

NEWSSTAND PRICE \$6.50

Creed Goes 'Higher'

Radio quickly jumped on the first track from Creed's forthcoming release, *Human Clay*, on Wind-up Records, due in stores on September 28. "Higher" leaps to No. 2 at Active Rock, No. 5 at Rock and No. 7 at Alternative — all in its second week of airplay! Check out this week's Sound Decisions for more on Creed (Page 40).



THE INDUSTRY'S NEWSPAPER

www.ronline.com

SEPTEMBER 10, 1999

Complete NAB Coverage

AMFM Radio Network personalities Bob & Tom not only hosted the Marconi Awards last week, they *collected* one of the awards. Read all the NAB coverage beginning on the next page.

(P.S.: You can also check out complete coverage of the week's *other* huge news story, the Viacom-CBS merger, on the next page.)



Reba

"What Do You Say"

The first single from the brand new album *So Good Together*.

Going For Airplay Now

Major Media

USA Weekend (cover) 10/17

A&E Biography 11/19

A&E Live By Request 11/23

CBS-TV Movie Of The Week starring Reba
"Secret Of Giving" 11/25

McCall's (December feature)

Produced by
Tony Brown,
David Malloy and
Keith Stegall

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CHER

ALL OR NOTHING

the new single

GOING FOR ADDS
THIS WEEK!

The HBO Special,
"CHER: Live In Concert"...

- #1 Cable program of the day!
- #1 HBO program of the week!
- Top 5 HBO program of the season!
- Highest rated music program on any channel since "Garth in Central Park"!

U.S.
Album Sales
Over 3 Million!
Sold-out Tour
continues...

From the multi-Platinum
Album Believe



Produced by Mark Taylor and Brian Rawling for Metro/Rive Droite Music Productions
Management: L.S. Management, Inc./RD Worldwide Management, B.V.
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RAB President/CEO **Gary Fries** didn't mince words when he addressed the NAB Radio Show with his annual "state of radio sales." "I think we're going to blow it," he said, referring to radio's reaction to the Internet ad explosion. "We're giving away our web pages, we're giving away our streaming audio ... why are we giving it away?" MMS Editor **Jeff Axelrod** has a complete wrap-up of Fries' comments beginning on Page 3.

INNOVATION STATION

DOLBY'S BLINDING "BEATNIK"

In 1983, **Thomas Dolby** blinded us with science. Today, he's blinding us with a cool new web tool called "Beatnik," an audio player that can, among other things, play music in tandem with a user's mouse movements. **R&R** Radio Editor **Gary Heller** sat down with **Thomas Dolby** **Richardson** (as he's now known) to discuss his product.

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IN THE NEWS

- July radio revenues rise 14%, y-t-d figures up 12%, according to RAB
- **WWWW/Detroit** drops Country for "Alice" format
- **AMFM** moves **Dave Kerr** to Internet post, **Steve Schram** appointed **WKQI/Detroit** VP/GM
- **Phil Beswick** takes President/COO post at the Media Audit
- **Chris Berry** appointed ABC News Radio VP

Page 3

THIS #1 WEEK

CHR/POP

• **CHRISTINA AGUILERA** *Genie In A Bottle* (RCA)

CHR/RHYTHMIC

• **CHRISTINA AGUILERA** *Genie In A Bottle* (RCA)

URBAN

• **MARY J. BLIGE** *All That I Can Say* (MCA)

URBAN AC

• **ERIC BENET** *Spend My Life With You* (Warner Bros.)

COUNTRY

• **KENNY CHESNEY** *You Had Me From Hello* (BNA)

AC

• **PHIL COLLINS** *You'll Be In My Heart* (Hollywood)

HOT AC

• **SMASH MOUTH** *All Star* (Interscope)

NAC/SMOOTH JAZZ

• **RICHARD ELLIOT** *Chill Factor* (Blue Note)

ROCK

• **RED HOT CHILI PEPPERS** *Scar Tissue* (Warner Bros.)

ACTIVE ROCK

• **RED HOT CHILI PEPPERS** *Scar Tissue* (Warner Bros.)

ALTERNATIVE

• **RED HOT CHILI PEPPERS** *Scar Tissue* (Warner Bros.)

ADULT ALTERNATIVE

• **SANTANA I/ROB THOMAS** *Smooth* (Arista)

NEWSSTAND PRICE \$6.50



Streaming Growth Tapers Off

■ New Arbitron study shows use of Internet audio isn't exactly habit-forming ... yet

By **RON RODRIGUES**
R&R EDITOR-IN-CHIEF
ronr@ronline.com

Online audio usage has risen again in the latest Arbitron study of streaming media consumption, but not by the exponential numbers seen in the last survey, released earlier this year.

According to the third Arbitron/Edison Media Internet

study, which was unveiled at the NAB Radio Show in Orlando last week, the percentage of all Americans who sampled a radio station over the Internet has grown to 14%. That compares to 13% in the study conducted at the beginning of this year and 6% during the summer of '98.

ARBITRON/See Page 33

CBS, Viacom Unite For Largest Media Merger In History

■ Companies' combined value hits \$80 billion; Karmazin set to control Viacom's operations

By **JEREMY SHWEDER**
R&R WASHINGTON BUREAU
jshweder@ronline.com

CBS chief **Mel Karmazin**, arguably the biggest name in radio, was a no-show at the NAB Radio Show in Orlando last week. Now we know why: Karmazin was putting the finishing touches on the approximately \$37 billion merger with **Viacom** that the companies announced on Tuesday, marking the largest deal ever for a media company and creating a worldwide media giant.

Karmazin and Viacom head **Sumner Redstone** described the union as a merger of equals. The combined value of the companies hits \$80 billion, and the merger puts Viacom, as the new company will be named, behind only Time Warner as the largest media company in the world.

"We want to be a global powerhouse, and we're well on our way," Karmazin said. The new Viacom will go "to places where nobody ever thought a media company could get to."

Karmazin will take over as Viacom President/COO and is the likely successor to Redstone, who will be Viacom Chairman/CEO. The deal is expected to close in the first half of 2000.

The first opposition to the merger took less than a day to materialize. In a suit filed in the New York State Supreme Court on Tuesday, four CBS shareholders accused that company's directors, including Karmazin, of ignoring their responsibility to shareholders by accepting a low bid for CBS. Part of the \$37 billion merger agreement allows eight CBS board members to join the board of Viacom.



Sumner Redstone (l), Mel Karmazin join hands to symbolize their companies' merger at Tuesday's press conference.

Though the deal is the largest ever for a media company, the suit seeks to force the CBS directors to reevaluate CBS' worth and create "an active auction for CBS," according to Bloomberg. CBS spokesman **Dana McClintock** told **R&R**, "We're looking at the document now. We think it's without merit. We expect the deal to continue."

CBS/See Page 33

Sanders Elevated To V2 President

By **STEVE WONSIEWICZ**
R&R MUSIC EDITOR
swonz@ronline.com

V2 North America has promoted **Richard Sanders** to President. Based in New York and reporting to **V2** Group CEO **Jeremy Pearce**, he succeeds **Dan Beck**, who has resigned due to ill health.



Sanders

"It is a blow to **V2** to lose **Dan**, who has been a pleasure to work with and is a talented record executive," Pearce said. "With his many talents, I am sure he will be very successful in the future, and we wish him all the best."

Sanders noted, "In the nearly three years we have worked together, I have witnessed **Dan's** wisdom and guidance in

SANDERS/See Page 20

Industry Leaders, NAB Panels Blast LPFM

■ Attendees also told to embrace the Internet or suffer the consequences

By **JEFFREY YORKE**
R&R WASHINGTON BUREAU CHIEF
yorke@ronline.com

ORLANDO — A large chunk of this year's NAB Radio Show can be summed up in four letters: LPFM. While the FCC's low-power proposal wasn't the only simmering issue at the annual convention — the Internet, satellite radio and a perceived dearth of radio attendees shared the limelight — it was FCC Chairman **Bill Kennard's** desire to diversify radio ownership by way of low-power that got broadcasters' blood boiling.

In session after session NAB members mounted attacks on Kennard's beloved diversity expansion plan, an effort he hopes will give churches, schools and community groups broadcast licenses.

Clear Channel Radio President **Randy Michaels**

NAB/See Page 20



Clockwise from top: Cox Radio's **Dick Ferguson** trades friendly barbs with Clear Channel's **Randy Michaels** at NAB group heads session; FCC Chairman **Bill Kennard** defends his LPFM policy; Regent Communications' **Bill Stakelin** accepts NAB National Radio Award; **Lyle Lovett** performs at Marconi Awards dinner.

Mark your calendars: The R&R Talk Radio Seminar 2000, February 24-26 in Washington

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*"I absolutely love this!
It's destined to be #1 record!"*
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WMC	KLLC	WSSR	WBZZ
KZHT	WXSS	WDJX	WMBX
			KRBE

& many, many more!

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management: i.e. music ltd.

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'Alice' Now Lives On WWWW/Detroit

AMFM's Country WWWW/Detroit has flipped to '80s-based Classic Hits as "Alice 106.7." The change took place Sept. 3, after the station spent almost two days running a tone and occasional liners teasing the format switch.

WWW PD Tom O'Brien told R&R, "Other than the morning show, we're going jockless with high production values 24 hours a day to establish Alice in Detroit." Michael J. Foxx, who worked afternoons when WWWW was Country W-4, moves to mornings at the Classic Hits station.

While assuming programming duties for Alice 106.7, O'Brien continues to serve as PD for Hot AC sister WKQI/Detroit, a post he has held for the past four years. While WWWW's playlist will focus on the '80s, O'Brien said the station's music will consist of the "rockin' hits from the '80s, '90s and '70s."

WWW GM Peter Connolly noted, "Detroiters are looking for a new way to rock. Alice 106.7 will definitely reflect the Detroit listener. She'll be fun, but with a fair amount of attitude. We think the Detroit audience will definitely hear what's been missing on their dial."

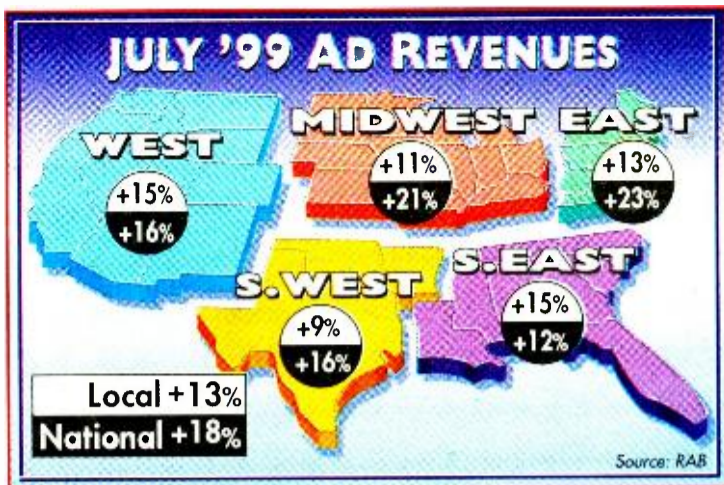
Beswick Rises To Media Audit Pres.

Phil Beswick, who has been Exec. VP of The Media Audit since 1992, has been elevated to President of the research firm. He succeeds Bob Jordan, who will now serve as co-Chairman with Jim Higginbotham.

Beswick is a ratings and research veteran and served as Sr. VP for Birch/Scarborough for almost a decade. He was also the Research Director for Canada's largest TV group and has been on-air at a London, Ontario radio station. Beswick will remain based in New York.

When asked what the promotion meant for the company, as well as himself, Beswick told R&R, "With all of the consolidation in radio, stations are looking to forever increasing sales and NTR. Because of this, the importance of ratings has started to decline and the importance of qualitative has started to rise. Because of that, we believe our business is becoming more important, and we're the leader in the qualitative business. Therefore, we're the ones that can prosper in the years ahead."

The Media Audit services approximately 750 radio stations with qualitative data.



Radio Revs Rise 14% In July

The RAB's combined 14% revenue hike in July '99 is the result of a 13% local increase and an 18% rise in national dollars as compared to July '98. Local numbers benefited from double-digit growth in the East, Southeast, Midwest and West, while the national side soared on the strength of all five regions — particularly the East and Midwest. Year-to-date, local's 13% rise and national's 11% jump over the first seven months of '98 combined for an overall 12% increase in '99. According to RAB President/CEO Gary Fries, "These monthly figures, and particularly the cumulative totals, poise us for continued success and challenge radio to look to the future, embrace the new e-commerce marketplace and be 'e-born.'"

Radio Needs To Be 'E-Born'

RAB President/CEO Gary Fries paints challenging but optimistic picture in NAB address

By JEFF AXELROD
MMS EDITOR
jaxelrod@rronline.com



Fries

As you're no doubt aware, the Internet was the big buzz at this year's NAB Radio Show in Orlando. And nowhere was that buzz heard louder than in RAB President/CEO Gary Fries' "State of the Industry" sales address, especially when he told broadcasters, "I think you're going to blow it."

The line seemed to send a chill through the audience, but Fries was justified in saying it. His argument:

To date, radio has not been seeking — nor has it been getting — the extra revenue available through the new media. "We're going to give away our web pages, we're going to give away our streaming audio," he complained, before asking, "Why are we giving it away?"

Fries' point is well taken. Many stations include website banner ads as freebies with a broadcast schedule, seemingly

See Page 10

Schram Adds WKQI/Detroit GM Duties As Kerr Moves To AMFM Interactive

AMFM Inc. Hot AC WKQI-FM/Detroit VP/GM Dave Kerr has been tapped to develop and market the company's Internet presence in a senior management operations position for AMFM Interactive. Co-owned Mainstream AC WNIC-FM VP/GM Stephen Schram has added WKQI GM duties.

"Both Steve and Dave have made noteworthy contributions to the success of AMFM's Detroit cluster," remarked Regional Sr. VP John Fullam. "With Steve now contributing his leadership to



Kerr

both WKQI & WNIC, we look forward to continued ratings and revenue growth for both properties.

"Dave's talents — leveraged on our upcoming Internet ventures — will strengthen our position in this important area of new media. We're very fortunate that AMFM has a wealth of talent in Detroit. We're always able to realign our resources and build the best success for our listeners, clients and shareholders."

WKQI/See Page 33

SEPTEMBER 10, 1999

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Labels Merge As WB/Reprise-Nashville

WB/Nashville and Reprise/Nashville have merged to become Warner Bros./Reprise-Nashville, consolidating management and the promotion departments under that banner. It will continue to operate under President Jim Ed Norman.

Norman commented, "This merger utilizes the full potential of everyone in the company to serve our artists and



Purcell

music without regard to label boundaries. We are satisfied that we have created a marketing and management powerhouse."

The restructuring sees Warner Bros. Sr. VP/GM Bob Saporiti and Reprise Sr. VP/GM Bill Mayne continuing as Sr. VPs of Warner/Reprise-Nashville and, according to a press

WB/REPRISE/See Page 33

Berry Becomes VP For ABC Radio News

Veteran network news executive Chris Berry has been promoted to VP of ABC News Radio. Berry will assume the position most recently held by Bernard Gershon, who was named VP/GM of ABCNEWS.com, the company's 24-hour online news service, in July (R&R 7/30).

In his new role Berry will be responsible for all domestic and international news, sports and information programming on the ABC



Berry

Radio Networks and will report directly to ABC News Sr. VP Robert Murphy. "Chris is an extremely talented and experienced newsmen," Murphy said. "He has earned this promotion, and we feel confident he is uniquely qualified to continue to uphold ABC News' standards in this very important part of our business."

Berry first joined ABC in 1996 as

BERRY/See Page 33

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Cumulus Moves Further Into Digital Age With BSI Deal

By MATT SPANGLER
R&R WASHINGTON BUREAU
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While some of the country's largest broadcasters are too busy swallowing up other companies to even get e-mail for their employees, heretofore radio-focused Cumulus Media last week announced a deal that may move it well into the 21st century.

During last week's NAB Radio show in Orlando, the Milwaukee-based broadcaster announced that it was buying Broadcast Software International for an undisclosed sum. Under the terms of the deal, the Eugene, OR-based digital audio software developer will stay put, but will operate as a subsidiary of Cumulus.

BSI has a "record of positive revenues, cash flow and consistent growth," said Cumulus Executive Chairman Richard Weening, noting that "their nonproprietary approach to audio management could revolutionize broadcast station operations and automation, provided they are able to access the resources to supply and support more stations." Cumulus is in a position to provide those resources, Weening added.

The deal followed Cumulus' announcement in late July that it would gradually move its 246 radio

"BSI's nonproprietary approach to audio management could revolutionize broadcast station operations and automation."

Richard Weening

stations over to the BSI platform of digital studio and audio software. More than 1,500 broadcasters use BSI's core product, WaveStation. This device allows a

PC to store music and ads and manage all aspects of a station's audio operation, promising to eliminate the need for record, tape and CD players and cart machines.

Without going into detail, Cumulus officials told R&R in Orlando that the BSI deal will contribute to the company's Internet strategy, which will be brought forth over the next few months.

Only days before the deal was unveiled Cumulus announced that Eric Robison, an executive at Vulcan Ventures, had been named to its board of directors. (Vulcan manages Microsoft co-founder Paul Allen's various investments.) Robison is also on the boards of web portal CNET and Liquid Audio.

Cumulus has been slowly positioning itself as a broadcaster on the technical vanguard. Earlier this year, for instance, the company opened an all-digital production facility in Chattanooga, TN. That installation produces commercials, jingles and liners for

CUMULUS/See Page 8

Bloomberg BUSINESS BRIEFS

Turmoil At Triangle As Chief Resigns

Triangle Broadcasting President/CEO Frank Olsen will step down immediately, but will stay on as a paid consultant, the publicly traded company announced last week. As part of the deal, Olsen will hold on to 10 million shares of common stock in the company for two years. The stock was at a penny in early March, but rose as high as 31 cents in late July. Olsen also said he'll be taking the reins at Triangle Multi-Media, which he apparently hopes to combine with Palm Springs, CA-based Triangle Broadcasting.

"The reason for my change is to find the additional capital necessary to build a gay network combining television, radio and the Internet," Olsen said in a prepared statement. Executive VP Dick Weiner will serve as Chairman Pro Tem of Triangle while the company's board considers a permanent replacement. Last month Triangle and Integrated Healthcare issued a series of press releases with conflicting messages about their planned merger.

Emmis' Smulyan Anticipates Windfall In '99

Acquisitions and higher ad sales will drive a 72% gain in revenues for Emmis' fiscal year, ending next February, Emmis Communications Chairman/CEO Jeff Smulyan told Bloomberg. He said in an interview last week that Emmis can expect to post \$400 million in pro forma revenue, up from \$232.8 million last year. He also said the company may seek to boost its international holdings. Emmis reported net '98 revenues of \$195 million.

FCC Gives NAB More Time To Study Antenna Proposal

The NAB, Clear Channel and Walt Disney asked the FCC for 60 more days to look at proposed rules that would reduce the number of "proof of performance" tests that 1,900-plus directional AMs must make to ensure their antennas are operating properly. The broadcasters told the commission they would use the time to put together a team of engineers to consider issues regarding new computer software that might allow certain field measurements to be eliminated. The public now has until Nov. 9 to file comments with the FCC and until Nov. 24 to file replies.

Entercom Looks To Raise \$281 Million In Offering

Entercom will sell 8 million shares in an upcoming offering of common stock, while certain shareholders are selling another 1.5 million shares, according to a document filed with the SEC last week. At an estimated \$35

Continued on Page 8

R&R/Bloomberg Radio Stock Index

This weighted index consists of all publicly traded companies that derive more than 5% of gross revenues from radio advertising.

	Change Since				
	One Year Ago	One Week Ago	8/20/99	One Year Ago	One Week Ago
Radio Index	182.76	307.73	307.18	+68.38%	+1.18%
Dow Industrials	7640.25	11,090.17	11,100.61	+45.15%	-0.09%
S&P 500	973.89	1348.27	1336.61	+38.44%	+8.7%

NAB, RTNDA Ask Court To Reconsider Attack Ruling

Two broadcasting associations say the federal appeals court in Washington, DC should reconsider a recent decision not to invalidate the FCC's personal attack and political editorial rules.

"We hope the court will rehear the case for eliminating them once and for all," said NAB President/CEO Eddie Fritts after his organization and the Radio and Television News Directors Association filed a joint

petition with the U.S. Appeals Court in Washington. The document asks the full court to reverse last month's ruling, which did not strike down the rules, but ordered the commission to act quickly to

justify why the rules should be maintained.

"There is no reasonable expectation that the FCC will be able to act on these obsolete rules," said Fritts. "When the NAB filed its first petition in this case, Jimmy Carter was still president and Americans were

RTNDA/See Page 8

STRETCH

YOUR ADVERTISING DOLLARS

Today's level of fierce competition demands that you prominently display your name every chance you get (location broadcasts, concerts, station sponsored autograph sessions, etc.). With theft, vandalism and loss, it becomes a costly proposition to continuously replace expensive signs and banners. Roll-A-Sign™ offers a better way. With Roll-A-Sign banners you get up to four vibrant colors printed on durable, high quality 4 or 6 mil plastic film to display your logo and message brilliantly for an economical price. Now you can afford to display a bright new sign at every public event. They even make great cost-effective promotional give-aways. Just roll off what you need and cut.

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*Ranks and shares are from Spring 1999 Arbitron, Mon-Sun, 6AM-Mid.



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Bill Moyes
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DEAL OF THE WEEK

• **KFI-AM & KOST-FM/ Los Angeles for 14 stations**
Estimated value: \$600 million

1999 DEALS TO DATE

Dollars To Date: \$3,082,118,772.39
 (Last Year: \$7,857,011,177)

Dollars This Week: \$11,334,500
 (Last Year: \$57,940,000)

Stations Traded This Year: 900
 (Last Year: 1,568)

Stations Traded This Week: 23
 (Last Year: 40)

TRANSACTIONS AT A GLANCE

- KTRI-FM/Mansfield (Branson), MO \$90,000
- KLUK-FM/Laughlin, NV (Bullhead City, AZ) \$9.5 million
- WHLD-AM/Niagara Falls (Buffalo), NY \$535,000
- WTGH-AM/Cayce (Columbia), SC \$375,000
- WINF-AM/Waynesboro and WKDW-AM & WSVO-FM/ Staunton, VA \$744,500

TRANSACTIONS

AMFM Secures So. Cal. Seven With Cox Deal

☐ **Cox receives 14 properties for KFI & KOST/L.A.; Mercury grabs fifth in Buffalo market**

Deal Of The Week

KFI-AM & KOST-FM/ Los Angeles

PRICE: Not provided. Based on station revenues, it is estimated at approximately \$600 million.

TERMS: Swap for 14 AMFM stations in various markets.

BUYER: AMFM Inc., headed by Vice Chairman **Jim de Castro**. It also owns KLAC-AM, KBIG-FM, KCMG-FM, KKBT-FM & KYSR-FM/Los Angeles. Phone: (214) 922-8700

SELLER: Cox Radio Inc., headed by President/CEO **Bob Neil**. Phone: (404) 843-5000

FREQUENCY: 640 kHz; 103.5 MHz

POWER: 50kw; 12.5kw at 3,114 feet

FORMAT: Talk; AC

AMFM Stations Being Swapped to Cox:

Miami-Ft. Lauderdale: WEDR-FM

Atlanta: WFOX-FM
 Jacksonville: WBWL-AM, WOKV-AM, WAPE-FM, WFYV-FM, WKQL-FM & WMXQ-FM

New Haven: WPLR-FM and local sales rights for WYBC-FM, owned by Yale Broadcasting
 Stamford-Norwalk, CT: WNLK-AM, WSTC-AM, WEFX-FM & WKHL-FM

Missouri

KTRI-FM/Mansfield (Branson)

PRICE: \$90,000

TERMS: Asset sale for cash

BUYER: Galen Gilbert. He owns seven other stations. Phone: (417) 678-1385

SELLER: Pearson Broadcasting of Mansfield Inc., headed by President **Max Pearson**. He owns eight other stations. Phone: (703) 437-8400

FREQUENCY: 95.9 MHz

POWER: 3kw at 312 feet

FORMAT: Religious

Nevada

KLUK-FM/Laughlin (Bullhead City, AZ)

PRICE: \$9.5 million

TERMS: Asset sale for cash

BUYER: Mag Mile Media LLC, headed by President **Chris Devine**. Phone: (312) 204-8900

SELLER: H&R Broadcasting Inc., headed by President **Billy Williams**. Phone: (520) 763-5586

FREQUENCY: 107.9 MHz

POWER: 15.5kw at 1,867 feet

FORMAT: Rock

BROKER: Norman Fischer & Associates

New York

WHLD-AM/Niagara Falls (Buffalo)

PRICE: \$535,000

TERMS: Asset sale for cash plus

\$150,000 consultation and non-compete agreement

BUYER: Mercury Radio Communications LLC, headed by President **Charles Banta**. It also owns WMNY-AM, WEDG-FM, WGRF-FM & WHTT-FM/Buffalo. Phone: (716) 888-9789

SELLER: Butler Communications Corp., headed by President **Paul Butler**. Phone: (716) 773-1270

FREQUENCY: 1270 kHz

POWER: 5kw day/144 watts night

FORMAT: Religious

South Carolina

WTGH-AM/Cayce (Columbia)

PRICE: \$375,000

TERMS: Asset sale for cash

BUYER: Glory Communications Inc., headed by President **Alex Snipe**. Phone: (803) 939-9530

SELLER: Midland Communications Inc., headed by President **Isaac Heyward**. Phone: (803)

796-9533

FREQUENCY: 620 kHz

POWER: 1kw day/126 watts night

FORMAT: Religious

Virginia

WINF-AM/Waynesboro and WKDW-AM & WSVO-FM/Staunton

PRICE: \$744,500

TERMS: Asset sale for cash

BUYER: Douglass Communications LLC, headed by President **Michael Douglass**. He is a 20% stockholder of Clark Communications

SELLER: Clark Broadcasting Co. It owns six other stations. Phone: (804) 975-2233

FREQUENCY: 970 kHz; 900 kHz; 93.1 MHz

POWER: 5kw day/1kw night; 2.5kw day/127 watts night; 2.8kw at 338 feet

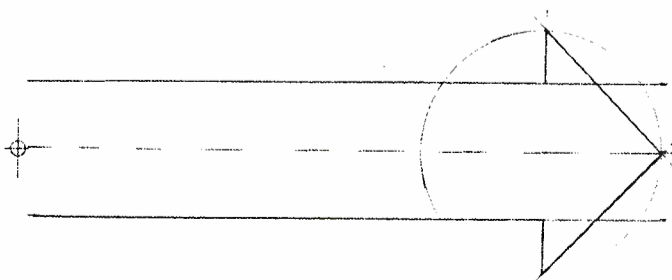
FORMAT: News/Talk; Country; Oldies

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Cumulus

Continued from Page 4

the entire company that may eventually be distributed over a corporate intranet.

In other news, Cumulus' corporate credit rating was raised to "B+" from "B" by Standard & Poor's last week. S&P also upgraded the company's subordinated debt to "B-" from "CCC+" and its preferred stock to "CCC+" from "CCC."

Plug And Play

Cumulus also struck another deal, announced last week by production house TM Century, that would seem to move the broadcaster closer to more centralized distribution.

TM said it has entered into a long-term agreement to provide Cumulus' 246 radio stations with the production house's GoldDisc and HitDisc music libraries. And, TM added, all new BSI clients will have access to TM libraries for programming their stations.

This means that BSI clients will receive software bundled with TM's libraries, Weening told R&R.

The deal may also be a harbinger of things to come for ever-fickle cor-

porate programmers. TM President/CEO Dave Graupner told R&R that this distribution technology will allow programmers to change formats electronically and almost instantly.

TM — which is also exploring merger options — entered into a similar deal with AMFM earlier this year.

RTNDA

Continued from Page 4

being held captive in Iran. The Ayatollah eventually freed the hostages, but broadcasters are still restricted by the same political editorial rules that didn't work in 1980."

The FCC first proposed repealing the rules in 1983. Four years later it abolished the Fairness Doctrine, from which the attack and editorial rules had sprung. Following that 1987 order, the RTNDA asked the commission to repeal the rules.

The attack rule requires broadcast stations that question the integrity or honesty of a person or group to give them equal time for a rebuttal. The editorial rule requires broadcasters who endorse a political candidate to

In an unrelated deal, TM announced this week that San Francisco-based music licensing site LicenseMusic.com will soon distribute TM Century's production music libraries — which are separate from its GoldDisc and HitDisc lines. TM said the arrangement will give producers instant Internet access to its libraries.

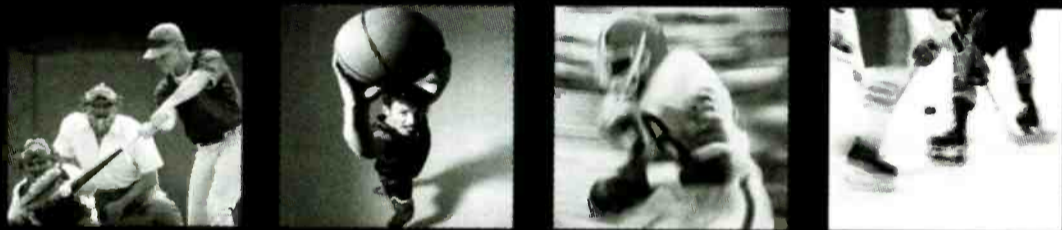
"When the NAB filed its first petition in this case, Jimmy Carter was still president."

Eddie Fritts

give equal time to his or her opponents.

If the full appeals court doesn't force the FCC to act on the petition, the NAB and RTNDA may eventually appeal the case to the Supreme Court, according to an RTNDA lawyer.

—Matt Spangler



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WJWR New York, NY

Bloomberg BUSINESS BRIEFS

Continued from Page 4

per share, Entercom should net (minus underwriter fees, etc.) \$281 million. Proceeds from the offering will go toward the company's acquisition of Sinclair's 46 radio stations, according to the filing. Entercom says another \$145 million of that \$824.5 million deal will be funded through a separate convertible preferred stock offering. It is in discussions with lenders about financing the remaining \$400 million of the Sinclair purchase. Underwriters of the stock offering include Credit Suisse First Boston, Deutsche Banc Alex. Brown and Morgan Stanley Dean Witter.

Harris Closes Pacific Research Acquisition

Harris, which is transitioning to a pure-play broadcast equipment company, bought financially troubled studio equipment manufacturer and consultant Pacific Research & Engineering last month for \$9.5 million. Harris paid \$2.35 for each share of Pacific's common stock and 15 cents for its warrants.

CD Radio To Sell \$500M In Securities

CD Radio last month filed a "shelf registration," which allows it to sell unsecured debt securities, preferred and common stock or warrants or a combination of those securities. CD Radio can sell the securities when financial needs arise. The company has raised about \$1 billion in financing, leaving it about \$170 million short of its preoperational goals through Q4 2000, a CD Radio spokesman told R&R last week.

FCC Says KFNN-AM/Phoenix Must Pay Fine

KFNN-AM/Phoenix owner CRC Broadcasting had appealed an \$8,000 fine it received for failing to report to the FCC that a former station employee had filed a discrimination complaint against the station. Although the suit was eventually dropped, the FCC said that CRC President Ronald Cohen should have notified the FCC about the case on its license renewal application. The FCC says Cohen asked for leniency since he had never been in trouble with the commission and misunderstood his responsibility. But the commission upheld the full \$8,000 penalty last week.

Clear Channel Enters Yakima, Grand Forks

Clear Channel Communications didn't divulge what price it's paying to T&J Broadcasting for KIT-AM, KMWX-AM, KATS-FM, KFFM-FM & KQSN-FM/Yakima, WA, or to Iowa City Broadcasting for KKXL-AM & FM, KQHT-FM, KSNR-FM, KJKJ-FM/Grand Forks, ND. The deal was announced last month. "We welcome Clear Channel to both the Yakima and Grand Forks markets," said Tom Ingstad in a statement. "We have been operating in both markets for many years and, while we are sad to leave, there is always a time to move on."

In February the FCC began looking into New Northwest Broadcasters' acquisition of six stations in Yakima, in part because if the deal went through, New Northwest and Ingstad would control 87% of revenue in the market. "I wasn't even familiar with the FCC inquiry," Tom Ingstad Broadcasting COO Randy Holland told R&R. The commission cleared the New Northwest deal in March without requiring any divestitures.

Gaylord To Pay Dividend

Gaylord Entertainment stockholders will receive 20 cents per share on Sept. 14. Gaylord has hovered around the \$29-\$31 range since its early April plummet to \$23.38. In July the company's broadcasting and music division reported a second-quarter operating cash flow drop and revenue gains.

VA Broadcaster Says It Can Pull Out Of Ch. 11

Rita Sutherland — former owner of WABN-AM & FM/Abingdon, VA (Johnson City-Kingsport-Bristol) — asked the FCC last month to deny market competitor Bristol Broadcasting's application for the stations. WABN licensee Legend Radio (of which Sutherland was the principal) declared bankruptcy in 1994. Last year, after four years of complicated bankruptcy proceedings, a local backer stepped forward and offered to pay off Legend's debts. In June 1999 the appeals court in Richmond temporarily held up transfer of the stations to Bristol on the condition Legend post a \$50,000 bond. Legend couldn't afford the bond, however, so the transfer of the stations to Bristol was approved by the court. The commission is still weighing the deal, however, which means Sutherland/Legend has a chance to retain the stations.

Clear Channel: New Swiss Company, But No License In U.K.

Clear Channel has acquired OFEX, the third-largest outdoor company in Switzerland, through the broadcaster's London-based More Group subsidiary. In July Clear Channel bought Plakanda, the second-largest Swiss outdoor outfit. Clear Channel now has more than 425,000 billboards, bulletins and street furniture ad spaces worldwide.

Meanwhile, the U.K. Radio Authority awarded a 12-year "digital multiplex" license last week to London-based CE Digital LTD. Clear Channel Communications' international team had been competing for the license since May as part of a consortium that included Richard Branson's Ginger Media Group.

How to get higher ratings (on a lower budget)

TV is getting wildly expensive. Billboards are essentially a reminder medium. Direct mail gets thrown away.

More and more radio stations across America are realizing that the most cost-effective way to get significant ratings increases is through **telemarketing**.

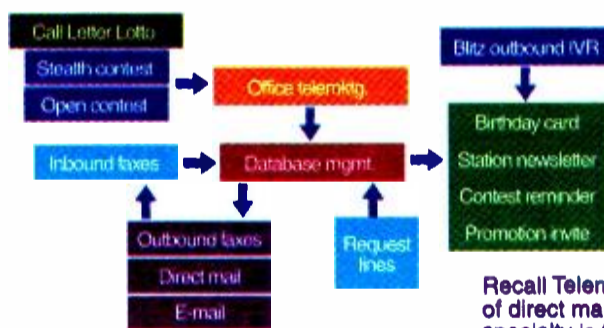
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- Sales, marketing people moves, Page 14
- RAB: Food store promo works (naturally), Page 12
- Yo quiero National Taco Day, Page 14



management marketing sales

"We are what we repeatedly do. Excellence, then, is not an act, but a habit."
— Aristotle

SALES

RADIO NEEDS TO BE 'E-BORN'

Continued from Page 3

ignorant of the tremendous value of the web ad itself. And sure, the audience for streaming media is limited, but as the Arbitron study presented at the convention pointed out, it's growing by leaps and bounds.

The good news, Fries said, is that it's not too late. Radio can adapt to the new media challenge. "We have to be 'e-born,'" he exclaimed. "The industry we had yesterday isn't going to be here three years from now, but we have something nobody else has. We are the security blanket of the American consumer. They trust us, they love us, but we have to understand the value has to be changed to work for the advertiser of the future. We have to reinvent ourselves and our relationships with advertisers. If we don't, we're in trouble."

It's a daunting task, and Fries admitted the industry's sailing into uncharted waters. "For the first time it's hard to say, 'This is the path we're on.' It's kind of like a hurricane, gaining in momentum and speed. We know it's going to the northeast, but we don't know exactly where, and we don't know what kind of damage it'll do. This is the best time we've ever been in, but also the most confusing."

Answers, he said, are coming in the form of the various Internet and software packages that were seen in abundance on the NAB exhibit floor — or do they just raise more questions?

"Everybody's got an answer, a solution," Fries offered. "Everyone's selling Internet things that have a solution to something, but when you finish talking to them, you ask, 'How's that going to fit?' You've got people with different blocks, but we have no blueprint, and we don't know what the wall's going to look like. Which blocks are the foundation? Which will still be there in five years? It's a difficult time to get your arms around where we're going, but there's no question we're going to continue to grow."

Fries was so sure of radio's prosperity, he made the bold prediction that, by the end of the year, based on Solomon Smith Barney's media analysis, radio would finally surpass that pesky 7% barrier of total media ad revenues and move into the 8% range, based on 1999 revenue growth of 12%-13%.

"We're growing because we're working hard and people are embracing us, and we're in position to take advantage of a wonderful opportunity," he said, citing examples of advertisers like Procter & Gamble, which has seen the number of its products advertised on radio grow from three or four to more than 40 in just three years. "Advertisers are just finding us. A year ago they were saying consolidation was unlawful, that we were just jacking up rates.

Today they're talking about how consolidation's been good. They like the new products and services radio's offering. It's a complete reversal from the gloom and doom."

Fries also mentioned the e-commerce category, which is growing at an amazing pace and making sizable contributions to radio's coffers in 1999. "Radio will receive 60%-70% of e-tailers' advertising this year. A year ago 70%-80% of that money was spent advertising online, but now it's going to radio. They think we're a brand medium, not just a sales and promotion medium. It's the fastest brand-building medium for this industry. The next generation believes radio is the way to go, and we have to understand why they feel that way. They have more confidence in us than we do in ourselves."

THE CHALLENGES AHEAD

Radio is witnessing the "convergence of many different things," Fries pointed out. Within the next couple of years radio will face new competition. "We'd be naïve to look at the picture and not see satellite radio. It's a tremendous event with tremendous impact. Internet radio — are we going to stand by and let Net radio become a major player? I don't think we can stop it. Microradio is getting a lot of attention, but it's the least-dangerous threat we have. Are we going to be in competition with them?"

"We are poised for success, and we have to understand that and figure out why: We have a relationship with our listeners nobody else has. They'll have to learn this, copy this. We understand how to be a compelling value to our listeners, but I don't hear the subject of programming in a state-of-the-art way. If we continue to conduct business as usual, these others will walk over us. We should be providing the best programming and research to a degree we've never done before. We must have a commitment to being better than ever."

It also means a new way of selling, and "spot" may become just another four-letter word. "No longer can we rely on spots," Fries warned. "Spots don't do anything. Advertising today is looking for ways to reach consumers differently. New media is going to provide some of these things, and we have to provide that."

"People get excited about banner ads on the Internet. That's Phase I. It's a lot more than banner ads. E-commerce is huge — there's no question it's going to be absolutely huge. In fact, it has a chance of outperforming what our traditional sales have been.

Continued on Page 12

MANAGEMENT

HOW TRADER JOE'S FOUND ITS NICHE

By Dick Kazan

Trader Joe's, the highly successful discount specialty market chain, is famous for bright, cheery stores packed with unusual items like cappuccino chocolate cookies, organic vegetable burritos and peanut-butter dog biscuits. But its South Pasadena headquarters is a small, two-story, faded orange brick building, and Chairman/CEO John Shields' office consists of inexpensive modular furniture in a broom closet-size space within a tiny conference room. He answers his own phone and tells me, "I don't have a secretary. Nobody does. Everybody is a worker ... I'm out in the stores."

But these are key reasons for their success. Operating so efficiently leaves more money to invest in the stores, and having the CEO closely involved with employees and customers encourages

much better service. Customers love Trader Joe's, and stores are being opened on the West Coast and in the New York/Boston/Washington corridor. By year's end there will be 135 stores (all company-owned) employing 5,000 people and generating \$1.4 billion in sales.

Radio plays an important role. In an ongoing marketing campaign's 60-second spots, two of the company's senior officers tell listeners about exciting products found only at Trader Joe's. The results have been outstanding.

Yet, like most successful organizations, it was no overnight success, had no grand plan and very little money, and overcame major adversity. It started in 1958, when a Los Angeles-area drugstore chain decided to open some small convenience stores and assigned the project to an employee named Joe Coulombe. Under the Pronto name, Coulombe opened several stores selling what he called "crisis" items such as bread, milk and other staples.

In 1967 Coulombe and the other employees orchestrated a buyout, changed the name to Trader Joe's and, with hard work, eventually had 17 stores. Then came apparent disaster: While visiting Dallas, Coulombe saw 7-Eleven and knew it would become massive competition. He had to change course before it was too late.

Unsured of what to do next, Trader Joe's began experimenting with everything from women's hosiery, ammunition and phonograph records to fine imported wines and gourmet food items. As they did, they listened to their customers, who spoke through what they bought and through conversations and letters. As a result, today's successful product mix evolved and the company prospered.

In 1979 Germany's Albrecht family bought the business and put Coulombe under a 10-year contract. By 1987 there were 27 stores, and Coulombe asked his old friend Shields, who had extensive retail experience with Macy's and Mervyn's, to join him. Coulombe retired when his contract ended in 1989, and Shields became Chairman/CEO.

Shields enlarged the stores, added to the product mix and took the company nationwide. His biggest concern has been maintaining the unique culture, so he's transferred numerous veterans to operate the new stores — 3,000 miles away, in some cases.

It's crucial to have capable, motivated employees. Shields says, "If you're interviewing somebody, and they don't look you in the eye and smile in the first 30 seconds, that's it." But with the right candidates, he adds, "It's really fun to see these young people develop and do well for themselves and their families. I'm proud of them" — and the company's success.

Next week I'll tell you how Rhino Records was launched with only \$3 — and has grown into a \$100-million-a-year company.

Dick Kazan is a successful entrepreneur who founded one of the largest computer leasing corporations in the United States. He created and hosts *The Road to Success*, the first radio talk show to offer on-air business consulting to business owners and employees. E-mail your comments or questions to him at rkazan@ix.netcom.com.

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RADIO NEEDS TO BE 'E-BORN'

Continued from Page 10

"It's a lifestyle now. My wife checks her e-mail every morning, and now she's convinced she can use her credit card on the 'Net. I didn't think that would take place. I thought young people would become super-users of the Internet, but that it wouldn't change the mind-set of upper demos that were set in their ways. How could I believe that a person my age would be capable of using a computer? Well, it's happening."

Fries believes that radio needs to take a proactive role in helping clients make money on the Internet. "Think about it: It was as simple as Amazon.com finding radio and having success, and everybody followed. You can take your local bookstore and build them into a dot-com advertiser. Don't sit back and wait for them to come — I challenge you to not let them wait. Get people on your staff to give them the information and turnkey for a web page. This little bookstore in Anytown, USA can't afford to put a store in every mall, but they could become an e-commerce store in your marketplace, and your perceived value is going to rise. We can wait for them to figure this out, or you can teach your people how to go to these people and say, 'I have a marketing solution for you.'"

THE EDUCATION SOLUTION

High on Fries' RAB agenda are a couple of initiatives designed to raise the quality level of the sales force radio is presenting to its potential advertisers. First up is a series of five Internet workshops, followed by the debut next month of the Radio Sales Academy in Dallas.

"I'm extremely, extremely concerned about the people on the street. They aren't prepared, and you

can only send an unprepared seller into a major advertiser so many times before they don't get appointments anymore; people are too busy to talk to unprepared people. It's a small investment when you think about how much it costs to hire somebody who fails. People will take jobs for less money if they feel they're being invested in and will have the opportunity to grow. Teach them how to have confidence. Teach them how to present themselves, how to be face-to-face with somebody. Teach them how to have the internal strength to call on that client and not give up.

"This is not selling Arbitron numbers anymore — this is about results! Let's train our people. The future is solving marketing solutions. It's about what the Internet can do or will do. If we wait, we're going to go nowhere — this is moving too fast."

Fries announced a second phase to the academy: a training course for radio sales managers, set to bow next spring. "If we don't start building the leaders of tomorrow, this industry is going to fail, and that's a very serious challenge to you and to the RAB."

After acknowledging the challenges in radio's future and delivering another set of stellar revenue predictions, Fries ended on a cautionary note, with a timely lesson about the dangers of resting on one's laurels. "We just saw a major announcement by Ford about their advertising money. There is no loyalty to the past. People are reevaluating. Ford said it's transferring \$100 million out of print into new media. That's how fast they can leave if you're not doing your job. Print wasn't doing its job.

"That's how easy it is to lose it. We can't be peddling spots anymore — we have to be peddling solutions."

RADIO GETS RESULTS

SUCCESS STORIES FROM THE RAB

PROMO GOES NUTS FOR NATURAL FOOD STORE

SITUATION: It's not always easy to compare the relative performance of various advertising media. But for Rebecca's Natural Food in Charlottesville, VA, the difference between newspaper and radio was made very clear. Rebecca's sells a full line of natural food items and competes against other natural food stores and grocery chains.

OBJECTIVE: Management hoped to build awareness of the store and to boost daily sales. The store targets men and women ages 25 to 44 who are interested in natural food products.

CAMPAIGN: Charlottesville radio station WVVV and sister station WCHV were contracted to promote holiday gift bags and other organic health and beauty aids available at the store. The two-week campaign featured 15 spots a week in morning and evening drive time slots. A newspaper ad also ran on the Tuesday preceding the radio campaign.

RESULTS: The day after the newspaper ad ran, store management rang up a \$100 increase in business compared to a typical day. The next day the radio campaign began, and the first day there was a \$300 increase in business. In the following days sales grew to \$400 over normal sales, then to \$900 and finally to a whopping \$1,300 over typical sales. Newspaper delivered sales ... then radio delivered a massive and very profitable burst of new sales.

RAB TOOLBOX

More marketing information and resources from the RAB

FROM MEDIA TARGETING 2000

Ninety percent of women acting as the primary grocery shopper for their household are exposed to radio every week.

FROM RAB'S INSTANT BACKGROUND COLLECTION — HEALTH FOOD STORES

According to an *Adweek* magazine poll, 78% of women and 69% of men claim they are eating healthier today than they were five years ago. A 1997 survey conducted by HealthFocus, a marketing consulting firm, found that the number of persons visiting health or natural products stores has increased 10% since 1994; 56% of shoppers believe daily dietary supplements are important.

RAB CATEGORY FILES

"For the first time, The National Academy of Sciences has officially recommended that large segments of the U.S. population take vitamins. This includes all women of child-bearing age." *Dallas Morning News*, April 8, 1998

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<ul style="list-style-type: none">■ Socioeconomic demos (income, education, presence of children, household size)■ Age 21+ demos (crucial for beer and wine advertisers)■ Qualitative diary data (qualitative data for markets measured twice a year)

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MMS PEOPLE ON THE MOVE

SALES

• **Roger Koch** is set as Clear Channel/Miami's Dir./Sales, overseeing GSMs and sales forces at the company's seven stations there.

• WSB Radio Group promotes **Neal Maziar** to Dir./Sales for the group, which includes WCNN-AM, WSB-AM & FM & WJZF-FM/Atlanta. He retains his previous duties as WSB-FM's GSM.

• **Frank Aguilar** is named GSM of Radio Unica's WWRU/New York.

• Former WLS/Chicago Research Dir. **Karen Mordue** and **Daniel Perlestein** both join KFMS & KWNR/Las Vegas as Account Managers.

• **Rosemary Zimmerman** is appointed NSM for Jefferson-Pilot's WLYF & WMXJ/Miami.

• **Kippie Romero** joins the RAB as VP/Training and Director of the RAB Sales Training Academy. **Bud Stiker** also joins the academy as Professor of Radio Sales.

• **Tracy Gilliam** takes on the newly created Dir./Sales position for Central Star's KFAB, KGOR, KTNP & KXKT/Omaha.

• **Paul Weyland**, who had been GM of Clear Channel's European properties, comes back stateside as Dir./Sales for the company's KEYI, KFON, KHFI & KPEZ/Austin.

• **Andrea Barone** is promoted from Sr. AE to NSM at WAXQ/New York.

• **Valerie Hawkins** is now Dir./Sales for Infinity/Tampa's WLLD, WSJT & WYUU.

• **Tony Hammel** is named LSM for WAXQ/NY.

MARKETING

• Pacific Star's KHVH & KSSK/Honolulu welcome **Jamie Hartnett** as Dir./Marketing & Promotions.

• **Betty Jane Zellers** joins Chancellor Marketing Group's Philadelphia office as its Business Development Mgr.

• **Allyson Butler** is named Dir./Marketing at AMFM's WJMO/Washington.

• WALR/Atlanta Promotion Mgr. **Carla Griffin** moves to WVAZ/Chicago as Marketing & Promotions Dir.

• WXRT/Chicago LSM **Marge Arnold** shifts to Dir./Marketing & Promotion for 'XRT and co-owned WSCR-AM.

• **David Ludewig** is recruited as Nat'l Recruitment Mgr. for Chancellor Marketing Group.

• **Allison Misora** joins Cumulus/Savannah, GA's seven-station cluster as Marketing Dir.

Do you have a sales or marketing person on the move at your station or company? Send it to MMS Editor Jeff Axelrod by fax at (310) 203-9763 or e-mail jaxelrod@rronline.com.

MARKETING

FINGER-CLICKIN' GOOD!

WEB WIZARDRY BEHIND THIS OZ

Let's take a trip Down Under this week for a look at Australian online radio station Oz Channel (www.ozchannel.com.au). It's clearly a niche online service with a distinct goal: promote Australian artists' music over the Internet. And it does so in impressive fashion.



For an online-only service, it's managed to arrange a contest giving surfers a chance to win a private at-home performance by the channel's most popular artist. And how do we know the band is the most popular? There's an interesting feature called the Instant Top 10.

Given a choice of the biggest songs on the station's playlist, users are invited to pick one song — either their favorite or least favorite! "Love it" votes boost the song's rating; "Hate it" votes do the opposite. (And forget ballot-stuffing — when the site says, "You can only vote once each day," it means it.) With links to a wide variety of Aussie artists, the site has picked its niche and served it well.

What makes your website "finger-clickin' good"? E-mail a short explanation and/or screen shot along with an active URL to MMS Editor Jeff Axelrod at jaxelrod@rronline.com with "FCG Site" in the subject line.

FOUR WEEKS FORWARD Sales & Promotion Planning Calendar

October 3-9

October 3 - 9 Universal Children's Week, Get Organized Week, National Customer Service Week, Mental Illness Awareness Week

3
Festival of Free Spirits
National Caramel
Custard Day
National Storytelling
Festival
Captain Kangaroo
premieres (1955)

4
Vodka Day
See the Light Day
National Taco Day
Dick Tracy comic strip
debuts (1931)

5
National Apple Brown
Betty Day
Sea Serpent Day
I Love Lucy premieres
(1951)

6
Child Health Day
National German-
American Day
National Noodle Day
Fire Prevention Day

7
National Frappe Day
Festival of Food
American Bandstand
debuts (1957)

8
Fluffernutter Day
Play Tag Day
The Chicago Fire
begins (1871)

9
Magic Lantern Day
Submarine Sandwich
Day
Moldy Cheese Day
San Francisco founded
(1776)

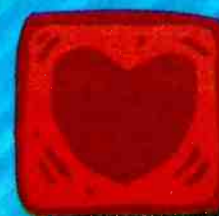
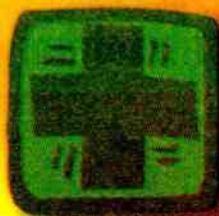
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INNOVATION STATION

THOMAS DOLBY: FROM HYPERACTIVE TO HYPERLINK-ACTIVE

By Gary Keller

R&R Radio Editor
keller@rronline.com

In 1983 Thomas Dolby scored a top 10 hit with "She Blinded Me With Science." Now Dolby is blinding us with a different kind of science with his creation of the Beatnik player, a new interactive Internet audio player.

The Beatnik player allows web designers to "sonify" the web — embedding sound files into web pages. This allows music to be played in tandem with a user's mouse movements.

For Thomas Dolby Richardson (as he goes by today), the route from musician to the Internet was a natural migration. As a musician, Dolby Richardson has always been interested in merging music and technology. "Even going back to my early recordings before the arrival of the PC, I was hacking to pieces and resoldering various internal machines to get them to do my bidding. As a matter of fact, the drums on 'Science' were actually played by a disco lighting console that I repurposed to play a couple of synthesizers. That was my drum kit."

In 1994 Dolby got interested in the Internet and developed one of the first artist websites, Dolby's Cube. He immediately saw the potential for musicians to get their music to their fans. Two years later he formed Beatnik, moved to Silicon Valley and set out to develop technology that allowed for performing and interacting with high quality over the Internet.

According to Dolby Richardson, "The Internet is the best and broadest promotional tool that has been created for music. Many musicians have in their back rooms a stack of equipment capable of making digital masters. We have computers connected to the Internet, and on the other end are listeners who have pretty much the same computers. So it's an obvious temptation to shorten the loop and get out directly from artist to fan." This observation led to the birth of the Beatnik player.



RICHARDSON

To best experience the Beatnik player you need to download it, play with it and experience it firsthand. It's available free of charge at Beatnik's website, www.beatnik.com. The site also offers a tour of the Beatnik player, demonstrating its features. The conclusion of the tour offers users the opportunity to remix one of Dolby Richardson's songs, "Hyperactive." Users can choose from mixing in four different instruments, changing the tempo of the song and altering the speed of the sound.

The ability of the Beatnik player to allow users to create different mixes of songs has proven to be one of its most popular features. At David Bowie's site, www.davidbowie.com, users can remix one of his big hits ("Fame"), changing the guitar riffs, drums, bass and even John Lennon's background vocals. Then users can arrange the lyrics in any way they want.

Dolby Richardson notes, "Record companies absolutely love the remix thing. It's very good branding for artists and totally nonthreatening to CD sales. It's clearly a promotional item. It's a very good way for a record company to spread the word about new releases and give extra value to the fan base for free."

Yahoo! is another company that sees the potential of the Beatnik player. Partnering with Beatnik on its new Yahoo! Digital entertainment site, digital.yahoo.com, Yahoo! offers opportunities to remix songs by Moby, Queen Latifah and Luscious Jackson. In addition, the site is playing music from Jewel.

Other companies have also made use of the Beatnik player. Intel uses the player for brand identity purposes, playing their jingle and background music. Cellular phone maker Ericsson (www.ericsson.com) has

started a contest where kids can create tunes on their own cell phones and upload them to the site.

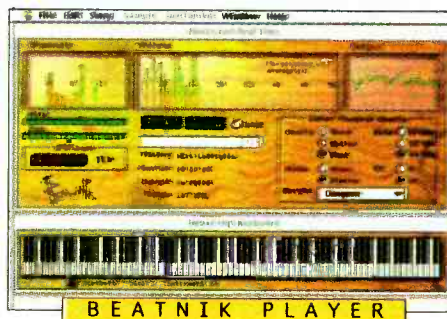
For MTV Online (www.mtv.com), Beatnik has created the MTV S-Track, a Walkman-type player that allows users to create their own playlists of music to play while searching the web. Music can be selected from a growing collection that currently contains 20 songs in four genres. MTV is actively signing up new musical artists to create new offerings and refresh the content on an ongoing basis.

Dolby Richardson does see a difference between his player and others. "While RealAudio is great for compressing and repurposing existing audio files to distribute over the 'Net, it doesn't have a use for creating a soundtrack for web-based content. RealAudio is not synchronized with what you see visually, and generally the files are large, and that makes them unwieldy. If, for example, you had a corporate logo, and that logo had a three-note jingle going along with it that you wanted to play when the user's mouse is over the logo, the fastest you could make that happen with a RealAudio file would be about 12 seconds. With Beatnik, it's instantaneous, because Beatnik is essentially resynthesizing the sound, and we don't have to send compressed sound files over the web in the same way."

What's up next for Beatnik? Launching in the fall is an e-commerce service where online music libraries from such companies as FirstCom and Chappell will be represented. People will be able to buy music to use in their productions, whether it be websites, radio shows or video post-production. "The

challenge for us right now is that we want Beatnik to be ubiquitous, we want to drive its adoption on the 'Net. We're trying to create a platform for anybody to use our tools and technology on the web in their own productions."

Dolby Richardson is currently on a radio tour discussing the player and his music on stations that still play "Science." For further information, visit Beatnik at www.beatnik.com or contact Kristy Lepley, Director of PR for Beatnik, at (650) 295-2328 or kristy@beatnik.com.



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• Quickly design your own unlimited custom rankers	YES	No	_____
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☒ TrueVariety 2000 cluster analysis software to help you	YES	No!	_____
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• Quickly define TrueVariety clusters using test results	YES	No	_____
• Create unlimited number of TrueVariety clusters	YES	No	_____
• "Real" cluster analysis not an Excel spreadsheet	YES	No	_____
☒ TrueVariety 2000 software unlocks hidden results	YES	No!	_____
• Fine tune power and secondary songs for TrueVariety fit	YES	No	_____
• Find power songs matching your TrueVariety sound	YES	No	_____
• Find secondary songs with TrueVariety power potential	YES	No	_____
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• Your listeners are Triple qualified for accuracy	YES	Ask	_____
• You see who is taking your test – no need to guess	YES	No!	_____
☒ Up to 100 focused perceptual answers with your test	YES	No!	_____
☒ TrueVariety 2000 software improves TV commercial buys	YES	No!	_____
• Determines viewing habits for unlimited number of TV shows	YES	No	_____
• Identifies the TV shows your TrueCore™ watches	YES	No	_____
• Improves reach and frequency efficiency of TV buys	YES	No	_____

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Acree Appointed PD At 'NOE/New Orleans

Country consultant and veteran programmer **Les Acree** has been named PD at Country **WNOE/New Orleans**. He'll take the programming reins on Sept. 15 from WNOE morning personality **Eddie Edwards**, who has programmed the station for the last two and a half years. Edwards will now concentrate on his morning show, which he's been hosting for seven years.

Acree told **R&R**, "It's going to be great to be back in the day-to-day of radio, which I've really missed — especially with a company like Clear Channel and a legendary station like WNOE."

The appointment reunites Acree and Edwards, who worked together in the early '80s at WMC/Memphis. Acree was the PD who brought Edwards in as an air talent from **KGAY/Salem, OR**. Acree — who has been consulting with **Keith Hill** since leaving his **WIVK/Knoxville** PD gig seven months ago after over eight years at the station — will continue to consult some of his clients.

Cressman Becomes WMFS/Memphis PD

WAVF (96 Wave)/Charleston, SC PD **Rob Cressman** has been named PD for **Belz Broadcasting's WMFS/Memphis**. He succeeds **Addison Wakelord**, who exited in mid-July.

GM Sherry Chimenti noted, "Rob's creativity, industry knowledge and experience, along with his management style, will make an excellent addition to the 'MFS team."

Cressman told **R&R**, "It's sad to leave the great people at Wave, with whom I've had a chance to help mold the station. But I'm really excited about breaking into a top 50 market and eager to work for a company that is committed to

CRESSMAN/See Page 33

Pelaia Now EVP/COO Of The Eagle Group, President Of Subsidiary Eagle Research

Michael Pelaia has been named Exec. VP/COO of **The Eagle Group** and President of subsidiary **Eagle Research**. Pelaia, who formerly served as VP/Operations for **Eagle Research**, replaces **Gregg Lindahl**, who is now President of **Cox Interactive Media's MP3radio.com**; **Eagle Research** is owned by **Cox Broadcasting**.



Pelaia

will continue to use his strong operations background, leadership and knowledge of the industry to help **Eagle Research** support its clients with high-quality research."

Pelaia told **R&R**, "I've been in broadcasting and marketing research for 10 years, starting with **Arbitron**, and then **Coleman and Cox**, so I have a pretty solid under-

Eagle Group President Tom McClendon commented, "Michael

standing of the issues facing the **PELAIA/See Page 20**

WKZL/Greensboro Chooses CHR/Pop

After seven years of **Hot AC** — and, more recently, a **Pop/Alternative** lean — **WKZL/Greensboro** flipped to **CHR/Pop** on Sept. 3 at 5pm. **WKZL VP/GM** and **Dick Broadcasting VP/Programming Bruce Wheeler** went on-air and explained to the audience that he was in charge of the ratings on the radio station and was changing the format to include all the hits, not just some of them. He also named

the station "**The New Number One Hit Music Station, 107.5 KZL**" and announced he was suspending all of the **DJs**.

