

Atlantic Is No. 1 In Rock-Label Recap

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week, and, of course, it started succeeding. I remember 'MMS [Cleveland saying], 'It's not for me. It's not for me. C'mon, I play **Metallica**.' And he played it, and it immediately became one of his best performing records. Now they're all converts. We forged ahead. It went to No. 4 [according to Broadcast Data Systems]."

The other side of that coin was the band **Piston**. "We had the exact same story as matchbox 20, but we had it in Colorado Springs, Colo.," Pisacane says. This time it was **KILO**, picking up on "Grey Flap" and yielding top 20 sales activity in the market. As the band traveled from indie distribution to WEA distribution, it ran into some red tape. By that time "we had been working the record for months, literally months," she says. "Everywhere this record got on in 10-plus spins a week, the record became top five or No. 1 phones at the station. It was insane. And no one's heard of them. There was no other reason. But it was too lateral. We lost the front end. It was too long. I was still working it in September. And it started in January, but between all the red tape and bureaucracy, it was just the way the chips fell that it wasn't our record from the very start. And we couldn't just turn on a dime and get the records out there like WEA certainly can do. The record would have been a rock monster. Ask [KEGL] the Eagle [Dallas], No. 1 phones for months. Ask **KQRC** [Kansas City], ask **WAAF** [Boston], ask [WRAT] the Rat [Monmouth, N.J.]. Ask **KILO**. They played it for nine months."

Evaluating album rock radio, Pisacane says, "It's pretty obvious; heavy rock is coming back. I was in misery, because—and I know that this is probably politically incorrect—but I am a metal head." After repeating that last statement four times, she adds, "I follow the philosophy of **Judas Priest**. All during the **Pearl Jam** era and all during the grunge and all during the pinhead English haircut time, Judas Priest got onstage every night and said, 'Long live metal!' And why not? If you are metal, say you're metal. . . . There was a time when you could not hear a heavy song in New York on the radio. . . . And when **WAXQ** came on as an active, they had their flaws, and we all know them. But you know what? There are people that want to rock. And they range from 18 to 45. And why would you not want to provide for those people? There is a love affair of the American public and rock music fans in general with guitars. It will never die. . . . Hopefully, programmers are waking up to a constant that never went away."

Pisacane's respect for radio programmers is deep. "They have the worst job in the world. Like Danny always says, hockey players say, 'You don't have to be where the puck is, you have to be where the puck is going.' I worked on Wall Street for 10 years. The market doesn't fluctuate on events, it fluctuates on expectations of events or perceptions of events. So programmers are wondering all the time. They have a book every three months or six months, and they have to worry, and they have to know what listeners are going to want and going to like, and it's the hardest job in the world. I have the same job. I have to figure out what they're going plunk down \$15 for."

Interscope Tops Modern Rock Labels

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has to be some element to keep them from blending in with a top 40 station or a hot AC station," she says. "Typically, listeners of alternative music are looking for something new. And if you don't provide that, then the tune-out factor is higher."

Although some companies have put a new gatekeeper in her world via the group PD, McDonnell is not fazed. She sees each market battle as individual and feels that no one person can track the nuances of every market in his or her portfolio. But that doesn't mean she ignores them. "You talk to them, and then you talk to the local programmers. It's not unlike dealing with a consultant."

In 1998, Interscope has **Rocket From The Crypt**, the **Toadies**, and **Marilyn Manson** in the studio. "Trent [Reznor] is doing something, but I don't know when it's going to be ready," says McDonnell. "I would imagine that we're going to find something that's going to be dumped in our lap right away, and we just take the ball and run with it."

It's the Interscope way, and the method that brought you **Smash Mouth**. McDonnell says that project was "so much fun. That came together like glue. It really did. We signed them real fast. We put it out real fast it, and it zoomed up the chart."

She says her A&R staff has a knack for finding bands quickly and turning them around for radio. "It makes my job more difficult in that I don't have the preparation time," she says. Pre-releases, teaser campaigns, and other setup goes "right out the window. But in a lot of ways, if it's that active off the bat, then the music speaks for itself."

