

# TOP 40 ■ AIRPLAY Monitor®

• We Listen To Radio •

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## TOP 40 HIGHLIGHTS

### MAINSTREAM

#1

CHUMBAWAMBA

Tubthumping (REPUBLIC/UNIVERSAL)

### ★★★ AIRPOWER ★★★

CELINE DION • My Heart Will Go On (550 MUSIC)

NU FLAVOR • Heaven (REPRISE)

### GOING FOR AIRPLAY

FLEETWOOD MAC • Landslide (REPRISE)

THE JOCK JAM ALL-STARS • Son Of Jock Jam (It's Awesome Baby) (TOMMY BOY)

K-CI & JOJO • All My Life (MCA)

### RHYTHMIC TOP 40

#1

K CI & JOJO

All My Life (MCA)

### ★★★ AIRPOWER ★★★

DESTINY'S CHILD • No, No, No (COLUMBIA)

### Crossover

#1

USHER

Nice & Slow (LAFACE/ARISTA)

### ★★★ AIRPOWER ★★★

BRYAN MCKNIGHT • Anytime (MERCURY)

MASE (FEAT. TOTAL) • What You Want (BAD BOY/ARISTA)

K.P. & ENVYI • Swing My Way (EASTWEST/EEG)

QUEEN PEN • All My Love (LIL' MAN/INTERSCOPE)

### GOING FOR AIRPLAY

THE JOCK JAM ALL-STARS • Son Of Jock Jam (It's Awesome Baby) (TOMMY BOY)

### ADULT TOP 40

#1

SMASH MOUTH

Walkin' On The Sun (INTERSCOPE)

### ★★★ AIRPOWER ★★★

CELINE DION • My Heart Will Go On (550 MUSIC)

### ADULT CONTEMPORARY

#1

ELTON JOHN

Something About The Way You Look Tonight (ROCKET/A&M)

### ★★★ AIRPOWER ★★★

BRYAN ADAMS • Back To You (A&M)

VANESSA WILLIAMS • Oh How The Years Go By (MERCURY)

### GOING FOR AIRPLAY

GARY BARLOW • Superhero (ARISTA)

BEHAN JOHNSON • World Keeps Spinning (RCA)

FLEETWOOD MAC • Landslide (REPRISE)

THE PISTOLEROS • My Guardian Angel (HOLLYWOOD)

KIMBERLY SCOTT • Tuck Me In (COLUMBIA)

## Top 40 Still Women And Children First; Are Men Missing The Boat?

by Kevin Carter

For the last decade, top 40 has been thought of as a format designed, ideally, for moms and their daughters. Oh sure, men were certainly welcome to listen, but they weren't the focus of a station's research or marketing.

Top 40's decision to superserve women, which often meant not researching men at all, dates back to the late '80s and was part of a larger strategy of focusing on only PI listeners. Some PDs now think that mind-set made the format too narrow. But even with top 40 at its broadest, most-mass-appeal point in years, there's still very little top 40 interest in targeting male listeners.

"There was a time when top 40s could look at men—but that was before fragmentation and specialization, before six kinds of rock stations, hot AC, modern AC, and dance," says consultant Alan Burns. "Today, it's critical to stay focused on a well-defined target in your music research."

"It was considered shocking a few years ago when I stopped testing men," says consultant Bill Richards of what he describes as "an exercise in futility. It was hard enough just getting 18-24 males on the phone for call-out, and they ended up hating every song anyway. I felt that it would be time better spent just fo-

Continued on page 5

As An Artist And Producer,  
He's SOLD Over 13 MILLION ALBUMS,  
BEEN NOMINATED For 7 GRAMMY AWARDS,  
HEADLINED LAST YEAR'S HOTTEST TOUR  
...AND HAS THE NEW #1 SINGLE IN AMERICA.

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### #1 SOUNDSCAN SINGLE

#1 AT



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SMASH FROM HIS 4X  
PLATINUM DEBUT  
ALBUM, No Way Out.

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NOMINATED FOR 7  
GRAMMY AWARDS,  
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AND 5 AMERICAN  
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Produced by Ron "AMEN RA"  
Lawrence and Deric "D-dol"  
Angelique for The Mystery System,  
Inc./Bad Boy Entertainment,  
Inc. & Sean "Puffy" Combs for  
Bad Boy Entertainment, Inc.

Executive Producer: Christopher  
"The Notorious B.I.G." Wallace  
Associate Executive Producer:  
Deric "D-dol" Angelique for  
Bad Boy Entertainment, Inc.  
Management: James Lassiter  
and Benny Medina for Handprint  
Entertainment



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# Chantal Kreviazuk

S U R R O U N D E D

"SURROUNDED CAME IN #10 IN OUR RESEARCH. FAMILIARITY FACTOR SHOWS ROOM FOR GROWTH. HER SHOW WAS OUTSTANDING. I ABSOLUTELY LOVE THIS SONG AND CHANTAL AS AN ARTIST."

- BARRY MCKAY, PD WMXB

BDS MODERN ADULT 15

BDS ADULT TOP 40 25



THE NEW SINGLE FROM THE ALBUM "UNDER THESE ROCKS AND STONES"  
"...ONE OF THE MOST COMPELLING DEBUTS OF THE YEAR." - BILLBOARD

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WMTX	44x	WMXB	42x
WPLT	42x	WPLL	27x
WSHE	32x	WBOS	41x
WVRV	38x	WBAM	40x
WKRQ	37x	WNCI	20x

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AND RICHMOND.

















# James

"The Singing Toy"

Let It Come Down

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by James Tha (of The Singing Toy) is now

produced by Jim Scott and James Tha

management by Jim Scott, Inc.

























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Platinum album

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*Produced by LINDSEY BUCKINGHAM and ELLIOT SCHEINER*

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INCLUDING BEST POP ALBUM!**

# JAY-Z

**"The City Is Mine"**

**FEATURING BLACKSTREET**

**THE FOLLOW UP SINGLE  
TO THE SMASH HIT**

**"Always Be My Sunshine"**

**FROM HIS PLATINUM  
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**"Great follow up to Sunshine.  
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it would be worth a million.  
What a beautiful song.  
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-KPWR**

**IMPACT DATE:  
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