"After a head-to-head battle with crosstown **Pop/Alternative WKSI** for the past two and a half years, we have found a new direction and they can have theirs," PD **Jeff McHugh** told **R&R**. "With two

WKZL/See Page 33

Lindow Named PD At WYRK/Buffalo

WGGI & WGGY/Wilkes Barre-Scranton PD **Mark Lindow** has been named PD at **WYRK/Buffalo**. He'll start on Sept. 20 and succeed **Justin Case**, who was recently named PD at **Infinity sister Country outlet WUSN/Chicago (R&R 8/20)**. Lindow will also do afternoons.



Lindow

Lindow joked with **R&R**, "As we say at 'Froggy,' I'm hopping from one great job to another. I really have mixed emotions in leaving. Things have been great here; it's been the most fun I've had in my radio career. But the chance to work with a heritage Country station like **WYRK** is a great opportunity. It's something I had to do."

Infinity/Buffalo VP/GM Jeff Silver told **R&R**, "Mark's successful track record speaks for itself, and we're very happy to have him join our winning team in **Buffalo**. He's a great match not only for **WYRK**, but for **Infinity** as well."

Lindow has been the only PD at **WGGY** since its **Country** debut six and a half years ago. His programming background includes **WILQ/Williamsport, PA** and **KZKX/Lincoln, NE**.

UPDATE

Savage Set As Hollywood SVP/Sales & Marketing

Hollywood Records has named **Daniel Savage** to the newly created post of **Sr. VP/Sales & Marketing**. Savage was most recently **Sr. VP/Marketing** for **Island Records**.

"Daniel is a welcome addition to **Hollywood Records**," **Buena Vista Music Group Chairman Bob Cavallo** said. "He's smart and creative and has a solid background of successfully marketing a diverse group of artists."

Prior to **Island**, Savage was **VP/Product Development** at **Atlantic Records (1995-98)**. From 1987 to 1995 he held a variety of marketing positions at **PolyGram Records**, eventually rising to **Director/Marketing** at **Mercury Records**.



Savage

Shaw Shifts To Citadel/Albuquerque As Mkt. Mgr.

Gayle Shaw, a **Denver** sales and management veteran, has joined **Citadel Communications** as **VP/GM** of the company's eight **Albuquerque** properties: **Talk KHTL-AM**, **News/Talk KKOB-AM**, **Sports KNML-AM**, **Classical KHFM-FM**, **AC KMGA-FM**, **Hot AC KKOB-FM** and **Country duopoly KRST-FM** and **KTBL-FM**.

Shaw most recently served as **founder and President** of **Quantum Leap Inc.**, a developer of strategic partnership programs to retail and corporate clients. Prior to that she served as **VP/GM** of **KALC-FM & KIMN-FM/Denver**, where she launched the former's **Hot AC "Alice"** format. She's also served as **GM** of **KBTS-FM/Austin** and **GSM** of **KRZN-AM & KMJI-FM/Denver**.

Shaw reports to **Citadel Central Region President Pete Benedetti**, who commented, "After a nationwide search we were able to recognize **Gayle** as the kind of manager the **Albuquerque** stations should have as we enter the next century. She has been successful wherever she has been and brings winning experience in all facets of the business from sales to programming."

Arbitron Begins Advisory Council Elections

Arbitron has begun to mail out **Radio Advisory Council** eligibility certification forms to its client stations. The action marks the first step in the election process for five format/market size representatives whose three-year terms will begin on **Jan. 1, 2000**.

The positions on the ballot are: **AC (continuous markets only)**; **Black/Urban (all markets)**; and **AOR, Country and News/Talk (noncontinuous markets only)**. **Arbitron** subscribers who are **GMs** or higher and are involved in the day-to-day operation of a radio station or cluster may declare their candidacy by returning the certification forms to **Price Waterhouse** by next **Friday (9/17)**. All qualifying names will be placed on the election ballot, which will be mailed to client radio stations in the aforementioned categories on **Oct. 15**.

Arbitron's Radio Advisory Council consists of 14 elected radio broadcasters who act as intermediaries between the radio industry and the ratings company.

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SALES MANAGEMENT

How To Increase Billing in 2000

24 New Ways to Improve the Sales Department

As we move from an acquisition era back to an operational era, one thing is for sure: Buying and selling stations is pretty easy, but operating them efficiently (and profitably) is quite another story.

Over the past year, I've flown close to 300,000 miles – speaking to, working with, and observing GMs and Sales Managers in both large and small markets. While some managers are certainly stronger than others, I've first identified the 6 traits that separate these winners from the rest of the pack. Go through the list, and ask yourself which areas even you could improve in. Then, I'll share some hot sales tips, plus management tips that killer managers (just like you) execute every day.

6 Traits of Winning Sales Departments

1. Ongoing recruitment, interviewing, and hiring: Do you even have a system? How about the number of sellers – is it enough? Remember, the more well-trained sellers the better. That means that the same station account list gets spread over more people and that each seller must accommodate their own income goals by supplementing their list with more new business.

2. Better inventory management: Inventory management – best defined – is selling every single available commercial unit at the highest rate possible. With 35 possible dayparts a week (7 day/5 daypart combinations) – other than News/Talk stations who can sell their inventory like it was a TV station – make sure you're maximizing high-demand dayparts and moving all of the lesser-demand ones at the same time. Do you (or the staff) even know how?

3. Razor-sharp tracking and accountability: Remember the adage: You can't manage what you don't measure. Begin to inspect average orders, closing ratios, dollars asked for (on paper), number of proposals, specs, etc. For both individual sellers and the staff overall.

4. Super-shrewd sales training: For both individuals and the group overall. Make sure you're making room for 15 minute, structured, individualized one-on-ones with each salesperson and that each group meeting has both a well-thought-out lesson plan and is part of an overall 13- or 26-week syllabus.

5. Tighter account list management: What system do you have in place that ensures the right people are being called on, actually being asked to buy, for the right amount of money, and with proper frequency?

6. Cutting-edge compensation and incentive programs: You'll attract higher-achieving performers by paying an obscene percentage on the first month of any new order. Also, consider compensating salespeople on a sliding commission scale based on individual goal achievement or by paying 1% extra to all sellers if the station hits its goal.

Have You Focused on Showing the Salespeople how THEY Can Make More Money – Like \$10,000 More This Year?

Just like sellers do to their clients, you need to keep selling "the dream" and those better business principles to the sales staff. Show them what's in it for them. Keep giving benefit statements. Here is my favorite list of 10:

1. Everytime you walk through your prospect's door, you should have two ideas to present, no matter how simple or complex.

2. Buy into the fact that every "no" gets you that much closer to a "yes." Divide your average order by five – if you close one in five people you see – and convince yourself every sales call (whether they buy or not) is worth an order one-fifth your average sale.

3. Ask for the order every fifth time your prospect blinks (subconsciously). You'll have better eye contact, and will ask for the order more often.

4. Implement the "left/right" rule. After every presentation, make a quick contact with the business on your left and another to the business on your right.

5. Ask your client how much it would be worth to solve their biggest problem, then make sure you ask for at least that much in your proposal, and remind them they said it was worth it.

6. Practice overcoming objections by lighting a match and overcoming the objection before the flame gets too low that it burns your fingers.

7. Blow up your prospect's logo – a 200% increase should do it – and use it on the front cover of their proposal. This will surely arouse their emotions early on and get them into the mood where they'll want to buy something.

8. Never say "no" to a customer. Everything is negotiable.

9. Go to the library and identify last-year's newspaper advertisers. As most business people suffer from "last-year-itus," call them now (before they go another year and spend their advertising money in the newspaper).

10. For an extra 10%, offer your client "fries." Just like fast food restaurants, airlines, furniture stores, and car rental agencies up

By IRWIN POLLACK

their average order, find some "extras" for your clients. Double the schedule from midnight to 6am, offer them sponsorship of "Church Drive" (Sundays 6-10am), or give them a portion of all unsold inventory for an extra \$75-\$95 per week.

The Best Managers Realize That People Are Their Most Important Asset

Since you are judged – ultimately – by the results your team accomplishes while you are at the helm, it needs to be a top priority for you to get the absolute highest output out of your staff. Here are some ideas:

- Remember that every staff member has a "hot button" – it's the manager's job to find it (and to keep on hitting it). *It's a mistake to assume everybody needs to be managed the same way.*

- Spend extra time every day making the newest staff members welcome. Remember what it's like to be new.

- Make sure people are learning something every day. Each team member should be "in training" for the next level up.

- Coax people toward performing at their personal best. Maximize potential.

- Challenge yourself to be the leader each member of the staff is talking about 20 years from now. *Why would they want to talk about you?* Because you brought something tangible to the table. They realize they became better under your guidance.

- Demonstrate an intense work ethic by your example. You really don't want to expect people to do things that you won't.

- Let people know that when the station wins, it's because of the good people. When the team is losing, it's something you (the manager) have done wrong. It'll show you're humble.

- Ask for input on how management can be better. Consider "management evaluations" on a regular basis.

Irwin Pollack is President of New Hampshire-based Radio Sales Intelligence. He consults both public- and privately-held broadcast groups across the United States and Canada. For a list of 38 different training topics (all focused on how to improve bottom-line billing and profits), call Pollack at (603) 598-9300 or www.irwinpollack.com

FAX BACK TODAY

- I would like to discuss our current sales/management situation and see how we could be doing better. Please have Irwin call me.
- We're planning on having a group seminar or sales retreat. Please send me a current list of training topics, speaking fees, and availability.
- I'll be at the convention in _____ Please call me to set up an appointment so we can discuss some growth opportunities.

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Has your sales or management staff leveled off in performance?

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1. Weekly Billing Review	YES	NO	NO
2. Weekly Management Calls	YES	NO	NO
3. Bi-Monthly "How-to" Sales Newsletters	YES	NO	NO
4. The "IDEAbank"	YES	NO	NO
5. Sales Cassette Resource Center	YES	NO	NO
6. On-the-Street Sales Calls	YES	NO	NO
7. Yearly "Sales Manager's Graduate School"	YES	NO	NO
8. Seminar for Advertisers	YES	NO	NO
9. Recruitment Assistance	YES	NO	NO
10. Password-Protected Website	YES	NO	NO
11. The "Systems Manual"	YES	NO	NO
12. In-Station Visits	YES	NO	NO

If you're disappointed with what you're getting from your sales and management team, or the pressures to over-achieve are getting compounded everyday, either fax back your request for a private one-on-one discussion or give our President, Irwin Pollack, a call.

Irwin has sold and managed radio in small, medium, and large markets. He's rehearsed presentations in parking lots...waited in outer offices...knocked on unfamiliar doors. At age 22, he recruited, trained, and managed a 14-person sales staff that increased billing 31 percent in less than a year.

Irwin Pollack can show you successful sales and leadership strategies because he's been there.



IRWIN POLLACK

The ideas Irwin presents, and the training he gives reflect lessons he's gathered through more than 300,000 miles of travel yearly.

Mr. Pollack makes presentations to, and consults with thousands of managers and salespeople annually, but is in greatest demand as a return speaker and consultant – the truest measure of success.

There are three times to call us:

- When you're ready for a breakthrough.
- When you've leveled off in performance.
- When you've gotten stale, or burned out.

When you see the signs of a remarkable opportunity you could seize...one call to our company will bring out tremendous hidden potential. *Our promise to you: We won't ask for your business unless we know we can improve it.*

NAME		TITLE
CALL LETTERS		
ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	E-MAIL

NAB

Continued from Page 1

called it "terrible physics" and "terrible public policy." Paraphrasing NAB President/CEO Eddie Fritts' characterization of the plan as "social engineering vs. radio engineering," Michaels added, "I don't think there is a crying need for this." Entercom President/COO David Field labeled it "an ill-conceived policy," while Saga President/CEO Ed Christian predicted it would wreak "chaos and havoc."

Kennard Sings LPFM Tune

The panel's emotions were high on the topic, fueled perhaps by Kennard's address earlier in the day at the annual Chairman's Breakfast. There Kennard said, "I think we can work together to make low-power work. Low-power radio has the potential to create outlets for an array of new voices like churches, community groups and colleges. It can give voice to those ideas not always heard, but which many yearn to hear." He told the hushed audience that the FCC has heard from "a wide range of people and groups eager to seize this opportunity." He then reiterated the caveat that has become his safety net for such occasions: "The FCC is committed to preserving the technical integrity of FM radio," and "committed to a digital future for radio." He added that he is committed to assuring both objectives.

Kennard emphasized that in the commission's study, FCC engineers "found that all of the [tested radio models] far exceeded the current interference protection standards for the third adjacent channel, and all but two of these inexpensive radios exceeded the current interference protection standards for the second adjacent channel." Promising that the commission would continue its stepped-up policing of pirate broadcasters, Kennard asked the radio industry to work with the FCC to "develop an engineering solution" for LPFM.

Later, during a question-and-answer session, Kennard stressed that the FCC's goals were to "maximize use of spectrum and find as many ways to use the spectrum without harming the incumbents."

Throughout the day, as if the word "interference" had become the broadcasters' mantra, the topic was discussed, examined and reviewed. NAB's Exec. VP/Government Affairs Jim May and VP/General Counsel Jack Goodman played the roles of a U.S. senator and his chief of staff, holding court with broadcast constituents attempting to alert and inform the politician about what toll LPFM will have on all licensed broadcasters. Perhaps the most startling effect of LPFM came not from May and Goodman's exchange, but from the audience, when a broadcaster from Puerto Rico noted that the tiny Caribbean island is only 100 miles long (even smaller in width) and has more than 120 stations, about 20 of which are Religious. He wondered how much more diversity could be achieved and what effect microradio would have on those stations. The panels could not give an answer, but it was clear that the chances of havoc on the airwaves were exceptional.

With microradio being viewed as the most dangerous threat to radio in years, the NAB's special FM integrity task force said its study proves conclusively that the LPFM proposal will compromise current broadcasts, panelists during a Wednesday session said. "We believe the results of this test are

compelling," said Bruce Reese, Chairman of the NAB Spectrum Integrity Task Force. An estimated 35 million people nationally could experience interference based on the current proposal, said Mark Prak, who has helped analyze LPFM data for two state broadcasting associations.

Group Heads On Spotloads, Youth

While the call for LPFM continues to get FCC backing, radio's leaders are united against it. Other topics at the group heads session, which included Cox's VP/COO Dick Ferguson and AMFM EVP/Operations Ken O'Keefe, were how expanded spotloads could kill the golden goose, what new competition — both Internet and satellite delivery — was on the horizon and how target programming aimed at the 25-54 demo has ignored youthful and potentially lucrative listeners. Field reminded fellow panelists that it's important to target the under-24 crowd, adding that managers need to ask "how relevant is radio to [youth's] lives, and what are we doing about it?" The heads also rallied against the oft-heard criticism that radio has become homogenized and duplicated in every market. Michaels suggested that the collective memory is faulty about the amount of programming variety in the past: "There is more diversity in programming than ever," he said.

Always the prankster and sometimes the tormentor, Michaels delighted in teasing O'Keefe about AMFM's spotloads, which he alleged had expanded significantly in the past year. O'Keefe defended his group: "I think the concept that we're killing the business is not accurate."

That prompted Saga's Christian to give an impassioned speech about improving the way radio serves its listeners. He claimed that radio has become a commodity, rather than a precious medium. "I think sometimes we forget the fact that we are licensed to serve the community," he added.

Competition From All Directions

"There's no doubt in my mind that competition is going to come at us from all angles — if we homogenize our radio stations, then we are not going to be here," O'Keefe said, referring to the Internet and the fast-approaching satellite launches by DARS' license-holders CD Radio and XM Radio. But Michaels reminded attendees that competition has always been keen simply because "we're in the business to move our customers' products." Ferguson said he believes consolidation has been great for the business, because "now we're on the screen." He added that it has allowed groups to strengthen and bond and made radio more resilient in fighting off new competition from the sky and the keyboard.

Michaels observed that anybody looking to succeed in radio should look toward Main Street. "Anybody who is looking to build a company based on Wall Street is looking the wrong way."

Even NAB President/CEO Eddie Fritts used his opening keynote address to discuss the Internet. "With our ability to drive consumers to our websites, and as more of radio implements streaming technology and ancillary business activities, we are limited only by our imagination and by the universe," he said. "From Wall Street to the Internet — all eyes and ears are on

radio. Radio is running with the bulls. Business plans are as boundless as the brainpower in this room."

Though the amount of Internet radio listening is still very small, it's growing at an astounding rate, Yahoo! Broadcast Services' Andy Collins told a panel discussing satellite and Internet technology. He said site operators must take the same approach to building an audience as do radio programmers: "Build an audience, keep them as long as possible and give them a reason to come back." The added benefit to the 'Net, he noted, is that "it gives you the opportunity to include information and advertising that you can't use to clutter your airwaves."

And radio people have clearly embraced the importance of the Internet in their jobs: RAB's Mike Mahone warned listeners, "This thing is going past us like a freight train. We can't wait. It's got to happen now." The RAB's Dave Casper said it's important to realize that the Internet is not going away: "Everyone is a competitor to everyone on the 'Net. It's introducing certain competitors in the marketplace that we just can't ignore."

FCC's 'Shotgun Marriage'

Commissioner Harold Furchtgott-Roth delivered one of the best lines of the show Wednesday morning when he explained the current regulatory scene: The relationship between broadcasters and the FCC is a "shotgun marriage, and the regulators are the ones with the shotgun." Furchtgott-Roth and fellow commissioner Gloria Tristani had different views on how the FCC needs to regulate. While Tristani said broadcasters should stay focused on local issues, Furchtgott-Roth suggested the FCC stop paying so much attention to whether broadcasters do community service. Other forms of media are not judged by how involved they are in the community, so why should radio broadcasters have to satisfy a different obligation? he asked. During a Q&A session, broadcasters peppered the commissioners with questions about LPFM, and both Tristani and Furchtgott-Roth said they would not support any proposal that compromised the integrity of the current spectrum.

Meanwhile, Kennard called for the reinstatement of the tax certificate program, calling it "one of the most effective ways to create opportunity" for expanding the diversity of the airwaves. "We all know that the big group owners are able to use the tax laws to trade stations and grow their businesses on a tax-free basis," he said. "We need to harness the power of those tax incentives for small businesses and new entrants to broadcasting. We all know the tax certificate works. It's a win-win. We need to bring it back."

As he has in the past, Kennard commended CBS' Mel Karmazin and Clear Channel's Lowry Mays "for their leadership and for rising to the challenge of opening up the broadcast business to those who have been on the other side of the signal for too long."

Another radio luminary was commended at the Radio Show, as Regent II Communications President/COO Bill Stakelin was given the National Radio Award for his 42-year contribution to the industry. In his address he said, "We don't need a government agency to make us do the right thing and serve the needs of our customers," and gave a number of examples where radio stations have come to the aid of

Bob & Tom Host, Win Marconi Awards



AMFM-syndicated personalities **Bob & Tom** (pictured above) warmed up the crowd Thursday night at the NAB's Marconi Awards in Orlando, then went on to be named Network/Syndicated Personalities of the Year. After Lyle Lovett had people grooving in their seats, **KOA/Denver** won Legendary Station of the Year, **KGO/San Francisco** was honored as Major Market Station of the Year and **KROQ/Los Angeles** morning men Kevin & Bean grabbed the Major Market Personality of the Year trophy. Other winners included:

Personalities Of The Year

Large Market: Steve Kelley, KOA/Denver

Medium Market: Scott Innes, WYNK-FM/Baton Rouge

Small Market: Scott Kooistra, KYNT/Yankton, SD

Stations Of The Year

Large Market: KUDL/Kansas City

Medium Market: WFBQ/Indianapolis

Small Market: KTTS-FM/Springfield, MO

AC: KUEL/Fort Dodge, IA

CHR: WNNK/Harrisburg

Classical: KFUF-FM/St. Louis

Country: WDAF/Kansas City

NAC/Jazz: KZJZ/St. Louis

News/Talk/Sports: WBZ/Boston

Oldies: WWSW/Pittsburgh

Religious: WUGN/Midland, MI

Rock: WEBN/Cincinnati

Spanish: KLTN/Houston

Urban: WBLX/Mobile

ordinary citizens and provided free public service. He encouraged industry veterans to "take the time to teach, care, motivate and develop a new generation of radio professionals who bring a passion to our industry that assures our long-term success."

NAB Showcases Tech Announcements

Veteran broadcasters Jim Thompson and Mike Craven have made an equity investment in online broadcaster BroadcastMusic.com. The company also took the wraps off a series of Internet video channels; it has aligned with SupeRadio to stream audio and video of John Garabedian's *Open House Party* and the *Russ Parr Show*. BroadcastMusic.com will also stream audio and video of One-On-One Sports programming.

In other tech announcements at the convention:

- Radio industry online provider WebRadio.com has aligned with LightSpeed Group, Lead Interactive Network Entertainment Television, Internet Community Concepts, StreamSearch and What's Fun Entertainment EventMail for additional content on its websites.

- OnRadio has unveiled a "PCs for the People Campaign." Under the program, OnRadio website affiliates can give away free multimedia PCs to users who sign up for Internet service. OnRadio has also joined with web audio provider Beatnik Inc. to enable OnRadio's affiliates to deliver interactive audio.

- A newer radio web provider, Global Media Corp., said it has developed syndicated e-commerce tools that allow radio stations to place their own branded "private label" e-commerce devices on their sites.

- Susquehanna Radio has developed what it calls the nation's first commercial "new digital media station." "MergeRadio 93.3.com" is a Pop/Alternative-flavored station that provides an interactive

component on the station's website (www.merge933.net). RadioWave.com will provide the technical means for "MergeRadio's" concept.

R&R's Anthony Acampora, Jeff Axelrod, Carol Archer, Julie Gidlow, Lon Helton, Adam Jacobson, Mike Kinosian, Tony Novia, Ron Rodrigues and Jeremy Shweder contributed to this story.

Sanders

Continued from Page 1

in positioning the label for success. His friendship and mentoring will be a personal loss, but knowing the talent of our roster and the quality of our staff, I feel confident we will build upon that foundation. I look forward to the challenges ahead and appreciate the vote of confidence by Jeremy and [V2 Group founder] Richard Branson."

Sanders joined V2 in March '97 as GM. Prior to that he was Head/Artist Development at Arista Records and founded Loud and Proud Management in 1983.

Pelaia

Continued from Page 18

broadcast research industry. Our depth of experience in both the syndicated and custom market research fields has us poised as a company for future growth. And I'm excited about the growth opportunity." Pelaia added that Eagle conducts research for radio, TV and the general market and is not positioning itself as a broadcasting research firm.

Before joining Eagle Research, Pelaia was Project Manager/Quantitative Services with the general market research firm Elrick & Lavidge. Before that he held the GM, OM and Research Analyst positions at Coleman Research. He began his career at the Arbitron Co. as a client services/network sales representative.

Cox Radio Syndication

THE NEAL

BOORTZ SHOW

KLIF DALLAS

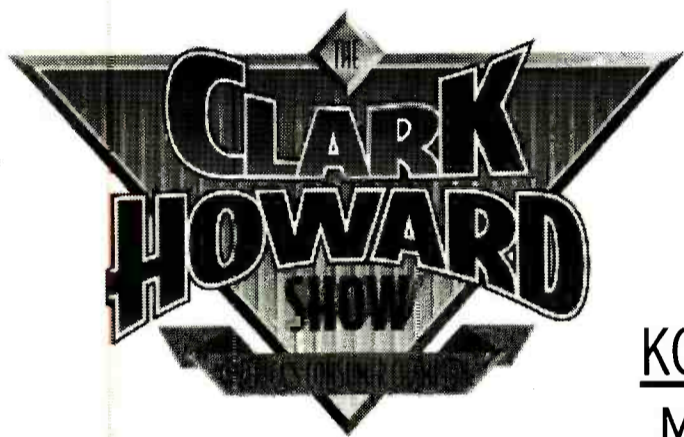
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WDBO ORLANDO

M 25-54 UP 67%

WPTF RALEIGH

M 35-54 UP 46%



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Radio

• **SANDRA GRAVER** is promoted to Regional Controller for Journal Broadcast Group's Milwaukee, Omaha, Knoxville and Lansing, MI operations. She had been controller for WTMJ-TV.

• **DANIEL SMITH** has been elevated to Premiere Radio Networks Sales Manager/Midwest Region. He was most recently National Account Manager.

• **ROOT COMMUNICATIONS** moves its corporate headquarters to 2 Bala Plaza, Ste. 801, Bala Cynwyd, PA 19004. The new phone is (610) 660-8666; fax (610) 660-4933.

National Radio

• **TALK AMERICA NETWORKS** introduces *Paul's Garden*, a weekly gardening show hosted by Paul Parent and airing 6-10am (ET). For more information, contact Tom Star at (781) 828-4546.

• **TALK RADIO NETWORK** adds *Expedia Radio*, a weekly one-hour travel program hosted by John Fisher and Mike West; (541) 664-8827.

• **MJI BROADCASTING** announces that Brooks & Dunn will host a special edition of *Starline* Sept. 20 at 10pm (ET) to premiere their new album, *Tightrope*.

The 90-minute show is available via barter; (212) 896-5333.

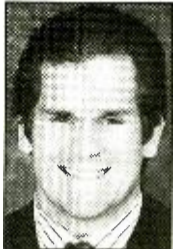
Records

• **AMRITA SEN** is named Assistant to Capitol Records Group President/CEO Roy Lott. She was formerly a consultant for entertainment companies.

• **CYNTHIA COCHRANE** rises to Universal/Motown Records Group VP/Production & Creative Services. Her last position was as Dir./Production & Creative Services for Universal Records.

Industry

• **NICK VERBITSKY** is named Dir./Entertainment Marketing for TMPG. His last position was Sr. Account Mgr. for WQHT-FM/New York.



Verbitsky

Products & Services

• **DMX MUSIC** adds seven new programs to its digital music lineup. DMX programming is available via cable, direct broadcast, satellite, interactive compact disc, DVD and the Internet. The new programs include:

College Rock, an alternative mix featuring such acts as Guided By Voices, Sleater-Kinney and Belle & Sebastian.

Flashback New Wave, featuring '80s and early '90s punk and new wave. Artists include Bow Wow Wow, Duran Duran and Elvis Costello.

Hot Jamz, an urban music program featuring TLC, Lauryn Hill and Britney Spears.

Old School Funk, a mix of funk, soul and R&B from the '70s and '80s, featuring the Time, George Clinton and Rose Royce.

Rock 'n' Country, featuring Southern California rock and new country. Artists include Black Crowes, Dwight Yoakam, the Eagles and Lyle Lovett.

Musica of the Americas, Latin and English pop hits with Ricky Martin, Shakira and Gloria Estefan.

Fiesta Tropical, Latin dance music featuring Tito Rojas, Elvis Crespo and Nelson Henriquez.

• **IQ NEW MEDIA** allies with Radiowave.com, which will use IQ's 2ndG design technology and Webspots advertisements on its site.

2ndG is a patented design technology that creates television-style sound-and-motion presentations for the Internet, while Webspots are full-screen advertisements that use 2ndG technology.

IQ is targeting radio stations with these new production techniques. Plans are for the new sites to temporarily run parallel to first-generation station sites to ease the transition.

NATIONAL RADIO FORMATS



ABC RADIO NETWORKS (972) 991-9200

Classic Rock
Chris Miller
No adds

Hot AC
Steve Nichols
No adds

Starstation
Peter Stewart
No adds

Touch
Ron Davis
No adds

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818
Gary Knoll

Rock
SAMMY HAGAR Right On Right
MELISSA ETHERIDGE Angels Would Fall
MEGADETH Insomnia
SCREAMIN' CHEETAH WHEELIES Halcyon Days
SANTANA w/EVERLAST Put Your Lights On

Alternative
G. LOVE & SPECIAL SAUCE Rodeo Clowns
SANTANA w/EVERLAST Put Your Lights On
STROKE 9 Little Black Backpack
NINE INCH NAILS We're In This Together
MELISSA ETHERIDGE Angels Would Fall

CHR/Hot AC
MARC ANTHONY I Need To Know
PAULA COLE BAND I Believe In Love
MELISSA ETHERIDGE Angels Would Fall

Mainstream AC
EVERYTHING BUT THE GIRL Five Fathoms (Love More)
ENRIQUE IGLESIAS Bailamos
RICKY MARTIN She's All I Ever Had

Lite AC
JESSICA SIMPSON I Wanna Love You
BARBRA STREISAND w/VINCE GILL If You Ever Leave Me

NAC
ERIC CLAPTON Blue Eyes Blue
BOB JAMES What's Up
DAVE KOZ Together Again

UC
B.G. Bling Bling
NOREAGA Oh No
PUFF DADDY/R. KELLY Satisfy
BARRY WHITE Staying Power

BROADCAST PROGRAMMING

Walter Powers • (800) 426-9082

Delilah
Mike Bettelli
No adds

Mainstream AC
Mike Bettelli
MARTINA MCBRIDE I Love You

Soft AC
Mike Bettelli
LONESTAR Amazed

CHR
Josh Hosler
No adds

Hot AC
Josh Hosler
No adds

Urban Contemporary
Josh Hosler
No adds

Alternative
Teresa Cook
CREED Higher
NINE INCH NAILS We're In This Together
311 Come Original

JONES RADIO NETWORK

Jon Holiday • (303) 784-8700

Rock Classics
Rich Bryan
No adds

Adult Hit Radio
JJ McKay
CHRISTINA AGUILERA Genie In A Bottle
JEREMY TOBACK You Make Me Feel

Soft Hits
Rick Brady
KENNY G w/LOUIS ARMSTRONG Wonderful World

RADIO ONE NETWORKS

Tony Mauro • (970) 949-3339

Hot AC
Yvonne Day
No adds

New Rock
Steve Leigh
BUSH The Chemicals Between Us

WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (805) 294-9000
Bob Blackburn

Adult Rock & Roll
Jeff Gonzer
BEATLES Hey Bulldog

Soft AC
Andy Fuller
No adds

Bright AC
Jim Hays
No adds

Changes

News/Talk: KIEV-AM/Los Angeles announces its fall lineup: *Morning Magazine* with **Larry Marino** (6-9am); *Midday Magazine* with **Stephanie Edwards** (9am-noon); *Talkback* with **George Putnam** (noon-2pm); *The Michael Medved Show* (2-5pm); *The Larry Zarrian Show* (5-7pm); *Heart of Hollywood* with **Joe Sutton** (7-8pm); paid pro-

gramming (8-10pm); **Roy Masters** (10pm-2am); **David Gold** (2-5am); and paid programming (5-6am) ... WBT-AM & FM/Charlotte picks up **Mike Church** for evenings.

Records: Arista Records ups **Candi Shand** to Dir./Operations, Artist Development

Industry: **Valery Gilbert** is appointed EVP/Internet Business Development at Buysellbid.Com ... Artist management company The Firm has moved to 9100 Wilshire Blvd., Ste. 400W, Beverly Hills, CA 90212. Phone and fax are unchanged.

CHRONICLE

BIRTHS

KKTL-FM talk host **Dayna Steele**, husband Dr. Charlie Justiz, son Nicholson Conrad Justiz, September 4.

Monterey Artists agent **Curt Motley**, wife Kim, son William Jackson, August 31.

PROS ON THE LOOSE

Gary Helton, Liberty Works Radio Network (410) 515-0081; gwhelton@yahoo.com

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Chancellor Media Corp.

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—**Julie Kahn, VP, Director of Sales**
Susquehanna Radio Corp. - San Francisco, CA



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WDIA/KJMS/WHRK
Clear Channel Communications - Memphis, TN

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—**Mike McVay, President**, *McVay Media*



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ZINE

SCENE

Remembering Tupac And Biggie

In a special commemorative issue, *Vibe* pays tribute to **Tupac Shakur** and **Christopher "The Notorious B.I.G." Wallace** by talking to family, friends and business associates of the two slain rappers. "I think the reason he foreshadowed his own demise was because he saw that the energy around him was becoming overpowering," says Shakur's friend and business partner **Gobi**. "I saw him as Luke Skywalker, and he had nothin' but Darth Vaders around him, pulling him on the wrong side of the Force. His death was a big loss, not just to black people, but to humanity."



SURVIVING SEATTLE — "I think that in a lot of ways the Seattle scene was a turn-the-gun-on-itself scene. It was born out of the punk rock bible, where being a rock star is a bad thing. So we couldn't enjoy our success, because we weren't really supposed to. You had to pretend success was fucked. We all became very self-conscious. I wish now that we'd had a better attitude about it" — former Soundgarden frontman **Chris Cornell** reflects on years past as he launches his solo career (*Raygun*).

Crimes And Misdemeanors

Metal's version of Herman Munster, **Rob Zombie**, conspired with the neometal girls of **Drain STH** and stole two golf carts to go joyriding backstage at a North Carolina Ozzfest date. The ruffians were caught at 2am and had to pay for two brand-new golf carts (*Spin*).

Entertainment Weekly dubs **Fiona Apple** its "Chatterbox of the Week" after the singer gave her upcoming record a 90-word title.

"We were in a room doing acid, thinking of a group name. Then one of our friends walked in. That was it" — **Len** frontman **Marc "The Burger Pimp" Costanzo** recalls the brainpower that went into naming his group (*Vibe*).

Rockin' The Catwalk

Calvin Klein is looking beyond super-skinny supermodels to feature super-skinny rock stars in its fall ad campaign. "CK has always been about discovering talent," says CK Publicity Director **Lisa Focazio**. "Instead of using well-established names like other companies have been doing, we wanted to do something different and use people who were on the rise creatively." Creative musicians posing for CK include **Garbage's Shirley Manson**, **Jay Gordon** and **Ryan Shuck** of **Orgy** and **Sonic Youth's Kim Gordon**, among others (*Alternative Press*).

Playing Well Is The Best Revenge

"When I left **Nine Inch Nails**, I had seven major fucking record companies comin' after me. And now I stand onstage with 5,000 kids in front of me, going wild. That's massive to me. That's my revenge" — **Filter's Richard Patrick** doesn't harbor any resentment toward his former employer (*Raygun*).

Latin Pop: The Never-Ending Story

Exploring the "Latin Explosion," *New York* rechristens itself *Nueva York* and puts **Jennifer Lopez** on its cover. *People* also does a feature on Lopez. Meanwhile, up 'n' coming Latin crooner **Marc Anthony** clarifies his prerogatives to *Vibe*: "Look, 95% of my fans are bilingual. I get letters like, 'I'm here in Montana, and I'm learning Spanish through your music.' I will not do anything just to do it. People have tried to shove songs down my throat, like, 'N Sync meets ...' Get out of my face! Everything I do is artistically true to myself."

Each week R&R sneaks a peek through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. R&R has not verified any of these reports.

CYBERSPACE

Hot new music-related World Wide Web sites, cool cyberchats and other points of interest along the information superhighway.

'Net Chats

- Discuss sex dwarfs, tainted love and the tears running rings around former Soft Cell frontman **Marc Almond's** heart on Monday (9/13) at 8pm ET/5pm PT (www.sonicnet.com).
- Chomp on your Doritos and chat away with **Jennifer Paige** in a session sponsored by the snack-food maker on Tuesday evening (9/14) at 9pm ET/6pm PT (www.sonicnet.com).

On The Web

- View an interview with '70s AOR icon **Peter Frampton** tonight (9/10) at 8pm ET/5pm PT (jamtv.tunes.com).
- Enjoy live performances by **Willie Nelson**, **Neil Young** and others as **Farm Aid '99** hits Bristol, VA on Sunday (9/12) at 1pm ET/10am PT (jamtv.tunes.com).
- Tune in to an interview with **Los Lobos** on Tuesday evening (9/14) at 8pm ET/5pm PT (jamtv.tunes.com).
- Grab a handful of candy and submit your queries to **Bow Wow Wow** on Wednesday evening (9/15) at 8pm ET/5pm PT (jamtv.tunes.com).
- On Thursday evening (9/16), catch a new interview with **Jimmy Cliff** at 8pm ET/5pm PT (jamtv.tunes.com).

MUSIC & MOVIES

CURRENT

- **MICKEY BLUE EYES** (Milan/BMG)
Featured Artists: **ROSEMARY CLOONEY**, **DEAN MARTIN**, **LOUIS PRIMA**
- **THE BLAIR WITCH PROJECT** (Chapter III)
Featured Artists: **LYDIA LUNCH**, **BAUHAUS**, **MEAT BEAT MANIFESTO**
- **DEEP BLUE SEA** (Warner Bros.)
Single: **L.L. COOL J** Deepest Bluest (Shark's Fin)
Other Featured Artists: **SMOKEMAN**, **CHANTEL JONES**, **DIVINE**
- **TEACHING MRS. TINGLE** (Capitol)
Featured Artists: **EVE 6**, **MOFFATTS**, **DUNCAN SHEIK**
- **AMERICAN PIE** (Universal)
Featured Artists: **BLINK 182**, **SUGAR RAY**, **THIRD EYE BLIND**
- **TARZAN** (Walt Disney Records)
Single: **PHIL COLLINS** You'll Be In My Heart
- **AUSTIN POWERS: THE SPY WHO SHAGGED ME** (Maverick)
Single: **LENNY KRAVITZ** American Woman
Other Featured Artists: **BIG BLUE MISSILE**, **BURT BACHARACH & ELVIS COSTELLO**
- **EYES WIDE SHUT** (Warner Sunset/Reprise)
Single: **CHRIS ISAAK** Baby Did A Bad Bad Thing
Other Featured Artists: **JOCELYN POOK**, **VICTOR SILVESTER ORCHESTRA**, **OSCAR PETERSON TRIO**
- **THE WOOD** (Jive)
Single: **MYSTIKAL & OUTKAST** Neck Uv Da Woods
Other Featured Artists: **BLACKSTREET**, **ROOTS**, **DMX**
- **THE MATRIX** (Maverick/Nothing/Interscope)
Featured Artists: **MARILYN MANSON**, **ROB ZOMBIE**, **RAGE AGAINST THE MACHINE**
- **SOUTH PARK: BIGGER, LONGER & UNCUT** (Atlantic)
Other Featured Artists: **TRICK DADDY** / **TRINA & TRE**, **GEDDY LEE** & **ALEX LIFESON**, **VIOLENT FEMMES**
- **WILD WILD WEST** (Overbrook/Interscope)
Singles: **ENRIQUE IGLESIAS** Bailamos
WILL SMITH Wild Wild West
Other Featured Artists: **BLACKSTREET**, **FAITH EVANS**, **SLICK RICK**
- **DETROIT ROCK CITY** (Mercury)
Singles: **EVERCLEAR** The Boys Are Back In Town
PANTERA Cat Scratch Fever
Other Featured Artists: **KISS**, **VAN HALEN**, **DAVID BOWIE**
- **THE ACID HOUSE** (Capitol)
Featured Artists: **BETH ORTON**, **BELLE & SEBASTIAN**, **CHEMICAL BROTHERS**

"Music & Movies" lists current and coming film soundtracks according to box-office standing, as well as singles appearing on R&R's format charts and other featured artists. To submit soundtracks for inclusion in this column, contact R&R Associate Editor **Elon Schoenholz** at (310) 788-1669; elon@rronline.com.

MUSIC DATEBOOK

MONDAY, SEPTEMBER 20

1971/**Peter Frampton** exits Humble Pie and launches his solo career.
1973/Singer/songwriter **Jim Croce**, 30, dies in a plane crash.
1976/London's 100 Club's Punk Rock Festival commences, featuring **Siouxsie & The Banshees'** debut public performance and the **Sex Pistols**.
Born: **Alannah Currie** (Thompson Twins) 1957
Releases: **Bruce Springsteen's Born to Run** 1975

TUESDAY, SEPTEMBER 21

1980/**Elton John** signs a long-term recording contract with Geffen Records. **John Lennon** signs with the label the next day.
1989/The **Eagles** disband.
1994/After 17 years, **Elvis Costello** splits with manager **Jake Riviera**, the man who created Costello's stage name. Also ... All charges are dropped against **Michael Jackson** following child molestation allegations.

WEDNESDAY, SEPTEMBER 22

1965/Who frontman **Roger Daltrey** physically assaults drummer **Keith Moon** onstage during a Copenhagen concert.
1985/In Illinois, the First Farm Aid begins.
1986/The **Smiths** sign a recording contract with EMI.
1990/**Little Richard** performs in his hometown of Macon, GA for the first time in 30 years.
Born: **David Coverdale** (Whitesnake) 1949, **Debbie Boone** 1956, **Joan Jett** 1958

THURSDAY, SEPTEMBER 23

1969/*The London Daily Mirror* reports the "Paul McCartney is dead" hoax with the headline "Clues Hint at Beatle Death." All of this soon becomes international news.
1974/Average White Band drummer **Robbie McIntosh**, 24, dies of a heroin overdose in Hollywood, CA.
1991/Guns N' Roses guitarist **Izzy Stradlin** abandons the band. He's later replaced by **Gilby Clarke**.
Born: **Ray Charles** 1930, **Julio Iglesias** 1943, **Bruce Springsteen** 1949

FRIDAY, SEPTEMBER 24

1957/**Alan Freed's** *Mister Rock and Roll*, featuring **Chuck Berry**, **Little Richard** and **Clyde McPhatter**, premieres at New York's Paramount Theater.
1988/**James Brown** is arrested following an hour-long high-speed car chase through Georgia and South Carolina. He later receives a six-year jail term.



James Brown converts his soul power to horsepower.

Born: the late **Linda McCartney** 1941, **Gerry Marsden** (Gerry & The Pacemakers) 1942
Releases: **Jesus Jones'** "Right Here, Right Now" 1990

SATURDAY, SEPTEMBER 25

1954/**Elvis Presley** makes his single, ill-fated appearance at the Grand Ole Opry, prompting critics to say he should pursue truck driving.
1975/**Jackie Wilson** suffers a heart attack while performing in New Jersey.
1980/**Led Zeppelin** drummer **John "Bonzo" Bonham** dies of alcohol-related asphyxiation on the eve of the band's U.S. tour. The group later disbands.

1995/**Hole's Courtney Love** pleads guilty to assaulting **Bikini Kill's Kathleen Hannan** backstage at a concert. The court instructs Love to enroll in an anger-management class.
Born: **Will Smith** 1968

SUNDAY, SEPTEMBER 26

1969/The **Beatles** release their 13th and last album, *Abbey Road*, in the U.K.
1970/Motown Records reports the **Jackson 5** have sold 10 million singles worldwide in nine months.
1992/**Gloria Estefan** and **Paul Simon** perform a benefit concert for Miami hurricane victims.
1998/**MTV Russia** is launched. It will be broadcast to 15 million residents.
Born: the late **Marty Robbins** 1925, **Bryan Ferry** 1945, **Olivia Newton-John** 1948, **Craig Chaquico** 1954
Releases: **John Lennon's** *Walls and Bridges* 1974

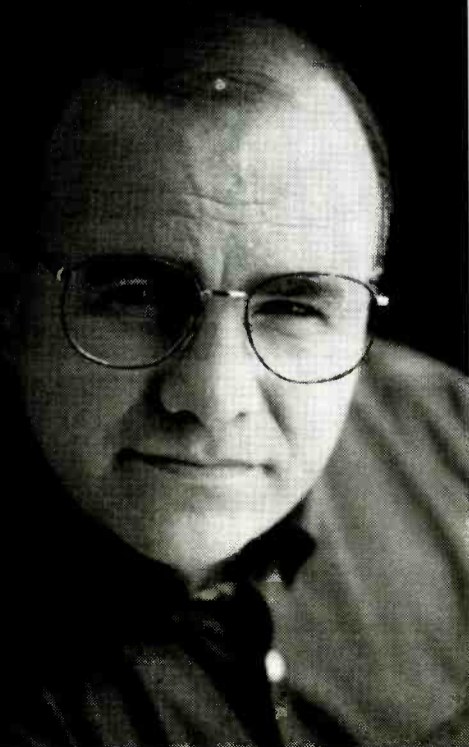
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| caller 2 | "We owe \$16,000 in taxes to the IRS that we can't pay because my wife has a cocaine problem ..." |
| caller 3 | "My husband has never brought home the money in his paycheck and he won't tell me what he does with it ..."
9-1-99 |
| caller 4 | "Two years ago, my very young daughter accused me of molesting her. I've spent every penny I have trying to fight this in |



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KGO's Hall Of Fame Host

□ Waking up with Jim Dunbar is a San Francisco tradition

In a radio world where change seems to be constant and, for most of us, inevitable, it's always gratifying to come across someone in our business who can honestly be called one of the industry's true icons, someone who has real staying power and that elusive gift for surviving those ever-blowing winds of change.

Such is the case with KGO-AM/San Francisco's **Jim Dunbar**. Along with co-anchor Ted Wygant, Dunbar and KGO's morning team are the top-rated AM drivetime radio show in the Bay Area. But this is no Johnny-come-lately success story. On the contrary, Dunbar's career at KGO began in 1963, when the station was one of the lowest-rated operations in San Francisco. Moving from ABC's co-owned WLS-AM/Chicago to become KGO's new PD, Dunbar was given a clear directive from management to "do something" with the foundering station.

After spending some time evaluating the market, Dunbar's answer was a new approach for KGO, which would soon become known as "Newstalk." And although the new station was not an immediate success story, Dunbar and KGO management remained committed to the new concept and were confident it would ultimately pay off — and pay off it did. After years of steady growth, KGO in 1978 became the No. 1 ranked ra-

dio station in San Francisco, a position it has held without interruption ever since.

Early Tolerance Lesson

Dunbar started his career by doing color commentary for Michigan State football on a Lansing radio station where the Hall of Fame broadcaster got off to a rocky start. "Frankly, I thought after that first day I was going to be fired," Dunbar recalls. "I slept through most of the first half."



Jim Dunbar

Recounting the details of that first-day fiasco, Dunbar says, "It was the Indiana vs. Michigan State game, and I'd been to a big party the night before with my brother. By the time I got to the game, it was well underway. As I climbed up into the booth, the program director — a guy named Howdy Finch — didn't even acknowledge me. So I just sat down and expected that at the half I'd get canned."

Instead, Dunbar was to get a lesson in tolerance that he remembers to this day. "At the half Howdy just

turned the microphone over to me like nothing had ever happened," says Dunbar. "And by the end of the game he still hadn't said a word to me. Finally, after the game was over he turned to me and asked, 'One question: When you woke up today and realized that you had slept through the first half of this game, did you have a *sinking* feeling?' To which I replied pretty sheepishly,

"The station was really doing poorly when I arrived in '63. There were Yellow Cab dispatchers with a bigger audience than KGO back then."

1999 Radio Hall Of Fame Inductees

As KGO-AM/San Francisco morning host Jim Dunbar takes his place among radio's greats this year, Radio Hall of Fame President **Bruce Dumont** says he has always felt that some of the greatest radio in America takes place on the local level.

"In every city there are several people who become synonymous with their market," Dumont tells **R&R**. "They're quality broadcasters who stay in their markets and develop a tremendous following over their careers. So each year we try to recognize those people who have achieved tremendous success primarily at the local and regional level.

"In the past few years, for example, we've inducted J.P. McCarthy, Wally Phillips, Bob Steele and Jerry Williams from that category. And this year Jim Dunbar is the inductee who exemplifies that kind of local success story that we at the Radio Hall of Fame have tried to recognize along with those who have succeeded on the network and national level."

While Dunbar is unquestionably deserving of a place in America's Radio Hall of Fame, he will not be alone on the dais when Casey Kasem hosts the November 20 black-tie awards ceremony in Chicago. As always, this year's inductees are all not only household names to the industry, but also to their legions of fans and listeners. Congratulations to all of 1999's Radio Hall of Fame award winners.

Jim Dunbar, KGO-AM/San Francisco talk host/anchor
Bruce Williams, nationally syndicated talk host
Rick Dees, nationally syndicated personality and KIIS-FM/Los Angeles morning host
Robert W. Morgan, legendary Los Angeles radio personality
Kate Smith, American popular singer and early radio host
Gale Gordon, radio/TV comic actor

"Yes." He said, "Okay, I guess you've paid the price," and that was the end of it. That could've been "Taps" for my radio career, and I would have probably ended up as a draftsman someplace."

Hatching A Plan

Upon his arrival as PD at KGO, Dunbar found a station that was nothing like the successful and admired News/Talker the industry knows today. "I was the assistant PD at WLS in Chicago but really didn't see my future as being a DJ," he says. "So when ABC offered me an opportunity to go to KGO as PD, I took it. The

station was really doing poorly when I arrived in '63. There were Yellow Cab dispatchers with a bigger audience than KGO back then. They had tried everything, but nothing seemed to click."

After a couple of weeks of listening to KGO, Dunbar says, a plan was hatched. "Frankly," he jokes, "I'm not sure that what we decided to do wasn't more an act of desperation than inspiration."

The plan launched by Dunbar and station management was a relatively new idea called "Newstalk." Many in

Continued on Page 30

Me and Mario



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Continued from Page 28

our business now credit Dunbar and KGO for inventing the format, but he isn't quick to accept that honor. "I think that it's true as far as the name goes," he says, "but it would be an enormous presumption on my part to suggest that I was the guy who invented the format. Other stations, like our sister station KABC in Los Angeles, were doing Talk at the time too. We simply put a handle on it.

"In truth, I think we were all experimenting with something that we really didn't know much about. I'm not trying to be modest; I'm just trying to be honest. I certainly didn't come up with the format or the programming concept of News/Talk, so I'm not going to take any credit for that."

"Listeners began to discover that there was this radio station in town with all these crazy people on the air who were willing to go one-on-one with you for everyone to hear."

The Accidental Talk Host

Although Dunbar has enjoyed years of career success in San Francisco, the truth is, he hadn't planned to return to the air at KGO. But a situation familiar to many explains why Dunbar could be called "the accidental talk host." He explains: "When I moved from Chicago, I'd had it with being on the air. But after I put a budget together, I realized

I didn't have enough money to bring in anyone else. So the real reason I ended up on KGO is because I had to put myself on the air to stay within the budget." And the rest, as they say, is history.

As someone who has done News/Talk then and now, does Dunbar feel there's a difference in today's hosts versus those of that earlier era? "I think hosts are generally smarter today than we were back then," he says. "At the time I rather innocently used to try to play devil's advocate and take the other side of most any issue. Looking back, I think it was more stupid than innocent, but in the process I learned a lot.

"Over the years I'd like to think that some of us who are now called *pioneers* have refined some of the techniques that evolved into what talk hosts are doing now. But truthfully, I think today's talk hosts have learned how to do it a lot better than we ever did then."

The Times, They Were A-Changin'

Dunbar's early days at KGO placed him at the epicenter of San Francisco's fabled counterculture movement in the 1960s. Asked to cite some moments that stand out in his memory about those days, Dunbar recalls, "Just six months after I arrived I found myself doing coverage of JFK's assassination. Then there was Bobby Kennedy, followed by the shooting of Martin Luther King. And every single day we fought both sides of the Vietnam War on the air. Then there were the Black Panthers and, of course, Patty Hearst.

"Les Crane was doing his show out of the Hungry i [a nightclub], which was sort of a West Coast magnet for a lot of the young and upcoming personalities of the day like Bill Cosby, Barbra Streisand and Woody Allen. It was during that period when the station really began to take off, because we were talking about things real people were talking about. Lis-

teners began to discover that there was this radio station in town with all these crazy people on the air who were willing to go one-on-one with you for everyone to hear."

While Dunbar has, no doubt, inspired other up-and-coming Talk personalities over the years, the legendary Gene Sheppard is the person he credits with developing his own early interest in the medium. "Although there were a lot of people I used to listen to, the guy who probably influenced me most was Gene Sheppard," Dunbar says. "I used to pick him up off of a station from Philadelphia when I was still a high school kid in

"We have to put out product that is compelling and engaging. That's radio's challenge for today and tomorrow."

Detroit. I was really taken with his ability to just speak and carry on this incredible stream of consciousness — and how he could compose these little verbal essays that were so graceful and funny. I think that hearing Gene marked the first time I ever seriously thought, 'Wow, I'd really love to be able to do a job like that.'"

A Look At The Future

In the past few years many have contended that the media has blurred the line between news and entertainment. Does Dunbar feel today's News/Talk radio has crossed that line? "Well, I do believe we've come dangerously close," he says with obvious concern. "But I also believe that we are finally beginning to catch up with a growing longing in America for something that is a little

more civilized. I'd count myself among those who would like to see — to borrow a phrase from former President Bush — a kinder and gentler way to exchange disagreement."

Noting that today's journalism graduates seem to be seeking careers in TV or on the Internet, not radio, Dunbar has some words of advice for News/Talk management and would-be journalists: "Radio continues to have an enormous number of listeners and still has a tremendous impact on their lives," he says. "I'd suggest to any young journalist that ruling out radio would be a huge mistake. But we do need to work harder at identifying and recruiting tomorrow's talents by offering internships and mentoring programs to give them hands-on experience and expose them to just how great a career in radio can be."

The Homestretch

Although it has not been publicly discussed much to date, Dunbar has made it known that next year will be his last of rising daily at 3:40am. But the Talk veteran has no plans to just fade away. "I'm heading into a new incarnation of my career," he says. "One of the things I'll be doing is writing and producing a commentary. These will be my own comments and thoughts on the human comedy and the human condition. It's not that I find everything funny, but I do seem to look for those things in our lives that we can at least wryly smile at. I've got some ideas, I love to write and I'm going to bust my butt to make this new challenge work."

Looking back on his nearly 50 years behind the mike, Dunbar cites working for longtime KGO President/GM Michael "Mickey" Luckoff as one of his career highlights. "Mickey is absolutely the best GM in the business," Dunbar says, matter-of-factly. "I consider him to be my friend, and you can't always say that about a guy you work for. He's tough, but fair-minded, and lives by one credo: *Second place sucks!* When

"I certainly didn't come up with the format or the programming concept of News/Talk, so I'm not going to take any credit for that."

you work with him, you develop that same fire in your gut to win and be No. 1. I've been very fortunate to work for Mickey. He's truly one of the really bright guys in this business."

Looking toward the dawn of a new century for radio as only someone who has spent half of the past century in broadcasting can, Dunbar still exhibits a downright boyish enthusiasm for the business. "I think that radio has never been healthier," he says. "But we have to put out product that is compelling and engaging. That's radio's challenge for today and tomorrow. The attitude I go in there with every single morning is that I want us to grab people by the ears and make it so interesting and so compelling that we will *make* them listen to us and they will not want to tune away. I've just always believed that's how you have to approach the show every day."

FOR THE RECORD

Last week's article on WGN Radio's *Girlfriends* incorrectly attributed a comment to Kathy O'Malley. The quote should have read "Another day a listener told us about logging onto her husband's computer and checking out all of his porno sites," said Markey." R&R regrets the error.

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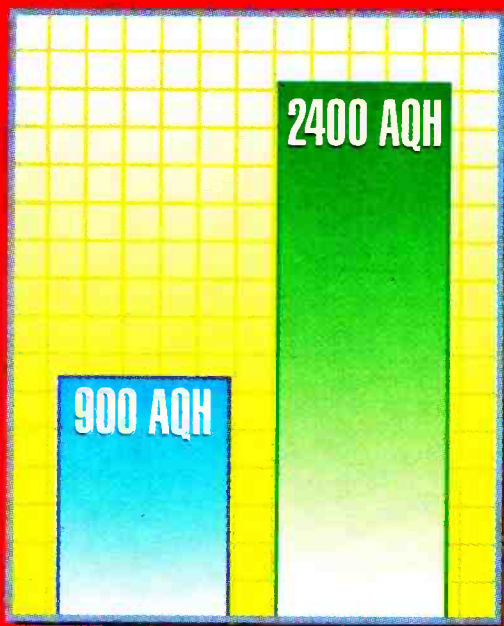
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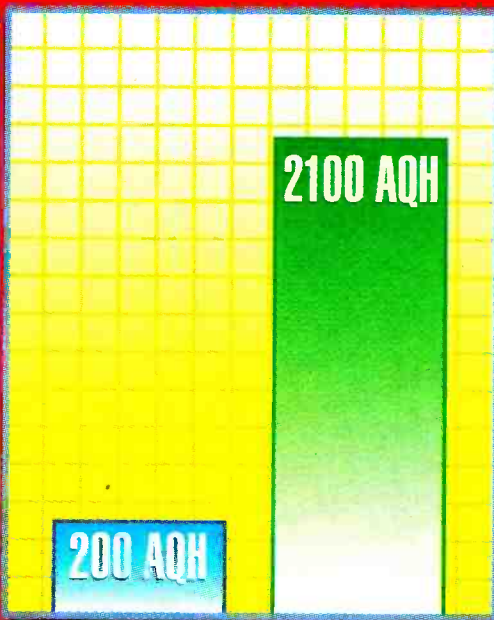
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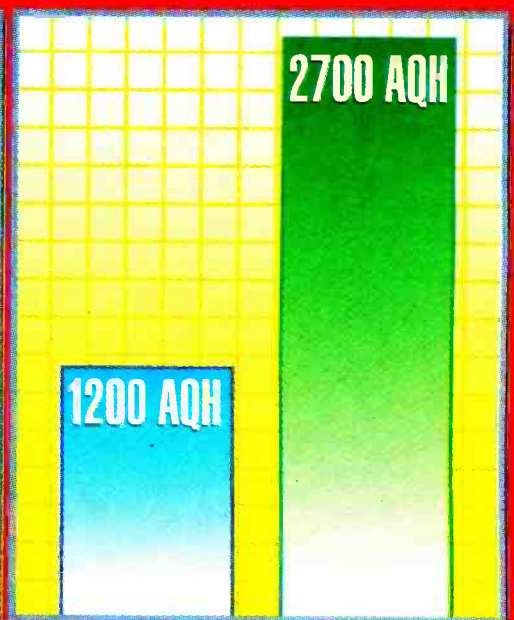
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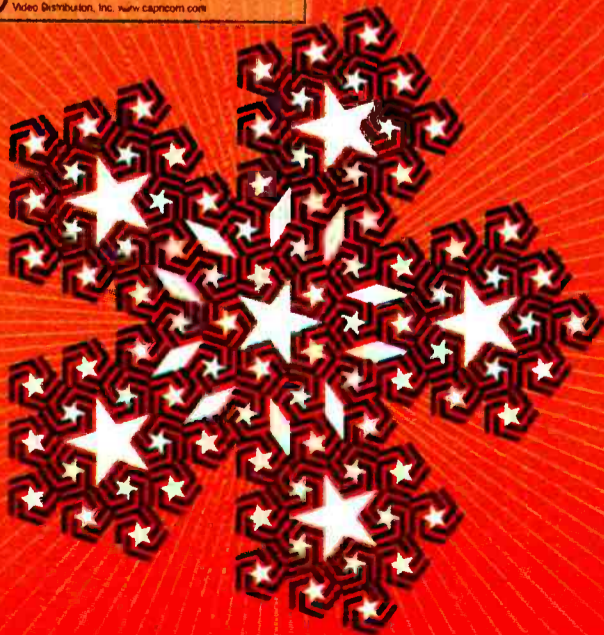


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Street Talk®

And Now, The Sequel: Disney Sued Again Over 'Hoe'

KLOS-FM/L.A. AE Carla Woodson filed a suit against Disney in L.A. Superior Court Thursday, the *Los Angeles Times* reports. "We believe the latest suit is without merit," ABC spokeswoman Julie Hoover tells **R&R TODAY**. The document contends that the Disney-owned station violated antidiscrimination laws when it aired in 1998 a radio promotion called "the Mark & Brian Black Hoe." The article also says Mark Thompson and Brian Phelps apologized for the promotion for the first time on the air last Wednesday (9/1). Woodson's document was filed by James DeBose, who last month filed a similar suit against Disney on behalf of KLOS Traffic Manager Judy Goodwin.

At the group heads session last Thursday, NAB Pres./CEO **Eddie Fritts** announced that the radio show drew 6,000 total registrants. Having obviously seen the exhibit floor, Clear Channel Radio Pres. **Randy Michaels** put his two cents by declaring, "This is the first NAB broadcaster-free vendor and Internet convention. I guess I'm going to go back to Clear Channel and turn in our analog licenses, take out our transmitters and plant soybeans for the nontraditional revenue."

WWWW wasn't the only Detroit station flipping to a more classic-based approach, but **WPLT's** change wasn't quite as dramatic. The Alternative station finished up its "Top 500 Flashbacks Weekend" by not finishing it — instead, it dropped its currents and went to a completely gold-based "Alternative Classics" approach.