And radio is listening. She cites bands such as the **Wallflowers**, **matchbox 20**, and **Third Eye Blind** as acts that modern has taken a vested interest in. "They're getting a little more selective," she admits, but "I think they are artist-driven. I think there's a big volume of mediocre music out there, and what they have to do is weed out and gear their energies toward ones they feel are going to be a little more successful than others." And, McDonnell adds, "lucky for me, they're mostly mine."

A&M Named No. 1 Triple-A Label Of '97

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That doorway has gotten narrower, says Tindle, as more and more triple-A's turn to classic rock to feather their musical bed. "When the playlist's tight and the percentage of new music deteriorates, it's a concern for anybody trying to break a new act," he says. "It slows down the process fourfold. But I can't blame radio for doing it. They're after their agenda. They've got to pull their numbers in their demos. The problem therein lies in that's just another case of the format itself being fragmented to the point of no return. There has to be a point at which we become honest with ourselves and identify which ones are the classic rock stations and identify them as a classic rock station."

While it's given A&M great success for the past two years in Monitor's year-end wrap-ups, is triple-A moving product? "There are triple-A radio stations that can sell records in their markets. There are others that can't," says Tindle. "We have to be honest with ourselves, being on this side of the table, that it's not just about shooting something up a chart, though that's gratifying to the ego. The reality is we're in this business to break and sell records, and I think we get a good handle at A&M on what impacts record sales, what triple-A radio stations impact sales, and, at another level, what triple-A radio stations impact the marketplace, and it may not be on a sales level. It could be on a concert-ticket level. It could be other radio stations in the marketplaces. That's where I find the strength of triple-A. There are many triple-A radio stations that can get on a record, image the artist, image a song. [Provide] a foothold in the marketplace, and really break it out of a market. And then we see sales spawn from that after we cluster airplay in a market."

MARC SCHIFFMAN

POWER PLAYLISTS



Most-Played Records
From Nov. 18, 1996–
Nov. 17, 1997

Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored period. Playlists are listed in order of TSA weekly come, beginning with the highest-cuming station. Cumes are updated twice yearly following the release of the Spring and Fall Arbitron surveys.

WXRK

New York PD: Steve Kingston
MD: Mike Peer

PLAYS	
888	1 Bush, Greedy Fly
881	2 Mighty Mighty Bosstones, The Impression
861	3 Sublime, Santeria
849	4 The Offspring, Gone Away
844	5 Blur, Song 2
795	6 Metallica, Hero Of The Day
754	7 Soundgarden, Blow Up The Outside World
740	8 Alice In Chains, Again
747	9 The Wallflowers, One Headlight
747	10 The Smashing Pumpkins, Eye
746	11 Sublime, Wrong Way
739	12 Foo Fighters, Monkey Wrench
690	13 Metallica, King Nothing
681	14 Matchbox 20, Push
678	15 Foo Fighters, Everlong
670	16 Veruca Salt, Volcano Girls
663	17 Beck, The New Pollution
653	18 Dave Matthews Band, Crash Into Me
653	19 311, Down
626	20 Sublime, What I Got
614	21 U2, Staring At The Sun
604	22 Sugar Ray, Fly
601	23 Soundgarden, Rhinoceros
599	24 Luscious Jackson, Naked Eye
597	25 Live, Lakin's Juice
572	26 311, All Mixed Up
513	27 Tool, Stinkfist
513	28 Tool, Aenema
497	29 The Smashing Pumpkins, Muzzle
491	30 Live, Turn My Head

