748	
38	37	16	MUZZLE VIRGIN	THE SMASHING PUMPKINS	602	641	
39	40	5	SHADOWBOXER CLEAN SLATE/WORK	FIONA APPLE	598	592	
40	NEW		GREEDY FLY TRAUMA/INTERSCOPE	BUSH	563	384	

Records showing an increase in detections the previous week, regardless of chart movement. A record which has been on either chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections. Airpower awarded to those records which attain 800 detections (mainstream) or 1,100 (modern) for the first time. If two records are tied in number of plays, the record being played on more stations is placed first. Records below the top 20 are removed from the chart after 26 weeks.



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