More On Chicago's Name Games

The battle between **Big City Radio** and **WTMX PD Barry James** over the "80s Channel" name has spilled over into the Windy City's two major newspapers. Turns out James is the one who registered the name before Big City used it. Big City tells the *Tribune* that James couldn't legally register it, claiming he never

aired the name. But with James away at the NAB, columnist **Jim Kirk** didn't contact James (James tells **ST** Kirk has his cell and home phone numbers). *Sun-Times* columnist **Robert Feder** did talk to James and learned that James had used the phrase on **WTMX's '80s at 8** retro show. "What Feder is printing is absolutely factual," James tells **ST**. While Big City GM **Rich Marston** talked to the *Trib*, he hasn't returned calls from **ST** or the *Sun-Times*. Stay tuned....

WGN/Chicago morning man **Bob Collins** signs a new deal with the News/Talker, keeping him there through 2004. He'd been making \$1 million a year; the new deal is said to be much higher, especially since the local media had been speculating that **WMAQ** would start a bidding war for Collins' services.

After 13 years at **KMEL/SF**, **Rick Chase** signs off today. He'd been anchoring the morning show with **Diana Steele** for the past year, but he's going out in his old afternoon time slot.

Charlotte Loves Cars!

The market must really take its racing seriously, because **WSOC-FM/Charlotte** reportedly checkered-flagged in its competition to retain Performance Racing Network radio rights — at a cost of \$1.5 million for three years! The Infinity Country station had some heavy competition from AMFM rivals **WKKT-FM & WRFX-FM**, *Charlotte's Business Journal* reports, driving the price up substantially from the \$375,000 a year **WSOC** had been paying. Now there'll be even more pressure to turn those revs into revenues....

Talk About Talk

KCBQ-AM/San Diego launched its new talk lineup over Labor Day weekend. Recent buyer **Concord Media Group** has entered into an agreement with **Salem Communications**

Continued on Page 36

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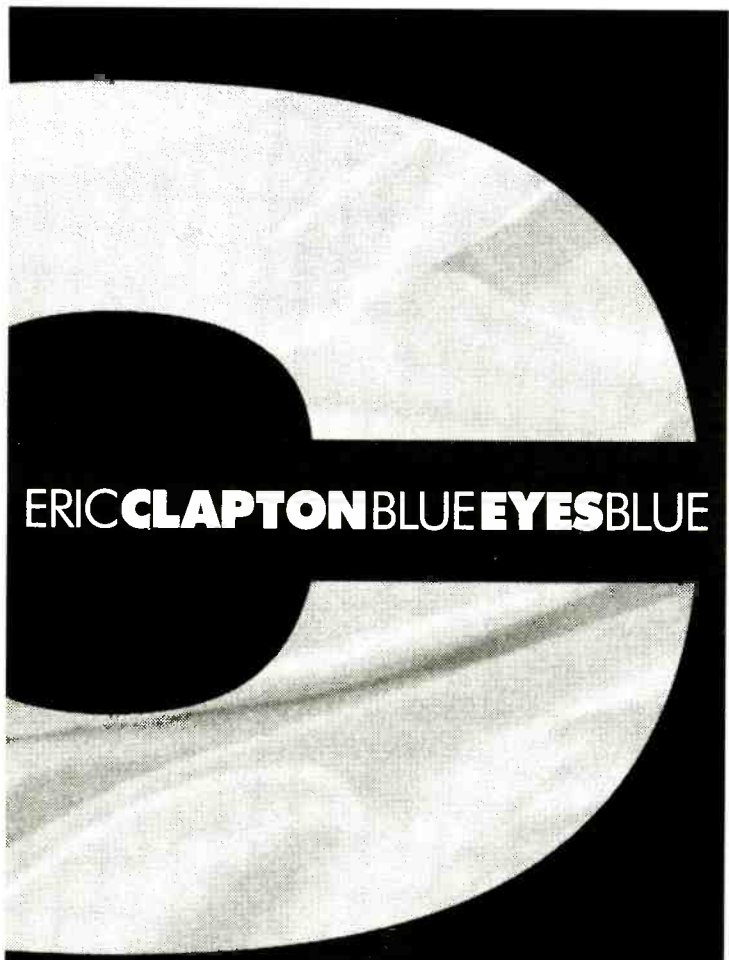
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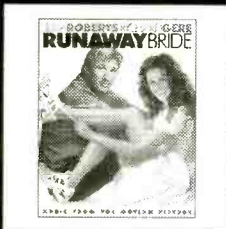
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- | | | | | |
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| KESZ | KMSX | KISX | WALK | WLTE |
| KYKY | KEZK | WWMX | WSPK | WAKS |
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Street Talk®

Continued from Page 34

(owners of crosstown Religious KPRZ-AM) to provide programming and marketing for the station. The new lineup features primarily syndicated fare, including Mike Gallagher, Dennis Prager, Michael Medved, Oliver North, Ken Hamblin, David Gold and Roy Masters. In the wee overnight hours KCBQ will air paid infomercial programming. (By the way, the *NY Daily News* reports that Infinity's WNEW and the New York Times' WQXR have also recently gone the infomercial route during certain overnight hours.)

Up the coast, KLSX/L.A. tinkers with its talkers, adding TV personality **Sam Rubin** to its post-Howard Stern slot and pushing **Jonathon Brandmeier's** show back to noon-3pm. **Tom Leykis** adds an extra hour and now airs 3-8pm. Meanwhile, crosstown KRLA hires former KABC and KMPC talker **Peter Tilden** for nights.

New FM Talker WSJZ/Boston inks a deal with veteran talk host and MSNBC political commentator **Jay Severin** to host a local PM drive show on the station.

The Book Beat Goes On

After seeing news of her unauthorized bio on these pages last week, Premiere syndicated talk host **Dr. Laura Schlessinger** personally dialed the *ST* fun-fone with a little news of her own: In its first week as a paperback pressing, her latest book, *The 10 Commandments: The Significance of God's Laws in Everyday Life*, cracked the *New York Times* bestseller list at No. 15.



THE GOOS ARE FRONT-PAGE NEWS

Martial law in East Timor? Page 8. Mexico braces for Hurricane Greg? Page 9. WB's Goo Goo Dolls? Page 1! As you can see, the single most significant thing to happen in Southern California over the Labor Day weekend was a Goos concert played at a VH1 winner's home in Oxnard, CA in front of family and friends. (And who says L.A. isn't a serious news town?)

Rumbles, Pt. 1

- WADO & WCAA/NY GM **David Martinez** leaves the stations, reportedly transferring to a post at Hispanic Broadcasting's Chicago properties. Meanwhile, WCAA segues from Tropical "Caliente" to Caribbean-flavored "Latinomix 105.9"
- **Bob Kitzmiller** is named GM of Equicom's KLTG-FM, KOUL-FM & KRAD-FM/Corpus Christi.
- KMZQ/Las Vegas PD **Burke Allen** exits the AC station; Duncan Payton, PD at co-owned KMXB, is interim PD.
- **Chris Reynolds** exits as KQXT/San Antonio PD/MD.
- Alternative **KLZR/Topeka-Kansas City** will flip to CHR/Pop in about three weeks. No personnel changes are planned.
- Former WBBO/Monmouth-Ocean PD **Neil Sullivan** has been appointed PD at WQZQ/Nashville.
- KOHT/Tucson APD/MD **Fred Rico** is the new PD at KIKI/Honolulu.
- KKXX/Bakersfield, CA drops CHR/Rhythmic in favor of CHR/Pop and a new slogan, "X-96.5." MD **Craig Marshall** is elevated to PD and adds afternoons.
- Mercury/IDJMG Texas regional **Dale Baird** joins Clear Channel as OM/MD for KRUF & KVKI/Shreveport, LA.
- At KHTO/Springfield, MO OM **Dave Alexander** gets a promotion to corporate VP and a new office in KC. KHTO nighttimer **Steve Kraus** adds MD stripes.
- APD/MD **KJ Mac** is promoted to PD at KQFC/Boise. Rich Summers continues as OM for KQFC and Country sister KIZN.
- WAAV/Wilmington, NC interim PD **Kala Richards** loses the "interim."
- **Mike Ellis**, Promotions and Marketing Director for the KXLY Broadcast Group/Spokane, has joined The Broadcast Team, an Ormond Beach, Florida-based radio and TV full-service marketing company, as an Account Manager.
- WFNX/Boston adds another station to the 'FNX Network. **WNHQ/Peterborough, NH** will simulcast the station within the next 60-90 days.
- As if it wasn't big enough, KPWR/L.A.'s *Big Boy in the Morning* show grows with the addition of new sidekick **Julissa**, who comes to radio having been a dancer/choreographer. Also, WQHT/New York PD **Tracy Cloherty** adds consulting duties at KPWR.
- Former KPWR and KCMG/L.A. morning show producer **Stretch** is joining KKBT to produce Doctor Dre & Ed Lover's new morning show there.

Was, Koz & A Cause

That's producer extraordinaire Don Was, saxophonist extraordinaire Dave Koz and the "Jam Night II" fund-raiser for the United Jewish Fund. It's a music exec party planned for Hollywood's Roxy on October 5. Call Karen Sternfeld at (323) 761-8224 for more info.

If you're on the East Coast, you probably heard the story of Andrew Paul Tolliver, who went

Continued on Page 38

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Rumbles, Pt. 2

- At KLUC/Las Vegas, Promo Dir. **Mike Spencer** adds APD duties and PM driver **J.B. King** is named MD.
- WOXY/Cincinnati co-MD **Mark Abuzzahab** exits.
- KZHT/Salt Lake City appoints **WBHT/Wilkes Barre MD Mark McCarthy MD**/afternoon driver.
- WHZZ/Lansing MD/afternoon driver **Jeff Wellington** exits.
- **Robb Royale** has been named APD/MD at KYZL/Albuquerque.
- WZOK/Rockford, IL middayer **Jenna West** adds MD stripes.
- KCAQ/Oxnard, CA MD **Corn Dogg** adds APD stripes and afternoon driver **Joey Boy** is appointed as MD.
- WYBB/Charleston, SC APD/Promo Dir. **John Bloodwell** exits.
- WQLZ/Springfield, IL promotes MD **John "Crash" Carroll** to APD and **Rocky** to MD.
- WZBH/Salisbury, MD MD **Paul McCall** exits. PD **Shawn Murphy** adds MD duties.
- After leaving KNRQ/Eugene, OR, MD **Cia** does a 180 and returns to the station in the same capacity.
- WQGN/New London, CT MD **Lori Robbins** exits.
- WHTF/Tallahassee afternoon driver **Buzz Craven** is appointed APD/MD.
- KIXY/San Angelo, TX MD/afternoon driver **Darren Taylor** exits for nights at KKYS/Bryan-College Station, TX. At KIXY, PD **Jeff Dewitt** adds MD stripes.
- KTCT/San Francisco personalites **Ron & Ron** join KZZP/Phoenix for mornings.
- **KEWB/Redding, CA** flips from Country to CHR using the slogan Power 94.
- KKLS/Sioux City, SD MD/afternoon driver **Joey Lager** joins KQKQ/Omaha for nights.
- KTTX-FM/Bryan-College Station, TX MD/morning man **Jumpin' Joe Barnett** exits to take promotion/swing duties at KILT/Houston.

Continued from Page 36

to Monmouth County, NJ last week, intending to kill a former girlfriend, but wound up injuring a policeman and then killing himself. What you probably didn't know is that there's an industry connection: The intended victim was the sister of Virgin Records Sr. Dir./Promo **Cary Vance**, who sounded stunned but relieved when he recounted the story to **ST**. Fortunately, neither his sister nor her kids were injured in the incident.

Back To The Future!

Staffers at student-run Oxygen 107.9 in Oxford, England tried to turn back the clock — literally! The U.K.'s Radio Authority had received a complaint that the station had been ignoring its commitment to educational and arts programming, according to an AP report, and ordered the station to turn over tapes of its March 1 broadcast. They'd been caught red-handed: On the day in question they'd been flagrantly deficient in the required areas. So on March 8 the on-air personnel pretended it was March 1 (airing numerous "beginning of the month" references) and presented the kind of programming that would satisfy the officials. One problem though: They didn't turn back the news clock, so when the Radio Authority heard news of Stanley Kubrick's March 7 death and Joe DiMaggio's March 8 death on the "March 1" tape, they knew something was rotten in Denmark. The result: a \$32,000 fine and two years subtracted from the station's license.

RADIO RECORDS



- 1
- **Stuart Krane** tapped as Exec. VP/GM of Premiere Radio Networks.
- **John Burkavage** boosted to VP/GM of WTM/Miami.
- **Jimmy Steal** elevated to Dir./Prog. & Ops for Jacor/Dallas.
- Jefferson-Pilot sets **John Dimick** and **Mike Vasquez** as PDs at San Diego's KSON-FM and KIFM-FM, respectively.
- **Smilin' Tom Fridley** slides into WCOL/Columbus, OH PD chair.
- 5
- **Tom Matheson** appointed VP/GM of KYCY/SF.
- **Rick Caffey** recruited as Station Mgr. for WCNN & WALR/Atlanta.
- **John Curb** named Dir./Nat'l Promo for Curb Records.
- **Greg Dunkin** accepts PD chair at WENS & WKLR/Indianapolis.
- **Mark Bradley** becomes PD of WKOC/Norfolk.
- 10
- **Al Teller** elevated to President/COO of MCA Music Ent. Group.
- **Bob O'Connor** returns to KIFM/San Diego as VP/Prog.
- **Ron Schuon** set as KROQ/L.A. PD.
- **Andy Valeri** ascends to OM at WAAF/Boston.
- **Lee Roy Hansen** tapped as PD of WNUA/Chicago.
- **Bill Cahill** named PD at WQXI-AM & FM/Atlanta.
- 15
- **Cary Pahigian** set as Program Mgr. for WBZ/Boston.
- **Michael Ellis** named WAPP/NY PD.
- **Smokey Rivers** recruited as WAVA/DC PD.
- **Sam Church** chosen as KKLT/Phoenix PD.
- **Michael Luczak** upped to APD at WEBN/Cincinnati.
- 20
- **Gary Berkowitz** becomes PD of WROR/Boston.
- **Mike Harvey** named OM of WHAM/Rochester.
- **Lonnie Gronek** promoted to GSM of WHK/Cleveland.
- **The Greaseman** signs a five-year, \$600,000 contract to continue doing mornings at WAPE/Jacksonville.
- 25
- **Joel Denver** named MD at WFIL/Philly.
- **KEZM/L.A.** becomes **KLVE** with a Rock format leaning toward love lyrics.
- **Rich Brother Robbin** lands nights at KKDJ/L.A.

Records

- Warner Atlanta local **Danny Davenport** is retiring after nearly 30 years with the company. Look for him to get involved with artist management. Meantime, is another Hotlanta local *thisclose* to joining WB?
- Capitol A&R execs **Steve Patch** and **Mark Dillon** join GAS Entertainment in NY.

If you have Street Talk, call the R&R News Desk at (310) 788-1699 or e-mail jaxelrod@ronline.com

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STEVE WONSIEWICZ
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Creed Climbs 'Higher'

Three major players outline the band's development

There's definitely something to say for not being a critic's darling. That's certainly the case with the rock quartet Creed, who quietly went about the business of selling 3.5 million albums, selling out concerts and receiving tons of Rock and Alternative airplay over the past two years, all without the benefit of *My Own Prison*, their debut release on NYC independent Wind-up Entertainment, making critics' top 10 lists or the band appearing on the cover of *Rolling Stone* or *Spin*.

Creed's story is a case study in the power of great rock songwriting and the ability of Rock and Alternative radio to sell records. It's also about the willingness of a band to get out on the road and prove themselves with their music and reward their fans. And it's also about a band staying true to their roots and sticking with the playbook that got them multiplatinum success.

The media snub, interestingly, has come in handy as the group and label set out to promote Creed's new single, "Higher," and their second Wind-up album, *Human Clay*, which hits stores on September 28. Since the band weren't plastered across the front page of every music or entertainment publication or featured in the scads of TV shows on the cable TV dial, media oversaturation wasn't an issue.

Going Against The Grain

"It hasn't been a cakewalk to get to the position we're in now," comments **Mark Tremonti**, the band's guitarist/vocalist and co-songwriter. "It's always been a struggle and about us going against the grain. Look at the music when we came out. Hard rock wasn't really getting played. Now it's even harder than our music, and I think

we had something to do with it."

Tremonti understands that Creed's story so far hasn't made for juicy headlines. "If you strip away the music from the band, we don't have much of a story. We're just four normal guys, whereas there's much more of a story with someone like Marilyn Manson. With him it's as much about the show and image. But the music has done so well for us that we want to continue doing that."

While not getting on the cover of *Spin* or *Rolling Stone* or getting a lot of attention from MTV despite selling multiplatinum has given Creed a "We'll show them" attitude, the band realizes that flying under the hype radar definitely hasn't hurt. Tremonti continues, "We've really gone after

"I don't think going after the glam and glitz is the right thing to do. It's a necessary evil for some bands, but it can be harmful and take away from what's most important, and that's the music."

Mark Tremonti

radio and our live show. That's what has fueled our career so far. I don't think going after the glam and glitz is the right thing to do. It's a necessary evil for some bands, but it can be harmful and take away from what's most important, and that's the music."

Manager **Jeff Hanson** says, "If you look at our press clippings, you'll see how we've been lambasted. But the same thing happened to Led Zeppelin. If nothing else, I love the Pearl Jam rip-off comments because they show how wrong those people are. Pearl Jam rip-offs don't accomplish what this band has and what it will do on this album and in the future."

Even though the major media hasn't devoted tons of coverage to the group, Rock radio, not surprisingly, has been paying close attention to Creed. It was that kind of industry expectation that hovered over the group as they began recording *Higher Ground*. Tremonti recalls, "Sure we felt pressure. At one point the last thing on our minds was the music. There was so much going on at one time that we were kind of forgetting about the music and why we got into this in the first place, which was to have fun. I think everybody got overwhelmed at one point. But it took just one night of everybody in the band sitting down and writing songs and getting back into it, and then the pressure was off."

Back To The Future

To lessen the pressure, Creed and company rented a house in Tallahassee — the band's home base — in which to record the new album. Hanson notes, "We rented a house in the woods to help us get away from the rock star atmosphere and mentality. We purposely set out to create an environment that was similar to when we recorded *My Own Prison*. We used the same producer [John Kurzweg] and went back to recording in a home studio, because that's the way we recorded the first album. The only difference was that we spent more money on equipment because we had a bigger recording budget.

"We didn't go into some fancy studio in New York, Miami or wherever. It was just the guys out there making music. Nobody was hassling them. [Lead vocalist] Scott [Stapp] was hitting golf balls, and the guys were out walking around. It was one of the most important things we did."

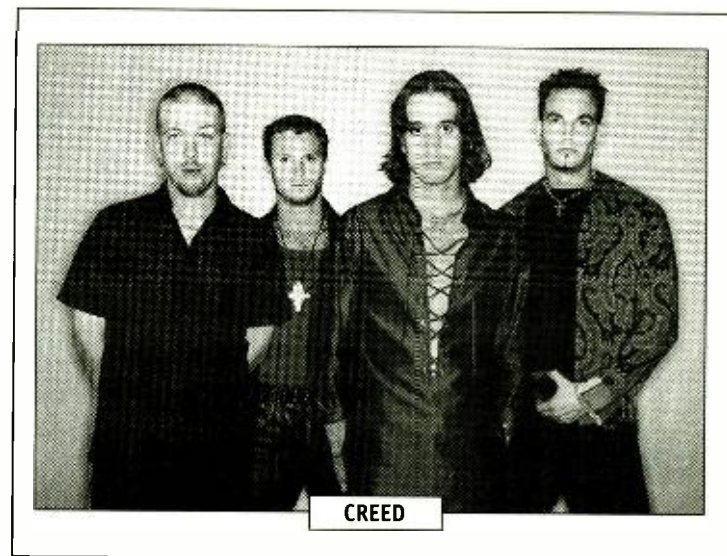
The end result is an album that showcases Creed's artistic growth. Tremonti says, "The first album sounded like a cry for help with a

"We didn't have the luxury of a lot of press and publicity on the first one. They were almost ignored by the media. The success came because of airplay and the band touring. There was never a saturation point where people tired of Creed."

Shanna Fischer



Jeff Hanson



CREED

glimmer of hope at the end of the songs. This one is much more confident and aggressive and sturdier, even in the production. It's beefier, straightforward and in-your-face."

That's exactly the kind of concert Tremonti says the band will put on. "It will be a little bigger and better and have a few more layers. We'll have better equipment, nice backdrops and maybe a few pyros, but that's about it."

Tremonti, for one, would like Creed to retain that working-class mentality. "I'm happy sticking to radio and playing live. We have a cult-like fan base, and we want to take care of them. We're not a flashy band. We're just a band with serious music, and I think the fans appreciate that."

Radio's Reaction

When it was time to begin setting up the single and new album, Wind-up found that, despite impressive recent airplay, there was still a huge demand for new Creed music. Wind-up Sr. VP/Promotion **Shanna Fischer** comments, "We didn't have the luxury of a lot of press and publicity on the first one. They were almost ignored by the media. The success came because of airplay and the band touring. There was never a saturation point where people tired of Creed. It certainly helped us with this record. There wasn't any backlash. In fact, it whetted their appetite for more."

And how. Pent-up demand for new Creed music exploded last week when, during its first week at radio, "Higher" bowed at No. 7 at Active Rock, No. 11 at Rock and No. 19 at Alternative. That's on top of the band having three of the most played recurrent songs at Active Rock, two at Rock and one at Alternative.

Wind-up and Creed also played it smart when rolling out the project by tying in brick-and-mortar retail and radio via an Internet contest. The goal: to see which station could get the highest percentage of downloads of "Higher" based on a station's 12-plus come as determined by Arbitron.

Fischer notes, "It's no secret the Internet is an important tool. We go to conventions all the time where people talk about what they can do with their websites. This was a win-win for everybody. It's great to hear programmers talking about how badly they want to win the contest and how they like it because they feel they're playing on a level playing field."

"We purposely set out to create an environment that was similar to when we recorded *My Own Prison*. We used the same producer and went back to recording in a home studio, because that's the way we recorded the first album."

Jeff Hanson

Fischer says Wind-up also isn't concerned about cannibalizing sales of *My Own Prison*. "There are two million people who bought the first album well over a year ago. They are definitely ready for new Creed music. It's great to have a consistent seller, but we have the luxury of having a band that the public isn't burned out about."

Much has changed since Wind-up started working Creed's debut album. Fischer remembers, "This band was

the forerunner of the rock resurgence people talk about. They were the first rock band to come along in a long time and sell records. Once they started having success, things opened up. If you look at

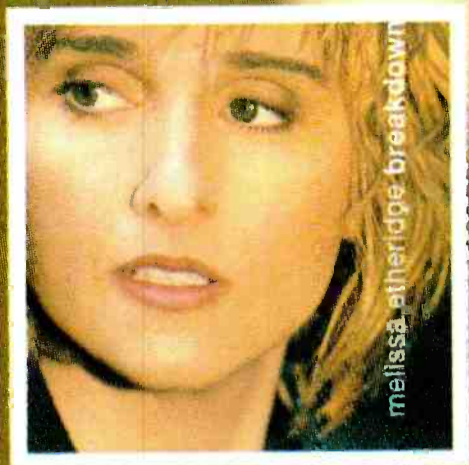
the Alternative chart when we first started working Creed and now, there's almost a 180-degree difference."

Now the momentum is clearly in Wind-up's and Creed's favor. Fischer continues, "The support I'm getting from radio is the most I've ever had on a record. People are genuinely excited that the band has delivered a solid record for them. We're taking nothing for granted, but what's exciting is that we now have stations that are out of the box that had never played Creed before, like [Alternative] KNDD/Seattle and [Rock] KLOS/Los Angeles. That's clearly an indication the band is moving to the next level."



Shanna Fischer

melissa etheridge



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TOP 5 PHONES AT KBBT AND WSSR



R&R

LAUNCHING PAD

Alternative Likes Wearing Stroke 9's 'Little Black Backpack'

Thanks to a great mix of major-market and starter stations, **Cherry Entertainment/Universal Records** is getting its shot at breaking San Francisco alt rock band **Stroke 9**, whose

Within a month the group signed with Cherry — which in turn has a joint venture with Universal — and the search was on for a producer. Capretta continues, "Jerry Harrison, who pro-



Stroke 9

new single, "Little Black Backpack," last week cracked **R&R's** Alternative top 50 chart at No. 43.

Stations playing the cut include such before-the-box reporters as **KITS/San Francisco**, **WPLA/Jacksonville**, **KBRS/Fayetteville**, **KQRX/Odessa-Midland** and **WHMP/Springfield, MA**, as well as major-market outlets **WXRX/New York**, **KROQ/Los Angeles**, **WNNX/Atlanta**, **KKND/New Orleans** and **WRAX/Birmingham**. Even hometown Hot AC-Pop/Alternative **KLLC** has jumped aboard.

Originally signed to Jolene Cherry's Cherry Entertainment, Stroke 9 have been together since high school, during which time they released two independent CDs and booked their own national tour. The first disc, *Boy Meets Girl*, was recorded during a summer college break and released in '93. Their second album, the post-college *Bumper to Bumper*, was released in '95 and sold about 10,000 copies. After that disc the group bought a copy of the book *Book Your Own Tour*, lined up about 50 shows and hit the road in an ambulance.

But it wasn't until late 1997 that Cherry A&R exec **Daniella Capretta** received a copy of Stroke 9's music from the band's lawyer. Capretta recalls, "He gave me a package, and I put it in while I was driving around. Within 48 hours I jumped on a plane and saw them live."

Capretta was impressed with the group in several ways. "These guys write very radio-friendly pop-rock and alternative songs that appeal to teenagers and older fans. Plus, they've been together a long time and are very passionate about what they do. They have really figured it out and want to continue proving themselves."

duced the album, was somebody we wanted from the start. He's from San Francisco, and the band's music easily lent itself to his style. But we also worked with Rupert Hine [Duncan Sheik, the Fixx]. Both have different styles, but they melded perfectly."

When it was time to begin setting up the project several months ago, Universal started off by working Alternative specialty shows. Sr. VP/Promotion **Steve Leeds** comments, "KITS was getting such a good response from the specialty show airplay that they put it into regular rotation, and it immediately started getting requests. Concurrently, WPLA had begun playing the record and started getting similar requests and was telling us that people were asking about the band at retail. That proved to us the band's appeal wasn't just limited to its hometown, that it's an across-the-board hit. Now we just have to go out and get it."

WPLA PD **Rick Schmidt** credits station MD Crissy for uncovering "Little Black Backpack." He comments, "She was the one who championed it early on, and we all agreed that it definitely fit the station."

The single has been a top phone record since. Schmidt continues, "We added it about five weeks ago, and it consistently gets great phones. It's a very catchy song. I think it stands out because of all the different tempo changes, and lyrically it's interesting. Nearly everybody on the staff likes it."

"But what's also interesting is the re-

sponse we're getting from retail. People are going in and wanting to buy it. We're looking forward to the first week of sales."

Given that reaction, Universal, not surprisingly, has its sights set on Pop radio. Leeds continues, "We've already solicited their reaction, and the response is very positive. We'll eventually cross it over, but first we have to lay a firm base at Alternative."

Meantime, Cherry/Universal is arranging several radio shows for the band, one being a WPLA concert on October 24. More are in the works. Stroke 9 will play a handful of shows with Cowboy Mouth in September while they line up their fall tour.

The album, *Nasty Little Thoughts*, hit retail on September 7.

Ready For Takeoff: Black Box Recorder

If the success Alternative **WBCN/Boston** is having with the song "Child Psychology" is any indication, the group **Black Box Recorder** won't be exclusively with New York-based indie label **Jet Set Records** for long. **WBCN APD/MD Steven Strick** says the single is pulling down good phones, and he plans to stick with it. "It has a great lyric that appeals to our listeners."

Jet Set is trying to translate the **WBCN** story, as well as the success it



Black Box Recorder

had at college and Alternative specialty shows, into regular-rotation airplay. Head/Promotion **Will Simon** notes, "We're not going to try for a blanket approach. We'll handpick the commercial stations that are open-minded for something like this. We'll grow it one market at a time."

Meantime, other Alternative stations are beginning to sample the track. Among the stations that tested "Child Psychology" last week were **WFNX/Boston**, **KZMZ/Minneapolis** and **KNDD/Seattle**.

— Steve Wonsiewicz

Music News & Views

Goo Goo Dolls Front MP3.com Tour

Online music destination site **MP3.com** has teamed with the **William Morris Agency** to bow the first concert tour combining music and technology. The tour — which features the **Goo Goo Dolls** as the headliner, **Tonic** as the opening act and local **MP3.com** artists from each city — will hit 28 college campuses from October 5



Goo Goo Dolls

through November 17. In addition to the concert, the event will include the "MP3.com Village," which will see double duty as a live music venue and technology and lifestyle fair featuring sports gear and apparel. Students will be able to check out the latest **MP3.com** technology, as well as software and hardware from other manufacturers. The first stop is at the University of Iowa in Iowa City.

ARTISTdirect Bows Awards Show

Online music destination site **ARTISTdirect** will present its first annual Online Music Awards on October 7 at the House of Blues in Los Angeles. Scheduled to perform during the event are **Beck**, **Chris Isaak**, **Cypress Hill**, **Eminem**, **No Doubt** and the **Offspring**. Awards, which will be handed out by such presenters as **Dwight Yoakam**, **Metallica** and **Dave Navarro**, will range from the best unsigned artist site to favorite hip-hop artist. The comedy duo **Tenacious D** will host the show, which will be webcast at *artistdirect.com*.

Byte bits: Online label/music retailer **EMusic.com** has landed the rights to preview online **Bush's** new single, "The Chemicals Between Us." The single was released digitally on September 9, one day before being serviced to radio. Bush's album, *The Science of Things*, hits retail on October 26 ... Chicago venture capital firm **Venture-Catalyst.com** has invested in **Spun.com**, a destination site for buying, selling and exchanging new and used CDs.



Bush

Tour update: **Bruce Springsteen** has added 10 more shows to his reunion tour with the **E Street Band**. Cities being added are Phoenix, Oakland, Minneapolis, Milwaukee, Indianapolis, Cleveland, Buffalo and Albany, NY ... **Primus** and **Staind** have been added to the Family Values tour ... **Kid Rock** begins his national headlining tour on October 20 in Kalamazoo, MI. **Powerman 5000** supports ... **Garbage** and **Lit** will be the headliners at this year MTV Campus Invasion tour, which begins in October.

This 'n' that: **Stone Temple Pilots** frontman **Scott Weiland** has been sentenced to a year in jail for violating probation. The group's new album, *No. 4*, will still be released on October 26 ... **Eric Clapton's** new greatest hits package, *Clapton Chronicles: The Best of Eric Clapton*, will feature two new songs — the **Diane Warren**-penned "Blue Eyes Blue" and "I Get Lost." The album hits retail on October 12 ... Publicly traded **Unapix Entertainment's Miramar Records** has signed **Alan Parsons**, whose new album, *The Time Machine*, will be released on September 28 ... **Natalie Merchant** has recorded her New York concerts for an album that will be released by year's end, according to the *Los Angeles Times* ... **Maverick** hard-rock band the **Deftones** have begun work on their next album ... **Chris Shiflett (No Use For A Name, 22 Jacks)** has signed on to be the **Foo Fighters'** new tour guitarist.



TONY NOVIA
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PART ONE OF A TWO-PART SERIES

Strategies To Power Your Station To The Top

□ **WHTZ/NY's Theresa Beyer and WJHM & WXXL/Orlando's Mike Garrett share concert tips**

The CHR panel at the '99 NAB — moderated by yours truly — provided attendees with different strategies for creating the ultimate station concert, for taking advantage of the Internet and even for using e-mail and faxes to promote their stations. The guest speakers were WHTZ (Z100)/New York Dir./Marketing & Advertising **Theresa Beyer** and WJHM & WXXL/Orlando Dir./Marketing **Mike Garrett**, who shared some of the secrets to their stations' continuing success.

This week we'll cover their pointers on presenting winning concerts that can fill your station's pockets with nontraditional revenue. Next week we'll get their input on how to embrace the Internet to your station's advantage, on marketing essentials, on how to incorporate research into the programming mix and on the best way to market your station. We'll also learn how to use research to better serve a station.

R&R: From both programming and sales standpoints, putting together concerts and shows is a hot topic for many radio stations. Z100 does two shows, Zootopia and Jingleball, that bring in nontraditional revenue — not to mention unbelievable amounts of listener participation and great Arbitron ratings.

Theresa, talk about the background of these shows, what you've learned and how shows like these can bring in additional dollars to a radio station.

TB: Z100 is very well-known for large-scale special events. It's very difficult to grab people's attention in a market like New York, because a million people are trying to do it at the same time. The Jingleball is going on its sixth year, while Zootopia hits its third year. The two concerts combined raised close to \$2 million in nontraditional revenue. That's nonspot revenue. It didn't start that way, and it took a while to get to that point, but we are finally there. If you are the marketing/promotion director who has put that event together, it obviously brings a whole new standard to your job and places you in a whole new light as far as management is concerned.

This year we're doing a pay-per-view, which is an opportunity to gain huge recognition. Plus, the artist gets a kickback and the station makes close to \$250,000. Additionally, we have a station CD coming out. I would like to sell our CD via international pay-per-view



Theresa Beyer



Mike Garrett

and not just in the NY market.

The other thing we're doing to expand Jingleball is a partnership with *Teen People* magazine. *Teen People* is branded perfectly to Z100. It's a national publication with a tremendous amount of clout, and every time I pick it up I think, "All these guys should be on the air." So *Teen People* is going to be covering Jingleball. They're running a Z100 listeners' and viewers' guide in the December issue, the value of which is huge to our station. There will be TSL opportunities and contests tied into the viewing guide.

Plus, they're going to bring all these fashion designers down to Jingleball. On the street we're setting up dressing rooms, acoustic stages and booths for advertising that don't fit in Madison Square Garden. A dozen kids from the audience will be chosen to style themselves with the fashions that are there. Then they're doing a 30-page fashion spread that will run in the March issue. I couldn't buy that kind of coverage even if I have the money in my budget. I couldn't buy that kind of opportunity to offer to our sales department.

We're very limited with the Garden. It's a Coke complex, so we can't do anything Pepsi, we can't do Evian. So we decided that we needed to create a new opportunity for ourselves. We're aiming to bring in \$1.2 million nonspot, and I think we'll reach it. We've already got half our sponsors in place.

I'm sure most of you do large promotions and concerts. The thing to remember is to make sure you honor the radio station first, that you keep the branding and imaging of the station in mind first. That's hard sometimes when a label is calling and telling you about a new band that they want at Jingleball. You really have to make sure they're still relevant and hot in December when Jingleball happens, especially when you're booking bands in June.

R&R: People can say that since you're Z100 you can get anything you want, but that's not necessarily the case. You do pay for bands, and you have the insight and foresight to be looking ahead at the more popular bands that are coming down the pike. Can you touch upon that?

"As a station, you can only do two or three events well that you can profit from and that will be effective from a marketing perspective."

Mike Garrett

TB: We have a marketing package that we make available to record companies. If we are going after a particular artist, it's my job to make sure that we're offering that artist more than exposure at Jingleball. We do a direct-mail piece to 700,000 people before Jingleball to affect the fall book. We include those artists in the piece. Not only can you win tickets and \$1,000 by listening to the radio station, but you'll also have a chance to join Shania Twain backstage. Her personal wardrobe people will make you up for the show with a new wardrobe, and Shania will do your nails.

"The thing is to remember to make sure you honor the radio station first, that you keep the branding and imaging of the station in mind first."

Theresa Beyer

It sounds stupid, but *Entertainment Tonight* did an eight-minute piece on Shania doing the nails of our winner backstage. That becomes tremendously valuable to the record company, because we have greatly exposed their artists through direct mail, our website and pay-per-view. You've got to develop a lot of different platforms, not just the stage at Madison Square Garden.

We've been told "no" many times. In some cases we come back and say, "What if we do this mailing and call 300,000 people in the area telling them to buy the new Will Smith record?" That becomes a tremendous marketing tool for the record company. We have to make them a partner rather than simply approach them wanting Will Smith: it has to be a give-and-take marketing relationship. You've got to offer them something that they would normally pay a tremendous amount of money for, offer them a lot of exposure through the station, and the branding has to be right. Then it becomes harder for them to resist.

R&R: Mike, besides putting your station at No. 1 during the time of your *Red Hot and Boom* concert, you also went from \$30,000 to \$80,000 in revenue. Tell us about that.

MG: Actually it was from \$50,000 to \$80,000, but it's still a great increase. *Red Hot and Boom* is a Fourth of July event that we hold in Altamont Springs. The attendance was estimated at 150,000 to 180,000 people. One thing I wanted to focus our sales staff on was selling the event — not simply from the standpoint of vendors, scheduling, spots and promos, but to sell one or two umbrella sponsors. That was really where the increase came for us.

Events from the previous year often affect how much money you can make, and once you branch out your perspective on revenue opportunities for an event, you realize how much money you left on the table the year before. As a station, you can only do two or three events well that you can profit from and that will be effective from a marketing perspective.

A lot of the things Theresa is talking about take months to prepare, because you hear "no" all the time. So you have to come back and repropose

things. We were fortunate to get *YM* involved in the *Red Hot and Boom* event. It was an important event for them because of our demographics and because of the type of acts at the event — Joey McIntyre, Jordan Knight, 98 Degrees, Sixpence None The Richer. We were obviously able to convince *YM* of the connection between their readers and our listeners. They really understood the value of being involved not only with our radio station, but with this event.

R&R: Everyone is talking about the Internet and trying to figure out whether it complements the radio station or represents its worst enemy. You are doing some unique things at Z100. Give us some insight on the programs you're working on.

TB: You're right, the website is critical to the radio station. It's critical from a branding perspective, but you can't think of it as an inactive, dead medium. If it doesn't bring people back to the radio station, you're wasting your time, your energy and your talent. It's got to drive people back to develop TSL and to build cume, and it's got to drive people to your clients' locations. Otherwise, what's the point?

We've been working a considerable amount of time on a program to combat that — a listeners' club. A lot of people have listeners' clubs with plastic cards. Ours will be a virtual listeners' club that includes a rewards program. You come to the site, you instantly get 100 points. If you know the interactive "9 at 9," you get 250 points. And if you know who Elvis talked to this morning and where they broadcasted from, you get points. Eventually that will be the only way you can get Jingleball tickets, tickets to other events or the CDs and specialty items that we give away.

Right now the Z100 website gets 3.5 million hits a month, which is 860,000 total page views. That's way too much valuable real estate to waste. So whatever you do, make sure it's very specific, very targeted and perfectly branded to the radio station.

In next week's CHR column Beyer and Garrett discuss how to get ratings with your station website and through e-mail marketing.

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES September 10, 1999

CalloUT AMERICA® song selection is based on the top 25 titles from the R&R CHR/Pop chart for the airplay week of August 15-21.

ARTIST TITLE LABEL(S)	CHR/POP				TOTAL % FAMILIARITY	TOTAL % BURN	DEMOGRAPHICS			REGIONS			
	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)						WOMEN 12-17	WOMEN 18-24	WOMEN 25-34	EAST	SOUTH	MID- WEST	WEST
	TW	LW	2W	3W									
HP BLINK 182 What's My Age Again? (MCA)	3.86	3.77	3.80	3.86	56.4	9.8	4.02	3.86	3.24	4.00	3.90	3.68	3.85
TLC Unpretty (LaFace/Arista)	3.79	3.82	3.88	3.83	70.0	18.2	3.91	3.73	3.60	3.75	3.89	3.92	3.57
SANTANA f/ROB THOMAS Smooth (Arista)	3.76	—	—	—	48.2	10.6	3.91	3.33	4.04	3.47	3.67	3.89	4.02
SMASH MOUTH All Star (Interscope)	3.75	3.76	3.89	3.87	93.3	31.9	3.74	3.75	3.75	3.86	3.85	3.50	3.79
702 Where My Girls At? (Motown)	3.74	3.85	3.72	3.65	67.6	20.1	3.88	3.67	3.55	3.76	3.87	3.70	3.63
CHRISTINA AGUILERA Genie In A Bottle (RCA)	3.70	3.77	3.74	3.77	87.8	23.3	3.98	3.69	3.35	3.64	3.93	3.55	3.69
SUGAR RAY Someday (Lava/Atlantic)	3.70	3.69	3.65	3.58	82.3	23.5	3.79	3.65	3.64	3.69	3.64	3.63	3.85
98 DEGREES I Do (Cherish You) (Universal)	3.69	3.72	3.78	3.67	79.6	22.8	3.96	3.53	3.50	3.55	3.84	3.55	3.85
SARAH MCLACHLAN I Will Remember You (Arista)	3.66	3.69	3.77	3.69	90.2	32.6	3.63	3.68	3.69	3.35	3.80	3.90	3.62
HP RED HOT CHILI PEPPERS Scar Tissue (Warner Bros.)	3.63	3.51	3.57	3.71	67.6	18.7	3.72	3.68	3.42	3.75	3.54	3.68	3.56
HP LEN Steal My Sunshine (Work/Epic)	3.62	3.45	3.55	3.57	60.2	12.9	3.72	3.60	3.42	3.44	3.57	3.65	3.79
BACKSTREET BOYS I Want It That Way (Jive)	3.61	3.77	3.73	3.73	92.6	41.5	3.88	3.48	3.46	3.63	3.91	3.49	3.43
PEARL JAM Last Kiss (Epic)	3.61	3.72	3.78	3.80	86.3	27.6	3.60	3.81	3.44	3.81	3.74	3.25	3.69
GOO GOO DOLLS Black Balloon (Warner Bros.)	3.60	3.53	3.68	3.55	64.7	15.3	3.57	3.70	3.55	3.51	3.56	3.59	3.80
HP DESTINY'S CHILD Bills, Bills, Bills (Columbia)	3.59	3.74	3.73	3.39	71.2	20.9	3.87	3.47	3.22	3.46	3.75	3.93	3.20
BLESSID UNION OF SOULS Hey Leonardo... (Push/V2)	3.57	3.61	3.54	3.57	77.0	22.8	3.65	3.50	3.55	3.56	3.41	3.57	3.71
TAL BACHMAN She's So High (Columbia)	3.57	3.57	3.48	3.60	81.8	23.7	3.65	3.46	3.58	3.54	3.74	3.50	3.48
BRITNEY SPEARS (You Drive Me) Crazy (Jive)	3.48	—	—	—	67.9	16.3	3.65	3.38	3.31	3.59	3.57	3.49	3.27
FASTBALL Out Of My Head (Hollywood)	3.48	3.56	3.55	3.56	73.6	18.7	3.69	3.40	3.30	3.62	3.46	3.44	3.39
LFO Summer Girls (Arista)	3.47	3.70	3.61	3.36	64.7	21.6	3.78	3.25	3.15	3.68	3.30	3.34	3.60
RICKY MARTIN She's All I Ever Had (C2/Columbia)	3.44	3.55	3.54	—	54.0	16.1	3.44	3.49	3.36	3.25	3.46	3.38	3.76
EDWIN MCCAIN I Could Not Ask For More (Lava/Atlantic)	3.41	3.44	3.34	3.43	51.3	12.5	3.38	3.56	3.26	3.17	3.76	3.36	3.47
JENNIFER LOPEZ If You Had My Love (Work/Epic)	3.41	3.45	3.45	3.49	86.8	38.1	3.42	3.50	3.31	3.24	3.52	3.52	3.38
WHITNEY HOUSTON It's Not Right But It's Okay (Arista)	3.39	3.51	3.44	3.41	68.6	25.7	3.25	3.47	3.52	3.24	3.67	3.41	3.22
RICKY MARTIN La Copa De La Vida (C2/Columbia)	3.35	3.44	—	—	87.8	35.5	3.29	3.19	3.58	3.20	3.52	3.40	3.29
ENRIQUE IGLESIAS Bailamos (Overbrook/Interscope)	3.32	3.46	3.47	3.33	79.1	29.7	3.36	3.34	3.26	2.99	3.58	3.49	3.24
CITIZEN KING Better Days... (Warner Bros.)	3.30	3.40	3.39	3.42	74.6	27.8	3.31	3.20	3.41	3.15	3.52	3.34	3.27
LENNY KRAVITZ American Woman (Maverick/Virgin)	3.17	3.34	3.39	—	83.5	24.2	3.25	2.96	3.28	2.86	3.12	3.48	3.24
VITAMIN C f/LADY SAW Smile (Elektra/EEG)	3.13	3.07	3.15	3.13	59.5	20.9	3.23	3.00	3.09	3.03	3.15	3.00	3.33
BRITNEY SPEARS Sometimes (Jive)	3.10	3.35	3.40	3.24	82.5	36.9	2.99	3.17	3.17	2.97	3.23	3.14	3.05

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must reach 40% familiarity before they appear in print. Hit Potential represents songs that have yet to chart in the top 25 on R&R's CHR/Pop chart. Sample composition is based on females aged 12-34, who responded favorably to a CHR/Pop musical montage in the following regions and markets: EAST: Baltimore, Boston, Long Island, New York, Philadelphia, Pittsburgh, Providence, Washington, DC. SOUTH: Atlanta, Dallas, Houston, Miami, San Antonio, Tampa. MIDWEST: Cincinnati, Cleveland, Columbus, Detroit, Kansas City, Milwaukee, Minneapolis, St. Louis. WEST: Los Angeles, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, San Francisco, Seattle. © 1999, R&R Inc.

CalloUT AMERICA® Hot Scores

By TONY NOVIA

After four weeks on the Callout America survey, "What's My Age Again?" — er, "What's My Age Again?" — by Blink 182 (MCA) surges to the top spot overall, taking the demo crown among women 12-17 and 18-24 with scores of 4.02 and 3.86, respectively.

If there was ever any question about Clive Davis' ability to reinvent acts, it should now be put to bed. Davis, in a campaign that will be watched and copied in the future, has brought home a 1999 CHR hit for Santana f/Rob Thomas's "Smooth" (Arista). Out of the box, Santana is No. 3 overall, first among women 25-34 (4.04) and third 12-17 (3.91).

Finishing between Blink and Santana is LaFace/Arista's TLC with "Unpretty." The track is displaying some pretty impressive scores, finishing second among teens (3.91), fourth with 18-24s (3.73) and fifth in women 25-34 (3.60).

How many partisans you have in your callout has always been a hot topic. Recently I caught up with David Lebow, COO/Office of Product & Strategy at AMFM, and asked him about partisans. "It depends on the strategic situation and how much of a station's audience is driven and what its competitive situation is. But always, overfocus on your PI is bad. We used to have to teach that before. If you go by a restaurant, and every night there is only one guy in there — and you go by there 100 nights, and he is the only guy in there — and the place is run-down because they only have one customer, don't ask that guy what he thinks!"

BLINK 182 "What's My Age Again"

#1 Callout America

#1 Women 12-17

#1 Women 18-24

M·C·A
MUSIC CORPORATION
AMERICA

September 10, 1999

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	CHRISTINA AGUILERA Genie In A Bottle (RCA)	8544	-171	906239	17	147/0
2	2	SMASH MOUTH All Star (Interscope)	7694	-576	778989	17	149/0
3	3	SUGAR RAY Someday (Lava/Atlantic)	7125	+151	722829	14	145/0
5	4	PEARL JAM Last Kiss (Epic)	6498	-420	620857	12	132/0
6	5	ENRIQUE IGLESIAS Bailamos (Overbrook/Interscope)	6426	+192	698630	11	146/0
4	6	JENNIFER LOPEZ If You Had My Love (Work/Epic)	6203	-730	606231	19	140/0
7	7	TAL BACHMAN She's So High (Columbia)	6192	+24	517791	18	144/0
8	8	98 DEGREES I Do (Cherish You) (Universal)	6073	+424	596028	8	144/0
10	9	TLC Unpretty (LaFace/Arista)	5343	+352	589179	14	140/1
9	10	FASTBALL Out Of My Head (Hollywood)	5174	-243	435723	22	138/0
16	11	LOU BEGA Mambo No. 5 (A Little Bit...) (RCA)	5148	+1249	652203	4	144/5
13	12	GOO GOO DOLLS Black Balloon (Warner Bros.)	4693	+271	428116	13	136/1
15	13	RICKY MARTIN She's All I Ever Had (C2/Columbia)	4448	+287	520475	7	146/0
17	14	SANTANA / ROB THOMAS Smooth (Arista)	4344	+614	402510	10	139/0
12	15	CITIZEN KING Better Days (And The Bottom...) (Warner Bros.)	4330	-222	336180	21	124/0
19	16	LEN Steal My Sunshine (Work/Epic)	4183	+500	417164	8	142/2
11	17	BACKSTREET BOYS I Want It That Way (Jive)	3975	-593	427943	22	137/0
20	18	702 Where My Girls At? (Motown)	3916	+240	529795	11	99/1
14	19	BLESSID UNION OF SOULS Hey Leonardo (She Likes Me...) (PushV2)	3888	-482	386135	24	128/0
18	20	LFO Summer Girls (Arista)	3543	-148	312216	11	133/0
22	21	SIXPENCE NONE THE RICHER There She Goes (Squint/Elektra/EEG)	3355	+241	312290	5	134/3
24	22	RED HOT CHILI PEPPERS Scar Tissue (Warner Bros.)	3144	+336	315401	8	128/7
31	23	BRITNEY SPEARS (You Drive Me) Crazy (Jive)	3139	+1072	288545	3	140/11
25	24	'N SYNC w/ GLORIA ESTEFAN Music Of My Heart (Epic)	2977	+331	286042	5	124/8
Breaker	25	BACKSTREET BOYS Larger Than Life (Jive)	2540	+953	271123	4	135/60
28	26	DESTINY'S CHILD Bills, Bills, Bills (Columbia)	2441	+34	306221	7	90/2
21	27	VITAMIN C / LADY SAW Smile (Elektra/EEG)	2319	-798	224728	10	118/0
23	28	SARAH MCLACHLAN I Will Remember You (Arista)	2253	-625	262710	18	101/0
26	29	EDWIN MCCAIN I Could Not Ask For More (Lava/Atlantic)	2245	-324	188095	15	109/0
Breaker	30	BLINK 182 What's My Age Again? (MCA)	2035	+114	194536	7	104/0
29	31	RICKY MARTIN La Copa De La Vida (C2/Columbia)	2023	-344	248560	12	23/0
27	32	BRITNEY SPEARS Sometimes (Jive)	1888	-588	205823	19	122/0
30	33	WHITNEY HOUSTON It's Not Right But It's Okay (Arista)	1867	-378	308016	15	74/0
36	34	MARC ANTHONY I Need To Know (Columbia)	1785	+276	223108	4	86/5
35	35	TRAIN Meet Virginia (Aware/Columbia)	1705	+190	132766	6	90/6
48	36	SHANIA TWAIN Man! I Feel Like A Woman! (Mercury)	1529	+735	136825	2	101/9
33	37	MADONNA Beautiful Stranger (Maverick/WB)	1460	-400	192121	16	106/0
42	38	MARIAH CAREY Heartbreaker (Columbia)	1429	+411	173684	2	80/14
40	39	JORDAN KNIGHT I Could Never Take The Place.. (Interscope)	1350	+183	120408	3	93/1
37	40	K-CI & JOJO Tell Me It's Real (MCA)	1302	-139	174421	15	75/0
38	41	WILL SMITH Wild Wild West (Columbia)	1163	-270	99966	18	103/0
41	42	LIT My Own Worst Enemy (RCA)	1154	-2	126060	18	63/0
39	43	PHIL COLLINS You'll Be In My Heart (Hollywood)	1137	-213	101657	10	78/1
47	44	MANDY MOORE Candy (550 Music/Epic)	1119	+316	101916	2	91/8
43	45	BRANDY Almost Doesn't Count (Atlantic)	970	-44	154024	20	72/0
46	46	R. KELLY If I Could Turn Back... (Jive)	922	+109	74943	3	82/4
45	47	FREESTYLERS Here We Go (Mammoth)	862	+1	79491	5	56/1
50	48	BRIAN MCKNIGHT Back At One (Motown)	821	+163	80215	2	55/6
Debut	49	LENNY KRAVITZ American Woman (Maverick/Virgin)	695	+101	125932	1	43/7
-	50	TONIC You Wanted More (Universal)	661	+57	40872	2	53/1

Most Added®

ARTIST TITLE LABEL(S)	ADDS
BACKSTREET BOYS Larger Than Life (Jive)	60
ROBBIE WILLIAMS Angels (Capitol)	43
MELISSA ETHERIDGE Angels... (Island/IDJMG)	29
PAULA COLE BAND I Believe In Love (Imago/WB)	20
JESSICA SIMPSON I Wanna Love... (Columbia)	19
MARIAH CAREY Heartbreaker (Columbia)	14
WHITNEY HOUSTON My Love Is Your... (Arista)	12
BRITNEY SPEARS (You Drive Me) Crazy (Jive)	11
RENO I Think I Know (Curb)	11
SHANIA TWAIN Man! I Feel Like A... (Mercury)	9

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LOU BEGA Mambo No. 5 (A Little Bit...) (RCA)	+1249
BRITNEY SPEARS (You Drive Me) Crazy (Jive)	+1072
BACKSTREET BOYS Larger Than Life (Jive)	+953
SHANIA TWAIN Man! I Feel Like... (Mercury)	+735
SANTANA / ROB THOMAS Smooth (Arista)	+614
MELISSA ETHERIDGE Angels... (Island/IDJMG)	+505
LEN Steal My Sunshine (Work/Epic)	+500
98 DEGREES I Do (Cherish You) (Universal)	+424
MARIAH CAREY Heartbreaker (Columbia)	+411
TLC Unpretty (LaFace/Arista)	+352

Breakers®

BACKSTREET BOYS Larger Than Life (Jive)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
2540/953	135/60	25

BLINK 182 What's My Age Again? (MCA)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
2035/114	104/0	30

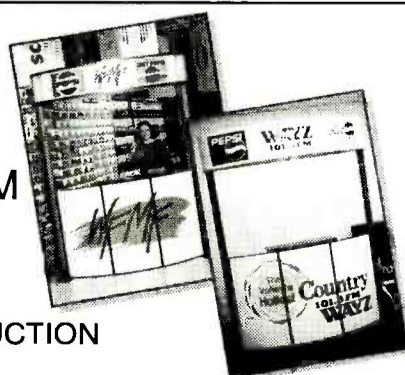
Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



152 CHR/Pop reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 8/29-Saturday 9/4. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 2000 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 1999, The Arbitron Company). © 1999, R&R Inc.

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New & Active

SHAGGY Hope (MCA)
Total Plays: 596, Total Stations: 64, Adds: 7

MELISSA ETHERIDGE Angels Would Fall (Island/IDJMG)
Total Plays: 564, Total Stations: 69, Adds: 29

ERIC CLAPTON Blue Eyes Blue (Columbia/Reprise)
Total Plays: 560, Total Stations: 46, Adds: 2

NADINE RENEE Next To Me (MCA)
Total Plays: 537, Total Stations: 54, Adds: 0

DIDO Here With Me (Arista)
Total Plays: 511, Total Stations: 51, Adds: 2

MEREDITH BROOKS Lay Down (Candles...) (Capitol)
Total Plays: 461, Total Stations: 35, Adds: 3

STEPS One For Sorrow (Jive)
Total Plays: 458, Total Stations: 44, Adds: 0

BLAQUE 808 (Track Masters/Columbia)
Total Plays: 400, Total Stations: 11, Adds: 1

EYC Only A Dream (Gasoline Alley/Red Ant)
Total Plays: 388, Total Stations: 33, Adds: 1

PAULA COLE BAND I Believe In Love (Imago/WB)
Total Plays: 369, Total Stations: 55, Adds: 20

YOUNGSTOWN I'll Be Your Everything (Hollywood)
Total Plays: 365, Total Stations: 39, Adds: 4

SPLENDER Yeah, Whatever (C2/Columbia)
Total Plays: 327, Total Stations: 36, Adds: 7

JESSICA SIMPSON I Wanna Love You Forever (Columbia)
Total Plays: 324, Total Stations: 54, Adds: 19

WHITNEY HOUSTON My Love Is Your Love (Arista)
Total Plays: 313, Total Stations: 43, Adds: 12

POCKET SIZE Walking (Atlantic)
Total Plays: 306, Total Stations: 27, Adds: 2

B*WITCHED Blame It On The Weatherman (Epic)
Total Plays: 288, Total Stations: 23, Adds: 1

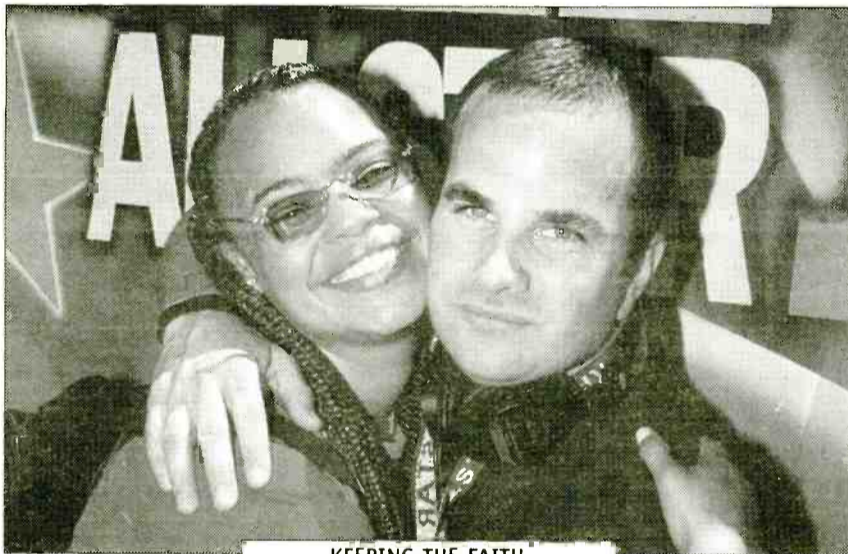
FLEMING & JOHN Ugly Girl (Universal)
Total Plays: 270, Total Stations: 18, Adds: 3

RENO I Think I Know (Curb)
Total Plays: 231, Total Stations: 33, Adds: 11

BACHELOR GIRL Buses And Trains (Arista)
Total Plays: 160, Total Stations: 18, Adds: 3

CASE Happily Ever After (Def Jam/IDJMG)
Total Plays: 120, Total Stations: 15, Adds: 0

Songs ranked by total plays



KEEPING THE FAITH

Bad Boy/Arista's Faith Evans hangs backstage at the KMEL/San Francisco Summer Jam with PD Joey Arbagey (r), all hugged up and talking how bomb her incredible set was.



DO THE BUS A BUS

Elektra/EEG rapper Busta Rhymes doing his thing before his performance at KUUU/Utah Summer Jam. Busta was showing his peeps how the Flipmode Family gets down. Pictured (l-r) are DJ's Zac Davis, Ray Mathews, Rhymes, PD Michael Knight, JMA's National Dir. Promotion West Coast Greg "The Stud" Maffei, Elektra's Stacy Dorf and JMA's Director of Crossover promotion Sean Lynch.



AN ORGY AND A LADY

KRBE/Houston wanted a "Blue Monday" with Elementree/Reprise group Orgy, because they knew that their Tuesday would be a little hectic. The orgy participants are (l-r) nighttimer Atom Smasher, Orgy members Amir Derakh & Ryan Shuck, APD Jay Michaels, frontman Jay Gordon and nighttimer sidekick Roula Christie.



THIS IS NOT A DREAM

No it's not. Red Ant group EYC performed at KDND/Sacramento's "Day at the Beach With EYC" where they tore it up with their current single "Only a Dream." Hanging in the sun and having a blast are (l-r) Red Ant West Coast Regional Mike Lieberman, KDND Promotion Director Sean Perkison, EYC's Dave & Trey, MD Chris K and EYC's Damon.



SOLÉ UNDER THE SUN

DreamWorks diva Solé came through the offices of R&R to kick it with CHR Asst. Editor Robert Pau (r) during her recent trip to Los Angeles. Solé was out promoting her first single "4,5,6."