KROQ

Los Angeles VP/Pgm: Kevin Weatherly
APD: Gene Sandblom

PLAYS	
802	1 The Smashing Pumpkins, Eye
804	2 Sublime, Santeria
824	3 Sublime, Wrong Way
811	4 Blur, Song 2
807	5 Mighty Mighty Bosstones, The Impression
782	6 Third Eye Blind, Semi-Charmed Life
749	7 Sneaker Pimps, 6 Underground
739	8 Foo Fighters, Everlong
728	9 Garbage, #1 Crush
716	10 Sugar Ray, Fly
695	11 Third Eye Blind, Graduate
688	12 The Wallflowers, One Headlight
678	13 Smash Mouth, Walkin On The Sun
666	14 Reel Big Fish, Sell Out
658	15 White Town, Your Woman
643	16 Beck, The New Pollution
632	17 311, All Mixed Up
610	18 The Offspring, Gone Away
572	19 Depeche Mode, It's No Good
554	20 Dave Matthews Band, Crash Into Me
536	21 Stone Temple Pilots, Trippin' On A Hole
522	22 No Doubt, Sunday Morning
519	23 The Verve Pipe, The Freshmen
510	24 Sublime, Don't Time
492	25 Bush, Greedy Fly
481	26 311, Down
467	27 Squirrel Nut Zippers, Hell
459	28 Luscious Jackson, Naked Eye
434	29 Sublime, What I Got
429	30 The Smashing Pumpkins, -1979-

WKQX

Chicago PD: Alex Luke
MD: Mary Shuminas

PLAYS	
828	1 Mighty Mighty Bosstones, The Impression
807	2 Sublime, Santeria
773	3 Veruca Salt, Volcano Girls
754	4 Nine Inch Nails, The Perfect Drug
731	5 Smash Mouth, Walkin On The Sun
720	6 Third Eye Blind, Semi-Charmed Life
716	7 K's Choice, Not An Addict
711	8 Dave Matthews Band, Crash Into Me
696	9 Tonic, If You Could Only See
684	10 The Verve Pipe, The Freshmen
678	11 Matchbox 20, Push
662	12 Sugar Ray, Fly
648	13 The Smashing Pumpkins, Eye
646	14 The Wallflowers, One Headlight
615	15 Sublime, Wrong Way
613	16 Blur, Song 2
608	17 Sneaker Pimps, 6 Underground
601	18 Sarah McLachlan, Building A Mystery
584	19 Foo Fighters, Everlong
579	20 Underworld, Born Slippy
573	21 311, All Mixed Up
580	22 OMC, How Bizarre
455	23 Fiona Apple, Criminal
436	24 Chumbawamba, Tubthumping
433	25 The Cardigans, Lovelof
429	26 White Town, Your Woman
419	27 Counting Crows, A Long December
402	28 Beck, The New Pollution
400	29 Meredith Brooks, Bitch
397	30 Everclear, Everything To Everyone

WBCN

Boston VP/Pgm: Oedipus
MD: Carter Alan

PLAYS	
850	1 Mighty Mighty Bosstones, The Impression
804	2 Sublime, Santeria
767	3 Dave Matthews Band, Crash Into Me
721	4 Sneaker Pimps, 6 Underground
683	5 Prodigy, Breathe
655	6 Live, Lakin's Juice
643	7 K's Choice, Not An Addict
640	8 Veruca Salt, Volcano Girls
612	9 Third Eye Blind, Semi-Charmed Life
604	10 Stone Temple Pilots, Trippin' On A Hole
600	11 Nirvana, Drain You
574	12 Blur, Song 2
575	13 Our Lady Peace, Superman's Dead
574	14 Tonic, If You Could Only See
560	15 Sugar Ray, Fly
549	16 Soundgarden, Burden In My Hand
541	17 Soundgarden, Blow Up The Outside World
538	18 Fiona Apple, Criminal
528	19 Smash Mouth, Walkin On The Sun
524	20 Sublime, Wrong Way
485	21 Foo Fighters, Monkey Wrench
484	22 Dave Matthews Band, Tripping Billies
468	23 The Verve Pipe, The Freshmen
460	24 Mighty Mighty Bosstones, The Rascal King
438	25 Soul Coughing, Super Bon Bon
437	26 The Smashing Pumpkins, The End Is The Beginning
438	27 Fiona Apple, Sleep To Dream
437	28 Foo Fighters, Everlong
415	29 Porno For Pyros, Hard Charger
413	30 Matchbox 20, Push

WPLY

Philadelphia PD: Jim McGuinn
APD: Doug Kubinski

PLAYS	
1200	1 Third Eye Blind, Semi-Charmed Life
1164	2 Sublime, Santeria
1142	3 Dave Matthews Band, Crash Into Me
1037	4 311, All Mixed Up
1012	5 Mighty Mighty Bosstones, The Impression
846	6 Matchbox 20, Push
823	7 Better Than Ezra, Desperately Wanting
820	8 The Wallflowers, One Headlight
803	9 Tonic, If You Could Only See
802	10 The Verve Pipe, The Freshmen
788	11 Collective Soul, Precious Declaration
775	12 Sheryl Crow, Everyday Is A Winding Road
734	13 Sugar Ray, Fly
729	14 Luscious Jackson, Naked Eye
728	15 Reel Big Fish, Sell Out
710	16 The Cardigans, Lovelof
696	17 Live, Lakin's Juice
688	18 Beck, The New Pollution
686	19 Sublime, What I Got
678	20 Stone Temple Pilots, Trippin' On A Hole
673	21 Meredith Brooks, Bitch
669	22 U2, Staring At The Sun
643	23 Sneaker Pimps, 6 Underground
633	24 Beck, Where It's At
616	25 Smash Mouth, Walkin On The Sun
614	26 The Wallflowers, The Offence
614	27 White Town, Your Woman
602	28 Squirrel Nut Zippers, Hell
589	29 Live, Turn My Head
574	30 Toad The Wet Sprocket, Come Down

KLYY

Los Angeles VP/Pgm: Steve Blatter

PLAYS	
864	1 The Verve Pipe, The Freshmen
836	2 Mighty Mighty Bosstones, The Impression
816	3 Garbage, #1 Crush
810	4 Dave Matthews Band, Crash Into Me
797	5 The Wallflowers, One Headlight
792	6 Luscious Jackson, Naked Eye
786	7 Sublime, Santeria
755	8 Sublime, Wrong Way
714	9 Sneaker Pimps, 6 Underground
708	10 Tonic, If You Could Only See
696	11 The Smashing Pumpkins, Thirty-Three
674	12 U2, Staring At The Sun
654	13 Fiona Apple, Sleep To Dream
639	14 OMC, How Bizarre
608	15 Duncan Sheik, Barely Breathing
598	16 Depeche Mode, It's No Good
595	17 Sublime, Don't Time
573	18 Smash Mouth, Walkin On The Sun
568	19 Third Eye Blind, Semi-Charmed Life
550	20 Shawn Colvin, Sunny Came Home
541	21 Depeche Mode, Useless
543	22 Sarah McLachlan, Building A Mystery
535	23 Save Ferris, The World Is New
534	24 Sugar Ray, Fly
494	25 Matchbox 20, Push
477	26 Foo Fighters, Everlong
471	27 Everclear, Santa Monica
462	28 Fiona Apple, Criminal
452	29 Counting Crows, A Long December
446	30 Bush, Come Down

WHFS

Washington, DC PD: Robert Benjamin
APD: Bob Waugh

PLAYS	
881	1 Mighty Mighty Bosstones, The Impression
853	2 Sublime, Santeria
846	3 Third Eye Blind, Semi-Charmed Life
816	4 Sneaker Pimps, 6 Underground
779	5 Smash Mouth, Walkin On The Sun
743	6 311, All Mixed Up
731	7 Sugar Ray, Fly
729	8 The Wallflowers, One Headlight
711	9 Dave Matthews Band, Crash Into Me
673	10 Sublime, Wrong Way
672	11 Blur, Song 2
632	12 Luscious Jackson, Naked Eye
602	13 Depeche Mode, It's No Good
598	14 Tonic, If You Could Only See
594	15 Foo Fighters, Everlong
570	16 Bush, Greedy Fly
568	17 Beck, The New Pollution
550	18 White Town, Your Woman
517	19 Reel Big Fish, Sell Out
495	20 Sublime, What I Got
485	21 Squirrel Nut Zippers, Hell
485	22 The Verve Pipe, The Freshmen
482	23 Fiona Apple, Criminal
482	24 The Smashing Pumpkins, Eye
449	25 Third Eye Blind, Graduate
444	26 Prodigy, Breathe
423	27 311, Down
423	28 Chumbawamba, Tubthumping
410	29 Beck, Jack-Ass
401	30 Sarah McLachlan, Building A Mystery