Most Played Recurrents

- TLC No Scrubs (LaFace/Arista)
- SIXPENCE NONE THE RICHER Kiss Me (Squint/Columbia)
- GOO GOO DOLLS Slide (Warner Bros.)
- RICKY MARTIN Livin' La Vida Loca (C2/Columbia)
- LENNY KRAVITZ Fly Away (Virgin)
- EVERLAST What It's Like (Tommy Boy)
- SUGAR RAY Every Morning (Lava/Atlantic)
- BRITNEY SPEARS ...Baby One More Time (Jive)
- EAGLE-EYE CHERRY Save Tonight (Work/Epic)
- SHANIA TWAIN That Don't Impress Me Much (Mercury/IDJMG)
- CHER Believe (Warner Bros.)
- NEXT Too Close (Arista)
- SHAGGY F/JANET Luv Me, Luv Me (Flyte Tyme/MCA)
- WILL SMITH Miami (Columbia)
- MATCHBOX 20 Back 2 Good (Lava/Atlantic)
- NATALIE IMBRUGLIA Torn (RCA)
- THIRD EYE BLIND Jumper (Elektra/EEG)
- GOO GOO DOLLS Iris (Warner Sunset/Reprise)
- EVE 6 Inside Out (RCA)
- 98 DEGREES The Hardest Thing (Universal)

CHR/POP

Going For Adds 9/14/99

- BEN FOLDS FIVE Don't Change Your...(550 Music/Epic)
- BOOMTANG BOYS Squeeze Toy (Virgin)
- CHER All Or Nothing (Warner Bros.)
- C-NOTE One Night With You (Epic)
- PAULA COLE BAND I Believe In Love (Imago/WB)
- EVERYTHING BUT THE GIRL Five Fathoms (Atlantic)
- PAUL MCCARTNEY Try Not To Cry (Capitol)
- MY TOWN Body Bumpin' (Cherry/Universal)

TUNED-IN CHR/POP

R&R/MEDIABASE 24/7

107.9 KDND/Sacramento
 the end Monday, August 30



KHTS/San Diego
 Monday, August 30

10am

- CHRISTINA AGUILERA Genie In A Bottle
- LFO Summer Girls
- JANET JACKSON Together Again
- BRITNEY SPEARS (You Drive Me) Crazy
- TLC Unpretty
- 98 DEGREES Because Of You
- RED HOT CHILI PEPPERS Scar Tissue
- ENRIQUE IGLESIAS Bailamos
- GOO GOO DOLLS Name
- LOU BEGA Mambo No. 5 (A Little Bit Of...)
- CITIZEN KING Better Days (& The Bottom...)
- 'N SYNC Tearin' Up My Heart
- MARIAH CAREY Fantasy

3pm

- TLC Unpretty
- MATCHBOX 20 Back 2 Good
- 702 Where My Girls At?
- 'N SYNC U Drive Me Crazy
- ENRIQUE IGLESIAS Bailamos
- LAURYN HILL Can't Take My Eyes Off Of You
- BACKSTREET BOYS Larger Than Life
- SMASH MOUTH All Star
- USHER My Way
- LOU BEGA Mambo No. 5 (A Little Bit Of...)
- JENNIFER LOPEZ If You Had My Love
- PUFF DADDY/EVANS/112 I'll Be Missing You
- PEARL JAM Last Kiss

7pm

- VENGA BOYS Boom Boom Boom!
- SAVAGE GARDEN Truly Madly Deeply
- 'N SYNC U Drive Me Crazy
- DESTINY'S CHILD Bills, Bills, Bills
- MATCHBOX 20 Push
- BRITNEY SPEARS (You Drive Me) Crazy
- CHRISTINA AGUILERA Genie In A Bottle
- OFFSPRING Pretty Fly (For A White Guy)
- JENNIFER LOPEZ If You Had My Love
- SALT-N-PEPA Shoop
- LOU BEGA Mambo No. 5 (A Little Bit Of...)
- TLC Unpretty
- GREEN DAY Time Of Your Life (Good...)
- RICKY MARTIN La Copa De La Vida

11am

- SHANIA TWAIN That Don't Impress Me Much
- GINUWINE Pony
- SMASH MOUTH All Star
- K-CI & JOJO Tell Me It's Real
- JAY-Z/JA/AMIL Can I Get A...
- JOEY MCINTYRE I Love You, Came Too Late
- DESTINY'S CHILD Bills, Bills, Bills
- MONICA The First Night
- TLC Unpretty
- DRU HILL These Are The Times
- DIANA KING Shy Guy
- 98 DEGREES I Do (Cherish You)
- NATALIE IMBRUGLIA Torn

4pm

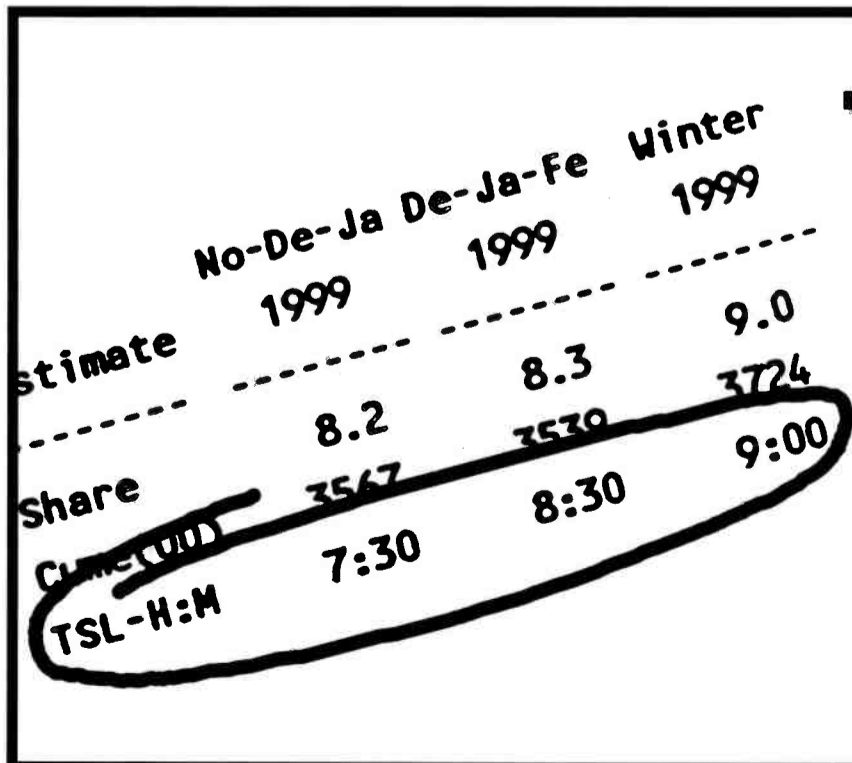
- CHRISTINA AGUILERA Genie In A Bottle
- JOEY MCINTYRE I Love You, Came Too Late
- JENNIFER LOPEZ If You Had My Love
- TLC No Scrubs
- BLAQUE 808
- SMASH MOUTH All Star
- SPARKLE W/R. KELLY Be Careful
- LEN Steal My Sunshine
- BACKSTREET BOYS As Long As You Love Me
- DESTINY'S CHILD Bills, Bills, Bills
- PRINCE 1999
- RICKY MARTIN She's All I Ever Had

10pm

- BRITNEY SPEARS (You Drive Me) Crazy
- DESTINY'S CHILD Bills, Bills, Bills
- JAY-Z/JA/AMIL Can I Get A...
- VENGA BOYS Boom Boom Boom!
- BILLIE Honey To The Bee
- GINUWINE What's So Different
- K-CI & JOJO Tell Me It's Real
- 702 Where My Girls At?
- JENNIFER BROWN Two In The Morning
- JOEY MCINTYRE I Love You, Came Too Late
- 98 DEGREES I Do (Cherish You)
- 112 Anywhere
- INOJ Love You Down



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 8/30. © 1999, R&R Inc.



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Stations and their adds listed alphabetically by market

<p>WFLY/Albany, NY * OM: Michael Morgan PD: Rob Dawes MD: Ellen Rockwell ROBBIE WILLIAMS "Angels" LENNY KRAVITZ "American" WHITNEY HOUSTON "Love"</p>	<p>WRZE/Cape Cod, MA PD: Mike O'Donnell MD: Kevin Matthews SHANNA TWAIN "Man" JESSICA SIMPSON "Wanna"</p>	<p>KDUK/Eugene, OR PD: Paul Walker APD/MD: Valerie Steele 5 MARIAH CAREY "Heart" ROBBIE WILLIAMS "Angels" MDO "Groove"</p>	<p>WKEE/Huntington, WV PD: Mike O'Donnell APD/MD: Gary Miller MARIAH CAREY "Heart" MELISSA ETHERIDGE "Angels" LOU BEGA "Mambo"</p>	<p>KIIS/Los Angeles, CA * PD: Dan Kieley APD/MD: Michael Steele 1 BACKSTREET BOYS "Larger" 1 MARC ANTHONY "Know"</p>	<p>WRVW/Nashville, TN * PD: Dan Kieley APD/MD: Jimmy Steele 14 BACKSTREET BOYS "Larger" 2 DESTINY'S CHILD "Bills" R KELLY "Turn"</p>	<p>WSPK/Poughkeepsie, NY PD: Scotty Mac APD/MD: Donnie Michaels RED HOT CHILI "Scar" ROBBIE WILLIAMS "Angels" ERIC CLAPTON "Blue"</p>	<p>KSLY/San Luis Obispo, CA OM: Dave Christopher PD/MD: Adam Burnes 22 BRITNEY SPEARS "Crazy"</p>	<p>WWKZ/Tupelo, MS PD/MD: Rick Stevens BACKSTREET BOYS "Larger" MELISSA ETHERIDGE "Angels" ROBBIE WILLIAMS "Angels" JUNELLE "Back"</p>
<p>KQHD/Alexandria, LA PD: Kahuna APD/MD: Jay Stevens JUNELLE "Back" BACKSTREET BOYS "Larger" ROBBIE WILLIAMS "Angels" PAULA COLE BAND "Believe"</p>	<p>WSSX/Charleston, SC * PD: Billy Surf APD: Chase Murphy 2 RED HOT CHILI "Scar"</p>	<p>WSTO/Evansville, IN OM/MD: Sky Phillips MD: Jimmy Ocean MELISSA ETHERIDGE "Angels" FLEMING & JOHN "Ugly" JESSICA SIMPSON "Wanna" ROBBIE WILLIAMS "Angels" RENO "Think"</p>	<p>WZYP/Huntsville, AL * PD: Bill West MD: Alex Diaz 2 SPLENDER "Whatever" 2 BACKSTREET BOYS "Larger" 1 ROBBIE WILLIAMS "Angels" JESSICA SIMPSON "Wanna"</p>	<p>WDJX/Louisville, KY * PD/MD: Barry Fox MELISSA ETHERIDGE "Angels" BRIAN MOONLIGHT "Back" LENNY KRAVITZ "American" ROBBIE WILLIAMS "Angels" JESSICA SIMPSON "Wanna" PAULA COLE BAND "Believe"</p>	<p>WFHN/New Bedford, MA * PD: Jim Reitz APD/MD: Christine Fox 11 BACKSTREET BOYS "Larger" ROBBIE WILLIAMS "Angels" JULIO IGLESIAS, JR. "Chance"</p>	<p>WPRO/Providence, RI * PD: Tony Bristol MD: Dave Morris ROBBIE WILLIAMS "Angels" PAULA COLE BAND "Believe"</p>	<p>KZQZ/San Francisco, CA * PD: Mark Adams MD: Lara Scott 18 BLAQUE "Bring" 17 JUNELLE "Back"</p>	<p>KISX/Tyler, TX PD/MD: Larry Kent ERIC CLAPTON "Blue" ROBBIE WILLIAMS "Angels" MELISSA ETHERIDGE "Angels"</p>
<p>WAEB/Allentown, PA * PD: Brian Check APD: Rob Acampora MD: Jennifer Knight 2 MARIAH CAREY "Heart" MELISSA ETHERIDGE "Angels"</p>	<p>WVSR/Charleston, WV PD: Brett Sharp 16 MELISSA ETHERIDGE "Angels" 16 MEREDITH BROOKS "Lay" 6 SHAGGY "Hope"</p>	<p>KMCK/Fayetteville, AR PD: Mike Chase BACKSTREET BOYS "Larger" MELISSA ETHERIDGE "Angels"</p>	<p>WZPL/Indianapolis, IN * PD: Tom Gjerdrum MD: Dave Decker 1 BRITNEY SPEARS "Crazy" PAULA COLE BAND "Believe"</p>	<p>KZLI/Lubbock, TX PD/MD: Jay Shannon 7 GOOD GOOD DOLLS "Ballroom"</p>	<p>WKCI/New Haven, CT * PD: Kelly Nash No Adds</p>	<p>WHTS/Quad Cities, IA-IL OM/MD: Tony Waitkus 5 PHIL COLLINS "Heart"</p>	<p>KBKS/Seattle, WA * PD: Mike Preston APD/MD: Matt Reid 8 MELISSA ETHERIDGE "Angels"</p>	<p>WSKS/Utica, NY PD: Stew Schantz APD/MD: Gina Jones BRIAN MOONLIGHT "Back" RENO "Think" JESSICA SIMPSON "Wanna" ROBBIE WILLIAMS "Angels"</p>
<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVSR/Charleston, WV PD: Brett Sharp 16 MELISSA ETHERIDGE "Angels" 16 MEREDITH BROOKS "Lay" 6 SHAGGY "Hope"</p>	<p>WVSR/Charleston, WV PD: Brett Sharp 16 MELISSA ETHERIDGE "Angels" 16 MEREDITH BROOKS "Lay" 6 SHAGGY "Hope"</p>	<p>WYQY/Jackson, MS * PD/MD: Kevin Vaughan No Adds</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>
<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>	<p>WVWA/Albany, NY * PD: John Reynolds MD: Jason McConick BRITNEY SPEARS "Crazy" SHAGGY "Hope"</p>

* = Mediabase 24/7 monitored

152 Total Reporters
152 Current Reporters
149 Current Playlists

Did Not Report, Playlist Frozen (3):
WBBO/Monmouth-Ocean, NJ
KCHX/Odessa-Midland, TX
KFFM/Yakima, WA

R&R CHR/Rhythmic Top 50

September 10, 1999

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	CHRISTINA AGUILERA Genie In A Bottle (RCA)	2765	-82	408732	15	46/0
1	2	DESTINY'S CHILD Bills, Bills, Bills (Columbia)	2704	-298	376851	14	57/0
3	3	702 Where My Girls At? (Motown)	2536	-225	449493	22	57/0
4	4	GINUWINE So Anxious (550 Music/Epic)	2302	+38	381066	11	53/2
7	5	MARIAH CAREY Heartbreaker (Columbia)	2150	+375	338928	3	53/0
6	6	BRIAN MCKNIGHT Back At One (Motown)	1924	+94	252681	4	53/0
8	7	JUVENILE Back That Thang Up (Cash Money/Universal)	1867	+117	344921	17	48/2
5	8	BLAQUE 808 (Track Masters/Columbia)	1709	-169	207135	25	48/0
9	9	LIL' TROY Wanna Be A Baller (Short Stop/Republic/Universal)	1651	-33	252862	15	43/0
12	10	RUFF RYDERS f/EVE & NOKIO What Ya... (Ruff Ryders/Interscope)	1585	-4	338331	13	51/0
13	11	98 DEGREES I Do (Cherish You) (Universal)	1568	-14	187940	8	38/0
10	12	112 Anywhere (Bad Boy/Arista)	1548	-120	299178	27	52/0
17	13	Q-TIP Vivrant Thing (Def Jam/IDJMG)	1457	+208	289660	6	45/2
11	14	JENNIFER LOPEZ If You Had My Love (Work/Epic)	1432	-191	182189	19	45/0
14	15	K-CI & JOJO Tell Me It's Real (MCA)	1384	-168	196106	19	49/0
15	16	ENRIQUE IGLESIAS Bailamos (Overbrook/Interscope)	1378	-82	209789	12	37/0
19	17	TLC Unpretty (LaFace/Arista)	1178	+82	202343	15	44/1
18	18	BACKSTREET BOYS I Want It That Way (Jive)	1090	-83	174154	22	32/0
16	19	NAUGHTY BY NATURE f/ZHANE' Jamboree (Arista)	983	-283	186284	16	45/0
21	20	TRACIE SPENCER It's All About You Not... (Capitol)	962	-60	141716	10	39/1
29	21	B.G. Bling Bling (Cash Money/Universal)	953	+184	171724	3	33/5
22	22	RICKY MARTIN She's All I Ever Had (C2/Columbia)	937	+27	158018	7	32/0
25	23	R. KELLY If I Could Turn Back... (Jive)	927	+62	162571	4	44/4
23	24	JAY-Z Girls' Best Friend (Epic)	927	+27	239667	4	40/2
20	25	CASE Happily Ever After (Def Jam/IDJMG)	924	-113	148981	16	37/0
27	26	WARREN G I Want It All (G-Funk/Restless)	889	+101	105056	5	41/0
40	27	PUFF DADDY f/R. KELLY Satisfy You (Bad Boy/Arista)	875	+319	185315	2	43/2
24	28	JAY-Z Jigga My ***** (Ruff Ryders/Interscope)	843	-33	179564	12	33/0
33	29	MARC ANTHONY I Need To Know (Columbia)	810	+138	122313	3	30/1
42	30	BRITNEY SPEARS (You Drive Me) Crazy (Jive)	797	+269	103771	2	28/1
32	31	TANTO METRO & DEVONTE Everyone Falls In Love (Penthouse)	714	+38	158793	13	27/0
34	32	WHITNEY HOUSTON My Love Is Your Love (Arista)	674	+26	111011	6	34/1
Breaker	33	LOU BEGA Mambo No. 5 (A Little Bit Of...) (RCA)	649	+179	130637	2	23/3
30	34	JA RULE Holla Holla (Murder Inc./Def Jam/IDJMG)	648	-111	127519	17	42/0
31	35	MISSY "MISDEMEANOR" ELLIOTT All N My Grill (EastWest/EEG)	636	-75	136268	11	39/0
37	36	BLAQUE Bring It All To Me (Track Masters/Columbia)	619	+39	100778	3	20/12
36	37	'N SYNC w/GLORIA ESTEFAN Music Of My Heart (Epic)	588	-2	83275	5	20/0
26	38	COKO Sunshine (RCA)	579	-234	80918	9	35/0
35	39	BRITNEY SPEARS Sometimes (Jive)	563	-37	66862	19	26/0
39	40	SILK Meeting In My Bedroom (Elektra/EEG)	542	-17	83717	6	30/1
Breaker	41	SNOOP DOGG B-Please (No Limit/Priority)	529	+229	128991	1	28/5
Breaker	42	BEATNUTS Watch Out Now (Relativity)	529	+90	123779	5	24/2
38	43	112 Your Letter (Bad Boy/Arista)	473	-94	53335	10	24/0
44	44	LFO Summer Girls (Arista)	469	-32	42341	8	14/0
48	45	AMYTH 1,2,3 (Rock The Bells/WB)	462	+79	51734	2	26/1
43	46	TRU Hoody Hooo (No Limit/Priority)	459	-64	76160	8	28/0
41	47	BLAQUE I Do (Track Masters/Columbia)	458	-85	28388	3	22/0
Debut	48	IMX Stay The Night (MCA)	418	+262	41297	1	29/4
Debut	49	BACKSTREET BOYS Larger Than Life (Jive)	383	+106	75401	1	25/16
49	50	WHITNEY HOUSTON It's Not Right But It's Okay (Arista)	379	0	93915	20	30/0

Most Added®

ARTIST TITLE LABEL(S)	ADDS
BACKSTREET BOYS Larger Than Life (Jive)	16
BLAQUE Bring It All... (Track Masters/Columbia)	12
DESTINY'S CHILD Bug A Boo (Columbia)	11
B.G. Bling Bling (Cash Money/Universal)	5
SNOOP DOGG B-Please (No Limit/Priority)	5
R. KELLY If I Could Turn Back... (Jive)	4
IMX Stay The Night (MCA)	4
ERIC BENET Spend My Life With... (Warner Bros.)	4
CHILDRIN OF DA GHETTO Luv... (Hoo Bangin'/Priority)	4
LOU BEGA Mambo No. 5 (A Little Bit Of...) (RCA)	3

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MARIAH CAREY Heartbreaker (Columbia)	+375
PUFF DADDY f/R. KELLY Satisfy... (Bad Boy/Arista)	+319
BRITNEY SPEARS (You Drive Me) Crazy (Jive)	+269
IMX Stay The Night (MCA)	+262
SNOOP DOGG B-Please (No Limit/Priority)	+229
Q-TIP Vivrant Thing (Def Jam/IDJMG)	+208
B.G. Bling Bling (Cash Money/Universal)	+184
LOU BEGA Mambo No. 5 (A Little Bit...) (RCA)	+179
EVE Gotta Man (Ruff Ryders/Interscope)	+169
MARC ANTHONY I Need To Know (Columbia)	+138

Breakers®

LOU BEGA		
Mambo No. 5 (A Little Bit Of...) (RCA)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
649/179	23/3	33

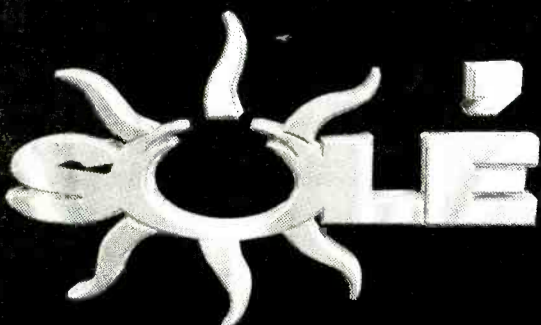
SNOOP DOGG		
B-Please (No Limit/Priority)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
529/229	28/5	41

BEATNUTS		
Watch Out Now (Relativity)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
529/90	24/2	42

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



58 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 8/29-Saturday 9/4. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played 21 on more stations is placed first. Breaker status is assigned to songs reaching 500 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 1999, The Arbitron Company). © 1999, R&R Inc.



4, 5, 6
9/14/99

Most Played Recurrents

- TLC No Scrubs (LaFace/Arista)
- T.W.D.Y. Player's Holiday (Thump)
- JAY-Z F/AMIL AND JA Can I Get A... (Def Jam/IDJMG)
- TYRESE Sweet Lady (RCA)
- LAURYN HILL Doo Wop (That Thing) (Ruffhouse/Columbia)
- DRU HILL F/REDMAN How Deep Is Your Love (Def Jam/IDJMG)
- NEXT Too Close (Arista)
- AALIYAH Are You That Somebody? (Atlantic)
- GINUWINE What's So Different (550 Music/Epic)
- BIG PUNISHER F/JOE Still Not A Player (Loud)
- MAXWELL Fortunate (Rock Land/Interscope/Columbia)
- DMX Ruff Ryders Anthem (Def Jam/IDJMG)
- TRICK DADDY Nann Brother (Slip N' Slide/Warlock)
- USHER You Make Me Wanna... (LaFace/Arista)
- LAURYN HILL Everything Is Everything (Ruffhouse/Columbia)
- WESTSIDE CONNECTION Let It Reign (Lench Mob/Priority)
- WILL SMITH Wild Wild West (Columbia)
- LAURYN HILL Ex-Factor (Ruffhouse/Columbia)
- OUTKAST Rosa Parks (LaFace/Arista)
- BRANDY & MONICA The Boy Is Mine (Atlantic)

CHR/RHYTHMIC *Going For Adds 9/14/99*

- BRANDY U Don't Know Me (Like...) (Atlantic)
- CASE Think Of You (Def Jam/IDJMG)
- C-NOTE One Night With You (Epic)
- MY TOWN Body Bumpin' (Cherry/Universal)
- OL DIRTY BASTARD Got Your Money (Elektra/EEG)

TUNED-IN *CHR/RHYTHMIC*

R&R/MEDIABASE 24/7

Jammin 102.5

KSFM/Sacramento
Monday, August 30

10am

- 98 DEGREES I Do (Cherish You)
- TLC Unpretty
- SYLK-E-FYNE/CHILL Romeo And Juliet
- 112 Your Letter
- BACKSTREET BOYS I Want It That Way
- BIG PUNISHER/JOE Still Not A Player
- 'N SYNC W/G. ESTEFAN The Music Of My Heart
- D.J. JAZZY JEFF/FRESH PRINCE Summertime
- BLAQUE 808
- MONICA Angel Of Mine
- TLC No Scrubs
- DESTINY'S CHILD Bills, Bills, Bills

3pm

- 112 Anywhere
- RUFF RYDERS/EVE What Ya Want
- BRANDY Have You Ever
- BRITNEY SPEARS (You Drive Me) Crazy
- LIL' TROY Wanna Be A Baller
- TLC Unpretty
- 98 DEGREES I Do (Cherish You)
- NEXT Too Close
- BRIAN MCKNIGHT Back At One
- BACKSTREET BOYS As Long As You Love Me
- BLAQUE 808
- TLC No Scrubs

7pm

- BLAQUE 808
- LIL' TROY Wanna Be A Baller
- TLC No Scrubs
- CHRISTINA AGUILERA Genie In A Bottle
- 112 Anywhere
- WARREN G I Want It All
- BACKSTREET BOYS Larger Than Life
- T.W.D.Y. Player's Holiday
- 98 DEGREES I Do (Cherish You)
- DESTINY'S CHILD Bills, Bills, Bills
- BRITNEY SPEARS (You Drive Me Crazy)
- WARREN G/NATE DOGG Regulate

KBMB/Sacramento
Monday, August 30

10am

- LIL' KIM Crush On You
- MARIAH CAREY Heartbreaker
- GINUWINE So Anxious
- BLAQUE 808
- TONY TONI TONE Let's Get Down
- MC LYTE/XSCAPE Keep On Keepin' On
- BLACKSTREET Think About You
- Q-TIP Vivrant Thing
- 2 PAC Changes
- LIL' TROY Wanna Be A Baller
- MARY J. BLIGE All That I Can Say
- 702 Where My Girls At?

3pm

- GINUWINE So Anxious
- MARIAH CAREY Heartbreaker
- K-CI & JOJO Life
- NAS K-I-SS-I-N-G
- METHOD MAN/BLIGE I'll Be There For You...
- LIL' TROY Wanna Be A Baller
- Q-TIP Vivrant Thing
- WHITNEY HOUSTON Heartbreak Hotel
- DESTINY'S CHILD Bills, Bills, Bills
- BLACKSTREET Think About You
- WARREN G I Want It All
- 112 Anywhere

7pm

- RUFF RYDERS/EVE What Ya Want
- BLACKSTREET Think About You
- LIL' TROY Wanna Be A Baller
- JAY-Z/RUFF RYDERS Jigga My N****
- GINUWINE So Anxious
- B.G. Bling Bling
- TRACIE SPENCER It's All About You...
- WHORIDAS Dock Of The Bay
- WESTSIDE CONNECTION Bow Down
- JUVENILE Ha
- PLUSH/JA RULE Damn



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 8/30. © 1999. R&R Inc.



WARREN G
"I WANT IT ALL"

R&R
CHR/Rhythmic
26

Single
In
Stores
NOW!

Monitor
Rhythmic Top 40: 33-31*
Top 40 Crossover: 40*-36*
Rap: 16*-15*

Video Directed by Paul Hunter



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WALT LOVE
babylove@rronline.com

The Fox Continues To Distance Itself From The Pack

■ **WZFX/Fayetteville, NC has the key to the city and to the people's hearts**

An area of the country that has a very special place in my heart is the state of North Carolina, and specifically Fayetteville. Why? Because of the time I spent there as a young paratrooper in the famed 82nd Airborne Division located at nearby Fort Bragg. I've never forgotten the kindness and love of the people of Fayetteville, and North Carolina in general.

WZFX-FM (The Fox) is truly part of this tightly knit community made up of civilians and military personnel, and it has been for many years. In the spring '99 book The Fox increased its overall 12+ share from a 16.2 to a 16.6. Competition was stiff, with close to 30 other signals getting into the market from other areas.

Getting It Done With Promotions

Since its acquisition by Beasley Broadcasting, WZFX-FM has only gotten better under the exceptional programming guidance of longtime OM/PD/morning personality **Bobby Jay**, who's been in his position for nine successful years. Jay is also programming two other facilities, Urban AC WUKS-FM and Gospel WTEL-AM. As you might imagine, he's quite busy, but we all have to do what we have to do in the consolidated world of radio.



Bobby Jay

I started by asking Jay how he keeps WZFX out front in a winning position. "One, I would say it's with promotions," he replied. "Because of consolidation and downsizing, we don't have the bodies we used to have to put on the street, but in my opinion, the most important thing is staying out in the street and constantly dealing with the community, making sure that we're involved with the day-to-day things that happen. We have to always make sure the radio station is there and that the people know we're there doing whatever is positive for the community."

Urban radio has always been known for its sensitivity to the community and its calls to action when tragedy rears its ugly head in the lives of those it serves. Jay provided a recent example: "There was a young lady here who tragically lost her life when she was

killed in a fire at her home. Her name was Gwendolyn Fisher, and she had a 2-year-old son who was down the street at a friend's home when the fire took place. Gwendolyn's mother is over 90 years old and doesn't really have the ability to take care of this 2-year-old. After telling this story on our news, we immediately did what we could to help.

"My News Director, Gilbert Bays, has an eye for the news. He knows what's happening in the community. He said, 'They're going to need some help,' and we set about helping. We were able to collect some clothes and other things, and we were also able to get some donations to help this little fellow. This at least will help the grandmother out with some sort of assistance while she tries to figure out what it is she's going to do to raise this young man.

"No one came to the radio station and asked us to do this. They didn't solicit us to help. This is just part of our commitment to the people of this community. We take the ball and run with it when we know it's the correct thing to do. Those are the types of things that let people know they can count on us to be there when there's inclement weather — hurricanes and other things — or when their husbands or wives or sons and daughters may have to pack up and ship out for deployment. We're going to be on top of that, because they are part of us and we are a part of them."

First In Rank And Revenue

Because Fayetteville is a military town that depends upon the people stationed at Fort Bragg, I wanted to know how the military dollars in the market benefit WZFX-FM's sales. "It plays a great role in our sales," Jay said. "We not only do a lot of national selling, we also do a lot of selling to local retailers and others. When you have the ability to sell our qualitative information — which shows who's actually listening — and the demographic breakdowns that show our strong spread into every age group of im-

portance to advertisers, you've got a win-win situation. Our advertisers are very happy with the results they get when they do business with this radio station.

"As you know, in this format many stations may be ranked No. 1 in their respective markets, but in sales revenues they rank farther down the line. Well, when it comes to our sales revenue ranking, we have been a consistent strong No. 1 or No. 2. We deliver for our clients, and we have the largest cost-per-point in the market. We're thankful we're able to get those dollars based on our numbers."

Speaking of numbers, you've al-

"The only effect the military has on our programming is that we know we have to be at Fort Bragg in a big way. We have to be a part of things that take place on the base."

ready seen The Fox's 12+ share, and now we'll look at some other important demographics. For example, in persons 18-34 WZFX did its thing with a 24.0 share, ranking it No. 1. It's also ranked No. 1 in persons 18-49 with a 17.6. In persons 25-54 it's ranked No. 3 with an 11.1. Persons 35-64 is a demo we don't normally consider an important audience component in the Urban format, but we've learned in recent years that, as African Americans grow older, they still enjoy "youthful" music and retain their love of dancing. With that in mind, WZFX has a 7.3 share in this older demo, ranking it No. 4 in the market.

This only illustrates what I've talked about in this column for years: that only the "experts" think Urban

"When it comes to our sales revenue ranking, we have been a consistent strong No. 1 or No. 2. We deliver for our clients, and we have the largest cost-per-point in the market."

stations only do well with younger demographics in the black community. I can show them a number of markets where heritage Urban stations exist that reach Grandma and Grandpa, Mom and Dad and the kids and grandchildren too! The Fox is a prime example of that, and the station works for advertisers who want to reach complete households living in the same city.

Keeping The Audience Top-Of-Mind

I asked Jay if he had to take into consideration any special programming needs for the military at Fort Bragg. He told me, "The only effect the military has on our programming is that we know we have to be at Fort Bragg in a big way. We have to be a part of things that take place on the base. We want to always be the radio station the troops and their dependents and other family members look to in any and every case at all times. We realize that we have to be there when the military says they need us to do something. They can count on us to not only be receptive, but also to get it done ASAP! I'm proud to say that we have and maintain an excellent working relationship with the base commander and his staff."

Jay also said some very interesting things about his programming philosophy and how he looks at our changing industry. On the subject of the future he said, "I am definitely a futurist. With consolidation, I think owners need to be cautioned that they really don't need to have a radio station just for the sake of downsizing it to make a profit. They shouldn't lose the personality and presence of the radio station for any reason, because all of that is important to the station's continued success if it's already a winner or to its continued lack of success if it's not successful.

"Presence and personality are both very important to a successful radio station. As you lose the presence and personality, you sterilize the station, and once you sterilize it, you open yourself up to new competitors and systems like DARS. There's still talk of low-frequency FMs coming into being, and you don't need to take yourself out of the game by making un-

sound decisions.

"You have to build listener loyalty factors in this format. You've got to have them in this format to not only win, but also to survive in the long haul and be prosperous. Urban has normally been a loyalty format, and it can stay that way as long as owners, programmers, general managers and sales managers understand that loyalty factors in Urban radio are a must. You have to always continue to build loyalty factors as long as you're doing the Urban format, no matter what part of the country you're doing it in. Even if you still decide to downsize the station, don't do it at the expense of losing listener loyalty in the market by sacrificing the station's personality and presence. You don't throw out the baby with the bath water."

A Touch Of Gospel

When it comes to WZFX's music mix, Jay told me, "We play most of the black music genres, like hip-hop, some rap, R&B and a touch of gospel." A touch of gospel? That's interesting. I asked Jay how he did that and when. He replied, "Well, there are a number of syndicated shows with a number of songs that have become popular here. When these songs continue to show up in our research and score high, we have to play them for our audience. There are a number of songs out there from the gospel world that are just good songs. We've played things from Kirk Franklin, the Rance Allen Group, Fred Hammond and others because they fit the format.

"We're strong believers in the music. We're in the Bible Belt, and it's a fact of life that most black people believe in God. You can't get away from that because that's reality. So when we find a cut that really works well, like something from Be Be & Ce Ce Winans that has a nice groove and a strong message, we go with it."

TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues?

Call me at (310) 788-1667
or e-mail:
babylove@rronline.com



He's Pure Soul.

rahsaanpatterson

"Treat You Like A Queen"

#1 Most Added At Urban Radio!!

From the new album **LOVE IN STEREO**
In stores October 19th

Already getting the royal treatment at:

- | | | | |
|-------------|-------------|-------------|-------------|
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| WDTJ | WBLK | WPAL | WZHT |
| WILD | WNEZ | WFXA | KIIZ |
| WEDR | WDKX | WQHH | WFXE |
| WTMP | KVSP | WEUP | WMNX |
| KDKO | KJMM | WDZZ | WACR |
| WZAK | WKGN | WKPO | WJJN |
| | | | KBCE |

Single Produced by Les Pierce for Platinum Hat Productions
and Raheem Patterson for Hot Fudge Productions

Management: Lucille Hunt for White Light Productions



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URBAN/GOSPEL BREAKTHROUGH!

INSPIRATION JAM

A PIONEERING NEW CONCEPT HAS BEEN BORN.

Inspiration Jam flows with an exciting two hours of contemporary Gospel creatively beat mixed with a sprinkling of classics. It's a great way to program something hip and positive that is exclusive to the urban format, something CHR/Rhythm radio cannot steal or own.

Inspiration Jam works great as an early morning motivation mix, an inspirational lunch hour, or just a hip Sunday morning gospel program.

DJ/producers/mixers include Chicago's legendary Farley "Jackmaster" Funk, and Don "Mystic" Mack from WUSL/Philadelphia.

POWERFUL PEOPLE SPREADING THE GOSPEL...

"Farley 'Jackmaster' Funk is a pioneer of house music in Chicago. With his conversion to follow the Lord, his decision to promote the Lord's music in his own style makes perfect sense. Farley is someone that loves the Lord, therefore, his passion through his music will be quite apparent. Farley is by far one of the most creative people I know. This new invention could be the start of something that could revolutionize radio programming on the gospel and secular side with its application in a fresh, exciting, mix format. It's a great way to start your day off positively, as a lunchtime special, or as a dynamic supplement to your Sunday morning lineup."

Elroy Smith, OMPD, WGCI-AM/FM-Chicago

"I think Inspiration Jam is a great idea. Gospel music needs to be showcased this way. There is so much good material out there with a positive message. And, of course, Don Mack is the man to deliver that message to radio. Whether it is mainstream Urban, Urban-AC, young Urban, or Gospel, you have to check this program out!"

Helen Little, Director, Urban Programming, AMFM

"Inspiration Jam is a great positive idea whose time has come. After listening in my office to a 26 minute segment, I was surprised, blown away, and very eager to recommend it to my group of stations. It's very radio accessible and will be a ratings powerhouse."

Doc Wynter, Director, Urban Programming, Clear Channel



Get the info on Inspiration Jam before your competition locks it up.

**CONTACT GARY B. OR JOHN C. AT SUPERADIO
508.480.9000**

Elroy Smith



Helen Little



Doc Wynter

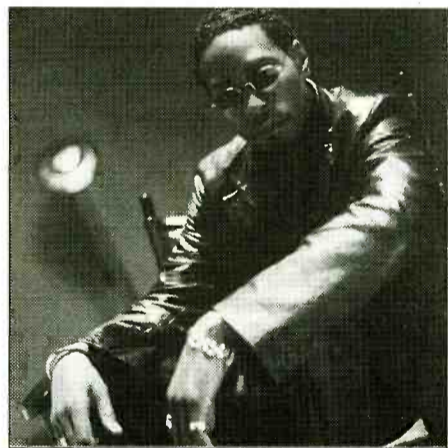


ARTIST BREAKDOWN

ARTIST: **AARON SKYY**
ALBUM: **Skyy's The Limit**
LABEL: **Red Ant**

Though I requested a copy of his CD a few weeks ago, I just received the Aaron Skyy joint — *Skyy's the Limit*. While I'm performing other R&R-related duties, I have the CD playing in the background. If you can play a CD and still concentrate on what you're doing, one of two things is evident: 1) what you're working on is deathly important or 2) the music is not all that. I stopped what I was doing to focus my attention on what this young man was singing about. (After all, I was losing at solitaire anyway.) I have to admit, when I first heard "The One" at a recent convention, I wasn't impressed — actually, I was drunk. But while not in a drunken state I heard "The One" again on KJLH. It was a great song! And after seeing Skyy perform at a party (this time I was conscious), I thought he has a little sumthin' sumthin' that I need to check out.

The debut single, "The One," has Skyy realizing the value of his woman now that she's gone. I love this track and its lyrics. Aaron Skyy has a nice voice and pulls this one off well. Looking back, Skyy acknowledges girlfriend's



strength and dedication to the relationship and now yearns for her to return to him. With lyrics like "I know I'm what you really want/And everything you need/So come and talk to me," we can feel the arrogance on "Skyy's the Limit." Featuring an appearance by her highness herself, Queen Pen, the destination is "Mi Casa." That's where Skyy wants to take sista girl to, uhhh ... play canasta.

A duet with Maia Campbell, the former "Man of the House" resident, is performed in the up-tempo "Why Don't You." The two encourage each other to communicate with one another if the relationship is to continue. My favorite flava is "Chocolate." (Umm, umm good!) "Girl I got the chocolate/Won't you come and tie me up?/And I got the remedy/So come and take a hit on me." This song exudes sexuality, but in a *tasteful* way. (I'm suddenly in the mood for a Hershey bar.) Finding out his "angel" is really Lucifer in drag is the topic of "Last Night." In another song, appropriately titled "Why," dude is wondering why homegirl still loves him when he doesn't reciprocate her feelings. (Oh, he loves her; he's just too scared to let her know.) "Wastin' All My Time" is the conclusion dude comes to when he notices homegirl doesn't talk, kiss, love or hold him like she used to. (Hey, all things change with time.) "Can't Stop Lovin' You" should be titled "Can't Stop Sexin' You" 'cause dude is sprung! In "Love Letter," forgiveness is the theme. Skyy sends a letter to homegirl forgiving her for mistakes she's made and wants to give the relationship another chance.

Skyy's The Limit as a whole is a CD worth having. Though my favorite songs are "The One," "Chocolate" and "Why," I enjoyed soaring to new heights with Mr. Aaron Skyy — and lusting over the picture of his chest in the CD jacket had nothing to do with my overall opinion. Peace.

Tanya O'Quinn
Asst. Urban Editor

IN MY OPINION

with **Kenny Smoov**

Ideal
"Get Gone (Get the Hell On)"
Virgin

PD — KBCE/Alexandria, LA

Finally ... the brothers strike back! In a music world full of playful "man-attacking" songs — such as "Bills, Bills, Bills," "No Scrubs" and "All N My Grill" — four young men have come together to remind the ladies that there are still a "few good men" out there with the strength to say what's on their minds. Though Ideal's song isn't very playful in nature, it does deal with a man's side of a relationship gone bad. This song is the exact balance needed in a year I have dubbed "Summer Man Slam '99." This is not an answer song; it's a melodic, harmonious piece that will appeal to your entire audience. After all, whether you're a man, woman, young or old, when your heart has been broken, somebody's got to "get the hell on" — even if they are paying the "bills, bills, bills."

ADVANCE NOTICE

Giving you fair warning: These are the singles that are going for adds on Tuesday (9/14).

8-BALL & MJG Throw Your Hands Up (Suave House/Universal)

YOLANDA ADAMS Yeah (Elektra/EEG)

BRANDY You Don't Know Me (Like You Used To) (Atlantic)

CASE Think Of You (Def Soul/IDJMG)

DESTINY'S CHILD Bug A Boo (Columbia)

FORBIDDEN Let It Rain (Ruthless/Epic)

GOODIE MOB Chain Swang (LaFace/Arista)

IMAJIN Flava (Jive)

DONELL JONES U Know What's Up (LaFace/Arista)

K-CI & JOJO Fee Fie Foe Fum (MCA)

MONICA Gonna Be Fine (Arista)

OL' DIRTY BASTARD Got Your Money (Elektra/EEG)

SANTANA Maria, Maria (Arista)

SOLE 4,5,6 (DreamWorks)

WYCLEF f/BONO New Day (Columbia)

anything
this good
must be...

Forbidden

the new single:

let it rain

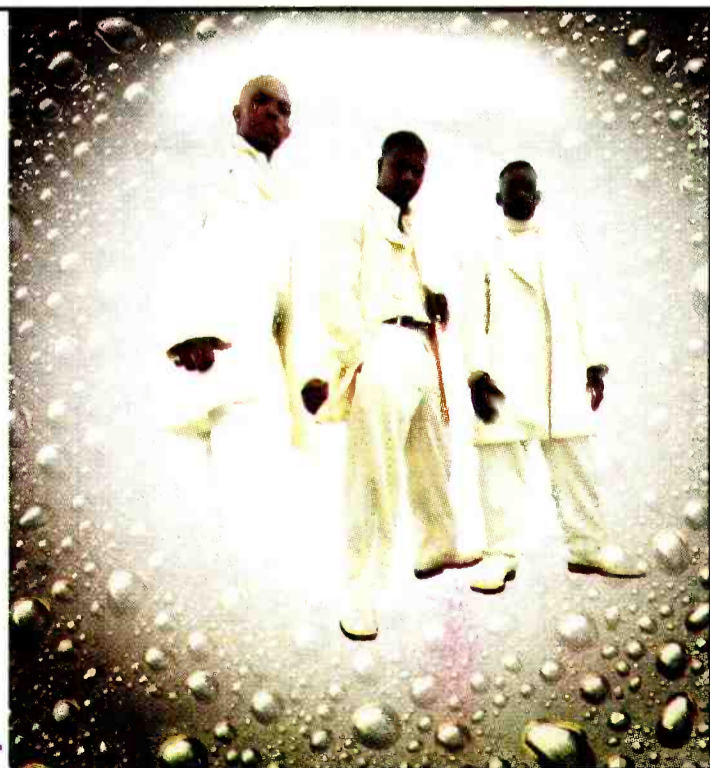
GOING FOR ADDS SEPT 21st.

EPIC

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M

JIVE





Case

"Think Of You"

The follow up single to the #1 Smash
"Happily Ever After"

Already thinking ahead:

WOWI WZAK
WHRK WWDM
WQUE WZFX
WEAS KDKS

"Case is a definite"

- LYNN TOLLIVER, JR., OM WZAK

"Case ...Another Smash!"

- BOBBY O'JAY, PD WHRK

**IMPACT DATE:
SEPTEMBER 13TH**



The Gold Album
PERSONAL CONVERSATION
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def soul

THE ISLAND DEF JAM MUSIC GROUP
A UNIVERSAL MUSIC COMPANY



WWW.DEFSOUL.COM

destiny's child bug a boo



Bug A Boo (buhg-a-bu): 1. annoying person whose idea of courtship is non-stop harassment; 2. follow-up to their #1 smash Bills, Bills, Bills; 3. the jam that goes straight to heavy rotation.

From their brand new platinum album,
"The Writing's On The Wall."

Official Impact dates:

Monday, September 13 + Tuesday, September 14

Produced by Kevin "Shekspere" Briggs for Shekspere Productions, Inc.

Management: Music World Management

www.destinyschild.com www.columbiarecords.com

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New & Active

PLUSH F/JA RULE Damn (Should've Treated...) (Epic)
Total Plays: 630, Total Stations: 55, Adds: 5
IMX Stay The Night (MCA)
Total Plays: 585, Total Stations: 54, Adds: 3
TANTO METRO & DEVONTE Everyone... (Penthouse)
Total Plays: 560, Total Stations: 29, Adds: 1
BLAQUE I Do (Track Masters/Columbia)
Total Plays: 534, Total Stations: 38, Adds: 0
ANGIE STONE No More Rain (In This Cloud) (Arista)
Total Plays: 510, Total Stations: 42, Adds: 2
PRINCE Extraordinary (Warner Bros.)
Total Plays: 500, Total Stations: 43, Adds: 3
DESTINY'S CHILD Bug A Boo (Columbia)
Total Plays: 429, Total Stations: 8, Adds: 6
SHANICE You Need A Man (LaFace/Arista)
Total Plays: 422, Total Stations: 38, Adds: 0

YOUNGBLOODZ U-Way (How...) (LaFace/Arista)
Total Plays: 405, Total Stations: 30, Adds: 2
TOO SHORT It's About That Money (Short/Jive)
Total Plays: 395, Total Stations: 39, Adds: 0
TEAR DA... Hypnotize... (Hypnotize Minds/Relativity)
Total Plays: 378, Total Stations: 29, Adds: 0
TRICK DADDY Sweatin' Me (Slip N' Slide/Warlock)
Total Plays: 361, Total Stations: 39, Adds: 4
MOBB DEEP Quiet Storm (Loud)
Total Plays: 351, Total Stations: 22, Adds: 2
WARREN G I Want It All (G-Funk/Restless)
Total Plays: 313, Total Stations: 44, Adds: 9
WHITNEY HOUSTON It's Not Right But... (Arista)
Total Plays: 264, Total Stations: 36, Adds: 0

Songs ranked by total plays

Most Played Recurrents

- MAXWELL Fortunate (Rock Land/Interscope/Columbia)
- CASE Happily Ever After (Def Jam/IDJMG)
- 702 Where My Girls At? (Motown)
- BLAQUE 808 (Track Masters/Columbia)
- 112 Anywhere (Bad Boy/Arista)
- TLC No Scrubs (LaFace/Arista)
- CHANTE' MOORE Chante's Got A Man (Silas/MCA)
- SILK If You (Lovin' Me) (Elektra/EEG)
- JESSE POWELL You (Silas/MCA)
- LAURYN HILL Ex-Factor (Ruffhouse/Columbia)
- JT MONEY Who Dat (Tony Mercedes/Freeworld/Priority)
- TYRESE Sweet Lady (RCA)
- JAY-Z F/AMIL AND JA Can I Get A... (Def Jam/IDJMG)
- NEXT Too Close (Arista)
- FAITH EVANS F/PUFF DADDY All Night Long (Bad Boy/Arista)
- LAURYN HILL Doo Wop (That Thing) (Ruffhouse/Columbia)
- TRICK DADDY Nann Brother (Slip N' Slide/Warlock)
- FAITH EVANS Love Like This (Bad Boy/Arista)
- CASE F/JOE Faded Pictures (Def Jam/IDJMG)
- JUVENILE Ha! (Cash Money/Universal)

TUNED-IN URBAN

R&R/MEDIABASE 24/7

KIPR/Little Rock
Monday, August 30

10am

2 PAC/YAKI KADAFI Who Do You Believe In
TOTAL Sitting Home
MAXWELL Fortunate
K-CI & JOJO Tell Me It's Real
MISSY ELLIOTT All N My Grill
FAITH EVANS Never Gonna Let You Go
COKO Sunshine
MARIAH CAREY Heartbreaker
TYRESE Lately
BRANDY Have You Ever
SILK Meeting In My Bedroom
WHITNEY HOUSTON My Love Is Your Love

3pm

TLC Unpretty
MARY J. BLIGE All That I Can Say
WILL SMITH Wild Wild West
AARON SKYY The One
DESTINY'S CHILD Bills, Bills, Bills
IDEAL Get The Hell On (Get Gone)
JAGGED EDGE Keys To The Range
DEBORAH COX/R.L. We Can't Be Friends
R. KELLY If I Could Turn Back The...
TRACIE SPENCER It's All About You...
BEELOW Big Body

7pm

JUVENILE Back That Azz Up
BLAQUE 808
IMX Stay The Night
GINUWINE So Anxious
JAGGED EDGE Keys To The Range
K-CI & JOJO Tell Me It's Real
Q-TIP Vivrant Thing
PROJECT PAT Ballers
RUFF RYDERS/EVE/DMX Scenario 2000
ADINA HOWARD T-Shirt & Panties
COKO Sunshine

93.7 WBLK
PROGRESSIVE R&B

WBLK/Buffalo
Monday, August 30

1pm

LAURYN HILL Ex-Factor
MARIAH CAREY Heartbreaker
TLC No Scrubs
RUFUS/CHAKA KHAN Ain't Nobody
BRIAN MCKNIGHT Back At One
NEXT Too Close
DESTINY'S CHILD Bills, Bills, Bills
JESSE POWELL You
CHICO DEBARGE Give You What You Want
DRU HILL These Are The Times
LUTHER VANDROSS Don't You Know That
MINT CONDITION If You Love Me

5pm

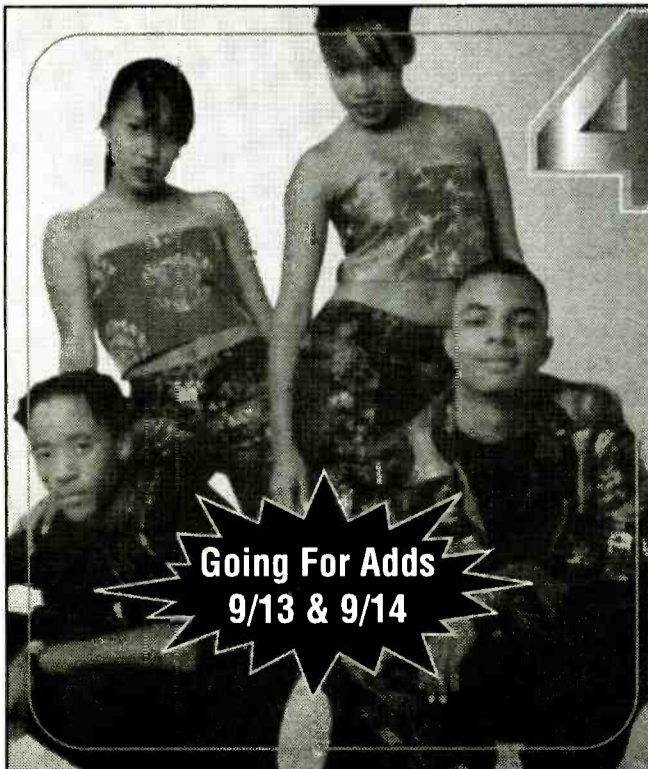
TLC No Scrubs
GUY I Like
FAITH EVANS Never Gonna Let You Go
BUSTA RHYMES/JANET What's It Gonna Be
JESSE POWELL You
CHICO DEBARGE Give You What You Want
LAURYN HILL Everything Is Everything
CHANTE MOORE Chante's Got A Man
RUFF RYDERS/EVE What Ya Want
CASE W/BLIGE/BROWN Touch Me, Tease Me

8pm

MAXWELL Fortunate
DRU HILL You Are Everything
DMX No Love 4 Me
MARY J. BLIGE All That I Can Say
MOBB DEEP Quiet Storm
MISSY ELLIOTT All N My Grill
JA RULE Holla, Holla
TEAR DA CLUB UP THUG Hypnotize
GANG STARR Discipline
SILK If You (Lovin' Me)



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 8/30. © 1999, R&R Inc.



Vibe of Love

Early Believers:

WTMP WNEZ WKGN WPAL WKPO WACR WJIN KBCE

There is definitely magic when you have a song "Vibe of Love", produced by Brian Holland and a talented group just 4U

Out Now:

Forshe' "Dog Food" from the album **Virginity**
Flexx G. "Whole Lot of Gangstas Die" from the album **When Reality Strikes**
Rick Littleton "Fell In Love Tonight" from the album **Deliciously Yours**

Eddie Holland dba Holland Group...The Legend Continues
1800 N. Highland Ave, Suite 124, Hollywood, CA 90028 (323)463-2391 / Fax (323)463-1254
Check out our website at: www.hollanddozlerholland.com
or e-mail us at: ejh@jps.net



FIND COMPLETE PLAYLISTS FOR ALL URBAN AC REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #31 WNOV/Milwaukee Courier (414) 449-9668 Roberson 12+ Cum 65,500 WNOV 103.5 FM ant radio

MARKET #33 WCKX/Columbus, OH Blue Chip (614) 487-1444 Strong/Stevens 12+ Cum 154,800 WCKX 107.7 FM

MARKET #1 WRKS/New York Emmis (212) 242-9870 Beasley/Greene 12+ Cum 1,554,500 WRKS 98.7 Kiss

MARKET #2 KJLH/Los Angeles Taxi (310) 330-5550 Winston 12+ Cum 356,500 KJLH 102.3 FM

MARKET #3 WVAZ/Chicago AMFM (312) 360-9000 Myrick/Muhammad 12+ Cum 591,100 WVAZ 107.5 FM

MARKET #36 WOWI/Norfolk Clear Channel (757) 466-0009 Holiday/Mauzone 12+ Cum 260,200 WOWI 103.3 FM

MARKET #37 WPEG/Charlotte Infinity (704) 333-0131 Carson/Quick 12+ Cum 260,300 WPEG 98

MARKET #5 WDAS/Philadelphia AMFM (610) 617-8500 Tamburro/Davis 12+ Cum 526,600 WDAS 105.3 FM

MARKET #6 WMXD/Detroit AMFM (313) 965-2000 G 12+ Cum 389,100 WMXD 105.3 FM

MARKET #9 WHUR/Washington Howard University (202) 806-3500 Hannibal/Dickinson 12+ Cum 549,200 WHUR

MARKET #38 WTLC/Indianapolis Emmis (317) 955-9852 Wallace/Buchanan 12+ Cum 143,600 WTLC 103.5 FM

MARKET #39 WJHM/Orlando AMFM (407) 919-1000 Allen 12+ Cum 332,100 WJHM 103.5 FM

MARKET #9 WMMJ/Washington Radio One (301) 306-1111 Conners/Thompson 12+ Cum 366,600 WMMJ 102.3 FM

MARKET #10 KMJQ/Houston Clear Channel (713) 623-2108 Conner/Boatner 12+ Cum 407,700 KMJQ 102

MARKET #11 WHQT/Miami Cox (305) 444-4404 Brown/Lafelle 12+ Cum 434,300 WHQT 107.3 FM

MARKET #41 WQUE/New Orleans Clear Channel (504) 827-6000 Stevens/Watson 12+ Cum 285,800 WQUE 93.7 FM

MARKET #43 WBLK/Buffalo Infinity (716) 852-9393 Dillard 12+ Cum 155,600 WBLK 93.7 FM

MARKET #12 WALR/Atlanta Midwestern (404) 688-0068 Kennedy 12+ Cum 474,900 WALR 104.7 Kiss

MARKET #15 KMJN/Phoenix Arizona (602) 265-2442 Jackson 12+ Cum 35,600 KMJN 107

MARKET #19 KMJM/St. Louis Clear Channel (314) 692-5100 Atkins/Myschals 12+ Cum 268,900 KMJM 105

Most Played Recurrents

- TEMPTATIONS This Is My Promise (Motown)
- LAURYN HILL Ex-Factor (Ruffhouse/Columbia)
- GLENN JONES Baby Come Home (SAR/WB)
- TYRESE Sweet Lady (RCA)
- K-CI & JOJO Life (Rock Land/Interscope)
- TEMPTATIONS Stay (Motown)
- DEBORAH COX Nobody's Supposed To Be Here (Arista)
- CASE F/JOE Faded Pictures (Def Jam/IDJMG)
- TRIN-I-TEE 5:7 God's Grace (B-Rite/Interscope)
- NEXT Too Close (Arista)
- DRU HILL These Are The Times (University/IDJMG)
- WHITNEY HOUSTON Heartbreak Hotel (Arista)
- R. KELLY When A Woman's Fed Up (Jive)
- FAITH EVANS Love Like This (Bad Boy/Arista)
- SILK If You (Lovin' Me) (Elektra/EEG)
- ERIC BENET F/FAITH EVANS Georgy Porgy (Warner Bros.)
- LAURYN HILL & D'ANGELO Nothing Matters (Ruffhouse/Columbia)
- ARETHA FRANKLIN A Rose Is Still A Rose (Arista)
- K-CI & JOJO All My Life (MCA)
- BRIAN MCKNIGHT Anytime (Motown)

TUNED-IN URBAN AC

R&R/MEDIABASE 24/7

WHUR/Washington, DC
 Monday, August 30



WVAZ/Chicago
 Monday, August 30

11am

11am

- NATALIE COLE Say You Love Me
- WAR Low Rider
- MICHAEL JACKSON Lady In My Life
- MACY GRAY Do Something
- ERIC BENET/F. EVANS Georgy Porgy
- PEACHES & HERB Reunited
- GEORGE BENSON Poquito Spanish Poquito ...
- VANESSA WILLIAMS My Flame

- MARVIN GAYE What's Going On
- MAXWELL Fortunate
- DRAMATICS In The Rain
- SHALAMAR For The Lover In You
- ERIC BENET Spend My Life With You
- MARY J. BLIGE All That I Can Say
- BOBBY CALDWELL What You Won't Do...
- ARETHA FRANKLIN Do Right Woman...
- EARTH, WIND & FIRE Mighty, Mighty

3pm

3pm

- OLU Baby Can't Leave It Alone
- BRIAN MCKNIGHT Back At One
- MARVIN GAYE What's Going On
- R. KELLY When A Woman's Fed Up
- HAROLD MELVIN/BLUENO Wake Up ...
- INNER SHADE Tell Me Something
- ERIC BENET Spend My Life With You
- WAR The Cisco Kid
- BROWNSTONE 5 Miles To Empty
- JOE SAMPLE When Your Life Was Low

- PARLIAMENT Flashlight
- BILL WITHERS Use Me
- MAXWELL Fortunate
- EVELYN KING I'm In Love
- GRENIQUE Should I?
- JAMES BROWN The Payback
- ZHANE' Hey Mr. D.J.
- ZAPP More Bounce To The Ounce
- LAURYN HILL Ex-Factor
- AVERAGE WHITE BAND School Boy Crush

8pm

7pm

- ASHFORD & SIMPSON Happy Endings
- AL JARREAU So Good
- BABYFACE Whip Appeal
- DRU HILL We're Not Making Love No More
- ROSE ROYCE I'm Going Down
- SWITCH There'll Never Be
- K-CI & JOJO Tell Me It's Real
- PEABO BRYSON I'm So Into You
- E.U. Taste Of Your Love

- QUINCY JONES/FRIENDS Slow Jams
- MAXWELL Fortunate
- ART OF NOISE Moments In Love
- JOHNNY GILL My, My, My
- R. KELLY If I Could Turn Back The...
- NATALIE COLE Inseperable
- MAXWELL Til The Cops Come Knocking

URBAN AC Going For Adds 9/14/99

- YOLANDA ADAMS Yeah (Elektra/EEG)
- BRANDY U Don't Know Me (Like U Used To) (Atlantic)
- CASE Think Of You (Def Soul/IDJMG)
- DONELL JONES U Know What's Up (LaFace/Arista)
- K-CI & JOJO Fee Fie Foe Fum (MCA)



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URBAN/GOSPEL BREAKTHROUGH!

INSPIRATION JAM

A PIONEERING NEW CONCEPT HAS BEEN BORN.

Inspiration Jam flows with an exciting two hours of contemporary Gospel creatively beat mixed with a sprinkling of classics by America's top mixers. It's a great way to program something hip and positive that is exclusive to the urban format, something CHR/Rhythm radio cannot steal or own.

"Inspiration Jam is a great positive idea whose time has come. After listening in my office to a 26 minute segment, I was surprised, blown away, and very eager to recommend it to my group of stations. It's very radio accessible and will be a ratings powerhouse."

- Doc Wynter, Director, Urban Programming, Clear Channel



Doc Wynter



Get the info on Inspiration Jam before your competition locks it up.
CONTACT GARY B. OR JOHN C. AT SUPERADIO 508.480.9000

R&R Urban AC Top 30

September 10, 1999

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	ERIC BENÉT Spend My Life With You (Warner Bros.)	672	-23	106513	17	32/0
3	2	MAXWELL Fortunate (Rock Land/Interscope/Columbia)	638	-43	136650	25	31/0
1	3	BARRY WHITE Staying Power (Private Music/Windham Hill)	633	-96	95619	9	32/0
4	4	TYRESE Lately (RCA)	567	-63	104783	15	28/0
6	5	MARY J. BLIGE All That I Can Say (MCA)	468	-11	84015	9	23/0
7	6	NATALIE COLE Say You Love Me (Elektra/EEG)	460	-10	64932	15	28/0
9	7	BRIAN MCKNIGHT Back At One (Motown)	446	+51	69208	4	29/1
5	8	CASE Happily Ever After (Def Jam/IDJMG)	427	-67	88223	16	28/0
8	9	R. KELLY If I Could Turn Back... (Jive)	427	+31	81022	5	27/0
10	10	WHITNEY HOUSTON My Love Is Your Love (Arista)	382	+24	61821	7	25/0
15	11	DEBORAH COX We Can't Be Friends (Arista)	331	+21	41531	13	25/1
14	12	SMOKEY ROBINSON Easy To Love (Motown)	331	+20	49333	4	25/0
12	13	K-CI & JOJO Tell Me It's Real (MCA)	300	-38	60271	15	22/0
17	14	GAP BAND Good Old Fashion Lovin' (Big Trax/Private I/IDJMG)	296	+16	27634	5	21/0
13	15	CHANTÉ MOORE Chanté's Got A Man (Silas/MCA)	276	-37	64118	24	28/0
19	16	REEL TIGHT Reasons (G-Funk/Restless)	254	+11	21560	9	17/0
23	17	ANGIE STONE No More Rain (In This Cloud) (Arista)	248	+35	27474	2	21/1
16	18	JESSE POWELL You (Silas/MCA)	241	-51	41454	39	25/0
11	19	BRANDY Almost Doesn't Count (Atlantic)	238	-106	41579	20	25/0
18	20	TEMPTATIONS How Could He Hurt You (Motown)	231	-23	40159	20	22/0
26	21	PRINCE Extraordinary (Warner Bros.)	216	+36	24419	2	24/1
21	22	KIRK WHALUM All I Do (Warner Bros.)	208	-23	30133	14	15/0
22	23	FAITH EVANS Never Gonna Let You Go (Bad Boy/Arista)	202	-26	53274	18	19/1
24	24	SILK Meeting In My Bedroom (Elektra/EEG)	194	-5	27027	5	11/0
27	25	MINT CONDITION If You Love Me (Elektra/EEG)	186	+11	28844	3	20/2
Debut	26	FREDDIE JACKSON Do You Wanna (Orpheus/N.E.R.O.S.)	184	+68	13741	1	16/0
Debut	27	KEVIN EDMONDS 24/7 (RCA)	165	+104	22122	1	21/1
30	28	JOE SAMPLE /LALAH HATHAWAY When Your Life Was Low (PRA/GRP)	155	+3	21422	18	17/0
25	29	WHITNEY HOUSTON It's Not Right But It's Okay (Arista)	154	-27	34221	20	20/0
—	30	LAURYN HILL Everything Is Everything (Ruffhouse/Columbia)	152	+4	44735	11	6/0

Most Added®

ARTIST TITLE LABEL(S)	ADDS
BRIAN CULBERTSON Gettin' Over You (Bluemoon/Atlantic)	14
SHAE JONES Everytime (Universal)	4
ARNOLD MCCULLER Shooting Star (Boulder)	3
MINT CONDITION If You Love Me (Elektra/EEG)	2
GERALD LEVERT Nothin' To Somethin' (EastWest/EEG)	2
CHANTÉ MOORE I See You In A Different Light (Silas/MCA)	2
MACY GRAY Do Something (Epic)	2
3RD FORCE /TAYLOR & HUGHES Revelation... (Higher Octave)	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
KEVIN EDMONDS 24/7 (RCA)	+104
FREDDIE JACKSON Do You Wanna (Orpheus/N.E.R.O.S.)	+68
BONEY JAMES Are You Ready? (Warner Bros.)	+66
BRIAN MCKNIGHT Back At One (Motown)	+51
PRINCE Extraordinary (Warner Bros.)	+36
ANGIE STONE No More Rain (In This Cloud) (Arista)	+35
R. KELLY If I Could Turn Back... (Jive)	+31
RAHSAAN PATTERSON Treat You Like A Queen (MCA)	+31
MARC DORSEY Crave (Jive)	+30
GERALD LEVERT Nothin' To Somethin' (EastWest/EEG)	+29



32 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 8/29-Saturday 9/4. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 350 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 1999, The Arbitron Company). © 1999, R&R Inc.

New & Active

RAHSAAN PATTERSON Treat You Like A Queen (MCA)
Total Plays: 147, Total Stations: 16, Adds: 1

MARC DORSEY Crave (Jive)
Total Plays: 147, Total Stations: 13, Adds: 0

PATTI AUSTIN In And Out Of Love (Concord Vista)
Total Plays: 143, Total Stations: 13, Adds: 0

DONELL JONES U Know What's Up (Untouchables/LaFace/Arista)
Total Plays: 134, Total Stations: 5, Adds: 0

GERALD LEVERT Nothin' To Somethin' (EastWest/EEG)
Total Plays: 127, Total Stations: 16, Adds: 2

JONATHAN BUTLER What Would You Do For Love? (N-Coded Music)
Total Plays: 123, Total Stations: 16, Adds: 1

MACY GRAY Do Something (Epic)
Total Plays: 120, Total Stations: 11, Adds: 2

BRAXTON BROTHERS Can We Try Again (Windham Hill Jazz)
Total Plays: 111, Total Stations: 15, Adds: 0

CHANTE' MOORE I See You In A Different Light (Silas/MCA)
Total Plays: 104, Total Stations: 13, Adds: 2

DRU HILL The Love We Had (Stays On...) (University/IDJMG)
Total Plays: 97, Total Stations: 2, Adds: 0

Songs ranked by total plays

Breakers®

No Songs Qualified For Breaker Status This Week

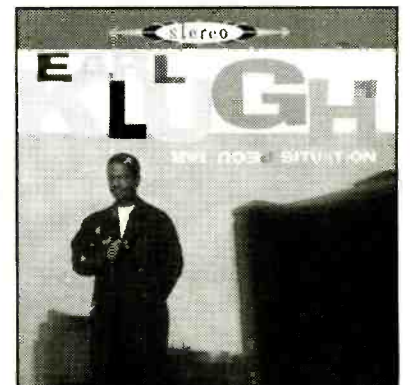
Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



Every "Now And Again" a song comes along and captivates your heart like never before.

EARL KLUGH
"Now And Again"
Featuring vocals by the legendary
ROBERTA FLACK

From the album



For service contact: Eric Talbert
310.358.4844

Going for
Urban AC Adds -
September 20th & 21st



ALBUM
SCANNED
100,000
THANK YOU
URBAN RADIO

NEW SINGLE
"SECRETS"
IMPACTS
SEPT 13th 14th

NOW THE "SECRET" IS OUT...
GLENN JONES IS FOR REAL

GLENN JONES

- SONGS FROM GLENN'S ALBUM "IT'S TIME" TO BE PLACED IN UPCOMING EPISODES OF DAWSON'S CREEK/PARTY OF FIVE
- BABY COME HOME ONE OF THE LONGEST RUNNING URBAN SONGS ON RADIO THIS YEAR
- GLENN CONTINUES THE LEAD ROLE IN THE MUSICAL "THE DEVIL MADE ME DO IT" (9/14-11/28)

AVAILABLE ON
SAR RECORDS



FOR TOUR INFO AND UP-COMING
APPEARANCES VISIT GLENN'S WEB PAGE AT
WWW.SARENTERTAINMENT.COM
973-571-9444



LON HELTON

lhelton@rronline.com

Tales From CRS/Mobile

■ A wrap-up of the weekend's sessions

The subject was Country at the recent CRS Gulf Coast in Mobile, AL, as over 225 attendees gathered to learn about and discuss the format's issues.

Saturday got off to a rousing start with a no-holds-barred keynote address delivered by Citadel CEO/President **Larry Wilson**. Without a doubt, he is one of the most refreshing speakers in such a position. No BS, no theatrics — just an honest appraisal of what's going on in the business from the guy on top. An added plus is the fact that he loves country music and is able to speak to the issues facing the format from the perspective of a CEO. (I'm not sure he's kidding when he says he makes suggestions about records and artists to his programmers.)

Telling It Like It Is

Wilson's speech covered a number of topics, from low-power radio ("Microradio is the dumbest idea to surface in the last 10 years") to satellite-delivered radio ("We'll beat satellite radio because we're local"). He cited interference with existing signals as the problem with the low-power FM proposal, noting that he thought the NAB would help defeat microradio. As for satellite radio, he noted, "We can talk to the people in our community. They can't do that from New York or DC."

But the bulk of Wilson's comments were addressed directly to programmers, advising them on everything from how to survive ("To survive, programmers have to work harder and smarter and put better content on their radio stations") to programming their stations ("Music radio is about making people smile. We don't just need

"PD jobs of today and the future have evolved to be the service department for sales."

Eric Logan

to play music, we need to entertain people. Don't talk on the air about how bad your divorce was — leave that for the country songs").

He added, "We must put passion back into Country radio." Wilson also spoke about the music and artists: "I hear programmers say they're not playing a new song because it's not a hit. Of course it's not a hit — it just came out. Get brave, step out and promote new artists."

Wilson warned the assembled that the status quo is no longer good enough and that they must rise to the occasion and be better broadcasters. He also said he was dismayed that he didn't hear an answer to a question asked at the Friday afternoon rap session, "Where is the next generation of talent coming from?" He said, "We have to put content between the songs. It has to grow beyond the content of the shows now — and that

goes for all production, stationality and branding. We have to make it better than it is now."

Churn Slows The Charts

Specifically addressing Country's declining shares, Wilson asked, "Has there been a major cultural change in America? I don't think so. Country music is America. Is it the songs? Maybe. Is it because of the artists being presented? Maybe. Is it because of radio's presentation? Maybe. Overall, radio and the labels are to blame."

Wilson offered some solutions, noting, "Radio can influence labels as to our preferences. We can show labels we're not stupid, that we know what the hits are despite what they think the hits might be."

Citing the need to build new artists, Wilson chastised radio for "throwing artists and songs against the wall," noting, however, that "things are changing and the churn is slowing down on the charts, which is a good thing."

He also challenged Country radio to "reinvent ourselves using every resource we can find." He talked of bringing talent coaches and motivational speakers to station management meetings. "We have superstars singing the songs; we need superstars between the records too," he said. "You can motivate talent to do great things. Push them to work harder. We need to train people to better touch their communities and to create the theater of the mind."

Addressing music issues, Wilson said, "Programmers need to gamble on music more. We need to stick with artists longer. If it's a good song, get on it early and play it a lot. We tell our advertisers they need frequency, and then we play a song five times a week and say it's not gonna make it. No wonder! Treat songs like we treat our customers' ads."

A couple of answers to questions from the audience:

- "I never thought about building Citadel just to sell it. I was misquoted in [another publication] about selling the company. But we always have to look out for the shareholders and would have to present [high share-price] offers to the board."

- "If we centralize programming to cut costs, we lose the only advantage we have, which is to be local." He added that no Citadel stations have any "virtual shows" on the air, although there are some dayparts that

"We tell our advertisers they need frequency, and then we play a song five times a week and say it's not gonna make it. No wonder! Treat songs like we treat our customers' ads."

Larry Wilson

are voiced-tracked onsite.

- On another panel Wilson noted, "Programmers have a way of turning on artists who are vital because they stray a bit. Programmers want artists to stay in little musical boxes."

The Millennium PD

One of the weekend's outstanding panels was "The Millennium PD," moderated by AMFM/Mobile OM **Kit Carson**. Under the microscope were the skill sets required of a PD in this consolidated, clustered world.

WQYK/Tampa OM **Eric Logan** noted, "PD jobs of today and the future have evolved to be the service department for sales. Programmers have to be flexible enough to accept requests from the sales department. PDs need to be proactive and innovative enough to give sales concepts they can sell. Do that, or they'll sell things you don't want."

WKSJ/Mobile PD **Bill Black** fears that passion, which he believes is essential, has become a thing of the past. Other desired traits for PDs, according to Black: "PDs need to understand how to use NTR so they don't have to add to the spotload. And they have to be great managers of their own time."

Clear Channel/Tuscaloosa OM **Denny Alexander** says PDs have to remain cheerleaders for both the folks on staff and the P1s. He added, "You also have to stay on top of technology and the opportunities it provides. Plus, look at change as an opportunity."

Consultant **Jaye Albright** concurred, noting, "Audiences make no allowances for the changes radio is undergoing. They expect a continued high level of programming. One of the biggest problems programmers have is that our owners are not experienced in running entities as big as they now own." She also said, "PDs have to look at the big picture and understand their role in it and only spend time on the things that really matter."

Radio & Records Compare Budgets

The panel titled "You Show Me Yours, I'll Show You Mine" was a great education in the costs of doing business on both the radio and record sides of the industry. Mercury/Nashville President **Luke Lewis** came armed with a myriad of facts and figures showing what it costs to run a label. Among the stats:

- It takes \$7 million-\$10 million a year to operate a major label, 17.5% of which comes under the marketing umbrella.

- Break-even for the typical artist

comes at about 137,000 units sold.

- 13% of the money goes to retail "co-op." Lewis defined co-op as "blackmail — and they're better at it than you guys are."

- Country labels deal with two primary customers, Anderson (Wal-Mart) and Handleman (Kmart), which together account for over 40% of all product sold.

Larry Wilson divided radio's operating costs into five basic areas, noting the percentage of each in the budget: Programming, 25%; Sales, 20%; Tech, 3%; Advertising and Promotion, 5%; and Administration, 10%. The remaining 37% goes to the bottom line.

He pointed out that many radio companies are trying to move that bottom-line figure to 40% and more — and because programming is the biggest part of the budget, it's the place many people start when trying to cut costs.

Addressing the recent gold rush that consolidated radio companies are putting on labels, Wilson said, "We should be more interested in promoting the music and the passion for the format than in making next month's budget by getting some of your money."

What's Important To GMs

This year's regional confab was notable for the large number of GMs on hand — I think there may have been 10 or more. They — along with two, maybe three programmers — gathered for a working breakfast. To give you an idea of what's on your GM's mind, this is the agenda compiled by moderator and AMFM/Mobile GM **David Coppock**:

• Consolidation-itis & Country

- A: The challenging environment continues; competition now comes from within 30%-50% of the time.
- B: Focusing on primary product, which in the South is typically Country among leading clusters, has become extremely difficult. Has this impacted our revenue or audience shares?

• Human Resource Management — An Exponential Kind Of "Thang"

- A: Managing the employee through the "conflict forest."
- B: Creating appreciative atmospheres where employee worth is regularly acknowledged.
- C: Employee adaptation to multipurpose positions.

Continued on Page 72



VH1 PLUS FIVE

While VH1 representatives were in Nashville, AristoMedia hosted an informal reception that attracted several country artists and music industry executives. Pictured are (l-r) AristoMedia's Jeff Walker, Curb recording artist Jeff Carson, VH1's Leah Jackson, Borman Entertainment's Joani Foraker, VH1's Eric Sherman and Capitol recording artist Trace Adkins.

PRIORITY

T O B Y K E I T H

when love fades

Airplay Impact on 9/20

His premiere DreamWorks single

from the career album

"How Do You Like Me Now?"

Produced by James Stroud & Toby Keith

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Country's Latest Heavy Metal

Alabama, Morgan and Yoakam join Twain in new multiplatinum certifications

Alabama, Lorrie Morgan and Dwight Yoakam were among the leaders in the RIAA's multiplatinum certifications released last week. And, of course, Shania Twain just keeps adding to her multiplatinum total for her third album, *Come on Over*.

Come on Over is now officially certified for sales of 13 million, which ties it with Whitney Houston's 1985 self-titled debut as the second-best-selling album ever by a female solo artist in any genre. Alanis Morissette's 1995 U.S. debut album, *Jagged Little Pill*, remains in the lead with sales of 16 million.

In the meantime, with *...Baby One More Time*, pop vocalist Britney Spears becomes the first female teenage artist to top the 6 million mark with an album. In doing so, Spears knocks LeAnn Rimes out of the top spot for that distinction. Rimes' album *Blue* is certified for sales of 5 million.

Alabama's *For the Record*, the two-CD set containing 41 of the band's No. 1 hits, was certified triple-platinum in the RIAA's August certifications. Morgan's 1995 *Greatest Hits* collection goes double-platinum, as does Yoakam's 1986 debut, *Guitars, Cadillacs, Etc., Etc.*

Hitting the platinum mark are John Michael Montgomery's *Greatest Hits* and Kenny Chesney's *I Will Stand*. Morgan's *Shakin' Things Up* went gold a year after its release.

In another noteworthy certification, the soundtrack to the Julia Roberts/Richard Gere film *Runaway Bride* has already gone platinum since its July 23 release. The collection includes Martina McBride's current single, "I Love You," as well as the Dixie Chicks' current single, "Ready to Run," and the trio's remake of the Supremes' "You Can't Hurry Love."

Family Affair

The odds were unlikely that Pam Tillis and her father, Mel Tillis, would ever be competing against one another for a major award, but that's exactly what has happened at this year's CMA Awards. Pam is nominated with an all-star cast for "Same Old Train," a song written and produced by Marty Stuart for the *Tribute to Tradition* album. Her father got a nomination for *Old Dogs*, his album with Waylon Jennings, Jerry Reed and Bobby Bare.

Pam says, "The *Old Dogs* project is so cool. Everything's so dang serious these days. Everybody's clawing for a slot at radio, and it's hard out there. They said, 'They're not gonna play us anyway, so we might as well do whatever the hell we want.'"

Referring to her involvement in "Same Old Train," Pam says, "Marty's kind of a visionary. I was just glad to be a part of it and to add my little flourish to it. I've won a

Grammy off that thing already. I called Marty and said, 'Never have so many done so little for so much.'"

As for Pam and her dad both having separate projects nominated for CMA Awards, she says, "That's pretty neat. Maybe I'll take him as my date."

Celebrity Tournaments

The ninth annual Music Row Celebrity Tournaments are set for September 17-20 to benefit the T.J. Martell Foundation and the Frances Williams Preston Laboratories at Nashville's Vanderbilt-Ingram Cancer Center.

The event kicks off with a September 17 cocktail party at BMI. The next day Mindy McCready hosts the BMG Entertainment Music Row Celebrity Tennis Tournament at Vanderbilt University's Brownlee O. Currey Jr. Tennis Center. The Sprint Music Row Celebrity Golf Tournament is set for September 19 at the new Governors Club golf course in nearby Brentwood. The golf tournament is hosted by Vince Gill — a man who has seen a few tees in his lifetime. Gary Chapman hosts the bowling bash and billiards tournament, taking place September 20 at Hermitage Lanes.

Last year's event raised more than \$225,000.

Farm Aid '99

Trisha Yearwood, Deana Carter, Sawyer Brown and the Mavericks are among the acts featured at Farm Aid '99, taking place Sunday (9/12) at the Nissan Pavilion in Prince William County, VA near Washington, DC.

Airing live on CMT, the eight-hour concert also features Farm Aid founders Willie Nelson, Neil Young and John Mellencamp, along with Steve Earle, the Dave Matthews Band, Barenaked Ladies and blues artist Susan Tedeschi.

Farm Aid was founded in 1985 to raise public awareness about the plight of the American family farmer and to provide assistance to those whose livelihoods depend on agriculture. During the past 14 years the organization has granted \$14.5 million to more than 100 farm organizations, churches and service agencies in 44 states.

Bits 'N' Pieces

• Kenny Chesney rejected George Strait's offer to sing at his wedding. It wasn't personal, however, but rather that Chesney was not too excited about getting married in a football stadium. Recalling the offer Strait made before his stadium tour stopped in Pittsburgh earlier this year, Chesney says, "He told me, 'I'll have somebody marry you, and then I'll sing to

you guys.' But I didn't want to do it in front of 70,000 people." Chesney says his upcoming marriage to Mandy Weal will take place "sooner rather than later."

• Garth Brooks was in the studio last week to produce Ty England's upcoming Capitol debut album. England was Brooks' college roommate and later played in Brooks' band. It marks Brooks' first time as a record producer.

• While Jo Dee Messina was in New York City last week for an appearance on *Live With Regis & Kathie Lee*, she visited several fashion designer showrooms to find new threads to wear on the CMA Awards show. She'll probably be buying an extra outfit, since she'll be working as a *CBS This Morning* correspondent during the awards show. And while the rest of Nashville is just waking up, Messina will make a live appearance on *CBS This Morning* on September 23 to introduce her entertainment segment — and to perform a song.

• Montgomery Gentry and Ricochet have entered into a partnership with Speedway Children's Charities, a NASCAR-sanctioned nonprofit organization that supports children's charities throughout the nation. Videos of both acts will be featured in a traveling exhibition that will also include a Cycle Sorcery motorcycle that will be given away later this year.

• SHEDAISY traveled back to their home state of Utah recently to provide musical entertainment during a formal dinner benefiting the Karl Malone Foundation. It was the trio's first appearance in Salt Lake City since the release of their debut album, *The Whole SHEBANG*.

• Kenny Rogers knocked a home run with the video for his single "The Greatest." The video hit the top spot on CMT last week, marking Rogers' first-ever No. 1 video.

• John Berry has finally moved from Georgia to become an official resident of Nashville. He celebrated his arrival with an appearance at the Grand Ole Opry.

• Alabama guitarist Jeff Cook and pro fisherman Tom Mann will team up for a new fishing show, *Cook & Mann Outdoors*, which begins airing next month on the new Outdoor Channel.

• Two album release dates have changed at Mercury: Mark Wills' *Permanently* has been moved to February 15, with Wynonna's first project for the label set for a January 4 release.

• WMIL/Milwaukee raised more than \$265,000 during its recent CAP (Child Abuse Prevention) Care-A-Van



SMILING THUNDER

J.D. Haas Entertainment and TappedInto.com recently joined forces in the first-ever promotion involving a book publisher, a radio contest and the Internet. The promotion for *American Thunder: The Garth Brooks Story* (written by Jo Sgammato and published by Ballantine Books) allowed Country radio listeners a chance to win a trip to Nashville, where they visited some of Brooks' favorite places. They also got a chance to meet Sandy Mason, Benita Hill and Shawn Camp, the writers of Brooks' hit "Two Pina Colodas." Pictured are (l-r) Mason, Tapped-Into's Preston Sullivan, Hill, Sgammato, Camp and Haas.

for Kids festival this past weekend. The list of performers at the four-day festival included Doug Stone, Jessica Andrews, Tracy Byrd, Shana Petrone, SHEDAISY and Brad Paisley.

• WSM-AM/Nashville helped Country Music Hall of Fame member

Kitty Wells celebrate her 80th birthday with a live remote from her birthday party at the Nashville Night Life club near Opryland. Proving the importance of taking care of your career, Wells hit the road the next day for a series of concert dates.

CRS/Mobile

Continued from Page 70

- Casino Gambling — Loaded Dice?
- Technical Issues On The Horizon

- A: Low-power FM.
- B: Digital transmission — IBOC, implications from LPFM.
- C: Webcasting — contract services vs. internal organization.

The folks in attendance covered a lot of ground in an hour and three pots of coffee. In fact, they barely got to the last item or two on the agenda.

Almost all of those who came to the breakfast were managing more than one station, and they all agreed that it's the multiple-station aspect of their role as managers that presents them with the biggest issue they face: merging cultures. That, of course, is the art of combining two or more stations that used to be at one another's throats but are now in the same building.

Addressing the dilemma of keeping everybody at multiple stations happy, Coppock noted, "People who take pride in their work will occasionally get their feelings hurt." He also cautioned managers against getting so caught up in other work that touch becomes a casualty. If that's the case, he says, "Make sure the people under you force you to stay close to them."

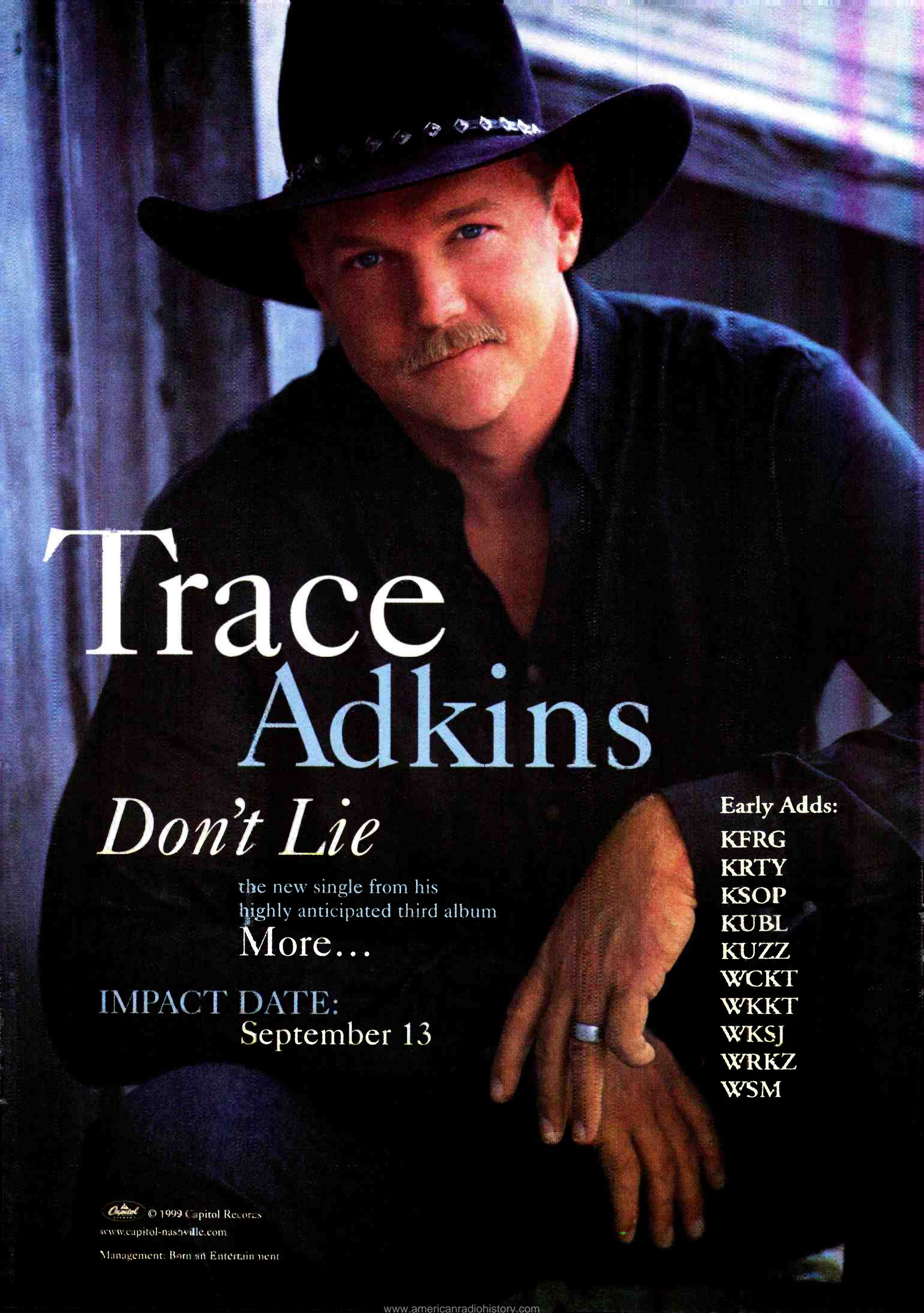
Another example cited about the difficulty of merging cultures dealt with, of all things, celebrations. As Cox/Orlando manager Bill Hendrich noted, "It used to be that you either celebrated or you didn't when the book came out. Now it's depressing when it comes out. Some are up, some are down. It's hard to make sure everyone in the cluster has a reason to celebrate."

He went on to say that the idea of being happy that the *cluster* is winning has not yet matured. Programmers are still thinking more about what happens to their station instead of the overall good health of their group. Hendrich added, "We may have to go through a whole generation of workers to get to the point where they feel the success of the organization is reason to celebrate."

Another key point raised during the GMs' discussion is the sheer amount of time now dedicated to personnel issues. When it comes to adding employees, one plus one plus one does not equal three. Employee concerns grow exponentially, as does the time it takes to address those issues. Hendrich noted, "Most managers were trained to run one-to-one things. We may have to retrain ourselves in terms of training others."

Coppock provided a couple of handouts, one of which showed the number of low-power allocations for various Southern cities. The gasps from the crowd indicated that more new signals may be planned than most folks had realized. Coppock also had a piece outlining Alabama's law on promotion of gambling, which is in conflict with the new federal statutes. The point: Make sure you understand the local and state laws. Coppock said the attorney general's office told him a GM could go to jail for advertising perfectly legal casinos.

Editor's Notes: Once again, the CRS regional proved to be a wonderful gathering with the feel of CRS gatherings of 20 years ago. Plan now to attend next year's meeting in San Antonio, presently scheduled to coincide with the Texas Association of Broadcasters meeting next August 18-19.



Trace Adkins

Don't Lie

the new single from his
highly anticipated third album

More...

IMPACT DATE:
September 13

Early Adds:

KFRG
KRTY
KSOP
KUBL
KUZZ
WCKT
WKKT
WKSJ
WRKZ
W'SM

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Management: Born an Entertainment

R&R Country Top 50

September 10, 1999

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS TW	TOTAL PLAYS TW	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
3	1	KENNY CHESNEY You Had Me From Hello (BNA)	26405	4971	618224	21	143/0
4	2	TIM MCGRAW Something Like That (Curb)	25389	4725	600521	10	142/0
1	3	LONESTAR Amazed (BNA)	25053	4643	597907	24	143/0
2	4	CHELY WRIGHT Single White Female (MCA)	24139	4572	560760	25	143/0
7	5	ALAN JACKSON Little Man (Arista)	23620	4440	552638	15	143/0
6	6	DIXIE CHICKS Ready To Run (Monument)	23364	4425	541570	11	143/0
5	7	FAITH HILL The Secret Of Life (Warner Bros.)	23323	4478	534064	19	141/0
8	8	MARTINA MCBRIDE I Love You (RCA)	19506	3663	459455	8	141/0
9	9	TRISHA YEARWOOD I'll Still Love You More (MCA)	17658	3348	409782	19	138/0
11	10	GEORGE STRAIT What Do You Say To That (MCA)	16595	3064	395462	8	141/2
10	11	LEE ANN WOMACK (Now You See Me) Now You Don't (MCA)	16429	3137	379688	15	137/0
13	12	MARK WILLS She's In Love (Mercury)	15115	2896	346179	13	136/1
12	13	STEVE WARINER I'm Already Taken (Capitol)	15030	2845	346299	11	140/2
17	14	ANDY GRIGGS I'll Go Crazy (RCA)	13365	2531	309857	9	134/3
15	15	MONTGOMERY GENTRY Lonely And Gone (Columbia)	13007	2541	291744	14	135/6
16	16	DOUG STONE Make Up In Love (Atlantic)	12938	2480	296511	20	127/1
18	17	JOHN MICHAEL MONTGOMERY Home To You (Atlantic)	12772	2390	299339	9	128/4
19	18	BROOKS & DUNN Missing You (Arista)	11361	2149	262086	7	121/6
20	19	JESSICA ANDREWS You Go First (DreamWorks)	9876	1891	225800	10	125/2
21	20	CHAD BROCK Lightning Does The Work (Warner Bros.)	9290	1800	209158	16	111/8
22	21	YANKEE GREY All Things Considered (Monument)	8960	1705	207480	9	113/5
23	22	GARTH BROOKS It Don't Matter To The Sun (Capitol)	8946	1675	213613	4	120/7
26	23	CLINT BLACK When I Said I Do (RCA)	8290	1480	201866	4	115/13
24	24	SHERRIE AUSTIN Never Been Kissed (Arista)	7584	1506	167730	17	96/3
27	25	SHANE MINOR Ordinary Love (Mercury)	6711	1262	157585	8	105/3
28	26	RANDY TRAVIS A Man Ain't Made Of Stone (DreamWorks)	6168	1206	137521	5	105/9
29	27	SHANE MCANALLY Are Your Eyes Still Blue (Curb)	5036	974	112352	9	97/5
38	28	LEANN RIMES Big Deal (Curb)	4357	803	104815	3	81/29
31	29	CLAY WALKER Live, Laugh, Love (Giant)	4092	795	91004	6	68/8
39	30	TY HERNDON Steam (Epic)	3867	741	87797	3	74/14
30	31	MICHAEL PETERSON Sure Feels Real Good (Reprise)	3766	701	88510	12	66/1
42	32	SHANIA TWAIN Come On Over (Mercury)	3763	700	89285	2	64/23
44	33	BRAD PAISLEY He Didn't Have To Be (Arista)	3691	717	82128	2	84/35
33	34	JASON SELLERS A Matter Of Time (BNA)	3351	648	75596	8	76/5
35	35	GARY ALLAN Smoke Rings In The Dark (MCA)	3291	642	72296	5	58/7
32	36	BRYAN WHITE You're Still Beautiful To Me (Asylum/EEG)	3210	628	70640	11	64/4
36	37	SAMMY KERSHAW When You Love Someone (Mercury)	2983	594	65106	5	78/3
34	38	COLLIN RAYE Start Over Georgia (Epic)	2766	557	59774	9	68/0
40	39	JERRY KILGORE Love Trip (Virgin)	2456	476	54599	6	54/4
41	40	LILA MCCANN Crush (Asylum/EEG)	2269	461	47919	5	56/3
43	41	DIXIE CHICKS Goodbye Earl (Monument)	2030	346	51881	2	2/0
45	42	KEITH URBAN It's A Love Thing (Capitol)	1922	396	41134	2	51/8
37	43	WILKINSONS The Yodelin' Blues (Giant)	1794	374	37016	8	49/0
46	44	PAM TILLIS After A Kiss (Arista)	1761	372	36492	2	40/5
47	45	SONYA ISAACS On My Way To You (Lyric Street)	1095	216	24172	4	27/1
	46	Debut JOE DIFFIE The Quittin' Kind (Epic)	1080	198	24758	1	30/14
	47	Debut JOHN BERRY Power Windows (Lyric Street)	949	188	20618	1	33/11
	48	Debut REBA MCENTIRE What Do You Say (MCA)	884	165	20755	1	12/12
50	49	ANITA COCHRAN For Crying Out Loud (Warner Bros.)	756	143	17204	2	6/1
	50	Debut DWIGHT YOAKAM Thinking About Leaving (Reprise)	710	137	15602	1	19/2

Most Added

ARTIST TITLE LABEL(S)	ADDS
BRAD PAISLEY He Didn't Have To Be (Arista)	35
LEANN RIMES Big Deal (Curb)	29
SHANIA TWAIN Come On Over (Mercury)	23
TY HERNDON Steam (Epic)	14
JOE DIFFIE The Quittin' Kind (Epic)	14
CLINT BLACK When I Said I Do (RCA)	13
REBA MCENTIRE What Do You Say (MCA)	12
JOHN BERRY Power Windows (Lyric Street)	11
TRACY BYRD Put Your Hand In Mine (RCA)	10
TRACE ADKINS Don't Lie (Capitol)	10

Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
CLINT BLACK When I Said I Do (RCA)	+2593
BRAD PAISLEY He Didn't Have To Be (Arista)	+2340
TIM MCGRAW Something Like That (Curb)	+2033
ANDY GRIGGS I'll Go Crazy (RCA)	+2021
SHANIA TWAIN Come On Over (Mercury)	+1898
JOHN MICHAEL MONTGOMERY Home To You (Atlantic)	+1832
LEANN RIMES Big Deal (Curb)	+1679
ALAN JACKSON Little Man (Arista)	+1585
MARTINA MCBRIDE I Love You (RCA)	+1575
GARTH BROOKS It Don't Matter To The Sun (Capitol)	+1552
TY HERNDON Steam (Epic)	+1465
RANDY TRAVIS A Man Ain't Made Of Stone (DreamWorks)	+1456
BROOKS & DUNN Missing You (Arista)	+1401
GEORGE STRAIT What Do You Say To That (MCA)	+1400
SHANE MINOR Ordinary Love (Mercury)	+1327

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CLINT BLACK When I Said I Do (RCA)	+477
BRAD PAISLEY He Didn't Have To Be (Arista)	+452
TIM MCGRAW Something Like That (Curb)	+427
ANDY GRIGGS I'll Go Crazy (RCA)	+388
SHANIA TWAIN Come On Over (Mercury)	+370
JOHN MICHAEL MONTGOMERY Home To You (Atlantic)	+354
LEANN RIMES Big Deal (Curb)	+354
MARTINA MCBRIDE I Love You (RCA)	+340
GARTH BROOKS It Don't Matter To The Sun (Capitol)	+301
BROOKS & DUNN Missing You (Arista)	+300

Breakers

No Songs Qualified For Breaker Status This Week

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays.



143 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week of Sunday 8/29-Saturday 9/4. Bullets appear on songs gaining points/plays or remaining flat from previous week. If two songs are tied in total points/plays, the song being played on more stations is placed first. Breaker status is assigned to songs achieving airplay at 60% of reporter base for the first time. Songs that are down in points for three consecutive weeks and below No. 1 are moved to recurrent. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 1999, The Arbitron Company). © 1999, R&R Inc.

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R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

ARTIST TITLE (LABEL)	TOTAL STATIONS/ ADDS	TOTAL POINTS	TOTAL PLAYS	50+	40-49	30-39	20-29	10-19	1-9
GARY ALLAN Smoke Rings In The Dark (MCA)	27/2	1099	329	0	0	0	4	12	11
JESSICA ANDREWS You Go First (DreamWorks)	38/1	2334	692	0	1	1	16	15	5
SHERRIE' AUSTIN Never Been Kissed (Arista)	35/1	2088	621	0	0	2	15	11	7
JOHN BERRY Power Windows (Lyric Street)	5/2	71	19	0	0	0	0	0	5
CLINT BLACK When I Said I Do (RCA)	36/3	1676	485	0	0	3	5	14	14
CHAD BROCK Lightning Does The... (Warner Bros.)	38/2	2298	670	0	0	2	15	15	6
BROOKS & DUNN Missing You (Arista)	35/0	2418	708	0	0	4	14	14	3
GARTH BROOKS It Don't Matter To The Sun (Capitol)	35/1	2094	622	0	1	2	10	17	5
KENNY CHESNEY You Had Me From Hello (BNA)	40/0	4642	1381	1	3	31	3	2	0
MARK CHESNUTT This Heartache Never Sleeps (MCA)	29/0	2423	712	0	1	8	13	6	1
DIXIE CHICKS Goodbye Earl (Monument)	1/0	59	15	0	0	0	0	1	0
DIXIE CHICKS Ready To Run (Monument)	40/0	4189	1239	1	6	15	17	1	0
ANITA COCHRAN For Crying Out Loud (Warner Bros.)	4/0	93	26	0	0	0	0	0	4
JOE DIFFIE The Quittin' Kind (Epic)	12/6	368	109	0	0	0	1	6	5
ANDY GRIGGS I'll Go Crazy (RCA)	40/0	2899	861	0	2	2	20	14	2
TY HERNDON Steam (Epic)	24/5	813	232	0	0	0	2	11	11
FAITH HILL The Secret Of Life (Warner Bros.)	40/0	4648	1381	0	7	25	7	1	0
SONYA ISAACS On My Way To You (Lyric Street)	8/0	255	76	0	0	0	1	3	4
ALAN JACKSON Little Man (Arista)	40/0	4651	1378	0	4	30	6	0	0
GEORGE JONES Choices (Asylum/EEG)	20/0	1132	340	0	0	3	5	7	5
SAMMY KERSHAW When You Love... (Mercury)	24/1	1010	310	0	0	0	4	13	7
JERRY KILGORE Love Trip (Virgin)	24/1	833	258	0	0	0	1	12	11
MATT KING Rub It In (Atlantic)	5/0	125	36	0	0	0	0	1	4
LONESTAR Amazed (BNA)	37/1	3503	1047	0	1	19	9	7	1
SHANE MCANALLY Are Your Eyes Still Blue (Curb)	23/2	1076	318	0	0	1	5	9	8
MARTINA MCBRIDE I Love You (RCA)	40/0	3793	1125	1	2	12	21	4	0
LILA MCCANN Crush (Asylum/EEG)	17/0	657	203	0	0	0	0	14	3
TIM MCGRAW Something Like That (Curb)	40/0	4403	1305	1	5	18	14	2	0
MINDY MCCREADY All I Want Is Everything (BNA)	9/1	224	66	0	0	0	0	2	7
JO DEE MESSINA Lesson In Leavin' (Curb)	32/0	2988	891	0	2	16	3	10	1
SHANE MINOR Ordinary Love (Mercury)	30/0	1702	493	0	0	1	9	17	3
JOHN M. MONTGOMERY Home To You (Atlantic)	38/0	2830	838	0	1	6	17	13	1
MONTGOMERY GENTRY Lonely And... (Columbia)	40/0	3072	910	0	3	3	23	10	1
BRAD PAISLEY He Didn't Have To Be (Arista)	26/9	876	251	0	0	1	1	10	14
MICHAEL PETERSON Sure Feels Real Good (Reprise)	22/0	1114	327	0	0	1	5	10	6
COLLIN RAYE Start Over Georgia (Epic)	19/0	747	231	0	0	0	2	11	6
LEANN RIMES Big Deal (Curb)	24/8	834	237	0	0	0	2	11	11
JASON SELLERS A Matter Of Time (BNA)	27/1	1054	306	0	0	0	3	13	11
DOUG STONE Make Up In Love (Atlantic)	38/0	2726	810	0	0	4	21	9	4
GEORGE STRAIT What Do You Say To That (MCA)	40/0	3402	1006	0	3	5	26	6	0
CHALEE TENNISON Handful Of Water (Asylum/EEG)	5/0	86	24	0	0	0	0	0	5
PAM TILLIS After A Kiss (Arista)	12/0	281	88	0	0	0	0	2	10
RANDY TRAVIS A Man Ain't Made Of... (DreamWorks)	36/0	1722	512	0	0	1	6	23	6
SHANIA TWAIN Come On Over (Mercury)	24/15	679	204	0	0	0	4	6	14
KEITH URBAN It's A Love Thing (Capitol)	12/2	413	116	0	0	0	0	4	8
CLAY WALKER Live, Laugh, Love (Giant)	34/1	1707	508	0	0	2	8	15	9
STEVE WARINER I'm Already Taken (Capitol)	39/0	2938	876	0	2	2	25	7	3
BRYAN WHITE You're Still Beautiful... (Asylum/EEG)	14/0	683	188	0	0	2	1	4	7
WILKINSONS The Yodelin' Blues (Giant)	13/0	382	118	0	0	0	1	4	8
MARK WILLS She's In Love (Mercury)	40/0	3203	960	0	1	6	26	7	0
LEE ANN WOMACK (Now You See Me) Now... (MCA)	40/0	3627	1084	0	3	13	17	7	0
CHELY WRIGHT Single White Female (MCA)	38/0	3927	1164	1	3	19	9	6	0
YANKEE GREY All Things Considered (Monument)	31/2	1713	500	0	0	1	12	10	8
TRISHA YEARWOOD I'll Still Love You More (MCA)	39/0	3771	1122	0	3	15	16	5	0
DWIGHT YOAKAM Thinking About Leaving (Reprise)	9/2	213	61	0	0	0	0	2	7

Most Added®

ARTIST TITLE LABEL(S)	ADDS
SHANIA TWAIN Come On Over (Mercury)	15
BRAD PAISLEY He Didn't Have To Be (Arista)	9
LEANN RIMES Big Deal (Curb)	8
JOE DIFFIE The Quittin' Kind (Epic)	6
TRACE ADKINS Don't Lie (Capitol)	6
TY HERNDON Steam (Epic)	5
CLINT BLACK When I Said I Do (RCA)	3
REBA MCENTIRE What Do You Say (MCA)	3
CHAD BROCK Lightning Does The... (Warner Bros.)	2
YANKEE GREY All Things Considered (Monument)	2
GARY ALLAN Smoke Rings In The Dark (MCA)	2
SHANE MCANALLY Are Your Eyes Still Blue (Curb)	2
KEITH URBAN It's A Love Thing (Capitol)	2
DWIGHT YOAKAM Thinking About Leaving (Reprise)	2
TRACY BYRD Put Your Hand In Mine (RCA)	2
JOHN BERRY Power Windows (Lyric Street)	2
CHRIS GAINES Lost In You (Capitol)	2

Most Increased Points

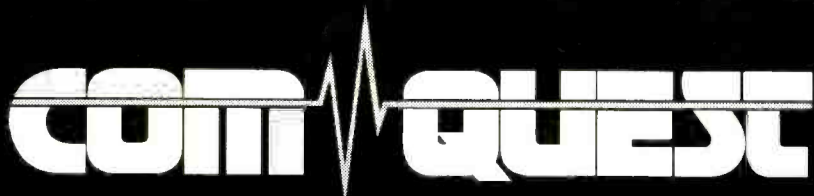
ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
LEANN RIMES Big Deal (Curb)	+521
BRAD PAISLEY He Didn't Have To Be (Arista)	+431
SHANIA TWAIN Come On Over (Mercury)	+393
MARTINA MCBRIDE I Love You (RCA)	+353
TY HERNDON Steam (Epic)	+309
CLINT BLACK When I Said I Do (RCA)	+297
CLAY WALKER Live, Laugh, Love (Giant)	+290
YANKEE GREY All Things Considered (Monument)	+269
TIM MCGRAW Something Like That (Curb)	+258
SHANE MINOR Ordinary Love (Mercury)	+234

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LEANN RIMES Big Deal (Curb)	+147
BRAD PAISLEY He Didn't Have To Be (Arista)	+127
SHANIA TWAIN Come On Over (Mercury)	+124
MARTINA MCBRIDE I Love You (RCA)	+104
CLAY WALKER Live, Laugh, Love (Giant)	+93
CLINT BLACK When I Said I Do (RCA)	+87
TY HERNDON Steam (Epic)	+80
YANKEE GREY All Things Considered (Monument)	+73
TIM MCGRAW Something Like That (Curb)	+69
SHANE MINOR Ordinary Love (Mercury)	+66

40 Country Indicator reporters in markets 126-202. Songs ranked alphabetically for the airplay week of Sunday 8/29-Saturday 9/4.
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The New Album Gallery

In Stores: September 14, 1999



Martina McBride

Emotion (RCA)

Explaining the title for her fifth album, Martina McBride says, "I don't know if I've ever been this moved by a collection of my own songs. The lyrics are so honest and true. *Emotion* is the perfect title, because it really sums up what this album is about." *Emotion* was produced by Paul Worley, who handled production duties on McBride's double-platinum *Evolution*. McBride says, "I didn't set out to do something drastically different with this record, but I always want to grow as an artist, to reach and go beyond what I've already done. I don't ever set out to make a particular kind of album. This time I knew I wanted this album to be simpler. *Evolution* was very produced. It was a very big-sounding record. With *Emotion* we used a very small band to cut the tracks, so it's a simpler sound." Although the same studio and musicians were used, McBride says the setting "gave everyone room to breathe." Although McBride admits that the album has a different tone, she says it's just a continuation of her style of country music. She says, "If you think about it, you can draw comparisons to songs we've recorded in the past. And so I think that this album sounds equally fresh and familiar, but it still has the personality and characteristics that make it country music. Country music has always been a melting pot, with elements of rockabilly, bluegrass, rock and blues all incorporated at one time or another. But the lyrics have always reflected mainstream country values. And to me that's what has always been at the heart of country music." *Emotion* contains McBride's current top 10 hit, "I Love You," which is featured on the soundtrack of the Julia Roberts/Richard Gere film *Runaway Bride*.

Album Gallery Continued

sexiest songs I've ever heard. It's got simple lyrics, but they're stated in such a great way." She adds, "I love music, and that's what motivates me. When I'm performing and the audience is singing every word to my songs, or when I get a letter saying that my song made someone feel good, that's what excites me. My goal is to be a singer — not a country music singer, just a singer. That's what it's about for me."



Soundtrack

Happy, Texas (Arista)

Arista/Nashville hits a milestone by releasing its first-ever soundtrack album. *Happy, Texas*, the new Miramax film directed by Mark Illsley, won actor Steve Zahn the Special Jury Prize for Comedic Performance during this year's Sundance Film Festival. The film also stars Jeremy Northam, Illeana Douglas, William H. Macy, M.C. Gainey and Ron Perlman. Arista's BR5-49 already had a song featured on the soundtrack, but Nashville chief Tim DuBois made the decision to work with Illsley on the remaining music after seeing a cut of the film. The first single from the soundtrack album is Pam Tillis' "After a Kiss." And while some of the other songs have been previously released, the soundtrack CD does include a new Lee Roy Parnell track, "Are You Happy, Baby?" which marks his first collaboration with blues artist Keb' Mo'. Other artists featured on the album include Brad Paisley, Shannon Brown, Emmylou Harris, Kim Richey, Flaco Jimenez, Alison Krauss, Robert Earl Keen and Abra Moore. To give the collection an additional eclectic edge, it also includes a track by Yma Sumac, an Incan vocalist who released a series of offbeat pop records for Capitol in the '50s.

C O U N T R Y FLASHBACK

1 YEAR AGO

- No. 1: "True" — George Strait (second week)

5 YEARS AGO

- No. 1: "XXX's and 000's" — Trisha Yearwood

10 YEARS AGO

- No. 1: "Let Me Tell You About Love" — The Judds

15 YEARS AGO

- No. 1: "Everyday" — Oak Ridge Boys (second week)

20 YEARS AGO

- No. 1: "I May Never Get to Heaven" — Conway Twitty (second week)

25 YEARS AGO

- No. 1: "Please Don't Tell Me..." — Ronnie Milsap



Mindy McCready

I'm Not So Tough (BNA)

Nearly every song on Mindy McCready's third album, *I'm Not So Tough*, was written or co-written by a woman. McCready explains, "I'm very attracted to strong female lyrics. All my songs are tunes that women will want to listen to and say, 'Yes, sister!' They're not traditionally country, in the sense that they have images of dogs in trucks or submissive women. If the women aren't equal to the men, the songs aren't there for me." *I'm Not So Tough* is McCready's first album produced by Billy Joe Walker Jr. and Csaba Petocz. The first single, "All I Want Is Everything," was written by Matraca Berg and exhibits a Buddy Holly influence. McCready says, "When I first heard it, the lyric reflected so much of my personality. 'All I want is everything' is something I've actually said before. I grabbed the song." Other highlights include the ballad "Dream On," about which McCready says, "I identified with the content of the song, about being in a relationship where both people are far away from each other." McCready's favorite track is Aimee Mayo's "Over and Over." She says, "It's one of the

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— George Roberts, GM, WAXX-FM, Eau Claire, WI

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Adults 25-54	9.4	20.6

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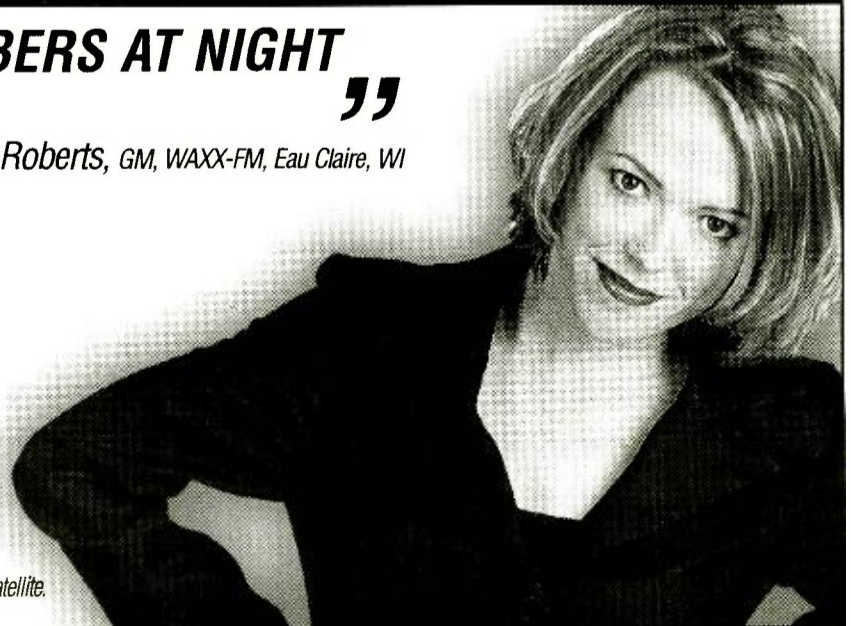
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New & Active

MINDY MCCREARY All I Want Is Everything (BNA)
Total Stations: 21, Adds: 5, Points: 683, Plays: 144

TRACY BYRD Put Your Hand In Mine (RCA)
Total Stations: 15, Adds: 10, Points: 552, Plays: 113

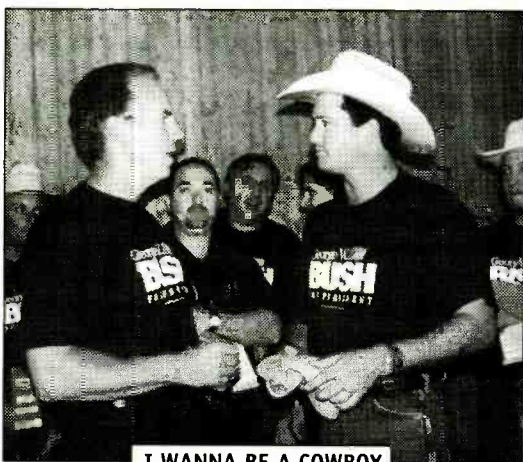
TRACE ADKINS Don't Lie (Capitol)
Total Stations: 10, Adds: 10, Points: 543, Plays: 114

CHALEE TENNISON Handful Of Water (Asylum/EEG)
Total Stations: 14, Adds: 1, Points: 425, Plays: 81

KENNY ROGERS Slow Dance More (Dreamcatcher)
Total Stations: 10, Adds: 4, Points: 400, Plays: 72

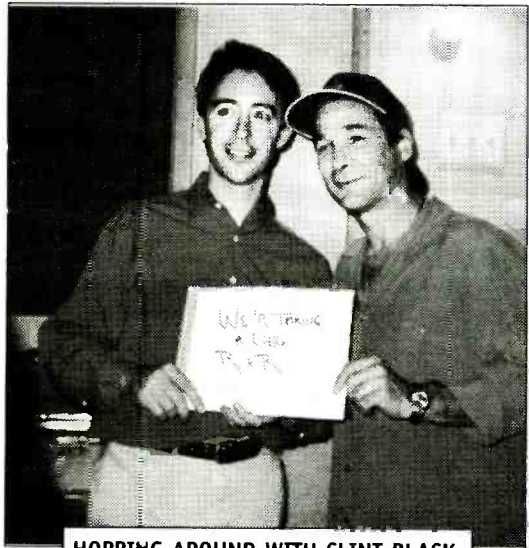
LACE I Want A Man (Warner Bros.)
Total Stations: 10, Adds: 1, Points: 324, Plays: 65

Songs ranked by total points.



I WANNA BE A COWBOY

RCA recording artist Tracy Byrd (r) recently met up with Dallas Cowboys legend Roger Staubach (l) at Byrd's performance for presidential candidate George W. Bush. Byrd grew up a Cowboys fan and considers Staubach to be a sports icon.



HOPPING AROUND WITH CLINT BLACK

KFRG/Riverside-San Bernardino air personality Forrest Jump stopped by a nearby L.A. studio to visit with RCA recording legend Clint Black (r) while Black was working on his latest album.

Please Send Your Photos

R&R wants your best snapshots (color or black & white). Please include the names and titles of all pictured and send them to: **R&R** c/o Diane Fredrickson: 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067

National Radio Formats

ABC RADIO NETWORKS

Coast-To-Coast

Mark Edwards • (972) 991-9200

Adds:

No adds

Hottest:

TIM MCGRAW Something Like That
FAITH HILL The Secret Of Life
MARTINA MCBRIDE I Love You

Real Country

Dave Nicholson • (602) 966-6236

Adds:

No adds

Hottest:

ALAN JACKSON Little Man
TRISHA YEARWOOD I'll Still Love You More
TIM MCGRAW Something Like That
GEORGE STRAIT What Do You Say To That

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818

Gary Knoll

Adds:

ALECIA ELLIOTT I'm Diggin' It
SONYA ISAACS On My Way To You
SHANIA TWAIN Come On Over

Hottest:

LEE ANN WOMACK (Now You See Me) Now You Don't
KENNY CHESNEY You Had Me From Hello

BROADCAST PROGRAMMING

Walter Powers • (800) 426-9082

Super Country/Pure Country

Ken Moultrie

Adds:

CLINT BLACK When I Say I Do

Hottest:

JO DEE MESSINA Lesson In Leavin'
DIXIE CHICKS Ready To Run
KENNY CHESNEY You Had Me From Hello
ALAN JACKSON Little Man
LONESTAR Amazed

Mainstream Country

L.J. Smith

Adds:

CLINT BLACK When I Say I Do
LEANN RIMES Big Deal

Hottest:

CHELY WRIGHT Single White Female
TIM MCGRAW Something Like That
ALAN JACKSON Little Man
FAITH HILL The Secret Of Life
KENNY CHESNEY You Had Me From Hello

New Country

L.J. Smith

Adds:

CLINT BLACK When I Say I Do
SHANE MINOR Ordinary Love
JOHN MICHAEL MONTGOMERY Home To You
LEANN RIMES Big Deal
YANKEE GREY All Things Considered

Hottest:

CHELY WRIGHT Single White Female
KENNY CHESNEY You Had Me From Hello
FAITH HILL The Secret Of Life
TIM MCGRAW Something Like That
MARTINA MCBRIDE I Love You

JONES RADIO NETWORK

Jim Murphy • (303) 784-8700

U.S. Country

Penny Mitchell

Adds:

TY HERNDON Steam
LEANN RIMES Big Deal
SHANIA TWAIN Come On Over

Jones Radio Network continued

Hottest:

DIXIE CHICKS Ready To Run
ALAN JACKSON Lonestar
MARTINA MCBRIDE I Love You
TIM MCGRAW Something Like That
LEE ANN WOMACK (Now You See Me) Now You Don't

CD COUNTRY

John Hendricks

Adds:

HANK WILLIAMS JR. They All Want To Go Wild
TRACY BYRD Put Your Hand In Mine

Hottest:

JO DEE MESSINA Lesson In Leavin'
ALAN JACKSON Little Man
FAITH HILL The Secret Of Life
DIXIE CHICKS Ready To Run
MARY CHAPIN CARPENTER Almost Home

PREMIERE RADIO NETWORKS

Kelly Erickson • (818) 461-5435

Adds:

CHAD BROCK Lightning Does The Work
BROOKS & DUNN Missing You
SAMMY KERSHAW When You Love Someone
RANDY TRAVIS A Man Ain't Made Of Stone

Hottest:

FAITH HILL The Secret Of Life
KENNY CHESNEY You Had Me From Hello
ALAN JACKSON Little Man
DIXIE CHICKS Ready To Run
TRISHA YEARWOOD I'll Still Love You More

WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (805) 294-9000

Mainstream Country

David Felker

Adds:

RANDY TRAVIS A Man Ain't Made Of Stone
YANKEE GREY All Things Considered

Hottest:

LONESTAR Amazed
CHELY WRIGHT Single White Female
JO DEE MESSINA Lesson In Leavin'
KENNY CHESNEY You Had Me From Hello
TIM MCGRAW Something Like That

Hot Country

David Felker

Adds:

GARY ALLAN Smoke Rings In The Dark
TY HERNDON Steam
SHANE MACANALLY Are Your Eyes Still Blue
SHANE MINOR Ordinary Love
RANDY TRAVIS A Man Ain't Made Of Stone

Hottest:

TIM MCGRAW Something Like That
JO DEE MESSINA Lesson In Leavin'
LONESTAR Amazed
DIXIE CHICKS Ready To Run
CHELY WRIGHT Single White Female
FAITH HILL The Secret Of Life

COUNTRY VIDEO



ADDS

RANDY TRAVIS A Man Ain't Made of Stone
BROOKS & DUNN I Ain't Missing You
GEORGE JONES Choices
CHELY WRIGHT It Was

ELITE

DIXIE CHICKS Ready To Run
ALAN JACKSON Little Man
MARY CHAPIN CARPENTER Almost Home
FAITH HILL The Secret Of Life
JOE DIFFIE A Night to Remember

TNN

60.2 million households
Traci Todd,
Manager/Video Programming

ADDS

TIM MCGRAW Something Like That

TOP 10

SHERRIE AUSTIN Never Been Kissed
DIXIE CHICKS Ready To Run
FAITH HILL The Secret Of Life
ALAN JACKSON Little Man
MARTINA MCBRIDE I Love You
JOHN MICHAEL MONTGOMERY Home To You
BRAD PAISLEY Who Needs Pictures
MARK WILLIS She's In Love
CHELY WRIGHT Single White Female
TRISHA YEARWOOD I'll Still Love You More

Information current as of September 6.