WNNX

Atlanta OM: Brian Philips
PD: Leslie Fram

PLAYS	
747	1 Tonic, If You Could Only See
711	2 Third Eye Blind, Semi-Charmed Life
718	3 Sneaker Pimps, 6 Underground
697	4 Mighty Mighty Bosstones, The Impression
608	5 Blur, Song 2
602	6 Matchbox 20, Push
597	7 Smash Mouth, Walkin On The Sun
581	8 Better Than Ezra, Desperately Wanting
580	9 Sublime, Santeria
578	10 K's Choice, Not An Addict
575	11 Sugar Ray, Fly
562	12 Matthew Sweet, Where You Get Love
559	13 Sublime, Wrong Way
543	14 Cowboy Mouth, Jenny Says
542	15 The Offspring, Gone Away
528	16 Live, Lakin's Juice
491	17 Matchbox 20, 3 Am
484	18 INXS, Elegantly Wasted
475	19 Foo Fighters, Everlong
454	20 Sarah McLachlan, Building A Mystery
437	21 Collective Soul, Precious Declaration
437	22 Memory Dean, So Complicated
432	23 Depeche Mode, It's No Good
425	24 Live, Turn My Head
417	25 Sundays, Summertime
414	26 Dave Matthews Band, Crash Into Me
412	27 Foo Fighters, Monkey Wrench
406	28 Chumbawamba, Tubthumping
401	29 The Verve Pipe, The Freshmen
398	30 Monaco, What Do You Want From Me?

WPLT

Detroit PD: Garrett Michaels
APD/MD: Alex Tear

PLAYS	
1483	1 Dave Matthews Band, Crash Into Me
1309	2 Third Eye Blind, Semi-Charmed Life
1289	3 Duncan Sheik, Barely Breathing
1283	4 The Verve Pipe, The Freshmen
1267	5 The Wallflowers, One Headlight
1224	6 Tonic, If You Could Only See
1119	7 Barenaked Ladies, The Old Apartment
1056	8 Shawn Colvin, Sunny Came Home
1006	9 Better Than Ezra, Desperately Wanting
981	10 Matchbox 20, Push
947	11 Mighty Mighty Bosstones, The Impression
938	12 White Town, Your Woman
925	13 Paula Cole, Where Have All The Cowboys G
907	14 The Cardigans, Lovelof
874	15 Jewel, You Were Meant For Me
870	16 Sublime, Wrong Way
790	17 Luscious Jackson, Naked Eye
767	18 OMC, How Bizarre
746	19 Sarah McLachlan, Building A Mystery
738	20 Indigo Girls, Shame On You
733	21 Meredith Brooks, Bitch
724	22 Sublime, Santeria
724	23 Sheryl Crow, Everyday Is A Winding Road
721	24 Sister Hazel, All For You
713	25 Counting Crows, A Long December
700	26 Barenaked Ladies, Brian Wilson
662	27 No Doubt, Don't Speak
633	28 Sugar Ray, Fly
628	29 Paula Cole, I Don't Want To Wait
624	30 Tori Amos, Silent All These Years

KDGE

Dallas VP/Pgm: John Larson

PLAYS	
1143	1 The Wallflowers, One Headlight
1047	2 OMC, How Bizarre
1044	3 Third Eye Blind, Semi-Charmed Life
945	4 Matchbox 20, Push
947	5 The Verve Pipe, The Freshmen
925	6 Beck, The New Pollution
925	7 Mighty Mighty Bosstones, The Impression
902	8 K's Choice, Not An Addict
839	9 Sugar Ray, Fly
829	10 Bush, Greedy Fly
790	11 Sublime, Santeria
765	12 Dave Matthews Band, Crash Into Me
749	13 Coko, The Distance
749	14 Luscious Jackson, Naked Eye
749	15 Veruca Salt, Volcano Girls
693	16 Jewel, You Were Meant For Me
689	17 Live, Lakin's Juice
679	18 Red Hot Chili Peppers, Love Rollercoaster
670	19 Garbage, #1 Crush
646	20 Smash Mouth, Walkin On The Sun
642	21 The Wallflowers, The Difference
632	22 White Town, Your Woman