42 million households
Chris Parr, Director/Programming
Paul Hastaba, VP/GM

ADDS

MARTY STUART Red, Red Wine And Chestin' Songs
SUZY BOGGOSS Goodnight
TARA LYN HART Stuff That Matters
TOBY KEITH When Love Fades
TY HERNDON Steam

TOP 10

SHANIA TWAIN You've Got A Way
FAITH HILL The Secret Of Life
DIXIE CHICKS Ready To Run
KENNY ROGERS The Greatest
ALAN JACKSON Little Man
TRISHA YEARWOOD I'll Still Love You More
MARTINA MCBRIDE I Love You
SHERRIE AUSTIN Never Been Kissed
SHEDAISSY Little Good-byes
MARK WILLIS She's In Love

HEAVY

ALAN JACKSON Little Man
DIXIE CHICKS Ready To Run
FAITH HILL The Secret Of Life
JESSICA ANDREWS You Go First
LONESTAR Amazed
MANDY BARNETT The Whispering Wind
MARK WILLIS She's In Love
MARTINA MCBRIDE I Love You
SHANIA TWAIN You've Got A Way
SHERRIE AUSTIN Never Been Kissed
TIM MCGRAW Something Like That
TRISHA YEARWOOD I'll Still Love You More

HOT SHOTS

ALECIA ELLIOTT I'm Diggin' It
BRAD PAISLEY He Didn't Have To Be
BROOKS & DUNN I Ain't Missing You
CHELY WRIGHT It Was
CLAY WALKER Live, Laugh, Love
DWAYNE YODAKAM Thinking About Leaving
JACK INGRAM How Many Days
JASON SELLERS A Matter Of Time
KEITH URBAN It's A Love Thing
LEE ROY PARNELL She Won't Be Lonely Long
RANDY TRAVIS A Man Ain't Made Of Stone
REDMON & VALE Squeezin' The Love Outta You
TARA LYN HART Stuff That Matters

Heavy rotation songs receive 28 plays per week. Hot Shots receive 21 plays per week.

Information current as of September 8.

September 10, 1999

Most Played Recurrents

JO DEE MESSINA Lesson In Leavin' (Curb)

ALABAMA (God Must Have Spent) A Little More Time On You (RCA)

GEORGE STRAIT Write This Down (MCA)

SHEDAISY Little Good-byes (Lyric Street)

JOE DIFFIE A Night To Remember (Epic)

MARTINA MCBRIDE Whatever You Say (RCA)

SHANIA TWAIN You've Got A Way (Mercury)

KENNY CHESNEY How Forever Feels (BNA)

TIM MCGRAW Please Remember Me (Curb)

MARK CHESNUTT This Heartache Never Sleeps (MCA)

ANDY GRIGGS You Won't Ever Be Lonely (RCA)

BRAD PAISLEY Who Needs Pictures (Arista)

COLLIN RAYE Anyone Else (Epic)

SHANIA TWAIN Man! I Feel Like A Woman! (Mercury)

DIAMOND RIO Unbelievable (Arista)

DIXIE CHICKS You Were Mine (Monument)

MARK WILLS Wish You Were Here (Mercury)

JO DEE MESSINA Stand Beside Me (Curb)

LEE ANN WOMACK I'll Think Of A Reason Later (MCA)

MARK CHESNUTT I Don't Want To Miss A Thing (MCA)

COUNTRY

Going For Adds 9/13/99

TRACE ADKINS Don't Lie (Capitol)

PAUL BRANDT It's A Beautiful Thing (Reprise)

TRACY BYRD Put Your Hand In Mine (RCA)

MERLE HAGGARD/JEWEL That's The Way Love Goes (BNA)

MARY CHAPIN CARPENTER Wherever You Are (Columbia)

TUNED-IN COUNTRY

R&R/MEDIABASE 24/7



KYCY/San Francisco

Monday, August 30

11am

MARK CHESNUTT I Don't Want To Miss A...
 TRISHA YEARWOOD XXX's And 000's
 ALAN JACKSON Little Man
 COLLIN RAYE Love, Me
 MARTINA MCBRIDE I Love You
 GARTH BROOKS She's Every Woman
 JOHN M. MONTGOMERY I Love The Way...
 DIXIE CHICKS Goodbye Earl
 SHANIA TWAIN That Don't Impress Me Much
 TRAVIS TRITT Anymore
 GEORGE STRAIT Write This Down
 ALABAMA I'm In A Hurry (And Don't...)

3pm

TANYA TUCKER Two Sparrows In A Hurricane
 GEORGE STRAIT Check Yes Or No
 SHANIA TWAIN That Don't Impress Me Much
 LITTLE TEXAS God Blessed Texas
 FAITH HILL The Secret Of Life
 TRAVIS TRITT T-r-o-u-b-l-e
 CLAY WALKER Rumor Has It
 JOHN M. MONTGOMERY Home To You
 THE JUDDS Rockin' With The Rhythm Of...
 DIXIE CHICKS Cowboy Take Me Away
 COLLIN RAYE I Think About You

7pm

KENNY CHESNEY You Had Me From Hello
 SAWYER BROWN Drive Me Wild
 PATTY LOVELESS Blame It On Your Heart
 LONESTAR Amazed
 BROOKS & DUNN She's Not The Cheatin' Kind
 ALABAMA If You're Gonna Play In...
 SHANIA TWAIN You've Got A Way
 VINCE GILL One More Last Chance
 JOE DIFFIE A Night To Remember
 GARTH BROOKS Somewhere Other Than...
 GEORGE STRAIT What Do You Say To That
 CHELY WRIGHT Single White Female



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-in is based on sample hours taken from Monday 8/30. © 1999, R&R Inc.



KRTY/San Jose

Monday, August 30

11am

TERRI CLARK Better Things To Do
 YANKEE GREY All Things Considered
 TRAVIS TRITT Here's A Quarter (Call...)
 KENNY CHESNEY You Had Me From Hello
 REBA MCENTIRE The Heart Is A Lonely...
 CHELY WRIGHT Single White Female
 GEORGE STRAIT The Fireman
 SHANE MCANALLY Are Your Eyes Still Blue
 MINDY MCCREADY Ten Thousand Angels
 THE JUDDS Have Mercy
 ANDY GRIGGS You Won't Ever Be Lonely
 JOE DIFFIE Texas Size Heartache
 PAUL BRANDT I Do
 PATTY LOVELESS I Try To Think About Elvis

3pm

TIM MCGRAW Something Like That
 JOHN M. MONTGOMERY How Was I To Know
 DIXIE CHICKS Ready To Run
 GARTH BROOKS Friends In Low Places
 STEVE WARINER I'm Already Taken
 DIAMOND RIO Love A Little Stranger
 LONESTAR Amazed
 RANDY TRAVIS Is It Still Over?
 SHANE MINOR Ordinary Love
 TRACY LAWRENCE Stars Over Texas
 RONNIE MILSAP (There's) No Getting Over Me
 JOE DIFFIE A Night To Remember
 WYONNA Tell Me Why
 ALAN JACKSON Little Man

7pm

VINCE GILL Whenever You Come Around
 ALAN JACKSON Little Man
 SAMMY KERSHAW Cadillac Style
 MARK WILLS She's In Love
 LITTLE TEXAS God Blessed Texas
 CHAD BROCK Lightning Does The Work
 THE JUDDS Mama He's Crazy
 JO DEE MESSINA Lesson In Leavin'
 BROOKS & DUNN She's Not The Cheatin' Kind
 CLINT BLACK When I Said I Do
 CLAY WALKER Live Until I Die
 DWIGHT YOAKAM Crazy Little Thing Called...
 TRAVIS TRITT Here's A Quarter (Call...)
 SUZY BOGGUSS Hey Cinderella
 FAITH HILL The Secret Of Life

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Stations and their adds listed alphabetically by market

Table listing radio stations across various markets (e.g., Akron, OH; Buffalo, NY; Dayton, OH) with their respective PDs, APDs, and current playlists.

* = Mediabase 24/7 monitored

143 Monitored Reporters
143 Current Playlists

Country Indicator
40 Total Reporters
31 Current Playlists

Did Not Report, Playlist Frozen (9):

- WNCY/Appleton, WI
KIZN/Boise, ID
KRYS/Corpus Christi, TX
KRXX/Fayetteville, AR
WJCL/Savannah, GA
KRMD/Shreveport, LA
WTHI/Terre Haute, IN
WIBW/Topeka, KS
KXDD/Yakima, WA


MIKE KINOSHIAN

mkinosox@rronline.com

Spring Book LYT-ning Strikes

■ The stories behind the numbers in Charlotte and Honolulu

Now that all the spring ratings books are in, we're sifting through the numbers. This week we focus on two programmers who are pleased with the results.

Leading the field among Charlotte's adult females isn't exactly a new experience for WLYT, but PD **Mike Berlak** points out that consistency has been Lite's strongest ally. "The rest of the market has veered left and right and up and down. There's something to be said for doing the same thing for years and just letting it cook. It's a formula we pretty much have down. Our music is very researched and familiar, and it's no big secret that we market the heck out of television."

The station's locally produced television spot stresses Lite's listen-at-work image. "No matter what people argue about and can't agree on at work, they can always agree on our radio station," Berlak says.

Status Quo

Other than adding Delilah to its nighttime lineup for the start of the spring sweep, things at Lite remained *status quo*. "Many other stations have tried various format fragments," remarks Berlak. "[CHR/Pop WNKS] Kiss went through several different incarnations, managers and PDs. But

"Our music is very researched and familiar, and it's no big secret that we market the heck out of television."

Mike Berlak

they're really doing a very good job these days, and the ratings show it."

Lite, in fact, shares most of its audience with Kiss and Oldies WWMG. "When the younger end of our audience isn't in the mood for Lite favorites, they go to CHR; when the 45+ end strays, they go to Oldies. Our challenge isn't with other stations, it's with ourselves to keep listeners longer than ever."

No Competition

Another constant in Berlak's six-year WLYT programming tenure has been the absence of a head-to-head format competitor. "The closest thing we had existed several years ago with 'Sunny' [WBT-FM] and 'Mix' [WMXC]. They


Mike Berlak

were much more current-based and up-tempo, but both have now gone off in different directions."

Pop/Alternative **WLNK** (The Link), for example, now occupies the dial position once belonging to WBT-FM. The Link does battle with Kiss and, perhaps to a lesser extent, Alternative **WEND**. "WNKS and WLNK will probably say they're not direct competitors, but they're the closest thing to each other," notes Berlak. "They share a lot of audience, although Kiss' message seems to be getting through better than WLNK's."

"Now that they're in syndication, WLNK's morning team of Bob & Sheri are structured in such a way that anyone in the country can relate to them. Not as many people here, however, apparently are."

Former WPCH/Atlanta personality Tony Hayes and onetime WLYT promotion director Jen Byrum form Lite's morning show. Describing the reasoning that led to boosting Byrum to mornings, Berlak says, "We were looking for someone who was wild and off-the-wall, yet suitable for an AC morning show. The show has grown very nicely. It's a kind of show that we think — and hope — takes advantage of the opportunities the other stations in this market give us. It's totally local, and we're not trying to get away with anything gross. It's an entertainment-oriented show that parents don't have to turn down if their kids are in the car."

WLYT and WLNK place one/two, respectively, among women 25-54 in morning drive, with WNKS ranking third. Lite also grabs top honors in that daypart among women 35-64. In both demos it's the only station with double-digit shares.

More impressive, though, is WLYT's midday dominance among those two demos. Once again, it's the only station reaching double-digits, but this time it flashes numbers in the 20-ish neighborhood. A contributing factor is a 24-song marathon that commences each weekday morning at 8:30. "We go commercial-free until 10am," says Berlak. "There's no more

news or traffic after 8:30am. We're a listen-at-work station and want to make sure we're giving people what they expect."

Krater Erupts

A positive and confident attitude coupled with a strong on-air promotion and new morning team helped **KRTR** (Krater 96)/Honolulu amass across-the-board spring ratings gains.

"People in Hawaii have always wanted the lotto," remarks **Wayne Maria**, who has been Krater 96's PD/MD for the past 18 months. "It's been big news around here, but no one has officially moved on it."

So Krater 96 brought the lotto to its listeners this spring via a "Million Dollar Lotto" game that was played throughout the day between 6am and 7pm.

Eight numbers appear on lotto cards obtainable at various sponsor locations. When the station announces the winning numbers, players have to match all eight and call the station back within 10 minutes. "There are 35 sponsor locations on Oahu," notes Maria. "We go out and meet and greet people throughout the island. They have a piece of the station in their hands. It gives them ownership in the station. Hopefully, they start listening to us more frequently."

More than a million dollars has been offered so far in the contest, but as Maria explains, "That's not to say that we've given away that much."

But there have been a multitude of winners, including several who have taken away \$5,000. "It's a huge and easy contest," Maria says. "We don't make our listeners jump through hoops."

Locals Only

Knowing and truly understanding island culture can be tricky. That's one reason Hawaiian native Maria is proud that his on-air staff is predominantly local. "Most of our guys are born and raised here. Listeners can tell the difference between someone who lives here and can appreciate everything that goes on in Hawaii and someone trying to *act* local. People in Hawaii want to hear their friends on the radio. This market's very personality-driven."

In that vein, the two personalities who continue their morning drive domination are KSSK's Michael W. Perry & Larry Price. Only three of the

Facts And Figures

Charlotte and Honolulu are the markets featured in this week's column. Here's how format players there performed in three important female demos in the spring Arbitron. Comparisons are spring 1998-spring 1999. Pop/Alternatives are designated by +.

Charlotte (Market No. 37)

Calls	Women 18-34	Women 25-54	Women 35-64
WLNK+	-15% (No.5)	-17% (No. 7)	-24% (No. 8)
WLYT	+11% (No. 3)	+14% (No. 1)	+10% (No. 1)

Honolulu (Market No. 60)

Calls	Women 18-34	Women 25-54	Women 35-64
KINE	-3% (No. 10)	Flat (No. 4)	-8% (No. 3)
KORL	NA (No. 15)	NA (No. 18)	NA (No. 23)
KRTR	+41% (No. 3)	+16% (No. 2)	+22% (No. 1)
KSSK-FM	+13% (No. 4)	-15% (No. 1)	-24% (No. 1)
KUCD+	-3% (No. 7)	-16% (No. 13)	-67% (No. 19)
KUMU	+31% (No. 9)	+50% (No. 7)	+10% (No. 6)

"We're not going to sit back and be content with being No. 6 anymore. We want to be No. 1. It's taken a long time to change the station's image, but it's happening."

Wayne Maria

market's 27 rated signals, for example, attract double-digits in that daypart among women 35-64. Simulcast on mainstream AC **KSSK-FM** and full service AC **KSSK-AM**, Perry & Price account for the top two slots, with **KRTR** finishing an improved third.

That's encouraging news for Krater 96, as stand-up comic Paul Ogata and Canadian-born radio talent Chris Reiser began as **KRTR**'s wake-up team in March. "Going up against Perry & Price is tough, because they're the legends," acknowledges Maria. "Slowly but surely, though, we'll chip away, and that big lead will go away. But it will be one of the biggest mountains for us to climb."

"Ogata and Reiser work very hard, know who the competition is and go in swinging. They come in with their best stuff every single day and are doing an admirable job."

Best Music Mix

Billing itself as offering "Hawaii's Best Music Mix," Krater 96 isn't your typical mainstream AC. "It's a little AC, a little CHR and some UC," notes Maria. "We also throw in local music, which is very important to our programming."

The market's unique melting pot nature invites such musical diversity. "Everyone likes different types of music," Maria says. "You have to take the

best of every single thing out there and put it into a format that works. Fortunately, we've done that."

The Backstreet Boys, Mariah Carey, Celine Dion, Whitney Houston and Shania Twain are among core artists at the station that was once a very soft AC. Some of its present musical influences can be traced to the fact that longtime consultant Jerry Clifton is a part owner of the station. "He's known as the 'Father of Dance Radio,'" says Maria. "That's one reason why we sound like we do; we're a little more progressive."

"Jerry and I have music meetings and agree on the songs that are added. He doesn't have day-to-day involvement, but he's a big part of the station as a whole."

In **R&R**'s 7/2 AC column, **KSSK** PD Jeff Silvers stated that Krater 96's cume doesn't allow it to be a big contest station. Taking exception to that remark, Maria comments, "That's not true — our cume is huge. We can now pull off the bigger contests. It's a matter of putting everyone in the right mind-set to believe that we *are* a big radio station and for us to start acting like it."

"We're catching **KSSK-FM** because we believe we can beat them. They've been on top for a long time. Now we have the right staff in place and are going full steam ahead. They've always been No. 1, but it's time for them to move aside. We won't stop until we get there. Our staff believes we're the No. 1 radio station in the market right now."

Former **KSSK** Promotion Director Scott Mackenzie now works in a similar capacity at **KRTR**, and as Maria explains, "He's kicked our promotions in full gear and is a real joy to work with. I don't know what we would've done without him. It's one of the main reasons why we're gaining on **KSSK**. Scott and I are working hand in hand to defeat the guys across the street."

"We're not going to sit back and be content with being No. 6 anymore. We want to be No. 1. It's taken a long time to change the station's image, but it's happening."

R&R AC Top 30

September 10, 1999

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	PHIL COLLINS You'll Be In My Heart (Hollywood)	2407	+6	311024	23	108/0
1	2	BACKSTREET BOYS I Want It That Way (Jive)	2335	-90	305054	20	109/0
3	3	98 DEGREES The Hardest Thing (Universal)	1852	-113	244830	21	101/0
5	4	EDWIN MCCAIN I Could Not Ask For More (Lava/Atlantic)	1837	+79	222478	14	92/3
6	5	SHANIA TWAIN You've Got A Way (Mercury)	1760	+110	186728	8	96/1
4	6	SARAH MCLACHLAN I Will Remember You (Arista)	1748	-143	196425	25	101/0
9	7	ERIC CLAPTON Blue Eyes Blue (Columbia/Reprise)	1531	+194	204396	5	103/2
10	8	CHRIS GAINES Lost In You (Capitol)	1479	+160	170163	6	91/0
7	9	SIXPENCE NONE THE RICHER Kiss Me (Squint/Columbia)	1394	-48	195173	26	98/0
14	10	'N SYNC w/GLORIA ESTEFAN Music Of My Heart (Epic)	1286	+155	175954	5	99/3
11	11	BOYZONE No Matter What (Ravenous/Mercury/IDJMG)	1271	-3	141806	15	93/2
8	12	'N SYNC (God Must Have Spent) A Little More Time On You (RCA)	1185	-177	165955	35	101/0
12	13	BRITNEY SPEARS Sometimes (Jive)	1179	-63	142751	13	76/0
13	14	JIM BRICKMAN f/HILL & PORTER Destiny (Windham Hill)	1008	-129	96961	18	82/0
15	15	SARAH MCLACHLAN Angel (Warner Sunset/Reprise)	944	-79	141576	41	91/0
Breaker	16	RICKY MARTIN She's All I Ever Had (C2/Columbia)	911	+97	144955	7	72/3
17	17	CHER Believe (Warner Bros.)	832	+37	132420	32	85/0
18	18	SHANIA TWAIN From This Moment On (Mercury/IDJMG)	818	+42	118952	52	86/0
19	19	KENNY G w/LOUIS ARMSTRONG What A Wonderful World (Arista)	691	-45	63902	7	69/4
21	20	ENRIQUE IGLESIAS Bailamos (Overbrook/Interscope)	460	+58	114699	4	38/3
25	21	MARTINA MCBRIDE I Love You (Columbia)	444	+114	53411	3	54/5
24	22	98 DEGREES I Do (Cherish You) (Universal)	410	+79	90924	3	36/11
20	23	NATALIE COLE Snowfall On The Sahara (Elektra/EEG)	409	-124	35641	13	52/0
23	24	KATHY TROCCOLI I Remember (Monarch)	362	+18	30034	6	53/2
27	25	JOHN TESH Heart Of The Sunrise (GTSP/IDJMG)	313	-4	28621	4	44/2
Debut	26	LONESTAR Amazed (BNA)	306	+89	30525	1	49/6
30	27	R. KELLY If I Could Turn Back The Hands Of Time (Jive)	283	+62	29174	2	42/5
Debut	28	ROBERT PALMER True Love (Pyramid)	271	+51	19686	1	38/0
28	29	RICKY MARTIN Livin' La Vida Loca (C2/Columbia)	260	-25	39851	15	27/0
26	30	MADONNA Beautiful Stranger (Maverick/WB)	250	-74	30208	11	25/0

Most Added®

ARTIST TITLE LABEL(S)	ADDS
98 DEGREES I Do (Cherish You) (Universal)	11
LONESTAR Amazed (BNA)	6
MARTINA MCBRIDE I Love You (Columbia)	5
R. KELLY If I Could Turn Back The Hands Of Time (Jive)	5
KENNY G w/LOUIS ARMSTRONG What A Wonderful... (Arista)	4
'N SYNC w/GLORIA ESTEFAN Music Of My Heart (Epic)	3
EDWIN MCCAIN I Could Not Ask For More (Lava/Atlantic)	3
RICKY MARTIN She's All I Ever Had (C2/Columbia)	3
ENRIQUE IGLESIAS Bailamos (Overbrook/Interscope)	3

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ERIC CLAPTON Blue Eyes Blue (Columbia/Reprise)	+194
CHRIS GAINES Lost In You (Capitol)	+160
'N SYNC w/GLORIA ESTEFAN Music Of My Heart (Epic)	+155
SAVAGE GARDEN Truly Madly Deeply (Columbia)	+130
MARTINA MCBRIDE I Love You (Columbia)	+114
SHANIA TWAIN You've Got A Way (Mercury)	+110
RICKY MARTIN She's All I Ever Had (C2/Columbia)	+97
R. KELLY & CELINE DION I'm Your Angel (Jive)	+90
LONESTAR Amazed (BNA)	+89
JEWEL Hands (Atlantic)	+85



109 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 8/29-Saturday 9/4. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 875 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 1999, The Arbitron Company). © 1999, R&R Inc.

New & Active

SUGAR RAY Every Morning (Lava/Atlantic)

Total Plays: 229, Total Stations: 13, Adds: 1

MARTIN Who (Warner Bros.)

Total Plays: 129, Total Stations: 25, Adds: 1

AVALON Can't Live A Day (Sparrow)

Total Plays: 125, Total Stations: 26, Adds: 2

REO SPEEDWAGON Just For You (Legacy/Epic)

Total Plays: 105, Total Stations: 18, Adds: 1

KIM RICHEY Come Around (Mercury/IDJMG)

Total Plays: 90, Total Stations: 15, Adds: 2

JESSICA SIMPSON I Wanna Love You Forever (Columbia)

Total Plays: 33, Total Stations: 11, Adds: 2

Songs ranked by total plays

Breakers®

RICKY MARTIN

She's All I Ever Had (C2/Columbia)

TOTAL PLAYS/INCREASE: 911/97 TOTAL STATIONS/ADDS: 72/3 CHART: 16

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

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*From Barbra's new album
"A Love Like Ours."*

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Produced and arranged by David Foster and Richard Marx



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The romance continues...

Impacting A/C Radio On September 13th

September 10, 1999

Most Played Recurrents

SAVAGE GARDEN Truly Madly Deeply (Columbia)
FAITH HILL This Kiss (Warner Bros.)
SHANIA TWAIN You're Still The One (Mercury/IDJMG)
R. KELLY & CELINE DION I'm Your Angel (Jive)
NATALIE IMBRUGLIA Torn (RCA)
MONICA Angel Of Mine (Arista)
BACKSTREET BOYS I'll Never Break Your Heart (Jive)
SHANIA TWAIN That Don't Impress Me Much (Mercury/IDJMG)
EDWIN MCCAIN I'll Be (Lava/Atlantic)
CELINE DION My Heart Will Go On (550 Music/Epic)
PAULA COLE I Don't Want To Wait (Imago/WB)
FAITH HILL Let Me Let Go (Warner Bros.)
BACKSTREET BOYS All I Have To Give (Jive)
PHIL COLLINS True Colors (Atlantic)
BACKSTREET BOYS As Long As You Love Me (Jive)
JIM BRICKMAN f/MICHAEL W SMITH Love Of My Life (Windham Hill)
ERIC CLAPTON My Father's Eyes (Duck/Reprise)
ELTON JOHN & LEANN RIMES Written In The Stars (Curb/Rocket/IDJMG)
ELTON JOHN Something About The Way You Look Tonight (Rocket/IDJMG)
AEROSMITH I Don't Want To Miss A Thing (Columbia)

AC

Going For Adds 9/13/99

CHER All Or Nothing (Warner Bros.)
JIMMY BUFFETT I Will Play For Gumbo (Margaritaville/IDJMG)
MY TOWN Body Bumpin' (Cherry/Universal)
BARBRA STREISAND & VINCE GILL If You Ever Leave Me (Columbia)
THISWAY Crawl (Reprise)

TUNED-IN AC

R&R/MEDIABASE 24/7



WNND/Chicago

Monday, August 30

9am

CELINE DION It's All Coming Back To Me Now
 DIONNE WARWICK That's What Friends Are For
 FLEETWOOD MAC You Make Lovin' Fun
 COLLIN RAYE/J. BRICKMAN The Gift
 GENESIS Invisible Touch
 VANESSA WILLIAMS Colors Of the Wind
 BEACH BOYS Kokomo
 GLORIA ESTEFAN Here We Are
 NO MERCY Where Do You Go
 WHITNEY HOUSTON I Will Always Love You
 BRITNEY SPEARS Sometimes
 QUINCY JONES/J. INGRAM Just Once
 HALL & OATES You Make My Dreams...
 MADONNA You'll See
 BACKSTREET BOYS All I Have To Give

3pm

PETER CETERA Even A Fool Can See
 MADONNA True Blue
 NO DOUBT Don't Speak
 ERIC CLAPTON Wonderful Tonight
 LEANN RIMES How Do I Live
 ROXETTE It Must Have Been Love
 MEDLEY/WARNES (I've Had) The Time Of...
 BACKSTREET BOYS I'll Never Break Your Heart
 BRITNEY SPEARS Sometimes
 GENESIS No Reply At All
 CELINE DION My Heart Will Go On

8pm

EXTREME More Than Words
 WHITNEY HOUSTON I Believe In You & Me
 GROVER WASHINGTON JR. Just The Two...
 98 DEGREES The Hardest Thing
 HEART Alone
 BRIAN MCKNIGHT Anytime
 BETTE MIDLER The Rose
 ELTON JOHN/L. RIMES Written In The Stars
 BRYAN ADAMS (Everything I Do) I Do It...
 TOTO I'll Be Over You
 EDWIN MCCAIN I Could Not Ask For More
 MARIAH CAREY Love Takes Time
 CHICAGO You're The Inspiration



WLIT/Chicago

Monday, August 30

10am

WHITNEY HOUSTON Saving All My Love...
 98 DEGREES The Hardest Thing
 FOUR SEASONS December, 1963 (Oh, What A Night)
 DES'REE You Gotta Be
 QUARTERFLASH Harden My Heart
 MARIAH CAREY Dreamlover
 BILLY OCEAN Get Outta My Dreams...
 BACKSTREET BOYS All I Have To Give
 EMOTIONS Best Of My Love
 FINE YOUNG CANNIBALS She Drives Me Crazy
 'N SYNC W/G. ESTEFAN The Music Of My Heart
 MELISSA ETHERIDGE Come To My Window

3pm

BONNIE RAITT Something To Talk About
 DEBARGE Rhythm Of The Night
 CHICAGO If You Leave Me Now
 DAN HILL Can't We Try
 ENRIQUE IGLESIAS Bailamos
 STING If I Ever Lose My Faith In You
 GLADYS KNIGHT/PIPS Midnight Train...
 SHANIA TWAIN That Don't Impress Me Much
 SIMPLY RED Holding Back The Years
 HEATWAVE Always And Forever
 FAITH HILL This Kiss
 ROD STEWART Some Guys Have All The Luck

8pm

POINTER SISTERS I'm So Excited
 PHIL COLLINS You'll Be In My Heart
 CAROLE KING It's Too Late
 ELTON JOHN Can You Feel The Love Tonight
 BILLY VERA/BEATERS At This Moment
 JEFFREY OSBORNE Stay With Me Tonight
 GLORIA ESTEFAN Everlasting Love
 JOHN MELLENCAMP Hurts So Good
 BERLIN Take My Breath Away
 CHRIS GAINES Lost In You
 ROD STEWART My Heart Can't Tell You No



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September 10, 1999

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS: ADDS
1	1	SMASH MOUTH All Star (Interscope)	3447	-95	380893	17	84/0
2	2	TAL BACHMAN She's So High (Columbia)	3363	-96	364045	20	90/0
3	3	FASTBALL Out Of My Head (Hollywood)	2953	-12	312392	22	88/0
4	4	SUGAR RAY Someday (Lava/Atlantic)	2850	+75	296202	13	80/0
8	5	SANTANA f/ROB THOMAS Smooth (Arista)	2342	+236	259904	10	75/3
5	6	PEARL JAM Last Kiss (Epic)	2153	-158	247753	11	76/2
6	7	EDWIN MCCAIN I Could Not Ask For More (Lava/Atlantic)	2002	-184	174989	15	75/1
9	8	GOO GOO DOLLS Black Balloon (Warner Bros.)	1991	+19	218976	13	77/0
7	9	SARAH MCLACHLAN I Will Remember You (Arista)	1981	-183	196734	20	85/0
10	10	GOO GOO DOLLS Slide (Warner Bros.)	1802	-112	219247	48	83/0
18	11	LOU BEGA Mambo No. 5 (A Little Bit...) (RCA)	1769	+364	210499	3	61/10
12	12	CITIZEN KING Better Days (And The Bottom..) (Warner Bros.)	1735	-96	162733	19	57/0
11	13	BACKSTREET BOYS I Want It That Way (Jive)	1729	-103	153626	17	52/0
14	14	SIXPENCE NONE THE RICHER There She Goes (Squint/Elektra/EEG)	1694	+101	174700	6	78/2
13	15	SIXPENCE NONE THE RICHER Kiss Me (Squint/Columbia)	1599	-231	176028	43	82/0
19	16	LEN Steal My Sunshine (Work/Epic)	1440	+80	165978	6	54/6
15	17	BLESSID UNION OF SOULS Hey Leonardo (She Likes Me...) (Push/V2)	1424	-97	171366	16	55/0
17	18	MATCHBOX 20 Back 2 Good (Lava/Atlantic)	1420	-84	174037	43	77/0
20	19	RED HOT CHILI PEPPERS Scar Tissue (Warner Bros.)	1386	+33	148331	9	51/1
16	20	MADONNA Beautiful Stranger (Maverick/WB)	1213	-303	155932	14	59/0
21	21	PHIL COLLINS You'll Be In My Heart (Hollywood)	1082	-144	103243	18	47/0
22	22	BARENAKED LADIES Call And Answer (Reprise)	950	-62	103815	18	39/0
Debut	23	MELISSA ETHERIDGE Angels Would Fall (Island/IDJMG)	940	+700	124978	1	66/9
23	24	TRAIN Meet Virginia (Aware/Columbia)	924	+61	106977	5	49/4
25	25	JEREMY TOBACK You Make Me Feel (RCA)	780	+63	82225	5	42/0
24	26	PRETENDERS Human (Warner Bros.)	726	-8	89064	4	44/0
26	27	RICKY MARTIN She's All I Ever Had (C2/Columbia)	701	+33	73643	2	35/2
Debut	28	SHANIA TWAIN Man! I Feel Like A Woman! (Mercury)	608	+270	69357	1	48/15
30	29	ERIC CLAPTON Blue Eyes Blue (Columbia/Reprise)	604	-7	61257	2	37/1
29	30	LIT My Own Worst Enemy (RCA)	566	-48	65857	4	28/1

Most Added®

ARTIST TITLE LABEL(S)	ADDS
SHANIA TWAIN Man! I Feel Like A Woman! (Mercury)	15
LOU BEGA Mambo No. 5 (A Little Bit...) (RCA)	10
PAULA COLE BAND I Believe In Love (Imago/WB)	10
ROBBIE WILLIAMS Angels (Capitol)	10
MELISSA ETHERIDGE Angels Would Fall (Island/IDJMG)	9
LEN Steal My Sunshine (Work/Epic)	6
JUDE I'm Sorry Now (Maverick)	5
TRAIN Meet Virginia (Aware/Columbia)	4
SANTANA f/ROB THOMAS Smooth (Arista)	3

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MELISSA ETHERIDGE Angels Would Fall (Island/IDJMG)	+700
LOU BEGA Mambo No. 5 (A Little Bit...) (RCA)	+364
SHANIA TWAIN Man! I Feel Like A Woman! (Mercury)	+270
PAULA COLE BAND I Believe In Love (Imago/WB)	+247
SANTANA f/ROB THOMAS Smooth (Arista)	+236
SIXPENCE NONE THE RICHER There ... (Squint/Elektra/EEG)	+101
JUDE I'm Sorry Now (Maverick)	+96
CHRISTINA AGUILERA Genie In A Bottle (RCA)	+85
LEN Steal My Sunshine (Work/Epic)	+80
SUGAR RAY Someday (Lava/Atlantic)	+75



91 Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 8/29-Saturday 9/4. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 1200 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 1999, The Arbitron Company). © 1999, R&R Inc.

New & Active

JENNIFER LOPEZ If You Had My Love (Work/Epic)
Total Plays: 553, Total Stations: 16, Adds: 2

CHRISTINA AGUILERA Genie In A Bottle (RCA)
Total Plays: 545, Total Stations: 14, Adds: 1

FLEMING & JOHN Ugly Girl (Universal)
Total Plays: 505, Total Stations: 27, Adds: 1

PAULA COLE BAND I Believe In Love (Imago/WB)
Total Plays: 486, Total Stations: 39, Adds: 10

BRITNEY SPEARS Sometimes (Jive)
Total Plays: 470, Total Stations: 18, Adds: 1

ENRIQUE IGLESIAS Bailamos (Overbrook/Interscope)
Total Plays: 441, Total Stations: 16, Adds: 2

LENNY KRAVITZ American Woman (Maverick/Virgin)
Total Plays: 381, Total Stations: 21, Adds: 1

DIDO Here With Me (Arista)
Total Plays: 330, Total Stations: 28, Adds: 1

SPLENDER Yeah, Whatever (C2/Columbia)
Total Plays: 294, Total Stations: 19, Adds: 1

POCKET SIZE Walking (Atlantic)
Total Plays: 282, Total Stations: 17, Adds: 1

BLINK 182 What's My Age Again? (MCA)
Total Plays: 278, Total Stations: 16, Adds: 0

98 DEGREES I Do (Cherish You) (Universal)
Total Plays: 272, Total Stations: 12, Adds: 2

CHRIS GAINES Lost In You (Capitol)
Total Plays: 259, Total Stations: 17, Adds: 0

TONIC You Wanted More (Universal)
Total Plays: 247, Total Stations: 21, Adds: 2

BETH HART L.A. Song (143/Lava/Atlantic)
Total Plays: 220, Total Stations: 14, Adds: 1

V. SHEPARD w/E. SALIERS Baby, Don't You Break ... (Jacket)
Total Plays: 207, Total Stations: 14, Adds: 2

CRANBERRIES Just My Imagination (Island/IDJMG)
Total Plays: 186, Total Stations: 17, Adds: 1

SHERYL CROW The Difficult Kind (A&M)
Total Plays: 162, Total Stations: 12, Adds: 1

'N SYNC w/GLORIA ESTEFAN Music Of My Heart (Epic)
Total Plays: 149, Total Stations: 10, Adds: 1

JUDE I'm Sorry Now (Maverick)
Total Plays: 133, Total Stations: 19, Adds: 5

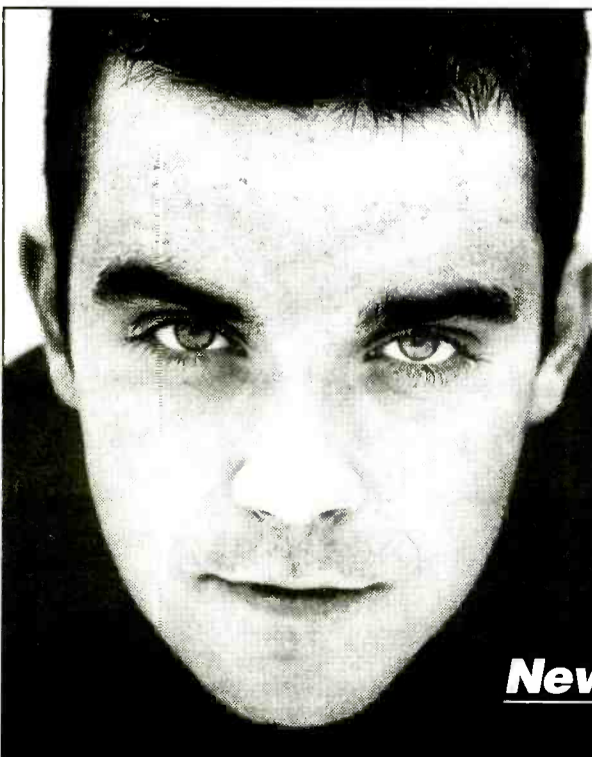
ROBBIE WILLIAMS Angels (Capitol)
Total Plays: 29, Total Stations: 11, Adds: 10

Songs ranked by total plays

Breakers®

No Songs Qualified For Breaker Status This Week

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



robbie williams

"angels"

Most Added!!

KYSR KALC KLLC
WTMX WMC WSSR
WMYX WALC WMBX
KSRZ KSTZ

"I first heard 'Angels' a year ago. I've listened to it incessantly ever since, and I'm not sick of it yet. I feel our audience will feel the same way."

- Chris Patyk, MD/KYSR, Los Angeles

"We added it two weeks ago, it's a smash!"
- Bruce Wayne, MD/WMC, Memphis

"Hit! Smash! Monster!"
- Jim Lawson & Kozman, Decision Makers/KALC, Denver

Upcoming Tour Dates:

New & Active

10/12 Boston	10/22 Washington, DC	10/29 Houston
10/13 Upper Darby, PA	10/24 Atlanta	10/30 Dallas
10/15 New York City	10/25 Hard Rock Live	11/1 Austin



Most Played Recurrents

SUGAR RAY Every Morning (Lava/Atlantic)

EAGLE-EYE CHERRY Save Tonight (Work/Epic)

NATALIE IMBRUGLIA Torn (RCA)

LENNY KRAVITZ Fly Away (Virgin)

SHANIA TWAIN That Don't Impress Me Much (Mercury/IDJMG)

EVERLAST What It's Like (Tommy Boy)

RICKY MARTIN Livin' La Vida Loca (C2/Columbia)

GOO GOO DOLLS Iris (Warner Sunset/Reprise)

SHAWN MULLINS Lullaby (SMG/Columbia)

DAVE MATTHEWS BAND Crush (RCA)

SHERYL CROW My Favorite Mistake (A&M)

GREEN DAY Time Of Your Life (Good Riddance) (Reprise)

SARAH MCLACHLAN Angel (Warner Sunset/Reprise)

MATCHBOX 20 Real World (Lava/Atlantic)

THIRD EYE BLIND Jumper (Elektra/EEG)

BARENAKED LADIES One Week (Reprise)

MATCHBOX 20 3am (Lava/Atlantic)

CHER Believe (Warner Bros.)

EDWIN MCCAIN I'll Be (Lava/Atlantic)

SISTER HAZEL All For You (Universal)

HOT AC

Going For Adds 9/13/99

B*WITCHED Blame It On The Weatherman (Epic)

C-NOTE One Night With You (Epic)

CHER All Or Nothing (Warner Bros.)

MY TOWN Body Bumpin* (Cherry/Universal)

OLD 97's Nineteen (Elektra/EEG)

THISWAY Crawl (Reprise)

TUNED-IN HOT AC

R&R/MEDIABASE 24/7

KS95
94.5 FM

KSTP/Minneapolis

Monday, August 30

10am

MATCHBOX 20 3AM

NAKED EYES Always Something There To...

SMASH MOUTH All Star

SMASHING PUMPKINS Landslide

BLONDIE One Way Or Another

EDWIN MCCAIN I'll Be

10,000 MANIACS Trouble Me

SHANIA TWAIN Man! I Feel Like A Woman

JEWEL Who Will Save Your Soul

U2 I Still Haven't Found What I'm Looking For

SAVAGE GARDEN Truly Madly Deeply

COLLECTIVE SOUL The World I Know

3pm

AEROSMITH I Don't Want To Miss A Thing

ROMANTICS Talking In Your Sleep

FASTBALL Out Of My Head

JEWEL Foolish Game

BILLY IDOL Mony Mony

PHIL COLLINS You'll Be In My Heart

ALANIS MORISSETTE Hand In My Pocket

BERLIN Take My Breath Away

SUGAR RAY Fly

MR. BIG To Be With You

TAL BACHMAN She's So High

9pm

SMASH MOUTH All Star

JOHN MELLENCAMP Hurts So Good

TAL BACHMAN She's So High

NATALIE IMBRUGLIA Torn

SHERYL CROW All I Wanna Do

MATCHBOX 20 Back 2 Good

HEART All I Wanna Do Is Make Love To You

DAVE MATTHEWS BAND Crash Into Me

DEL AMITRI Roll To Me

EDWIN MCCAIN I Could Not Ask For More

EAGLE-EYE CHERRY Save Tonight

DUNCAN SHEIK Barely Breathing

BACKSTREET BOYS I Want It That Way

Y98
ST LOUIS BIGGEST VARIETY

KYKY/St. Louis

Monday, August 30

10am

FASTBALL Out Of My Head

CLUB NOUVEAU Lean On Me

NO DOUBT Don't Speak

MATCHBOX 20 Back 2 Good

BARENAKED LADIES One Week

TAL BACHMAN She's So High

HOOTIE & THE BLOWFISH Old Man & Me

SHAWN MULLINS Lullaby

MADONNA Borderline

RICKY MARTIN She's All I Ever Had

JOHN MELLENCAMP Just Another Day

LISA LOEB I Do

3pm

SPANDAU BALLET True

SUGAR RAY Every Morning

BONNIE RAITT Something To Talk About

THIRD EYE BLIND Semi-Charmed Life

SEAL Don't Cry

PHIL COLLINS You'll Be In My Heart

EAGLE-EYE CHERRY Save Tonight

PRINCE Little Red Corvette

JOHN MELLENCAMP Under The Boardwalk

NATALIE MERCHANT Jealousy

ELTON JOHN Something About The Way You...

9pm

CITIZEN KING Better Days (& The Bottom...)

PAUL YOUNG Everytime You Go Away

SUGAR RAY Every Morning

MARIAH CAREY Dreamlover

SMASH MOUTH All Star

BACKSTREET BOYS As Long As You Love Me

MELISSA ETHERIDGE I'm The Only One

'N SYNC (God Must Have Spent) A Little...

SPIN DOCTORS Two Princes

JOHN MELLENCAMP Under The Boardwalk

SHERYL CROW A Change Would Do You Good

AEROSMITH I Don't Want To Miss A Thing



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September 10, 1999

Top 20

POP/ALTERNATIVE

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ ADDS
			TW	LW	
1	1	SMASH MOUTH All Star (Interscope)	1491	1564	31/0
2	2	TAL BACHMAN She's So High (Columbia)	1488	1557	32/0
5	3	SANTANA F/ROB THOMAS Smooth (Arista)	1347	1289	32/0
4	4	SUGAR RAY Someday (Lava/Atlantic)	1344	1361	32/0
3	5	FASTBALL Out Of My Head (Hollywood)	1339	1387	32/0
6	6	GOO GOO DOLLS Black Balloon (Warner Bros.)	1112	1123	31/0
9	7	RED HOT CHILI PEPPERS Scar Tissue (Warner Bros.)	1025	999	31/0
10	8	LEN Steal My Sunshine (Work/Epic)	986	964	30/1
8	9	CITIZEN KING Better Days (And...) (Warner Bros.)	981	1009	28/0
7	10	PEARL JAM Last Kiss (Epic)	938	1037	28/0
14	11	LOU BEGA Mambo No. 5 (A Little Bit...) (RCA)	892	753	28/3
11	12	SIXPENCE NONE THE RICHER There... (Squint/Elektra/EEG)	882	872	31/0
12	13	EDWIN MCCAIN I Could Not Ask For More (Lava/Atlantic)	736	808	26/1
15	14	BARENAKED LADIES Call And Answer (Reprise)	692	729	23/0
13	15	SARAH MCLACHLAN I Will Remember You (Arista)	664	767	29/0
17	16	TRAIN Meet Virginia (Aware/Columbia)	596	577	26/1
16	17	BLESSID UNION OF SOULS Hey Leonardo (She...) (Push/2)	577	592	21/0
-	18	MELISSA ETHERIDGE Angels Would Fall (Island/IDJMG)	545	193	29/2
-	19	JEREMY TOBACK You Make Me Feel (RCA)	538	481	24/0
19	20	LIT My Own Worst Enemy (RCA)	519	553	25/0



31 Pop/Alternative reporters. Songs ranked by total plays for the airplay week of Sunday 8/29-Saturday 9/4. © 1999, R&R Inc.

TUNED-IN

POP/ALTERNATIVE

R&R/MEDIABASE 24/7



WVRV/St. Louis, MO
Monday, August 30, 1999

9am

MATCHBOX 20 3AM
SARAH MCLACHLAN Angel
HOOTIE & THE BLOWFISH Old Man & Me
GOO GOO DOLLS Iris
LUSCIOUS JACKSON Lady Fingers
R.E.M. Losing My Religion
PEARL JAM Last Kiss
PETER GABRIEL Sledgehammer
SUGAR RAY Someday
BILLIE MYERS Kiss The Rain
EVERLAST What It's Like
LEN Steal My Sunshine
ALANIS MORISSETTE Head Over Feet

MELISSA ETHERIDGE All American Girl
EAGLE-EYE CHERRY Save Tonight
SMASH MOUTH All Star
GIN BLOSSOMS Found Out About You
SUGAR RAY Someday
RED HOT CHILI PEPPERS Scar Tissue
NEW ORDER True Faith

10pm

IMANI COPPOLA Legend Of A Cowgirl
GOO GOO DOLLS Black Balloon
FASTBALL The Way
ROMANTICS That's What I Like About You
NEW RADICALS Someday We'll Know

GOO GOO DOLLS Black Balloon
MATCHBOX 20 Real World
WHEN IN ROME The Promise
TAL BACHMAN She's So High
LENNY KRAVITZ American Woman
EDWIN MCCAIN I'll Be
RED HOT CHILI PEPPERS Scar Tissue
NATALIE MERCHANT Kind & Generous
DEEP BLUE SOMETHING Breakfast At Tiffany's
NEW RADICALS Someday We'll Know
LEN Steal My Sunshine



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 8/30. © 1999, R&R Inc.

New & Active

PRETENDERS Human (Warner Bros.)
Total Plays: 410, Total Stations: 21, Adds: 0

FLEMING & JOHN Ugly Girl (Universal)
Total Plays: 381, Total Stations: 15, Adds: 0

LENNY KRAVITZ American Woman (Maverick/Virgin)
Total Plays: 334, Total Stations: 23, Adds: 1

PAULA COLE BAND I Believe In Love (Imago/WB)
Total Plays: 328, Total Stations: 21, Adds: 3

POCKET SIZE Walking (Atlantic)
Total Plays: 254, Total Stations: 16, Adds: 1

BLINK 182 What's My Age Again? (MCA)
Total Plays: 238, Total Stations: 16, Adds: 0

SPLENDER Yeah, Whatever (C2/Columbia)
Total Plays: 226, Total Stations: 15, Adds: 1

TONIC You Wanted More (Universal)
Total Plays: 207, Total Stations: 15, Adds: 0

SHANIA TWAIN Man! I Feel Like A Woman! (Mercury)
Total Plays: 207, Total Stations: 14, Adds: 4

BETH HART L.A. Song (143/Lava/Atlantic)
Total Plays: 201, Total Stations: 13, Adds: 1

Songs ranked by total plays

Contributing Stations

KPEK/Albuquerque, NM
 KAMX/Austin, TX
 KLLY/Bakersfield, CA
 WBMX/Boston, MA
 WLNK/Charlotte, NC
 WTMX/Chicago, IL
 KALC/Denver, CO
 WPLT/Detroit, MI
 KVSF/Fresno, CA
 WKSI/Greensboro, NC
 KMXB/Las Vegas, NV

KYSR/Los Angeles, CA
 WXPT/Minneapolis, MN
 KOSO/Modesto, CA
 KCDU/Monterey-Salinas, CA
 WPTE/Norfolk, VA
 KYIS/Oklahoma City, OK
 KBBT/Portland, OR
 KLCA/Reno, NV
 WZNE/Rochester, NY
 KZZO/Sacramento, CA
 WVRV/St. Louis, MO

KQMB/Salt Lake City, UT
 KFMB/San Diego, CA
 KLLC/San Francisco, CA
 KRUZ/Santa Barbara, CA
 KMHX/Santa Rosa, CA
 WSSR/Tampa, FL
 KZPT/Tucson, AZ
 WMBX/West Palm Beach, FL
 WXLO/Worcester, MA

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P4 Radio: 'The Heart & Soul Of Cape Town'

□ In South Africa, broadcasting fundamentals apply to a new format's evolution

Over the past few years several stories of NAC/Smooth Jazz's growing global reach have graced this page. Tropical Moon-FM/Panama, Coast-FM on Australia's Gold Coast and Relax-FM/Munich are just some of the international outlets feeding the widening appetite for smooth sounds. Another is P4 Radio in Cape Town, South Africa.

P4/Cape Town, launched Sept. 1, 1997, is a joint venture/partnership between The Mekana Trust — a South Africa-based empowerment company started by former political prisoners — and Hele Norge, the mother company of P4 Radio in Norway. The station attracts a weekly cumed of over 100,000 with a 10,000 kw signal that covers a radius of about 60 miles. Additional translators positioned in July are expected to increase listenership in the future.



Craig Parks

Buoyed by the burgeoning success of its Cape Town outlet, in Sept. 1998 the company signed on another NAC/Smooth Jazz station in Durban on the country's east coast (in the area now designated Kwazulu Natal — hence that station's call letters, P4 KZN).

According to P4's APD/MD Craig Parks, the decision to program NAC/

Smooth Jazz was made after research indicated there was a need for a jazz-influenced radio station in Cape Town. "As the Smooth Jazz format seemed to be the fastest-growing format in the United States, U.S. programming consultant Mary Crouch was brought in to advise, administer and guide this format and train South African people to take it into the new millennium," Parks explains.

Broadcasters in South Africa are required by the Independent Broadcasting Authority to program a minimum of 30% South African music. This is done with pride at P4 on a daily basis, Parks notes, and he adds that P4 plays the highest percentage of local music of any station in Cape Town.

As all radio stations must, P4 has evolved during its relatively short life. Its slogan — "The Heart & Soul of Cape Town" — eschews any reference to jazz. "I discovered that the word 'jazz' could cause some confusion in South Africa because of the way people interpret it," Parks observes. "Thus the term 'smooth jazz' has been a cause for concern to date.

We have to convince people that Smooth Jazz refers to a specific format, not slow, relaxed, mainstream, straight-ahead jazz. That's just the tip of the iceberg for us as programmers, cultivating the Cape Town mind-set to adapt to international standards." Still, he adds, P4 employs programming styles used by other radio stations worldwide while infusing them with a Cape Town feel.

After experiencing no significant increase in cumed after the station's first year on the air, P4 management decided to rethink, re-research and reconstruct the sound of the station, giving it more of a Quiet Storm lean. A new Program Manager, Natano Brache, was brought in from a popular Top 40 station to guide the transition.

"To accommodate a typical Cape feel," Parks asserts, "we now include more vocals, a smaller percentage of instrumentals [reduced from 80% to 40% of programming content, retaining the most popular artists, such as Boney James, Paul Hardcastle, Gota, Shakatak, etc.] and allow presenters to personify their respective shows.

"We find that Cape Town listeners enjoy singing along to familiar artists. That is the reason vocalists like Brandy, Whitney Houston, Eric Benet and Dionne Warwick are regularly playlisted. Already there has been an amazing response to the new, exciting direction since the station has moved away from the strict Smooth Jazz format and now has an edge of soul and groove."

An Adult Identity

Music on P4, Parks says, has an adult identity while appealing to people from all walks of life. It spans abundant vocals and incorporates the '80s funk/fusion elements of Roy Ayers, Bob James, Ray Barretto, the Crusaders and Chuck Mangione; smooth jazz instrumentalists such as Kirk Whalum, Joe McBride and Peter White; acid jazz artists Gota, Incognito and Brand New Heavies; and South African artists like Hugh Masakela, Don Lala and Sibongile Khumalo. In addition, P4 schedules regular specialty programming such as Latin, straight-ahead jazz and vocal slow jams.

WVMV's Smooth Jazz Fest Heats Up Detroit



Earlier this summer WVMV(V98.7)/Detroit presented a three-day festival that was attended by more than 20,000 people. The event benefited the nonprofit Rainbow Connection and raised \$75,000 to aid the organization's efforts to assist area children who have life-threatening illnesses. In the top photo V98.7's staff presents an impressive donation to the Rainbow Connection. Sharing the love (l-r) are V98.7 PD Tom Sleeker, festival co-sponsor Farmer Jack Supermarket's Mark Merritt, Rainbow Connection Exec. Dir. Pat Tessmer-Flack and V98.7 VP/GM Ozzie Sattler and morning man Alexander Zonjic.

An outstanding roster of smooth jazz stars shone at Smooth Jazz Fest. In addition to performances from Diana Krall, Rick Braun, Peter White, Larry Carlton and Spyro Gyra, other jazz luminaries who played can be seen above. Zonjic is flanked by guitar superstars Lee Ritenour (l) and Earl Klugh. Keiko Matsui (inset) transports the audience — and herself — during her set. And those amazing "Guitars & Saxes" guys (and Zonjic) catch their breath after a rousing set. Seen here are (l-r) Peter White, Mark Antoine, Kirk Whalum, Zonjic and Everette Harp.

P4 is also involved with numerous events that include live music on the bill. In 1998 and '99 P4 sponsored Jazzathon, an annual four-day jazz festival at a popular Cape Town tourist destination, the Victoria & Alfred Waterfront. Twenty thousand people attend this event annually.

P4 also presents a daily community calendar through which the station involves itself with community events,

often broadcasting live from venues and functions that suit the format and listener lifestyle. Remotes have been done at golfing events, nightclubs, the beach, shopping malls, leading wholesale and retail locations, Cape Town's railway station and various hotels. Recently the station launched its new on-air lineup at an area nightclub. Parks says more than 1,500 enthusiastic fans showed up to celebrate.

"Inescapable"-
USA TODAY



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Brian McKnight

One

You're Like A Dream Come True

Two

Just Wanna Be With You

Three

Girl, It's Plain To See That You're
The Only One For Me

and Four

Repeat Steps One Thru Three

Five

Make You Fall In Love With Me
If Ever I Believe My Work Is Done
Then I'll Start Back At One

"Back At One"

The title track from the
highly anticipated new album.

In Stores September 21st

Add Date: September 13th

#9 on the Urban AC Chart

#17 on the Urban Mainstream Chart

Early Adds at: KTWV-Los Angeles
WJJZ-Philadelphia
WVMV-Detroit
KOAI-Dallas
WWND-Raleigh
WHRL-Albany
KEZL-Fresno



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NAC/Smooth Jazz Top 30

September 10, 1999

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	RICHARD ELLIOT Chill Factor (<i>Blue Note</i>)	965	+18	135235	11	44/0
	2	NORMAN BROWN Out'a Nowhere (<i>Warner Bros.</i>)	937	+61	129540	10	44/0
	3	CHRIS BOTTI Drive Time (<i>GRP</i>)	825	+78	100781	13	42/0
	4	STEVE COLE Say It Again (<i>Bluemoon/Atlantic</i>)	743	-45	119389	13	38/0
	5	DOWN TO THE BONE Long Way From Brooklyn (<i>Internal Bass</i>)	596	+67	49900	9	39/0
	6	SPYRO GYRA Silk And Satin (<i>Windham Hill Jazz</i>)	563	-133	45758	15	33/0
	7	CRAIG CHAQUICO Forbidden Love (<i>Higher Octave</i>)	550	+69	49163	8	38/1
	8	DAVID BENJOIT ReJoyce (<i>GRP</i>)	540	-28	63958	17	35/0
	9	JAZZMASTERS Lost In Space (<i>Hardcastle/Trippin 'N' Rhythm</i>)	527	+60	64830	14	33/0
	10	BONEY JAMES Body Language (<i>Warner Bros.</i>)	517	+50	47699	7	38/1
	11	KENNY G w/LOUIS ARMSTRONG What A Wonderful World (<i>Arista</i>)	498	-23	68932	10	35/0
Breaker	12	DAVE KOZ Together Again (<i>Capitol</i>)	496	+163	85941	2	42/1
	13	NATALIE COLE Snowfall On The Sahara (<i>Elektra/EEG</i>)	494	+11	67025	13	32/0
	14	CHRIS GAINES Lost In You (<i>Capitol</i>)	489	+56	54884	3	36/5
	15	NESTOR TORRES Velvet Nights (<i>Shanachie</i>)	478	+47	66306	5	37/1
	16	DWIGHT SILLS Dock Of The Bay (<i>Citylights</i>)	457	+18	44057	6	36/0
	17	BRIAN TARQUIN Darlin Darlin Baby (<i>Instinct</i>)	448	+45	60794	8	36/1
	18	WALTER BEASLEY If You Knew (<i>Shanachie</i>)	399	-23	40507	18	23/0
	19	TOM SCOTT & THE L.A. EXPRESS Smokin' Section (<i>Windham Hill Jazz</i>)	351	-61	33204	23	26/0
	20	GOTA Let's Get Started (<i>Instinct</i>)	324	+57	56001	2	32/3
	21	WARREN HILL Take Me Away (<i>Discovery</i>)	316	-48	36339	16	24/0
	22	JEFF GOLUB Velvet Touch (<i>Bluemoon/Atlantic</i>)	309	-47	40869	14	23/0
Debut	23	KOMBO Talk The Talk (<i>GRP</i>)	262	+109	37042	1	26/5
	24	BONA FIDE High Street (<i>N-Coded</i>)	260	+6	22264	10	19/0
	25	JOE SAMPLE f/LALAH HATHAWAY Fever (<i>PRA/GRP</i>)	259	-26	27025	19	19/1
	26	EARL KLUGH Peculiar Situation (<i>Windham Hill</i>)	257	-1	36262	4	24/2
	27	CHUCK LOEB High Five (<i>Shanachie</i>)	256	+7	7854	3	24/3
Debut	28	ERIC CLAPTON Blue Eyes Blue (<i>Columbia/Reprise</i>)	247	+110	16794	1	22/6
	29	RIPPINGTONS Summer Lovers (<i>Peak/Windham Hill Jazz</i>)	246	-21	23376	20	23/1
	30	DIANA KRALL Let's Fall In Love (<i>GRP</i>)	228	-4	10302	5	16/0

44 NAC/Smooth Jazz reporters. Songs ranked by total plays for the airplay week of Sunday 8/29-Saturday 9/4. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 400 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 1999, The Arbitron Company). © 1999, R&R Inc.

Most Added®

ARTIST TITLE LABEL(S)	ADDS
ERIC CLAPTON Blue Eyes Blue (<i>Columbia/Reprise</i>)	6
BRIAN CULBERTSON Back In The Day (<i>Atlantic</i>)	6
CHRIS GAINES Lost In You (<i>Capitol</i>)	5
KOMBO Talk The Talk (<i>GRP</i>)	5
BRIAN MCKNIGHT Back At One (<i>Motown</i>)	4
GOTA Let's Get Started (<i>Instinct</i>)	3
KENNY G w/GEORGE BENSON Summertime (<i>Arista</i>)	3
CHUCK LOEB High Five (<i>Shanachie</i>)	3
BOB JAMES What's Up (<i>Warner Bros.</i>)	3
SANTANA El Farol (<i>Arista</i>)	3

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DAVE KOZ Together Again (<i>Capitol</i>)	+163
ERIC CLAPTON Blue Eyes Blue (<i>Columbia/Reprise</i>)	+110
KOMBO Talk The Talk (<i>GRP</i>)	+109
CHRIS BOTTI Drive Time (<i>GRP</i>)	+78
BRIAN CULBERTSON Back In The Day (<i>Atlantic</i>)	+76
JOE SAMPLE f/LALAH HATHAWAY Street Life (<i>PRA/GRP</i>)	+72
CRAIG CHAQUICO Forbidden Love (<i>Higher Octave</i>)	+69
DOWN TO THE BONE Long Way From... (<i>Internal Bass</i>)	+67
NORMAN BROWN Out'a Nowhere (<i>Warner Bros.</i>)	+61
JAZZMASTERS Lost In... (<i>Hardcastle/Trippin 'N' Rhythm</i>)	+60

New & Active

KENNY G w/GEORGE BENSON Summertime (*Arista*)
Total Plays: 224, Total Stations: 24, Adds: 3

MARCOS ARIEL Green Eyes (*Paras Recording Company*)
Total Plays: 205, Total Stations: 17, Adds: 1

PETER WHITE Don't Want To Be... (*Sony Wonder/Columbia*)
Total Plays: 159, Total Stations: 15, Adds: 0

BOB JAMES What's Up (*Warner Bros.*)
Total Plays: 136, Total Stations: 15, Adds: 3

BRIAN CULBERTSON Back In The Day (*Atlantic*)
Total Plays: 113, Total Stations: 17, Adds: 6

MERCEDES HALL Walk On By (*Dalin*)
Total Plays: 100, Total Stations: 7, Adds: 1

LEE RITENOUR Can You Feel It? (*I.E./Nerve*)
Total Plays: 96, Total Stations: 7, Adds: 0

3RD FORCE Give It All You Got (*Higher Octave*)
Total Plays: 94, Total Stations: 8, Adds: 0

JOE SAMPLE f/LALAH HATHAWAY Street Life (*PRA/GRP*)
Total Plays: 91, Total Stations: 8, Adds: 2

JEFF LORBER Dear Prudence (*Zebra*)
Total Plays: 89, Total Stations: 9, Adds: 0

VICTOR WOOTEN Urban Turban (*Compass*)
Total Plays: 87, Total Stations: 8, Adds: 0

Songs ranked by total plays

Breakers®

DAVE KOZ	TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
Together Again (<i>Capitol</i>)	496/163	42/1	12

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

the music
the artistry
the legend



RAMSEY LEWIS TRIO

Appassionata

RAMSEY LEWIS

"Appassionata is Magnificent!" - George Benson

NARADA jazz
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NAC notes

with Carol Archer

The intensity level is mounting at the top of our chart. **Richard Elliot's** "Chill Factor" (**Blue Note**) and **Norman Brown's** "Out 'a Nowhere" (**Warner Bros.**) hold first and second place, respectively. **Chris Botti's** "Drive Time" (**GRP**) takes third with ease, while **Down To The Bone's** "Long Way From Brooklyn" (**Internal Bass**) powers to 5*.

Boney James's "Body Language" (**Warner Bros.**) earns 10* and picks up an add at WQCD/N.Y. Meanwhile, the track enjoys power rotation — 28 plays — at KOAI/Dallas.

Dave Koz's "Together Again" (**Capitol**) is this week's biggest gainer, with a stunning 21-12*/Breaker move, and it enjoys top Most Increased status with +163 plays. It's significant, too, that with 95% of the panel playing it, this track is the only one of 30 — except for our top three — to have such a high level of programmer confidence. Can you say "smash"?

Kombo's "Talk the Talk" (**GRP**) makes an impressive debut at 23* and earns five new adds. It's third Most Increased with +109 plays and is already getting 18 plays at KTWV/L.A.

Eric Clapton's "Blue Eyes Blue" (**Reprise**) debuts at 28* with six new adds, including WNUA/Chicago, as well as the muscle an increase of 110 plays provides.

Brian Culbertson's "Back in the Day" (**Atlantic**) ties Clapton for top Most Added. Culbertson is newly added at KOAI (among five others) and is already getting 19 plays at KTWV, 13 at WJJZ/Philadelphia and 11 at WNUA, a dramatic early showing at some of this format's most prestigious outlets.

Chuck Loeb's "High Five" (**Shanachie**) at 27* is newly added at KKSJ/S.F. and WJJZ and has 17 plays at KSSJ/Sacramento.

NAC/Smooth Jazz is on a seemingly perennial search for mass-appeal vocals that fit. One that sounds just about perfect to me is **Brian McKnight's** "Back at One" (**Motown**), which was added by WVMV/Detroit, KOAI and WHRL/Albany. It's been upped to 18 plays after one week at 'JJZ.

Speaking of crossover vocals, KSSJ is giving **Brandy's** "Have You Ever" (**Atlantic**) 17 plays.

Heads

Bobby Caldwell
Come Rain Or Come Shine
Sin-Drome

This sublime collection of standards marks the zenith of Bobby Caldwell's recording career to date. His crystalline vocals have never shone as they do here. From the opening strains of Harold Arlen's "Come Rain or Come Shine" — so sensitively wrought that it is destined to become Caldwell's new signature tune — to the poignant "I'll Be Around" to "Beyond the Sea" (soon to be heard on national television spots for Estee Lauder's Dazzling perfume), music lovers will find the arrangements and song selection as elegant and sophisticated as Caldwell's vocal performance. The bonus track, "Come to Me," is slated for adds at NAC/SJ radio 9/20, but if your audience responds to Diana Krall, perhaps you should consider trying a big band track too. After more than 20 years in the trenches, it's *Come Rain or Come Shine* that will catapult Caldwell to the recognition he deserves.



With **Jonathan Butler** coming off a No. 1 record with "Song for Elizabeth," his new CD, *Story of Life (N-Coded)*, showcases the guitarist's prodigious vocal skills as well. Appearances from the likes of labelmate **Candy Dulfer**, **George Duke**, **Nathan East**, **Paulinho Da Costa** and **Abe Laboriel** add luster to an already outstanding project. *N-Coded V/Promotion* **Eulis Cathey** provides perspective on how the lead instrumental track, "Suite 830," forms a bridge from the previous project.

UNDER THE RADAR

R&R'S EXCLUSIVE BAROMETER FOR NEW MUSIC

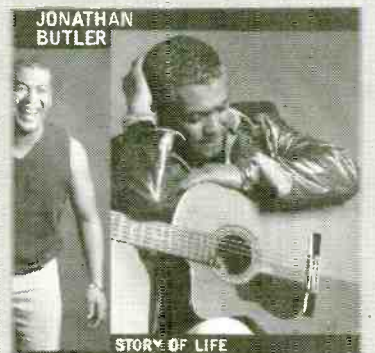
This project overall is different, from the perspective that it's more vocals than instrumentals, whereas the last one was almost evenly split. Of 11 songs on this record, eight are vocals. But the song "Suite 830" is special, because it gives the smooth jazz audience — and Jonathan's audience — just one more example of some of his personal strengths as a musician. First and foremost, "Suite 830" is a great song with the melody and the great playing one comes to expect from Jonathan, plus the great interplay from his guest, Candy Dulfer. The two of them sound wonderful together and present to the audience all the things they're looking for. The song has a lilting mid-tempo groove that you can move your head to. As the first track from the record, it was really easy to choose, because all the significant elements are there, and they work so well in the context of the format. It's very reflective in some ways of "Song for Elizabeth" that it has a compelling, memorable melody. As a focal point, the song is a great place to familiarize the format with this new project.



Eulis Cathey

There are wonderful songs on this record, but the reason I want to focus on "Suite 830" is because the album is going to be something of a departure. It's heavily vocal, and I believe it will be heavily embraced as such. It's very much a record on which Jonathan is writing about his personal experience, songs about South Africa. It's almost as if he sat down one day, pulled out his guitar and decided to write about experiences in the course of his life. In a sense it's a little more socially conscious, but I don't mean that it's folksy. "Suite 830" works so well on so many levels, both musically and in terms of what the audience will respond to. They know what to expect from a Jonathan Butler composition. This track gives them just what they're looking for, and it's a natural for radio. In programmers' hands it's another slice of Jonathan's musical pie.

Jonathan is putting together an extensive tour for the rest of 1999 right now that will include a performance at Catalina JazzTrax Festival on the final weekend. I heard that you and Roger Lifeset wept the last time he played there. [Editor's note: It's true, we were overcome.] Candy Dulfer will also appear that same weekend.



JONATHAN BUTLER

STORY OF LIFE

tom scott

& the la. express

Lonely One

the follow up single to the summer hit "smokin' section"

ADD DATE: SEPTEMBER 20TH

from the smokin album "smokin' section"

Produced by Lynne Scott

radio contact Eric B. Talbert 310-358-4844

www.windham.com

Stations and their adds listed alphabetically by market

Most Played Recurrents

- ROGER SMITH Off The Hook (Miramar)
- NELSON RANGELL The Way To You (Shanachie)
- PETER WHITE Autumn Day (Columbia)
- JANGO With Your Love (Samson)
- ERIC MARIENTHAL Mercy, Mercy, Mercy (I.E./Verve)
- KIM WATERS Easy Going (Shanachie)
- 3RD FORCE 1/TAYLOR & HUGHES Revelation... (Higher Octave)
- GOTA In The City Life (Instinct)
- GRANT GEISSMAN Did I Save? (Higher Octave)
- NAJEE Room To Breathe (Verve Forecast/Verve)
- TONY MAIDEN Straight Ahead (Bluemoon/Atlantic)
- AVENUE BLUE Always There (Mesa/Bluemoon/Atlantic)
- BONEY JAMES Into The Blue (Warner Bros.)
- BRIAN BROMBERG September (Zebra)
- MARIAH CAREY I Still Believe (Columbia)
- GEORGE BENSON Cruise Control (GRP)
- RICK BRAUN A Very Good Thing (Atlantic)
- MARC ANTOINE Concache (GRP)
- KIRK WHALUM Ascension (Warner Bros.)
- GREGG KARUKAS Cruisin' Your House At... (I.E./Verve)

WHRL/Albany, NY

OM/PD: Brant Curtiss
BRIAN MCKNIGHT "Back"
BOB JAMES "What's"

KNIK/Anchorage, AK

OM/PD: Aaron Wallender
MD: Jennifer Summers
9 JANGO "With"
8 RIPPINGTONS "Summer"
7 SAMPLE F/HATHAWAY "Fever"
3 ROGER SMITH "OM"
AMY LEE "Winds"

WJZF/Atlanta, GA

PD/MD: Mark Edwards
7 CHRIS GAINES "Lost"

KSMJ/Bakersfield, CA

PD/MD: Joel Widdows
BRIAN CULBERTSON "Day"

WNUA/Chicago, IL

PD: Bob Kaake
APD/MD: Steve Stiles
ERIC CLAPTON "Blue"
RAMSEY LEWIS "Close"

WNWV/Cleveland, OH

PD/MD: Bernie Kimble
HIROSHIMA "Mix"
CHUCK LOEB "Five"

WZJZ/Columbus, OH

PD/MD: Bill Harman
CHRIS GAINES "Lost"
KENNY G W/G. BENSON "Summertime"
ANDY SNITZER "Only"

KOAI/Dallas, TX

PD: Michael Fischer
MD: Teresa Kincaid
EARL KLUGH "Peculiar"
BRIAN CULBERTSON "Day"
BRIAN MCKNIGHT "Back"

WVMV/Detroit, MI

PD: Tom Sleeker
MD: Sandy Kovach
4 BRIAN MCKNIGHT "Back"
NESTOR TORRES "Velvet"
BRIAN TARQUIN "Darlin'"

KEZL/Fresno, CA

PD: Angie Handa
MD: J. Weidenheimer
No Adds

WGUF/Ft. Myers, FL

PD/MD: Nanci Cruise
No Adds

WYJZ/Indianapolis, IN

PD/MD: Carl Frye
BRIAN CULBERTSON "Day"
ERIC CLAPTON "Blue"

WFSJ/Jacksonville, FL

PD: Hank Dole
KOMBO "Talk"
ERIC CLAPTON "Blue"
KENNY G W/G. BENSON "Summertime"
BRIAN CULBERTSON "Day"

KCIY/Kansas City, MO

PD: Steve Wiersman
MD: Michelle Chase
CHRIS GAINES "Lost"
GOTA "Started"

KTWV/Los Angeles, CA

PD: Chris Brodie
APD/MD: Ralph Stewart
No Adds

WLVE/Miami, FL

PD: Bret Michael
MD: Marc Taylor
No Adds

WJZI/Milwaukee, WI

PD: Chris Moreau
MD: Debbie Young
3 KENNY G W/G. BENSON "Summertime"
JONATHAN BUTLER "Suite"

KSBR/Mission Viejo, CA

OM/PD: Terry Wedel
MD: Judy Davila
RIPPINGTONS "Topaz"
BOB JAMES "What's"
PATTI AUSTIN "In"

WQCD/New York, NY

PD: John Mullen
MD: Rick Laboy
BONEY JAMES "Language"
CHRIS GAINES "Lost"

WJCD/Norfolk, VA

OM/PD: Maxine Todd
MD: Larry Hollowell
KENNY G "Stranger"
KENNY G "Impanema"

KCYI/Oklahoma City, OK

PD: Steve English
MD: Stephani Stewart
JANGO "Long"

WLOQ/Orlando, FL

PD: Bill Wise
MD: Patricia James
No Adds

WJPL/Peoria, IL

PD: Rick Hirschmann
No Adds

WJJZ/Philadelphia, PA

PD: Anne Gress
APD/MD: Michael Tozzi
CHUCK LOEB "Five"
KIRK WHALUM "Love"

KYOT/Phoenix, AZ

PD: Nick Francis
APD/MD: Greg Morgan
EARL KLUGH "Peculiar"
ERIC CLAPTON "Blue"

KKJZ/Portland, OR

PD: Paul Warren
MD: Hal Murray
No Adds

WWND/Raleigh, NC

PD/MD: Don Brookshire
12 KOMBO "Talk"
12 BOB JAMES "What's"
7 BRIAN CULBERTSON "Day"
7 GOTA "Started"
6 BRIAN MCKNIGHT "Back"

KSSJ/Sacramento, CA

Station Mgr.: Steve Williams
APD/MD: Ken Jones
No Adds

KBZN/Salt Lake City, UT

PD/MD: Rob Riesen
SANTANA "Farol"

KIFM/San Diego, CA

PD: Mike Vasquez
APD/MD: Kelly Cole
No Adds

KKSF/San Francisco, CA

PD: Paul Goldstein
APD/MD: Blake Lawrence
CHUCK LOEB "Five"

KQJZ/San Luis Obispo, CA

OM: Dave Christopher
MD: David Atwood
ERIC CLAPTON "Blue"
GOTA "Started"

KMGQ/Santa Barbara, CA

OM/PD: Mark Elliott
APD/MD: Steve Bauer
24 SAMPLE F/HATHAWAY "Street"
SANTANA "Farol"

KJZY/Santa Rosa, CA

PD: Gordon Zlot
MD: Rob Singleton
2 CRAIG CHAQUICO "Forbidden"
2 DAVE KOZ "Together"
2 KOMBO "Talk"

KWJZ/Seattle, WA

PD: Carol Handley
MD: Dianna Rose
No Adds

WHCD/Syracuse, NY

PD: Butch Charles
APD/MD: Kenny Dees
20 ERIC CLAPTON "Blue"
11 KOMBO "Talk"
9 KIRK WHALUM "Love"
2 SAMPLE F/HATHAWAY "Street"
1 SANTANA "Farol"

WJZT/Tallahassee, FL

PD: Denny Alexander
8 MERCEDES HALL "Walk"

WSJT/Tampa, FL

PD: Ross Block
MD: Kathy Curtis
No Adds

KOAZ/Tucson, AZ

PD: Erik Foxx
KOMBO "Talk"
BRIAN CULBERTSON "Day"
MARCOS ARIEL "Eyes"

WJZW/Washington, DC

PD: Kenny King
MARCUS JOHNSON PROJ. "Around"

JRN/(Jones NAC)/National

PD: Steve Hibbard
MD: Laurie Cobb
10 CHRIS GAINES "Lost"
10 TONY MAIDEN "Straight"

NAC/SMOOTH JAZZ **Going For Adds**

9/13/99

- ED HAMILTON Boogie Woogie (Fahrenheit)
- BRIAN HUGHES Shakin' Not Stirred (Higher Octave)
- BRIAN MCKNIGHT Back At One (Motown)
- RHYTHM LOGIC I.G.Y. (Zebra)

44 Total Reporters
44 Current Reporters
41 Current Playlists

Reported Frozen Playlist (1):
KRVR/Modesto, CA

Did Not Report, Playlist Frozen (2):
KHHH/Denver, CO
KWSJ/Wichita, KS

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"Radar Gun," is back.
"Nancy Sinatra"
Impacting Rock/Active
September 14th.**



R&R Rock Top 50

September 10, 1999

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	RED HOT CHILI PEPPERS Scar Tissue (Warner Bros.)	1697	-46	100701	16	67/0
2	2	TONIC You Wanted More (Universal)	1277	-52	81705	13	62/0
3	3	DAYS OF THE NEW Enemy (Outpost/Interscope)	1268	+61	85541	7	66/0
5	4	GREAT WHITE Rollin' Stoned (Portrait/Columbia)	1152	+72	66835	11	58/0
11	5	CREED Higher (Wind-up)	1146	+423	75042	2	65/5
6	6	SANTANA f/ROB THOMAS Smooth (Arista)	935	-11	62702	12	46/0
7	7	LYNYRD SKYNYRD Workin' (CMC)	933	+6	51330	8	51/0
4	8	DEF LEPPARD Promises (Mercury/IDJMG)	878	-245	51302	16	55/0
12	9	LIVE The Dolphin's Cry (Radioactive)	875	+155	56976	3	66/2
8	10	TOM PETTY & THE HEARTBREAKERS Swingin' (Warner Bros.)	855	+6	49433	8	53/1
10	11	CHRIS CORNELL Can't Change Me (A&M)	835	+89	59828	4	59/2
9	12	LENNY KRAVITZ American Woman (Maverick/Virgin)	659	-134	40806	18	57/0
13	13	ALICE IN CHAINS Get Born Again (Columbia)	611	-71	36544	15	40/0
17	14	BUCKCHERRY Lit Up (DreamWorks)	528	-39	41703	27	43/0
15	15	GOO GOO DOLLS Black Balloon (Warner Bros.)	480	-98	26483	13	32/0
19	16	OLEANDER Why I'm Here (Republic/Universal)	466	-55	32641	32	38/0
18	17	SCORPIONS Mysterious (Koch)	466	-67	28451	12	37/0
14	18	COLLECTIVE SOUL No More, No Less (Atlantic)	453	-181	24554	15	36/0
16	19	MEGADETH Crush 'Em (Trauma/Capitol)	447	-129	25444	10	39/0
20	20	PEARL JAM Last Kiss (Epic)	441	-57	26901	18	40/0
29	21	DEF LEPPARD Paper Sun (Mercury/IDJMG)	416	+130	23775	3	42/8
22	22	BUCKCHERRY For The Movies (DreamWorks)	411	+4	24064	6	36/2
24	23	GODSMACK Keep Away (Republic/Universal)	411	+32	26909	19	29/0
26	24	QUEENSRYCHE Breakdown (Atlantic)	408	+66	23303	2	41/4
21	25	RATT Over The Edge (Portrait/Columbia)	403	-25	20276	7	36/0
23	26	FILTER Welcome To The Fold (Reprise)	380	+1	24073	8	33/0
25	27	OFFSPRING The Kids Aren't Alright (Columbia)	352	-12	19823	13	25/0
27	28	INDIGENOUS Got To Tell You (Pachyderm)	316	+4	18457	4	29/2
34	29	JOHN POPPER Miserable Bastard (A&M)	267	+33	15416	4	24/0
35	30	OLEANDER I Walk Alone (Republic/Universal)	264	+43	14090	4	28/1
28	31	MOTLEY CRUE Teaser (Motley/Beyond)	258	-37	15239	9	28/0
32	32	LIMP BIZKIT Nookie (Flip/Interscope)	255	+6	14446	11	20/0
37	33	OUR LADY PEACE One Man Army (Columbia)	226	+21	8528	2	31/5
30	34	EVERCLEAR The Boys Are Back In Town (Mercury/IDJMG)	221	-65	17783	7	18/0
38	35	ROB ZOMBIE Superbeast (Geffen)	207	+17	8319	7	19/0
45	36	STAIN'D Mudshovel (Flip/Elektra/EEG)	206	+39	10888	5	23/1
36	37	KID ROCK Bawitdaba (Top Dog/Lava/Atlantic)	205	-10	12579	17	18/0
33	38	JONNY LANG Second Guessing (A&M)	190	-54	11126	11	18/0
31	39	WIDESPREAD PANIC Dyin' Man (Capricorn)	189	-69	9976	10	25/0
43	40	SEVENDUST Denial (TVT)	185	+11	7955	5	18/1
41	41	CAROLINE'S SPINE Attention Please (Hollywood)	182	+5	8815	4	15/0
42	42	LIT Zip-Lock (RCA)	170	+46	7310	1	18/1
46	43	PANTERA Cat Scratch Fever (Mercury/IDJMG)	169	+2	6243	2	14/0
47	44	BRAMHALL I Wanna Be (RCA)	168	+2	11317	6	22/1
45	45	JIMMIE'S CHICKEN SHACK Do Right (Rocket/IDJMG)	153	+17	8883	1	20/2
46	46	SHADES APART Stranger By The Day (Universal)	150	+14	8677	3	17/0
47	47	SAMMY HAGAR Right On Right (MCA)	140	+112	10414	1	17/3
49	48	NEW AMERICAN SHAME Under It All (Lava/Atlantic)	140	-15	7818	16	13/0
49	49	DOUBLEDRIE Tattooed Bruise (Here And Now) (MCA)	139	+6	5707	1	17/1
50	50	KID ROCK Cowboy (Top Dog/Lava/Atlantic)	133	+32	6543	1	15/2

Most Added

ARTIST TITLE LABEL(S)	ADDS
COLLECTIVE SOUL Tremble For... (Atlantic)	22
DEF LEPPARD Paper Sun (Mercury/IDJMG)	8
ZZ TOP Fearless Boogie (RCA)	7
CREED Higher (Wind-up)	5
OUR LADY PEACE One Man Army (Columbia)	5
MEGADETH Insomnia (Capitol)	5
SCREAMIN' CHEETAH WHEELIES Halcyon... (Capricorn)	5
NINE INCH NAILS We're In... (Nothing/Interscope)	5
QUEENSRYCHE Breakdown (Atlantic)	4
STATIC-X Push It (Warner Bros.)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CREED Higher (Wind-up)	+423
LIVE The Dolphin's Cry (Radioactive)	+155
DEF LEPPARD Paper Sun (Mercury/IDJMG)	+130
SAMMY HAGAR Right On Right (MCA)	+112
CHRIS CORNELL Can't Change Me (A&M)	+89
GREAT WHITE Rollin' Stoned (Portrait/Columbia)	+72
QUEENSRYCHE Breakdown (Atlantic)	+66
MEGADETH Insomnia (Capitol)	+65
DAYS OF THE NEW Enemy (Outpost/Interscope)	+61
MELISSA ETHERIDGE Angels... (Island/IDJMG)	+58

Breakers

No Songs Qualified For Breaker Status This Week

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



70 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 8/29-Saturday 9/4. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 500 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 1999, The Arbitron Company). © 1999, R&R Inc.



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New & Active

POWERMAN 5000 When Worlds... (*DreamWorks*)
Total Plays: 125, Total Stations: 12, Adds: 3
PUSHMONKEY Lefty (*Arista*)
Total Plays: 111, Total Stations: 13, Adds: 0
MELISSA ETHERIDGE Angels Would... (*Island/IDJMG*)
Total Plays: 108, Total Stations: 14, Adds: 2
MEGADETH Insomnia (*Capitol*)
Total Plays: 101, Total Stations: 15, Adds: 5
JETHRO TULL Spiral (*Fuel 2000*)
Total Plays: 82, Total Stations: 9, Adds: 2

CHEVELLE Mia (*Squint*)
Total Plays: 79, Total Stations: 11, Adds: 2
LIARS INC. Anybody (*Foodchain/Columbia*)
Total Plays: 68, Total Stations: 12, Adds: 1
YES Lightning Strikes (She Ay...) (*Beyond*)
Total Plays: 62, Total Stations: 11, Adds: 2
SANTANA F/EVERLAST Put Your Lights On (*Arista*)
Total Plays: 51, Total Stations: 7, Adds: 3
BSTOPS7 My Would-Be Savior (*Reprise*)
Total Plays: 49, Total Stations: 10, Adds: 1

Songs ranked by total plays

Most Played Recurrents

COLLECTIVE SOUL Heavy (*Atlantic*)

CREED One (*Wind-up*)

METALLICA Whiskey In The Jar (*Elektra/EEG*)

LENNY KRAVITZ Fly Away (*Virgin*)

GODSMACK Whatever (*Republic/Universal*)

LIT My Own Worst Enemy (*RCA*)

KENNY WAYNE SHEPHERD Blue On Black (*Revolution/Reprise*)

EVERLAST What It's Like (*Tommy Boy*)

METALLICA Turn The Page (*Elektra/EEG*)

GOO GOO DOLLS Slide (*Warner Bros.*)

SAMMY HAGAR Mas Tequila (*MCA*)

TRAIN Meet Virginia (*Aware/Columbia*)

EVE 6 Inside Out (*RCA*)

ROB ZOMBIE Living Dead Girl (*Geffen*)

CREED What's This Life For (*Wind-up*)

KORN Freak On A Leash (*Immortal/Epic*)

ROB ZOMBIE Dragula (*Geffen*)

TRAIN Free (*Aware/Columbia*)

BLINK 182 What's My Age Again? (*MCA*)

FLYS Got You (Where I Want You) (*Delicious Vinyl/Trauma*)

ROCK

Going For Adds

9/14/99

BLACK LABEL SOCIETY Born To Lose (*Spitfire*)
BOTTLE ROCKETS Nancy Sinatra (*Doolittle/IDJMG*)
BUSH The Chemicals Between Us (*Trauma*)
CHEAP TRICK That 70's Song (*Volcano*)
CYCLEFLY Violet High (*Radioactive*)
DOPE Debonaire (*Flip/Epic*)
BEN HARPER & THE INNOCENT CRIMINALS Burn To Shine (*Virgin*)
KOTTONMOUTH KINGS Bump (*Capitol*)
FEEDER Insomnia (*Echo/Elektra/EEG*)
MUSE Muscle Museum (*Maverick/Taste*)
STATIC-X Push It (*Warner Bros.*)
STYX Number One (*CMC*)
THIRD DAY Believe (*Silvertone*)
ZZ TOP Fearless Boogie (*RCA*)

TUNED-IN

ROCK

R&R/MEDIABASE 24/7

KCAL 96.7 *KCAL/Riverside*
Monday, August 30

1am

FAITH NO MORE Epic
MOTLEY CRUE Smokin' In The Boys Room
BUCKCHERRY Lit Up
BLACK CROWES Hard To Handle
DEF LEPPARD Too Late For Love
LENNY KRAVITZ American Woman
LED ZEPPELIN Kashmir
METALLICA The Unforgiven II
AC/DC Highway To Hell
LIVE The Dolphin's Cry
RUSH Spirit Of Radio

11am

OZZY OSBOURNE I Don't Know
RED HOT CHILI PEPPERS Scar Tissue
ZZ TOP La Grange
COLLECTIVE SOUL Heavy
RUSH Subdivisions
METALLICA Until It Sleeps
AEROSMITH Walk This Way
OFFSPRING The Kids Aren't Alright
DEF LEPPARD Armageddon II
GREAT WHITE Rollin' Stoned
RAINBOW Man On The Silver Mountain

5pm

BUCKCHERRY Lit Up
AC/DC Hell's Bells
NIRVANA All Apologies
PINK FLOYD Learning To Fly
METALLICA Whiskey In The Jar
SAMMY HAGAR Heavy Metal
LENNY KRAVITZ American Woman
GOLDEN EARRING Twilight Zone
RATT Round And Round
STONE TEMPLE PILDTS Interstate Love Song
LED ZEPPELIN Whole Lotta Love
CHRIS CORNELL Can't Change Me

8pm

SOUNDGARDEN Fell On Black Days
VAN HALEN Unchained
MEGADETH Crush 'Em
PEARL JAM Jeremy
PINK FLOYD Another Brick In The Wall (Part II)
BUCKCHERRY Lit Up
MOTLEY CRUE Girls, Girls, Girls
OFFSPRING Pretty Fly (For A White Guy)
METALLICA Enter Sandman
LIVE The Dolphin's Cry

KLOS 95.5 *KLOS/Los Angeles*
Monday, August 30

11am

DOORS Hello, I Love You
ALLMAN BROTHERS BAND Statesboro Blues
METALLICA Turn The Page
JIMI HENDRIX Foxey Lady
U2 New Year's Day
AEROSMITH Sweet Emotion
SANTANA F/R. THOMAS Smooth
LYNYRD SKYNYRD Saturday Night Special
JAMES GANG Funk #49
NIRVANA Heart-Shaped Box

3pm

BLACK CROWES Hard To Handle
VAN HALEN Hot For Teacher
BOB SEGER Fire Down Below
LED ZEPPELIN Rock & Roll
U2 Desire
HEART Even It Up
CHRIS CORNELL Can't Change Me
AC/DC Dirty Deeds Done Dirt Cheap
AEROSMITH Dream On
METALLICA The Unforgiven
GREAT WHITE Rock Me

7pm

SOUNDGARDEN Black Hole Sun
DEF LEPPARD Rock Of Ages
RICK DERRINGER Rock And Roll, Hoochie Koo
TOM PETTY/HEARTBREAKERS Free Girl Now
LED ZEPPELIN Houses Of The Holy
PRETENDERS Middle Of The Road
AEROSMITH Same Old Song & Dance
TDNIC You Wanted More
ROBIN TROWER Too Rolling Stoned
BLACK SABBATH Iron Man

9pm

AC/DC Back In Black
LED ZEPPELIN Ocean
METALLICA Ain't My Bitch
JIMI HENDRIX Fire
ZZ TOP Sharp Dressed Man
TED NUGENT Stranglehold
TOM PETTY/HEARTBREAKERS Swingin'
CARS You're All I've Got Tonight
PEARL JAM Jeremy



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WEEK!**




push it

Static-X



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Early Adds Include:

**WAAF KEGL KUPD KIOZ KXXR
WXTM KBPI WLZR KUFO WAZU WNOR**

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Over 220,000 Sold!!**



New & Active

TYPE O NEGATIVE Everything Dies (<i>Roadrunner</i>) Total Plays: 229, Total Stations: 32, Adds: 8	BOLT UPRIGHT The Next Level (<i>550 Music/Epic</i>) Total Plays: 99, Total Stations: 15, Adds: 0
LIARS INC. Anybody (<i>Foodchain/Columbia</i>) Total Plays: 165, Total Stations: 21, Adds: 0	LYNYRD SKYNYRD Workin' (<i>CMC</i>) Total Plays: 98, Total Stations: 7, Adds: 1
GUANO APES Open Your Eyes (<i>Super Sonic/RCA</i>) Total Plays: 154, Total Stations: 18, Adds: 1	PAPA VEGAS Something Wrong (<i>RCA</i>) Total Plays: 69, Total Stations: 11, Adds: 4
ORANGE 9MM When You Lie (<i>NG</i>) Total Plays: 104, Total Stations: 15, Adds: 0	H-BLOCKX Fly (<i>Risk</i>) Total Plays: 68, Total Stations: 14, Adds: 5
DOPE Debonaire (<i>Flip/Epic</i>) Total Plays: 103, Total Stations: 14, Adds: 4	MOKE Down (<i>Ultimatum</i>) Total Plays: 64, Total Stations: 9, Adds: 2

Songs ranked by total plays

Most Played Recurrents

GODSMACK Whatever (<i>Republic/Universal</i>)
KORN Freak On A Leash (<i>Immortal/Epic</i>)
LIT My Own Worst Enemy (<i>RCA</i>)
ROB ZOMBIE Living Dead Girl (<i>Geffen</i>)
CREED One (<i>Wind-up</i>)
ROB ZOMBIE Dragula (<i>Geffen</i>)
COLLECTIVE SOUL Heavy (<i>Atlantic</i>)
METALLICA Whiskey In The Jar (<i>Elektra/EEG</i>)
LENNY KRAVITZ Fly Away (<i>Virgin</i>)
EVERLAST What It's Like (<i>Tommy Boy</i>)
KORN Got The Life (<i>Immortal/Epic</i>)
ORGY Blue Monday (<i>Elementree/Reprise</i>)
CREED What's This Life For (<i>Wind-up</i>)
COLLECTIVE SOUL No More, No Less (<i>Atlantic</i>)
DRAIN STH Enter My Mind (<i>Enclave/Mercury/IDJMG</i>)
METALLICA Turn The Page (<i>Elektra/EEG</i>)
GOO GOO DOLLS Black Balloon (<i>Warner Bros.</i>)
EVERCLEAR The Boys Are Back In Town (<i>Mercury/IDJMG</i>)
PEARL JAM Last Kiss (<i>Epic</i>)
MONSTER MAGNET Space Lord (<i>A&M</i>)

ACTIVE ROCK Going For Adds 9/14/99

BLACK LABEL SOCIETY Born To Lose (<i>Spitfire</i>)
BOTTLE ROCKETS Nancy Sinatra (<i>Doolittle/IDJMG</i>)
BUSH The Chemicals Between Us (<i>Trauma</i>)
CHEAP TRICK That 70's Song (<i>Volcano</i>)
CYCLEFLY Violet High (<i>Radioactive</i>)
DOPE Debonaire (<i>Flip/Epic</i>)
BEN HARPER & THE INNOCENT CRIMINALS Burn To Shine (<i>Virgin</i>)
KOTTONMOUTH KINGS Bump (<i>Capitol</i>)
FEEDER Insomnia (<i>Echo/Elektra/EEG</i>)
MUSE Muscle Museum (<i>Maverick/Taste</i>)
STATIC-X Push It (<i>Warner Bros.</i>)
STYX Number One (<i>CMC</i>)
THIRD DAY Believe (<i>Silvertone</i>)
ZZ TOP Fearless Boogie (<i>RCA</i>)

TUNED-IN ACTIVE ROCK

R&R/MEDIABASE 24/7



KIOZ/San Diego
Monday, August 30

2am

PINK FLOYD Mother
OFFSPRING She's Got Issues
OZZY OSBOURNE I Don't Know
JANE'S ADDICTION Ocean Size (Remix)
RAGE AGAINST THE MACHINE Freedom
MOTLEY CRUE Live Wire
TOOL Forty Six & 2
STONE TEMPLE PILOTS Interstate Love Song
AEROSMITH Walk This Way
OLEANDER Why I'm Here
VAN HALEN You Really Got Me
CREED One

1pm

SOUNDGARDEN Burden In My Hand
METALLICA Die, Die My Darling
ALICE IN CHAINS Don't Follow
LED ZEPPELIN Over The Hills And Far Away
TOOL H.
RED HOT CHILI PEPPERS Scar Tissue
OZZY OSBOURNE Crazy Train
KORN Freak On A Leash
PINK FLOYD Young Lust
GODSMACK Keep Away

4pm

AC/DC Rock & Roll Ain't Noise...
RAGE AGAINST THE MACHINE No Shelter
CULT Sweet Soul Sister
SPRUNG MONKEY Naked
RED HOT CHILI PEPPERS Under The Bridge
LIVE The Dolphin's Cry
JIMI HENDRIX Hey Joe
FILTER Welcome To The Fold
ALICE IN CHAINS Down In A Hole

9pm

STONE TEMPLE PILOTS Vasoline
OFFSPRING The Kid's Aren't Alright
RED HOT CHILI PEPPERS My Friends
JIMI HENDRIX Manic Depression
JANE'S ADDICTION Had A Dad
NIRVANA In Bloom
MEGADETH Crush 'Em
PEARL JAM Black
STATIC-X Push It
OZZY OSBOURNE Over The Mountain
GODSMACK Keep Away
NINE INCH NAILS Head Like A Hole



KHTQ/Spokane
Monday, August 30

1am

EVERCLEAR The Boys Are Back In Town
SYSTEM OF A DOWN Sugar
ROB ZOMBIE Superbeast
FACE TO FACE God Is A Man (Devil You Know)
JIMMIE'S CHICKEN SHACK Do Right
SECOND COMING Unknown Rider
CREED Higher
RED HOT CHILI PEPPERS Scar Tissue
SEVENDUST Denial
SCORPIONS Mysterious
PUSHMONKEY Lefty
FILTER Welcome To The Fold
SPEAK NO EVIL Hold Your Breath

11am

ALICE IN CHAINS Get Born Again
BLACK SABBATH Psycho Man
SCORPIONS Mysterious
BAD COMPANY How About That
APRIL WINE Roller
GREAT WHITE Rollin' Stoned
TOM PETTY You Don't Know How It Feels
DOKKEN Maddest Hatter
AEROSMITH Rag Doll
GODSMACK Whatever
SAMMY HAGAR Right On Right
CRACKER Low

4pm

PANTERA Cat Scratch Fever
COWBOY MOUTH What'cha Gonna Do
EVE 6 Tongue Tied
STEVIE RAY VAUGHN The Sky Is Crying
PINK FLOYD Have A Cigar
ALICE IN CHAINS Get Born Again
STONE TEMPLE PILOTS Dancing Days
BARE JR. You Blew Me Off
GOO GOO DOLLS Black Balloon
RUSH Tom Sawyer
SOUNDGARDEN Burden In My Hand
DEF LEPPARD Promises

8pm

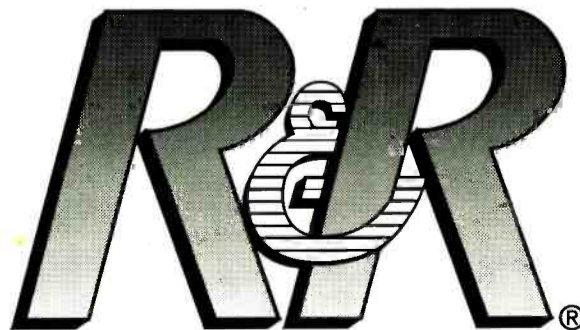
GUNS N' ROSES Sweet Child O' Mine
BLINK 182 What's My Age Again?
FOO FIGHTERS My Hero
BROTHER CANE Got No Shame
FEAR FACTORY Descent
CHRIS CORNELL Can't Change Me
OZZY OSBOURNE Mama, I'm Coming Home
RATT Over The Edge
GODSMACK Keep Away
CHEVELLE Mia
LIVE The Dolphin's Cry
PEARL JAM In Hiding
DRAIN S.T.H. Enter My Mind
KENNY W. SHEPHERD Somehow, Somewhere...



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rronline.com

THE INDUSTRY'S NEWSPAPER



active INSIGHT

By
Frank Correia
Asst. Rock Editor

It's been over a year since German exports Rammstein scared the shit out of the Midwest with their creepy industrial growl on "Du Hast." Now get ready for Deutschland's next great rock export, **H-Blockx**. Do not, however, expect a Rammstein clone. The band's English is probably better than youse guys', and their American debut on **Risk Records**, *Fly Eyes*, exudes some killer rock hooks that run the gamut from upbeat electronic influences to grinding metal guitars.

Don't call them rookies either. The band first came together in 1990. Vocalists **Henning** and **Dave** gained an appreciation of American music after spending a year as exchange students in Wisconsin and Kansas, respectively. Bringing that love back to Germany, the two formed a party group with guitarist **Tim**, bassist **Gudze** and original drummer **Mason**. Naming themselves after the Irish prison blocks reserved for IRA terrorists, the group rose from local gigs to mainstream acceptance in Germany. Their first single, 1993's "Rising High," became a hit and inspired the group to record their 1994 full-length debut, *Time to Move*. The band entered the German charts and received MTV's Local Hero Award. By 1995 the album had entered the Austrian and Swiss charts, secured gold status in Germany and landed the group in several major festivals.

The band released a successful follow-up in 1996, *Discover My Soul*. Despite the growth that the new album exhibited, drummer Mason decided to leave, opening the door for current skin-basher **Marco**. H-Blockx then co-headlined several summer festivals before working on 1998's *Fly Eyes*. Although the album's a year old, it is H-Blockx's greeting card to America. A spot on this year's Vans Warped Tour has put the energetic band in front of American fans as well.

WQLZ/Springfield, IL PD Woody Carlson has just added the first single, "Fly," into rotation. "They're my new favorite band next to Murder One," Carlson reveals. "H-Blockx has that heavy sound that the listeners are digging right now, and it's just as melodic as the Rob Zombie stuff. It's another heavy band with a hook."



H-Blockx

R&R Top 20 Specialty Artists

September 10, 1999

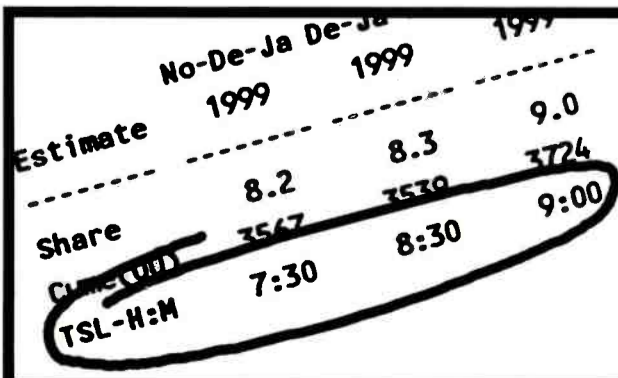
- COAL CHAMBER (Roadrunner)** Airplay Includes: KATT, KISW, WBAB
- SEVENDUST (TVT)** Airplay Includes: KBPI, WJXQ, WQXA
- TYPE O NEGATIVE (Roadrunner)** Airplay Includes: KBER, WGIR, WXBE
- SLIPKNOT (Roadrunner)** Airplay includes: KDOT, KXXR, WKLQ
- POWERMAN 5000 (DreamWorks)** Airplay Includes: KFMF, WRXL, WYSP
- P.O.D. (Atlantic)** Airplay Includes: KRXQ, KWHL, WTPA
- MACHINE HEAD (Roadrunner)** Airplay Includes: KUPD, WJXQ, WTFX
- MEGADETH (Capitol)** Airplay Includes: KLPX, WBAB, WGIR
- LIMP BIZKIT (Flip/Interscope)** Airplay Includes: KDOT, KFMF, WKGB
- FILTER (Reprise)** Airplay Includes: KRAB, WQXA, WXTM
- STATIC-X (Warner Bros.)** Airplay Includes: KXXR, KWHL, WXBE
- TESTAMENT (Spitfire)** Airplay Includes: KRXQ, WRXL, WTFX
- QUEENSRYPHE (Atlantic)** Airplay Includes: KBPI, WKLQ, WXTM
- SYSTEM OF A DOWN (American/Columbia)** Airplay Includes: KDOT, KFMF, KISW
- FACTORY 81 (Medea)** Airplay Includes: KBER, KXXR, WYSP
- EDL (Big Deal)** Airplay Includes: KUPD, KWHL, WJXQ
- BIOHAZARD (King/Mercury/IDJMG)** Airplay Includes: KXXR, WGIR, WRXL
- METAL CHURCH (Nuclear Blast)** Airplay Includes: KBPI, KISW, KWHL
- 8STOP7 (Reprise)** Airplay Includes: WKGB, WTPA, WXTM
- CANDIRIA (MIA)** Airplay Includes: KRXQ, WTFX, WYSP

Ranked by total number of shows reporting artist.

Specialty Show Reporters

Shows and their Top 5 songs listed alphabetically by market

<p>KWHL/Anchorage, AK The Pit Sunday 8-9pm Hilman Machine Head "From This Day" Queensryche "Breakdown" Type O Negative "Creepy Green Light" Sevendust "Denial" Static-X "Wisconsin Death Trip"</p>	<p>KFMF/Chico, CA Over The Edge Sunday 10pm-midnight Paul Swiftka Ben Harper "Burn To Shine" Bif Naked "Moment Of Weakness" Nine Inch Nails "The Day The World..." 311 "Come Original" Limp Bizkit "Break Stuff"</p>	<p>WQXA/Harrisburg, PA The Sunday News Sunday 8-10am Bill Hanson Fenix-TX "All My Fault" Jed The Fish "The Hiding" Powerman 5000 "Supernova Goes Pop" Stereophonics "Pick A Part" Ultrablue "I Wish You Were" Julian Coryell "Song For Cynics" Superchunk "Cursed Mirror"</p>	<p>WJXQ/Lansing, MI The Pit Sunday midnight-2am Jennifer Taylor Reveille "Permanent (Take...)" Powerman 5000 "Supernova Goes Pop" Biohazard "New World Disorder" Undiscovered "Blackwoman" Coal Chamber "Nction"</p>	<p>KXXR/Minneapolis, MN X-treme Metal Shop Friday 1-4am Nick Davis Testament "DNR" Slipknot "Eyeliss" Biohazard "Abandon In Place" Coal Chamber "No Home" Vision Of Disorder "Choke"</p>	<p>KUPD/Phoenix, AZ Into The Pit Sunday 10pm-midnight Dennis Huff Static-X "I'm With Stupid" Slipknot "Eyeliss" System Of A Down "Suite Pea" Testament "Down For Life" Machine Head "The Blood..."</p>	<p>KBER/Salt Lake City, UT Radio Kaos Sunday 9-11pm Darby Coal Chamber "Notion" Testament "Fall Of Siple Dome" Powerman 5000 "Operate, Annihilate" Machine Head "From This Day" Factory 81 "Rotten Strawberries"</p>	<p>WXTM/St. Louis, MO Monday Night Metal Mon-Fri 11pm-midnight Kane Slipknot "Purity" Biohazard "Switch" Skunk Anansie "The Skank Heads" Static-X "Bled For Days" Reveille "Judus"</p>
<p>KRAB/Bakersfield, CA X-Factor Sunday 8-9pm Mike Bell Nine Inch Nails "We're In This..." Every Bit Of Nothing "Night Take Me Down" Filter "Captain Bligh" 311 "Come Original" Len "Feelin' Alright"</p>	<p>KBPI/Denver, CO Metalix Saturday midnight-2am Uncle Nasty Queensryche "Breakdown" Sevendust "Headtrip" Type O Negative "Who Will Save The..." Metal Church "Sleeps With Thunder" Machine Head "Message In A Bottle"</p>	<p>WTPA/Harrisburg, PA Sound Alternative Sunday 8-10pm Mall Miller Chrome Locust "New World Disorder" P.O.D. "Southtown" Guided By Voices "Hold On Hope" Sparklehorse "Happy Man" Julian Coryell "Song For Cynics"</p>	<p>WBAB/Long Island, NY Fingers Metal Shop Sunday 10pm-1am Fingers Lunachicks "Less Teeth More Tits" Mindless Self "Pussy All Night" Filter "Welcome To The Fold" Queensryche "Breakdown" Ice Age "The Bottom Line"</p>	<p>KATT/Oklahoma City, OK Launch Pad Thursday midnight-1am Leo Cage Sevendust "Denial" Coal Chamber "Notion" Caroline's Spine "Attention Please" Jimmie's Chicken "String Of Pearls" Doubledrive "Beel System"</p>	<p>KDOT/Reno, NV Pure Metal Massacre Mon-Fri 11pm-midnight Megan Raye Coal Chamber "Notion" System Of A Down "Sugar" Orange 9mm "When You Lie" Drain STH "Enter My Mind" Machine Head "From This Day"</p>	<p>KISW/Seattle, WA Metal Shop Saturday midnight-2am Rockfish Static-X "Push It" Dope "Debonaire" Rammstein "Asche Zu Asche (Live)" Sevendust "Home" Reveille "Permanent (Take...)"</p>	<p>KLPX/Tucson, AZ Area 51 Friday 10pm-midnight Bob Bitchin C.O.C. "Land Of The Free..." Megadeth "Prince Of Darkness" Type O Negative "Everything Dies" Static-X "Push It" Powerman 5000 "When Worlds Collide"</p>
<p>WKGB/Binghamton, NY Incoming Monday 10pm-11:30pm Tim Boland Blink 182 "What's My Age Again?" Limp Bizkit "Nookie" Pushmonkey "Lefty" Protein "Lemonade" Uncle Ho "Bubblehead"</p>	<p>WKLQ/Grand Rapids, MI New Metal Monday Monday midnight-1am Tom "Wiz" Slavrou Static-X "Sweat Of The Bud" Nine Inch Nails "Startuckers Inc." Type O Negative "Creepy Green Light" Six Feet Under "War Machine" Queensryche "Breakdown"</p>	<p>WCCC/Hartford, CT Sunday Night Blues Sunday 8-10pm Beef Steef Stavin' Chain "Bloodshot Annie" Jonny Lang "Cherry Red Wine" Walter Trout "Playing With A..." B.B. King "Mean Ol' World" Jeff Pritchell & "One Day Away"</p>	<p>WTFX/Louisville, KY The Attitude Network Saturday 10pm-2am Black Frank Type O Negative "Creepy Green Light" Coal Chamber "Notion" Sevendust "Denial" Candiria "Cleansing" Arch Enemy "Burning"</p>	<p>WYSP/Philadelphia, PA Rockers Friday midnight-2am Matt & Huggy Powerman 5000 "They Know Who You Are" Snapcase "Energy Dome" Tree "Pesticide" VA "Bad Brains..." Gene Machine "Stand "Spleen"</p>	<p>WRXL/Richmond, VA The Metal File Mon-Fri 2-3am Johnny Young Coal Chamber "Notion" Type O Negative "Everyone I Love..." Machine Head "From This Day" Iced Earth "Vengeance Is Mine" Six Feet Under "Victim Of The..."</p>	<p>WQLZ/Springfield, IL Third Millennium Sunday 9-10pm Rocky Earth To Andy "Still After You" Bottle Rockets "Nancy Sinatra" Cyclotron "Violent High" Laundry "This Time" 311 "Come Original"</p>	<p>WXBE/Wilkes Barre, PA Freddie's Closet Saturday 11pm-1am Freddie P.O.D. "Southtown" Static-X "Wisconsin Death Trip" Riot "Sons Of Society" Coal Chamber "Notion" Slipknot "Surfacing"</p>
<p>KFMF/Chico, CA Dot-stroclities Mon-Fri 11pm-midnight Cale Wiggins Machine Head "From This Day" Limp Bizkit "Break Stuff" Dope "Pig Society" Static-X "I'm With Stupid" Coal Chamber "Notion"</p>	<p>WKLQ/Grand Rapids, MI Clambake Sunday 9-10pm Steve "The Rat" Aldrich Death In Vegas "Aisha" Joe Strummer "Yalla Yalla" Leftfield "Phat Planet" Elastica "How He Wrote" Breakbeat Era "Our Disease"</p>	<p>WRKR/Kalamazoo, MI The Sunday Blues Sunday 8pm-midnight Marty Spaulding Sly Johnson "Talkin' Bout Chicago" Luther Allison "Live In Chicago" Lil' Ed & The "Get Wild" System Of A Down "Sugar" Mighty Sam McClain "Soul Survivor" Jimmy "T-99" Nelson "Rockin' & Shoutin'"</p>	<p>WGIR/Manchester, NH Whiplash Sunday 10-11pm Roadkill Limp Bizkit "Just Like This" Tree "Burning Seed" System Of A Down "Sugar" Hatebreed "Empty Promises" Sick Of It All "Potential For A Fall"</p>	<p>KUPD/Phoenix, AZ Red Radio Underground Sunday 7-9pm Larry Mac NIT "Suffer Ring" Buckethead "Jump Man" Bloodhound Gang "The Bad Touch" Death In Vegas "Aisha" Muse "Muscle Museum"</p>	<p>KRXQ/Sacramento, CA Ear Whacks Sunday 8-9:30pm Paul Wilbur, Che Brooks Anti-Flag "Captain Anarchy" Supersuckers "Monkey" Garlic Boys "Anita Tobashisagi" Guano Apes "Open Your Eyes" Laundry "This Time"</p>	<p>WXTM/St. Louis, MO Static Sunday 8pm-9pm Johnny Orr Limp Bizkit "Break Stuff" Second Coming "Unknown Rider" Oleander "Walk Alone" Marilyn Manson "Highway To Hell" Red Hot Chili Peppers "Around The World"</p>	



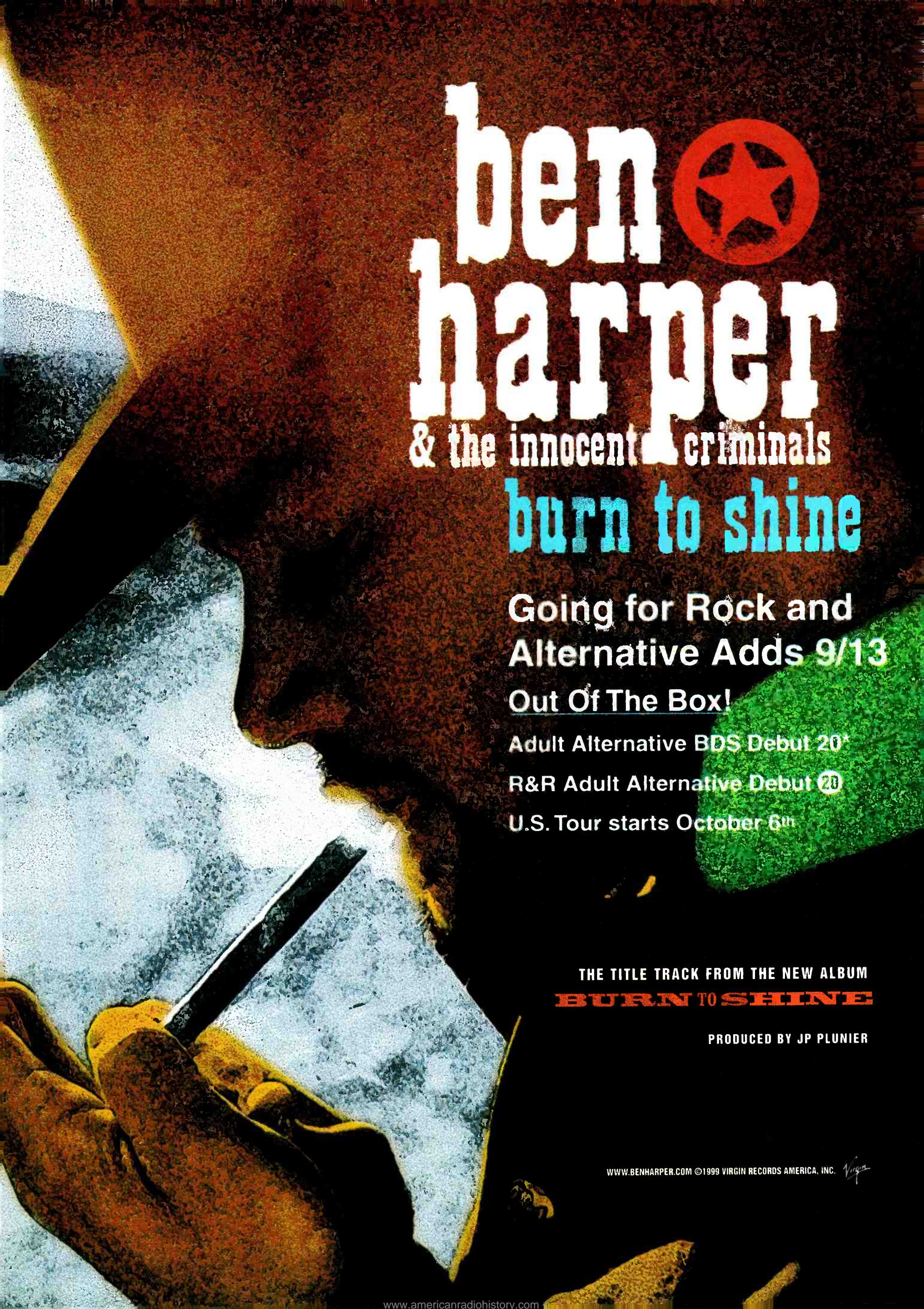
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R&R Adult Alternative Debut 20

U.S. Tour starts October 6th

THE TITLE TRACK FROM THE NEW ALBUM
BURN TO SHINE

PRODUCED BY JP PLUNIER

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JIM KERR
jimmkerr@rronline.com

The 'FNX Network Takes Flight

□ Using expansion to compete against consolidation

What's a smaller broadcaster to do? With radio companies buying up more and more stations and concentrating them in market clusters, the ability of the small radio operator to compete has been severely shaken. Enter WFNX/Boston, which has decided to revive the old radio network paradigm with a decidedly modern twist, all with the goal of competing in today's consolidated radio environment. This week I talk with WFNX PD **Cruze** about the station's network plans.

R&R: How did you get from the idea stage to where the network is today?

Cruze: I know that there had been some discussion in the past, prior to my being here, about adding more radio stations to the company. I don't know if the point was to network or just to have other stations in the market. However, I think it all came together once we felt like we were getting the wheels turning and getting the ratings moving upward. I suggested adding a network to our programming that comes out of the 'FNX studios in Boston, and our owner, Steven Mindich, got really excited about the possibilities.

With the new digital technology we can take what we do at 'FNX and put it out everywhere. One of the reasons that everybody was really confident about it was because we have one of the most listened-to webcasts in the world. I always thought it was interesting that we get e-mail from markets with successful, functional Alternative stations saying, "I listen to you

on my computer speakers because the station here sucks."

R&R: So that kind of response led you to believe that a network would be viable?



Cruze

Cruze: It certainly is one of them. For whatever reason, there are people from all over the world who e-mail us regularly saying that they listen to us on their tinny computer speakers over the Internet. My concept was that if we can get people to listen in that way, there is no reason we can't get people to listen in other markets in New England, especially with Boston as a point of reference. Boston really is the hub in New England.

In any case, Mindich got excited about some of the concepts I was presenting, and we started looking at things that might make sense. One thing we noticed is that there are some properties out there that have flown beneath the radar because they didn't necessarily make sense for the fifth or sixth station in a medium-to-small market cluster. Those are the kinds of things that we poked around looking

for. The first appropriate one that we found was a station out of Sanford, ME that is capable of covering both New Hampshire and Portland.

R&R: So from the initial idea, did you identify a handful of signals or just one?

Cruze: I think that in today's climate you just try to find out what's out there. There are so few singles that are actually available unless you want to pour money down the drain. Steve came back with a number of things, some of which made more sense than others, and that was just the first one that went all the way to offer, acceptance, purchase and transfer.

"One thing we noticed is that there are some properties out there that have flown beneath the radar because they didn't necessarily make sense for the fifth or sixth station in a medium-to-small market cluster."

R&R: Where do things stand now?

Cruze: The good news is that we are up and operating, and that first station has a decent signal from Portsmouth to Portland. In areas where it's still a little bit sketchy, we are already authorized to increase the wattage by the end of September. We feel really good about the charts, which show us that we have really legitimate, solid market coverage. That's great, because if you look at just one of the markets, you wind up being a little sketchy in the other one. So a station located equidistant from both markets works perfectly. We have also just added another signal, WHNQ in Peterborough, NH, which will be ready to go in two or three months.

R&R: Is the overall goal to eventually cover all of New England?

"Right now Boston is still the most important piece of this puzzle. If I win in a number of smaller markets and don't get the job done in Boston, then the network is not a success."

Cruze: We want to cover as much of it as is feasible. I knew from the beginning the potential of putting many little stations together at a reasonable price where the whole is greater than the sum of its parts. I'd love to see 20 or 30 stations covering every market in New England, but I don't think that's possible.

R&R: So going out and buying 20 stations doesn't fit into the plan.

Cruze: Not necessarily. Just like with anything else, you have to have a business plan, and part of what made this possible is a business plan that says, "Here's how we pay for it." If, in the process, we pick up a signal that covers a corner of Boston that helps us with our broadcast, then that can help our business plan by increasing our ratings in the Boston metro area.

R&R: Let's talk about some of the mechanics. When the network is in place, are you going to run the same programming on every station? You talked about using a hard-drive-based system.

Cruze: We are using the Audio-vault system, which is already up and running in Boston. Our downtown translator is 101.3, which is a 10-watt translator off the Hancock building in downtown Boston. It's a 100% simulcast of what we run at 101.7. The frequency in Maine and New Hampshire will be a locally customized version of our main programming out of Boston. We run what we call split sweepers, so that I don't lose the dial position. We run sweepers over the whole network that just announce the 'FNX radio network, but several times each hour a sweeper will run that in Boston says, "You're listening to 101.7 'FNX," and in Maine says, "You're listening to 92.1 'FNX," all on the same link.

R&R: How much promoting will there be outside of Boston?

Cruze: We will wind up doing quite a bit. We are still in the early stages, but since I don't have to hire a whole airstaff, we put our personnel money into sales and promotions. We have sales and promotion squads at each station that handle the smaller promotional tasks, giving away prizes or whatever. I also brought in a weekend guy who we will send into the Maine and New Hampshire area to help with promotions in those markets.

R&R: Are you going to battle market by market, or do you look at the competition from the perspective of the whole network?

Cruze: Right now Boston is still the most important piece of this puzzle. If I win in a number of smaller markets and don't get the job done in Boston, then the network is not a success. Still, it's time to change the way we look at things. Our approach is completely different. When we adjust our programming to compete, it's only in the sense that we have to think larger than just one market. So we have to be smart about things. I can't put a sweeper in front of a song that says you can only hear this on 'FNX if that's true in Boston but not in another of our markets.

R&R: What about the music in markets where building familiarity is more difficult? Do you have to be more conservative, or do you present 'FNX as offering something different?

Cruze: Probably elements of both. The concept of 'FNX is to expect to hear something challenging, at least as part of the mix. Becoming a little less gold-based than in the past will help play into a more conservative stance. Not that being more current is being more conservative, but it's a lot easier to teach people to like the new Tonic song because you're playing it 30 times a week than "Ask" by the Smiths, which you play once every six days.

R&R: What about the challenging element you mentioned?

Cruze: Well, 'FNX has always been about being a little more challenging musically. In terms of strategy, think of it this way: In the early '90s, when a new Alternative station came on, the station was playing gobs of unfamiliar music, yet these stations shot up in ratings. Sometimes we can overthink the need for every song to have a familiarity curve.

I'm not trying to violate the tenets of good programming. Familiarity is important, but when you were younger, was that why you chose a radio station? Obviously, if it throws one unfamiliar thing after another at you, you're not going to stick around long, but that's part of the challenge of this format — it's always been about new music. From the days when three stations were playing it to when 125 stations play it. When I was in Top 40 and an Alternative station signed on in my market, my listeners left me for the Alternative, saying, "I love all the new music." Alternative radio, at its best, has an element of that. Luckily, that has always been an integral part of what 'FNX is, and I am sure that it will translate through the network.

Unwritten Law

Caillin

R&R Alternative 29-27

Modern Rock Monitor 31*-28*

New This Week:

KDGE CFNY WJBX

KROQ	27x	KITS	10x
KNDD	25x	91X	15x
CIMX	27x	KXRK	32x
WXRK	10x	KEDJ	16x
KTBS	31x	KTCL	18x
WBCN	9x	KWOD	43x

Produced by Rick Parashar • Mixed by Tom Lord-Alge
Bill Silva Management

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owsley i'm alright

from the debut album:

owsley

**Going For Adds at
Alternative on 9/14!**

"I'm Alright" to be featured in the National Nautica TV Campaign
premiering 10/05 during Buffy & Angel on the WB Channel

Produced by OWSLEY
Mixed by TOM LORD-ALGE
Career Direction: WARREN ENTNER MANAGEMENT

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S O U L W A X

THE FIRST SINGLE

"MUCH AGAINST EVERYONE'S ADVICE"



COULDN'T WAIT: 91X WJSE WRRV
IMPACTING AT MODERN ROCK
SEPTEMBER 14

Break Through

Artist

By
Jim Kerr
Alternative Editor

JACT
Track: "EXCUSES"
LP: **JACT**
Producer: **JIM WIRT, PAUL PALMER & JACT**
Label: **TRAUMA**

dynamic and acclaimed frontman for English band Pusherman, and was looking for a new direction when he was introduced to Hutt through a mutual friend. The two left for Los Angeles last fall to write songs and hooked up with Peters and Eiriksson. The results of this impressive new band's vision can be seen on their debut album, including their new single "Excuses," which is building airplay across the country.

• **Influences:**
• **Artist POV:** Andy Frank on slightly veiled autobiographical lyrics: "I had to shed a bit of light on the darker sides of my life. What I'm singing about I have to camouflage slightly. I am singing a lot about fucking up — real life ... relationships and yourself. Also with a bit of defiance, but a positive message: You've got to choose your own life."

essentials: You'd expect a band that got its name from the slang word meaning "amped, excited, and ready to go" would lay out some frenetic tunes, and in this instance you'd be right. But Jact has a depth that goes beyond simply rocking out, with songs about exorcizing the past, fixations of excess, mortality and the shaky optimism of starting over all found on the band's self-titled debut.

The L.A.-based band (including **Andy Frank** on vocals, **Ted Hutt** on guitar, **C.J. Eiriksson** on drums and **Jeff Peters** on bass) was formed in London last year when Hutt met up with Frank. Frank was previously the



Chuck Roast, PD
KFMA/Tucson

Powerman 5000 "When Worlds Collide" is without a doubt one of the hottest records on our station. It's No. 1 phones and selling really strong. We just put a show on sale and it sold out 750 seats in 25 minutes. We're playing the song in all dayparts. Either you're going to rock or you're not, and I don't want to be on the not side of that ... Fenix TX is also doing well. I don't know what it is, but kids in the west seem to really like them. They have a good grass-roots following here ... Another band like that is the Long Beach Dub Alistars, which is kicking ass for us. Sublime fans know who they are and are gravitating toward "Traylor Ras." We're getting lots of curiosity calls ... Of the superstar releases, the 311 is working really well ... Finally, something that's totally and completely cool is Basement Jaxx, but I don't know where to play it on the station. I do know, however, that it is completely awesome.

Chuck Roast ON THE RECORD



Congratulations to the Red Hot Chili Peppers, who tie Marcy Playground's **R&R** record for most weeks at No. 1 with 13. Marcy Playground set the record in late 1997/early 1998 with "Sex and Candy." Don't celebrate too much, however, as it looks like the record may fall next week, with "Scar Tissue" in good position to maintain its No. 1 slot...The superstar onslaught continues with Nine Inch Nails the behemoth this week. It pulls in a well-deserved 59 adds...Some great new bands earn a spot on the increasingly difficult-to-achieve Most Added list, including Muse with 17 (including KXTE/Las Vegas), Stroke9 and the Push Stars...While adds are difficult in the current fourth quarter release environment, strong rotations are nigh impossible for up-and-coming bands. To break through, it is going to take a legitimate and very strong story. One good bet for this type of breakthrough is the Kottonmouth Kings, who are breaking into power rotations on the strength of "Bump's" amazing request and increasingly strong retail stories (by the way, KITS/San Francisco becomes the first Infinity station to add it)...Speaking of reaction, I hope everyone took a good look at the amazing first week sales for Filter.

ON THE RADIO by Jim Kerr

With a very deep album, look for the band to be on the sales—and airplay—charts for a long time...Finally, one of the biggest achievements of the week has to be the Herculean effort that Trauma put into *not* getting adds. It's all part of the setup for Bush's "The Chemicals Between Us" and what looks to be a huge week for the band when it "officially" goes for adds in seven days.
RECORD OF THE WEEK: Feeder "Insomnia"

MUSE "MUSCLE MUSEUM"

MOST ADDED INCLUDING:

KEDJ	WLIR	WOXY	KWOD	KXTE
WEDG	WZPC	WMRQ	WHTG	WQBK
WKRL	WEJE	WIXO	WJSE	WRRV
WDST	WXSR			

"...It's another one of those wonderful songs that is a necessity to keep your station from sounding all hard or all pop... the sonic quality can go with pop records and also has teeth and fits right in there at night..."

—Chris Williams
99X, Atlanta

GUSTER

Barrel Of A Gun (4,3,2,1)



From the new album **Lost And Gone Forever**
Produced by **Steve Lillywhite**
In Stores **September 28th**

Top 5 Phones at WBRU WBTZ WEQX

Already On:

WBCN	WNNX	WFNX	WMRQ	WBRU	WBTZ
WPBZ	WHMP	WRAX	WEQX	WDST	WAVF
KNRK	WWCD	KWOD	WOXY	WHTG	WJSE
KQRX	WPGU	KIWR	WXPB	WXRV	KTAO
WARQ	WXSR	KHLR	WBER	KCRW	WNCS
KRSH	WRLT	KFXJ	WCYY	KNRQ	WKRL
WYEP	WRNX	KFLX	KBAC	WVOD	WLPW



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September 10, 1999

Most Played Recurrents

OLEANDER Why I'm Here (Republic/Universal)

SPLENDER Yeah, Whatever (C2/Columbia)

PEARL JAM Last Kiss (Epic)

KORN Freak On A Leash (Immortal/Epic)

KID ROCK Bawitdaba (Top Dog/Lava/Atlantic)

GODSMACK Whatever (Republic/Universal)

COLLECTIVE SOUL Heavy (Atlantic)

EVERLAST What It's Like (Tommy Boy)

CITIZEN KING Better Days (And The Bottom..) (Warner Bros.)

FUEL Shimmer (550 Music/Epic)

LENNY KRAVITZ Fly Away (Virgin)

CREED One (Wind-up)

ORGY Blue Monday (Elementree/Reprise)

CAKE Never There (Capricorn)

EVE 6 Inside Out (RCA)

FLYS Got You (Where I Want You) (Delicious Vinyl/Trauma)

KORN Got The Life (Immortal/Epic)

FATBOY SLIM Praise You (Skint/Astralwerks/Caroline)

DAVE MATTHEWS BAND Crush (RCA)

GOO GOO DOLLS Slide (Warner Bros.)

ALTERNATIVE

Going For Adds 9/14/99

BUSH The Chemicals Between Us (Trauma)

CYCLEFLY Violet High (Radioactive)

DEATH IN VEGAS Aisha (Time Bomb)

DOPE Debonair (Flip/Epic)

EVERYTHING BUT THE GIRL Five Fathoms (Atlantic)

FEEDER Insomnia (Echo/Elektra/EEG)

BEN HARPER Burn To Shine (Virgin)

OWSLEY I'm Alright (Giant/WB)

SMASH MOUTH When The Morning Comes (Interscope)

SOULWAX Much Against Everyone's Advice (Almo Sounds)

WIDESPREAD PANIC Climb To Safety (Capricorn)

TUNED-IN

R&R/MEDIABASE 24/7

ALTERNATIVE

WPLY/Philadelphia

Monday, August 30

10am

JANE'S ADDICTION Been Caught Stealing

U2 Where The Streets Have No Name

SARAH MCLACHLAN Possession (Live)

SUGAR RAY Every Morning

PEARL JAM Black

LIVE The Dolphin's Cry

LUSCIOUS JACKSON Naked Eye

TRAIN Meet Virginia

GOO GOO DOLLS Name

CHRIS CORNELL Can't Change Me

TONIC You Wanted More

TORI AMOS Crucify

EVERCLEAR Father Of Mine

3pm

WALLFLOWERS 6th Avenue Heartache

FATBOY SLIM Praise You

U2 Sunday Bloody Sunday

FUEL Sunburn

NO DOUBT Just A Girl

PEARL JAM Alive

LEN Steal My Sunshine

TONIC You Wanted More

DAVE MATTHEWS BAND What Would You Say

SOUNDGARDEN Black Hole Sun

G. LOVE/SPECIAL SAUCE Rodeo Clowns

SMASH MOUTH All Star

8pm

NIRVANA Lithium

LO FIDELITY ALLSTARS Battle Flag

RED HOT CHILI PEPPERS Soul To Squeeze

G. LOVE/SPECIAL SAUCE Rodeo Clowns

GOO GOO DOLLS Black Balloon

BEASTIE BOYS Sabotage

MOBY Body Rock

BLINK 182 What's My Age Again?

BARENAKED LADIES It's All Been Done

FUEL Sunburn

BILLY IDOL Rebel Yell

HOLE Celebrity Skin

KID ROCK Cowboy

WEDG/Buffalo

Monday, August 30

10am

ME FIRST/GIMME GIMME Nobody Does...

NIRVANA Lithium

KID ROCK Bawitdaba

OFFSPRING The Kids Aren't Alright

PEARL JAM Even Flow

LO FIDELITY ALLSTARS Battle Flag

U2 Mysterious Ways

GODSMACK Whatever

TRAGICALLY HIP Poets

EVERCLEAR Santa Monica (Watch The...)

311 Come Original

BUSH Comedown

LIVE The Dolphin's Cry

3pm

ORGY Blue Monday

RED HOT CHILI PEPPERS Under The Bridge

GODSMACK Whatever

LIVE Selling The Drama

DAYS OF THE NEW Enemy

NIRVANA All Apologies

STAIN'D Mudshovel

STABBING WESTWARD Save Yourself

TRAGICALLY HIP Courage

KORN Freak On A Leash

CRACKER Teen Angst (What The World...)

FILTER Welcome To The Fold

8pm

KID ROCK Bawitdaba

ALICE IN CHAINS Down In A Hole

OLEANDER Why I'm Here

STONE TEMPLE PILOTS Plush

STAIN'D Mudshovel

CAKE The Distance

WATCHMEN Stereo

RED HOT CHILI PEPPERS Scar Tissue

PEARL JAM Alive

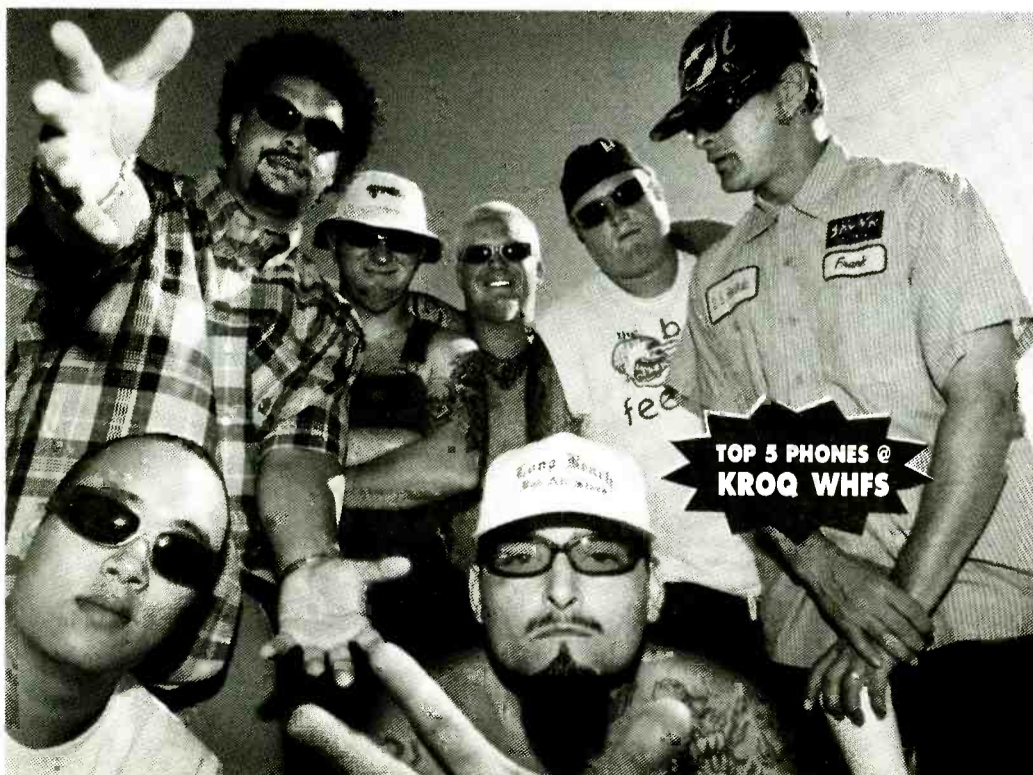
FILTER Welcome To The Fold

PORNO FOR PYROS Pets

LIT Zip-Lock



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 8/30. © 1999, R&R Inc.



Long Beach Dub Allstars

"TRAILER RAS"

R&R Alternative Debut 46

New Adds:
LIVE 105 WOXY WXNR WDST WCYY

Already On:
KROQ Q101 WBCN WHFS
KEDJ 91X KWOD
and many more!

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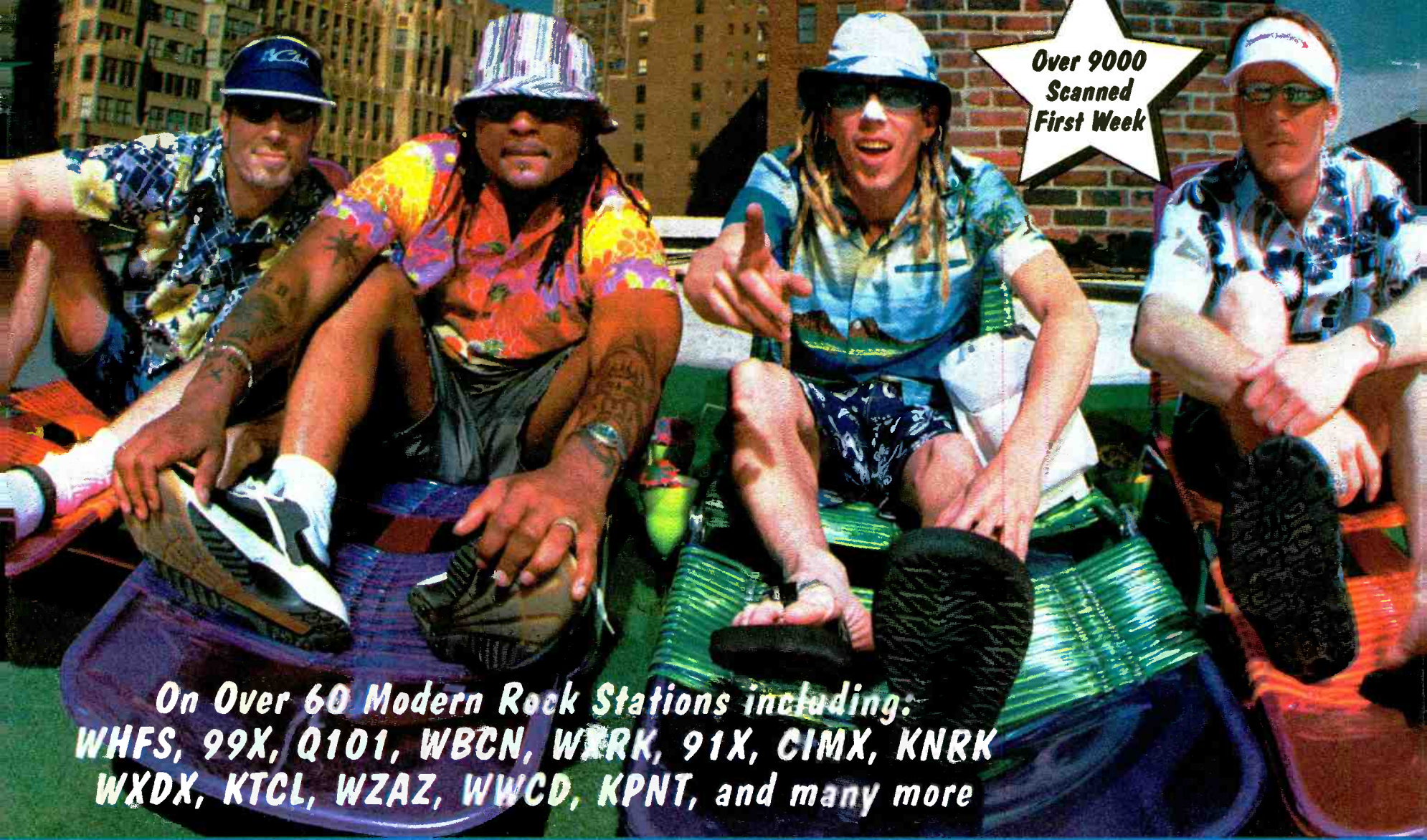
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WXDX, KTCL, WZAZ, WWCD, KPNT, and many more

from the album

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Modern Rock Monitor 38*-36* 599 +87

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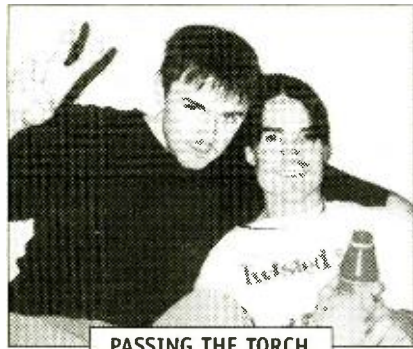


New Music Specialty Shows

R&R's Exclusive Look At The Cutting Edge Of Alternative

A Sure Bet

Time Bomb's *Death In Vegas* hit the jackpot big-time after scoring a No. 1 this week. Not bad, considering they debuted just last week. **WBCN/Boston**, **WPLY/Philadelphia** and **WDST/Poughkeepsie** are just a few of the stations working the group's single. "Aisha." **Roadrunner's** **Type O Negative** secure an arresting No. 4 this week with their killer debut single. "Everything Dies." **1500 Records' Breakbeat Era** bangs a serious gong by accelerating from No. 19 to No.



PASSING THE TORCH

Former Alt. Assistant Editor Rich Michalowski (l) says, "Peace to all," as R&R Editorial & Charts Coordinator Mark Solovicos toasts to the future.

By
Jim Kerr
Alternative Editor

7. Listen to this material, and it will quickly welcome you to the "jungle." Once again, **Nic Harcourt's KCRW: Morning Becomes Eclectic** compilation is indeed a collection worth investing in. Well done, Nic. The buzz this week focuses on **Looped Music's CC Kane**: their material is phenomenal.

The shot heard round the world ... **Rich Michalowski** passed the "heavy" Alternative Specialty Show torch to **Mark Solovicos** this past week. Mark is quite the freak and will certainly feel at home in his new gig. Give him a shout at (310) 788-1649 or e-mail him at solo@rroonline.com. Record To Watch: **Basement Jaxx**

Specialty Show Reporters

Shows and their Top 5 songs listed alphabetically by market

<p>KMYZ/Tulsa, OK New From The Edge Tuesday Midnight-1am Raydog Nine Inch Nails "We're In This Together" Santana/Earl "Put Your Lights On" Portable "Help Yourself" Oleander "Why I'm Here" Living End "Trapped"</p>	<p>WJBX/Ft. Myers, FL 99 Xtreme Sunday 8-10pm Lancer Cool Chambers "Nobun" Filter "I Will Lead You" Superfuzz "Superstar" I Mother Earth "Infinity Machine" Pantera "Drag The Waters"</p>	<p>WPLY/Philadelphia, PA Y Not Sunday 9-10:30pm Dan Fein Bonehead "On My Own" Fathead "I'd Rather Be" Garage Poets "Open Six" John Faye "Miss Catch-22" Princes Of Babylon "Home"</p>	<p>KITS/San Francisco, CA Sound Check Friday midnight-1am Aaron Axelsen Refused "New Noise" Travis "Driftwood" Donnas "Strutter" Incubus "Pardon Me" Protem "Passing By"</p>
<p>WQBX/Albany, NY Over The Edge Monday midnight-2am Chris Osborn Flys "Crazy Train" Waking Hours "Work It Out" Wilco "One Hundred Years" Kahes "Noggin Pounding" Mike Ness "Charmed Life"</p>	<p>WEJE/Ft. Wayne, IN New Music Show Sunday 7:30-8:30pm Kyle G. Ben Harper "Burn To Shine" Breakbeat Era "Our Disease" Chris Cornell "Can't Change Me" Ultra Blue "Time" Praga Khan "Breakfast In Vegas"</p>	<p>KNRK/Portland, OR Something Cool Sunday midnight-1am Jaime Cooley A Man Called Sun "Eldorado" Breakbeat Era "Our Disease" Feeder "Insomnia" Pretasters "Yesterday's Over" Rich Creamy Paint "You're A 10"</p>	<p>KNDD/Seattle, WA Loudspeaker Sunday 10-11pm Bill Reid Arling & Cameron "We Love To Rock" Neanderthal "The Thing" Grade "Trumphet And Tragedy" Filter "Capt. Bligh" Jacob London "Beck 'Will It Hurt?'"</p>
<p>WRAX/Birmingham, AL Reg's Coffeehouse Sunday 10am-12pm Scott Register Speech "Clocks In" Kate Rusby "Our Town" Melissa Etheridge "Similar Features" Tom Petty & The "Swingin'" Shawn Smith "Lano Of Gold"</p>	<p>WPLA/Jacksonville, FL Forbidden Planet Saturday 8pm-1am Robert Goodman Oleander "I Walk Alone" Unwritten Law "Cahin" One Lady Owner "I Do Need You" Sublime "Caress Me Down" Muse "Muscle Museum"</p>	<p>WDST/Poughkeepsie, NY Indie Flux Thursday 10:30-11:30pm Justin Habersaal Sick 60 "Wrestler" Pretasters "Yesterday's Over" Death In Vegas "Aisha" Zen Mafia "California" Tricky "Hot Like A Sauna"</p>	<p>KPNT/St. Louis, MO New Music Sunday Sunday 7-9:30pm Les Aaron Tori Amos "Bliss" Filter "Do You Wanna" Tricky "For Real" Bouncing Souls "Bullying Jukebox" Innocence Mission "Follow Me"</p>
<p>WBCN/Boston, MA Nocturnal Emissions Sunday 8-10pm Oedipus/Albert O Filter "Take A Picture" Breakbeat Era "Our Disease" Snakelarm "This Train I Ride" Push Stars "Drunk Is Better" Madder Rose "Overflow"</p>	<p>KXTE/Las Vegas, NV It Hurts When I Pee Sunday 10pm-midnight Tank & Young Marc Limp Bizkit "Just Like This" Zen Mafia "California" Sikspnot "Wait And Bleed" Type O Negative "Everyone I Know" Korn "It's On"</p>	<p>WBRU/Providence, RI Breaking And Entering Wednesday Midnight-2am Tim Schiavelli Travis "Why Does It" Black Box Recorder "Child Psychology" Jude "I'm Sorry Now" Muse "Muscle Museum" Push Stars "Drunk Is Better"</p>	<p>KLZR/Topeka, KS Future Mass Hysteria Monday 10:30pm-midnight Bob Osburn Ben Harper "Burn To Shine" Death In Vegas "Aisha" Old 97's "Nineteen" Superchunk "Cursed Mirror" Push Stars "Drunk Is Better" Nine Inch Nails "We're In This"</p>
<p>WEDG/Bufalo, NY Over And Beyond Sunday 9-10:30pm Brad Maybee Nine Inch Nails "We're In This" Ash "Jesus Says" Tori Amos "Bliss" Public Enemy "Do You Wanna Go" Snapcase "Energy Dome"</p>	<p>WLIR/Long Island, NY Left Of Center Sunday 9-10:30pm Jerry Rubino Folk Implosion "Free To Go" El Hino "Reptile" Elastica "Generation" Sikspnot "Stuck On You" Tindersticks "Can We Start Again?"</p>	<p>KWOD/Sacramento, CA Alternative Beat Sunday 10pm-2am DJ David X Beastie Boys "Paul Revere" Lethal "Dusted" Lump Sum "Kookie" Chemical Brothers "Let Forever Be" Orby "Blue Monday"</p>	<p>WHFS/Washington, DC Now Hear This Sunday 8-10:30pm Dave Marsh Kristen Hersh "A Cleaner Light" Baby Ray "Sneez Are My Keeper" Wonderdrug "Star Trip" Be "I'm A Slut" Other Star People "Drip"</p>
<p>WOXY/Cincinnati, OH 11 O'Clock News Tuesday 11pm-midnight Kevin Couch John Faye "Miss Catch-22" Splashdown "Ironspay" Richard Thompson "Crawl Back" Arling & Cameron "We Love To Rock" River Phoenix "All My Fault"</p>	<p>WHTG/Monmouth, NJ The Underground Sunday 11pm-Midnight Jeff Raspe Skycycle "Last Girl On" Madder Rose "Something" Type O Negative "Everything Dies" Freshmaka "Are U Happy?" Ben Trovato "All I Want To Be"</p>	<p>KXRX/Salt Lake City, UT Now Hear This Monday-Friday 8-9pm Sean Boy Walton Mr. Scum "Spandex Man" DJ Ryan Raddon "Brandon Lee Tribute" IOU "Kid Co-Coma" Freaksper "Ice Cream" Lilac Time "A Dream That We"</p>	<p>WPBZ/West Palm Beach, FL Electronic Buzz Saturday midnight-3am The Tech Kid Death In Vegas "Aisha" Cydonia "Columbian Necktie" Basement Jaxx "Rendez Vu" Hard Knox "Come In Hard" Breakbeat Era "Rancid"</p>
<p>KTCL/Denver, CO Adventure University Sunday 7:30-8:30pm Professor Kat Other Star People "I Could Never Be" Tricky w/DJ Muggs "Contradictive" Sprung Monkey "Coconut" Massive Attack "Inertia Creeps" Breakbeat Era "Rancid"</p>	<p>WXRK/New York, NY The "Buzz" Sunday midnight-2am Mike Peer/John Loscatzo 311 "Come Original" Iggy Pop "Corruption" Bloodhound Gang "Vagina" Ash "Jesus Says" Hot Sauce Johnson "Chemical Dependency"</p>	<p>XTRA/San Diego, CA Hilary's Floorboard Tuesday midnight-1am Action DJ Hilary Grade "Stolen Bikes" Basement Jaxx "Jump N' Shout" Pretasters "Yesterday's Over" Iggy Pop "Corruption" Shades Apart "Stranger By The Day"</p>	<p>27 Total Reporters</p>

R&R Top 20 Artists

September 10, 1999

- 1 DEATH IN VEGAS (Time Bomb)** Airplay Includes: KLZR, KXRX, WDST
 - 2 FILTER (Reprise)** Airplay Includes: KNDD, KPNT, WBCN
 - 3 STEREOPHONICS (V2)** Airplay Includes: WXRK, WDST, WHFS
 - 4 TYPE O NEGATIVE (Roadrunner)** Airplay Includes: WHTG, WBRU, WPLA
 - 5 JIMMIE'S CHICKEN... (A&M)** Airplay Includes: KNRK, WDST, KNRK
 - 6 PUSHSTARS (Capitol)** Airplay Includes: WBCN, WDST, WPLY
 - 7 BREAKBEAT ERA (1500 Records)** Airplay Includes: WOXY, KPNT, WBCN
 - 8 LONG BEACH DUB... (DreamWorks)** Airplay Includes: WPLA, KNRK, WEDG
 - 9 CITIZEN KING (Warner Bros.)** Airplay Includes: WBCN, WDST, WBRU
 - 10 SOULWAX (Almo Sounds)** Airplay Includes: WBCN, WPLY, KLZR
 - 11 BEN HARPER (Virgin)** Airplay Includes: WHFS, KPNT, KLZR
 - 12 BLINKER THE STAR (DreamWorks)** Airplay Includes: WDST, WPLA, WXRK
 - 13 LIMP BIZKIT (Interscope)** Airplay Includes: KXTE, WPLA, KMYZ
 - 14 G. LOVE & SPECIAL... (Epic)** Airplay Includes: WPLY, WPLA, WDST
 - 15 BIS (Grand Royal)** Airplay Includes: KITS, WPLA, WDST
 - 16 CHEMICAL BROTHERS (Astralwerks)** Airplay Includes: WPLA, WBCN, KLZR
 - 17 MUSE (Maverick/Taste Media)** Airplay Includes: WBCN, WPLA, KITS
 - 18 ASH (DreamWorks)** Airplay Includes: WHFS, WEDG, WXRK
 - 19 TORI AMOS (Atlantic)** Airplay Includes: WDST, WEDG, KPNT
 - 20 IGGY POP (Virgin)** Airplay Includes: WXRK, XTRA, KPNT
- Ranked by total number of shows reporting artist.

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PART ONE OF A TWO-PART SERIES

Where We Are And Where We're Going

Three format pros discuss the future

By Paul Kenedy

The Adult Alternative session at R&R Convention '99 in June shed light on the format's biggest issues: focus and direction. The idea to contribute a column to R&R came to me while attending that session, and R&R later invited me to share my thoughts.

Adult Alternative is the current term for the format once called "Progressive." This format is unique unto itself, and the musical diversity from market to market is simultaneously its greatest strength and its greatest weakness. The panelists representing Adult Alternative at the convention were correct to urge their audience to focus. To gain further insight, I went to three individuals who exhibit the necessary skills to lead this format into the millennium with passion, drive and success.

I had interesting conversations with KINK/Portland PD **Dennis Constantine**, who has the added perspective of having been a consultant; KPIG/Monterey PD **Laura Hopper**, who programs what is possibly one of the last remaining free-form radio stations in the country; and KTCZ (The Cities)/Minneapolis APD/MD **Mike Wolf**, whose station has gone through a lot of transitions over the past 15 years and has recently begun dayparting a free-form show called *Cities Underground*.

It was unanimously agreed at the convention that a major difference between Adult Alternative stations and stations in other formats is that each Adult Alternative is unique to its particular market — that is where the notion of focusing the format and finding the right direction in each

market arose. While the romantic notion of a return to free-form appealed to a radio old-timer like me, even I know better. The landscape is too competitive.

Free-Form Radio

I was a little surprised that Laura Hopper agrees with me about the impracticality of free-form radio. But first, KPIG technical wiz **Bill Goldsmith** gave me his definition of free-form radio, which has changed from the old days. He says, "Free-form now is radio where a disc jockey can walk into the studio, and he does not have to play any one song. He may have a category, or he may have to do this or that, but he doesn't have to play any one song."

"I like that definition," says Hopper. "By that definition, on a scale of 1 to 10, KPIG is 99.9% free-form. But we're really not free-form." So

"You can look at the Alternative format, for instance, and just about every station is airing the same playlist, and it pretty much sounds the same."

Mike Wolf

does free-form mean formless? Hopper says no. "We've got a flow chart that I think works really well. It's very comfortable. Now I find, and some of the jocks do too — although they won't admit it — that it's a great crutch. With our flow chart we put the musical spectrum into focus. There are times you know you're gonna hear a familiar song, and there are times when you're gonna hear something that's just gonna blow you away. You have no idea where it's coming from. That's pretty much the reputation of the station."

Market To Market

Putting things into focus was the main concern for Dennis Constantine as he took over the reins at KINK/Portland. He says, "If you have a nebulous plan as to what kind of music you play, it's hard for listeners to grasp what you are. KINK was playing so many genres of music that it was really hard to embrace what the

"For us in Portland it's a lot different than it is in Boston or Chicago. Plus, history has a lot to do with that too. I think having a franchise is definitely an advantage, even if it's a confusing franchise."

Dennis Constantine

station was about. I wanted to find out what styles of music were affiliated with the station and what we could take ownership of. So we did a lot of cluster analyses of different styles of music and came up with a congruent fit, a group of songs that fit together. That's our emphasis now."

How successful has he been? According to Arbitron, in winter '98 KINK had a 2.8 12+, and in the latest trend it was at a 4.2 12+. But Constantine cautions that, like each individual station, the focus is different for each market. "For us in Portland it's a lot different than it is in Boston or Chicago. Plus, history has a lot to do with that too. I think having a franchise is definitely an advantage, even if it's a confusing franchise. It's better to have a preconceived notion in the market of what you are, and then you can plan that and make it better."

Different Roots

Mike Wolf agrees. "You can look at the Alternative format, for instance, and just about every station is airing the same playlist, and it pretty much sounds the same," he says. "The complete opposite is true for the Adult Alternative format. You couldn't take a WXRT and plop it down in the middle of Cleveland, for instance, and expect it to do as well as it does in Chicago. It's like Cities 97 is Minneapolis. But for the same reason I wouldn't expect our particular mix of music to work in any other marketplace as effectively as here."

Paul Kenedy is the Adult Alternative Research Coordinator for Mediabase Research, a division of Premiere Radio Networks.

Focus And Diversity

In light of recent discussions about focus within the format and diversity from market to market, I thought it would be interesting to go into the Mediabase 24/7 Gold Archives and compile lists from two different years, 1991 and 1998, for some heritage Adult Alternative stations. I chose WXRT/Chicago, KFOG/San Francisco and KBCO/Denver because there was consistent data available for those stations for the past 10 years.

— Paul Kenedy

AA

POWER GOLD

WXRT/Chicago — Power Gold 1991

1. CHRIS ISAAK Wicked Game
2. CHRIS ISAAK Don't Make Me Dream About You
3. DEPECHE MODE Shake The Disease
4. XTC Mayor Of Simpleton
5. MICHAEL PENN No Myth
6. TALKING HEADS And She Was
7. U2 Angel Of Harlem
8. PSYCHEDELIC FURS Pretty In Pink
9. THIN LIZZY Dancing In The Moonlight
10. CAMPER VAN BEETHOVEN Eye Of Fatima

KFOG/San Francisco — Power Gold 1991

1. CHRIS ISAAK Wicked Game
2. AEROSMITH The Other Side
3. DON HENLEY How Bad Do You Want It
4. ERIC CLAPTON Bad Love
5. LED ZEPPELIN Rock 'N' Roll
6. ROMANTICS What I Like About You
7. DON HENLEY I Will Not Go Quietly
8. PRETENDERS Message Of Love
9. STEVIE RAY VAUGHAN Crossfire
10. WHO Who Are You

KBCO/Denver — Power Gold 1991

1. CHRIS ISAAK Wicked Game
2. CHRIS ISAAK Don't Make Me Dream About You
3. INDIGO GIRLS Closer To Fine
4. DAVID BOWIE Changes
5. FINE YOUNG CANNIBALS Good Thing
6. 10,000 MANIACS Like The Weather
7. 10,000 MANIACS Trouble Me
8. EURYTHMICS Sweet Dreams (Are Made Of This)
9. MICHAEL PENN Brave New World
10. ROXY MUSIC Avalon

WXRT/Chicago — Power Gold 1998

1. CURE Love Song
2. SQUEEZE Tempted
3. FOO FIGHTERS Big Me
4. INXS Licide Blonde
5. COUNTING CROWS Mr. Jones
6. GIN BLOSSOMS Til I Hear It From You
7. TALKING HEADS The Lady Don't Mind
8. OASIS Wonderwall
9. CRACKER Gef Off This
10. PETER GABRIEL Red Rain

KFOG/San Francisco — Power Gold 1998

1. BOB MARLEY & THE WAILERS Waiting In Vain
2. EURYTHMICS Missionary Man
3. 4 NON BLONDES What's Up
4. PETER GABRIEL That Voice Again
5. BOB MARLEY & THE WAILERS Lively Up Yourself
6. FIXX Red Skies
7. EDIE BRICKELL/NEW BOHEMIANS What I Am
8. PRETENDERS Middle Of The Road
9. TALKING HEADS (Nothing But) Flowers
10. HOOTIE & THE BLOWFISH Time

KBCO/Denver — Power Gold 1998

1. ERIC JOHNSON S.R.V.
2. STRAY CATS Stray Cat Strut
3. CALL I Still Believe
4. SPIN DOCTORS Two Princes
5. JOE SATRIANI Always With Me, Always With You
6. SEAL Crazy
7. DADA Dazz Knee Land
8. INXS Kiss The Dirt
9. DEL AM TRI Kiss This Thing Goodbye
10. TALKING HEADS Once In A Lifetime



R&R Adult Alternative Top 30

September 10, 1999

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
	1	SANTANA I/ROB THOMAS Smooth (Arista)	690	+17	46360	14	29/0
2	2	PRETENDERS Human (Warner Bros.)	557	-43	41763	12	27/0
4	3	SUGAR RAY Someday (Lava/Atlantic)	496	+23	37172	11	23/3
3	4	CHRIS ISAAK Baby Did A Bad Bad Thing (Reprise)	481	-41	32697	10	25/0
5	5	RED HOT CHILI PEPPERS Scar Tissue (Warner Bros.)	426	-18	31387	15	23/1
8	6	GOO GOO DOLLS Black Balloon (Warner Bros.)	398	+48	30430	10	16/1
7	7	JOHN POPPER Miserable Bastard (A&M)	383	+20	28006	5	26/0
Breaker	8	MELISSA ETHERIDGE Angels Would Fall (Island/IDJMG)	369	+196	32706	2	26/1
6	9	ZIGGY MARLEY & THE MELODY... Beautiful Day (Elektra/EEG)	345	-41	26859	11	24/0
9	10	SINEAD LOHAN Whatever It Takes (Grapevine/Interscope)	318	-16	19925	16	22/0
11	11	LOS LOBOS This Time (Hollywood)	309	-2	23950	9	22/0
10	12	TOM PETTY & THE HEARTBREAKERS Swingin' (Warner Bros.)	309	-10	20127	7	22/0
12	13	LYLE LOVETT You Can't Resist It (Curb/MCA)	276	-29	23184	12	21/0
14	14	JEREMY TOBACK You Make Me Feel (RCA)	264	-3	17470	11	22/0
13	15	COLLECTIVE SOUL No More, No Less (Atlantic)	262	-33	20735	14	15/0
Breaker	16	KIM RICHEY Come Around (Mercury/IDJMG)	261	+30	13514	6	21/1
15	17	JUMP, LITTLE CHILDREN Cathedrals (Breaking/Atlantic)	209	-33	8626	9	18/0
21	18	WILCO Nothing'ssevergonnastandinmyway (Reprise)	203	+23	13139	4	21/1
22	19	SMASH MOUTH All Star (Interscope)	197	+18	16411	17	10/1
Debut	20	BEN HARPER Burn To Shine (Virgin)	193	+89	16308	1	19/3
Debut	21	CHRIS CORNELL Can't Change Me (A&M)	183	+77	15969	1	13/2
	22	TRAIN Meet Virginia (Aware/Columbia)	180	+47	13138	3	10/1
19	23	WIDESPREAD PANIC Dyin' Man (Capricorn)	175	-13	9761	10	13/0
Debut	24	TONIC You Wanted More (Universal)	174	+45	9361	1	7/1
17	25	VAN MORRISON Back On Top (Point Blank/Virgin)	172	-38	13507	14	14/0
18	26	SIXPENCE NONE THE RICHER There She Goes (Squint/Elektra/EEG)	172	-22	8395	6	12/0
23	27	SHERYL CROW The Difficult Kind (A&M)	171	-7	10542	4	16/2
30	28	RICHARD THOMPSON Crawl Back (Under My Stone) (Capitol)	155	+9	8551	2	14/0
Debut	29	WOOD Stay You (Columbia)	154	+32	9151	1	15/0
20	30	PUSH STARS Any Little Town (Capitol)	152	-29	6795	12	14/0

31 Adult Alternative reporters. Songs ranked by total plays for the airplay week of Sunday 8/29-Saturday 9/4. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 250 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 1999, The Arbitron Company). © 1999, R&R Inc.

New & Active

PAULA COLE BAND I Believe In Love (Imago/WB)
Total Plays: 149, Total Stations: 11, Adds: 0

VENICE The Man You Think I Am (Vanguard)
Total Plays: 147, Total Stations: 10, Adds: 0

BRUCE COCKBURN Last Night Of The World (Rykodisc)
Total Plays: 140, Total Stations: 18, Adds: 3

LEN Steal My Sunshine (Work/Epic)
Total Plays: 125, Total Stations: 4, Adds: 1

TORI AMOS Bliss (Atlantic)
Total Plays: 124, Total Stations: 13, Adds: 0

VERTICAL HORIZON We Are (RCA)
Total Plays: 119, Total Stations: 7, Adds: 1

SPLENDER Yeah, Whatever (C2/Columbia)
Total Plays: 114, Total Stations: 5, Adds: 1

LINDA RONSTADT/EMMYLOU HARRIS Sweet Spot (Asylum/EEG)
Total Plays: 112, Total Stations: 7, Adds: 0

OLD 97'S Nineteen (Elektra/EEG)
Total Plays: 106, Total Stations: 13, Adds: 1

WILLY PORTER Mystery (Six Degrees)
Total Plays: 90, Total Stations: 9, Adds: 1

SANTANA I/DAVE MATTHEWS Love Of My Life (Arista)
Total Plays: 85, Total Stations: 10, Adds: 1

Songs ranked by total plays

Most Added®

ARTIST TITLE LABEL(S)	ADDS
BREE SHARP America (Trauma)	4
SUGAR RAY Someday (Lava/Atlantic)	3
BEN HARPER Burn To Shine (Virgin)	3
BRUCE COCKBURN Last Night Of The World (Rykodisc)	3
INDIGO GIRLS Peace Tonight (Epic)	3
SHERYL CROW The Difficult Kind (A&M)	2
CHRIS CORNELL Can't Change Me (A&M)	2
DAVID MEAD World Of A King (RCA)	2
MISHKA Give You All The Love (Creation/Epic)	2
SANTANA I/EVERLAST Put Your Lights On (Arista)	2
MOBY Porcelain (V2)	2
CREED Higher (Wind-up)	2
WILSON PICKETT Better Him Than Me (Rounder)	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MELISSA ETHERIDGE Angels Would Fall (Island/IDJMG)	+196
BRUCE COCKBURN Last Night Of The World (Rykodisc)	+92
BEN HARPER Burn To Shine (Virgin)	+89
OLD 97'S Nineteen (Elektra/EEG)	+86
CHRIS CORNELL Can't Change Me (A&M)	+77
GOO GOO DOLLS Black Balloon (Warner Bros.)	+48
TRAIN Meet Virginia (Aware/Columbia)	+47
TONIC You Wanted More (Universal)	+45
CAKE Let Me Go (Capricorn)	+42
PAULA COLE BAND I Believe In Love (Imago/WB)	+40

Breakers®

ARTIST TITLE LABEL(S)	TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
MELISSA ETHERIDGE Angels Would Fall (Island/IDJMG)	369/196	26/1	8

ARTIST TITLE LABEL(S)	TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
KIM RICHEY Come Around (Mercury/IDJMG)	261/30	21/1	16

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



BRUCE COCKBURN

"Last Night Of The World"

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WXRT KTCZ WBOS

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|------|----------------|------|------|
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| KINK | WXRV | WRLT | KGSR |
| WXPB | WMVY | WMMM | KPIG |
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Night Entertainer - to be networked on East Coast Country stations. If you can do great phones, bits, have high energy and high aspirations - Rush T&R to Joel Raab Associates, 760 N. Woodbourne Road, Suite D, Langhorne, PA 19047. EOE

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WMHX seeks Morning Host for HAC. Great phone skills & attitude. Must have two years on-air experience. T&R: Terri Fox, 612 4th Ave., Louisville, KY 40202. EOE (09/10)

WRDO AC - Morning drive opening, production and remotes. Rush T&R: J. Michael Pruet, P.O. Box 7, Tifton, GA 31793. EOE (09/10)

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WNNS, AC seeks PM drive personality. Digital studio, nice town, great company, good pay. T&R: Kellie Michaels, PO Box 460, Springfield, IL 62705. EOE (09/10)

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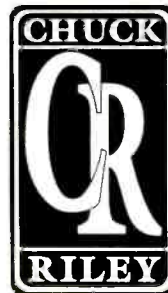
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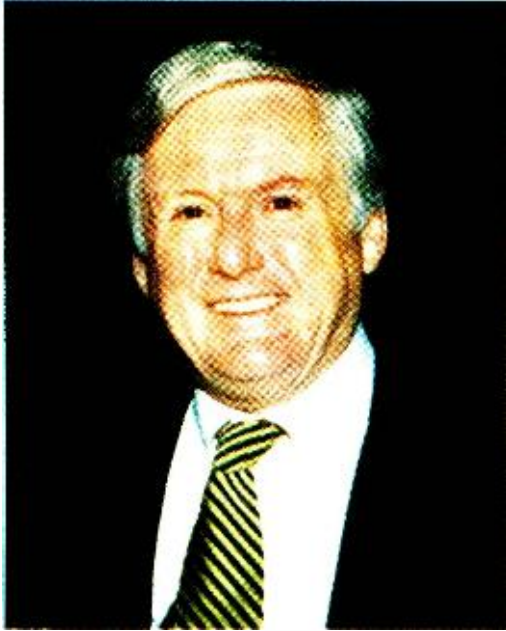
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Publisher's Profile

By Erica Farber



GORDON H. HASTINGS

President, Broadcasters' Foundation

financial assistance to fellow broadcasters who are in acute need. It's very simple and straightforward. In doing that we also recognize professionalism of the highest level and of the highest standards of the industry. We continue to do that through our Golden Mic Award, our annual big event, and also through the American Broadcast Pioneer Awards, which we do at the spring NAB Convention."

Long-term strategy: "By 2003 we want to have the foundation endowment fund at \$5 million. We believe if we can get the fund to \$5 million, we will be well on our way toward not having to turn away any legitimate request for help. Our goal is to be in a position where we will be able to help people at a greater financial level than we are able to now. Our monthly grants will be larger and more substantive for these folks. The fund is a year old, and we are quickly approaching \$1 million. It's really moving along very well."

The structure of the organization: "The national organization goes back to the '40s. In 1972 we created the Broadcasters' Foundation as a 501(c)(3) not-for-profit private corporation. But it wasn't called the Broadcasters' Foundation; they still kept the Broadcast Pioneers name. When we took over in 1995 we decided — because our mission was clearly going to be benevolent outreach — we would call it the Broadcasters' Foundation. The name change came about officially in 1995."

"We have local chapters loosely affiliated with our national association located in Colorado, western New York, Philadelphia, Indianapolis, DC and Florida. The chapters work with us in identifying and bringing to our attention people who need assistance. All of the assistance that we provide is anonymous. There's a complete application process that involves the preparation of an application, checking out the facts presented in that application and then presenting the application to the Executive Committee. The Executive Committee makes the decision as to whether or not the applicant is qualified to receive a grant. It's important to know that the foundation is a one-person operation. More important, though, is our board of directors, with 34 members. It's really a great board, and they deserve a lot of credit."

How individuals can support the foundation: "First of all, we encourage anyone to be a member. Membership is open to anyone directly or indirectly connected with the radio, television, cable broadcasting or advertising industries. Becoming a member is a great statement of support for our mission. Secondly, it gives us one more contact person out there in the community to make sure there isn't some fellow broadcaster we don't know about who desperately needs our help. That's one of our greatest concerns. We know full well that there are people out there in the broadcasting community struggling because of some form of personal tragedy who would be very qualified to receive our assistance. The more members we have, the more individual representatives we have out there in the community to let us know what's going on."

"Also, support the foundation events. We have the Golden Mic, the American Broadcast Pioneers Breakfast and the golf tournament at the NAB Convention, and we now have this new golf tournament in the fall, based in New York. By supporting our events you're supporting the mission of the foundation financially. There's also a tremendous opportunity to give back by making a financial contribution to our endowment fund, which is 100% dedicated to benevolent outreach. This business has been wonderful to an awful lot of people, and I think it's critically important that we look upon the endowment fund as an opportunity to give back to an industry that's been very

good to us. With regard to why people should join the foundation, we're doing a massive informational membership campaign just before Thanksgiving. There's going to be an opportunity for people to join in support of this mission."

Something about the Broadcasters' Foundation that would surprise our readers: "The perception that everybody in this business is rich is not true. There are people we're helping who your readers would know. They would be astonished to find out that, through tragic circumstances, those people desperately need our help. If they were to be able to look at the records of who we have helped, they would be very surprised at the misfortune that a lot of great people in our industry have found themselves in through no fault of their own."

"It's also important to know that the people the foundation helps are people who were never famous, but who were the nuts and bolts of this business and made this business go. For these people, at their salary and compensation levels, there have never been any stock options, any ESOP, any profit-sharing, any big salary. Maybe there's been a watch at the end of 25 or 30 or 40 years of service. If you take somebody who has managed to piece together a retirement for themselves of \$20,000-25,000 a year and maybe has \$100,000 in the bank, and all of the sudden one of the spouses is stricken with a terminal illness or something, it gets wiped out immediately. It's devastating. Our industry is too good, and the people within our industry are too good. We should not allow that kind of thing to happen, and through the foundation we're making a difference."

Most influential individual: "In my professional career it would probably be three people. Brian Waterman of Waterman Broadcasting first got me into the business. Then there's Perry Urie, who brought me to RKO in the early '70s. The third would be Jim Greenwald, who brought me to Katz in 1972."

Favorite radio format: "I listen to News radio and to Talk radio. I use the radio almost exclusively on the AM band."

Favorite song: "I happen to be a classical music fan, but I wouldn't pick a favorite."

Favorite television show: "Imus in the Morning on MSNBC. It's the best television show, and the best radio show on television."

Favorite book: "I'm an avid reader. The books that have given me the most pleasure over the years would be Michener's books — *Chesapeake*, *Centennial*, *Texas*, *Caravans*. It would be hard to pick any one of those great epics."

Favorite movie: "Any James Bond movie that's ever been made. It doesn't matter who plays Bond!"

Favorite restaurant: "The 21 Club in New York."

Beverage of choice: "Cold beer."

Hobbies: "Skiing, and I'm very much into horseback riding, English."

Stock recommendation: "General Electric, only because a dear friend told me to buy it and said I wouldn't be sorry for it. He was absolutely right. It's one of those wonderful American companies that just keeps on going. Probably the best-run company in the world."

Communication medium of choice: "The best way is to call me at (203) 862-8577. For the 35 years I've been in this business, I've always answered my own phone."

The broadcasting industry has numerous nonprofit organizations founded to provide education, support and scholarship opportunities. Over the years I have had the pleasure of working directly with many of them. There is one organization, however, whose mission is quite different, and I am proud to say I currently sit on its board. It is the Broadcasters' Foundation.

The Foundation's charge is very simple: It raises funds to provide financial assistance for people who have devoted their lives to our industry. Leading the group in this incredible responsibility is Gordon Hastings

Hastings is a person who truly believes in the business. Throughout his career he has directly and indirectly promoted radio's many assets. At an early age he began as an announcer, then moved into sales, where his career took off. He has been a successful GM, station owner and President of one of the largest national rep firms, Katz Radio.

Now, some 35 years later, he finds himself in a position to use all his energy to give back to the industry that gave him so much.

Getting involved with the Broadcasters' Foundation: "When Katz was sold to Donaldson Lufkin Jenrette in 1994, I was in a position where I was looking toward what I was going to do next. I was doing some independent consulting for a couple of companies at that time."

"Jim Delmonico, an executive with General Electric Broadcasting for many years who had been Chairman of the Board of the Broadcasters' Foundation, asked me if, as a favor to him, I would take some time to see if I could get the Broadcast Pioneers turned around and headed in the right direction. I really did that as a favor to both Jim and Ward Quall, who also was involved and asked if I would get involved. It turned very quickly from a kind of a favor into a labor of love."

History of the foundation: "Back in the 1940s it was founded by the legendary newscaster HV Kaltenborn. He formed it as the 20 Year Club. The purpose was to bring together folks who had been in the business for 20 years. Back in the '40s that meant people who had literally been in radio since the beginning. The purpose of it was to elevate radio and those in it from being viewed as entertainers to being viewed as professionals. It was the radio industry's first professional organization. That was the Broadcast Pioneers."

Mission of the foundation today: "To provide

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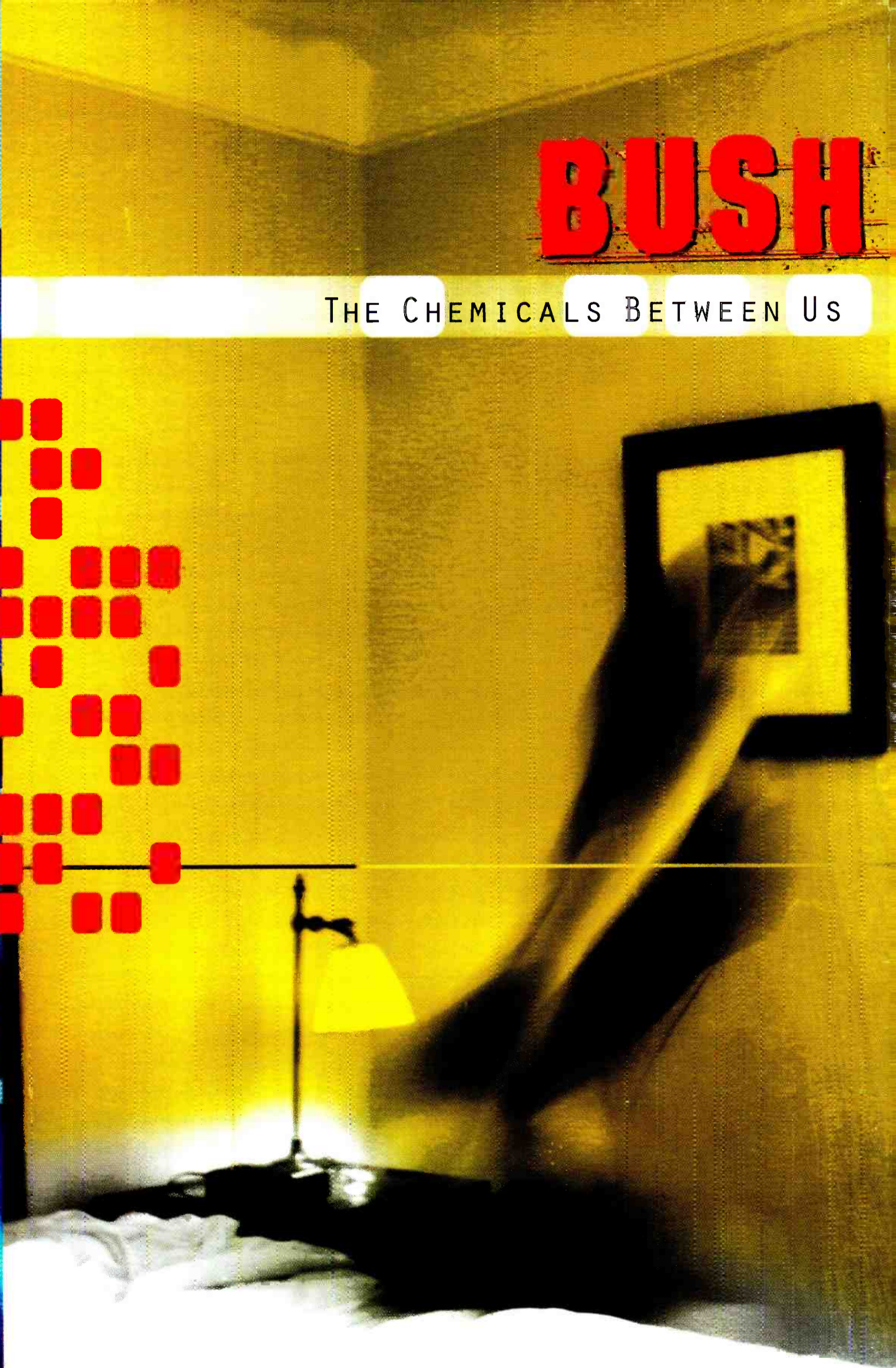
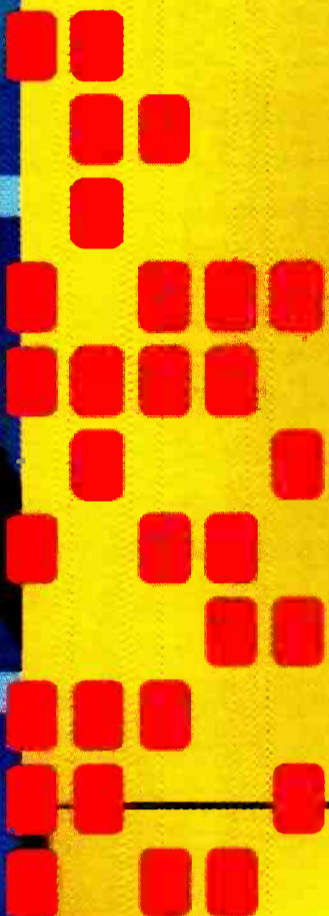
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